

The Power of



Collaborating towards a common vision



While we at EdelGive, have a long way to go, I am confident that dialogue and deliberation will pave the way for a much better structure of philanthropy, one which is inclusive and committed to genuine social progress.

Vidya Shah
CEO,
EdelGive Foundation

From the CEO's desk

In our 2018 Annual Report, I wrote about our 10-year journey; our experiences, our learnings, our failings and how we see the future. Our conviction in our approach and strategy, our beliefs and values expressed therein have only strengthened in the year that has passed. Nevertheless, 2018-19 has also seen a deep questioning of what philanthropy means and does. Is it really delivering on its promise? Is it really “changing” the world and people’s lives? Or is it simply an extension of capitalism and an opportunity for the wealthy and super-rich to strengthen their “stranglehold” on not just economic activity but also on the development and social progress and stability, the traditional remit of government? And is government abdicating its responsibility by guiding and being guided by big philanthropy?

Only a few years ago, it seemed as though no philanthropist could do wrong. In India, the CSR Bill 2014 was first met with great distress and protest about an additional, disguised tax being levied on corporations, to do what governments needed to do. In the five years since, any corporation worth its salt is producing detailed sustainability reports to attest to its good corporate citizenship. Data on philanthropic giving is being tracked actively; the first India Philanthropy Report by Bain was published in 2010. Indeed, in the introduction to the India Philanthropy Report 2011, the authors wrote: “We were surprised by the chord that it (the 2010 report) struck and the conversation it provoked about the state of philanthropy in the country.” Many other reports also emerged, some excoriating the rich for their apparent lack of philanthropy; some, including ours at EdelGive, helping funders with better frameworks for thoughtful and strategic philanthropy.

So why do critics like Anand Giridharadas¹ worry that asking philanthropy to solve society’s problems means the return of “unfettered paternalism” last seen in the era of Andrew Carnegie and John D. Rockefeller? Why does Elizabeth Kolbert in her excellent article in the New Yorker² ask “Are today’s donor classes solving problems – or creating new ones?” And why are we hearing so much about The Gospel of Wealth³ that Andrew Carnegie wrote in 1889?

I think the global financial crisis of 2008 engendered not only a great debate on financial regulation but also led to what Darren Walker, President of the Ford Foundation describes as a deep interrogation of the systems and cultural practices of privilege.

Perhaps, Ms. Kolbert answers her own question when she says that “We live, it is often said, in a new Gilded Age—an era of extravagant wealth and almost as extravagant displays of generosity”. Or perhaps it is as David Remnick⁴ comments “Philanthropy isn’t only fascinating in itself; it’s also a window into the structure of the contemporary world”. Or perhaps there is little trust in “the man of wealth considering himself the mere trustee and agent for his poor brethren, bringing to their service his superior wisdom, experience and ability to administer”.

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In a sense, what Andrew Carnegie was trying to propagate as the duty of the ultra-rich was to create equal opportunities for all — he believed that the best way to dispose of a fortune was to endow institutions that would aid “those who desire to rise”, aimed at improving “the general condition of the people”. Carnegie went on to endow Carnegie Hall, the Carnegie Foundation, the Carnegie Endowment for International Peace, the Carnegie Institute of Technology (now part of Carnegie Mellon University), and more than two-thousand five-hundred local libraries.

What can perhaps only be explained by the norms, laws and practices of the day (yet not condoned) is his decision to break the workers’ union at one of his company’s plants outside Pittsburgh. Indeed, the strike was

¹Winners Take All: The Elite Charade of Changing the World; by Anand Giridharadas, 2018

²Gospels of Giving for the New Gilded Age: Are today’s donor classes solving problems—or creating new ones?; by Elizabeth Kolbert, The New Yorker, August 27, 2018

³The Gospel of Wealth; by Andrew Carnegie, 1889

⁴Sunday Reading: Modern Philanthropy; by David Remnick, The New Yorker, April 7, 2019



broken amid violence in which at least sixteen people were killed. This inconsistency between how Carnegie viewed business versus his philanthropy was depicted in a cartoon in the Saturday Globe on July 9, 1892:



Millionaire Carnegie in his great double role; depicted in a cartoon by The Saturday Globe, July 9, 1892

This criticism of philanthropy covering for the “excesses” of business is rather more widespread today than before. In a sense, the pursuit of profit alone, or the doctrine of shareholder primacy at the expense of other stakeholders is under attack; and has been for some time now. In my letter last year, I referred to stakeholder capitalism versus shareholder capitalism. Looking at shareholder returns in the absence of care for customers, employees and the environment, has and will continue to erode the trust that businesses depend upon.

The 2008 global financial crisis also eroded trust and confidence in capitalism. There is widespread belief that corporations pursue profit and market capitalisation to the exclusion of broader citizenship, whether for their employees or the environment. Personal profit, wealth and renown seem to take precedence over equitable distribution of wealth. Large tobacco companies continue to make money off a deadly habit; the pharmaceutical industry has built its fortune on super drugs, which are inaccessible and expensive to those who need them the most. Big banks have paid considerable fines as they acknowledged bad practices and misselling. The FMCG industry has been criticised for creating a consumer society, setting aspirations driven by materialistic objects rather than values. And the food industry has been accused of exacerbating the obesity epidemic. The belief that capitalism is amoral is being deeply questioned. Companies have traditionally countered these increasing questions on perception through sustainability initiatives, marketing campaigns, brand-building and CSR.

Despite these criticisms, I think it is important to remember that the incentives that fuel ambition and “greed” in capitalism also led to the invention of some great products and services across sectors. If it wasn't for the desire of human achievement of Vinton Cerf and Robert Kahn, we would not have ready access to information through the internet. If it wasn't for the aspiration of the countless scientists dedicating their lives to research, we would not have been able to create vaccines for the most dangerous diseases. So, business, while profit-driven, is also driven by ambition. If one starts out as an entrepreneur largely driven by the accumulation of wealth (within the framework of law and regulation) but is motivated at some point not only to acquire but also to contribute positively to a stronger tomorrow, then so be it!

In point of fact, we are already seeing the evolution of capitalism towards sustainability issues, forced largely by the impact of corporations on the climate and environment, social equity and unfair trade practices. Investors, consumers, campaigners and regulators have come together to decry the old brand of capitalism and push companies to deliver not only financial performance but also a positive contribution to society. This has led to the addition of purpose, inclusion and sustainability to the corporate lexicon. To be fair, many companies have made strong strides in this direction, but skepticism remains that this reformation may not be long term nor survive the markets' downs and ups.



Along with this deep mistrust of corporations and their motives, we also know that public trust in government has been steadily declining: a recent study by Pew Research Center reveals only 17% of Americans today say they can trust the government in Washington to do what is right “just about always” (3%) or “most of the time” (14%) and the situation is not very different in other countries. On the other hand, government budgets, particularly on welfare, are shrinking. In India, central government expenditure has been falling continuously as a percent of GDP, from 13.34% in 2014-15 to 12.77% in 2017-18.⁵ This has put pressure on public spending and on schemes for the poor. Again, the situation is not different in other parts of the world. In the midst of this, we see a significant deepening of inequalities. The Credit Suisse Global Wealth Handbook shows that the top 1% of India’s population share of national wealth grew from 36.8% in 2000 to 58.4% in 2016. Over the same period, the bottom 10% of Indians’ wealth fell from 0.1% to -0.7%.

In the U.S., the outcry against the rich elite’s approach to solving issues of equality and justice has come under severe criticism. The belief has intensified that their approaches are tailored to obscuring the ways in which their wealth was created in the first place and preserving the status quo by supporting institutions and thought leaders who perpetuate their power and position in the social order.

In the midst of this, the sense of a shrinking civil society is all too pervasive. While funding for social causes has increased steadily, we also have civil society tell us that funder-directed efforts have also increased. Operating foundations by philanthropists have also grown. Indeed, in a recent gathering, I was told that the issues that plagued the sector three decades ago still persist: severe restrictions on unrestricted funding or organisation costs, unrealistic measurement, a short term orientation, and a band-aid approach to solutions. Government departments are also playing an increasing role in directing the behaviour of both civil society and philanthropy by openly pushing and calling for both consultations and financial support for efforts they deem critical. So while we continue to believe that working with government is important to achieve long term, systems change, the space in which that dialogue can be had is getting smaller. Finally, and perhaps most importantly, it is the elite that controls the resources when it comes to philanthropy. As Edgar Villanueva⁶, author of the book *Decolonizing Wealth*, puts it: “Philanthropy is top-down, closed-door and expert-driven”. Mr. Villanueva says that funders need to ask three questions. Where did this money come from? Who gets to allocate, manage and spend it? And, how can we rise above the processes we’ve created to reach folks who may have different solutions?

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Most importantly, though, there is a lack of dialogue on solutions. What solutions can businesses adopt to ensure that there is more alignment? For example, Professor Raghuram Rajan⁷ has spoken about such solutions by urging economists across the country to re-think, strengthen and empower local communities and civil society as a means to more equitable growth. We need to have a similar conversation on new approaches for the philanthropic sector. Needless to say, this will have to be a conversation which is inclusive and has society at large, at its core.

As I think about these criticisms and questions surrounding philanthropy, my mind goes back to my thought process when we decided to start EdelGive Foundation. I remember meeting some exceptionally talented and committed individuals who had a strong determination to create change. I remember this constant feeling of wanting to explore this sector more, learn about the challenges and contribute in any small way towards the solutions.

So, my closing comments are a reflection of this thought. What can we do to seem more aligned to the needs of society and be able to contribute more towards the same? Last year, I quoted from *Curiosity and What Equality Really Means* by Dr. Atul Gawande.

⁵Government’s shrinking Fiscal Space; by Rathin Roy, Business Standard, February 5, 2019

⁶Decolonizing Wealth: Indigenous wisdom to heal divides and restore balance; by Edgar Villanueva, 2018

⁷The Third Pillar: How Markets and State leave the Community behind; by Raghuram Rajan, 2019



“To see their humanity, you must put yourself in their shoes. That requires a willingness to ask people what it’s like in those shoes. It requires curiosity about others and the world beyond. Once we lose the desire to understand, to be surprised, to listen, to bear witness — we lose our humanity. You must guard it, for curiosity is the beginning of empathy.” As funders, we must display very high levels of humility and empathy.

Humility in Programme Deliverables

Firstly, we particularly funders and donors, are doing a large disservice to society by claiming that we “Transform Lives” and then quantify that transformation through a number. This has led to “numerification” of an extreme kind – of the “beneficiary” and then multiplied by five for family size. There is a huge ring of arrogance to it. Who are we to transform “lives”? Do we seriously believe this? Also, it seems to suggest that the people we work for; men, women, girls and boys are helpless victims with no aspirations of their own, rather than the fighters they really are. Also, do we really understand that transformation is a process and comes from within but is enabled by nudges and triggers? So are we transforming lives or are we enabling transformation? While we have been guilty in the past of claiming to have transformed lives, at EdelGive Foundation at least, I hope to give this term a quiet burial.

Hearing All Voices

Secondly, we need to hear a lot more from the communities we serve. And we need to ask to hear it. In her excellent piece titled “Time for a Three-legged Measurement Stool”, Fay Twerksy who is Director of Effective Philanthropy at the William and Flora Hewlett Foundation argues that funders need to go beyond traditional monitoring and evaluation to focus on feedback and this can lead to new innovations in the social sector. I think she makes a very valid point about moving away from a quantifiable evaluation to one, which includes a two-way dialogue and can help the funder community in raising the bar of their programmes. It is no longer enough to have a one-way assessment of programme delivery. M&E can no longer just be a tool to judge the

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accountability of the programme. It has to go beyond that. Fay talks about this feedback as a process, which involves systematically soliciting, listening to, and responding to the experiences of non-profit participants and customers about their perceptions of a service or product. She reiterates that by listening to customers’ experiences, preferences and ideas, we can gain unique insights that will help improve the quality and effectiveness of social programmes. The corporate world does this in the form of NPS surveys, but for the social sector, this also helps “to source innovation, to surface hidden problems, or simply to amplify marginalised voices in our typical systems of service delivery”. And we need not ask, how will you scale but how can we help you scale?

Systems Thinking and Systems Change

Finally, we need to observe a process of systems thinking towards systems change. We need to understand that all the problems we confront are interconnected and that we need to find interconnected solutions to them. We also need to look beyond the outcome of programmes to strengthen the processes that help in bringing about these outcomes. At EdelGive Foundation as well, we have used this thinking across our portfolios but particularly in education. When we began working in the field of education, most state governments were tackling the issue of enrolment of children. Data points for education were also around enrolment of girls and boys in schools. Gradually enrolment grew across states, but the state of education and learning was the same. We understood this as a need to build a more holistic programme, one which included not only children staying in school but also learning in school. To enable a holistic approach, we decided to collaborate directly with the service provider — the government - towards addressing the issue. We worked with district and block level government administrators, head masters, teachers and parents in building a systemic programme for education.



As EdelGive Foundation completes another year of existence, it gives me immense confidence when I see the team equally invested in improving dialogues within the sector, to improve the way we run and monitor our programmes. We have together ensured that our NGO partners are our main priority and that we continue to contribute equally to their needs as well as the needs of the communities they support.

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I started writing my letter by presenting the current debate on philanthropy and the larger than life influence of big corporations on social change and I want to leave you with a thought - to look at that same influence and wealth manifested, as ambition, drive and passion as a conduit for something deeper. While we have a long way to go, I am confident that dialogue and deliberation will pave the way for a much better structure of philanthropy, one which is inclusive and committed to genuine social progress.





The Book that changed my life

Edelweiss was built as a result of the collective hard work of a very young team, just as India began a spate of market reforms in the early 1990s. We were determined to build the organisation on the foundation of a set of guiding principles that would serve as our compass, our North Star, in not only how to conduct our business but also ourselves. 'Ideas Create, Values Protect' would be how we would describe ourselves. When we founded EdelGive Foundation in 2008, it was an extension of our guiding principles - how can we as Edelweiss not only serve our shareholders, employees and customers, but also the broader society?

Today, as I pen my thoughts for EdelGive Foundation's 11th Annual Report. I am struck by the impact our partner organisations have had towards enabling social change. Whether it is ensuring every child goes to school, or it is ensuring that women and girls have equal awareness and access to their rights, our partners have pushed their vision into action. It is a very gratifying and humbling feeling to know that we played a small but relevant role in enabling this.

In my experience, visionary leaders seek their guidance, their inspiration and motivation from books as much their favourite role models or their childhood experiences. In some cases, a particular book had transformed their thinking to create a successful organisation. Mamoon Bhai (Mammon Akhtar) used his struggles with reading and writing English to tackle the problem of quality education head-on. Books showed him the importance of compassion and having the right attitude. That learning enabled him to set up the Samaritan Help Mission, which has now established a number of English medium schools for children in Howrah, West Bengal.

“ Good is the enemy of Great.

Even before my journey as an entrepreneur in a highly competitive financial services industry began, books have been my teachers. I have devoured fascinating stories of the evolution of the financial services industry not only in India, but also in Europe and America, of exemplary leaders and leadership, of qualities that are essential in building world-class sustainable organisations.

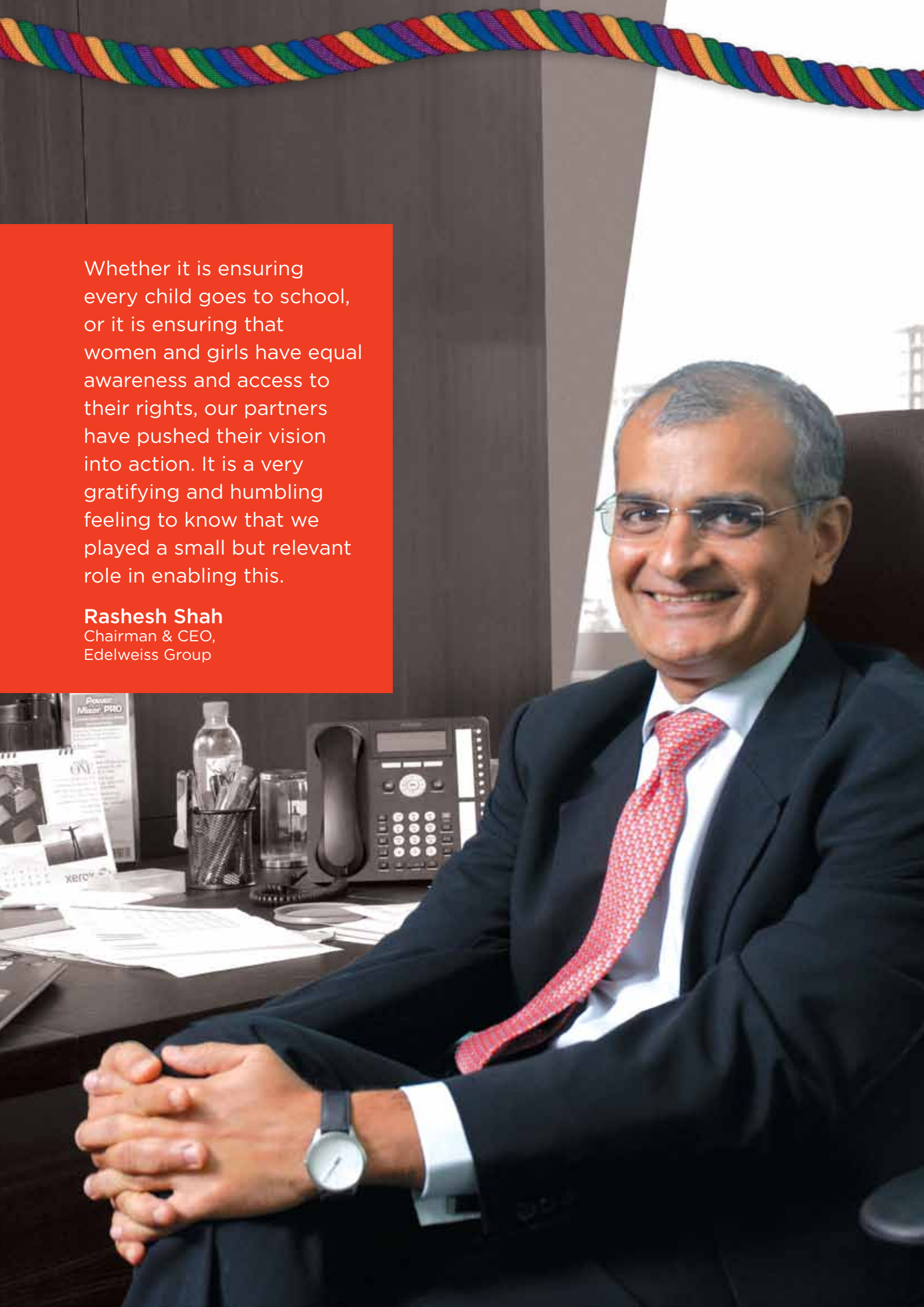
One such book that left an indelible mark on me has been "Jim Collins' Good to Great". The book takes you through Jim Collins and his team's extensive research to answer one simple question 'Can a good company become a great company and if so, How?' You could just replace the company with an organisation: the lessons are equally applicable to all organisations.

I read this book back in 2001, soon after our young business faced headwinds post the internet crash and the Ketan Mehta scam that embroiled our financial markets for most of 2001 and 2002. India also experienced at the same time a terrible drought and subsequent crumbling GDP of 3.5%. Add to this the World Trade Centre terrorist attacks of 9/11. The new millennium had begun on a very difficult note at a time when we were still in the process of building a strong foundation for the company.

Consistency in Will and Effort

“ Some pushes may have been bigger than others, but any single heave - no matter how large - reflects a small fraction of the entire cumulative effect upon the flywheel.

What struck me the most at the time was Jim Collins' take on moving the Flywheel. In the book, he describes any organisation, idea or value as a 'heavy flywheel' - a 5000-pound metal disk mounted horizontally on its axel. When one tries to put this flywheel into motion, the first turn is always the hardest, with several consistent slow thrusts needed just to complete one loop. The second, third, fourth turn come through consistent thrusts that slowly build the momentum. Then at some point, there is a breakthrough! The spins are turning faster and in continuation, with minimum effort, reaching almost an unstoppable point.



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Rashesh Shah

Chairman & CEO,
Edelweiss Group



I could visualise Edelweiss, during this period, as this heavy flywheel, which needed a consistent push to ensure it turns smoothly in the future.

Between 2001 and 2003, we remained focused on making those thrusts for Edelweiss pushing the firm towards tightening our systems and processes, expanding our business from investment banking to capital markets advisory and research, hiring great people and raising capital. We shifted our focus to finding solutions to problems, which were under our control. By 2004, we came out stronger than we could imagine.

The Process of Transformation

“ Although it may have looked like a single-stroke breakthrough to those peering in from the outside, it was anything but that to people experiencing the transformation from within.

People often asked me if there was one strategy or decision I have made in Edelweiss that has made the company into the organisation it is today. I find it very difficult to answer this question. It always takes me back to the flywheel. Was it the first push that moved the wheel or the second, the tenth, the hundredth? In effect, it was the process of ‘overall accumulation of effort applied in a consistent direction’, that has enabled this momentum. They have been a collection of decisions, most that went in our favour and some that didn’t, that has made Edelweiss the company it is today.

The push on the flywheel may have come in the form of the new businesses we seeded and gradually built, our governance and risk management frameworks, or our focus on financial stability through capital raises from time to time. But the focus on building leaders throughout the organisation at all levels and investing in people and their growth has been a matter of strong focus for Edelweiss. Our first breakthrough workshop with Manford in 2005 I think catalysed the process of internal transformation for me and many of my colleagues and stirred our aspiration to build a world-class organisation in financial services.

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Entrepreneurial Vs. Process Driven

“ Entrepreneurial success is fuelled by creativity, imagination, bold moves into uncharted waters and visionary zeal.

We were always known as an entrepreneurial company — our ownership culture backed by one of the most broad-based ESOP plans in the industry, our focus on building people and empowering them to grow businesses and autonomy in decision-making. From a management trainee to a senior director, this spirit has always been strong. However, an entrepreneurship culture must be balanced by a strong focus on structure, systems and processes. Finding that balance is important.

Jim Collins talks about this transition as being one, which most organisations find hard to come to terms with, often losing some of the organisation’s most creative and driven leaders to bureaucratic processes. One of the solutions to this as elaborated by Jim is the coming together of two complementary forces — a culture of discipline and an ethic of entrepreneurship. He calls this a formula for superior performance and sustained results.



This learning from his book has shaped much of how I view entrepreneurship and the organisational structure at Edelweiss. Entrepreneurship does not mean a free hand; it means a shared responsibility. It became increasingly important to us to provide our employees with a sense of ownership and decision-making but also ensure that it is within a common framework. This led us back to re-emphasise our guiding principles – the framework within which we must all operate. Our 13 principles stand as the lines within which we are free to use all types of different colours, but not free to colour beyond.

Level 5 Leadership

“ A key trait of Level 5 leaders is ambition first and foremost for the company and concern for its success rather than for one’s own riches and personal renown.

As Edelweiss has grown, I have found myself returning to this book on several occasions. In our early days, Venkat and I drew a lot of inspiration from Mr. Narayana Murthy, who guided us when we decided to set up the company. Mr. Murthy and his team founded and ran one of India’s most successful companies and did it with such humility and grace. When I think of his leadership style, I am drawn back to Jim Collins’ Level 5 Leader, one that comprises a blend of both personal humility and professional will. It is this duality of the personality of a Level 5 leader, which is his or her biggest strength — modest and wilful, humble and fearless. The process of setting the growth of your company instead of yourself and ensuring that values are always paramount, are some of the qualities I have tried to imbibe.

“ They were seemingly ordinary people quietly producing extraordinary results.

EdelGive Foundation in 2008 was created at a time when CSR was not mandated. At the time, the corporate responsibility to society was not looked at with much depth and understanding. We had the Tata Trusts with several decades’ long support to civil society on the one hand and Mr. Azim Premji and his vision for philanthropy only a decade or so old at the time. Most of the programmes in India were led by civil society organisations and funded by international aid organisations, a few Indian foundations and family offices. Some industry participation existed but only limited to financial support. EdelGive’s role was to not only fund but build the capacity and capability of organisations to grow and scale. Many of the lessons in Jim Collins’ book may be easily applied to building great organisations in the social sector.

Entrepreneurship does not mean a free hand; it means a shared responsibility.

The power of words is stronger than we can imagine. It can move us, break us and define us into the people we are. Harold Kushner said “I think of life as a good book. The further you get into it, the more it begins to make sense”.

As EdelGive Foundation begins its 12th year, I am proud of its achievements and the many strides it has taken in building itself as an exemplar in philanthropy. I wish my colleagues, our NGO and Funding partners the very best for FY 2020.



‘The Power of One’ shines the spotlight on stories that remind us that even the smallest shift of the needle is significant. It keeps reminding us in EdelGive Foundation, of why we do what we do.

Naghma Mulla
COO,
EdelGive Foundation

Why The Power of One?

Given the scale of problems and solutions in India, our conversations tend to revolve around big numbers and even bigger problems. One can get overwhelmed by the sense of magnitude on looking at the big picture. For EdelGive, keeping the big picture in mind while supporting the small and medium initiatives in the complex development sector of India has been a learning journey in itself.

Last year we celebrated EdelGive's first decade in philanthropy with 'The Power of Ten'. We wanted to talk about the cumulative impact of all our efforts and demonstrate that the whole is greater than the sum of its parts. That one size does not fit all. Especially within the diversity of India.

This year, we decided to flip this narrative on its head and shift focus to all the parts that make us whole. The independent threads that collectively form an indestructible social fabric. 'The Power of One' shines the spotlight on stories that remind us that even the smallest shift of the needle is significant. It keeps reminding us in EdelGive, of why we do what we do.

Imagine an issue like Education in its scope and complexity. Such a task is daunting for a single person, let alone a large group of people working together. We'd be hard-pressed to decide where it begins and ends, since it is so entrenched in our society, culture and economy. On the other hand, if we zero in on a few schools in a small district of Maharashtra, a path starts to emerge. One that can then be scaled or adapted for another small set, and another, and so on. We can then narrow down even further on Mr. Harish Chandra Awhad, a teacher at the Zila Parishad school in Dakanpada, in Nandurbar district of Maharashtra, who is helping his students develop their imagination through creative writing.

This process of zooming in and out is what working in the development sector is largely about. There is the big picture, where we face huge, complex problems such as social inequity, injustice and the denial of basic rights to entire sections of society; and there are micro-issues, which stem from complex power structures down to individual values.

Our way to make progress in solving these problems is by breaking them down into smaller, manoeuvrable challenges. For us, by attending to one child, one school or one action at a time, there may be a resolution.

Our growth and understanding of how we view the landscape of issues and possible solutions is a study in introspection and a continuous desire to learn from all participants of this landscape. And while scale is aspirational for us, and **The Collaborators for Transformation Education** is a significant step in approaching a problem with a systems approach to large scale solutioning, we find ourselves enamoured by the **Power of One**, that we keep encountering.

We have thus analysed examples of change and its impact using three distinct lenses:

One-person Army of Change...

“ If you think you are too small to make a difference, try sleeping with a mosquito.

-Dalai Lama

In a country of 1.3 billion people, it's easy to be disheartened into believing that one person simply cannot make a difference, no matter how hard they try. But we have to start somewhere. It can be with small steps helping those nearest to us, or in the case of Dashrath Manjhi, by taking on an impossible mission himself carving a path around a mountain. After losing his wife in a fatal accident while climbing the mountain

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outside Manjhi's village, he armed himself with hammer and chisel, and single-handedly created a 360-foot long, 30-foot high, and 30-foot wide passage that effectively shortened a distance of 55 kms into only 15. Rather than waiting for someone else to help him, the 'Mountain Man' decided to "be the change".

I have had the privilege to meet many other inspirational men and women like Manjhi who have single-handedly worked towards affecting change. Anshu Gupta of GOONJ, Aditya Nataraj of Kaivalya Education Foundation, Osama Manzar of Digital Empowerment Foundation, Sujata Khandekar of CORO, Chetna Gala Sinha of Mann Deshi, Flavia Agnes of Majlis; and so many others who took the untrod path and kept at it. They are living examples of what can happen with the humble beginnings of ONE.

One Purpose Harnesses the Power of Many...



In a gentle way, you can shake the world.

-Mahatma Gandhi

On 6th September, 2018, the Supreme Court overturned Section 377 of the penal code in a landmark judgement decriminalising homosexuality in India. This was the result of thousands of people, fighting for some decades, demanding that they should be treated as equal citizens in the eyes of the law. The archaic law proved no match for the collective strength of the common man. These people used no violence, but by joining hands they spoke with one forceful voice.

Sometimes, one tragic incident too can shake the foundations of society to its core. Nirbhaya's rape shocked the country. United in horror, the common man once again rose up to put pressure on the government, leading to the amendment of Indian rape laws. It was the death of one child labourer and two Dalit labourers that provoked Ashif Shaikh to launch Jan Sahas, an organisation working to eradicate bondage in all its forms through the empowerment of women and girls, providing legal justice, food security and empowering barefoot leaders who can take communities out of poverty.

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One Voice can Start a Movement...



When the whole world is silent, even one voice becomes powerful.

-Malala Yousafzai

Any story of change is at its core also about a choice - choosing not to throw one's hands up in defeat but persevering towards what many consider an impossible goal. History offers many such examples. While still a teenager, Malala Yousafzai showed true grit when she stood up in the face of violence and began her fight for education for girls everywhere. And long before Malala, India's first feminist Savitribai Phule was paving the way for women's rights and education. Sampat Pal Devi's 'Gulabi Gang' has empowered over 270,000 women to speak out against domestic violence and archaic practices like dowry, child marriage and desertion. A short distance from EdelGive Foundation's offices in Mumbai, lawyer Afroz Shah, along with his 84-year old neighbour Harbansh Mathur set their sights on cleaning Versova beach in 2015. One by one, concerned citizens joined them in picking up all kinds of trash. 20 million kilos of garbage later, this initiative went on to become the world's largest beach clean-up exercise.



We are humbled by the **Power of One**. And as we move towards scaling ourselves and our partners, we continue to appreciate what this power can unleash. In the last year, EdelGive Foundation has had its own share of victories and milestones that are the culmination of the three approaches outlined above. We launched two ambitious collaborative efforts – The Influencers and the Coalition for Women Empowerment (CWE) – aimed towards a more equal and respectful India. We also launched phase two of our education coalition, The Collaborators for Transforming Education and continue to see remarkable improvements in learning outcomes of children.

We rely on robust data to be both accountable and effective in our investment decisions. To this end, we have fortified our Monitoring & Evaluation (M&E) capabilities through the development of the Measure for Impact (M4I) tool. We believe that binding together the many individuals and organisations working independently with the right resources can create exponential impact. After all, our team and extended network of NGO Partners and funding partners is a collective of many 'ones' joining together to power real change. In the pages that follow, we have collected stories of change delivered by grassroots leaders and the people they support, which only strengthens our belief, that one is not a small number, but a mighty one.

Any story of change is at its core also about a choice – Choosing not to throw one's hands up in defeat but persevering towards what many consider an impossible goal.



The Power of One

We live in extraordinary times. India has one of the fastest growing populations of the ultra-rich as well as a rising middle class. This has increased the 'giving' power of the country, with more people donating towards charitable causes than ever before. However, statistics reveal that these contributions pale in comparison to the challenges faced by the country, including poverty, gender inequality and the lack of quality education. The only way to overcome and even thrive in such circumstances is by casting pessimism aside and weaving together as one for the greater good.

At EdelGive Foundation, we understand that the best way to achieve effective social transformation is by obtaining considerable financial and non-financial backing to empower marginalised communities.

We bind together different entities of the philanthropic ecosystem - investors, NGOs, employees, the government and communities.

Working in synergy, each entity plays a significant role in facilitating the team's goal. When these stakeholders collaborate, they multiply impact exponentially. Each new collaborator dramatically improves the entire group's potential and strengthens its ability to create lasting social change. These collective efforts exemplify the Power of One.

In this Annual Report, we showcase the strong bonds we have cultivated with our stakeholders, who have helped mobilise extraordinary resources in order to improve the quantum of giving and as one, tackle pressing issues. We aim to continue supporting communities with The Power of One to give shape to an extraordinary world.



About Edelgive ²

What we do ⁶

Thought Leadership ³⁶

Team ⁴⁶

About Edel Give



Building our Legacy

Since 2008, EdelGive Foundation has supported institutions and organisations that promote societal growth and innovation, by bringing the skills, resources, and talents of the for-profit world to the not-for-profit world.

We function as a platform that links together various entities in the philanthropic ecosystem – connecting corporates, foundations and HNIs to fund and build the capabilities of credible organisations all over the country.

With the support of Edelweiss, we have been able to chart a course for strategic philanthropy, by partnering with some of the largest funder organisations in India through innovative partnership models such as collaborations and co-funding structures. We work with a pool of 44 visionary NGO partners across three key areas of development – Education, Livelihoods and Women Empowerment.

Our Mission

We leverage the capacity and capital of the for-profit world to equip and enable the social sector to achieve the greatest impact towards India's pressing developmental needs.

EdelGive Foundation's Four Pillars of Philanthropy



Investing for Development

The same diligence and rigour that goes into financial investing are repurposed towards social investing. We identify NGO partners that demonstrate the potential for exponential growth through a proven and innovative model.



Equity among Stakeholders

From investors, NGO partners and employees, to governments, communities and society as a whole – we consider all our stakeholders equally important. Our role is to balance and distribute available opportunities and resources within the ecosystem.



Asymmetric Payoff

We believe in maximising the good from every resource invested for social development.



10X Impact

We emphasise sustainable change rather than isolated improvements. To achieve this, we leverage our funds and capacity building efforts, as well as our partners and networks to provide NGOs with 360-degree support.

Our Journey

In the first four years of our journey, we were mostly a grant-making organisation, intuitively funding programs that were either of scale, or of credible partners. Subsequently, we saw merit in providing some amount of structure to our grants through a clear selection of portfolios and programs, and the induction of a robust monitoring and evaluation system. The year 2016 was significant to us as we explored a more collaborative approach to philanthropy, understanding the need to come together to support societal change. As a result, we have been able to create partnerships towards much larger goals.

As we move into a new decade of our operations, our focus will be on becoming a platform for philanthropy in India, where we continue to find solutions, financial and operational, for our NGO partners and their programs. We also envisage a larger role for ourselves as advisors to help organisations efficiently structure their approach to philanthropy.

2018

Platform for Philanthropy

- 150 NGO partners
- Ecosystem building approach to Philanthropy
- Strengthening collaborations and partnerships
- Launch of 'The Influencers' and 'Coalition for Women Empowerment'
- Focus on strengthening Education, Livelihoods and Women Empowerment portfolios

Collaborative Philanthropy

- 80 NGO partners
- Launch of 'The Collaborators for Transforming Education'
- Shift to a Systems thinking approach
- Focus on Education, Livelihoods and Women Empowerment portfolios

2016

2012

Structured Philanthropy

- 20 NGO partners
- Structured social investments
- Building stronger partnerships
- Focus on Education and Livelihoods portfolios

Intuitive Philanthropy

- 10 NGO partners
- Reactive social investments
- Process of learning
- Focus on Education portfolio

2008

Guiding Principles



We will maintain the highest level of **integrity, transparency,** and **ethical conduct.**



We will be a learning organisation – we will embrace **new ideas, opinions and perspectives,** and a **deep generosity of spirit.**



We will **bring a deep commitment** to inclusiveness as a fundamental operating principle.



We will treat our stakeholders, our NGO partners, our funding partners, our employees, and volunteers with **respect and empathy.**



We will **promote responsible-and-effective philanthropy** through our actions: as custodians of the resources and reputation of our parent Edelweiss, and all our funding and NGO partners.



We will remain **secular** in our **work, beliefs, and outlook.**



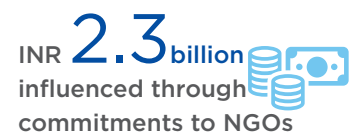
It's been four wonderful years of our relationship with EdelGive Foundation. They have been supporting our program for early learners in rural Anganwadis, since its inception. With their support and guidance, we have been able to grow and change lives of thousands of children in rural and tribal parts of Palghar.



Ashish Bijawargi

Head-Projects,
Learning Space Foundation

Our Influence through the Years



What we do






Ensuring Effective Partnerships

Systemic change requires patience, significant investment over a sustained period of time, and most importantly, the inclusion of the entire community. We also recognise that while there are many Indian organisations eager to invest for development, they may struggle with depth of knowledge, time and experience needed to fully immerse themselves in philanthropy.

Our brand of collaborative philanthropy involves pooling together know-how and agency to build an ecosystem of funding and NGO partners who join hands in tackling some of our society's toughest problems. In doing so, we are able to harness greater resources and achieve impact in scale and across geographies.

As a **zero cost philanthropic advisory platform**, we help funding partners, which include corporates, HNIs, family offices and foundations, define their strategy of philanthropy – from advice on CSR policy to identifying causes and the communities in need, to mapping innovative funding models. We facilitate the exchange of resources and information, and work strategically as an effective intermediary between the for-profit and non-profit sectors. We rely on a sense of equal ownership among all our partners, ensuring that we create value across the spectrum.

Our Commitment

		
<p>Customised Philanthropic solutions for CSR and personal philanthropy</p>	<p>Cost-free advisory and management platform that ensures 100% remittance of funds to the grassroots projects</p>	<p>Credible pool of NGOs enabling positive, social change in education, livelihoods and women empowerment in 2018-19</p>
<ul style="list-style-type: none"> • Companies • Family Offices • Individuals • Family & CSR Foundations 	<ul style="list-style-type: none"> • Consulting services • Co-funding • Pooled funding • Employee volunteering & engagement 	<ul style="list-style-type: none"> • 44 NGOs • 14 States • 17 Lakh people reached

Customised Philanthropic Solutions

EdelGive Foundation identifies promising small-to-mid-sized non-profits around the country as its NGO partners. From community organisations to grassroots level initiatives, these are groups working on the ground in areas most in need of upliftment. After thorough due diligence, we match projects to our funding partner requirements, ensuring all financial assistance from our partners is directed towards the NGO's programme. In this scenario, EdelGive Foundation absorbs the cost of the advisory services provided.

In addition to co-funding opportunities, EdelGive Foundation also offers funding partners operational assistance in programme execution and monitoring. We function as a reference partner and connect them to credible work in the development sector. Simultaneously, we continually engage with other funders in the ecosystem to stay abreast of their philanthropic interventions and scope out further opportunities for collaboration.

“

EdelGive Foundation has been the backbone of our school for the last four years, funding the most important phase in the lives of our students – their higher education. Through their support, we are able to provide our children with the best facilities, faculty and training. EdelGive Foundation has funded all the major expenses of our students from 8th to 10th std - the books our students use, the midday meal they get, exposure visits, farewells and the best faculty to help them through their crucial years of academics. The entire team has been very cordial and helpful. They patiently helped us understand the reporting and proposal writing procedure online and made sure that they visit our school regularly.

Benazir Baig

Founder,
RAZA Educational and
Social Welfare Society

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Collaborative Philanthropy Approach

For certain causes or projects with a high level of complexity – where on-ground realities make it impossible for an individual organisation to significantly influence outcomes – EdelGive Foundation anchors coalitions, bringing together several funders to support large-scale efforts for transformational change. Such projects also tend to be carried out in close collaboration with the government, ensuring sustainable impact by aligning public and private mandates.

Over the last two years, we have anchored two landmark coalitions as well as spearheaded an influential group of iconic leaders enabling the empowerment of women.

The Influencers



In addition to grassroots level activities towards women empowerment, there is a pressing need for continued focus, awareness and dialogue on the multitude of problems faced by Indian women. These include, but are not limited to, **freedom from violence and discrimination, grassroots leadership, access to legal justice, rights and entitlements and economic independence.**

To ensure that these concerns are brought to the forefront and addressed through appropriate solutions, EdelGive Foundation curated **The Influencers**, a group of women and men who are iconic leaders and opinion-makers across sectors including business, entertainment, sports, academia and philanthropy. What connects these people is their desire to lend their voice towards enabling millions of nameless, faceless women marginalised by caste, culture, geography, economic status and other barriers, to participate actively in the social, political, cultural spheres of society.

This collective endeavour channels the group’s formidable influence towards the upliftment of women and girls. It is an attempt to aggregate the tireless work being carried out in the space, and stems from a desire to bring together critical stakeholders – individuals, conventional players and new entrants – interested in philanthropy for impact.

Through their identity, networks and resources, as well as the financial support of highly impactful programmes, the Influencers will not only facilitate funding towards much-needed efforts but will also encourage other funders to join the coalition.

The Influencers



Anju Gupta

Additional Director General
of Police (ADG), UP



Anita George

Executive Vice-President,
CDPQ India



Arathi Shetty

Non-Executive Director,
Allcargo Logistics



**Archana Chandra &
Amit Chandra**

A.T.E. Chandra Foundation



Bala Despande

Managing Director,
Mega Delta Capital Advisors



Nandita Das

Actor, Director



Samir Patil

Founder & CEO,
Scroll.in



Shalni Arora

Founder & CEO,
Savannah Wisdom



Shreevar Kheruka

Managing Director,
Borosil Glassworks Ltd.



**Svati Chakravarty Bhatkal &
Satyajit Bhatkal**

Co-creators, Satyamev Jayate,
Founding Leadership, Paani Foundation



**Sushmita & Ashish
Kacholia**

Directors, Lucky Securities



Vrinda Rajgarhia

Director,
Prasad Agents



Zia Mody

Founder & Senior Partner,
AZB & Partners



Niranjan Rajadhyaksha

Research Director & Senior
Fellow, IDFC Institute



**Atul Sharma
Alok Mittal
Dheeraj Vasishth
Deepanshu Sharma
Vinay Raizada**

“

Such collaborative work wherein all key stakeholders work together to bring in change, is perhaps the best way forward towards a more equitable society.

Bharat Sheth

Deputy Chairman & Managing Director,
Great Eastern Shipping

”

“

From a portfolio-based approach to a collaborative approach, it has been great for us to watch EdelGive Foundation's journey of building great partnerships between organisations, the community and government, which is so critical to bring scale to all the work that we do.

Paresh Parasnis

CEO,
Piramal Foundation

”

Coalition for Women Empowerment



Gender equality remains an uphill battle throughout urban and rural India. This is a deep-rooted problem that impacts the very core of our society; in some parts of the country, even the most basic rights continue to elude Indian women. The void in the public and private spending (including CSR and philanthropy) on women's rights further weakens programmes working towards women's inclusion and justice.

Non-profits working in the sector rarely come together to share best practices and imbibe learning. This leads to replication and wastage of resources in same or similar programmes and inhibits much-needed exploration of and experimentation with solutions. Aggregating their work required the facilitation of a structure and process which would provide for collaboration and convergence in work and knowledge building; while retaining their individualities; and enable joint capacity building as well as peer-to-peer learning.

The **Coalition for Women Empowerment (CWE)** was born out of this thought. Conceived by EdelGive Foundation, driven by its conviction in the systems thinking approach, the Coalition brings together funding organisations and grassroots organisations as stakeholders united by a common mission of addressing deprivation and discrimination faced by women in India (irrespective of class, caste, region or other differentiators).

The Coalition also aims to achieve greater scale, deeper results and financial sustainability for grassroots organisations. Ford Foundation and EdelGive Foundation will focus on providing 360 degree support to grassroots organisations through enabling funding for critical programmes that are often under-invested and by investing additionally in institution building for improved effectiveness and efficiency.

The Collaborators



With the objective of building a sustainable education system across the entire state of Maharashtra, **The Collaborators for Transforming Education**, is a fund management approach to public-private partnerships that is yielding far-reaching results. Started in 2016, it is a partnership anchored by EdelGive Foundation with the Department of School Education and Sports (DSES), to implement the Pragat Shaikshanik Maharashtra (PSM)* in four of the most backward districts of Maharashtra — Amravati, Gadchiroli, Nandurbar, Parbhani and in the districts of Satara and Solapur, through our implementing partners Gyan Prakash Foundation (GPF) and Kaivalya Education Foundation (KEF).

The two-phased intervention focusses on three main outcomes:

- Enhancement in learning outcomes of children resulting in transformation of Government-run schools to Pragat Schools
- Support and capacity building of system functionaries at the school, cluster and block level for access to, and utilisation of education data, for evidence-driven decision-making
- Improved community engagement for ensuring sustainability and support to the interventions

Phase I: Elevating Learning Outcomes at the School Level

Implementation of the first phase, spanning two years, was completed in four Special Focus Districts (SFDs)* in June 2018.

The impact of Phase I has been seen in the improvement in the average learning outcomes of students, with students scoring above the National and State Average according to National Achievement Survey 2018 in Mathematics and Language. There has also been a reduction in dropouts from schools that earlier used to take place owing to seasonal migration every year.

In Phase I, **The Collaborators** have reached over 9 lakhs children, trained over 25,000 teachers, head masters and trainers in over 6,000 schools working with over 445 government functionaries.

Phase II: Building Leadership at District, Block and Cluster Levels

The second phase was launched in September 2018, aimed at mobilising a District Transformation Programme (DTP) with two primary goals: Building the leadership abilities of education functionaries at cluster, block and district levels; and increasing accountability through active community engagement.

“

Given EdelGive Foundation's breadth and depth of knowledge about issues and organisations, they are a partner that we trust implicitly when it comes to programmes and scaling.

Karan Malik

Head of Programmes - India,
British Asian Trust

“

There is a need for collaborative effort in the nation to address issues as complicated and multi-layered as violence among women and children. By driving highly impactful collaborations, EdelGive Foundation has evolved to be a power to reckon with.

Archana Chandra

CEO,
Jai Vakeel Foundation

*Pragat Shaikshanik (progressive education) Maharashtra (PSM) is a State Government programme aimed at improving the linguistic and mathematical skills of children in government-run schools. The initiative aims to create a supportive environment for early childhood education through appropriate direction and teacher facilitation.

*Special Focus Districts (SFDs) are districts which have shown relatively lesser progress in achieving key social outcome.



One child at a time

South Orissa Voluntary Action (SOVA), Odisha

South Orissa Voluntary Action works to promote the best interest of disadvantaged communities with a particular focus on women and children through a holistic intervention approach. EdelGive is supporting SOVA for an integrated programme covering 62 villages of Kotpad block in Koraput district. This programme includes education, child rights, livelihood, health and village governance, with education being the core focus. With work on access and quality, interventions are both at the pre-primary and primary levels. As children come from a tribal population, language is a key challenge in the classroom, thereby making instructions in their mother tongue, a focus of the intervention.

Soon after being promoted to class IV, 11 year old Krutika Majhi dropped out of school in the Sirisi village of Sadaranga gram panchayat. Identified by SOVA project staff during the baseline survey, she wouldn't turn up in class, despite arranging several counseling sessions with her parents.

In April 2018, a 'child club', the Ambedkar Shishu Sangathan was formed in the village wherein children could get together and discuss issues that they were facing. They were made aware of basic child rights and protection facilities available for them. The group started conducting monthly meetings with the help of a SOVA volunteer, to discuss and take on a specific initiative.

As neither the School Management Committee (SMC) nor the Parent Teacher Association (PTA) were active, the child club members were tasked with ensuring that all children from their village attended school regularly and no one dropped out. This was the beginning of a new venture. The very next day, the entire club visited Krutika's home and invited her to join the group. They slowly engaged her in activities and after about three months of constant follow-up, she returned to the classroom on her own.

It is when we collect these individual incidents of change together that the notion of 'no child left behind' takes on real meaning. Some children need an additional push to continue on their path of learning, and very often, their peers turn out to be the right people for the job. Empowered at a young age, these children are bound to become natural leaders as they mature into adults.



Children ensuring
no child is left
behind.



“I was amazed to see more than 95% children had written such beautiful stories!”

**-Mr. Harish Chandra Awhad,
School Teacher,
Umargaon, Maharashtra**



Unleashing a child's imagination

Gyan Prakash Foundation, Maharashtra

Gyan Prakash Foundation (GPF) was established as a public charitable trust, to join the efforts of various NGOs, corporates and the government, towards improving the quality of education in rural India. Last mile connectivity, a social change model, is aimed at achieving educational transformation and is central to the belief of the organisation. Through 'The Collaborators for Transforming Education' programme, EdelGive Foundation is supporting Gyan Prakash in Parbhani and Nandurbar districts.

So far, we have reached over 20,000 children between 6-14 years, in government schools.

With a population of under 500 and literacy rate close to 59% - well below the national average - Dakanpada is a tiny hamlet under village panchayat Umargaon. The 31 students in the zila parishad school belong to the Bhil tribe and converse primarily in their native tongue, Bhilli.

Against this backdrop, GPF Programme Coordinator of the Pimplod Cluster, Mr. Divesh Marathe began working with Mr. Harish Chandra Awhad, one of the school's two teachers in August 2016. While reviewing the school report card with him, Marathe highlighted weak areas such as story and conversational writing. That's all it took to set the wheels in motion.

Awhad began actively utilising the Vachan Jhopadi, an initiative shared across many Maharashtra schools to improve reading. Every day after the mid-day meal, he would sit with a group of children and hand out pictures he had collected from various books to each of them. "I just asked children to observe the picture and to talk about what they saw. My children speak Bhilli at home, so I encouraged them to do so in school as well. I just kept on asking questions to get my whole class to imagine things. The children started to give names to the characters and developed conversations among them, and so much more. I was happy to see this," he shared. Once they were comfortable with sharing their stories, he asked them to write them in their own words, in Marathi. Slowly and patiently, he began to develop their storytelling and writing skills.

Marathe silently supported Awhad, never questioning his approach so as not to discourage this independent initiative. And in September 2017, he was pleasantly surprised with the tremendous progress in the PSM baseline assessment. "I was amazed to see more than 95% children had written such beautiful stories!" he exclaimed. Impressed by this success, he invited the Kendra Pramukh to visit Awhad's classroom. He was then called to the Shikshan Parishad where he explained his methodology to 29 teachers from the cluster, seven of whom implemented it in their classrooms.

Good education is one that not only gives the child a strong foundation in the basics, but also sparks their imagination; encouraging them to express themselves in their own words. In this case, GPF's programme offered enough room for a creative and sensitive solution to be devised by the teacher himself.

Many Hands, One Mission

When EdelGive Foundation was formed in 2008, there were few 'best practices' to follow in philanthropy. Thus, our evolution runs in parallel with the growth of the sector.

From the very beginning, one of our objectives was to bolster the sector by contributing towards building mature, effective models for philanthropy. Ground zero for us was Education because we believe it is a fundamental right that contributes immeasurably to the realisation of all others. In a few years, we expanded to Livelihoods as a second domain area; viewing it as the next logical step towards sustainable development and economic growth.

The third portfolio we developed was Women Empowerment. Though they comprise half the population, Indian women have been subjugated to inequality and denied self-actualisation, for centuries. We strive for freedom from exploitation and injustice for women through their social and economic empowerment.

Over the past years, with the support of our partners, EdelGive Foundation has made great strides in these three key focus areas. We invest a significant amount of time and effort in identifying meaningful, yet unconventional, initiatives across grassroots implementing partners, and in bringing together a diverse group of resource providers to provide them with financial support and capacity building.

Education

Education is the bedrock of sustainable development, economic growth, gender equality and responsible global citizenship. It creates opportunities for better, more sustainable societies. EdelGive Foundation aspires to provide all children with equal access to quality education, irrespective of their background, gender and socio-economic standing. To this end, we hope to play a role in shaping and giving direction to the resolution of systemic issues of 'Access to Quality Education' in India. Since we believe in lasting change, investing for quality education will further have a positive impact on the child's health, employability and social status.

We work in collaboration with government systems to achieve a wider, long-term change and empower the community to make the change sustainable.

EdelGive Foundation broadly categorises its work around four priority areas:



School Transformation



Early Childhood Education



Innovation & Experimentation



Research & Advocacy

Through our NGO partners we have been able to create significant impact

17 projects funded with 13 NGO partners across 18 districts in 7 states of India

Improvement in the learning outcomes of 10,72,614 children

26,166 Teachers, Anganwadi Workers, Master Trainers and Facilitators trained to build skills

Supported 6,822 Learning Centres and Schools

Worked closely with and supported over 450 Government officials

Livelihoods

Nearly 30 percent of India's population lives below the poverty line. Problems of unemployment, enforced migration, failing agriculture, and the frequent occurrence of natural calamities, create a cycle of vulnerability. In an attempt to break through this, EdelGive Foundation works with grassroots organisations in remote parts of rural India to build resilience amongst communities.

Our interventions are centered around rural and tribal populations, who are primarily dependent on agrarian and ancillary based economy. Through our partners, we strive to provide capacity building, promote value addition, and market linkages for the farming fraternity, encouraging them to move towards a climate smart sustainable model of agriculture. We also facilitate access to capital and basic business acumen to assist and promote vulnerable sections of society in becoming more entrepreneurial.

Through our contextual, targeted interventions we are working together to develop sustainable livelihood options through systemic transformation with emphasis on four focus areas:



Water for Livelihood



Financial Inclusion



Skill and Institutional Building



Employability Skill Building

Through our NGO partners we have been able to create significant impact

1,58,000 **people reached** across **10 states** working with **15 organisations**

Influenced **1,943** women into **83** Self Help Groups (SHGs)

Built and supported **56** **Joint Liability Groups** with **1,157** women

Upskilled over **5,100** farmers through various capacity building trainings in sustainable agricultural techniques

609 youth expanded career opportunities through experiential learning, soft skills development and internships in 2018-19

68 watershed structures built, which has enhanced **927.6** acres of land under irrigation

“

The work that GRAVIS has been able to do in the areas of mitigating droughts, securing livelihoods and empowering women, supported by EdelGive Foundation, has been very effective in a holistic manner. To achieve the desired impact at the ground level, the most critical contribution is made by the values of a partnership aimed at community-driven development and sustainability. I believe that EdelGive Foundation is very profoundly influencing philanthropy and developmental partnerships in India and has a very significant role to play moving forward.

Dr. Prakash Tyagi

Executive Director,
GRAVIS

”



EdelGive Foundation's support to us comes not just with generous financial support but strategic and organisational development support as well. Over the last six years, they have supported two particularly innovative programmes that have allowed us to deepen our work in promoting women's entrepreneurship. The first resulted in us developing a new doorstep cash loan product for micro entrepreneurs who work in in weekly markets — a first in the country. It is now run across 60 markets in western Maharashtra. Also their assistance in helping us pioneer digital financial literacy and inclusion for women who would otherwise been entirely excluded from this drive in our country is deeply appreciated.

We are extremely fortunate to have EdelGive Foundation as our partner. With supporters like them we are sure to meet our aim to reach a million women within the next few years.

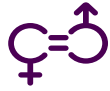
Chetna Sinha
 Founder, President,
 Mann Deshi Foundation



Women Empowerment

Development is impossible if half the population is unable to move forward. We believe that women and girls are the key to pulling us out of poverty and growing as a nation. We collaborate with exceptional implementing partners that are combating the problem of violence against women and women's safety through advocacy and grassroots leadership.

EdelGive Foundation is committed to addressing both social and economic inequalities that prevent women and girls from achieving their full potential, with focus on five key priority areas:



**Freedom from
 Violence and
 Discrimination**



**Access to
 Legal Justice**



**Grassroots
 Leadership**



**Access to
 Rights and
 Entitlements**



**Freedom from
 Economic
 Dependence**

Through our NGO partners we have been able to create significant impact

42,500 women
 and girls equipped to protect
 themselves against violence

360 men and boys
 sensitised to address the
 issue of violence openly

717 survivors of violence
 empowered to re-enter society
 without stigma and shame

1,729 women and
 girls provided with access to
 legal aid

1,129 Lawyers and
 Paralegals on-boarded on field

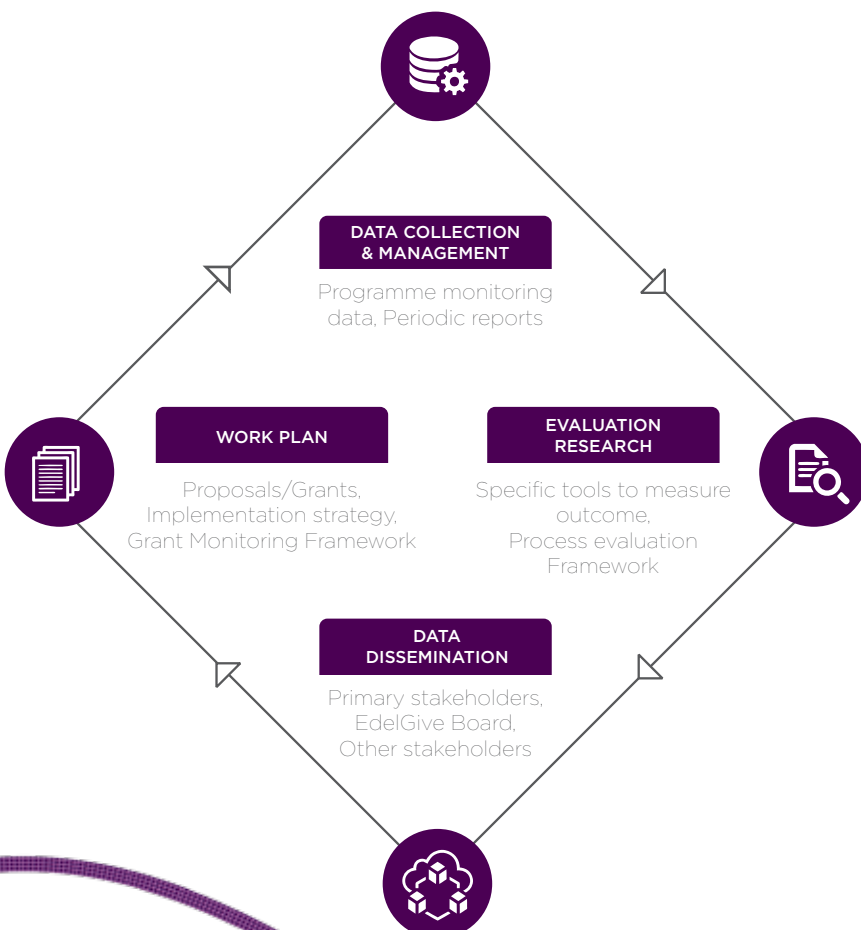
Monitoring & Evaluation

As a philanthropic platform, EdelGive Foundation is committed to ensuring that resources allocated, are to the most in need. We also strive to optimise the impact for the programmes we invest in, as well as the sector as a whole. To achieve this, robust processes have been put in place at every stage of grant making and grant management to facilitate data-driven decision-making. This includes thorough scoping and due diligence, setting up Grant Monitoring Frameworks with indicators, and periodic progress reports to track performance.

The tools developed for monitoring and evaluation (M&E) are comprehensive and can be easily adopted by our partners. Along with assessing the impact of each programme, EdelGive Foundation also provides support for strengthening data management systems and organisational capacity.

Results-Based Management Framework

EdelGive Foundation provides system-strengthening support to NGO partners through the Results-Based Management (RBM) approach, which enables result mapping at each level – Process, Output, Outcome and Impact. A model based on performance helps to ensure downward accountability of deployed funds. EdelGive Foundation’s approach to M&E leverages data collected at each step to drive disbursement decisions. The RBM approach involves all programme stakeholders, and helps in developing a strong sense of ownership, responsibility and accountability among all entities within the philanthropic ecosystem.



“ It has been wonderful and enriching four years of CORO and EdelGive Foundation’s partnership. EdelGive Foundation supports CORO’s grassroots leadership development programme which is led by single women in Marathwada region of Maharashtra. Vidy’s leadership is a crucial aspect of this relationship. We found her always being proactive in exploring new ideas that would meaningfully contribute to the sector. CORO is looking forward to a stronger and longer partnership with EdelGive Foundation.

Sujata Khandekar
 Founder Director,
 CORO India

“ EdelGive Foundation has been supporting us since 2018, and the past one year has been immensely beneficial for the organisation. The partnership has gone beyond the boundary of project framework of monitoring and supervision to mutual learning, establishing new connections and knowledge sharing across the sector. This has enabled us to create a better environment for learning and coming up with innovative solutions to the problem at the grassroots.

Dr. Bibhu Mohanty
 Founder Secretary,
 Sambandh

EdelGive Foundation's NGO Partners



Andhra Pradesh & Telangana



- Shaheen Women's Resource and Welfare Association conducts inclusivity interventions for isolated and abused women and girls of vulnerable communities.



Chhattisgarh



- Action for Food Production (AFPRO) helps vulnerable communities to become self-reliant through training, knowledge and technology transfer on rural development projects.



Delhi



- Milaan Be the Change is collectivising girls at the grassroots level, delivering comprehensive life-skills based education and collective social action.
- Centre for Civil Society (CCS), one of India's first liberal think-tanks, works towards advancing social change through public policy.
- Sshrishti India Trust provides education, digital literacy and skill development to enable employability of the youth.



Gujarat



- Area Networking and Development Initiative (ANANDI) works with rural women on their social and economic rights through collectivisation.
- Kutch Mahila Vikas Sangathan (KMVS) focuses on the holistic empowerment of women, through a consent based approach.
- Utthan runs integrated programmes for women and girls to have access to entitlements & financial inclusion, and sustainable livelihood security options along the tribal and coastal Gujarat.



Haryana



- Breakthrough India uses Art and Culture to bring human rights issues, into mainstream conversations, inspiring social action.



- Torpa Rural Development Society for Women (TRDSW) focuses on education, empowerment and livelihood skills for communities in the Khunti district of Jharkhand.



Jharkhand



- Mann Deshi Foundation enables women's economic empowerment by providing them opportunities to earn and grow their income.
- CORO India works towards the propagation of adult literacy in Mumbai slums.
- Majlis Manch is an all women team comprising of lawyers and social activists providing quality legal representation and changing mind-sets on gender through advocacy and training.
- Foundation for Promotion of Sports and Games - OGQ provides world class training facility to athletes preparing for Olympics.
- Vacha Charitable Trust works with adolescent girls through the non-formal participatory methodology of learning and teaching.
- Gyan Prakash Foundation (GPF) joins the efforts of various NGOs, corporates and the government, towards improving the quality of education in rural India.
- Kaivalya Education Foundation (KEF) is a change management organisation that supports public education system leaders to improve learning levels of students by enabling 'people improving processes' and technology.
- LeapForWord (LFW) works on making English teaching techniques accessible to regional language school teachers.
- Learning Space Foundation (LSF) focuses on rural educational development through computer literacy, e-learning, English language development and teacher training interventions.
- Parag, an initiative of Tata Education and Development Trust, sources, publishes and disseminates children's literature to enable joyful reading among children and youth.
- Vikas Sahyog Pratishthan (VSP) has been working towards building a sustainable economy that is ecologically sensitive and promotes equality among all members of a community.
- Yuva Rural Association (YRA) facilitates social and economic transformation by providing rural poor access to their rights.
- Action Related to Organisation of Education, Health and Nutrition (AROEHAN), aims to bring about sustainable change in tribal communities in the Jawhar-Mokhada blocks of the Palghar district of Maharashtra.



Maharashtra



Karnataka



- IT for Change uses digital technologies towards social justice and gender equality in the society.
- RAZA Educational and Social Welfare Society provides access and quality education to children at all levels.
- Agastya International Foundation builds curiosity and nurtures creativity in disadvantaged children and teachers through their innovative learning tools.
- Vrutti builds wealth and resilience amongst small producers and vulnerable communities through transformative agrarian and allied livelihood solutions.
- Manuvikasa promotes livelihood development for landless labourers and small farmers through entrepreneurship development financial inclusion, and bio-diversity conservation.



Madhya Pradesh



- Jan Sahas Social Development Society provides protection and promotion of human rights of women, girls and children from the most excluded communities and groups like manual scavengers, survivors of rape and sexual assault, bonded labourers, caste based sex workers, dalit and tribal communities.



Odisha



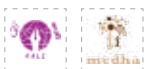
- South Orissa Voluntary Action (SOVA) implements programmes on health, education, governance, livelihood and disaster risk reduction to promote the best interest of disadvantaged communities.
- Sikshasandhan builds an educational environment where value based quality education is available and accessible by all.
- Pragati Koraput supports organisations that protect, utilise, control and manage local resources through collective action by focusing on food and nutrition security through soil and water conservation, eco-friendly irrigation and sustainable agriculture practices.
- Sambandh builds sustainable livelihoods through natural resources management, smart agriculture and bio-diversity conservation.



- Ibtada addresses the socio-economic issues of women and girls in the conservative Meo Muslim community in Alwar, Rajasthan.
- Centre for Unfolding Learning Potential (CULP) supports education and child rights for children at risk of marginalisation and low academic achievements.
- Shram Sarathi is the first dedicated financial services institution offering wealth solutions to vulnerable migrant workers and their households.
- Gramin Vikas Vigyan Samiti (GRAVIS) works towards environmental conservation and sustainable development programs for alternative rural reconstruction for communities in the Thar Desert.
- Basic Healthcare Services (BHS) provides high-quality, low-cost primary healthcare services for vulnerable communities.
- Gramin Vikas Evam Chetna Sansthan (GVCS) provides dignified self-reliant sustainable livelihoods in Thar desert region by promoting art and craft, showcasing inherited craftsmanship in appliqué design and embroidery.



Rajasthan



- Association for Advocacy and Legal Initiatives (AALI) is a feminist legal advocacy and resource group addressing women's issues through a rights-based approach.
- Medha Learning Foundation prepares youth for life after school, by providing them skills based training, career counselling, workplace exposure, and job placement.



Uttar Pradesh



- Nishtha functions as a community focused, rights-based women's organisation operating in the South 24 Parganas.
- Kolkata Sanjog Initiatives focuses on policy building, empowerment and leadership of survivors of violence and discrimination.
- Samaritan Help Mission's objective is to empower the underprivileged and disadvantaged members of the society, especially women, through community development programs on education, health and overall development.



West Bengal



She believed she could, so she did

Vrutti, Karnataka

Vrutti was established to build wealth and resilience amongst small producers and vulnerable communities through transformative livelihood solutions. It assists over 1,20,000 farmers through a variety of farm and non-farm initiatives across India, employing an impactful and scalable model called '3-Fold Model' which aims to increase the income of the farmers three times their current income.

EdelGive Foundation supports Vrutti's Farm Enterprise Model programme, wherein Vrutti facilitates farm advisory and demand generation plans, to develop a culture of entrepreneurship. The programme involves 4,000 farmers across two states, Madhya Pradesh and Tamil Nadu.

R. Sagunthala is from Vadakadu village in Tamil Nadu's Pudukkottai district. Since 2005, Sagunthala has been an instrumental part of the community through her active participation as a member of Self-Help Groups (SHGs).

Sagunthala has formed six new SHGs on her own and became the Secretary of Panchayat Level Federation. She was unanimously selected by farmers as an activator to mobilise small farmers into Farmer Interest Groups (FIG) and enroll them as shareholders of a Farmer Producer Company (FPC). Quick to learn the concepts and highly motivated, she has facilitated a number of loans and government schemes and worked to better the farming community. This process of inclusivity has reached more than 500 shareholders and accelerated the performance of the FPCs.

In the wake of Cyclone Gaja, acres of farmland filled with banana plantations across the district were lost. During the calamity as well Sagunthala mobilised 800 shareholders under Ambaliyar Farmer Producer Organisation and closely worked with them in the rehabilitation and recreation of the affected farmland and in establishing diversified processing units in the area.

Vrutti has continuously supported Sagunthala and the FPC in their endeavours. Through Vrutti, the FPC has also been connected with **Big Basket** for market linkages and initiated enterprise units for activities such as tailoring, milk collection centre, cattle feed production and cold pressed oil extraction.

Sagunthala's story of resilience and entrepreneurship has improved incomes and quality of life for not only her family, but that of the entire community.



Sagunthala mobilised 800 shareholders and closely worked with them in the rehabilitation and recreation of the affected farmland.



Lifting rural population out of extreme poverty by demonstrating ecofriendly irrigation practices.



Breaking the chain of Subsistence Farming

Pragati Koraput, Odisha

Pragati Koraput directly works with 48,803 households in areas of Natural Resource Management, Sustainable Agriculture, Disaster Preparedness, Climate Change Adaptation and Women Empowerment in Koraput, Rayagada and Nowrangpur districts.

EdelGive Foundation's programme, implemented with 6,000 small and marginal farmers, works to increase nutritional food and income through crop intensification in paddy, millets and pulses. Also, an ecofriendly irrigation practice has been demonstrated in 10 villages using the half acre model.

Tulabati Majhi of Khapuriguda village in Kotpad block is a small and marginal farmer who owns just one acre of rain-fed land. Tula and her husband Sindhu used to grow paddy during the Kharif season, which was used only for their consumption. At times, they would also need to buy rice to supplement their diet. During the rest of the year, the couple worked as wage labourers in the village or sat idle at home. They were sometimes forced to borrow money from friends and relatives. There are many like them who have been unable to break the cycle of subsistence farming.

After being a member of the Producer Group in her village and participating in training sessions on the system of crop intensification, Tula began diversifying her crops and utilising her rice fallows. During Kharif season, she encouraged her husband to adopt System of Rice Intensification (SRI) in 1 acre, which yielded 16.8 quintals of rice, compared to the 11 quintals yield from traditional practices. This year she was able to sell three quintals of rice at the rate of 1,500 rupees per quintal after keeping 13.8 quintals of paddy for household consumption.

During Rabi season (2018-19), Tula cultivated three crops in her rice fallow—green gram in 0.5 acre, black gram in 0.25 acre and chickpea in 0.25 acre. She has harvested 1.75 quintal of green gram, 1 quintal of black gram and 0.4 quintal of chickpea. She will keep 75 kg of green gram for household consumption and sell the remaining 1 quintal green gram, 1 quintal black gram and 0.4 quintal chickpea.

Being a part of the producer group of her village has exposed Tula to different agricultural practices that has enabled her to grow more yield, not only meeting her own consumption needs but also earning an additional income.



Collective Action for Collective Development

Torpa Rural Development Society for Women (TRDSW), Jharkhand

TRDSW works primarily with the Munda tribe to empower them by promoting education for children and providing sustainable livelihoods for women through the formation of Self-Help Groups (SHGs).

In 2016, EdelGive Foundation extended its support to the 'Integral Development of Tribal villages in Torpa and Rania blocks of Khunti District of Jharkhand' project, working with 2,200 households and empowering women socially and economically by initiating livelihood programmes.

Self-Help Groups (SHGs) are informal associations of about 10 to 20 women from the same village, who come from similar socio-economic backgrounds and work towards collective action for change. At one such meeting of the three SHGs of Manhatu Rai Toli village, it was decided that they would build a fish rearing facility to generate further income for the community.

This pond would be made in a common area of the village and each household would contribute 'shramdaan' (*shram means labour and daan means donation*) to dig the pond from 6 am to 8 am every morning. There was also a penalty for families that did not contribute. Every member was present every day, and in two months the pond was ready. The supplies and support for the construction of the pond was provided by TRDSW.

In 2018, this activity yielded 104 kgs of Rohu fish, which not only supplemented their diet, but the surplus was sold for a profit of INR 20,000 rupees. In 2019, the water level has been retained and another 4 kg fish *zeera* was added. The community pond also holds water for 12 months in a year, making it a steady source of income as well as nutrition.



Breaking the cycle of poverty and nutrition deficiency through a fish-rearing facility.

A Culture of Engagement

The Employee Engagement programme was initiated at Edelweiss even before EdelGive Foundation was formally constituted. It was also based on the realisation that the corporate sector had so much more to offer the non-profit sector, than funding alone. From managing people, to running an organisation efficiently, technology, streamlining workflow and finances, nowhere is this acumen in greater need than in the development sector, where finite resources often have to go a long way. Employee Engagement bridges the gap between these two worlds, creating value and shared ownership among all involved.

Our Employee Engagement team works in tandem with the HR team to give the right push to volunteering activities. An exhaustive calendar of programmes based on employees' availability and interests offers flexibility and multiple levels of engagement. We encourage our employees by connecting them to causes they wish to support, even if these are outside our mandate.

We now offer over 40 immersion activities each year ranging from high to low-intensity activities and have clocked in over 32,500 hours of volunteering over the years. Over the years, we have advised external agencies and partners in adopting similar programmes, guiding them towards integrating it into the organisation's DNA.

40 immersion activities every year, including in-kind donation drives





Today, we work with **100+** cities and **125** branches in the Edelweiss network

32,500+ hours of volunteering through the years (Skilled and Unskilled)

INR **~48** lakhs raised through employee donations

~70% Edelweiss employees engaged in financial and non-financial volunteering

EdelGive's Employee Engagement Model

 <p>Low Systematic Donation Plan (SDP)</p>	<p>Employees can either give at various intervals through their office intranet system or through payroll. EdelGive provides a list of NGOs they can support.</p>
 <p>Medium Field Visits-Immersion Programme</p>	<p>Employees visit an NGO and interact with its target group, engaging in a cleanliness drive, classroom teaching or participating in a donation drive.</p>
 <p>High Capacity building</p>	<p>Volunteers work over a period of a time (usually three months) to meet requirements identified by an NGO. This can include support on HR training and operational guidance, marketing collaterals, IT support, accounting and financial advisory.</p>
 <p>High Direct Mentoring</p>	<p>Edelweiss senior staff provide one-on-one mentoring to an NGO's management staff to develop long-term changes.</p>

“

The trip to Ladakh and Kargil through EdelGive Foundation and 17,000 ft Foundation is one that will be etched in my memory forever. With each volunteer coming from different divisions of Edelweiss, we became very good friends and worked together to build the playground for kids there.

Amruth Sundarkumar

Assistant Manager, Global Markets,
Edelweiss Rural & Corporate Services Ltd.

”

The Ladakh Campaign

In high-altitude mountainous villages of Ladakh, people have been isolated and ignored for centuries due to the inaccessible terrain. **17,000 ft Foundation** works in these remote areas to strengthen systems and provide growth opportunities within the region. It focuses on improving education in government schools and providing exposure to the outside world through a range of activities.

Ten volunteers from Edelweiss participated in the Voluntourist@17000ft programme for a period of 10 days in Leh and Kargil. They helped build a playground for the Lankerchay Thang School, and remade and decorated its library. They had the opportunity to experience a completely different culture as they interacted with local children and families in the region.



“

It was a big task to clean the ground, under the Swachh Bharat Abhiyan project.

I thought it would be a time-consuming task, but the army of 275+ Edelites made it possible! Each of us across all levels gathered together, worked hand-in-hand and finished the herculean task. It was great to see us all gathered for ONE great cause!

Rahul Pandya

Manager - F&A, CFO Office,
Edelweiss Group

”

EdelGive Day

Over 3,000 employees across 100 locations dedicated their time and energy towards the Swachh Bharat Abhiyan during the Daan Utsav week.



Capacity Building: From seed to scale

Capacity building is the glue that binds many different entities in the philanthropic ecosystem. Edelweiss encourages its employees to volunteer their expertise towards fostering effective, innovative and self-contained social organisations.

Non-profits approach EdelGive Foundation with specific needs – ranging from strategy development, to HR and administration, to finance and technology. We partner with ToolBox India Foundation and Social Lens, that connect volunteers from the corporate world to bridge organisational gaps within social enterprises. Employees are encouraged to develop effective, long-term solutions, helping organisations increase efficiency, better implement strategies and grow. We also offer capacity building to non-profit organisations that are not funded directly by us, based on their specific needs.

In 2018-19 EdelGive Foundation's Capacity Building efforts were spread across the following categories:

Genpact Social Impact Fellowship (GSIF)

EdelGive Foundation has partnered with Genpact since 2016 to implement GSIF. Under this unique programme, six sigma experts from Genpact along with social sector experts introduce process re-engineering within non-profit organisations. Fellows and mentors work on the ground to solve specific challenges and increase effectiveness. In just three years, it has grown to 24 fellows working with 16 organisations across the country and has enabled a positive change in over **3.6 million lives**.

EdelGive Foundation helps set the context of six-sigma expertise for the development sector, with the objective to support organisations in multiplying their operational capacity.

Some notable projects under GSIF 3 from this year were:

Mantra4change: Design of systems and processes for the Cluster Transformation programme across government and private affordable schools.

Medha Learning Foundation: Design and development of an evaluation model and competency framework around the 'Train the Trainer' programme for enhanced programme delivery.

Breakthrough India: Redesign of a data driven evaluation framework for needs assessment and programme outcomes for the 'Adolescent Girls Programme'.

Cohorts

In collaboration with our capacity building partner Social Lens, EdelGive Foundation conducted three intensive sessions that tackled various themes, such as data-driven decision-making, vision transference and team management, proposal writing and building stronger managerial systems. Each saw between 20-30 participants from at least a dozen different non-profit organisations.

Exposure Visits

To facilitate learning, EdelGive Foundation hosts exposure visits that enables knowledge exchange between two or more parties. Three such visits were facilitated by EdelGive Foundation in association with ToolBox India between:

- Vacha Charitable Trust and Milaan - Be the Change
- Milaan - Be the Change and Vacha Charitable Trust
- IT For Change and Jan Sahas Social Development Society

“

Superb knowledge points, lots to take back as an organisation. I will share my learnings and implement some of the models at my workplace.

Malvika Shetty

Marketing & Client Management,
Srujna Charitable Trust

”

Mentorship

In the EdelMentor programme, senior Edelweiss personnel guide non-profit leaders in the areas of management, finance and expansion. These interactions between dynamic individuals from the corporate and development world enables reverse learning that is invaluable.

Intensive Capacity Building

After an assessment of the requirements of the organisations, two of them were identified for intensive capacity building. After finalising the scope of the project, work commenced in October 2018.

RAZA Educational and Social Welfare Society

RAZA Educational and Social Welfare Society is an organisation working to eradicate child labour and reduce the number of out-of-school children.

Three areas of intervention were identified: written communications, financial management and strategic planning. A full-day training seminar on report and case study writing was tailored for the staff.

Nishtha

Nishtha functions as a community-focused, rights-based women's organisation. They run a range of programmes that ensure early childhood care, education, anti-trafficking and anti-child marriage campaigns, and sustainable employment.

Development of an M&E and Impact system was identified as the intervention area for Nishtha. The initial assessment of the on-ground systems and parameters was completed in December 2018, and the tool post development has been handed over to the organisation.

Measure for Impact (M4I)

Design of the Monitoring & Evaluation tool (M&E) tool, Measure for Impact (M4I) – an open access, automated solution for organising, analysing and interpreting social development programme data was customised for the Livelihoods sector under the Technovation grant. The design of impact indicators is complete, as is data visualisation. A demo was done for EdelGive Foundation in November 2018, and the tool was launched in end-December 2018 for 4-5 organisations.

The M4I tool has been evangelised through a Guidestar campaign that reached 1,575 registered non-profit organisations in the areas of livelihood/vocations and skilling. It has been featured prominently by the Asian Philanthropy Venture Network (AVPN).

Skilled Volunteering

Support Foundation

One of the very few organisations of its kind in India, **Support** is a residential rehabilitation programme for drug-using street children. Acting as facilitators, **Support** works to improve the child's life and help them join the mainstream. The programme began in 1993 with five children in a small room provided by the State Government, which led to a dedicated centre in Santacruz, Mumbai that has successfully rehabilitated hundreds of children.

In partnership with ToolBox India, EdelGive Foundation provided expertise on strengthening and formalising the organisation's HR strategy and improving operational efficiencies across multiple levels, including developing the staff JDs/KPI/KRAs; and updating the performance appraisal system based on the requirement of the organisation.

LeapForWord (LFW)

A Mumbai-based organisation, LeapForWord is working to make English more accessible and easier to learn. On the operations side however, it lacked a proper reporting/documentation system wherein data could be collated to monitor the progress of teachers they train. Through ToolBox India, two Edelweiss volunteers from Treasury Management worked with LeapForWord and developed a simple, Excel-based solution for a backend 'customer management system', that enables the organisation to support teachers throughout their journey. This intervention generated a systematic way of monitoring and evaluating impact on an individual as well as community level, and ease in generating periodic reports and case studies.

“

I recall a critical conversation with my Board, with regard to the growth of the organisation, especially the pace of it. Tips from Kalpana were more than handy – making one person's idea a shared passion is an art, I am still learning.

”
Dr. Arun Kumar

CEO,
Apnalaya

▼ *Kalpana Ajayan, Chief Customer Experience Officer, Edelweiss Tokio Life Insurance, mentored Dr. Arun Kumar, on working closely with the EC/Board and senior staff in the organisation; developing/coaching staff to strengthen managerial resources.*

Thought Leadership



Knowledge Platform

EDGE 2018

In order to make optimal use of limited resources, we need to build the collective intelligence of the development sector. EdelGive Foundation's model of collaborative philanthropy demands cross-pollination of knowledge to facilitate problem solving. To this end, we are creating a community of people interested in learning and working together viz. non-profits, foundations and philanthropists, the government, thinkers and capacity builders as well as our employees.

As part of our commitment to promoting knowledge sharing, EdelGive Foundation sits on governing boards of global agencies, and is a presence on discussion platforms like Asian Venture Philanthropy Network (AVPN) and International Education Funders Group (IEFG). We also contribute to the body of knowledge on CSR in print and other forms of media.

The Foundation also hosts knowledge sharing platforms and lectures, to build a repository of information, generate opinion and understanding.



On October 24th, EdelGive Foundation flagged off its annual three-day conference, EDGE with the theme 'Leadership - A Key Vector for Change'. The day hosted engaging conversations with dignitaries from different sectors who have made a difference through their intent, intelligence and identity.

The event brought together the funding fraternity and non-profits on a common engagement platform and facilitated interactions with a view to build partnerships for collective impact.

Our EDGE Talks platform showcased the journey of four grassroots leaders we work with, who spoke about the genesis of the organisations they created and continue to lead.

The objective of EDGE is to enable cross learning, open discussions and interactions across stakeholders. This helps our partners stay ahead of issues and challenges, and aids in addressing real-life challenges faced by all stakeholders in the development process.



“

An overview on the Bold Philanthropy report and the post-presentation discussions covering roles of non-profits and challenges faced by them as well as philanthropists, and scope for collaboration in the sector were quite meaningful. We look forward to participate in further editions of the event.

Viraj Shah

Partnerships - TATA Trusts,
ATST, Mumbai

”

At The Same Table™ (ATST)

At The Same Table™ (ATST) is an equal platform for free and frank discussion on issues and ideas that collectively concern the funding community. Chatham House rules apply and free conversations are encouraged. The objective is to help participants get insights into the minds of their peers. Non-profits are invited from local geographies to provide insights on the situation on the ground.



“

The relationship between Sanjog and EdelGive Foundation is that of a collaborative one, which is helping in steadily achieving the vision of social transformation envisaged by project SHAKTI with survivors of trafficking. The team has been pro-active in learning the complex thematic issues under which our programme falls, helping us feel understood and supported. With a more robust M&E system in place and increased visibility in the larger ecosystem, EdelGive Foundation has helped us showcase our work and has facilitated interfaces with other organisations in the philanthropy sector.

Uma Chatterjee

Executive Director,
Kolkata Sanjog Initiatives

”



Open House

These sessions are conducted for each department in Edelweiss. Our CEO Vidya Shah shares the work being done by EdelGive Foundation and talks about various ways in which each employee can make a difference. Past employee engagement and capacity building volunteers also share their experiences working with non-profits. The objective is to encourage Edelweiss employees to open their minds and hearts to giving, and become involved in any way they can.

Leadership League

Leadership League is a platform built for employees of Edelweiss Group to hear from renowned voices of the social sector, in an attempt to understand the needs of the sector better and learn from their inspirational journeys.



Facilitated by Prani Naik, Founder, LeapForWord (LFW)

A retail approach to social change – Creation of an English Language Learning tool, used across villages in Maharashtra



Facilitated by S. Balakrishnan, COO, Vrutti

Vrutti's journey of using process innovation to create scalable models of change



Facilitated by Anshu Gupta, Founder, Goonj

The need to share resources, support and skills of the privileged with the disadvantaged

“

KEF commenced its partnership with EdelGive Foundation in 2016 with the School Transformation programme under The Collaborators for Transforming Education programme, in Amravati and Gadchiroli districts of Maharashtra. Apart from providing financial support, EdelGive has provided the opportunity to test radical innovations, especially through the District Transformation Programme and Virtual Field Support Programme through which we are determined to create large-scale impact and ensure continuous and real-time support for all stakeholders including education officials and community members respectively.

Seshadri Subrahmanyan”

Core Team member,
Kaivalya Education Foundation

Research and Reports

State Papers

While the issues and challenges faced by each state in India are unique, we believe that developing insights at the regional level can be beneficial in identifying parallels when creating customised solutions.

A '360-degree view of development needs, solutions and funding in each state of India' can provide a powerful tool for ecosystem members including funders, social entrepreneurs and enablers, to make informed decisions and take action. The 'State Development Impact Series', written in partnership with Sattva Consulting, will help direct efforts and funding towards areas with the most pressing needs as well as discovering potential for synergy and collaboration across geographies.

Objectives:

1. Drive informed funding decisions at a state and district level to support solutions for the largest and most pressing gaps in each state.
2. Encourage data-driven conversations with the state government and administrative machinery.
3. Identify potential for collaboration among funders and solution providers.
4. Highlight the extent of gaps and urgency of problems.
5. Identify synergies between various stakeholders working with a geographical focus.



Philanthropy for Impact in Gujarat



Philanthropy for Impact in West Bengal



Philanthropy for Impact in Andhra-Telangana



Philanthropy for Impact in Rajasthan



Philanthropy for Impact in Uttar Pradesh



Philanthropy for Impact in Maharashtra



Philanthropy for Impact in Karnataka

Best Practices for Non-profits

Practices that increase efficiency, productivity, and impact are vital for any organisation. In that sense, it is also necessary to outline the nature of such practices from a subset of successful organisations in the development sector. To this effect a series of five papers have been produced which documents how established Best Practices are being interpreted by select non-profits in India:

1. Best Practices for Building Strong Foundations
2. Building Sustainability of NGOs for Social Impact and Change
3. Growing at Scale: Best Practices in Scalability
4. Skilled Futures: Best Practices in Capacity Building and Community Engagement
5. Coalition to Convergence: Best Practices in Outreach and Advocacy



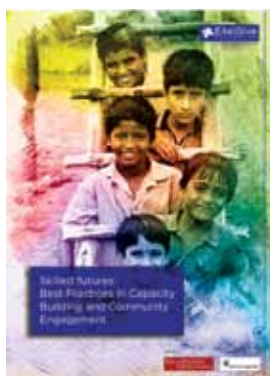
Best Practices for Building Strong Foundations



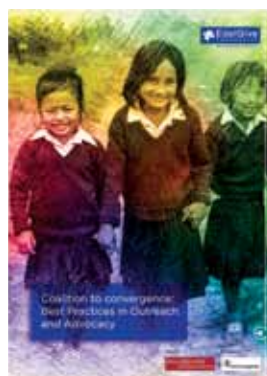
Building Sustainability of NGOs for Social Impact and Change



Growing at Scale: Best Practices in Scalability



Skilled Futures: Best Practices in Capacity Building and Community Engagement



Coalition to Convergence: Best Practices in Outreach and Advocacy

“ Within a short span of one and half years, EdelGive Foundation has extended its support to not just the programme but has supported us in building capacity of our team members. The visibility of the programme has opened up avenues for convergence with different programmes of Government, research institutes and other agencies. We wish that our partnership with EdelGive will keep producing sustainable impact and change the quality of lives of the rural poor in the tribal heartlands of Odisha.

Prabhakar Adhikari

Founder Secretary,
Pragati Korapat

Representation

Over the years, CEO Vidya Shah and COO Naghma Mulla, have represented EdelGive Foundation at various conventions, seminars, both globally and nationally, sharing their perspectives on a range of topics within the sector.



Vidya Shah at the 3rd Annual Celebration of Girl Leaders, hosted by Milaan - Be the Change and EdelGive Foundation, Chicago, September 2018



Vidya Shah at the ET Women's Forum, "Sheroes of Philanthropy", February 2019



Naghma Mulla at Global Education & Skills Forum (GESF), hosted by Varkey Foundation, Dubai, March 2019

Recognition

EdelGive Foundation is committed to social transformation through collaboration and partnership. Continued coverage by the media of the causes we support and our own role in the sector, along with respect from other esteemed organisations and peers within the community, are a constant source of validation and pride. When we receive recognition for our efforts and acumen, it is thanks to all our partners who have chosen to join us on this journey towards positive change.



Vidya Shah was recognised as one of India's Top 100 'Women in Finance', by AIWMI, 2018



Our flagship event EDGE was awarded the Best CSR Event, under the Social Impact category, at the 7th ACEF Leadership Awards, 2018

Enabling Communities to affect change: AFPRO, Chhattisgarh

Action for Food Production (AFPRO) enables vulnerable sections of society to become self-reliant through training, knowledge and technology transfer. To date, the organisation has reached out to 1,550 villages through innovative sustainable livelihood programmes.



With the support of EdelGive Foundation and the community's involvement, AFPRO was able to start the renovation of the check-dam.

Sarban used his own electric pump to help with the water discharge during construction. He and 8-10 other farmers carried the stones for pitching from the village to the dam site.



AFPRO worked with farmers like Sarban to develop solutions for the village.



Excessive water drainage from this broken wall along with silting had damaged the storage capacity of the check dam and limited the water supply.



A broken side-wall of a check dam in the village was the main reason for the unavailability of water post-monsoon.



The only crop Sarban could manage to cultivate was half an acre of brinjal.



Six months after the monsoon season (December to April), Sarban Kumar Raute, a farmer from Kaparmeta village, was only cultivating 0.5 acre of his land, while the remaining 2.5 acres remained barren.

Journey of Sarban Kumar Raute with AFPRO



A new side-wall with a wing wall was constructed using stone masonry. Repair of the apron and de-silting of the dam was conducted to enhance its storage capacity.



In addition to the repairs, three sets of iron gates were installed to enable storage of water post-monsoon.



AFPRO continues to engage with farmers within the community through exposure visits and field-level orientation programmes on a variety of techniques, including SRI for paddy cultivation, and Single Line Trellis method and Line sowing method for vegetable cultivation.



The check-dam is now operational throughout the year and is also capable of storing water during the summer months, when it is used for domestic purposes by the entire community. The depth of water in the check dam today is almost 1.2 metres.



Seeing the growth of his farm and the maximum utilisation of his land, Sarban now aspires to convert it into a sustainable agri-enterprise. He is looking to build a drip irrigation facility and a shed for his crops. AFPRO continues to support his plans for scale and sustainability.



Sarban now cultivates a number of vegetables throughout the year, such as cluster beans, brinjal, bitter gourd, cucumber, pumpkin, okra, cauliflower and coriander.

Team



Board of Directors

Vidya Shah

CEO

Vidya Shah is the CEO of EdelGive Foundation. Under her leadership, EdelGive Foundation has grown to become a platform for strategic philanthropy in India. Vidya is also a Non-Executive Director at Edelweiss Financial Services Limited and additionally serves as a Director on the board of several investment advisory firms such as Mabella Trustee Services and Spire Investment Advisers. Vidya also supports several organisations such as Janaagraha, Asian Venture Philanthropy Network, Masoom, Agastya International Foundation among others. She sits on the advisory council for organisations such as Centre for Social Impact and Philanthropy and Mann Deshi Foundation. Prior to her role at EdelGive Foundation, Vidya was associated with Edelweiss Group as the Chief Financial Officer (CFO). She has also worked with large financial institutions such as ICICI, Peregrine and NM Rothschild India, as an investment banker.

Vidya has been recognised as India's Top 100 Women in Finance by Association of International Wealth Management of India (AIWMI) in 2019. She has also been awarded the Woman Achiever of the Year Award by ABP Group during their BFSI awards in 2017, and the Financial Inclusion Award by CNBC TV 18 in 2016.

Vidya earned her Master of Business Administration (MBA) degree from the prestigious Indian Institute of Management, Ahmedabad and a Bachelor of Commerce (B.Com.) degree from R.A. Podar College of Commerce and Economics, Mumbai.



Deepak Mittal

MD & CEO - Credit BG, ECL Finance Limited

Deepak Mittal has around two decades of experience in the financial services arena. He co-heads the Credit business of the Group. Deepak has played several key roles at Edelweiss, his most recent as CEO of Edelweiss Tokio Life Insurance, a joint venture between the Edelweiss Group and Tokio Marine Holdings of Japan. Earlier, Deepak helped scale up the Capital Markets business and then subsequently became the Chief Financial Officer, where he helped steer the firm through a successful Initial Public Offering. Post the IPO, when the global financial crisis disrupted markets the world over, Deepak was part of the core crisis management team at Edelweiss and helped navigate the Group successfully through extremely difficult business situations, while playing a key role in the expansion of various Group businesses. Deepak led the Group's new strategic initiatives, including the acquisition of Anagram stock broking, which expanded the Group's retail reach manifold. A Chemical Engineer from IT-BHU he is an MBA from the IIM Ahmedabad.



Permanent Invitees to Board Meetings



Ashok Kini

Independent Director, Edelweiss Financial Services Limited

Ashok Kini joined State Bank of India as Probationary Officer in 1967 and held key positions during his banking career spanning over four decades, and retired as Managing Director in 2005. In addition to the EFSL board, Mr. Kini is on the Board of Edelweiss Asset Reconstruction Company Limited, a subsidiary of the Company since November 2011. He has, throughout his career, held important board-level positions across numerous corporates in India Inc., namely IndusInd Bank Limited, SBI Capital Markets Limited, UTI Trustee Company Pvt. Ltd. and Gulf Oil Lubricants India Limited, to name a few. He holds a Bachelor's Degree in Science from Mysore University and Master's Degree in English Literature from Madras Christian College, Chennai.



Kunal Shroff

Managing Partner, ChrysCapital

Kunal has been with ChrysCapital since November 1999 and is the Managing Partner at the firm. He manages the organisation, leads the client relations function and also plays a critical role across all sectors, overseeing and assisting the various sector teams. Kunal was previously at Chilton Investment Company where he covered technology stocks, and at Goldman Sachs in their principal investment area in New York where he focused on private equity and mezzanine investments. He received his BS in Computer Science with magna cum laude honors from Cornell University.

Executive Leadership



Naghma Mulla

COO

As the COO of the foundation, Naghma has been instrumental in driving the mission of the organisation towards creating asymmetrical impact across the project areas. Her strong financial background has enabled her to improve the performance of the organisation by creating effective partnerships and associating with credible NGOs.

Naghma is also associated with several not-for-profits in different capacities. She has been a Director at Railway Children India and a mentor at the Nadathur S. Raghavan Centre for Entrepreneurial Learning in Bengaluru, providing leadership support to start-ups.

Prior to her role at EdelGive Foundation, Naghma began her career as an Accounts Manager with Bajaj Alliance General Insurance in their initial team. Naghma is a Chartered Accountant from the Institute of Chartered Accountants of India and has a Masters of Commerce (M.Com.) degree from Pune University. She also has a Bachelor of Commerce (B.Com.) degree from V.E.S. College of Commerce in Mumbai.

Investment



Atul Gandhi

Head

With over 14 years of working experience in the development sector, Atul leads the Investment and Monitoring & Evaluation portfolio at the Foundation. He has supported several organisations in conducting baselines, mid-term or end-line evaluations, and designed computerised MIS application for organisations like Mahatma Gandhi Institute of Medical Sciences, Pathfinder International, TISS on programmes supported by USAID, BMGF, and The Global Fund to Fight AIDS, TB and Malaria.



Ankita Luharia

Senior Portfolio Manager - Women Empowerment

Ankita is responsible for the Women Empowerment portfolio at the Foundation. Her role encompasses focussing on developing strategy, portfolio management and developing strategic alliances with different stakeholders. Prior to EdelGive Foundation, she was associated with ActionAid International and has also worked on issues related to women and child rights in the state of Rajasthan.



Ahmad Bari

Senior Portfolio Manager - Women Empowerment

Ahmad is a part of the Women Empowerment team. He actively works on developing partnerships with NGOs working towards the safety and security of women, and promoting women entrepreneurship opportunities. Ahmad previously worked with New Concept Information Systems, New Delhi, where his role involved conducting research and documenting various social development issues.



Paramita Ghosh

Senior Portfolio Manager - Education

Paramita leads the Education portfolio, and her role includes developing overall strategy, engaging with organisations to build their capacity, assisting them to facilitate partnerships, and measuring the grant processes. She is engaged in managing EdelGive Foundation's flagship programme, 'The Collaborators for Transforming Education'. Paramita has previously worked with CCDT, Muktangan and Kotak Education Foundation.



Arpita Roy Karmakar

Portfolio Manager - Education

Arpita is a part of the Education team. She advises the investees on organisation strategies and works towards streamlining the Monitoring & Evaluation processes for them. She is also an active member of the team managing 'The Collaborators for Transforming Education' initiative and ensures that implementation of the programme aligns with the Pragat Shaikshanik Maharashtra Program.



Vijayata Verma

Portfolio Manager - Livelihoods

Vijayata is responsible for the strategic development and management of the Livelihood portfolio. Her role envisages scoping of new NGOs with strong community connect, conducting due diligence to enable grant making, grant management and providing support to partner organisations for their overall development. She has previously worked with Action for Ability Development and Inclusion (AADI).

Partnerships



Shilpa Jain

Head

Shilpa is responsible for handling and managing partnerships at EdelGive Foundation. With brief stints at GE Capital and Trikaya Grey, Shilpa has spent over a decade with Isha Foundation largely in the domains of fundraising, relationship and event management, and programme coordination. As part of the partnerships team, she aligns and assists individual donors, corporates and family offices with strategic philanthropy.



Aiswarya Ananthapadmanabhan

Senior Manager

Aiswarya is responsible for building value in EdelGive Foundation's partnership with its funding partners, through convening forums designed for knowledge sharing and cross learning. A former journalist, having extensive experience in programme monitoring and impact reporting, Aiswarya oversees donor engagement at EdelGive, crafting and communicating stories of impact to funders through conversations and communiques.



Dr. Sujay Joshi

Senior Manager

At EdelGive Foundation, Sujay's primary responsibilities include servicing, reporting and maintaining effective relationship with the funding partners. Over the last 10 years, Sujay has worked with several national and international non-profits where he has acquired extensive experience in programming, donor relationship management and servicing.



Meiyun Seleyi

Associate

Meiyun assists the Partnerships team in donor relationship management, servicing, reporting and in curating various events. She also manages all technological and systems facets that track correlations between the funding partners and the social sector. As an intern with the State Council of Science, Technology & Environment, Govt. of Meghalaya, Meiyun was engaged in extensive research and documentation of livelihood, rural development and natural resource management projects.



Lakshana Asthana

Associate

Lakshana assists the Partnership team in business development, data management and extensive secondary research. A graduate from Tata Institute of Social Sciences, Mumbai, Lakshana was involved with iCBR, TANDA and Centre for Dalit Rights, and was one of the youngest researchers to be published internationally from the institute.

Capacity Building



Suleman Safdar

Lead

Suleman is responsible for managing the Capacity building and Employee Engagement vertical. His role encompasses identifying the capacity building needs of the NGOs and advising them on implementation of the programmes. This involves end-to-end project management of all the projects while working closely with ToolBox and Social Lens (our capacity building partners). He has previously worked with Bluestone.com and Ernst & Young.

Finance and Compliance



Sandhya Rao

Lead

Sandhya comes with 18 years of experience in corporate and development sectors in the areas of finance, accounting and audit, and she looks into the Finance and Compliance matters of the Foundation. She has earlier worked with accounting firms viz. RSM&Co, Pricewaterhouse Cooper and Ernst & Young.



Kushal Doshi

Associate

A chartered Accountant by profession, Kushal is responsible for the maintenance of regulatory compliance control to ensure all necessary governance requirements are met. In addition to this, he maintains cash flow and MIS of the Foundation. Prior to joining EdelGive Foundation, he worked as an Assistant Manager (Accounts & Finance) with EduPristine, a Premier Finance Training Provider.

Employee Engagement



Priya Beck

Junior Associate

Priya plays a vital role in driving the volunteering activities under the Employee Engagement vertical. In her previous role at RPG Foundation, she was responsible for teaching functional English to the children in BMC Schools. Prior to that, she worked with Bright Future, where she trained underprivileged youth with employability skills.

Monitoring & Evaluation



Ankita Sukthankar

Manager

Ankita is responsible for the Monitoring and Evaluation function at EdelGive. She works to strengthen grant making, monitoring and evaluation processes for EdelGive's partner NGOs, and provides technical support for M&E capacity building of team members. Ankita also supports the CEO on strategic projects and initiatives. Prior to this, she has worked at a market research and consulting firm based in the US.

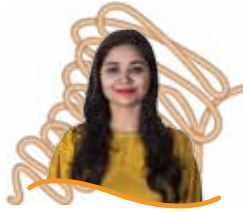
Communications



Kerban Rajdeo

Lead

Kerban Rajdeo leads the internal and external communications at EdelGive. She has over seven years of experience in the field of strategic communications, stakeholder engagement and public policy. Prior to this, she was a consultant at APCO Worldwide, where she worked closely with large foundations and national NGOs in helping them plan their engagements with stakeholders across governments, civil society and the media. She has also served as a PR Executive at Edelman India Private Limited serving the reputed Tata Group.



Shreya Kumar

Associate

Shreya is responsible for creating, developing and effectively implementing communication, content and media related efforts, both internally and externally, to consistently articulate EdelGive Foundation's mission in developing meaningful connections across the online space. She has previously worked in the capacity of a Senior Program Manager and Senior Communications Manager at Impact Guru, a leading crowdfunding platform in India.

Administration



Samantha Pereira

Admin Assistant

Samantha works with internal teams to handle vendor co-ordination, travel and ticketing, event curation and file management, as well as day-to-day administrative and logistic support. Prior to this, she worked with Bureau Veritas, a company specialising in ISO Certification, Trainings & Operations.

Our Vision

To build a strong, efficient and high-impact social sector for a better India.

At EdelGive, we want to make philanthropy as accessible and effective as possible, and promote a culture of informed giving in the country. We believe the challenge is bigger than obtaining investment and how to best utilise the funds and resources received. Our goal is to effect sustainable, systemic transformation by nurturing the most promising NGOs and developing organisations and solutions that are built for scale.

We intend to create a robust body of knowledge with data collected from partners to validate our philanthropic model. Our Skilled Volunteering programme harnesses the power of Edelweiss's financial acumen; and along with the expertise of our partners we will sharpen our focus to provide non-financial support where it matters most. We will pool our efforts towards attaining a position of authority by working with the public sector to implement change at a policy level and build ecosystems for philanthropy. We see partnerships made up of private-sector organisations, NGOs and governments as a promising way forward and aim to become a gateway for investing in the development sector. 10x Impact and asymmetric payoff will be at the heart of our continued evolution.



Standing on her own feet

Mann Deshi Foundation, Maharashtra

In one of the most drought-stricken areas of Maharashtra, Mann Deshi's programmes focus on women's, skill training, entrepreneurship development, animal husbandry, agriculture, community radio, sports and water resources conservation.

EdelGive Foundation has been supporting the Weekly Market Doorstep Cash Credit Program since 2014. It has reached out to 7,200 women and uses technology to make ready cash available to them at their homes and businesses.

Everything changed for Ruksana Mahammad Sheikh when her husband, a driver, met with a fatal accident. While still in a grief-stricken state, she was faced with the harsh reality of mounting household expenses and the education of her two children. Belonging to a conservative Muslim community of Morgaon, Ruksana had rarely left her home and knew very little about the outside world, let alone running a business.

Against the odds, she began to sell fruits at the weekly markets so that she could earn enough to feed her family. At first, she procured fruits on credit, and was forced to pay back creditors with heavy interest. Barely able to make ends meet, she jumped at the chance when she heard about Mann Deshi's Weekly Market Doorstep Cash Credit Scheme. This unique micro-credit facility is designed around the needs and limitations of women entrepreneurs; aimed at improving their profits and overall financial literacy. Cash is disbursed in markets and bus stands so that sellers have easy, immediate access. In addition to training on managing their enterprise, repayments and appropriate use of credit, special short-term loans are offered during festive seasons to meet increased demand.

Through the cash credit facility, Ruksana took out her first loan of INR 10,000, which enabled her to stop borrowing from the moneylender. With cash in hand, she had the freedom to inspect quality and pick the best produce, which also helped in increasing her bargaining capacity. Her profits grew 50%. In time, she was able to save enough money to get her daughter married and help her son set up his own automobile garage.

“

The loan offered by Mann Deshi is very different from other banks. Here you not only get the money, but also advice on how to utilise it properly and that too without shutting business even for a minute.

”

—Ruksana



Mann Deshi
Foundation



The micro-credit facility has helped rural women entrepreneurs design the life they wanted for their families.



Raising voices against the perpetrator of violence helps prevent human tragedies in the future.



Combatting Human Trafficking through Collective Action

Sanjog, West Bengal

Utthan is a programme developed by Sanjog which conducts research, development and training programs on child protection, gender equity, human rights and social justice. It helps build capacities in the areas of research, programming and advocacy, program and project management and organisational development.

Through EdelGive Foundation's support, the organisation is strengthening, empowering and imbibing leadership qualities amongst 120 survivors of human trafficking in North and South 24 Parganas districts of West Bengal.

Madhura [name changed] was 16 when she was taken away from her village to Mumbai by a man she had fallen in love with. She was in for a terrible shock and horrific ordeal, as the man turned out to be a trafficker. It took her three years to run away and eventually return home.

Nine years later, she is married and lives with her three children and aged parents in the village of North 24 Paraganas. While her case against the trafficker has been going on for many years, she has received constant threats from his family and thugs hired by them. In spite of her ordeal, village members acted as mute spectators and blamed her for eloping with a trafficker.

Utthan is a group of survivor-leaders that works to increase awareness about the problem of human trafficking and the collective role that communities play in protecting their daughters and sisters so they don't fall prey to it. They decided to support Madhura by organising a village-level meeting with her family, neighbours, local youths and police officials, as well as community members who were not on her side. Listening to her openly recount her problems and realising that Madhura was nothing but one more in a long line of faultless victims, one of her neighbours who had remained silent volunteered to be a witness to the attacks on her family. Galvanised to take a stand in Madhura's favour and fight against the larger crime of trafficking, the community has helped strengthen her case.



One Woman's Journey towards the Road to Development

Ibtada, Rajasthan

Established to address the socio-cultural and socio-economic issues of women and girls, Ibtada works with the conservative Meo Muslim community of Alwar. The organisation's key programs include SHGs, clusters/village organisations, federations, promoting women-owned companies and livelihoods.

EdelGive Foundation is currently supporting their program on empowering women and women institutions by increasing access to their rights and entitlements. The program works with over 20,000 households in 160 villages across four Blocks and has developed about 200 grassroots leaders.

Choroti Pahad is a Scheduled Caste-dominated village about 23 km from Ramgarh Block. For generations, its residents have been taught not to raise their grievances or speak up against exclusion. Manju, who has studied only until IVth standard, has gradually become a change agent within the community.

Though she was never much involved in social activities – women are often discouraged by their families in doing so – she began to participate in monthly meetings and various training programs after joining an SHG. One of these was the Adhikar project, where low literacy rates and family pressures, were making it difficult to find women to take on the role of 'Adhikar Sakhies'.

Her fellow SHG members as well as village members nominated Manju to become an Adhikar Sakhi and help increase villagers' access to government schemes. She was trained about rural governance structures and the 73rd Amendment of the Indian Constitution, which provides villages rights to develop themselves. One of the issues she and the SHG campaigned for was better road connectivity to the village. After futile attempts appealing to the Gram Panchayat, PRI members and local bureaucrats, she prepared an action plan for the Block and District offices, followed by attending a public hearing at the district collectorate, all of which showed no results. Disheartened, the SHG made one last attempt – calling the toll free number provided by the Rajasthan Chief Minister's office to register grievances. And their persistence paid off: within 20 days, the construction materials were brought in and roadwork finally began.

Bolstered by fellow SHG members and Ibtada's field staff, women like Manju are now able to overcome opposition from family (including her husband) and village people. Though initially unsupportive, today Manju's husband is proud of the prominent role she plays in the community. Following her victory, other villagers have become more confident and motivated to raise issues in their monthly SHG/Adhikar Samiti meetings.



क्या हैं खाद्य सुरक्षा के अधिकार ?

सार्वजनिक वितरण प्रणाली

घात्र परिवार की श्रेणियाँ	खाद्यान्न प्रतिमाह	कीमत प्रति किलो*
अनयोध	35 किलो प्रति परिवार	मोटा अनाज 1 रुपए किलो
प्राथमिक परिवार	5 किलो प्रति व्यक्ति	गेहूँ 2 रुपए किलो खावल 3 रुपए किलो

*कीमते 3 सालो के लिए तय की जायेगी जिसके बाद इनका पुनरीक्षण होगा।

बच्चों के अधिकार

उम्र	अधिकार	स्थान / कहाँ से मिलेगा ?
6 सालो के बच्चों के लिए	के.ए.सी. प्रोग्राम	अंगनवाड़ी से
7-14 वर्ष के बच्चों के लिए	के.ए.सी. प्रोग्राम और परामर्श की व्यवस्था	अंगनवाड़ी से
14 वर्ष की उमर तक छुट्टियों को छोड़कर	के.ए.सी. प्रोग्राम	अंगनवाड़ी से
14 वर्ष की उमर तक छुट्टियों को छोड़कर	के.ए.सी. प्रोग्राम और परामर्श की व्यवस्था	अंगनवाड़ी से

A story of resilience and courage



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