

THE DISCOURSE

Edition 13, June 2024

UNITY IN SUSTAINABILITY
Engaging all Stakeholders for Inclusive Progress



Index

◆ Editorial	3
◆ Fostering Inclusive Sustainable Development: A Call for Corporate Stewardship <i>- Sandeep Sharma</i>	4
◆ Advancing Social Impact through DEI Integration in Project Planning <i>-Aishwarya Mahajan</i>	11
◆ Driving Positive Change Spark Minda Group's Commitment to Inclusive Healthcare and Disability Inclusion <i>-Praveen Karn</i>	14
◆ What we Did	18
◆ Partnerships and Collaborations	26
◆ Gratifying Moments	37
◆ Events Hub	38

Editorial

For the 13th Edition of The Discourse, INDIAdonates is talking about Unity in Sustainability, our goal is to promote the idea that by its very definition, sustainable action must be inclusive, ensuring that every voice is heard, every perspective considered, and the needs of the most vulnerable are addressed. Sustainability in its essence, is a delicate balancing act between environmental preservation, social cohesion, and economic prosperity, recognizing their intrinsic interconnectedness. However, achieving this balance is impossible without inclusive action. Inclusivity is not merely an afterthought or a buzzword; it is fundamental to sustainable development. Inclusivity should be inherent in any planning for social development if we hope to achieve lasting change.

The COVID-19 pandemic from our recent history serves as a stark reminder of the importance of inclusivity in addressing global challenges. In a health crisis of such magnitude, ensuring the well-being of every individual is paramount to safeguarding the collective. Similarly, every socio-economic problem we endeavour to solve through social action requires solutions that reach the “last mile” to be truly sustainable.

At INDIAdonates, we recognize, promote and celebrate initiatives that prioritize inclusion. These initiatives, whether spearheaded by organizations, businesses, or community leaders, understand that a sustainable future necessitates the participation of everyone. They develop innovative solutions that address environmental challenges while empowering individuals and promoting social justice. Moreover, we acknowledge that achieving inclusivity is not easy.

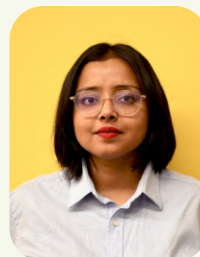
It requires making complex choices, confronting biases, and embracing the difficult path. In a diverse country like ours, true inclusivity demands concerted effort and commitment.

Keeping this in mind, in the 13th edition of The Discourse, INDIAdonates puts a critical lens to Sustainable Social Action especially from the point of view of Corporate Social Responsibility (CSR).

In this edition of The Discourse we have aimed to charter course towards Unity in Sustainability through expert voices. In his article, “Fostering Inclusive Sustainable Development: A Call for Corporate Stewardship” INDIAdonates’ Co-founder Mr. Sandeep Sharma sought to define the role of Corporates and Corporate Social Responsibility in ensuring sustainable futures for all. Further our guest writers Dr. Aishwarya Mahajan and Mr. Praveen Karn have further shed light on the importance of centering inclusive action and inclusive planning for successful, meaningful and sustainable development through Corporate Social Responsibility, drawing valuable insights from their own experience of leading social development.

By contextualizing these principles within the discourse of sustainable development, we emphasize their indispensable role in creating a more just and resilient future for all. We hope you find the discussions insightful.

We urge you to add to the ongoing discourse; feel free to write to us with your thoughts!



PUJA
BISWAS

Head- Communications
& Partnership
INDIAdonates



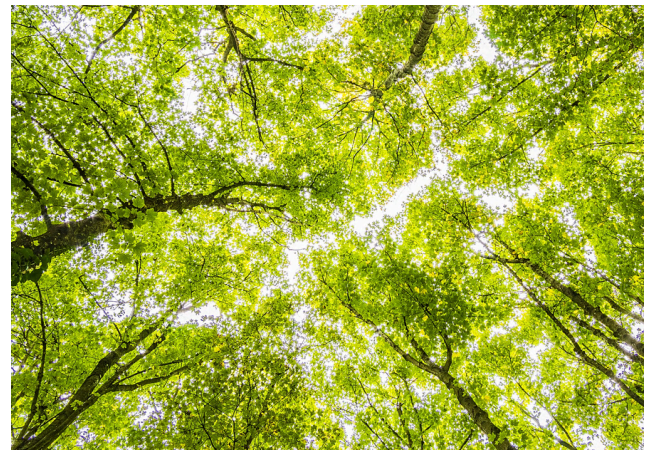
Fostering Inclusive Sustainable Development:

A Call for Corporate Stewardship

-By Sandeep Sharma

In our contemporary world, the urgency of sustainability has reached unprecedented levels as the impacts of climate change become increasingly pronounced, exacerbating environmental degradation, imperilling biodiversity, and destabilizing the very pillars of human civilization. Simultaneously, persistent social and economic disparities persist, relegating millions to the margins of society, devoid of agency and vulnerable to myriad challenges. Confronted with these multifaceted issues, the imperative for sustainable action has never been clearer.

Yet, amidst these pressing concerns, the fundamental question arises: what does sustainability truly entail, and how can we ensure that our endeavours are not only efficacious but also inclusive?



At its essence, sustainability embodies the endeavour to meet the needs of the present without compromising the ability of future generations to meet their own. It necessitates a delicate balance between environmental, social, and economic considerations, acknowledging their intricate interconnections. Regrettably, discussions surrounding sustainability often gravitate towards environmental preservation, neglecting the equally pivotal social dimensions of the challenge. This myopic perspective not only fails to address the root causes of inequality and injustice but also risks perpetuating them.

Hence, it becomes imperative to underscore the paramount importance of inclusivity in the realm of sustainable action. Inclusivity demands that every individual is accorded a seat at the table, their voices heard, and their needs and perspectives duly considered.



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It entails the recognition and valorisation of diversity in all its manifestations - encompassing gender, ethnicity, race, religion, sexual orientation, and socioeconomic status. Why, then, is inclusivity indispensable in the context of sustainability? Simply put, sustainable development remains an elusive goal in the absence of social equity. Echoing the sentiments of renowned economist Amartya Sen, true development transcends mere expansion of choices; it entails empowering individuals to participate fully in society, to exercise their rights and freedoms, and to realize their fullest potential.

However, achieving inclusivity in the realm of sustainable action proves to be a herculean task. It necessitates a reckoning with entrenched prejudices and systemic injustices that have perpetuated inequality across generations. It mandates the dismantling of prevailing power structures and the equitable redistribution of resources and opportunities. Moreover, it requires a profound commitment to amplifying the voices of those who have long been marginalized and excluded, centring their experiences and perspectives in the decision-making processes that shape our collective future.

This raises a crucial question: why must we prioritize the most vulnerable members of society when devising strategies for sustainable development? The answer is unequivocal: because they bear the disproportionate brunt of the 'wicked problems' plaguing our society - be it environmental degradation or social injustice - and yet, they are often the least equipped to withstand the ensuing consequences. Contemplate, for instance, the indigenous communities whose ancestral lands are ravaged for natural resources, or the rural farmers whose livelihoods hang in the balance amidst climate-induced droughts and floods. Reflect upon the plight of women and girls, grappling with inadequate access to essential healthcare and education, or the LGBTQ+ individuals subjected to relentless discrimination and violence solely on account of their identity.

These are the voices that are often overlooked in mainstream development discourse, yet they hold invaluable insights into the challenges we face and the solutions we seek. By centring their experiences and perspectives, we can develop more holistic and effective strategies for sustainable development that leaves no one behind.

In essence, the imperative for inclusivity in sustainable action emerges not merely as a moral imperative but as an indispensable prerequisite for fostering a future that is truly equitable and sustainable for all. Only by confronting entrenched inequities, amplifying marginalized voices, and prioritizing inclusivity can we chart a path towards a more just and resilient future. Top of Form Inclusive sustainable action stands as a strategic necessity in our increasingly interconnected and interdependent world. Addressing pressing global challenges such as climate change and poverty demands collaboration and cooperation transcending borders, sectors, and disciplines. Inclusivity emerges as the linchpin to unlock the full potential of collective efforts aimed at tackling these multifaceted issues.

Central to this discourse is the role of corporate social responsibility (CSR) in driving inclusive sustainable action, especially in India. Corporate entities wield considerable power and influence, not solely through their economic resources but also through their social and political capital. Consequently, they bear a unique responsibility to contribute to the common good and address the challenges confronting the global community.

However, at times CSR initiatives are viewed as often degenerating into mere token gestures, serving as superficial exercises aimed at burnishing corporate images and mitigating risks without effecting substantive changes in business practices. Such an approach not only fails to address the underlying causes of social and environmental problems but also erodes the credibility of the corporate sector as a positive force for change. Hence, there arises a pressing need to shift the discourse towards corporate stewardship - a paradigm wherein corporations transcend conventional CSR practices to actively foster the well-being of marginalized communities and the planet at large.

This transition entails embedding principles of inclusivity, equity, and justice into the core strategies and operations of businesses. It necessitates a departure from viewing sustainability initiatives as mere acts of philanthropy or charity towards recognizing businesses' vested interest in the long-term health and stability of the communities and ecosystems in which they operate. Sustainable business practices, it must be understood, not only benefit the planet and its inhabitants but also yield tangible returns for corporate bottom lines.



It necessitates a departure from viewing sustainability initiatives as mere acts of philanthropy or charity towards recognizing businesses' vested interest in the long-term health and stability of the communities





Despite women constituting 53% of employees in the social sector, a mere 34% hold managerial positions, with over 81% of social purpose organizations (SPOs) being led by men.

At the heart of this paradigm shift lies the concept of the triple bottom line - encompassing **people, planet, and profit**. This framework challenges traditional notions of business success, advocating for a holistic evaluation that considers not only financial metrics but also social and environmental impact. It compels us to re-evaluate the role of corporations in society, urging a reimagining of value creation that prioritizes the well-being of both shareholders and stakeholders alike.

Achieving the envisioned corporate stewardship necessitates a profound transformation in mind set and behaviour - a shift from short-term thinking to long-term vision, from competition to collaboration, and from profit maximization to value creation. It therefore essential that CSR moves beyond compliances and evolves into an effective vehicle for positive societal impact.

In the fiscal year 2022-23, the prescribed CSR allocation amounted to INR 13,426 Cr, with actual expenditure totalling INR 12,890 Cr. Encouragingly, among the top 300 companies mandated for CSR, 55% surpassed their prescribed budget, while 22% adhered precisely to it. However, the efficacy and impact of CSR initiatives extend beyond financial allocations,

warranting a nuanced examination of their implementation and outcomes.

The India CSR Outlook Report 2023, published by CSRBOX, sheds light on pertinent insights. Notably, 45% of companies underscored the need for leveraging technology in CSR project management, with nearly 60% advocating for capacity building of NGO partners. While these recommendations hold promise for fostering a sustainable and inclusive CSR ecosystem, questions arise regarding the extent of commitment towards funding critical areas such as technology infrastructure development and staff capacity building. The genuine inclusivity of CSR initiatives hinges upon empowering grassroots stakeholders and facilitating their active participation in project planning and delivery processes.

A critical aspect deserving scrutiny pertains to the geographic distribution of CSR spending. Analysis spanning nearly a decade, from fiscal years 2014-15 to 2021-22, reveals stark disparities. Maharashtra emerges as the recipient of 13% of total CSR expenditure, with the top five industrialized states and those housing mining and quarry industries

- Maharashtra, Gujarat, Karnataka, Odisha, and Rajasthan - collectively accounting for over one-third of CSR spending. This distribution pattern underscores a glaring gap wherein remote rural areas and villages, often grappling with acute socio-economic challenges, remain underserved by CSR initiatives.

In essence, realizing the vision of inclusive and sustainable CSR necessitates concerted efforts to bridge existing gaps in allocation, implementation, and impact assessment. It calls for a recalibration of CSR strategies to prioritize the empowerment of grassroots stakeholders and the equitable distribution of resources to marginalized communities. Only through such concerted action can CSR emerge as a potent catalyst for driving transformative change and fostering a more equitable and sustainable future for all.

On the flip side, the issue of inclusivity within CSR decision-making processes warrants attention. Examination of gender representation reveals concerning statistics: among CSR committees with five or more members, only 25% boast two female members, and merely 10% include three female members. This leaves a staggering 65% of committees with either one or no female representation. Similarly, in committees with four members, 84% lack adequate female representation, while in three-member committees, the figure rises to 95%. The presence of female committee members extends beyond mere representation; it carries significant implications for the initiatives supported by CSR. Research indicates that a higher representation of women on CSR committees correlates with increased prioritization of Gender Equality projects.



The underrepresentation of women in leadership roles not only limits organizational diversity but also hinders the adoption of gender-sensitive policies.

Thus, if CSR is to effectively address the needs of marginalized sections of society, such as individuals with disabilities and those from vulnerable groups, representation in decision-making must be a priority. [1]

A similar imbalance is evident within implementing agencies. Despite women constituting 53% of employees in the social sector, a mere 34% hold managerial positions, with over 81% of social purpose organizations (SPOs) being led by men.

The underrepresentation of women in leadership roles not only limits organizational diversity but also hinders the adoption of gender-sensitive policies. Women in leadership positions serve as catalysts for organizational transformation, offering mentorship and serving as role models for female employees. The disparity is particularly glaring in the Indian social sector, where a significant number of women occupy entry and mid-level positions, yet their presence diminishes at senior leadership levels. With 66% of organizations in the sector experiencing an underrepresentation of women in managerial roles, the widening gender gap underscores the urgency of prioritizing representation, diversity, and inclusion within entities tasked with serving marginalized communities.

In summary, addressing the gender imbalance and broader issues of representation, diversity, and inclusion within CSR decision-making and implementing agencies is imperative for fostering truly inclusive and impactful initiatives.

Failure to address these disparities not only undermines the effectiveness of CSR efforts but also perpetuates systemic inequalities, hindering progress towards a more equitable society.

In conclusion, the discourse on sustainability and inclusivity at the grassroots level underscores the interconnectedness of environmental, social, and economic factors in shaping our collective future. As highlighted throughout this article, the imperative for sustainable action has never been more pressing, given the escalating challenges of climate change, environmental degradation, and persistent social inequalities. Central to addressing these multifaceted issues is the recognition that sustainability encompasses not only environmental conservation but also social equity and economic justice.

Looking ahead, there are several pathways for advancing the agenda of strengthening diversity, equity, and inclusivity at the grassroots level. First and foremost, there is a need for collaborative efforts involving governments, businesses, civil society organizations, and communities to develop and implement inclusive policies and initiatives. This includes investing in capacity building and empowerment programs for marginalized communities, promoting gender equality and women's leadership, and fostering partnerships that leverage the collective expertise and resources of diverse stakeholders.

[1] The India CSR Outlook Report 2023; CSRBOX; <https://csrbox.org/media/India-CSR-Outlook-Report-2023-by-CSRBOX.pdf>

Additionally, there is a need for greater transparency and accountability in CSR practices, ensuring that corporate commitments to sustainability and inclusivity are upheld and monitored effectively. This could involve establishing standardized reporting mechanisms, conducting regular impact assessments, and incentivizing companies to prioritize social and environmental objectives alongside financial performance.

Ultimately, strengthening diversity, equity, and inclusivity at the grassroots requires a concerted and sustained effort from all stakeholders. By embracing a holistic approach to sustainability that prioritizes social justice and economic empowerment, we can build a more equitable and resilient future for generations to come. As we navigate the complex challenges of the 21st century, let us heed the call to action and work together towards a world where everyone has the opportunity to thrive, regardless of their background or circumstances.

About the writer



SANDEEP SHARMA

Executive Director,
**Financial Management
Service Foundation**
& Founder, **INDIAdonates**

Sandeep Sharma, a dedicated leader with nearly two decades of experience in serving civil society, is the visionary founder of INDIAdonates. His commitment to ethical fundraising led to the establishment of a platform optimizing individual strength and minimizing resource friction on the ground.

Currently serving as Executive Director at Financial Management Service Foundation, he oversees and monitors 150+ large development projects across India, Nepal, Bangladesh and Sri Lanka.

Mr. Sharma, a seasoned trainer, has conducted 500+ workshops globally on Financial Management, Legal Issues, and Governance. His values of accountability and transparency make him a prominent voice in the NGO sector. Nominated for the International Visitors Leadership Program by the U.S. Department of State, he is also a visiting faculty at Birla Institute of Management Technology, advocating for diversity and inclusion in every aspect of his work.

Advancing Social Impact through DEI Integration in Project Planning

-By Aishwarya Mahajan



**Diversity
Equity
Inclusion**

Development organizations play a crucial role in driving positive change and promoting social progress. To maximize their impact and ensure inclusive outcomes, integrating Diversity, Equity, and Inclusion (DEI) principles in project planning is imperative. Particularly when focusing on marginalized communities, the strategic incorporation of DEI not only uplifts those most in need but also cultivates lasting solutions that address systemic inequities.



At the heart of the M3M Foundation's mission is empowering marginalized communities to thrive and access opportunities for growth. By infusing DEI considerations into project planning, we create pathways for marginalized groups to actively participate in decision-making processes, contribute their unique perspectives, and shape interventions that are culturally sensitive and responsive. The work of the Bill & Melinda Gates Foundation in collaborating with local indigenous communities tailored to their specific needs stands as a testament to the empowering impact of community-centred DEI initiatives.

Projects undertaken by development organizations often aim to tackle deep-rooted societal challenges and dismantle structural barriers that perpetuate inequities. When DEI principles are integrated into project planning, a more holistic understanding of these systemic issues emerges, enabling organizations to design interventions that target the underlying causes of marginalization.

A report by Oxfam on gender equity in agricultural development projects emphasized the importance of incorporating intersectional DEI approaches to address the complex web of inequalities faced by women in rural communities.

By embedding DEI into project planning processes, development organizations can effectively measure impact, track progress, and foster sustainable change within marginalized communities. Initiatives that prioritize diversity, equity, and inclusion are better positioned to achieve meaningful outcomes that improve livelihoods, enhance well-being, and promote social cohesion. Research from the United Nations Development Programme (UNDP) underscored the positive correlation between DEI-focused projects and long-term sustainable development goals, highlighting the enduring benefits of inclusive project planning.

Engagement with stakeholders from marginalized communities is a cornerstone of successful development projects. When DEI is woven into project planning frameworks, it facilitates authentic partnerships,

promotes community ownership, and strengthens collaboration among diverse stakeholders. The Rockefeller Foundation's Resilience Cities initiative, which engaged residents from underserved neighborhoods in co-designing resilience strategies, exemplifies how DEI-driven processes can foster inclusive governance and decision-making practices.

As a prominent entity committed to driving social change and fostering community development, the M3M Foundation recognizes that integrating DEI principles into project planning is foundational to realizing impactful and sustainable outcomes. Championing DEI not only aligns with ethical imperatives but also enhances innovation, fosters collaboration, and ensures that the diverse voices of all stakeholders are heard and valued. The M3M Foundation places a strong emphasis on engaging with the communities it serves and empowering local stakeholders throughout the project lifecycle. By actively involving community members in decision-making processes, seeking their input, and incorporating their perspectives into project design, the foundation ensures that projects are tailored to meet the specific needs and aspirations of the target population. Through initiatives like 'Sarvodaya,' the M3M Foundation builds trust, fosters inclusivity, and promotes co-creation for sustainable social impact.

Additionally, the M3M Foundation employs rigorous data collection and analysis mechanisms to assess the impact of its projects through a DEI lens. By measuring project outcomes against key diversity, equity, and inclusion indicators, the Foundation gauges the effectiveness of interventions in promoting social justice and inclusivity.





The integration of DEI in project planning for development organizations, with a distinct focus on marginalized communities, is a catalyst for transformative social impact. By prioritizing DEI principles, organizations can empower communities, address structural inequities, measure impact effectively, and promote collaborative partnerships that drive sustainable change. Through a concerted commitment to inclusive practices, development entities can catalyze holistic solutions that enable marginalized populations to thrive and contribute to a more just and equitable society

About the writer



AISHWARYA MAHAJAN

Managing Trustee & President,
M3M Foundation

Dr. Mahajan, with a Sociology Ph.D. from India, brings 25+ years of global experience in New Program Development, Soft Skills Training, and Resource Management.

His leadership at M3M Foundation, aligned with "Inclusive Sustainability," spans successful initiatives in India, Nepal, Sri Lanka, Vietnam, and more, recognized in international conferences at universities like Jyvaskyla, Connecticut, and Emlyon Business School.

With vast experience in developing social development programs, designing courses and curriculum in sustainability, and ensuring compliance with all regulatory and other agency requirements, laws, and statutes about the programs and being a researcher by nature presently he is the Managing Trustee & President at M3M Foundation, a philanthropic arm of one of India's leading real estate M3M Group.



Driving Positive Change

Spark Minda Group's Commitment to Inclusive Healthcare and Disability Inclusion

-By Praveen Karn

Spark Minda Group (SMG) has been a significant player in the global automotive industry for over six decades. We are one of the prominent manufacturers of automotive components for OEMs and Tier-I suppliers. With over 16,000 workers, we supply our products to the top car, bike, and off-road vehicle makers in India and even abroad in places like Indonesia, Vietnam, Europe, Japan, and Uzbekistan. We supply automotive components in India through a network of about 650 dealers. SMG is ahead in technology with a research and development center and partnerships with other big names in the automobile industry. We embrace cutting-edge technologies through strategic alliances, technical and global business collaborations. These initiatives have empowered us with innovative product design and technology, meeting rigorous international quality standards.

Complementing SMG's endeavours in the automotive sector, Spark Minda Foundation (SMF) serves as the CSR arm of the group, dedicated to driving positive social change and fostering inclusive development. With a mission to empower communities and promote social welfare, we have been at the forefront of various initiatives aimed at addressing critical issues, including inclusive healthcare and People with Disability Inclusion.

In today's rapidly evolving business landscape, Corporate Social Responsibility (CSR) initiatives that promote inclusivity in healthcare are no longer just optional, they are important. There are several compelling reasons why corporates must actively engage in such initiatives.

Firstly, corporates have a moral obligation to contribute positively to the communities in which they operate.



Promoting inclusivity in healthcare aligns with ethical principles of fairness, equity, and social justice, ensuring that marginalised populations, including People with Disabilities (PwDs), have access to essential healthcare services.

Moreover, corporates that prioritize inclusivity in healthcare are viewed favourably by consumers, investors and other stakeholders. Such initiatives enhance corporate reputation and brand value, fostering trust and loyalty among its stakeholders. They also attract top talent, as employees are more likely to be proud of working for socially responsible organizations.

Inclusive healthcare initiatives can also create new business opportunities and drive innovation. By tapping into underserved markets and addressing unmet needs, corporates can unlock new revenue streams and gain a competitive edge in the marketplace. Moreover, collaborations with stakeholders in the healthcare ecosystem can lead to the development of innovative products and services that cater to diverse populations.

Perhaps most importantly, promoting inclusivity in healthcare generates tangible social impact, improving the health and well-being of marginalised communities and fostering greater societal cohesion. By addressing healthcare disparities and barriers to access, corporates can contribute to the achievement of broader development goals, such as the United Nations Sustainable Development Goals (SDGs), thereby creating a more inclusive and equitable world for all.

Driven by these compelling reasons, we have undertaken various initiatives to promote inclusivity in healthcare and disability inclusion. One such initiative is Project Shakti, which focuses on addressing menstrual hygiene management among women inmates in Indian prisons and the communities.

The problem at hand is multifaceted. Women incarcerated in Indian prisons often face significant challenges when it comes to menstrual hygiene. Limited access to sanitary products, coupled with a lack of awareness, puts their health at risk.



Collaborations with stakeholders in the healthcare ecosystem can lead to the development of innovative products and services that cater to diverse populations.



To tackle this issue, we launched Project Shakti, an initiative aimed at empowering women inmates to prioritize their health and well-being. Project Shakti operates on the premise that menstrual hygiene is not just a matter of physical health but also a human right and has profound psychological implications. Through collaboration with our partners like the India Vision Foundation and CSR Box, we have conducted awareness workshops in prisons across Haryana, Uttarakhand, and Delhi. The project takes a comprehensive approach, aligning its activities with Sustainable Development Goals (SDGs) to ensure maximum impact. It includes organizing camps within communities of Haryana, Uttarakhand, Uttar Pradesh, Maharashtra, and Tamil Nadu and installing sanitary napkin vending machines in prisons to improve access to essential hygiene products.



Additionally, with regards to the prisons, workshops are conducted within prison facilities, accompanied by the distribution of informational booklets and interactive sessions to foster open discussions about menstrual health. Monitoring and evaluation are integral components of Project Shakti's strategy. A systematic data collection process, incorporating surveys, interviews, and observations, helps gauge the effectiveness of the initiative. Stakeholder engagement, including prison authorities and inmates, ensures transparency and accountability throughout the project lifecycle. The outcomes of Project Shakti have been promising. Increased awareness, demand for sanitary napkins, improved reproductive health knowledge and dispelling of myths are among the tangible impacts observed. Furthermore, we have also empowered prison authorities to impart training and prepared women inmates to serve as future resource persons.

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Despite facing challenges such as limited resources and prevalent myths, Project Shakti remains committed to its mission. Through education, awareness and systematic solutions, the initiative aims to overcome these obstacles and create a positive impact on the lives of women inmates. By empowering women inmates to prioritize their health and well-being, we make strides towards a more inclusive and equitable society.

Additionally, our Saksham – Empowerment of People with Disabilities programme is dedicated to promoting healthcare and inclusivity among Persons with Disabilities (PwDs).

In the midst of the COVID-19 pandemic, inclusive healthcare and disability inclusion had and have emerged as paramount concerns. We have been steadfast in our commitment to addressing these issues. We have endeavoured to ensure that PwDs are not overlooked in the healthcare landscape. Amidst the vaccination rollout, we organised targeted COVID-19 vaccination drives near our factory location across India. These drives specifically catered to PwDs and around 2000 individuals received vaccinations.

Among them, approximately 500 PwDs were our employees with disabilities who also received the vaccinations. Recognizing the importance of accessibility in the workplace, we provide hearing aids and spectacles to employees with hearing or visual impairments. Regular examinations are also conducted to assess their needs, ensuring that they have the necessary aids to perform their duties effectively. Additionally, we operate Saksham centers in Maharashtra, Uttara Pradesh, and Uttarakhand, where we offer free-of-cost fitments and repair services for assistive aids for PwDs. These centers also facilitate UDID registration and provide skilling and employment opportunities, empowering PwDs to lead fulfilling lives. In collaboration with CII - YBLF (ACMA), we had contributed to the construction of a COVID-19 Care Centre in Gurugram. This facility provided premium care and medical services to COVID-19 patients. We had also partnered with local groups like "Plasma Warriors" in Maharashtra and had organised a Plasma Donation Drive. This initiative proved instrumental in identifying potential plasma donors, thereby increasing the availability of plasma for COVID-19 patients. With over 280 plasma donors and 500+ beneficiaries, this drive had a significant impact on the local healthcare system.

Our team's efforts in inclusive healthcare and disability inclusion exemplify our commitment to creating a more equitable society. By prioritising the needs of PwDs and extending support to vulnerable communities, SMF is working towards building a future where everyone has access to quality healthcare and support services, regardless of abilities or circumstances.

Lastly, promoting inclusivity in healthcare is not just a moral imperative, it is also a strategic imperative for corporates. By actively engaging in initiatives that address healthcare disparities and promote disability inclusion, corporates can mitigate risks, unlock new business opportunities, and create a tangible social impact on the community. It is essential for building a more equitable and sustainable world for future generations.

About the writer



PRAVEEN

KARN

Head Group CSR &
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Praveen Karn, Head Group CSR & Sustainability at Spark Minda Group has an experience of 17 years in the industry. He is a recipient of the prestigious Mahatma Award 2022; chosen among the 25 CSR professionals of India; declared among the 50 most influential leaders in CSR.

His CSR program at Minda Corporation has won the National CSR Award 2019 conferred by the Minister of Finance & Corporate Affairs and the President of India. He was also awarded ICSI CSR Award 2021 by Honorable Home Minister of India.

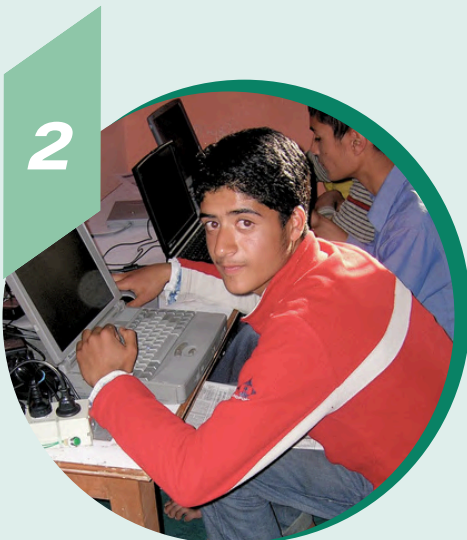
Mr. Karn is on the expert panel of IICA, a member of the CSR Committee of Assocham, CII, a jury member of the ICSI CSR Award, National Award on Disability, Gol, and a speaker in more than 100 national and international forums. Mr. Karn, a Post Graduate in Rural Development from XISS.

What we did



Empower Young Minds: Breaking the Chains of Circumstance

INDIAdonates, in collaboration with its on-ground partner (KMSWS) Kankura Masat Social Welfare Society, took a significant stride towards transforming the lives of underprivileged children in and around Kankura Masat Village near Kolkata. Our initiative aimed at providing quality education and comprehensive support to 100 deserving children, empowering them to break free from the cycle of poverty. The campaign was able to enhance their learning environment, ensure proper nutrition, provide essential school supplies, and prioritize their overall well-being. Together, we've paved the way for a brighter future for these young minds.



Capacitating the Youth of Jammu & Kashmir with Employability

Addressing the pressing issue of unemployment among disadvantaged individuals in the Ganderbal district of Jammu and Kashmir, INDIAdonates partnered with She Hope Society for Women Entrepreneurs. Our initiative focused on equipping 100 individuals with job-ready skills, fostering a culture of self-reliance and empowerment. By offering training in various marketable skills, including GST Training, Corporate Branding, Sublimation Printing, and Fabric Crafting, we aimed to bridge the gap between education and employment, empowering youth to build sustainable livelihoods and contribute meaningfully to their communities.

3



Empowering Dreams:

Tailoring a Path to Independence for Young Girls

INDIAdonates, in collaboration with SIVA Trust, embarked on a journey to empower young women in the Coimbatore district through skill training and market linkage support. Our initiative provided 40 underprivileged girls with comprehensive training in tailoring, digital literacy, and soft skills, enabling them to create professional-grade clothing and access new opportunities in the market. By facilitating market connections and personalized orders, we also sought to empower these girls to chart their path to independence and economic empowerment.

4



Building Bright Future for Migrant Youths

Recognizing the challenges faced by migrant youths in Noida, INDIAdonates partnered with SADRAG to offer career development courses aimed at enhancing their employability. Over a period of six months, we provided 120 youths with intensive training in computer skills, Excel, tally, graphic designing, and essential life skills. Through job placement drives and networking opportunities, we connected trained youths with promising job opportunities, paving the way for a brighter and more secure future.

5



Ugta Suraj Winter Appeal, Pyjamas for Little Dreams

As the winter season approached, INDIAdonates, in collaboration with SADRAG, launched the Ugta Suraj Winter Appeal to provide warmth and comfort to out-of-school children in Greater Noida. With your support, we provided woolen pants to 60 youngsters from migrant households, ensuring they could brave the cold with dignity. This simple yet impactful gesture brought warmth and hope to these resilient children, allowing them to pursue their dreams with renewed confidence.

6



Urgent Relief Campaign for Sikkim’s Cold-Stricken Flood Victims

In response to the devastating flood in Sikkim, our efforts brought much-needed aid to the affected communities. Through our partnership with Bhavishya Bharat, we provided medical assistance, hot meals, and supplies to those hardest hit. As winter approached, we distributed 1,000 blankets to ensure warmth and comfort for vulnerable families. Your support made this possible, offering hope and relief in a time of darkness.

7



Empowering Survivors of Violence and their Children : Building a Future of Hope

Those who survive violence face relentless hardships, navigating a life fraught with fear and the struggle to secure essential resources for survival. Amidst this turmoil, children often emerge as secondary victims, profoundly affected by the challenging circumstances. We stood alongside survivors of violence, offering crucial assistance to 12 families as they embarked on a journey toward healing and renewal. In collaboration with our partner DEEDS in Mangalore, Karnataka, we aimed to provide emergency accommodation, nourishing meals, essential healthcare, and educational opportunities for children, empowering survivors to rebuild their lives with dignity and strength.

8



Empowering Health Initiative

Non-communicable diseases (NCDs) plague rural India, claiming millions of lives annually. Through our partnership with Healing Fields Foundation, we set out to bring healthcare to remote villages in Chhapra and Ballia. The campaign was to conduct health camps, screenings, and follow-up care, empowering families to fight back against NCDs and build healthier futures.

9



Transforming Lives with the Gift of Education and Culinary Training

Countless children and youth endure harsh conditions on the streets, facing challenges of survival, inadequate clothing, and the harsh reality of homelessness. They are denied the opportunity for education and a dignified life within society. By supporting a culinary and catering center by our partner Butterflies in Delhi, we set out to transform the lives of 172 street teenagers, offering them valuable skills and opportunities for employment. This initiative sought to create a ripple effect of hope, impacting entire families and breaking generational cycles of despair.

10



Support Girls' Brighter Futures: Empowerment Through Education

In Coimbatore and Nilgiris, alongside our partner NGO, Care T, we invested in the futures of 50 determined girls from disadvantaged backgrounds. Our goal was to provide training in computer skills and medical technology, along with essential life skills, empowering these girls to pursue independence and success. By investing in these girls' potential, providing them with the skills and opportunities they need to become independent, self-reliant, we planned to empower them to dream, to aspire, and to break free from the cycle of poverty.

11



Empower Girls, Transform Communities: Support Our Educational Learning Center

In Bihar, where educational disparities persist, young girls face formidable challenges, including limited access to education and early marriages. Yet, within each of these girls lies immense potential waiting to be unlocked. Supporting an educational learning center run by our partner NEG Fire in Bihar became a beacon of hope for young girls facing educational disparities and early marriages.

With your support, we offered quality education and life skills training, breaking the cycle of poverty and empowering these girls to shape their destinies and transform their communities. Your contribution ignited a wave of transformation, ensuring every girl has the opportunity to thrive.

12



Empowering Resilience - Organic Backyard Gardening for Tribal Families in Kanyakumari

In the serene district of Kanyakumari, a community of 100 tribal families has faced numerous calamities, enduring profound losses in loved ones, homes, and livelihoods. However, amidst this adversity, hope emerged - the Seeds of Change. Along with our partner, RUC our mission was to serve as a beacon of hope, empowering these families with the transformative potential of organic backyard gardening. Through this initiative, we provided more than just seeds and tools; we aimed to offered a lifeline, enabling families to reclaim their dignity, independence, and future.

13



Providing Hope and Relief - Comprehensive Rehabilitation, Nutritious, and Medical Support for Silicosis Patients in Jodhpur

In Jodhpur, individuals battling silicosis, a severe occupational disease, face significant physical and financial challenges. Our partnership with MLPC and a rehabilitation center run by them aimed to support 25 silicosis patients in Jodhpur, offering nutritious meals, counseling, education on government schemes, and pulmonary rehabilitation programs. Our goal was to ensure these patients received the nutrition and medical care they needed, reducing their financial burden and offering hope for the future. Together, we stood with them, providing support and empathy for a better tomorrow.

14



Providing Ration to the Elderly

Shanti Devi, a resident of Govindpuri slum, Delhi, migrated from a village in Uttar Pradesh during the 1980s. Despite her efforts, she lost both her husband and son to illness, leaving her family in desperate need. Today, in her 70s, Shanti Devi, like many elderly in our country, struggles for survival.

Through our partnership with Dignity Foundation, we provided essentials for survival to abandoned elderly populations in slums, including ration kits and periodic house visits to review living conditions. Our goal was to assist at least 500 elderly people in Delhi's slums, providing them with daily sustenance and easing their burden ensuring they were not forgotten in their golden years.

15



Pragati: Enabling Persons with Psycho-Social Disability

Living with psychosocial disabilities often feels like navigating through a dense fog, where clarity seemed a distant memory, and every step forward feels like a battle against invisible forces. INDIAdonates, alongside its ground resource partner Iswar Sankalpa, worked towards the betterment of individuals dealing with psycho-social disabilities. This campaign aimed at providing creative engagement for recovery, aiding in the development of psycho-social competencies, boosting self-esteem, imparting life skills for social inclusion, and offering vocational training for sustainable livelihoods. Our curated project plan targeted 115 beneficiaries residing in shelter homes in Kolkata and urban poor/slum communities.

16



Mental Health Support to Girls Rescued from Human Trafficking

Lohardaga, a tribal-dominated district of Jharkhand, faces the scourge of human trafficking, leaving many adolescent girls in its wake. Poverty often pushed families into desperate situations, leading to children being trafficked and exploited.

Despite the darkness of their experiences, there was hope for a better future. INDIAdonates, in partnership with Lohardaga Gram Swarajya Sansthan (LGSS), worked tirelessly to rescue and reunite trafficked girls with their families. However, the journey to recovery was far from over. These girls required psycho-social support to overcome trauma and rebuild their lives. Our goal was to provide a supportive environment for these young survivors, empowering them to reclaim their futures.

17



Providing Impoverished Children Under 6 Years of Age Access to Daycare Facilities

For parents in impoverished communities, accessing daycare facilities was often a dilemma. The benefits of daycare were clear, yet the lack of affordable options left many families struggling. Shenaz, a resident of the Shivaji Nagar slum, exemplified this challenge, forced to make difficult choices to support her family. Through our partnership with Apnalaya, we aimed to address this need by providing accessible, subsidized daycare facilities. These centers not only supported parents in providing for their families but also offered children a safe and engaging learning environment. Through these childcare centers we were able to support these childcare centers, empowering women to become caregivers while parents worked to provide for their families.

18



Healing Hearts: Medical Camps for People of Keonjhar

Keonjhar, a vital district in Orissa known for its mineral resources, faced a healthcare crisis. The hardworking indigenous people powering the mining industry suffer from a range of health issues, from respiratory infections to chronic diseases. In response, INDIAdonates, in partnership with KIRDTI, organized health camps to reach 200 families in remote areas, delivering essential healthcare services and education on health awareness and hygiene practices. Your support was crucial in bringing better health and hope to these communities

19



Together, we made a tangible difference in the lives of those who needed it most, building a healthier future for Keonjhar's mining communities. Let's continue to act and make a lasting impact.

Maternity Shelter Homes for Vulnerable Pregnant Women

In remote villages of Gumma and R. Udaygiri blocks in Gajapaati district, Orissa, pregnant women from marginalized indigenous communities face significant challenges due to poor healthcare access. Many suffer from health complications due to inadequate nutrition and unhygienic conditions. Our campaign, in partnership with NGO Suraksha, provided shelter, nutritious meals, and ambulance services to pregnant women in their final 15 days before delivery. We aimed to establish two shelter homes, each accommodating 30 women, ensuring a safe and healthy environment for both mother and child.

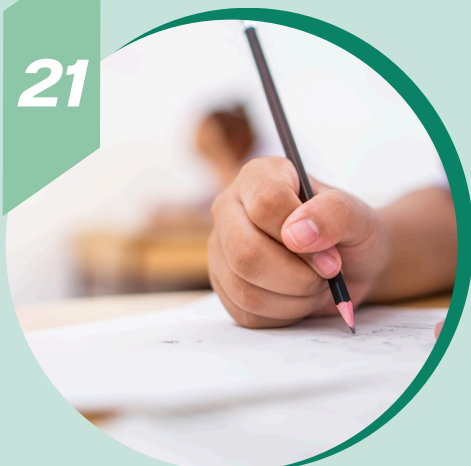
20



Nourishing Futures: Providing Nutritious Meals to Musahar Children

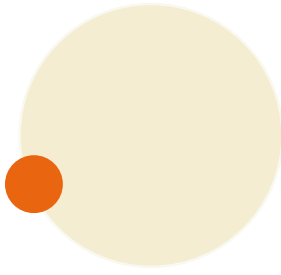
In Bihar's Jehanabad district, the Musahar community faces discrimination and malnutrition. Our partner, Gram Swarajya Samiti Ghoshi (GSSG), operates Bridge Schools to bridge the educational gap. We aimed to provide support to the bridge school, providing learning materials and nutritional support for the children aiming at quality education and their overall development.

21



Ensuring Quality Education in Morigaon, Assam

In Morigaon district, Assam, many children opt out of mainstream education due to lack of resources. Our initiative with Society for Social Transformation and Environment Protection (sStep) provides community-based learning to 300 students from grades I to V. Our goal was to ensure essential learning materials, ensuring these children have access to quality education and brighter futures.



Partnerships and Collaboration

N GO Partnerships



Organization- Delhi House Society
Thematic area- Disability, Education, Elderly Care, Health, Income Generation
Area of operation- Delhi
Email ID- keshav@delhihouse.org
Website- www.delhihouse.org



Organization - Jageswari Jubak Sangha (JJS)
Thematic area- Disability, Disaster and Response, Education, Elderly Care, Environment, Health, Income Generation, Water & Sanitation
Area of operation- Odisha
Email ID- jjspuri@yahoo.com
Website- jjs.odisha.org



Organization- Hope Welfare Trust
Thematic area- Disability, Disaster and Response, Education, Health, Income Generation, Water & Sanitation
Area of operation- Uttar Pradesh, Sikkim
Email ID- divyanshu@hopewelfaretrust.org.in
Website- www.hopewelfaretrust.org.in



Organization- New Life Foundation
Thematic area- Disaster and Response, Women and Child Development
Area of operation- Manipur
Email ID- nlfmb@gmail.com
Website- <https://www.nlfmanipur.org>



Organization- Vaan Muhil Trust
Thematic area- Education, Environment
Area of operation- Tamilnadu
Email ID- vaanmuhil@gmail.com
Website- www.vaanmuhil.org



Organization- Madhya Pradesh Samaj Seva Sanstha (MPSSS)
Thematic area- Disability, Education, Environment, Health, Income Generation and Others
Area of operation- Madhya Pradesh
Email ID- director@mpsss.org
Website- www.mpsss.org



Organization- LAYA
Thematic area- Education, Environment, Health, Water & Sanitation
Area of operation- Andhra Pradesh
Email ID- siddharth@laya.org.in
Website- www.laya.org.in



Organization- Jesuit Refugee Service (JRS)
Thematic area- Disaster & Response, Education, Health, Income Generation
Area of operation- Delhi
Email ID- stephenraj.rai@jrs.net
Website- sas.jrs.net



Organization- Social Centre for Rural Initiative & Advancement (SCRIA)

Thematic area- Environment, Income Generation, Water & Sanitation and others

Area of operation- Haryana

Email ID- scriakhori@yahoo.co.in

Website- www.scria.org



Organization- Housing and Land Rights Network (HLRN)

Thematic area- Housing & Land Related Law and Policy, Forced Eviction & Displacement, Resettlement & Rehabilitation, Access to Entitlement & Services, Land Rights & Land Agrarian Reform, Women's Rights to Adequate Housing Land, property & Inheritance, Climate Change & Housing and Right to the City

Area of operation- Delhi

Email ID- ayushmaan.hlrn@gmail.com

Website- www.hlrn.org.in



Organization- Homes in the City (HIC)

Thematic area- (a) Climate Resilience (Conservation, Protection of Water, Water Resources, Biodiversity, Urban Forest, Energy Efficiency, environment education), (b) Access to Housing, basic services, and social security, (c) Organizing and Empowering informal sector workers, (d) Decentralized participatory governance, (e) Women Empowerment and Gender Justice (f) Conserving Traditional Art, Culture and History

Area of operation- Bhuj, Gujarat

Email ID- aseem.hic@gmail.com

Website- homesinthecity.org



Organization- Help for Children in Need Foundation (HCNF)

Thematic area- Education, Environment, Water & Sanitation, Health

Area of operation- Pune, Maharashtra

Email ID- m.salim@tdh.de

Website- www.helpforchildren.in



Organization- Tamilnadu Social Service Society (TASOSS)
Thematic area- Disaster & Response, Elderly Care, Environment, Health, Water & Sanitation
Area of operation- Tamilnadu
Email ID- tasoss.trichy@gmail.com
Website- www.tasoss.org



Organization- Functional Vocational Training & Research Society (FVTRS)
Thematic area- Education
Area of operation- Karnataka
Email ID- jimmy@fvtrs.org
Website- www.fvtrs.org



Organization- Patna Jesuit Society
Thematic area- Supplementary Education, Skilling of the Unorganized Youth, Women Empowerment & Sustainable Livelihood Development, Ecological Sensitivity and Sustainable Development
Area of operation- Bihar
Email ID- pddpjs@gmail.com
Website- www.patnajesuits.in



Organization- Madurai Jesuit Social Education Trust (IDEAS)
Thematic area- Education
Area of operation- Tamilnadu
Email ID- financejeno97@gmail.com
Website- www.ideasmadurai.org



orporate *Partnerships*

NLB Services



Location: Noida, U.P.

About NLB Services:

NLB Services is a rapidly growing workforce solution provider headquartered in Atlanta, with a presence in 15 global locations. With over 8000 employees and strong digital capabilities, NLB Services assists global enterprises in adapting to the digital era.

About the Collaboration:

INDIAdonates and NLB Services have collaborated to support vulnerable communities. During the Seasons of Giving, NLB Services employees joined INDIAdonates in various initiatives, including supporting underprivileged women's crafts during Diwali and providing essential nourishment to abandoned seniors in Noida's slums. NLB Services also participated in the Noida Grand Marathon alongside INDIAdonates, symbolizing solidarity and care. This partnership reflects a shared vision of generosity and long-term commitment.

Amidst the biting cold weather around Christmas, our alliance became a beacon of warmth for the



abandoned and underprivileged elderly souls dwelling in Noida's slums. Through this gesture, 30 seniors found solace in the essential nourishment provided, a gift beyond measure. But it was not merely in material provisions that their bond found expression.

NLB Services employees joined hands with INDIAdonates, running and cycling with purpose in the Noida Grand Marathon. Their strides echoed a resounding message of solidarity and care, a testament to the enduring power of human connection.



Denave India Private Limited

Denave

Location: Noida, U.P.

About Denave India:

Denave is a leading sales catalyst for B2B enterprises, having generated over \$7 billion in sales revenue for clients across industries.

About the Collaboration:

INDIAdonates and Denave India have joined forces for the 'Invest in our Planet, Green print for Change' mission. Together, we aim to plant 4000 trees in Noida and Delhi, creating a sanctuary for wildlife.

From Government Schools in Maincha, Dadri, Greater Noida where the initiative was launched with an inauguration event attended by leaders from Denave India as well as INDIAdonates, to Cityforests in Jaunpur, Delhi, every planted sapling signifies a greener, more vibrant future. This collaboration invites others to join in nurturing our cities with compassion and sustainability.



Valvoline Cummins Private Limited



 Location: Gurugram

About Denave India:

Valvoline Cummins Private Limited, a joint venture between Valvoline Global Operations and Cummins Private Limited, produces, distributes, and markets lubricants, grease, and allied products.

About the Collaboration:

INDIAdonates partnered with VCPL in a donation campaign to support street children and elderly individuals. Employees contributed to crafting comfort bundles, including warm clothing for the elderly and stationery kits for street children. This collaboration embodies the spirit of giving, bringing warmth and hope to those in need. In the season of giving, INDIAdonates and VCPL epitomized the true essence of humanity, igniting smiles and kindling joy in the hearts of those who need it most.



Event Partnerships

Noida Grand Marathon

Organized by Piku Sports Pvt Ltd

NGM NOIDA GRAND MARATHON

About the Collaboration:

INDIAdonates joined the pulsating rhythm of the 8th edition of the Noida Grand Marathon 2024, orchestrated by Piku Sports Pvt Ltd. Our collaboration intertwined to spark vitality and altruism. As we embark on this journey, it transcends beyond mere pavement pounding; it's a symphony of purpose, celebrating life's essence. Each stride signified our commitment to a healthier, more compassionate world. Amidst the crowd's fervor, let's listen to the silent cries of those in need and let our footsteps echo with hope. Through the Noida Grand Marathon, we not only ran but ran with purpose - for children silenced by adversity, elders longing for kindness, and the earth craving stewardship.



10th Re-inventing CSR Roundtable

Organized by VISION SPRING



About the Collaboration:

At the heart of the '10th Re-inventing CSR' conference by Vision Spring, INDIADonates stood as knowledge partners, driven by a shared commitment to social change. Engaging discussions ignited by the transformative promise of the Social Stock Exchange (SSE) envisioned a world resonating with profound impact. Ms. Puja Biswas, Head-Communications & Partnership at INDIADonates, shared insights on scaling organizational missions for a sustainable future.



NGO Management and Resource Mobilization Workshop

Organized by VISHWA YUVAK KENDRA

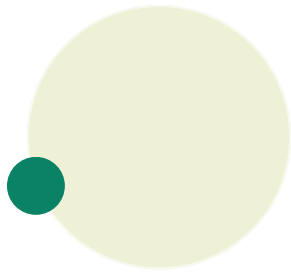


About the Collaboration:

About the Collaboration: INDIADonates co-founder, Mr. Sandeep Sharma and Head Communications and Partnership, Ms. Puja Biswas, contributed as resource persons to nurturing the spirits and capabilities of NGOs nationwide at a heartwarming National-Level NGO capacity-building training by Vishwa Yuvak Kendra.

Mr. Sandeep Sharma delved into governance within NPOs, emphasizing transparency, integrity, and social responsibility. Meanwhile, Puja's insights on resource mobilization painted a vivid picture of dedication. Together, they ignited flames of passion, sewing a tapestry of hope for a brighter tomorrow.





Gratifying Moments

Trademark Approval

DevPro-INDIADonates has been granted the coveted trademark approval in 2024. This milestone not only bestows upon us a distinct identity but also wraps us in a shield of legal protection. With this exclusive right in hand, we stand tall against any threat of infringement, paving the way for trust to flourish and our brand reputation to soar higher than ever before. This isn't just about business expansion; it's about safeguarding our legacy, forging connections built on trust, and proclaiming our unique identity to the world. Together, we've unlocked a world of possibilities, and the journey ahead is imbued with the passion and dedication that define us.

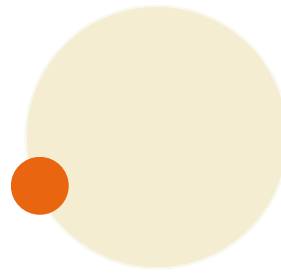


Social Impact Award

DevPro-INDIADonates has been bestowed with the prestigious Top 10 Impactful NGO of the Year Award at the 2024 Indian Social Impact Awards. This incredible recognition speaks volumes about the unwavering dedication and tireless efforts of our team, partners, and supporters who passionately strive to make a difference. It's a heartwarming acknowledgment of the countless lives we've touched and the positive impact we've collectively created. This award is not just a validation of our work; it's a testament to the hope, compassion, and solidarity that drive us forward in our mission to transform lives and communities. We are deeply moved and immensely grateful for this honor, which fuels our determination to continue making a meaningful difference in the world.



Events Hub



1

Project Inauguration Event Invest in our Planet: Green Print for Change with INDIAdonates and Denave



INDIAdonates and the esteemed corporate Denave, hailing from the vibrant city of Noida, have joined forces for a truly remarkable cause. Together, we've embarked on a mission to transform Delhi and Noida into verdant havens by planting 4000 trees. The journey started with an inspiring inaugural event on the grounds of a Government school in Maincha, Dadri, Greater Noida with plantation and inspiring words from leaders of Denave India and INDIAdonates who spoke of our responsibilities towards our next generations.



Offline Workshops on Capacity Assessment

(07th & 08th November 2023 and 28th & 29th February 2024)

‘Building Organizational Capacity: Empowering NGOs for Sustainable Growth’

DevPro-INDIA donates hosted a two-day Capacity Assessment Workshops in Delhi on November 07th & 08th, 2023 and November 28th & 29th, 2024, engaging 18 partner NGOs. The workshop aimed to bolster their fundraising and communication strategies for improved effectiveness and sustainability.

Key Highlights:

- Intensive sessions on novel fundraising and communication approaches, pinpointing areas for enhancement.
- Emphasis on resource mobilization, sharing of best practices, and real-life case studies.
- Encouragement of collaborative goal-setting, growth mapping, and exploration of expansion avenues and partnerships.
- Participants were guided to formulate actionable plans and delineate key milestones for tracking progress toward growth objectives.



The workshop furnished participating NGOs with invaluable insights, empowering them with tools, and strategies to fortify their organizational strength. Through self-reflection, these organizations embarked on a journey toward clarity, mapping out their path for the next three years. The emphasis on fundraising and communication strategies fostered knowledge sharing, and empowerment, nurturing a sense of unity and contributing to the enduring sustainability and growth of partner NGOs.



3

Online Workshops on 'Fundable Projects'

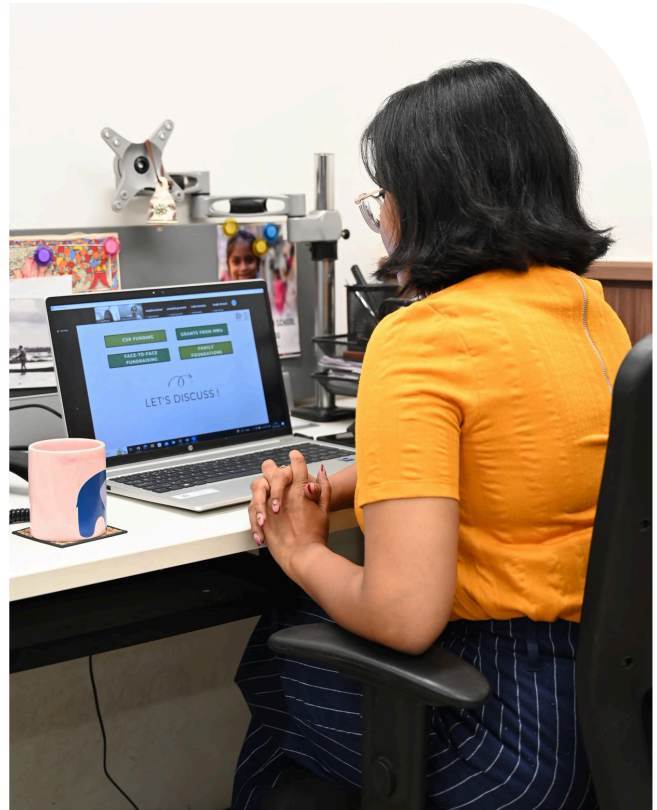
Empowering Change: Transforming Dreams into Fundable Projects

On January 30th, 2024, and March 18th, 2024, INDIAdonates hosted online workshops for its partner organizations. The workshop aimed to empower these organizations by cultivating a deep understanding of what makes projects fundable in today's landscape. The workshop centered around elucidating ten critical elements crucial for securing project funding. These elements included defining the mission and objectives of the projects, articulating clear needs or problem statements, identifying target beneficiaries, crafting a unique value proposition, ensuring feasibility and sustainability, managing budgets and finances effectively, establishing robust monitoring and evaluation mechanisms, involving the community, ensuring legal compliance, and fostering transparent communication and reporting practices. Participants were actively encouraged to reflect on their existing programs to assess their fundability quotient critically. Overall, the workshops served as pivotal platforms for capacity building, enabling NGOs to strengthen their project development skills and navigate the complex terrain of fundraising with confidence.

Online Workshops on 'Building Blocks for Fundraising'

'Unlocking Fundraising Success: INDIAdonates Workshop Series Empowers Partner Organizations'

INDIAdonates organized two online workshops, one on March 11, 2024, and another on March 26, 2024. These workshops were designed to provide a comprehensive understanding of the essentials of fundraising. The sessions centered around the significance of crafting a robust fundraising strategy, covering various crucial aspects such as organizational narrative development, identifying diverse funding sources, creating donor profiles, devising effective communication strategies, assessing Return on Investment (ROI), and exploring different fundraising methodologies. Each workshop includes in-depth discussions, practical insights, and interactive activities aimed at empowering the participants with the knowledge and skills necessary for successful fundraising endeavors.



Annual Center of Excellence Cohort Meet

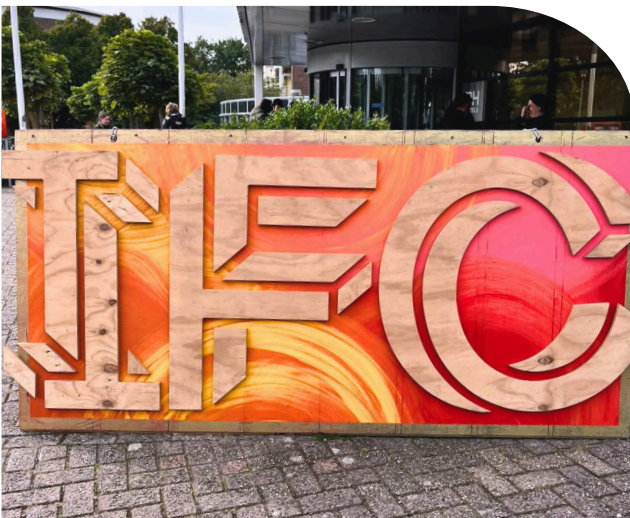
Centred on the Center of Excellence (CoE) flagship program, the third Annual Partners Meet of DevPro-INDIAdonates was held on March 6th, 2024 at Delhi. The objective of CoE is to strengthen the fundraising capabilities of ten small to mid-sized NGOs via innovative and cost-effective methods, considering the saturation of traditional fundraising avenues. During the meet, a platform was provided to evaluate the three-year progress of CoE partners and foster cross-learning opportunities. Discussions revolved around future strategies as the CoE program near its conclusion, aiming to empower these organizations as low-cost fundraising hubs within their localities. The session commenced with an introduction round where participants associated themselves with words reflecting their current mindsets. This included phrases like Hope, Peace, and Climate Change. Ms. Uttama Pandit, Head of Operations at INDIAdonates, highlighted the journey over the three years, showcasing notable examples and strides made by the cohort. A roundtable discussion also focused on charting the future of the CoE program. Proposed initiatives included sustaining partner meets, providing tailored support based on organizational needs, fostering continued cross-learning, and establishing regional cohorts with the CoE partners' assistance. The Annual CoE Meet concluded on a hopeful note, followed by lunch, setting the stage for continued growth and collaboration in the fundraising landscape.



6

INDIAdonates' Participation at IFC 2023 (International Fundraising Congress), Netherlands

INDIAdonates had the incredible opportunity to participate in the International Fundraising Congress, 2023 held in the Netherlands. This event brought together a diverse group of global changemakers, and grassroots warriors in the field of philanthropy and fundraising. One of the highlights of the congress was the workshop led by Ms. Puja Biswas, Head of Communication & Partnership, titled 'Harnessing the Power of Many'. The workshop focused on the potential of retail giving and the significant impact that small contributions from many individuals can make. Attendees explored strategies for planning people's campaigns and unlocking the full potential of retail giving. The event was not only a platform for learning and sharing insights but also a powerful demonstration of the collective power of purpose-driven individuals. It was a truly inspiring few days filled with valuable lessons, meaningful connections, and a shared commitment to driving positive change.



7

Synergy and Sustainability Symposium III

On the 7th of March 2024, INDIAdonates organized its Annual CSR Meet, titled “Synergy and Sustainability Symposium III”, which took place at the India Habitat Centre. The event focused on the theme of “Inclusive Sustainability”: Empowering Marginalized Communities”, bringing together a diverse group of key stakeholders from corporates, CSR foundations, and social enterprises dedicated to driving positive change.

The symposium commenced with a thought-provoking welcome address by Mr. Sandeep Sharma, Executive Director of the Financial Management Service Foundation and Founder of INDIAdonates. He emphasized the importance of sustainability and inclusive growth, highlighting the crucial role that corporates play in reaching marginalized communities by strategically utilizing their resources.

A major highlight of the event was a dynamic panel discussion on “**People, Planet and Profit: Corporate Stewardship in Ensuring Inclusive Growth**”. Industry leaders and experts such as Mr. Anshu Gupta, Founder Director at Goonj and Gram Swabhimaan, Mr. Bijay Chowdhury, Group Head CSR and Philanthropy (Asia Pacific) at Synopsys Inc, Mr. Praveen Karn, Group Head CSR at Spark Minda Foundation, Dr. (CA) Sanjay Patra, Managing Director at CPA Services and Founder at INDIAdonates, Mr. Satyajit Gupta, VP (L2), Assistant General Counsel & Head of India Legal Global Head of CSR at EXL and Ms. Uttama Pandit, Head Operations at INDIAdonates shared their insights and best practices in fostering a sustainable and inclusive ecosystem.





The event also featured a heartfelt felicitation ceremony, recognizing organizations such as Spark Minda Foundation for Inclusive Healthcare, Synopsys Inc. for Inclusive Livelihood Solutions, Torchit for Innovative Technology for Inclusion, REACH India Collective for Inclusion in Education, Gramya Vikash Mancha, ROOTS Foundation, and The Corbett Foundation for their commendable work in empowering and reaching the unreached. The ceremony celebrated the achievements of these organizations for their outstanding contributions toward creating sustainable impacts and empowering marginalized communities.

With over 120 attendees from civil society organizations, corporate leaders involved in CSR and sustainability, and NGO leaders, the Synergy and Sustainability Symposium was a platform for collaboration, learning, and celebration of organizations driving positive change and working towards a more sustainable future for all.



If you want to share your ideas of change on **The Discourse** or on our website do write to us directly at communications@indiadonates.org

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