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It gives us immense pleasure to release our fifth annual report. We are proud to celebrate five years of impacting lives through the Foundation's work.

Our vision to build a strong, efficient and high-impact social sector for a better India has emerged from our journey over the past five years. **Our experience of working in this sector and the learnings from it has strengthened our capacity to support high-impact organisations and to foster growth.** Having invested in exceptional organisations, we firmly believe that our investments will continue to be governed by a bifocal view, i.e. we will place larger bets on nonprofits adhering to game-changing and transformative models while also simultaneously investing in early stage nonprofits. Additionally, we have invested in the sectors of Education and Livelihoods with an approach that focuses on strengthening the organisations and being catalysts for systemic change rather than just funding their projects.

When we began in 2008, our total commitment to the development sector was ₹1.8 crores. This has grown significantly over the last five years and, as of this year, we have cumulatively invested over ₹20 crores and impacted over 150,000 lives. EdelGive started its operations by supporting organisations in western regions like Maharashtra but **today we are present across eight states in the country in the three clusters of western and central, southern and eastern regions of India.**

The size of our portfolio has similarly seen significant changes over the years. We initially funded around ten smaller grassroots nonprofits. In 2010-11, our portfolio sharply increased to around 30 nonprofits as a result of higher mobilisation of financial contributions from Edelweiss and other donors.

Through our networks, referrals and our sourcing processes, we discovered organisations undertaking exceptional work

## WELCOME NOTE

to transform the sector in a systemic way. In 2011-12, our portfolio underwent a consolidation and internal review to take a fresh look at our goals and revive our focus areas. We currently support 18 high-impact organisations implementing game-changing models.

Our strength lies in understanding issues that govern rural and urban areas. We have invested in disenfranchised and high-risk communities with the objective of empowering them. Our grants are mainly directed towards projects that are catalytic in nature, are deeply rooted in community or address niche issues which have a broader impact.

We seek to support those NGOs that are not focused on one particular issue but are aware of larger social, economic and political phenomena and are open to moulding their outlook and programme according to these influencing factors. **We also understand the importance of financial inclusion in rural areas and by supporting NGOs like Rajasthan Shram Sarathi Association (RSSA) we have personally witnessed the benefits the right intervention can bring.** By enabling communities that are at the bottom of the pyramid to access financial services, large-scale impact can be achieved in just a few years. Furthermore, we encourage our investees to motivate their beneficiaries to give back to their communities and thus form a self-sustaining system of socio-economic development.

**What sets us apart is our capacity building support that we consistently provide to our portfolio organisations with a view to addressing their organisational challenges as they grow.** We believe that this pro bono non-financial support will have far-reaching effects for the nonprofits in the long term. This support is primarily provided through the Edelweiss Employee Engagement programme wherein Edelweiss employees contribute their personal time, skills and expertise for the benefit of the social sector.

Our range of capacity building projects is both diverse and unique. Over the last five years, Edelweiss employees have provided non-financial support to our investees, contributing over 7,000 hours of their personal time. While Edelweiss provides a week's paid leave to employees to engage with EdelGive and our investees, we find that our employees do not count their hours with us.

Our Employee Engagement model identifies employees with the requisite skill sets to match the requirements of our nonprofits. Through this platform, we have reached out to over 1,700 employees this year who are volunteering through various avenues such as direct volunteering programmes, field visits to our investees and financial contributions and campaigns.

Our employees have been very enthusiastic about engaging with our investees through both on-field and off-field

support and they are always willing to put in the extra hours. We constantly communicate with them through our newsletters and mails. Our fundraising campaign for the Mumbai Marathon has been a successful organisation-wide movement.

**EdelGive also offers a credible platform where other funders such as foundations, corporate and individual philanthropists can join hands with us to jointly invest in the sector.** This will not only lead to a higher financial support to the sector but also create large-scale social change and collective impact.

Through this co-funding platform, we offer investment options to our partners by identifying credible organisations. We also share our due diligence framework, our monitoring and evaluation processes and impact reports. Moreover, the platform helps our portfolio organisations connect with funders who understand their needs and are keen to offer their support.

Over the last five years, we have partnered with several like-minded organisations to explore co-investment opportunities. **Our first few partnerships were with international foundations like the British Asian Trust and atDta Foundation.** Since then, we have partnered with 20 funders to increase our funding and capacity building support.

Our five-year journey has helped us achieve a deeper understanding of the development sector and its challenges. Through various hits and misses, we have moved from one-off investments to more strategic investments and partnerships. This has enabled us to further develop our co-funding platform so that we can help our investees connect with other strategic partners. **Our organisational structures, processes and the team have helped us establish strong relationships with our investees who see us as one of their key partners rather than just funders.**

In the coming years, we are looking at increasing the grant size of our portfolio with support from non-Edelweiss partners and we will continue to deepen our capacity building support. We are also laying a strong focus on automating and systematising our internal processes. This year, we have adopted an online technological platform to monitor and track our investments and tighten our processes.

As we move into our sixth year, we will ensure that our focus remains on creating systemic impact in the sector through our investments. By leveraging resources and skills from the for-profit world, we will strive to be catalysts for social change.

*Vidya Shah*

**Vidya Shah**  
Chief Executive Officer  
EdelGive Foundation

### EdelGive's five-year journey:

- Supported over 30 NGOs
- Committed over ₹ 20 crores
- Impacted over 150,000 lives
- Over 7,000 hours of pro bono support from Edelweiss employees
- Over 3,500 Edelweiss employees touched via volunteering



# FIVE YEARS OF EVOLUTION

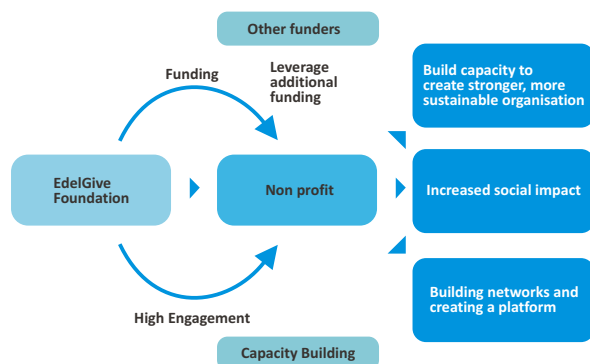
The Birth and Growth of EdelGive  
Foundation





# THE EDELGIVE FOUNDATION MODEL

## Our Model



## GENESIS

Formally established in 2008 with the objective of providing strategic philanthropic direction to Edelweiss, its employees and associates, EdelGive celebrates five years as the philanthropy arm of Edelweiss.

EdelGive emerged from the belief that philanthropy when practiced in a structured way, is far better poised to effect positive, long-lasting change. However, philanthropy is not new to Edelweiss. Since the company's inception, senior Edelweiss executives had been engaged in acts of giving but these initiatives were on an ad-hoc basis, and were based on disbursing funds to nonprofits via alumni connections or corporate networks. The more the Edelweiss management interacted with the heads of NGOs, the greater was the realisation that more could be done. Findings and suggestions were presented to the Edelweiss board shortly after the IPO, and a unanimous decision was reached to "do something impactful" that reflected the company's entrepreneurial values. In 2008, EdelGive was born.

EdelGive Foundation has been founded on the belief that Edelweiss could add value to the social sector by using the same principles with which it approaches its financial services business. **Edelweiss' own evolution with its clients has consistently provided EdelGive with deep insights into issues related to growth, expansion and scale, while being focused at all times on core principles, ethos and culture, thereby helping social entrepreneurs and nonprofits reach their full potential.**

In other words, given that our parent, Edelweiss, continues to be a leading force in the financial services sector, we

intend to apply the accumulated expertise that Edelweiss has spent its entire life gathering to change both the way conventional charitable organisations work as well as transforming the way funding has been typically provided.

## EdelGive

- Is a philanthropic initiative to drive sustainable social change
- Focuses on Education, Livelihoods and Women Empowerment
- Focuses on grant funding with the objective of generating social return
- Combines grant funding with capacity building support
- Conducts robust due diligence and monitoring processes to measure the nonprofits sectoral impact
- Leverages the skills and expertise of Edelweiss employees to match the requirements of nonprofits it invests in
- Partners with other foundations to influence additional funding in the sector through a zero-cost platform



## VENTURE PHILANTHROPY APPROACH

EdelGive laid down its mission with the help of a few principles adopted from Edelweiss and from Venture Philanthropy, enabling us to bring an investment banking and venture capital approach to the social sector. Using principles that have traditionally been used for profit ensured that **our involvement was not just restricted to the disbursement of funds, but also extended to participation in the growth of the organisation, through the provision of non-financial, capacity building support.**

In order to provide this non-financial, capacity building support, we leverage the skills and expertise of Edelweiss employees. Our Employee Engagement model encourages Edelweiss employees to support nonprofits by volunteering their skills in the areas of strategy and leadership, financial planning and sustainability, human resources, systems, processes and technology. This is effectively done by matching the talents of Edelweiss employees with the requirements of our nonprofits thereby bridging the gap between the corporate and the social sectors.

## FROM VENTURE PHILANTHROPY TO CATALYTIC PHILANTHROPY

As we started investing in an increasing number of nonprofits, we realised that we didn't just want to help the nonprofit grow and be self-sustainable, we also wanted it to contribute to the bigger picture i.e. to achieve long-lasting sustainable change. Therefore, besides providing financial and non-financial support, it was also essential to create a larger platform for these organisations to scale up their work to create change at the larger level. To this end, we have started moving towards Catalytic Philanthropy, which will guide us towards achieving our vision of driving systemic change in the sector.

## Investing in Scalable, Sustainable and Replicable Models

The kinds of organisations we are investing in today are implementing game-changing models on the ground. These nonprofits are working to influence the system at a policy level and are striving to demonstrate successful models that will help achieve this systemic change. We are keen to invest in models that are scalable, sustainable and replicable because doing so would enable other nonprofits to replicate these models thus broadening overall impact.

## Deepening Sectoral Focus and Expertise

We believe that deepening our sectoral focus will catalyse a transformational change at a larger level. Instead of focusing on multiple areas, we try and focus on few areas i.e. we have prioritised Education, Livelihoods and Women Empowerment as the areas we would like to work on and invest in. This enables us to focus our inputs on maximising our outcomes.

Through our multi-year support to our investees, we are working to measure the impact on the ground and monitor the outcomes continuously enabling us to appreciate what works well vis-à-vis what does not work in the sector.



## OUR VALUE PROPOSITION

### Investee Focus

- We support NGOs in high-risk and high-need areas
- We provide support at strategic and operational levels rather than just being traditional nonprofit funders
- We showcase the work of our investees to other stakeholders

### Effective Platform

- We serve as a platform for NGOs to network and build relationships and linkages
- We provide access to strategic partners and other funding institutions
- We work on issues affecting the sector and improve access to knowledge, funds and legal support

### Professional Management

- We conduct a rigorous process with high emphasis on due diligence, analysis of business models and joint decision making with our investment committee
- We develop and apply best practices for the sectors we invest in

### Investing For Impact

- We develop tools for monitoring and evaluation to ensure that our investments are impactful and on track





## FIVE YEARS OF CONNECTING THE DOTS

The Moments that Made a Mark

# EdelGive Diary: 2008-13

## FY 08-09

- EdelGive Foundation formally registered as a Section 25 nonprofit company.
- **First Kubera EdelGive Social Innovation Honours (KESIH)** held, which awarded three NGOs for their innovative work in the areas of Education, Employability and Health.
- Edelweiss Employee Engagement programme launched wherein 30 employees participated in field visits and 150 in the blood donation drive.
- First successful co-partnership with a Swiss foundation to support one of EdelGive's investees.

## FY 09-10

- EdelGive's portfolio expanded to support about **15 NGOs** undertaking exceptional and innovative work in the areas of Education and Livelihoods.
- EdelGive independently **launched EdelGive Social Innovation Honours (ESIH)** to recognise and honour five NGOs implementing innovative models for women empowerment across India in five different sectors.
- EdelGive Foundation held a three-day workshop for its 21 investees across the country on 'Building Skills for Effective Leadership'.
- The launch of the EdelGive Systematic Donation Plan (SDP), an online payroll giving platform for Edelweiss employees.
- EdelGive successfully co-partnered with British Asian Trust (BAT) as their Indian partner to jointly fund NGOs in India.

## FY 10-11

- EdelGive's portfolio grew to include large nonprofits across India. **Our geographical presence expanded to eight states in India.**
- EdelGive emerges as a unique foundation with a key differentiation i.e. providing capacity building support to investees.
- Large number of Edelweiss employees volunteered to work with EdelGive investees through structured volunteering programmes.
- The proceeds of Palette 2010, an 'Art Camp for a Cause', hosted by Edelweiss went to over 20 nonprofits supported by EdelGive.
- EdelGive and Tata Institute of Social Sciences (TISS) created the **EdelGive-TISS Fellowship** to provide young social entrepreneurs with start-up funds to create a positive change in their communities.





### FY 11-12

- The Education Forum hosted by EdelGive showcased the work of its portfolio organisations to a panel of funders and other stakeholders.
- **The EdelGive Impact Workshop** (a three-day residential workshop) brought together over 20 nonprofits to share and learn through interactive sessions facilitated by industry practitioners.
- A panel discussion (with media coverage) was held on the topic 'Beyond Chequebook: Towards Impactful Philanthropy'. The panel included eminent achievers Rakesh Jhunjhunwala, Anu Aga, Amit Chandra and Rashesh Shah.
- A roundtable conference was hosted by EdelGive at the Sankalp Investor Forum 2011. 25 social investors from across the world converged at this conference to discuss the role of collaboration.
- **The Edelweiss Employee Engagement programme widened its reach with over 1,700 employees** engaging with our investees via the volunteering programmes, through capacity building support and financial contributions.
- The EdelGive Marathon fundraising campaign was a huge success. 40 Edelweiss employees dedicated their Marathon run to support EdelGive investees. Over 1,000 Edelweiss employees contributed to their runs.
- The second edition of **Palette** not only helped raise awareness about EdelGive's work but also helped raise funds for ten NGOs working in the Education sector.
- An event to felicitate **Olympic medallist MC Mary Kom** was held at Edelweiss House to celebrate the boxer's Bronze medal win in the 51kg category at the London 2012 Olympics. EdelGive Foundation, in association with Olympic Gold Quest, has been supporting the training costs of Mary Kom for the last three years.

### FY 12-13

- There was an emergence of clear thematic areas of investment within Education and Livelihoods with an increase in investments in larger catalytic organisations. A complete portfolio review was undertaken which **strengthened monitoring and evaluation mechanisms**.
- The second EdelGive Impact Workshop was held on the theme of 'Fundraising for Portfolio Organisations'. Conducted by Edelweiss employees and guest speakers from the sector, the workshop enabled peer-to-peer learning and facilitated exchange of ideas while simultaneously introducing tools for fundraising.





## FIVE YEARS OF DRIVING PURPOSE

Our Focus Areas and Achievements So Far

## OUR FOCUS AREAS

### EDUCATION

Our major sectoral focus continues to be Education. Within our education portfolio, **our current investments reflect the need to move beyond literacy and enrolment to improvements in the public delivery system**, particularly with respect to the impact on children's learning outcomes, competencies and shifts in their attitudes and aspirations. When effecting change in the education system for vulnerable communities where there will be several first generation learners, it is important to involve both the community and the stakeholders. We focus on models that bring in a high level of involvement from stakeholders like teachers, school authorities and communities.

Some of the innovative organisations that we are investing in today have launched programmes that have brought a radical change to the learning outcomes of children.

**EdelGive investee Muktangan** runs an effective teacher training programme. This programme identifies teachers from local slum communities who are then provided with intensive two-year teacher training with the eventual aim of achieving a lower student to teacher ratio (ideally 7:1). This programme not only introduces subject-specific teachers but also paves the way for a more thorough analysis of each child's learning outcome.

This has been an exceptionally effective model as these teachers – who may not even be qualified for a teacher's job in a Brihanmumbai Municipal Corporation (BMC) school – seem to be better placed to relate to and, by virtue of that,

improve the conceptual understanding of the children they teach, which in turn has had an overall impact on their academic results.

#### Impact of Muktangan's Programme:

- Last year's results indicate that 97% of students secured above 50% marks, which is a strong indicator of the level of interest amongst the students.
- The average attendance rate of students from these classes is also very high at 90%, which has also resulted in better academic results.

In terms of community support, more than 85% parents are present at parent-teacher meetings and participate in school activities, which further indicate the holistic success of the programme.

#### Life Skills Education

While we are working to improve the education system and learning outcomes of young children, we also realised that the kind of communities our NGOs engage with come from extremely challenging backgrounds, especially adolescent girls and women. These girls and women have been oppressed and been forced to stay at home for most of their lives and have not been given opportunities to express themselves and liberate themselves from this cycle. We believe that in order to help them grow, evolve and be independent, freethinking citizens, it is essential to equip them with 'life skills' training. Therefore, under our focus area of education, we also invest in life skills education.



**EdelGive investee Aangan Trust** runs Project Shakti which mobilises adolescent girls from India's most vulnerable urban communities to effect change for the community as well as for themselves. Through a standardised curriculum of 14 sessions, Shakti ensures that an otherwise isolated girl becomes part of a neighbourhood network where she is encouraged to study, work and become financially independent. As part of the Shakti Circle, she can, probably for the first time in her life, access local services and support from police, schools, hospitals, municipal authorities and otherwise uncooperative families.

Shakti girls successfully implement community-based projects to include:

**Window Project** – In some slum areas, girls did not feel safe using public toilets due to the lack of privacy and harassment. The Window Project enabled girls to get the toilets' broken doors and windows fixed, so that they could use them without worry. Girls in Dharavi have additionally been able to get a security guard who stands vigil outside public toilets in the evenings.

**Ladkiyon ko Padhao** – Girls in Govandi, Mumbai, are identifying school dropouts and are motivating them to continue studying. The project also helps build the negotiation skills of these girls who are then able to negotiate with their families, community and authorities to gain access to educational and other services for individual and community growth.

EdelGive has been supporting Project Shakti in Mumbai since 2009 and is now also supporting its expansion in Bihar. **Shakti has reached out to over 800 girls in Mumbai and has undertaken a total of 180 projects.** Further, in Bihar, they have reached out to over 900 girls.

*“Shakti main aakar mujhe bahut aacha laga aur mera aatmavishwas badha hai. Mujhe aage badhne ka raasta mila hai. Khud ka bachao kaise karen, yeh sikha hai. Shakti mein yeh bhi bataya ke hamare haq ke liye hamein khud ladana chahiye. Hum apni Shakti pahechan rahe hai. Main dusaro ko musibat main saath dungi aur sabki maddat karungi, aur ladakiyon ka aatmavishwas badhaungi. Shakti main sikhne mila ki ladakiyaan agar chahe to ek saath milkar bahut kuch kar sakti hain.”*

**- Sneha, Project Shakti beneficiary, Aangan**

Fourteen year-old Sneha was on the verge of dropping out of school because she had no money for her school fees. Both her parents are disabled and the family survives on the earnings of her 17 year old brother. Sneha's active involvement in the Shakti project empowered her to approach the ward officer with her problems and she was able to stay in school. She is now a peer leader at Wadala Shakti center and is currently conducting her first Shakti group.







## LIVELIHOODS

Under our livelihoods portfolio, we focus on:

- Models that create a **link between education and employability**.
- Models that **reduce the social and economic vulnerability** of rural communities. This involves creating and enhancing sustainable livelihood opportunities in the area by harnessing the right resources.

**Sabuj Sangha, an EdelGive investee**, has introduced the technique of SRI (Systematic Rice Intensification) for rural farmers in the Sunderbans, West Bengal. SRI has not only increased farmers' profits by 28% but has also considerably protected them from the risk of loss due to weather or geographical hindrances.

- **Models that provide financial inclusion services to rural communities**

**RSSA (Rajasthan Shram Sarathi Association), an EdelGive investee**, provides microcredit and financial literacy and linkages for migrants in Rajasthan. RSSA has activated bank account linkages for over 200 migrants and insurance linkages for over 1,000 migrants, which has ensured security and protection for them. By providing 900 personal soft loans to migrants for building houses and medical expenses, migrants (who would have otherwise had to depend on exploitative moneylenders) have seen marked improvements in their financial and living conditions. Through its diverse financial services, RSSA has impacted the lives of 7,000 migrant labourers.

“It has been an enriching journey of three years of our partnership with EdelGive Foundation. We greatly appreciate the continuous support we have received from the Foundation. Sabuj Sangha has successfully reached out to the targeted beneficiaries addressing the goal of supporting vulnerable farmers and their families to lead a better quality of life.

The scale of impact of the project is now widespread and larger number of people have adopted the new techniques of cultivation in the adjacent villages. Overall, the partnership has been a highly successful one, and the scale of coverage would not have been so impactful without the immense support received from EdelGive Foundation over the years.”

- Ansuman Das, Secretary, Sabuj Sangha



## WOMEN EMPOWERMENT

Within our focus sectors of Education and Livelihoods, we have been inclined towards supporting women-centric programmes that are designed to empower both adolescent girls and women.

**In the sphere of women empowerment, we have been running the EdelGive Social Innovation Honours (ESIH) Awards programme.** Over the last four years, ESIH has recognised and awarded nonprofits across the country that have successfully implemented innovative models in the sphere of women empowerment. The winning organisations have impacted the lives of women from disenfranchised communities by consistently working to educate, uplift and empower them. Innovations of this calibre are becoming increasingly vital in transforming the social paradigm at the grassroots.

Keeping this in mind, **this year we have expanded the scope of this programme by entering into a partnership with the Rockefeller Foundation and Resource Alliance to co-partner the India NGO Awards.** India NGO Awards seek to promote good standards and practices in transparency and accountability, resource mobilisation and sustainability. The Awards celebrate excellence in the nonprofit sector and inspire other NGOs, thus promoting overall credibility and exchange of ideas.

This year, over 270 applications have been received from across the country from NGOs working on a wide range of issues related to women and children, education, health, livelihoods, environment and arts and culture. Finalists will be selected on the basis of a rigorous six-month multi-stage process and winners will be declared based on their presentations to an eminent jury. The winners will be announced in a ceremony which will be held in August 2013.

**“The India NGO Awards is a unique initiative with the aim of enhancing the credibility of the non-profit sector in the country. The Resource Alliance and the EdelGive Foundation have a shared commitment towards building capacity for a strong and sustainable civil society. We are delighted to enter into partnership with the EdelGive Foundation for this year's Awards.”**

*- Sheeja Nair, Country Representative India, The Resource Alliance*

## EDELGIVE-TISS FELLOWSHIP

EdelGive Foundation and Tata Institute of Social Sciences (TISS) have come together to create the EdelGive-TISS Fellowship with a view to provide young leaders with an opportunity to work directly with marginalised communities. Young social entrepreneurs who have graduated with a Masters in Social Work (MSW) from TISS are identified as catalysts of positive social change. This two-year programme provides them with start-up funds to help launch their own organisations and build capacity in the social sector.



## INVESTEES CASE STORY: Rajasthan Shram Sarathi Association (RSSA)

-By Rupal Kulkarni, General Manager - RSSA

### The Issue:

Over the past three decades, south Rajasthan has become a net exporter of labour into other, economically more vibrant and high growth areas of western India. For a large number of this labour-seeking population, however, **migration and labour conditions are marked with uncertainty, instability, risk and increased vulnerability both at home and in their labour destinations.**

Such migration usually begins with an advance taken from contractors in order to meet the cost of migration and expenses that arise at source in the absence of the male member. Often the settlement of these wages can be inaccurate and may even lead to bonded labour arrangements. Migrant workers from the region usually work in sectors such as construction, head loading, hospitality and textile markets, largely in unskilled and semi-skilled work. However, most workers are not covered by social security schemes such as insurance, healthcare and old age pension. Even though the market is flooded with insurance products, the actual coverage of migrant workers is limited.

### The Need:

Most young men begin their migration cycle at the young age of 13-14 years. As a result of their early entry into the labour market coupled with their prolonged absence from source, most migrant workers often lack basic identity documents. **The lack of identity and local address documents that are mandatory KYC requirements by banks further exclude them from formal financial institutions.**

The need for bank accounts is most felt at destination where migrant workers require services of safekeeping and savings. Migrant workers often deposit their earnings with their contractors or local kirana store owners, which often results in negative savings. There are several reported incidents of theft at destination and even during remittances through co-workers and bus drivers.

Uncertainty surrounding work and income at destination and erratic remittances creates cash flow volatilities at source making it difficult for families left behind to tide over sudden emergencies and hence leads to resorting to distress sale of assets. **The overarching challenge is the lack of information about financial services, the need for financial planning and effective ways of managing one's wealth.**

### The Intervention:

In view of these vulnerabilities faced by migrant households, Rajasthan Shram Sarathi Association (RSSA) was established in the year 2007 with a vision "To become a leading agency working towards ensuring secured, dignified lives of communities dependent on migration and labour". Since its



inception, RSSA has undertaken pioneering work in providing financial services and solutions to seasonal migrants and their families from rural Rajasthan.

**RSSA serves as an incubator for financial services and their delivery channels for migrant households.** RSSA services include savings management, credit, insurance, pension and social security linkages, financial literacy and counselling.

### EdelGive Foundation's Collaboration with RSSA:

Our partnership with the Foundation has been immensely significant in the development of RSSA's financial literacy, social security and credit programme for migrant labourers through the incubation of the Shram Samrudhi programme. **The programme comprises of financial literacy and counselling services, women's gullak savings groups, linkages to insurance, pension, social security services, micro-loans and special outreach campaigns.** With the support of EdelGive Foundation, RSSA is expanding the reach of the programme to villages in south Rajasthan and cities in Gujarat.

EdelGive Foundation provided an infusion into RSSA's credit portfolio at a significant juncture, in addition to supporting our pilot on financial literacy for migrant workers. Until 2011-12, RSSA operated in one block area but the infusion helped us to expand our outreach to newer areas.





### The Turning Point:

In 2012-13, RSSA was able to launch a new sub-branch in Sayra as well as commence a demand assessment exercise to scale operations in a new block area, Salumbar. **The turning point arose when RSSA was able to meet the growing demand for dignified and small ticket credit services from migrant workers.**

This resulted in a dramatic improvement in the financial health of our branch, which is now near break-even and improvement in staff capacities. **The credit programme witnessed a 50% increase in the outreach area, 138% increase in the outstanding portfolio and a 92% increase in the number of lives touched compared to the previous year.**

Under Shram Samrudhi, RSSA developed innovative financial literacy tools and savings programmes which helped in positioning our organisation as a complete financial services institution for migrant workers. This coincided with the launch of the Swavalamban pension scheme for unorganised workers, which has seen considerable demand since then.

As a result of a successful pilot in both financial service delivery and financial literacy counselling, RSSA was able to scale both its services to new locations. A new branch is now being opened in the Salumbar block and financial literacy services have been scaled to eight block areas in Rajasthan and Gujarat.

### The Impact:

The community's acceptance and support to RSSA has been a key ingredient in the successful turnaround of our operations and outreach.

- The direct impact of RSSA's expansion has been observed in the financial behaviour and attitudes of the migrant community that we work with.
- With new counselling techniques, the usage of credit has changed over time. A larger proportion of loans (72%) are

now being channelised for productive purposes such as asset creation and diversification of livelihoods, while 24% of our loans are helping migrant workers free themselves from expensive debt and advance traps.

- The role of loans in the financial plans and goals of migrant communities is gradually changing. As loan cycles progress, planned savings account for a larger proportion of expenses compared to loans.
- Migrant workers associated with RSSA since the beginning have set up micro-enterprises such as kirana stores, mechanic stores and tailoring services while several have utilised loans to turn into independent contractors by investing in their own skills and assets.

### The stand:

RSSA is a pioneer in the field of financial services for migrant workers. Most financial institutions compartmentalise migrant workers within remittance services alone. However, their need for other financial services such as savings, credit and social security receive lesser recognition. Due to their mobility, migrant workers are often viewed as a risky group to deliver financial services to, particularly credit. Hence they are excluded from both rural and urban financial institutions.

EdelGive Foundation recognised their unique needs and has championed RSSA's vision for the financial inclusion of migrant workers and their families. The Foundation has invested in developing financial services such as insurance and savings jointly with RSSA to match the unique financial needs of migrant workers. **As a result of EdelGive Foundation's strategic investment in RSSA, we now have evidence that demonstrates the creditworthiness and viability of migrant workers as a unique customer segment for financial institutions.** Their support to RSSA has come at a critical juncture in enabling the design of innovative programmes for the economic well-being of migrant workers.



## FIVE YEARS OF SOWING THE SEEDS OF CHANGE

Change-makers with a Practical Bent

# INVESTMENT STRATEGY

Rather than provide only financial support, we have chosen to engage with our investees as partners and support them at a strategic and managerial level as well. We work as a team, bound by common goals and objectives. We work as catalysts, enabling to create large-scale sectoral change that we have collectively envisioned.

## OUR VALUE PROPOSITION FOR NON-PROFITS

- **Incubational Support:** In addition to nonprofits with established and proven models, we also support small grassroots organisations that are implementing new, high-risk concepts that are yet unproven or untested. To this end, we also focus on difficult geographies, which are characterised by low human development indices and high population of tribals.
- **Impact and Monitoring:** We have devised quarterly monitoring mechanisms to keep track of programme milestones and its broader impact. These mechanisms also enable our investees to systematically track certain metrics, which help gauge and showcase their own long-term impact.
- **Capacity Building:** We seek to enrich and broaden the impact of the activities and programmes of our investees through non-financial pro bono support provided. This support not only enables them to identify their problem areas but also helps bridge the gap by introducing effective solutions.

## TWO PRONGED STRATEGY FOR INVESTING

Over the last five years, we have invested in both large and small grassroots organisations. We have therefore tailored our investment strategy to enable both small and large nonprofits to achieve their full potential.

## How Investing In Large Organisations Differs From Small Organisations

Parameters	Large, well established organisations	Small grassroots organisations
Assessment Metrics	Growth, scale, sectoral impact, cost efficiency	Need, issues addressed, regional impact, delivery cost
Capacity Building	Fundraising, leadership	Organisational development, systems and processes, financial management
Organisation Structure	Management team, advisory board	Trust in founder important
Key Binder	Relationship driven	Project & issue driven



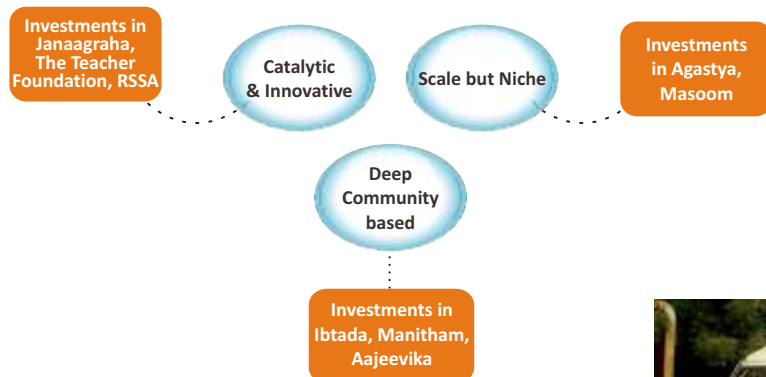
EdelGive provided its investee, Masoom, with seed funding to improve the appalling conditions of night schools and the academic performance of night school students. We incubated Masoom, guiding them almost every step of the way, supporting and partnering, and not just funding.

We have continuously provided Masoom with capacity building support and have helped rigorously monitor programme milestones.

After five years of successful interventions, Masoom has now impacted 15 night schools in Mumbai. This intervention has not only led to an increase in students' attendance by over 100% but has also led to an increase in the pass percentage of night school students from 36% to 72% all over a four to five-year period.



## TYPES OF GRANTS



### Catalytic Grants

Catalytic grants can be defined as those which give returns that far exceed their financial investments in terms of creating a ripple effect and accelerating momentum at a systemic level.

#### Janaagraha:

Janaagraha observed that a significant contributor to urban chaos was the lack of both urban management skills as well as the lack of capacity at the local and state government level. To combat this, Janaagraha uses an approach that visualises and designs scalable projects to showcase both the challenges and solutions to the policy makers. Janaagraha runs nine programmes, each of which works to improve the quality of urban life within underdeveloped urban communities.

In partnership with LBS Academy, EdelGive supports Janaagraha's programme for training IAS officers to ensure that they are better exposed to urban realities and are better equipped to work in urban postings. Prior to this, IAS officer and officer trainees had never received this kind of training for their urban stints.

This programme has seen the completion of five rounds of training 200 officers, wherein 120 urban management assignments have been evaluated and three case studies have been developed. In two years, this programme aims to reach out to 2,000 officers across the country.



### Scale, but Niche Grants

These grants address niche issues but are disbursed with the belief that the nonprofit has the potential to tremendously scale up its operations and effect systemic change in the years to come. The nonprofits that qualify for these grants are innovative and unique and their programmes are conducted by experts in their chosen field.

#### Agastya International Foundation:

Agastya runs the largest hands-on science programme in the world. As of 2012, Agastya has reached out to five million children and 150,000 teachers. It seeks to build creativity and curiosity in disadvantaged children and teachers in rural India through this science programme. To achieve this, Agastya has

- Created a 172-acre campus in Kuppam, Andhra Pradesh, which houses over 13 laboratories that practice creative teaching methods. More than 500 children creatively learn Science at the campus everyday.
- Runs the **Mobile Lab programme** wherein well-equipped and colourful vans travel large distances to government schools. Agastya instructors demonstrate scientific concepts using models made of easily available reusable material. A single mobile lab makes repeated visits to over 10,000 children per year. Currently, around 65 mobile labs run across ten states.
- Runs **'The Lab In A Box'** programme which is an immersive programme that builds the school teachers' capacity by reducing dependency on them and ensuring that students are exposed to concepts and models for longer period of time.



### Deep, Community-based Grants

These grants support organisations working for the upliftment of marginalised and vulnerable communities. These organisations undertake interventions specifically to solve the issues of the community and generally follow an integrated development approach.

#### Manitham Charitable Trust:

Owing to widespread unemployment and caste-based discrimination, the Dalit and tribal community in the southern part of Tamil Nadu is one of India's most impoverished communities. Children belonging to these communities drop out of school or face caste-based discrimination in schools or are forced to enter the workforce. Additionally, adolescent girls are forced into contractual employment on being promised a pre-determined dowry but are subjected to physical, emotional and sexual abuse at the hands of contractors.

Manitham uses education as a tool to empower Dalit and tribal children to stand up for themselves. **It provides a discrimination-free platform for children to express themselves and build skills to make them economically independent.**

#### Manitham has helped:

- Strengthen the community by working with the schools to help children secure their rights.
- To restore children's confidence through resource centres that give quality education to Dalit children who are constantly discriminated against in their own schools.
- Improve school attendance. Children's attendance has increased to a record high of 93% in these schools.

Manitham follows a bottom-up approach wherein the children, after building up their own resources, are encouraged to mobilise the participation of parents and the community at large, thereby creating a sustainable model.

“EdelGive Foundation has played a key role in helping Manitham achieve its mission of empowering marginalised children in Tamil Nadu. EdelGive is transparent in their objectives and their confidence in us has enabled us in achieving our goals.

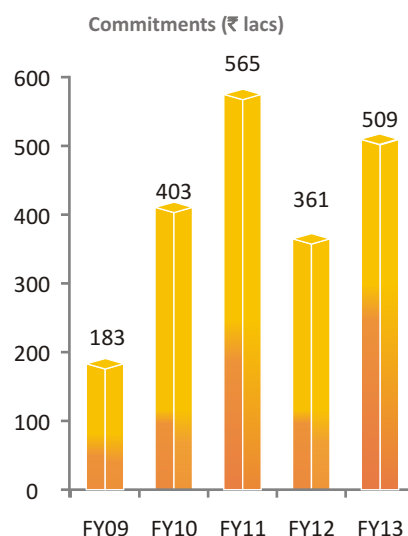
- Vanarajan Swamidoss, Founder & Managing Trustee, Manitham Charitable Trust”

### INVESTMENT GRANT SIZE

Over the last five years, our grant size has varied to include large grants (excess of ₹20 lacs) as well as small-to-medium grants (₹20 lacs and below).

Over the last year, we have developed a greater preference for large grants partly due to the evolution and size of our new investees. We expect that this trend will continue and will also help us reduce our due diligence and monitoring costs.

### EdelGive's Total Commitments to the sector



### EDELGIVE'S OPERATING COSTS

EdelGive's funds are 100% directed towards our investees as our administrative costs are provided for by Edelweiss Financial Services Ltd. We have consciously operated as an extremely cost-effective organisation, attaining a low cost to commitment ratio. Over and above this, the elements required for a smooth organisational functioning such as systems, processes, technology are provided for by Edelweiss. Our human resources functions are aligned with Edelweiss' HR policies and ethics. We follow the same value principles that guide the businesses of Edelweiss and we aim to implement them in our day-to-day functioning.

## OUR INVESTMENT PROCESS

Over a period of five years, we have developed a robust system of processes that enable us to identify the right nonprofit organisations to invest in. In the early years of investing in diverse organisations and geographies, we were able to learn and analyse models in the sector, determine programme efficacy and challenges and identify the critical factors that play an important role in creating a sustainable impact.

We have now developed frameworks that help us make strategic investment choices that reflect our focus and zeal to partner with innovative, outstanding and game-changing models.

### Due Diligence

#### Sourcing

We proactively seek out organisations that do groundbreaking work within our focus areas. We combine a research-based approach with our system of referrals and networks to identify or locate potential investees. This process helps us create a good database of potential fundable organisations.

#### Screening

In the next stage, organisations are screened based on our predefined parameters, which have been designed to provide a holistic view of their work. Our parameters include:

- Programme model and structure
- Programme outcome and impact
- Programme sustainability and replicability
- Organisation structure, the Directors and the Board
- Team communication

#### Evaluation

The third stage, Evaluation, is characterised by two key activities:

**Field visit:** Our investment team undertakes a field visit at the site of the NGO to better understand the overall programme efficacy.

**Financial due diligence:** A thorough analysis of the financial statements is undertaken by the team to reach a level of comfort with the organisation's practices and financial management systems as they play a crucial role in the long-term sustainability of the organisation.

#### Investment Committee Presentation

Organisations that successfully pass our above stages are considered for the final investment proposal. EdelGive prepares and presents their proposal to its Investment Committee to facilitate the final decision.



Our Investment Committee (IC) members comprise of senior Edelweiss management who bring a plethora of business acumen, creative thinking and expertise to the strategic decision making process. We also present the renewal grants proposal to our IC members to facilitate continuation of grants post the one-year funding period.

### Monitoring & Evaluation

We have a high level of engagement with our investees post the investment. Our funding period is about three-to-five years with meticulous monitoring approaches defined by measurable key performance indicators. **We measure the impact of our projects through a defined structure, with emphasis on measurable outcomes, achievement of objectives, and financial and management competence.**

Our investments are fairly stringent as they follow a quarterly disbursement cycle, which is based on the evaluation of quarterly impact reports sent by the investee. One of our biggest strengths is keeping the lines of communication open between us and our investees, which makes the process of identifying challenges and putting corrective measures in place far easier.

This year, one of our achievements has been our Annual Investee Assessment Report, which encapsulates the work of our investees and consists of both qualitative and quantitative data that we have captured over the funding years. We have also tried to incorporate a rating system that will enable us to take long-term investment decisions and compare investments.

“EdelGive has helped AROEHAN to streamline its processes and strengthen our monitoring and evaluation process. We are now able to better track the impact of our different programmes through a standardised system. In situations where we needed more clarity on certain aspects like financial review, we have received appropriate guidance from EdelGive.

- Shraddha Shringarpure, Project Officer, AROEHAN ”



## INVESTEES CASE STORY: SAMARITAN HELP MISSION (SHM)

-By Mamoon Akhtar, Founder - SHM



### Life in a Tikiapara Slum:

Tikiapara is a slum based in the Howrah district of West Bengal. To many, the community is regarded as one that has been forgotten, marked by endemic poverty, unchecked population growth and paucity of development initiatives. In an average household, a father would perhaps be working as a rickshaw puller and the mother as a housemaid. The average household income would probably be around ₹2,000 a month. **The literacy level would probably be less than 30% and the school dropout rate as high as 70%.**

Tikiapara was dominated by slumlords and the drug mafia who used to force women and children to undertake nefarious activities like prostitution, bootlegging, drug dealing and begging. **There were no opportunities for children to study in school and when they grew up, they came into contact with these anti-social elements.** Some of them turned to a life of crime and the community kept suffering.

### The Beginning of SHM:

I started SHM at the age of 32. I was brought up here in Tikiapara and have been living in this slum area. I had to drop out of school after Standard XII to support my family. My job as a librarian helped me meet my family's needs. I could see the dire need of education in the community and I wanted to create change and help children get the chance to study and become better individuals.

Inspired by the teachings of saints like Swami Vivekananda and others, I started a small school in 1999 on a 600 sq foot land that I inherited from Abbu (my father). **Our mission is "Help People Based On Need, Not On Creed".** SHM was initially financed by myself and friends who believed in this cause. For the remaining funds, we would go door-to-door to houses and offices in the locality. We also convinced local college-going girls to teach children on the payment of a small honorarium.

### Education Revolution in Tikiapara:

We could see that our efforts paid off when, within two-three years, SHM started getting recognised by the local community and by kindhearted people from other cities who visited us and also made donations to the school. **I still remember the day we started off with six children in the class. It is heartwarming to now see over 1,000 children coming to the school, continuing their education and striding into a better future.** The community too has started to progress. Children, who would have otherwise stood on streets holding packets of drugs for their customers, now come to school in a neat and tidy uniform, with books in their hands and bags on their backs.

I have always believed that anything that comes for free loses its value, so we decided to charge the students very nominal fees and initially, the school would charge a fee of around five rupees per child. At the beginning, people would not send their children and whoever was willing to send their children would not want to pay the fees. Today the situation is very different. SHM has a huge waiting list and people often force me to accommodate their children and are willing to bear the nominal cost for it. Once, I saw a mother waiting in line from 4 AM to ensure that she does not miss out on enrolling her child in the school. SHM's focus has always been to educate children who are poor, who are orphans and who are neglected. We want to give these children an opportunity to study and stand on their own.

Hardly any children drop out of SHM school. Our school principal has been very firm about inculcating the values of discipline and cleanliness in the children. SHM runs an English medium school that focuses on conversational English and computer literacy as we believe that these are the pillars upon which these children can build their lives.





### Interventions:

- SHM started with an illiteracy elimination programme wherein classes were launched to address educational gaps. The Samaritan Mission School adds one standard every year in the school, we have now reached Standard VIII.
- A scholarship programme was started for children who are unable to pay for their education and an after-school programme was started for those who are unable to attend school.
- Under the vocational training programme, training on zari work and embroidery is being given to adolescent girls, single women and widows of the community so that these women can earn their own livelihood.
- A microcredit programme was added to give women an opportunity to start their own enterprise. Healthcare centres have also been started to address the health needs of the community.

### EdelGive Support

I was introduced to Mrs. Vidya Shah through our funder and my guide Uncle Kacholia. Mrs Shah visited our first small school and thereafter has been immensely supportive of our organisation. **With EdelGive's support of over ₹50 lacs till date, not only has our school's programme cost been taken care of but it has also been possible for us to expand the scope of our programme and reach out to many more beneficiaries.** The education programme at the school has evolved to meet the needs of the community.

We have shared a very healthy relationship with the EdelGive team over the past five years and they have been extremely receptive to our needs and challenges. I have had the opportunity to attend EdelGive workshops that have helped me imbibe new learnings and skills. Their consistent monitoring and impact evaluation process has also helped me analyse my own programme better and present it more systematically to other stakeholders.

### Key Impact Outcomes

Access	Currently, 880 students are enrolled, another grade added this year to accommodate an additional 80 students
Retention	100% retention except in cases where migrant families return to their villages
Attendance	90% attendance backed by a strong sense of ownership amongst the parents
Financial Sustainability	Costs are tracked and accounts are audited. There is a diverse range of funders and a nominal school fee system
Organisation Stability	SHM school has a qualified principal and a teacher training system. Accreditation to the West Bengal Board of Secondary Education is in progress

**“EdelGive Foundation has played a key role in the growth of Samaritan Help Mission since their inception. It has helped us build and develop the capacity and governance systems of our organisation. This has allowed us to reach out to more beneficiaries and increase our output.**

**- Mamoon Akhtar, Founder & Secretary - Samaritan Help Mission ”**



# FIVE YEARS OF HELPING BUILD BETTER FUTURES

Going Beyond Traditional Funding



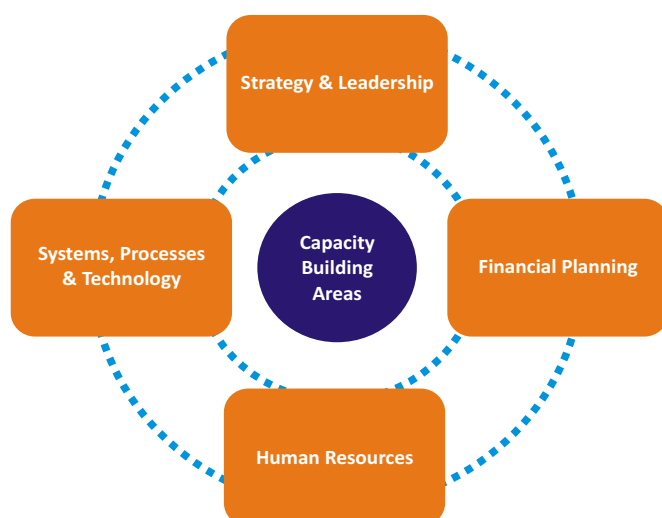
# CAPACITY BUILDING MODEL

Successful corporates and for-profit organisations invest considerable time and money in leadership development and in strengthening their systems and processes to enhance their organisational development and growth. Similarly, nonprofits also require a robust organisational structure to achieve their goals. NGOs need help with strategic growth planning, training and developing second line leadership and with monitoring the performance with the help of best-in-class practices. While the above are crucial to the successful running of self-sustaining organisations, there also exists a corresponding lack of requisite skills and managerial competence.

In the last five years, we have observed that while nonprofits are extremely meticulous with their work on the ground, they still face challenges with organisational issues. **With the increased mobilisation of funds in the social sector, nonprofits that have better internal systems, structures and data to support their impact measurement have a significantly higher probability of being funded.**

EdelGive was formed, among other reasons, with the intention of addressing these very organisational issues. We felt that these gaps could be bridged by providing capacity building support to nonprofits, given our corporate and managerial experience. Capacity building has hence been a very integral part of EdelGive's approach.

**We leverage the skill sets of Edelweiss employees and match them with the requirements of the nonprofits we support.** Mid to senior level management provide most of the capacity building support and the nature of their contributions extend from one-time projects to assistance in an advisory capacity. We have mapped the following areas under our capacity building umbrella:



## Strategy and Leadership

Identifying investee requirements begins with understanding their vision, mission and goals. We study their current framework and strategy and then identify the gaps that need to be addressed. We then mutually plot the roadmap for achieving those goals. We actively engage with our investees to develop and enhance their strategic abilities by looking at a larger long-term scenario.

Investee	EdelGive Support
Masoom	<p>EdelGive has been associated with Masoom since its inception. Along with the seed funding, we have provided hand holding support to Masoom by helping them think through their strategy. Over the five years, we have seen them grow from 5 to 15 night schools and along the way we have assisted them with their needs by:</p> <ul style="list-style-type: none"> <li>• Mentoring the founder</li> <li>• Reviewing and structuring their board</li> <li>• Developing a growth strategy</li> <li>• Support in fundraising strategies</li> <li>• Providing investment advice and planning for surplus funds as a revenue generation stream that can be ploughed back into the programme</li> </ul>

“Over the past five years, EdelGive has contributed immensely in building Masoom's organisational capacity which has helped us in staying focused. In our initial years of inception, we received handholding support from the team at EdelGive and Edelweiss volunteers who helped us to visualise our strategy and growth. Our night school students received additional teaching and mentoring support through Edelweiss volunteers. Due to the openness of the EdelGive team, I have always found it very easy to discuss my challenges and growth plans with them.

- Nikita Ketkar, Founder and CEO, Masoom ”



## Financial Planning and Sustainability

We partner with investees with a view to augment their long-term sustainability by providing direction on financial and investments planning. As this is a core expertise area of employees within Edelweiss, larger number of projects are offered to our investees around this area. The support would be in the form of a small duration project or continued guidance and review in the areas of finance.

**A lot of our work has also revolved around the financial literacy and support to organisations working for financial inclusion of rural communities.** From last year, our life insurance team has identified group and individual policies for the benefit of the rural communities especially, those falling in the 'Below Poverty Line' (BPL) category. This has enabled their financial inclusion to a great extent.

Investee	EdelGive Support
Chehak Trust	Financial literacy module designed for community girls
Mann Deshi Foundation	Profitability analysis across branches of bank
Rajasthan Shram Sarathi Association (RSSA)	Risk Management: Efficiency Modeling and Liquidity Analysis
<b>Financial inclusion through insurance cover for NGOs supported by EdelGive</b>	
AROEHAN	Group Term Life Policy provided to the BPL families in the rural block of Mokhada, Thane district under IRDA covering around 2,000 lives
Sabuj Sangha	A Group Term Policy provided to the BPL rural women farmers in the Sunderbans region, West Bengal covering 550 lives
Samaritan Help Mission	A micro-insurance plan for the people residing in slum communities in Kolkata is under process which will cover around 300 lives

“Last year, a team of volunteers from EdelGive Foundation interacted with me and my fellow girls. They designed an excellent financial literacy module, ‘Saksham’ for us to better understand our financial needs and help us in basic financial management. When I first saw the book, I got very excited as it had lot of stories and practical exercises - it was learning through fun.

I was overjoyed when Chehak gave me the golden chance of teaching this subject to a group of women from Chehak's fellowship programme. From this book, I learned many new things such as how the purity of gold is judged and about insurance policies. Financial literacy is very important because we tend to spend on unnecessary things and must realise the importance of saving. I enjoy teaching young women and will like to further continue this.

- Uzma, Chehak beneficiary ”

Investee	EdelGive Support
Aangan Trust	We assisted Aangan with <ul style="list-style-type: none"> <li>Financial accounting</li> <li>Suggestions on budgeting and reporting structure for donor management</li> <li>Surplus funds management</li> </ul>
Under the Mango Tree(UTMT)	We helped UTMT, a hybrid model organisation by creating a long-term financial plan to include projections of cash flows and investments. Suggestions were also provided on creating an effective value chain process for their profit arm



### Systems, Processes and Technology

With the help of Edelweiss' in-house Business Solutions Group, we assess and improve organisational capacities through the development of technological platforms and solutions. The project team invests a significant amount of time and effort in both understanding the programme as well as designing the application for effective programme delivery. We have delivered the following high-impact solutions to our investees:

“Working on building an MIS application for Aangan was a two-way learning process for me. While contributing my technical skills, I learnt how to devise solutions around challenges faced on the ground. After many brainstorming meetings with the Aangan team, we came up with an application that not only systemised information but also automatically showed the programme's progress based on certain pre-defined parameters. This helped accelerate Aangan's programme to a very great extent.

- Shariq Samad, Manager-Business Solutions Group, Edelweiss”

Investee	EdelGive Support
Aangan Trust	<ul style="list-style-type: none"> <li>Based on the investee requirement, our BSG team developed a web based monitoring tool to track the status and protect the well being of the children in state-run juvenile homes. This tool was effectively utilised by Aangan who demonstrated it to the state government to allow them to replicate their programme in other cities of India.</li> <li>Developed an online MIS application to measure performance of at-risk children using a resiliency score. It also determined interventions based on the priority criteria. This tool helped them to automate their processes to a large extent and also provide system generated reports of different permutations and combinations which helped in data analysis and measurement of impact.</li> </ul>
Mumbai Mobile Crèches	<ul style="list-style-type: none"> <li>Developed a payroll software for the HR functions that minimised the errors and staff's manual time on paperwork and enhanced their productivity and overall organisational efficiency.</li> </ul>



Human Resources

In the coming years, human resources will play a very significant role in ensuring the sustainability of an organisation. Keeping this in mind, we advise our investees on second line leadership development, evaluation of HR strategies and building HR policies for nurturing human capital.

Our key projects include:

Investee	EdelGive Support
Masoom	<ul style="list-style-type: none"><li>• Advice on HR strategy and systems</li><li>• Assistance with organisation structure</li><li>• Formulation of team KRAs (Key Result Areas)</li><li>• Recruitment assistance with respect to identifying staff needs, preparing job descriptions and undertaking interviews for mid-level positions</li></ul>
Aajeevika Bureau	For Aajeevika Bureau, we conducted a workshop for regional heads to integrate HR within the organisation
Under the Mango Tree	<ul style="list-style-type: none"><li>• Developed an HR Manual defining the end-to-end processes and systems</li><li>• Preparation of job descriptions for the programme team and development of KRAs</li><li>• Development of an organisational structure</li></ul>

EDELGIVE IMPACT WORKSHOP

EdelGive organises annual workshops for its investees with the objective of creating a forum where organisations come together to exchange ideas and disseminate knowledge. **Workshop sessions are designed to provide maximum opportunities for interaction and peer learning.**

Participants come from diverse backgrounds and geographies and include the organisational heads of EdelGive investees as well as the winners and runners-up of the EdelGive Social Innovation Honours.

Sessions are designed to include group activities and stimulating discussions through breakout sessions, experience sharing sessions and case studies. The workshop typically begins with an icebreaker, thereby creating a more relaxed environment for the exchange of ideas. Sessions are led by expert practitioners from the development sector.

**This year, the workshop’s theme was centred on fundraising and brought together over 25 participants from our portfolio organisations.** Sessions were largely led by Edelweiss employees. The topics addressed issues that these organisations currently faced and were geared to help social entrepreneurs raise funds more effectively. This year’s workshop consisted of sessions on:

- Fundraising – the need and strategy
- Marketing and communication – the pitch and positioning
- Financial budgeting, tracking and reporting
- Database management
- Fundraising from both the investor’s and the investee’s perspectives

COACHING TO NGO LEADERS

YSC, an international coaching organisation for corporate leadership has partnered with EdelGive Foundation to provide pro bono coaching support to three of our investees this year. This coaching is delivered to the senior leadership, generally the founder or director of the organisation. It is an intensive one year programme with the key objective to encourage self reflection and prepare the leaders to take on bigger challenges through the most effective leadership style.



# FIVE YEARS OF SUPPORT FROM EDELWEISS EMPLOYEES

Together We Can. Together We Will



# EMPLOYEE ENGAGEMENT MODEL

- Leverages the skills and expertise of Edelweiss employees
- Meets the requirements of investees
- Sensitises employees towards social issues
- Bridges the gap between corporate and social sectors

## Background

Since EdelGive's inception, we have always encouraged employees to contribute their skills and time to the social sector. Our Employee Engagement model is based on the belief that volunteering has to emerge from the employee's desire and willingness to contribute. To that end, we have refrained from providing any incentives to employees or from routing volunteering requests through senior management.

## Employees Volunteering Culture

Each volunteering programme is introduced with an orientation to the work of the nonprofit, which enables employees to better understand the social context. Over the years, we have seen a significant rise in active participation in our volunteering programmes due to the immense exposure employees receive onsite and the personal level of satisfaction that stems from the interaction with the beneficiaries. In the case of our direct volunteering and field visit programmes, employees volunteer on Saturdays, while the capacity building projects are executed during office working days at times convenient to them.

## The Edelweiss Employee Engagement Model



## Direct Programme Volunteering

Here, volunteers play a direct role in building the capacity of a beneficiary through the execution of programmes that utilise their skill sets. This kind of hands-on volunteering provides immense satisfaction as they are able to directly witness the results of their efforts and provide corrective solutions.

### Financial literacy:

We have also initiated a programme on Basic Personal Finance as this area gives employees a chance to use their professional experience to directly impact the sector. The programme includes:

- Financial knowledge-sharing sessions undertaken by employees for adolescent and high school children at NGO centres and at the Edelweiss office
- Creation of a financial literacy module tailored to the personal finance needs of girls from vulnerable slum communities in Mumbai

Apart from finance, our volunteers have also been teaching subjects like English, Math, Science and conversational English to night school students from underprivileged backgrounds.

*“Bachche Mann Ke Sachche”*

*Aaj ke is daur mein hum chahte hain ki har bachcha padh likhkar aage badhe...*

It's WE, who have to Make A Difference to make this possible.

EdelGive is one such platform that provides the thread to connect with the children, the NGOs who are working for good causes and people from the corporate world like me.

It was an AMAZING experience volunteering for EdelGive, I got an opportunity to teach the children from shelter homes and provide them with an exposure to the finance and banking space. I would love to continue to volunteer for such great initiatives undertaken by the Foundation in the future. ”

- Manish Lamba, Manager-RCM Shared Services, Edelweiss





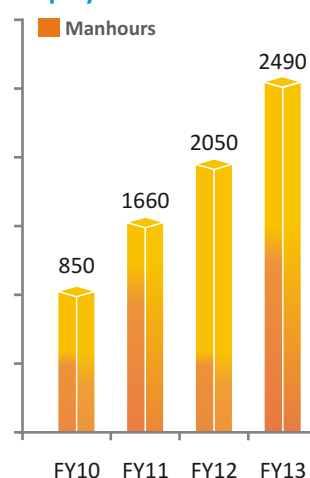
## Field Visits

Our field visits provide our volunteers with an opportunity to step outside their comfort zone and gain a better understanding of the social sector. A field visit not only enables volunteers to understand the work of the NGO at the grassroots but also gives them an opportunity to spend an interactive day with the beneficiaries. We find that volunteers immediately connect with the beneficiaries and bring smiles to their faces and the beneficiaries are also equally delighted to interact and learn new things from the visitors. Our field visits are the most popular and highly anticipated. According to one of the employees, **“One cannot come back from a visit unchanged”**.

Some examples of field visit activities over the years:

- **Rural visits:** Visiting rural schools in tribal areas, interacting with school children and teachers, installing solar lamps in villagers' houses, tree plantation drives in the school compound, undertaking forest survey activities.
- **Workshops at NGOs (Semi-rural visits):** Workshops are held on topics like team building, gender equality etc.
- **Visits to daycare centres in Mumbai:** Games and fun activities are conducted for children in the age group of 6-to-12 years.
- A special visit was conducted at an autistic centre to interact with autistic people and assist them in their workshop.

## Employee Manhours



“ The EdelGive field visits have helped change my perspective towards the lives of children in rural India. The visits have been eye openers which have sensitised me towards the needs and challenges of the less privileged and have helped me see their life through a different lens. EdelGive has made it possible for me to spend precious moments and share my happiness with these children.

After my first field visit with EdelGive, I have never missed an opportunity to participate in any field level activities. Once an EdelGive volunteer, always a volunteer!! ”

- Santosh Parab, Manager-RCM Shared Services, Edelweiss

## Financial Contributions

This option is most utilised by those employees who are unable to schedule time away from their work but would still like to contribute in some way. Funds are largely raised through two mediums:

### Systematic Donation Plan (SDP)

SDP is a payroll giving system which is accessible to every employee in the organisation via the intranet. Through this system, employees can choose:

- The amount of contribution
- The frequency of contribution viz. monthly, quarterly or one-time

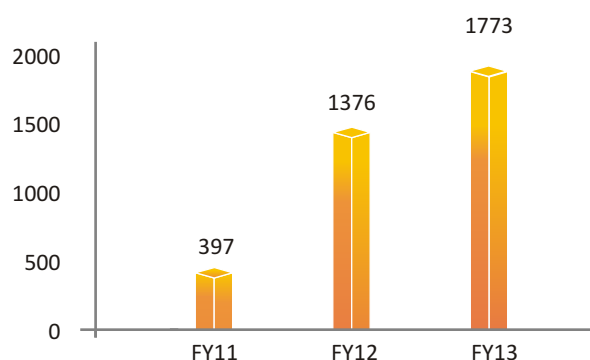
- The cause they wish to support from within the EdelGive portfolio
- Any other special causes

### Marathon

We also create a campaign around the annual Mumbai Marathon wherein employees are encouraged to run for a cause. This campaign motivates runners, generates awareness about the causes employees are running for and encourages everyone to dedicate their contribution to the employee's cause. The objective is to get all employees involved through this platform irrespective of the amount raised.



### Number of volunteers



“ Being an avid runner, the marathon campaign organised by EdelGive was the perfect platform to make my marathon run more meaningful.

This year I dedicated my run to an organisation that provides low-cost healthcare services. With the help of the fundraising campaign, I was able to raise resources from within Edelweiss.

- Vikas Khemani, CEO - Wholesale Capital Market, Edelweiss ”

## VOLUNTEER CASE STORY: MAKE A DIFFERENCE

*-By Disha Nangia, EAP-Edelweiss Financial Services Ltd.*

Even though it has been less than a year since I joined Edelweiss as an EAP (Edelweiss Analyst Programme) in Human Resources, I have not only worked in HR, but in other LoBs (Line of Business) as well, including EdelGive Foundation.

When I got the opportunity to volunteer with Make A Difference through EdelGive as part of the campus hire programme, **I felt that it would be an incredible learning experience that would empower me to create a positive social impact.**

Make A Difference (MAD) is a youth organisation that supports children at risk. MAD volunteers work with over 60 orphanages, street shelters and community study centres across the country.

- Their flagship English project, in partnership with Cambridge University Press, focuses on enabling children to communicate in English fluently after five years of MAD classes
- The Placement Project aims to expand children's horizons and create awareness about various career options

My journey with MAD began with the fundraising events team, with the objective of raising funds for the above two projects. My involvement with the career awareness project doubled my passion for the cause.

Further, we organised a Dream Camp to provide these children with life skills education and to facilitate their interaction with field experts. This experience was absolutely amazing not only for the children, but also for all the MADsters. The satisfaction I received from being the children's mentor and spending the entire weekend with them was more than words can explain. **It was also great exposure for the MAD kids when they came to the Edelweiss House for an interactive session on financial literacy conducted by Edelweiss volunteers.**

My abundant love for this cause has led me to be a part of MAD's Fellowship programme 'Leadership x Design'. MAD Fellows run local chapters and are members of an exclusive group of diverse young leaders from 23 cities across the country.

My roles at Edelweiss and MAD have contributed to both my professional and personal development. Both the organisations have provided me with experience and requisite skills, which have helped me perform both my roles effectively. On a personal level, associating with MAD has made me feel like I'm part of a large family with volunteers from diverse backgrounds, working together towards a common cause. **The platform that EdelGive provided has helped me grow, learn and transform myself into a far more confident and organised individual.** MAD has given me more than I could ask for.







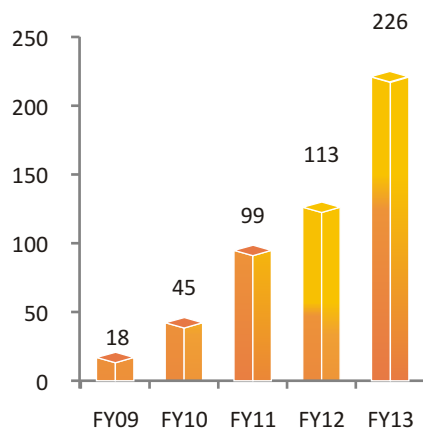
# FIVE YEARS OF JOINING HANDS

Partnerships & Co-funding

## CO-FUNDING MODEL

We actively seek to form strategic alliances with investors and philanthropists to support nonprofits in India. In addition to bringing together like-minded investors, collaborative investment promotes transparency and accountability in the social sector. Since its inception, EdelGive has reached out to both Indian and International foundations to build effective partnerships with a view to securing additional funding for the development sector through our zero-cost platform. This platform helps to build networks, increase social impact and build stronger, sustainable nonprofits.

**Funds raised from external sources(₹ Lacs)**



## OUR FUNDRAISING STRUCTURE

### Co-funding

We partner with other organisations on a co-investment basis, thereby leveraging capital and expertise to generate high social returns. Functioning as a zero-cost platform, we remit all funds raised directly to investees. Some of our key co-investment partners include the British Asian Trust, atDta Foundation and Rakesh Jhunjhunwala Foundation.

### Events

We also leverage funds through events like Palette wherein the proceeds from art sales are donated to EdelGive. These events also help raise visibility of EdelGive within the corporate and philanthropic community.

### Funds under Advice

EdelGive acts as a consultant and provides philanthropic advice to foundations and philanthropists seeking to invest in good nonprofits. We provide strategic advice that include suggesting the most feasible philanthropic approaches for

foundations. Through our due diligence process, we identify credible organisations that implement game-changing models and showcase them to potential funders.

## BENEFITS OF PARTNERING WITH US

- **Strategic Partner:** We are working with foundations and corporates as their Indian partner to source, monitor and manage their grants. We also identify exceptional organisations in the social sector for our funders.
- **Zero-cost Platform:** All contributions made by our partners are remitted directly to the nonprofits as Edelweiss bears EdelGive's administrative expenses.
- **End-to-End Service:** We share our due diligence processes and the outcomes framework with our partners as a value-added service. We also facilitate the monitoring and evaluation portfolio of the investee recommended by us to the funder. We are building effective partnerships in order to reduce costs and efforts associated with due diligence.
- **Capacity Building:** We offer different capacity building opportunities to leverage the skills of the for-profit world for the benefit of nonprofits.

“ I was keen on making a philanthropic contribution in the education space of the social sector on behalf of a family fund I oversee, but was uncertain on how to go about doing this. When I approached EdelGive, they offered a strategic plan which helped me get a firsthand experience of the life-altering work undertaken by various NGOs. I have chosen to support AROEHAN for their community development programme to bring about enduring change in the lives of the Katkari tribals.

The EdelGive platform helps a philanthropist to not only direct funds to the appropriate organisation, but also provides engagement opportunities at a personal level - such as field visits, interactions with the founder of the NGO and access to structured reporting and impact measurement systems.

- Narain Mahtani, Philanthropist ”

## FUNDER CASE STORY: BRITISH ASIAN TRUST

*-By Hitan Mehta, Executive Director - British Asian Trust*

The British Asian Trust meets crucial needs in South Asia. Founded in 2007 by HRH The Prince of Wales, The Trust has already touched the lives of more than one million people in the poorest communities across Bangladesh, India, Pakistan and Sri Lanka. We do this by investing in high-impact local charities known to deliver lasting change, transforming lives through education, health and livelihood initiatives that generate self-sufficiency.

**There is great social innovation and change taking place in India and there are a number of foundations who have either helped develop good credible models or fund such credible models.** The Trust has always wanted to work in partnership in India with co-funding partners not only to leverage funding but also to help with capacity building and portfolio sharing.

### Partnership with EdelGive:

While we were looking at collaborating with partners in India, we came across EdelGive Foundation who did similar work in India and engaged with NGOs in the Education and Livelihoods sector through their funding and capacity building support.

The Trust felt that we shared common principles with EdelGive Foundation with which we were looking at supporting NGOs.

The Trust aligned with EdelGive especially in the following areas:

- Rigorous due diligence
- Not just financial support but capacity building support
- Focus on education, livelihoods and women empowerment
- The idea of sharing knowledge on the NGO sector in India
- The application of investment principles to charitable funding

We believe that funding partnerships with EdelGive has been a key success for us especially for our projects, Mumbai Mobile Crèches and The Aangan Trust. Being able to assist these two organisations over the past four years in partnership together has been the most satisfying part of our relationship.

**We reckon that what makes EdelGive stand apart from other foundations in India is the openness in being able to discuss potential issues and problems with grantees and also the ability to assist grantees in finding solutions.** Most critically it is the application of investment principles to the grants that are made. We are looking at the growth of our portfolio of organisations and we hope that we will be able to continue to partner with EdelGive on new organisations.







## ANNEXURE

**INVESTEES PROFILE: 2012-13**

## SECTOR: EDUCATION

Sr. No.	Investee	Areas of Operation	Core Objectives	
1	Aangan Trust	Maharashtra (Mumbai) Uttar Pradesh (Lucknow) Bihar (Patna) Orissa (Bhubhaneshwar) West Bengal (Kolkata)	Aangan works for the protection of children and youth in juvenile homes across India. It runs Project Shakti, which is designed to reduce the vulnerability of girls in high-risk slum communities by equipping them with life skills education. Structured along similar lines, Aangan's Project Chauraha also works to alleviate the condition of high-risk boys in slum communities.	
2	Agastya International Foundation	Andhra Pradesh Karnataka (Bangalore) Maharashtra (Raigad district)	Agastya aims to generate creativity and curiosity in disadvantaged children and teachers in rural India by running the largest hands-on Science programme in the world.	
3	AROEHAN	Maharashtra (Thane district)	Works for the holistic development of rural tribals through an integrated approach addressing the issues of health, education, livelihoods and effective governance.	
4	Chehak Trust	Maharashtra (Mumbai)	Chehak Trust works in the field of non-formal elementary education, life skills education and community-based initiatives to empower girls and women in local communities.	
5	Ibtada	Rajasthan (Alwar district)	Ibtada runs an effective Educational Motivators programme that helps to integrate Meo-Muslim students into mainstream education and implement better quality education in government schools. It has also formed taleemshalas (informal study centres) to integrate the girl child into formal schools. Additionally, Ibtada encourages women credit groups for their economic stability and empowerment.	
6	Janaagraha Centre for Citizenship and Democracy	Karnataka (Bangalore)	Janaagraha works with citizens and the government to improve the quality of life in Indian cities and towns.	
7	Manitham Charitable Trust	Tamil Nadu	Manitham promotes child rights and education for Dalit and tribal children by providing a platform for children to develop their full potential.	
8	Masoom	Maharashtra (Mumbai)	Masoom aims to improve the academic performance and employability of Mumbai's night school students through a holistic child development programme.	
9	Muktangan	Maharashtra (Mumbai)	The focus of the model is to ensure positive learning outcomes for children and active community participation through their teacher training programmes.	
10	Samaritan Help Mission	West Bengal (Kolkata)	Provides quality education to slum children with emphasis on the girl child through their teaching programmes and vocational training courses.	
11	Soshit Seva Sangh (SSS)	Bihar (Patna)	Provides quality education to Musahar children (one of the most deprived community) thereby training them to become catalysts of change in their community.	
12	The Teacher Foundation (TTF)	Karnataka (Bangalore)	Aims to change the education system in India by working towards changing the attitudes of schoolteachers and headmasters .	

EdelGive Support	Impact	Length of Partnership
EdelGive has partnered with Aangan to support its Shakti project in Mumbai since its inception. Since last year, EdelGive has been supporting the expansion of Project Shakti in Patna, Bihar.	In 2009-11, Aangan reached out to over 900 girls in the slum communities of Mumbai. Further, Aangan's first year in Patna penetrated three slum communities through Project Shakti. Together with the overwhelming support of the community, they have impacted lives of 1,000 girls in Patna who have now become peer leaders.	5 years
EdelGive support is currently helping Agastya create a Science mobile lab at Alibaug which would be equipped with hands-on Science models and experiments.	As of 2012, Agastya has reached out to five million children and 150,000 teachers, making it one of the largest initiatives focused on the hands-on teaching of Science in the world. Their Science mobile lab intervention has been very successful with 65 mobile labs currently running in 10 states across India, reaching out to over 10,000 students per year. They also have 29 full-fledged science centres running successfully.	0.5 years
Support to the community development programme covers the thematic areas of education, health, governance and livelihoods.	AROEHAN's integrated approach has set the stage for holistic development of tribal people. Some key outcomes include: 1. The introduction of School Management Committees have ensured that dropouts resume school 2. Access to healthcare services has been increased 3. 456 girls have undertaken project-based activities under adolescent empowerment programmes 4. Issues on food security have been resolved with the issuance of more than 200 ration cards.	3 years
EdelGive is supporting the third batch of the fellowship programme, Umang in which 50 community women are trained to tackle social issues.	Two batches of 73 adolescent girls have completed their 'Umang' training. Additionally, internships have increased by 200%, and there has been a sharp rise in post-internship hires.	3 years
EdelGive supports the effective implementation of the Right To Education (RTE) programme in 50 government schools in the Alwar district.	Ibtada has been successful in achieving an equal girls to boys ratio in the formal schooling system. From 22 schools, they have expanded their intervention to 50 schools and in FY 13 have reached out to over 5,000 beneficiaries.	5 years
EdelGive supports the Janaagraha Urban Capacity Building Programme (UCB-P) that provides knowledge management and resource augmentation support for urban modules for officers of the Indian Administrative Service (IAS).	The organisation collaborates with the government to initiate pilots which act as replicable models. They have successfully engaged the participation of citizens in the delivery of their projects, especially Bala Janaagraha. Through their UCB programme, they have completed five rounds of training for IAS officers and evaluated 120 urban management assignments.	0.9 years
EdelGive extends support to their two main programmes - Children Resource Centre and Knowledge Centre - which imparts education, skills and confidence to children from Dalit and tribal backgrounds.	Due to Manitham's programme, students' attendance has increased to 93% and over 100 students have secured above 70% marks. Around 3,600 students from 15 villages campaigned against the Sumangali Thittham scheme to prevent underaged, adolescent girls from entering the workforce, thereby reducing the incidence of dropping out.	3 years
EdelGive supports the operational costs of Masoom's SSC improvement programme in Mumbai's night schools.	Masoom has enrolled 500 students in 15 night schools across Mumbai through their SSC programme. The pass percentage has risen to 72% which is quite commendable for night schools. Additionally, few students are also now pursuing higher studies.	5 years
EdelGive extends support for the middle school project which demonstrates the importance of subject-specific faculty in the middle school. The middle school currently caters to over 300 students.	This year, Muktangan's first batch of students will graduate to Standard X, which showcases the efficacy of this unique model, and demonstrates that it is possible to provide high quality education through child-centric pedagogy and trained teachers from slum communities. 97% of children have secured over 50% marks and 35% have secured over 80% marks in the middle school programme.	3 years
EdelGive supports the operational costs of the school educational programme, which reaches out to 1,000 children.	1,000 students from nursery to Standard VIII have benefitted from the programme till date. Students' attendance has increased to 90% with excellent academic results observed. 90 students have secured, on an average, above 80%. Around 700 parents participate in the parent teacher meeting every month and take ownership for their child's education.	5 years
EdelGive supported 200 students in 2011-12 and 282 students in 2012-13.	SSS made headlines across the country this year when an SSS student, selected for the KBC show, decided to donate the entire prize money towards the construction of a new school that would have the capacity to house 1,000 students of the Musahar community. Musahar children have scored an average of 74% across Standards I to VIII which is a huge achievement given that most of them are first generation learners.	2 years
EdelGive extends support to five affordable private schools in Bangalore under the Whole School Transformation programme.	TTF has worked for ten years to improve the level of education imparted in government schools and affordable private schools and has worked with about 15,000 teachers across the country. Their pilot programme in five schools has shown considerable improvement in children's performance. According to current projections, students will score 20% more marks in Math and English in two years.	0.9 years



## SECTOR: LIVELIHOODS

Sr. No.	Investee	Areas of Operation	Core Objectives	
13	Aajeevika Bureau	Rajasthan (Udaipur) Gujarat (Ahmedabad)	It aims to ensure secured and dignified lives for migrant communities. It provides social and legal aid like registration, help with procuring identity cards, skills training, placement and collectivisation.	
14	Dhas Gramin Vikas Kendra	Madhya Pradesh	It works to strengthen existing livelihood options and restore forests by enabling villagers to access NREGA funds to demand appropriate work under various government schemes.	
15	Rajasthan Shram Sarathi Association (RSSA)	Rajasthan	RSSA is the financial wing of Aajeevika. It strives to enable financial inclusion of migrant communities by providing services like credit, savings, insurance, pension and financial literacy.	
16	Sabuj Sangha	West Bengal	Sabuj Sangha has introduced the innovative farming technique of SRI (Systematic Rice Intensification) to improve the livelihood options and hence the standard of living of marginalised communities.	
17	Spandan Samaj Seva Samiti	Madhya Pradesh	Spandan is creating a grassroots democratic process that improves food security by setting up rural labour collectives to monitor the transparent and effective implementation of MGNREGA.	
Women Empowerment				
18	Olympic Gold Quest	Across India	OGQ, a nonprofit organisation identifies and trains athletes who have the potential to win an Olympic Gold Medal, some of whom are from less privileged backgrounds and do not have access to the essential training and support.	

EdelGive Support	Impact	Length of Partnership
EdelGive supports Aajeevika in its endeavour to build institutional capacities to grow and expand its work. EdelGive is also funding their project on 'Labour Helpline' for migrant workers in distress.	The organisation trains and places, on an average, 2,000 labourers every year. Aajeevika has also provided ₹80 lacs worth of legal aid to migrants for resolving their disputes. Their pilot programme for family empowerment has been successful as they have connected 20 panchayats (2,000 women) to social security schemes like MGNREGA.	3 years
Support enables them to impact the lives of over 20,000 beneficiaries working to revive soil, water and forest cover using MGNREGA provisions.	Dhas Gramin Vikas Kendra's constant advocacy against poor implementation of MGNREGA resulted in a total of 1239 workers being paid pending dues of ₹25 lacs in the course of the year. Owing to mobilisation of tribals, over 8,000 families demanded and received work under MGNREGA, which is an increase of over 200% from the previous year.	3 years
EdelGive has provided seed funding and revolving grant support to RSSA. Support will enable them to expand their outreach and stabilise their model in seven blocks across Udaipur.	RSSA's services have enabled financial inclusion of migrants. In FY 13, it successfully disbursed loans to 900 migrants. Along with loans, RSSA also provided pension and insurance linkages and helped 2,000 migrants open bank accounts.	3 years
EdelGive's support enables them to reach out to 200 farmers each through Systematic Rice Intensification (SRI) and integrated farming.	A total of 14 villages (200 farmers) have adopted the SRI technique which has led to a 28% increase in their profits coupled with a reduction in their overall costs. Income through SRI was observed to be 260% higher than income earned through traditional farming in the previous year.	3 years
EdelGive supports the expansion and capacity building of the Trade Union, to include an additional 1,000 beneficiaries.	Spandan believes in MGNREGA and feels that the scheme is a structural solution to the widespread problem of malnourishment in the area as it will increase the standard of living of the villagers. Spandan's efforts resulted in a 30-40 % increase in work under MGNREGA. Their sensitisation programme for access to MGNREGA for the tribal community reaches out to 40 villages and covers 1,000 villagers.	3 years
EdelGive has been supporting MC Mary Kom training costs. Additionally, support is provided to PV Sindhu, a high potential women athlete.	Mary Kom won a bronze medal in London Olympics 2012. PV Sindhu is the rising star of badminton having recently won an asian championship.	3 years

## EdelGive Team



From Left to Right: Vijayata Verma, Divya Srinath, Vidya Shah, Kavita Pandya, Naghma Mulla, Shivani Desai



# EdelGive Team

## Chief Executive Officer

### Vidya Shah

Vidya heads the Foundation and provides strategic direction for its overall growth and development. She leads the foundation's efforts to leverage the capacity and capital of the for-profit world to enable the social sector to achieve high impact. She sets strategic priorities, monitors outcomes and builds relationships with key partners for EdelGive's programmes.

Formerly the CFO of the Edelweiss Group, Vidya worked with ICICI, Peregrine and NM Rothschild during her 19-year career in investment banking. Vidya has a Bachelors degree in Commerce and an MBA from the Indian Institute of Management, Ahmedabad

## Investments Team

### Naghma Mulla

Naghma is responsible for the investing team at EdelGive Foundation and oversees the investment processes. She is responsible for evaluating the financial feasibility and conducting due diligence of potential nonprofits for EdelGive funding. She also oversees the internal reporting systems of the investment team and external reporting systems with EdelGive investees. Naghma has a Masters degree in Commerce and is a qualified Chartered Accountant.

### Vijayata Verma

Vijayata is responsible for programme analysis of investees in EdelGive. She is also actively involved with the due diligence of existing and prospective investments. She closely works with the investees and monitors the progress of their programme. Prior to joining Edelweiss, she has worked as a development therapist and interned with grassroots nonprofits. Vijayata has completed her post graduation in Social Work from Tata Institute of Social Sciences (TISS), Mumbai.

## Employee Engagement Team

### Kavita Pandya

Kavita is responsible for the employee engagement function at EdelGive Foundation. She leverages the skill-sets of the corporate sector to match with the needs of the nonprofits and build their organisational capacity. She develops and implements internal communication strategies, undertakes capacity building and volunteering programmes for high level impact. Kavita has an MBA from N L Dalmia Institute of Management, Mumbai and Bachelors in Commerce from Narsee Monjee College, Mumbai.

### Shivani Desai

The newest member of the EdelGive team, Shivani is responsible for implementing employee volunteering programmes along with ensuring that the foundation gets maximum visibility among Edelweiss employees. She has extensively volunteered for college festivals and a Hong Kong based NGO. Shivani has completed her graduation in Management Studies from Narsee Monjee College of Commerce and Economics, Mumbai.

## Partnerships & Fundraising

### Divya Srinath

Divya is responsible for Partnerships and Fundraising and for collaborations with development agencies, foundations, corporate and individual donors in the philanthropic space. She executes strategies to raise funds for EdelGive's portfolio organisations from funders in India and overseas by matching their needs with those of EdelGive's investees. Divya holds a Masters in Social Policy and Development from the London School of Economics and Political Science (LSE).

## EdelGive Investment Committee Members



From Left to Right: Nitin Jain, DP Jhawar, Ravi Bubna, Vidya Shah, Deepak Mittal, Shabnam Panjwani, Venkat Ramaswamy

## EdelGive Investment Committee Members

### **Deepak Mittal, Chief Executive Officer - Edelweiss Tokio Life Insurance Company Limited**

In a career spanning two decades in financial services, Deepak has had stints in Investment Banking at Peregrine, Rothschild and Edelweiss where he advised companies on capital structuring, fundraising and M&A strategies.

At Edelweiss, Deepak has played an instrumental role in starting several new ventures, co-heading the Treasury unit, setting up the Credit and Financing business and spearheading the Group's foray into Retail businesses. In his earlier role as the CFO of Edelweiss, he successfully helmed the Group's IPO in 2007 and headed all enterprise and support functions.

His wealth of experience and expertise in analysing business propositions provides strategic direction to the Foundation's activities and helps the Foundation choose its partner NGOs effectively.

Deepak's academic qualifications include an MBA from IIM, Ahmedabad and a Bachelor's Degree in Chemical Engineering from IIT (BHU), Varanasi.

### **DP Jhavar, President & CEO - Commodities Business, Edelweiss Financial Services Ltd.**

DP Jhavar heads the Commodities Business of the Edelweiss Group, one of the company's high growth businesses. He has been instrumental in setting up the Commodities business for the Group, which has now grown to include over 100 team members with offices in India as well as abroad. Having started his career at Edelweiss as a Financial Controller, he moved to managing the Resources function within the organisation and later to the Commodities business. His proficiency in the field of finance helps the Foundation in the financial due diligence of its investee proposals.

DP Jhavar is a qualified Chartered Accountant with a Bachelors degree in Commerce.

### **Nitin Jain, President & Country Head - Capital Markets, Edelweiss Financial Services Ltd**

Nitin currently heads Retail Capital Markets at Edelweiss, which includes Wealth management and the Retail Broking Operations. He has been instrumental in the successful integration of Anagram into Edelweiss' existing operations.

Having headed the Treasury business, he has been an integral part of the organisation managing more than USD 500 million in terms of assets. His astute trading and fundraising skills help in strategising and supporting the Foundation's activities.

His academic qualifications include PGDM from IIM-Calcutta and a Bachelors degree in engineering from IIT- Kharagpur.

### **Ravi Bubna, Managing Director & CEO - ECL Finance Ltd.**

Ravi brings a vast experience of over 23 years in the financial services industry. His deep understanding in Corporate Finance, Quantitative Financing, Risk & General Management along with long standing relationships have been instrumental in establishing the Group's Credit & Fixed business and accelerating its overall growth and development.

Prior to joining Edelweiss, he was Joint President and Country Head at Birla Global Finance Ltd. (Aditya Birla Group). His fundraising ability and relationships helps the foundation leverage resources from the for-profit world.

### **Shabnam Panjwani, Head - Marketing & Communications, Edelweiss Financial Services Ltd.**

Having joined in 2006, Shabnam has built a consistent and compelling marketing and communication rollout that has served to differentiate Edelweiss. With over 20 years of experience in the field, she has been credited with managing brands in varied industries.

She started her career with daCunha and later moved to Everest Advertising – a DY&R Agency where she went on to become the Branch Head. She provides creative guidance and innovative ideas to the Foundation's work.

She holds a Bachelors degree in Arts from St. Xavier's College and a diploma in Advertising & Marketing, XIC, Mumbai.

### **Venkat Ramaswamy, Executive Director - Edelweiss Financial Services Ltd.**

Mr. Ramaswamy, co-founder of Edelweiss Company spearheads some of the Company's most strategic businesses including Investment Banking and Alternative Assets Advisory. He brings significant experience and expertise on client relationships to Edelweiss.

Prior to Edelweiss he worked with Spartek Emerging Opportunities Fund and ICICI Limited. His business acumen and leadership skills help provide strategic inputs for the growth of the Foundation.

His academic qualifications include an MBA from the University of Pittsburgh, United States of America and a Bachelor's Degree in Electronics Engineering.





## SUMMARY OF FINANCIAL STATEMENTS FOR FY13

# Balance Sheet

as at 31 March 2013

(Currency : Indian rupees)

	31 March 2013	31 March 2012
<b>I. EQUITY AND LIABILITIES</b>		
<b>(1) Shareholders' funds</b>		
(a) Share capital	100,000	100,000
(b) Reserves and surplus	13,622,328	1,395,852
	<b>13,722,328</b>	<b>1,495,852</b>
<b>(2) Current liabilities</b>		
(a) Trade payables	491,153	436,998
(b) Other current liabilities	42,688	35,694
	533,841	472,692
<b>TOTAL</b>	<b>14,256,169</b>	<b>1,968,544</b>
<b>II. ASSETS</b>		
<b>(1) Non-current assets</b>		
(a) Fixed assets		
Tangible assets	3,135	3,641
	3,135	3,641
<b>(2) Current assets</b>		
(a) Cash and bank balances	13,063,931	1,710,782
(b) Short-term loans and advances	1,189,103	254,121
	14,253,034	1,964,903
<b>TOTAL</b>	<b>14,256,169</b>	<b>1,968,544</b>

For B S R & Associates  
Chartered Accountants  
Firm's Registration No. 116231W

For and on behalf of the Board of Directors

Sd/-  
N Sampath Ganesh  
Partner  
Membership No: 042554

Sd/-  
Vidya Shah  
Director

Sd/-  
Deepak Mittal  
Director

Mumbai  
14 May 2013

Mumbai  
14 May 2013

# Statement of Income and Expenditure

For the year ending 31 March 2013

(Currency : Indian rupees)

Particulars	31 March 2013	31 March 2012
<b>I. Revenue from operations</b>		
<b>Donations Mobilised</b>	56,362,810	47,820,570
<b>II. Other income</b>	65,397	-
<b>III. Total income</b>	<b>56,428,207</b>	47,820,570
<b>IV. Expenditure:</b>		
Funds deployed	39,295,050	42,292,939
Depreciation	506	588
Other expenses	4,906,175	5,219,208
<b>Total expenditure</b>	<b>44,201,731</b>	47,512,735
<b>V. Surplus for the year</b>	<b>12,226,476</b>	307,835
Basic and diluted earnings per equity share (Face value Re. 10 each)	<b>1,222.65</b>	<b>30.78</b>

For B S R & Associates  
Chartered Accountants  
Firm's Registration No. 116231W

For and on behalf of the Board of Directors

Sd/-  
N Sampath Ganesh  
Partner  
Membership No: 042554

Sd/-  
Vidya Shah  
Director

Sd/-  
Deepak Mittal  
Director

Mumbai  
14 May 2013

Mumbai  
14 May 2013





## COMPANY DETAILS

### **Board of Directors of EdelGive Foundation**

Deepak Mittal

Vidya Shah

### **Statutory Auditor**

BSR & Associates

### **Bankers**

ICICI Bank Ltd.

Citibank N.A

### **Registered Office**

Edelweiss House, Off C.S.T. Road, Kalina, Mumbai 400 098

### **Website**

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

Notes:

Notes:



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## Photo Credits

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**Registered Office:** Edelweiss Financial Services Ltd.  
Edelweiss House, Off C.S.T. Road, Kalina, Mumbai 400 098, Maharashtra, India  
[www.edelgive.org](http://www.edelgive.org)