

EdelGive Engage

2017

Vidya Shah, our CEO said in her welcome address on how the concept of EDGE evolved “...*Our promise to our NGOs was that we would build a partnership with them beyond money and reporting, based on openness, trust and communication.we realized that without funders and other ecosystem players in the room the discussion was incomplete and this coming together builds empathy for each other...*”

Day 1: Tell Your Story

Day 1 of the event was a capacity building exercise for our NGO partners. The workshop was run by Captain Raghu Raman, a dynamic trainer, for TED and other platforms, and the NGO representatives were guided to present their stories in a way most guaranteed to elicit desired responses.

Day 2 & 3: EdelGive Engage

The second half of EDGE spanned the next two days and it focused on very eminent people from the corporate and the NGO sector, sharing their stories, experience and expertise in co-developing solutions for sustainable development growth.

Panel 1: When an idea becomes a reality

Ajay Piramal (Piramal Group and Shriram Group) and Amit Chandra (Bain Capital Private Equity) spoke about what it meant to commit the kind of funding (long term, slow returns), their role in growing these ideas into the successful institutions they are today, and the learning they have gained from these engagements. Safeena Hussain (Educate Girls) and Aditya Natraj (Kaivalya Education Foundation) both shared their stories and the fact that how thankful they were for finding people better than themselves to get invested in their idea.

Panel 2: Sustainable Livelihood programming

Shashank Singh from APAX Partners, Nehal Sanghvi (USAID), Anil Kumar (ex-Axis Bank) and Dr. Prakash Tyagi (GRAVIS) – The discussion mainly revolved around agrarian livelihood generation while touching upon skilling and urban livelihoods. The panelists agreed that more flexibility should be given to grantees to make funding impactful, and that it is important for all livelihood programming to be viewed and developed through a gender lens.

Panel 3: Women’s empowerment – the way forward

While Ashish Patil from Yash Raj Films said that the role of media is to entertain, engage and then empower, and that there is a pressing need to change the narrative of entertainment, Hari Menon from the Bill and Melinda Gates Foundation specified that there is a need to change women’s endorsement of

masculinity in some areas, and to work with men to resolve the gender issue - making sure they are part of the solution. Sujata Khandekar from CORO, said that it is important that those working in the sector understand processes and impact, and that change happens slowly, so patience and mature support, which takes into consideration cultural and legal aspects, is essential.

Panel 4: Daring to Dream: Realities of funding innovative ideas

Rashesh Shah (Edelweiss Group) and Rakesh Jhunjhunwala (Rare Enterprises) talked about why they invested in ideas that required significant investment, over and above what most funders would be willing to consider. Ramji Raghavan from Agastya International Foundation, and Viren Rasquinha representing Olympic Gold Quest, spoke about their experience of having donors who provided strategic guidance and support, and yet allowed the NGO management to carve their own path and grow at their own pace.

In a nutshell, EDGE 2017 was successful in facilitating interactions between NGOs and CSR agencies, local and international funding agencies, and persons interested in supporting development work.