



# **CONTRIBUTION TO SOCIETY**



## EDELGIVE FOUNDATION

EdelGive Foundation is a philanthropic asset manager and advisory partner to funders such as individuals, HNIs, corporates, institutions and foundations – both international and domestic – with a specialisation in multi-stakeholder collaboration. Through a unique philanthropic model, EdelGive places itself at the centre of grant-making by providing initial grants and managing funding from other institutions, HNIs and corporate partners. These grants are used for both financial and non-financial growth of high calibre, small to mid-size grassroots NGOs, committed to empowering vulnerable children, women, and communities. EdelGive is committed to bringing about sustainable long-term change by working with the system to enable the system. They are focussed on enabling more partnerships within and between the corporate sector, the social sector, and the Government for far-reaching, sustainable impact, through collaboration, coalitions and co-creation. By supporting grassroots NGOs committed to empowering vulnerable children, women, and communities, EdelGive Foundation fosters and expands philanthropy in India.

## OUR INFLUENCE OVER THE YEARS



## THEORY OF CHANGE

With the belief that an inclusive society is built on the foundation of educated children, empowered women, and resilient communities, EdelGive supports organisations working towards these objectives, through targeted, community-driven, and high impact interventions.

### Grants to high-calibre, small to mid-sized NGOs empowering



<sup>1</sup>States included both investments and GROW NGOs, however, it is not included in the district count as GROW is non-programmatic support.



### SUPPORTING THE GROWTH OF CREDIBLE NGOS

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In FY23, we are proud to share that we have been able to influence over **₹202 crores** as commitments to the NGOs working across the country. Our **36 NGO partners** are working tirelessly towards providing quality education to children, ensuring the social and economic empowerment of women, and building resilient communities.

Grants are used towards both the financial and capacity building needs of the NGO partners we support.

### WOMEN EMPOWERMENT

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EdelGive has supported **14 projects** with **12 NGO partners** across **9 states** in India in FY23. Over the years, through our NGO partners we have been able to create a significant impact:

**2.4 Lakhs,**  
(25,000 in FY23)

women and girls supported in their fight for addressing Gender Equality related issues

**24,000**  
(300 in FY23)

women and girls supported under financial inclusion programmes

**52,000**  
(6,400 in FY23)

women supported to get access to rights and entitlements

Supported  
**33,000**  
(5,300 in FY23)

survivors of domestic violence and/or sexual violence in their legal journey

**16,000**  
(7,700 in FY23)

grassroots leaders developed and supported

Formed  
**6,000**  
(17 in FY23)  
SHGs/JLGs

### EDUCATION

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In FY23, EdelGive has worked with 9 NGO partners while supporting 13 projects across 5 states of India. Over the years, through our NGO partners, we have been able to create a significant impact:

Reached out to  
**20 Lakhs**  
children through our learning enhancement programmes, surpassing our own target this year

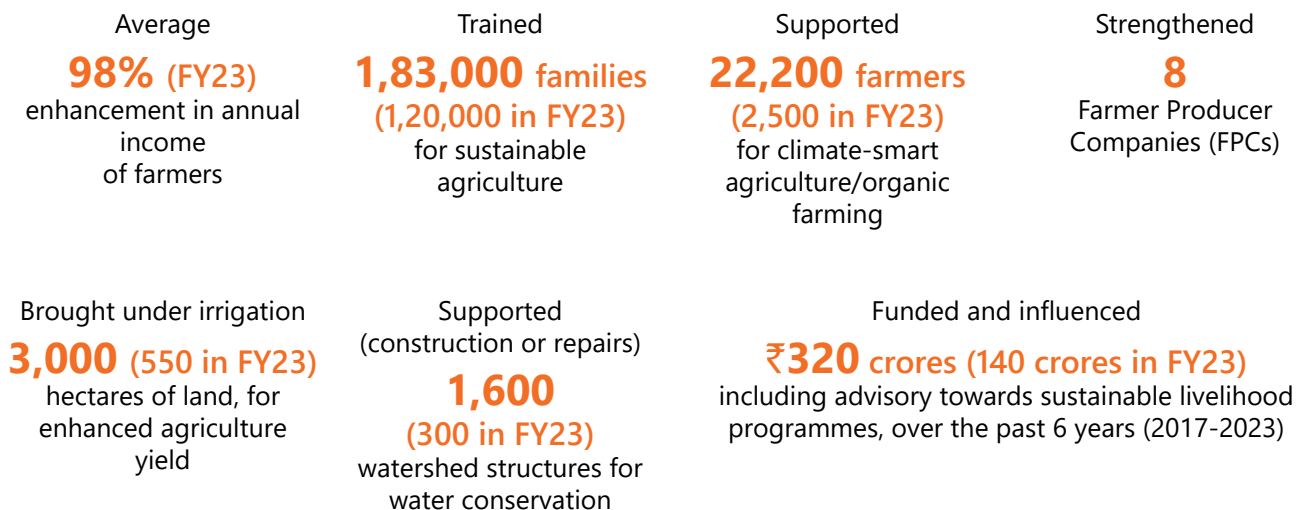
Supported  
**31,000**  
schools through the Quality Education Programme

Worked closely with, and supported over  
**74,000**  
teachers and Government officials for delivery of quality education



## COMMUNITY RESILIENCE AND CLIMATE ACTION

In FY23, EdelGive has supported **15 projects** of **12 NGO** partners, working with the most vulnerable communities across **9 states** in India. Over the years, through our NGO partners, we have been able to create significant impact, achieving our targets in a few critical areas:



## COMMUNITY RESILIENCE AND CLIMATE ACTION

EdelGive offers non-financial support to NGOs, by providing capacity building across different areas. EdelGive strategised capacity building for organisational strengthening by focussing on long-term sustainability, problem-solving, and willingness to adopt new technologies.

**8 organisations** from the CWE Portfolio participated in phase 1 of the training, conducted over 3 months between August and October 2022.

- The five domains covered in the CB trainings were nurturing second line leadership, soft skills training, communications, strategic planning and development and fundraising.
- Overall feedback on the programme has been good:
  - Average score of 8.25 on 10, from among 192 respondents across all programmes for the usefulness of the sessions
  - More than 85% of the participants rated the experience very good and excellent



## EMPLOYEE ENGAGEMENT

EdelGive Foundation draws on the Edelweiss employee volunteer pool and external (volunteer) agencies to cater to NGO needs. This year, Edelweiss volunteering has grown with:

**9 virtual activities**  
including in-kind donation drives

Over **₹22 Lakhs**  
raised through employee donations

## UNLIMITED UMANG IN COLLABORATION WITH ETLI

**Unlimited UMANG - Our Skilled Volunteering campaign in collaboration with Edelweiss Tokio Life Insurance has won the Best Project - ICONS 2022.**

Volunteers from ETLI had conducted skilled volunteering sessions on topics like banking and financial literacy, customer relationship & retail sales and English speaking for women from Mann Deshi Foundation and youth from Antarang Foundation.



## CREATING SOCIALLY SENSITIVE LEADERS WITH APNALAYA

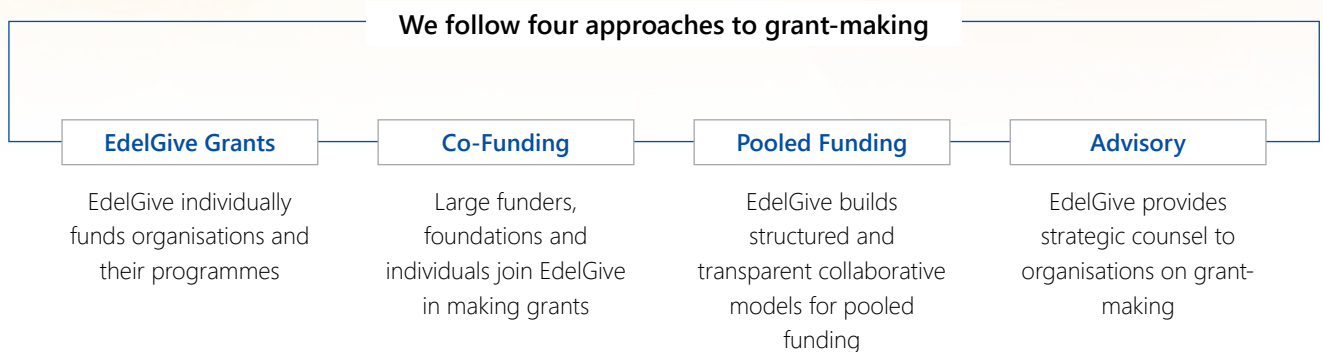
25 Employees from the corporate business group participated in a two-hour activity-based session. (An initiative with a focus on **'Creating Socially Sensitive and Responsive Leaders'**) to sensitise corporate leadership and help them see the important role they can play in the urban ecosystem and in improving the quality of life of people in this ecosystem, doing all of this while achieving professional goals conducted by Yasmin Mulla, Director-Citizenship at Apnalaya.





## BUILDING CREDIBLE PARTNERSHIPS

Our unique philanthropic model places us at the centre of grant-making. In addition to providing grants to our partners, we also invest our energies in sourcing and managing funding from other institutional, individual, and corporate partners. This assists both partners – the NGOs and funders – to diversify their outreach and impact.



**EdelGive believes in a Collaborative Philanthropy Approach and is currently engaged in six collaborative initiatives:**

**01 The Collaborators for Transforming Education**

In 2016, EdelGive launched The Collaborators for Transforming Education, is a public-private partnership with the Department of School Education and Sports (DSES), Government of Maharashtra, facilitated by the EdelGive Foundation. Through this coalition, EdelGive intends to solve the multifaceted problems of education by bringing reforms at a systemic level to elevate learning levels. Initially, the programme started with 4 districts in Maharashtra, and soon expanded to **7 districts, with multiple funders and three nonprofit organisations (NPOs), reaching over 1 million children in seven years.**

The Collaborators has established itself as a trusted brand for government stakeholders at all levels which has been reflected on various occasions, for example, the best practices are shared with central and within and outside state also with UNICEF and The World Bank. The Government of Maharashtra signed an extended MoU with EdelGive Foundation up to 2026 with the provision to expand the programme across Maharashtra.

The intervention focusses on three specific objectives,

- Enhancement in learning outcomes of children
- Support the education system by conducting capacity building of educational functionaries at multiple levels
- Improved community engagement for sustainability

For more information read here: <https://www.edelgive.org/the-influencers/>



### 02 The Coalition for Women Empowerment

Driven by its conviction in the systems-thinking approach, The Coalition for Women Empowerment was initiated by EdelGive in 2019, bringing together funding organisations and grassroots organisations as stakeholders, united by a common mission of facilitating social and economic empowerment of women and girls in India. The coalition is currently supported by Ford Foundation, Chintu Gudiya Foundation, Forbes Marshall, and David and Lucile Packard Foundation. The coalition focusses on providing 360-degree support to grassroots organisations through enabling funding for critical rights-based programmes that are often under-invested, and by investing additionally in institution building for improved effectiveness and efficiency. Insights and learnings from the interventions supported through CWE, have also informed EdelGive's other initiatives for enabling women empowerment including the UdyamStree campaign for promoting women entrepreneurship in India.

For more information read here: <https://www.edelgive.org/the-influencers/>

### 03 India Climate Collaborative

The learnings from both our ongoing coalitions encouraged and enabled EdelGive Foundation to become a core partner to the India Climate Collaborative, a first-of-its-kind initiative bringing together India's top philanthropies to address the increasing and pressing climate crisis in India. EdelGive Foundation brings years of rich experience of working with organisations with a deep penetration at the grassroots to ICC's enriching technical expertise. With the combined holistic understanding of the development space from a climate lens, the partnership aims to work towards promoting ecological balance through a co-benefits approach. Eminent global philanthropies like MacArthur Foundation, Bloomberg Philanthropies, Oak Foundation, Good Energies, IKEA Foundation, to name a few, have extended their support to this alliance. We have launched a multi-year Just Transitions (JT) India Programme, with funding support from IKEA Foundation. The programme is aimed at raising climate ambition in India while ensuring social and economic inclusion, backed by national momentum and a strong, connected JT ecosystem in India. The three priority sectors have been identified for this programme – energy, mobility, and land use.

For more information read here: <https://indiaclimatecollaborative.org/>

### 04 Migrants Resilience Collaborative

In 2020, amidst the COVID-19 pandemic, EdelGive also became a strategic partner to the Migrants Resilience Collaborative (an initiative of one of our partners in our investee portfolio, Jan Sahas), which is a multi-stakeholder collaborative of non-profit, philanthropic, and private sector actors focussed on ensuring safe and responsible recovery of migrant families and their livelihoods in India post COVID-19. The Collaborative will support 10 million workers and their families in 100 districts and cities (across source and destination) over the next 5 years.

For more information read here: <https://www.jansahas.org/mrc>



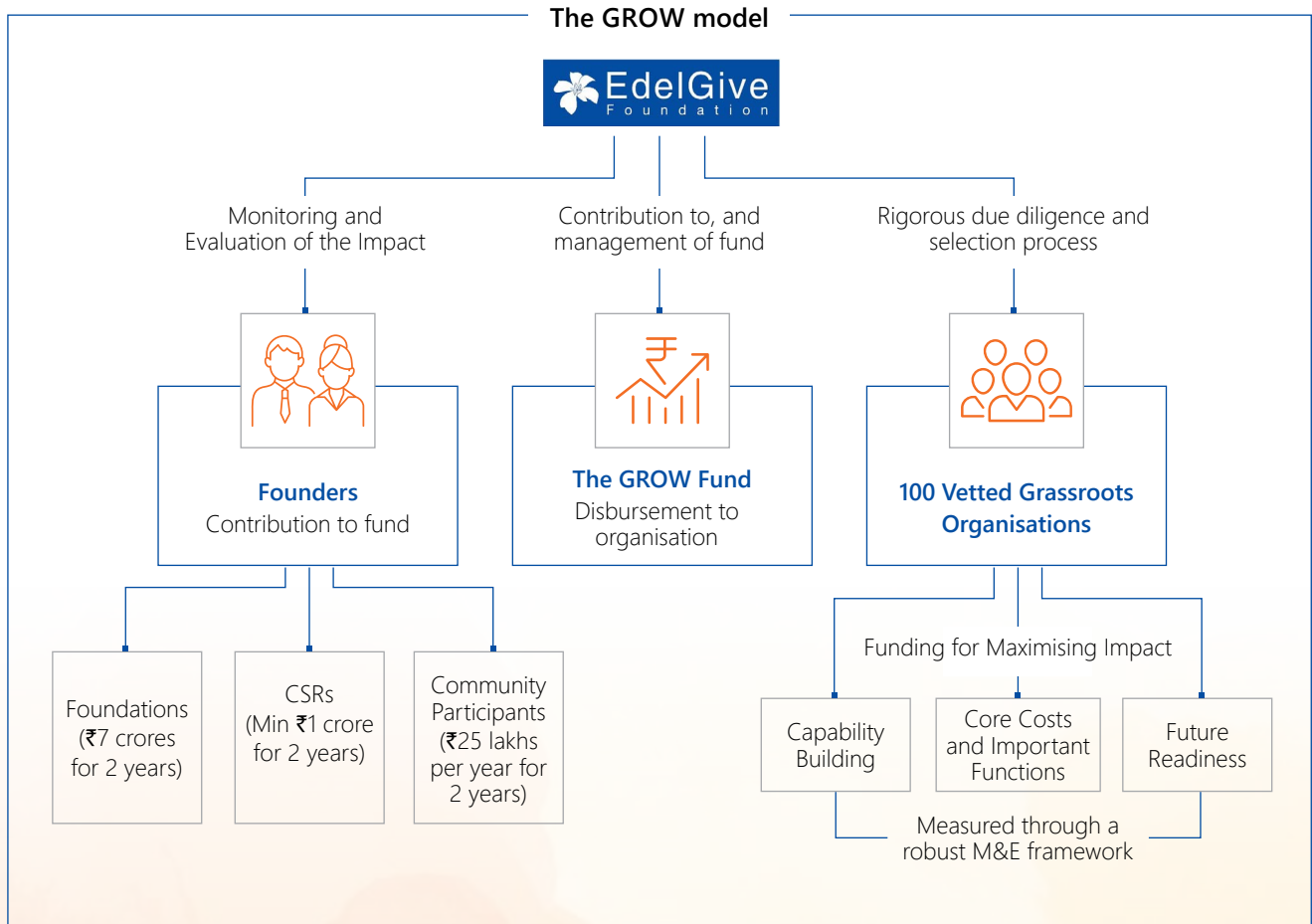
**05 Pay-What-It-Takes Initiative**

In 2020, EdelGive joined the Pay-What-It-Takes initiative, a multi-year initiative working towards awareness building, strategic guidance, and engaging NGOs to get their inputs on building a resilient non-profit sector. The initiative is led by The Bridgespan Group and the five anchor partners in addition to EdelGive: A.T.E. Chandra Foundation (ATECF), Children's Investment Fund Foundation (CIFF), the Ford Foundation, and the Omidyar Network India. Each partner believes strongly in the importance of better understanding true costs and approached the initiative from a different perspective.

For more information read here:

<https://www.bridgespan.org/insights/library/pay-what-it-takes/funding-practices-to-build-strong-ngos-in-india>

**THE GROW (Grassroots, Resilience, Ownership and Wellness) FUND**



## CONTRIBUTION TO SOCIETY

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GROW initiative was conceived to address the crisis faced by NGOs, who were shouldering the costs of acting as first responders for communities devastated during the pandemic. As we move ahead, the GROW Fund has been redefined to influence the philanthropic ecosystem towards grant-making that supports non-profit resilience and sustainability alongside programmatic outcomes. Towards the end of year two, we are excited to share that the programme successfully managed to support 100 NGOs in their efforts towards non-programmatic areas of organisations. The cohort received the support for –

- sustaining and expanding operations with support provided to cover core expenses
- upskilling their core staff in identified domains through capability building training
- providing need-based support for organisational development

## GROW's Journey So Far

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As GROW completed 1 year in March 2023, its achievements can be seen significantly w.r.t the NGOs growth as they championed their understanding of non-programmatic funding, created pathways to invest in their areas of development and actively participated in capacity building programmes in domains such as Human Resource, Technology, Finance and Risk Management.

The highlight of the year was that NGOs grew their outreach in terms of geography and beneficiaries, while successfully retaining their current operations. Their association with the fund has led to an increase in their credibility and visibility in the sector leading to new funding opportunities.

The partner agencies, such as Grant Thornton and Social Lens contributed significantly as thought and execution partners and enabled the programme to become more efficient. Grant Thornton supported the GROW team in processes of quarterly reporting, analysis, and NGO management/engagement. The Social Lens team led the Capacity Building and Organisation Development initiatives along with supporting the development of the baseline, midline assessment and endline assessment (FY24) for the programme.

Moving forward, the GROW team plans to enhance the partnership with two agencies to improve programme efficiency and achieve scale.

## GOVERNANCE

To ensure a strong mechanism for accountability, transparency, and equal participation in the GROW Fund, multiple forums such as the GROW Funders Committee, the Operating Committee, and Working Groups were institutionalised to review and direct the progress of GROW.

### GROW Funders Committee

In the past year, the GFC convened on September 1, 2022 and February 22, 2023 to discuss programme updates, and track milestones and activities. In spirit of collaboration, the agenda and flow were co-created with Natasha Joshi from Rohini Nilekani Philanthropies. The meeting saw participation from a range of senior representatives from GROW's funding partners, including Rohini Nilekani Philanthropies, IIFL, Indus Foundation of Utah, Omidyar Network, Dalayan Foundation and Community Partners like Mekin Maheshwari and Govind Iyer amongst others.

As part of these discussions, a presentation on the progress of GROW's journey was made followed by a presentation by GROW's capacity building partner who provided key updates on Central Capacity Building. Representatives from the funding community shared their thoughts and viewpoints which led to an engaging and enriching discussion.



### Operating Committee

In the interest of collaborative thinking, we, at EdelGive, organise Operative Committee meetings, once a month with the stakeholders such as donors and agencies namely Grant Thornton and Social Lens to discuss progress updates of GROW-related activities, processes and collaborative streams of work, followed by alignment on the way forward. The medium proves to be a space for ideating and thought-sharing. As GROW is an evolving programme, it is an opt in space for donors who want to be a more proactive part of the GROW Fund.

### Work Groups

Groups consisting of individual thread leads from EdelGive and executing partners meet on a weekly basis to review detailed tasks and activity progress and resolve any operational issues.

## CAPACITY BUILDING

One of the mandates of GROW is to support cohorts in enhancing their capacity in terms of core staff upskilling and organisation development. Strengthening the core capabilities of the teams of cohort organisations is an enabler in making them to be more efficient in leading their work with impact at the grassroots. We envisage building robustness of their existing systems and processes, while supporting the organisations to work on their areas of improvement.

The intervention is managed by a central help desk at EdelGive with strategy and operational support from Social Lens.

The basis of capacity building initiative is derived from the objectives set in programme design:

- Identification of areas within organisations that require capacity building and support the initiation of the actions that build future readiness
- Enabling the organisations with capabilities imparted through the learning sessions to build resilience against unavoidable crisis
- Accessibility to resources to support the development and adoption of internal capacity building solutions

Interventions taken within the framework of the capacity building and organisation development are assessments, training, 1:1 check-in, website audit and development, organisation development support, and making learning accessible through the Hub. To aid NGOs in identifying the areas for upskilling, a baseline assessment was led by the help desk. The common capacity-building training sessions have equipped the organisations with abilities to build organisational resilience.

Additionally complementing Organisation Development (OD) support focusses on creating sustainable and resilient organisations. The website audits launched by the team helped the help desk assess the digitalisation and technological robustness of the organisation.

## GRANT MANAGEMENT

The goals of Grant Management (GM) during this reporting period were to onboard the GROW 100 NGOs by orienting them on the nature of the grant and required due diligence, clarify the reporting structures and processes, conduct thorough financial compliance checks, and monitor their budget expenditure process. In this 1 year, with the active participation of all 100 NGOs, the team was able to complete the disbursement of the 2 tranches to all the organisations, and develop 3 consolidated quarterly progress reports from the cohort.

The GROW Fund supported NGOs through the process of budget-mapping based on the principles of non-programmatic funding and personalised areas of improvement recommended in the baseline assessment. Quarterly open house sessions were conducted to enable NGO in on-time report submission process. Members of GROW 100 submit their reports on Lumos (The GROW Fund's grant management platform). Hence, with the support of Grant Thornton and BSG team, quarterly process training and open house sessions are conducted where it is ensured that all the doubts or query of NGOs which are causing hindrance in the submission process are resolved.



### Highlights and insights developed from the Quarterly Progress Reports

Table 1, appended below, represents the proposed budget by 100 NGOs and their actual expenditure in Q3. The actual utilisation of the NGOs in this quarter varies from the budget proposed by them by 9.8%.

Proposed budget (₹ in Crores)	Actual utilisation (₹ in Crores)	Variance between proposed vs actual (₹ in Crores)	Percentage of variation
10.51	8.97	1.53	9.8

Table 1: Proposed budget vs Actual utilisation

As per Table 1, it can be observed that the variance between planned budget and expenditure is below 10%. This representation helps us in understanding that NGOs have been able to understand the non-programmatic fund and identify the areas of improvements. They can make needed expenses for the sustainability, future readiness, and sustenance of the organisation.

It is observed that NGOs are planning more, compared to Q1 in Q3 in initiatives on future readiness; through internal team capacity building but were not able to execute as per their quarterly budget plan. The unavailability of the relevant resources and vendors resulted in overall underutilisation.

As per the 3 quarterly progress report, it can be inferred that NGO have grown at an overall (Programmatic and Non-Programmatic) level. 87 NGOs have reported that they can see a change in programme achievements whereas 92 NGOs have reported that they were able to support salaries of their core staff with the help of the GROW Fund. While the fund is focussing on non-programmatic funding of initiatives and activities, the ripple effects of achievements can be seen in the programmatic area as well. NGO have reported an increase in the number of beneficiaries reached from Q1 to Q3 and 57 NGOs have reported that their geographical coverage has expanded compared to previous year.

Through the quarterly report, it was found that Fundraising strategy, Communications and Learning and Development have been top 3 areas where majority of NGOs have been able to take initiatives to achieve sustenance, sustainability, resilience, and people skills.

Nonetheless, it is also observed that majority of organisations have higher budget utilisation towards core cost especially office infrastructure and personnel expenses as it is an area of appreciation for GROW Fund that sustenance to the NGOs is being ensured.

### 1 year milestone: Direct NGO Interactions

Keeping up with our value of hearing out the NGOs and their challenges, GROW organised the year-end NGO interactions as we marked our 1st anniversary on January 17, 2023. The objective was to know their experience with GROW, any highlights from the year, and what can be done differently to further support them.



### Way Forward

Quarterly Check-ins with the 25 selected NGOs for the organisational Development Exercise.

Disbursement of Tranche 3 and approval of reallocated budget received from NGOs based on the evolving needs of their organisation.



Website Development Exercise to build and strengthen the optimal features of the websites.

Field Visits to the NGOs to document their journey so far as a part of GROW's 1 cohort and preparation of Quarterly 4 report which will be referred to along with the report from Q1-Q3, for reflective analysis of GROW's journey in the last year.

## THE HUB

The HUB is EdelGive Foundation's e-learning platform for NGOs working on a range of causes across India to learn, collaborate and achieve their goals. The HUB brings together content on thematic and functional learning useful for small and mid-sized non-profits, including Technology, Human Resource Management, Finance & Compliance and Fundraising, as well as individual skills useful for development practitioners, including stakeholder management, negotiation, and managing stress. The goal of The HUB is to encourage learners to take time out for self-development, apply their learnings to strengthen their organisations, and share their growth story with others, thereby inspiring more learners to grow with us.

## UDYAM STREE – A NATIONAL CAMPAIGN TO PROMOTE WOMEN ENTREPRENEURSHIP



UdyamStree is an initiative by EdelGive Foundation, to promote entrepreneurship as a key driver for women's economic empowerment in India. Through its commitment to bridge the economic gender gap by collective action and engagement across stakeholder groups, UdyamStree works towards creating a conducive environment for women entrepreneurs in India. It aims to provide an enabling environment for women entrepreneurs to prosper by strengthening the ecosystem supporting women entrepreneurship, increasing stakeholder participation for the promotion of women entrepreneurship, and increasing awareness on the need of women entrepreneurship. The campaign was formed to enable and unlock the prospects of entrepreneurship and livelihoods among women while attempting to engage with corporate sector, bureaucracy and government infrastructure for a systemic facilitation.

In April 2021, EdelGive Foundation launched the 'Landscape Study on Women Entrepreneurship' – a flagship initiative under the UdyamStree campaign. The study offers insights into the multifaceted challenges women face during their entrepreneurial journeys and how policy implementation, advocacy and multi-stakeholder groups can overcome them. The study was conducted with **1,235 women in 13 states** of India, which was launched with key government stakeholders – NITI Aayog, MoWCD and MRD and industry leaders.

With the range of stakeholders reached and channels of communication accessed through the campaign, UdyamStree has influenced multiple stakeholders, who have, in turn, created a dialogue to position entrepreneurship as a prominent enabler of women empowerment.



The following are the **key impacts** of UdyamStree:

- **2,740 women** were educated on Government schemes & Yojanas in the 4 districts, out of which **2,040 women received benefits** under relevant schemes and loans of value **over ₹26 lakhs were disbursed**. We **partnered with 6 Grassroots partners** to ensure delivery of government schemes on women entrepreneurship at the grassroots level.
- **27 National and Regional media publication** expressed their interest to promote the cause of women entrepreneurship through **300 media stories** in the form of articles, opinion pieces, media interview, beneficiary stories and leadership thoughts. **Effectuated a readership of over 27 lakhs** via 25 opinion editorials, 10 interviews, 16 beneficiary stories, and more than 65 press releases. More than 20 Media & Social Media Influencers supported the cause on various platforms like roundtable discussions, co-authored pieces, and motivational videos to express their support for women-led businesses.
- The hashtag **#PyaarToSmallVyapaar** had a potential reach of **124K**. **More than 90 small businesses** reached out through social media for their business promotions. Support from social media influencers **received more than 2 lakh views**.
- Partnered **with 2 Government institutions** to build government partnership and amplify the awareness of industry bodies and government stakeholders – **FICCI and Maharashtra State Education Department**. We partnered with FICCI on building synergies between the various interventions planned between EdelGive's UdyamStree campaign and FICCI's Greater 50 campaign, working to create a conducive ecosystem to foster women entrepreneurship through multi-stakeholder engagements. We partnered with the State Education Department of Maharashtra to conduct a Leadership Dialogue featuring industry stalwarts who boost enterprise development among school children especially young girls in the state with an objective to sensitise young minds, around entrepreneurship being a viable career option.
- Collaborated with Haqdarshak in translating **300 Central and State government schemes** into multilingual content, which is now accessible on Haqdarshikas app.
- **Dialogues held with 7 Key Legislative Advocates** (MP's & MLAs) to create champions for the cause in the aftermath of the pandemic and build awareness on the campaign.
- **Engagements of 20+ Social Media Influencers** who have spoken about the UdyamStree, liked, shared and supported the posts. In collaboration with popular influencers like Prajakta Koli, Aanchal Agrawal and Deepika Mhatre, we tipped our grateful hats to women-led small businesses and encouraged people to be #VocalForLocal. These videos accumulated 708K impressions and 230.9K views. Additionally, a Bollywood series was undertaken to utilise iconic moments in popular culture and famous dialogues, in line with aspects which we wished to amplify, under the project.
- **Amplified public awareness through media** by disseminating press releases announcing the partnership which garnered a reach of more than 10 million. We **partnered with Bookletpedia**, a not-for-profit that designs contextual IEC (Information, Education and Communication) materials, to generate awareness around government schemes that women entrepreneurs can leverage.
- Dialogue with key government institutions – **NITI Aayog, Minister of WCD, Varsha Gaikwad, Add. Secretary Dept. of Education and Minister of Rural Development**.

01

Launch of Report with government stakeholders – Foreword: **Mr. Amitabh Kant CEO, NITI Aayog** delivered the chairperson address followed by a Key Note Address by **Mr. Ram Manohar Mishra, Secretary, and Ministry of Women & Child Development**.

02

Engaged with **Mr. Charanjit Singh, Joint Secretary, Ministry of Rural Development** and legislative advocates like **Dr. Amar Patnaik**, who has written back to us to explore research and knowledge-centred collaborations to support women entrepreneurs in Odisha.

## CONTRIBUTION TO SOCIETY



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**Meenakshi Lekhi - Member of Parliament, BJP** supported the movement by posting about the UdyamStree on her social media platforms.

04

**Aparajita Sarangi - Member of Parliament**, supported the movement through the published article by The Indian Express.

05

**Dr. Heena Gavit, Lok Sabha** and Head of Standing Committee on Women Empowerment, Nandurbar, and BJP supported the movement by op-ed article on "Sound governance is must for gender-inclusive output growth", this was covered by Mint publication.

06

**Supriya Sule, Lok Sabha**, Baramati, NCP has also shown her interest in the form of article on theme "Self-help groups play a big role in the empowerment of women", this was covered by Mint publication.

07

**Dr. Amar Patnaik, Rajya Sabha**, Odisha, BJD has appreciated the UdyamStree initiative and his team legislative advocates who also reached out to us to explore, research and collaborate on knowledge-sharing in order to support women entrepreneurs in Odisha. He has also shared his opinion piece which was covered by Times of India publication.

08

**Diya Kumari, Lok Sabha**, Sawai Madhopur, BJP has also shared her opinion on what is the role of education in creating a conducive environment for women entrepreneurship in India. This article was covered by Times Now.

- **Partnered with two community radios** in Jaipur (Radio Seven) and Nashik (Radio Vishwas), intending to enhance the understanding of Government schemes among women entrepreneurs in Rajasthan and Maharashtra.

The **major achievements** of the campaign have been:

**UdyamStree Campaign was awarded Best Campaign in Not-for-Profit and Association Sector Campaign in the sector awards category at Fulcrum Awards 2022.**

The Fulcrum Awards, launched in 2016, aims to provide a platform for applauding individuals and teams who worked relentlessly throughout the year on impactful Public Relations campaigns. The Fulcrum Awards 2022 powered by the Promise Foundation and PRmoment.in.

**The UdyamStree Campaign won a Gold Award, under the Not-for-profit category at the SABRE South Asia Awards 2022.**

The SABRE South Asia Awards are the world's largest and most sought-after PR awards programme, which recognises superior achievement in branding and reputation. The SABRE Awards put a spotlight on the industry's most compelling work, especially focussing on programmes and initiatives that drive real business impact and reach.



### WOMEN IN LEADERSHIP

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Women in Leadership (WIL) is an initiative that aims to spotlight the presence of Women in Leadership positions in the private sector in India, with a stronger emphasis on Economics, Finance, and Social Enterprise. It also seeks to utilise a primary data driven campaign to generate dialogues, to amplify and encourage mentorship, and to bring multiple stakeholders together to address the need to increase Women in Leadership. The project is part of a bigger consortium of social sector entities that will work focussing on women in leadership positions in different sectors within the private sector. The larger project will bring out the disablers in the ecosystem that hinder women's empowerment and is expected to influence and activate the larger private sector ecosystem to adopt practices and processes for encouraging and enabling women's leadership within their organisations.

WIL within EdelGive will take shape as a continuation to UdyamStree but with a focus on the private sector. The UdyamStree campaign pointed out to the knowledge gap as only 1% women surveyed benefited from the existing government schemes as only 9% of them were aware of the same. The awareness generation and support from the ecosystem is key even in the private sector. The research available points out that all sectors combined, the status of women in leadership in India has been abysmally low and there is evidence that it is not improving. A study conducted by IBM in 2021 suggests that it might be seeing a decline. Some of the key barriers that impact women's leadership are:

- Inadequate capacity building for women in technical skills and lack of gender inclusive corporate culture in high growth sectors
- Lack of support for retention and re-entry of women
- Unconscious biases and perceptions
- Lack of accountability in private entities and inadequate provisions for due diligence of their performance on gender mandates
- Culture and social attitudes that prevent women from receiving equal and equitable opportunities

The project will focus on building primary research, raising awareness, developing a campaign and providing mentorship for upcoming women leaders with the help of a platform.

### HUMAN RESOURCE AND WELLNESS

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Employee wellbeing and development is of utmost importance to us at EdelGive, prioritising this belief, we made significant investment in our employee wellness & development initiatives last year. Several external speakers from both the development & corporate sector were invited to interact with the team, which facilitated immense learning for all. In addition to this, our team has had regular internal learning sessions – “Learning Pod” wherein team sharing on various topics was enabled. Factoring mindfulness as a key to employee wellness, we initiated zero device hour, Johari window session, annual offsite and periodic wellness check-ins to engage with our employee. Our Induction process was improvised by upgrading new joinee experience. We remain committed to our employee wellbeing and development and look forward to building on this progress in the coming year.



## THOUGHT LEADERSHIP AND MEDIA

EdelGive is present on governing boards of global agencies and has a presence on discussion platforms like Asian Venture Philanthropy Network (AVPN) and Empower Families for Innovative Philanthropy (ERFIP). To nurture the ecosystem of giving by energising and influencing philanthropic support for need-based, credible grassroots work, we host roundtables, discussion forums bringing together multiple stakeholders on a common platform. Through conversations and communiques, EdelGive's ecosystem initiatives help generate opinion and understanding of the sector, build a repository of information, and influence collaborative, philanthropic action.

EdelGive participated in several conversations on themes ranging from collaborative philanthropy for collective impact, gender lens for impact investing and climate on platforms such as **G20 Empower – Inception Meeting, India Global Forum – Annual Summit.**

### Public Platforms

***A look at the array of forums that our leaders engage on and through, on key issues that affect the impact ecosystem.*** Our CEO, Naghma Mulla, shared her experiences at TedxYouth@AUS on the remarkable journey that led to the beginning of GROW and her thoughts on the importance of working for the betterment of society.

### Articles

***We were also present in key discussions across media channels this year, including reputed regional & national platforms such as India Times, DNA, Navbharat, Firstpost, The Financial Express Online, Social Changemakers, Samaana, Jagran Sakshi, Divya Bhaskar and The Mint.***

***EdelGive Foundation, have garnered several articles in this year, on multiple issues to do with financial independence of rural women, women empowerment, education, climate perspectives, philanthropy in the Global South, and more.***

## AWARDS

The GROW Fund received the **Navabharat CSR Award 2023** for 'Excellence in CSR', presented by the Governor of Maharashtra, Shri Ramesh Bias, in the presence of the Deputy Chief Minister of Maharashtra, Shri Devendra Fadnavis and other dignitaries, at Raj Bhavan.



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## For more information:

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EdelGive Foundation's Annual Report: [Here](#)

Website: [www.edelgive.org](http://www.edelgive.org)

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