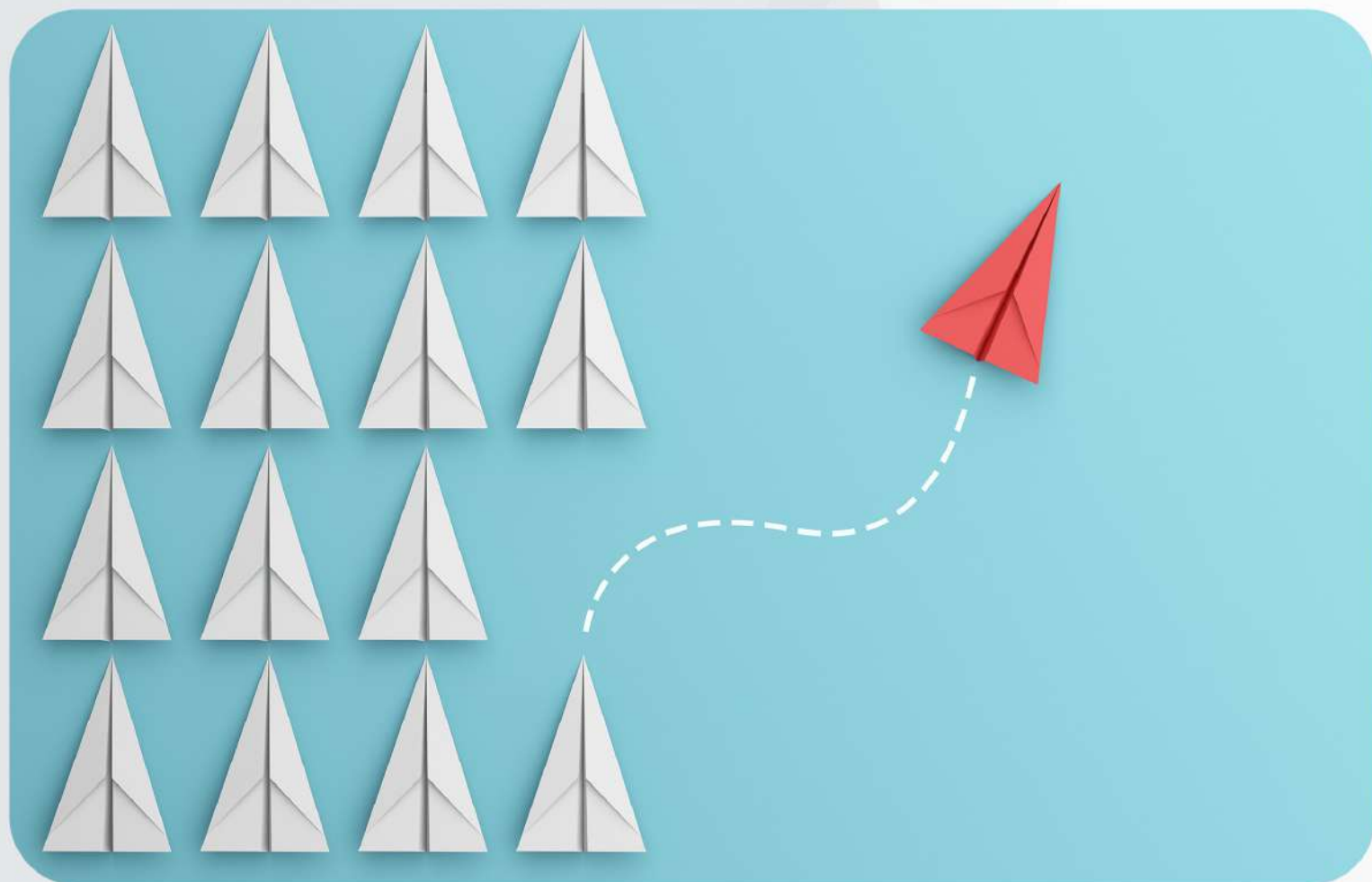


# THE DISCOURSE

Edition 11, Volume 23, January' 2023

*Innovation for*  
**Sustainable Social Impact**



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# Editorial

For the 11th Edition of THE DISCOURSE, we are looking at 'innovation'. In recent years an emerging trend within the social impact space has been an increasing emphasis on innovation. We at INDIAAdonates recently hosted the second edition of our "Synergy and Sustainability Symposium" on Innovation for Sustainable Impact. As experts from across the sector presented their insights on innovation and its many forms within the development discourse, it became increasingly clear that the concept of 'innovation' needs demystification.

The social sector has been providing sustainable solutions to some of the most nuanced and complex problems faced by humanity. By its very nature, the development sector seeks to address issues of structural poverty, injustice, hunger, homelessness and operates within a world marred with inequitable distribution of resources and in the midst of a rapidly worsening climate crisis. Worldwide these are understood as 'wicked problems', problems that have no simple solution, and no linear answer. By virtue of being part of the development sector, agents within the sector have no other

recourse than to become innovators. And we as a sector have been innovating for a while now. Some of the most innovative methods of empowering community, generating livelihood and ensuring last-mile reach of essential services have come from the work of the development sector. However, we see a growing need for the sector to adapt and re-invent itself to fit a context that's becoming more and more complex and compounded every day. Not to mention, the sector has to navigate this while managing a constant deficiency of resources and investment into building organizations, people and system, all without compromising on the value that we create for the most vulnerable people in our communities.

This obviously is no easy task. Having said that, no matter how daunting the constant push to innovate may seem, it is important that innovation is embraced and not feared. The first step towards that is understanding innovation and contextualizing it within the social impact space and then ensuring that we leverage it at every step of creating and sustaining impact.

This edition of THE DISCOURSE presents the theme Innovation for Sustainable Impact. With multiple perspectives on innovation and its practical manifestation from our in-house and external experts, we hope this issue helps you think through 'innovation' in a constructive way. This issue also brings to you a bird's-eye view of the Synergy and Sustainability Symposium II, a convention of multiple actors from within the development sector and a confluence of ideas and insights.

Once you have had a chance to read through this edition of THE DISCOURSE, please do share your thoughts on innovation for sustainable impact with us.



**Puja Biswas**

Manager- Partnership  
and Communication,  
INDIAAdonates





# Innovation for sustainable social impact :

## Livelihood Generation

- Sandeep Sharma (Founder, INDIAAdonates)

Innovation as a concept has been much talked about in the last decade or so. Be it in business with a budding global start-up eco-system or in terms of skyrocketing advancement in science and technology in the past decade, **innovation has become mainstream.**

Even within the context of social causes, social innovation has taken a center stage. Many international or larger national level Civil Society Organizations (CSOs) in India are talking about adopting and promoting social innovation within their development project. On the other hand, grant making agencies are looking for not only innovative solutions but also innovative ways to ensure scale and sustainability of said solution before funding it. Especially, with Corporate Social Responsibility (CSR) taking over a significant amount of domestically available development funds in India, business sensibilities around innovation, solution-driven approach and design thinking have permeated into the development vocabulary. However social innovation still very much remains a lofty concept and is in need of demystification.



It is often assumed that social innovation is all about radical new ideas, and complete out of the box thinking. This thought, although not wrong in itself, does not capture the full scope and potential of social innovation and creates a shroud of mystery around the concept of innovation itself.

Because the social sector necessarily aims to address some of the most fundamental and big challenges related to justice and inequity, income and food insecurity, the question may arise as to how many new or out-of-the-box solutions could there be to such age old challenges. This is why it's important to understand innovation within the parameters of adoption and incremental adaptation. Social innovation is not only about coming up with completely new solutions, but to understand how solutions can be adapted to different context, be scaled or made sustainable within a changing future. It is in fact imperative to understand that innovation is not an end in itself, rather innovation especially within the social context should be treated as a means to an end. Even when it comes to embarking resources for social innovation it is important that **fundlers give weight to smart adoption rather than untested originality.**



Keeping with this understanding of social innovation, the existence of the social sector itself is rooted in innovation. When it comes to solving something as complex and nuanced as issues of justice, inequity, climate change there can be no simple solution. Just by virtue of doing what they do stakeholders within the development sector have to be innovators.

Constant updating and adaptation to a changing context is however extremely necessary, when we talk about innovation aiming at sustainable social development. A significant number of solutions that the development sector has been proposing lately are rooted in traditional practices which were popular in the 80s and 90s when Civil Society Organizations (CSOs) flourished in India. It is imperative to constantly keep innovating to adapt these models of intervention to the changing context as well as to ensure processes of implementation more effective. Innovation also needs to become an essential tool in building and sharing knowledge within the development sector as well as mobilizing resources. In the last two decades especially our understanding of the development landscape in India has gone through a new wave. Impact has taken up a central position within the development discourse. Innovation needs to be adopted in planning and implementation as well as in documenting and demonstrating impact. India in the last few years has also seen a boost within its innovation eco-system. Supported by widespread internet penetration, technology advancement and adaption there has been a mindset shift within the culture to create space for social innovation and entrepreneurship associated with solving social problems. Design thinking has come up as one of the important tools of actualizing innovation within the Indian social impact eco-system. Rising attention to innovation and global players have led to availability of resources for innovation as well. So it essential that medium to large grass-root NGOs across the country are also able to apply such parameters of social innovation to their work.





The same is especially true for the sector of

## **sustainable and long-term livelihood generation.**

Securing livelihood has been one of the priority areas for Indian Civil Society Organizations since the inception of the voluntary sector. When it comes to creating livelihood options, most development interventions are based on few common models of income generation. These models, more often than not, look at creating employability within beneficiaries through skill training or provide entrepreneurial opportunities through training them in marketable skills. In the last decade, building micro enterprises to create income opportunities for beneficiaries has also become a popular course of action. In that regard, many concepts around small and medium enterprises have come up as social innovation and even many government schemes have supported such innovations. Some of these innovations have actually come from the grassroots and are rooted within community development practices in India and in the global south in general. In the field of livelihood, one of the biggest social innovations of the 20th century was led by Grameen Bank of Bangladesh and Nobel Laureate Muhamed Yunus. The Grameen Bank popularized the concept of Self-Help Groups and micro enterprises as a tool to secure income for marginalized and resource-poor communities. In India NABARD first popularized Self Help Groups in the late 1980s. Later, even the Reserve Bank of India started offering low interest loans to women self-help groups. By the late 1990s, forming self-help groups and registering them for low interest loans and working capital as well as training them with skills of creating different products became an extremely popular channel of securing livelihood for women in India.

However, now, twenty-three years into the 21st century, it is not just enough to bank on micro enterprises and women self-help groups as a tool to create income. To be able to

create real impact, it is important that development organizations across the country look to innovation to adapt tried and tested models of micro enterprises to the current context.





To put forward a simple example, a lot of traditional development organizations while looking for skills to be imparted to beneficiaries with the goal of creating micro enterprises look at creating food products like pickles etc. or stitching and tailoring, especially in the case of women beneficiaries. We need to understand here that these skills may not have the same relevance that they once had in the 90s or even 2000s. On the other side of this is the lack of end-to-end solution exhibited in such a model. Skill training for livelihood in itself is not enough it is important to find the right market for these skills and make the beneficiaries' business and their products market ready. This is where innovation would be required but mitigating this gap in program planning is something majority of traditional development programs being implemented in India tend to overlook. It is especially essential now as Government schemes and services are also looking to the future. Farmer Producers Organization (FPO) Scheme introduced by the government, for example, looks at incorporating small businesses within the agriculture and food processing sectors and providing them with advantages to succeed. We need more and more development projects to make use of some forward looking innovative schemes. On the other hand, it is also important to think of microenterprises' success holistically, it needs design thinking in terms of building a business, business plan and marketing its product through proper channels. Merely, forming a self-help group or even an FPO is

not enough to ensure impact. The project needs to effectively find revenue streams for the enterprise.



To present an example of innovation within the existing parameters of micro enterprises, we can talk about Shadval pvt. Ltd (Madras Fuse) a micro enterprise set up by Oasis India. Oasis India works in rescuing women from human trafficking. As a next step of these women's rehabilitation and reintegration into society, they identified the importance of securing income. The women were provided skill training in tailoring, stitching and embroidery. However, the intervention did not stop here, Oasis India formed a collective and incorporated a business. Further they worked with resource people to set up a marketing strategy, social media presence and a successful brand for this business, Madras Fuse. Today Madras Fuse has over 5000 followers on Instagram, one of its biggest source of customers and an effective website made for user ease. It has repeat customers and loyal supporters The women are earning a livable income. Even though the skills imparted to the women were not out of the ordinary, the marketing strategy, brand building, product optimization and identifying and capturing a growing market like sustainable fashion is where the innovation made the impact of this skill training activity sustainable.





Another common income generation intervention has been CSOs working with farmers especially small or landless farmers, imparting skill and sensitization training to create livable income for their families. Here, as well, FPOs as a tool could create actual impact. Collective bargaining power can give the farmers more control over their selling prices it can also provide them with optimized range of produce in one group. Even within traditional practices of agriculture, innovation can be employed in motivating farmers to cultivate products in a certain order for shifting cultivation or focusing on more exotic vegetables that seek higher returns. Innovation here, need not be interpreted as finding alternative livelihood or unique skills for people who are farmers but can't sustain their family with their income from farming, rather innovation would be to redirect existing resources and skills to more prudent farming practices. For example, a family of farmers who are unable to make adequate living because of enough farm land need not be given a separate skill, rather they could be encouraged to practice **Mushroom Farming which takes low investment in land and other resources and has a shorter turnaround time and currently is highly in demand even in markets outside of big cities.** Further when it comes to agriculture, even going back to traditional knowledge of creating compost or pesticides from organic material as opposed to chemical rich artificial product could be where innovation is used

thereby reducing cost and increasing income as well as ensuring sustainability.

A huge part of income generation activities is skill training to create employability. Skill India mission and other government interventions like setting up NSDC and various sectoral skill councils has been the government's way of mitigating the problem of unemployment by increasing employability of Indian youth. Currently, there are over 36 sectors recognized under NSDC and over 1500 job roles to train for. Naturally, in the 2000s and onwards, skill training has taken a huge part in income generation related development projects in India. However, most skill training programs being implemented by CSOs have been traditionally restricted within 5 to 10 sectors. Not to mention, these projects are often gendered in a way that women beneficiaries are provided skills in terms of Beauty and Wellness or Tailoring and stitching and men are provided skills in electronics repair, plumbing or related areas. The concept of Skill India in itself has been an innovative idea, but the innovation needs to be actualized and applied. In project designing process, providing skill training cannot be an objective in itself; and if getting income for the beneficiaries have to be a goal, then skill training has to be conducted on the basis of evidence-based market research. The skills provided will need to be marketable in the local context of the beneficiaries. If there is no market for these skills within the context of the beneficiaries, they won't be able to leverage these skills to receive an income. Even when skill training is provided with the goal of self-employment for the beneficiaries, there are sometimes rather obvious fallacies to such programs.

*For example, within a small economy of a village, if 30 to 50 women are given training to become beauticians, it ultimately becomes redundant, as the village or community do not have a need for 50 beauticians or makeup artists. Same would be the case of skill training in mobile repairing or plumbing and some other popular skills of income generation projects.*



*It is not enough to provide employable skills if there's no scope of employment. When we talk about market linkages of skills, it becomes important for projects to innovative line of thinking or apply design thinking to first do a thorough research on the local possible employers for the beneficiaries. The project is likely to create actual income if the skill being trained and the skills that employers are looking for actually match.*



It is important to identify if self-employment through the same skill within a small community is likely to create too much completion and would deter any self-employed beneficiaries from making livable income. In such cases, market-linked employer driven skill training is much more prudent.

To present one pertinent example here,

Y4D foundation based in Pune runs a flagship intervention in the sector of livelihood at a pan-India level. The project in its form and implementation process is a very traditional and tried and tested intervention model of providing skill training to youth. Innovation however plays a huge role behind the success of the project by interjecting a simple change. A market research and placement linkages are done before the skill training is planned. In any new geography, Y4D foundation looks at probable employers, makes connections with them, understands their need from their recruits and then plans skill training programs for their beneficiaries. It is often industrial skills like the electrical sector.



The goal of this article is not to oversimplify development work within the cause of livelihood, neither does it seek to establish such development work has been or are ineffective, which couldn't be further from the truth. Sustainable livelihoods efforts in India comprise a vast set of interventions, cutting across diverse communities, objectives and impact strategies. The sector encompasses agricultural and related activities, skill development, entrepreneurship and even community specific art or handicrafts market. This article applies the litmus paper of innovation to common development intervention models across these verticals to ultimately ensure

sustainable livelihood generation. In the context of needing constant evolution and innovation, it is important that we as Civil Society Organization (CSOs) are extremely self-critical as what is at stake is sustaining the future of vulnerable people. Hence we cannot afford to not prioritize innovation.

**Sandeep Sharma**  
Founder, INDIA donates





# Healing Fields Foundation:

A community led story of innovation, healing and health behaviour change at the last mile

- Maya Welch (Impact Lead, Healing Fields Foundation)

Healing Fields Foundation is an NGO with a vision to build an ecosystem that ensures access to affordable and quality healthcare for all, especially women from resource-poor communities. Healing Fields Foundation provides training and support for women as health change agents in their communities. Healing Fields works in rural areas of poorer states to impact change in the areas with the greatest need. Our approach is comprehensive -- working to prevent health problems through education; facilitate access to health services, entitlements from the government and health products; and treat minor health concerns with care. Our work is firmly rooted in evidence-based methods and innovation in partnership with the women we serve.

To that end, Healing Fields **empowers women as Community Health Entrepreneurs (CHEs)**. To date, more 6,000 CHEs in as many villages have been trained across 10 states, reaching 7.5 million individuals. Their work sits in three pillars- catalysing behavior change, creating access to health services and entitlements, and community leadership- as these factors affect determinants of health and the burden of disease directly. They lead health education around preventative health, nutrition, sanitation, and health seeking behaviors. They become elevated as leaders, influencers, and telehealth facilitators in their villages towards women's empowerment and healthy communities. In fact, 94% of community members covered by a CHE regularly practice improved health

## Innovation in Partnership







## Innovation at the core

Innovation and data-driven impact prioritize creating technology and discovering new frontiers of data. Tackling the challenges of our digitized future lies not only in mining data but ensuring that data is usable by those addressing challenges in their communities. Transforming our world requires creating problem solvers at the first mile who can themselves identify root problems — through evidence and compassion — and build solutions. The answer is not only innovation— but the empowerment of innovators and problem solvers at the first mile.

This innovative paradigm in the community-embedded model benefits both the citizen beneficiary and the last-mile delivery of the services. It empowers women from marginalised communities as health change agents who reach basic health services to the difficult-to-reach community on a regular basis. Assessments, medicines and counsel that help the citizen beneficiary navigate access to health are the broad areas of engagement

*We engage the community to shape the programming.*

The result: **innovation happens organically.**





The CHE brings innovation to the village level by solving problems through evidence and creativity. That commitment to the continuing need for evidence led us at Healing Fields Foundation to pioneer digital tools to generate data and evidence accessible to rural and digitally not-so-literate communities to solve their problems at the micro level. We do evidence-based work. Data points are narrowed down to aid in understanding the village's health landscape. Once the services are activated, their reach, delivery and pervasiveness is measured.

In the context of public health being assigned a low priority, HFF developed one of the first and early micro health insurance programs for rural communities in India. In the past, some of the features were adapted by the Government Health Insurance models. The lessons learnt from these micro health insurance initiatives led to the genesis of the Community Health Entrepreneur program to build health leaders in rural villages. As the community model evolved, the demand for a sustainable ecosystem led us to add entrepreneurship training, products, and services to build the current Community Health Entrepreneur movement and work towards completeness into the program. Seeding local women as health agents of change unlocks the intertwined impact opportunities of empowerment, health & entrepreneurship. With our program, we have observed our CHEs constantly learn to build a local ecosystem that leads to resilient communities with improved well-being.

## For the Community By the Community

Once women establish themselves as health leaders, our field journey tells us that it breaks deep-seated barriers – patriarchy, caste and religion - as she is the one who can provide healthcare in an emergency and get them remote consultation with the doctor when they cannot reach a qualified health provider. This is a strong collateral gain for the woman in a marginalised sphere.





COVID taught the CHEs that when traditional support structures are unavailable or overstretched, they can lead and respond themselves – including negotiating with the leaders and frontline health workers in their communities to create access to entitlements and much-needed healthcare. This active involvement has led them to be perceived as **respected leaders and change-makers** in their villages.



The ‘for the community, by the community’ approach leads to benefits and outcomes that are transparent to both the citizen beneficiary and the CHE.

As catalysts for change, Community Health Entrepreneurs bridge the gaps in their local health ecosystems by generating demand and facilitating supply as patterns shift.

They meet demand for up-to-date and contextually appropriate health information with the knowledge gained through training. They meet improved health-seeking behaviour with services like entitlement facilitation and telehealth. And they meet the increased demand for health products with entrepreneurship.

## Data in the hands of CHE for Problem Solving

The tools for data are often basic— from simple paper registers to free and low-cost digital survey tools. Creating and owning this kind of community level data allows them to identify trends and problem areas. This data is innovative because granular information on these rural villages is made available to CHEs to analyze and find solutions when it would otherwise be either unavailable, inaccurate, or inaccessible to the communities themselves.



At the start of their work, CHEs undertake a community registry where they survey families in their communities for socio-demographic details, entitlement access, and health behaviours and condition. This allows CHEs to understand the exact needs of households in the community and target specific interventions. In 2022, one of the greatest gaps between awareness, eligibility and access of public systems was the Ayushman Bharat program. Only 65% of families reported no enrollment in our working areas of UP, Bihar and Jharkhand. Upon finding enrollment gaps, CHEs facilitate registration to government entitlements and services. CHE reports show that 64.7% of the entitlements facilitated in 2023 have been enrolled in Ayushman Bharat, demonstrating the power of target, evidence-driven interventions.

One CHE, Ritu Devi says, *'When I started surveying, I found out people ignore health problems or resources. I want to bridge this gap and increase health services in my village so that small health issues do not become fatal.'* Her work matches her ambitions. Since undergoing training in 2022, she has helped two women receive widow pensions, a nine-year-old girl receive a disability pension, ten people receive Adhaar cards, two families receive ration cards, and 30 people access teleconsultations.

CHEs are comfortable creating change across this wider understanding of health. One CHE, Pramila Kumari, keeps logs of all the girl children in her village and their school status in order to prevent dropouts, and early marriage, and ensure awareness of menstrual hygiene and Nutrition. Another CHE,

Kalawati Devi, identified that a specific pocket of her village was suffering from chronic diarrhea and found a contaminated shared



These cases illustrate **the power of innovation at the village level to create lasting impact.**

By evolving programs and tools in partnership with the women agents of change, Healing Fields enables women to build resilient health ecosystems in rural India.



Maya Welch  
Impact Lead,  
Healing Fields Foundation



# What we did

## Ensuring quality education for Girls from Tribal Communities in Jharkhand

Education is a powerful tool of social transformation. Quality and effective education provides underprivileged children an opportunity to break out of structural poverty. INDIAdonates along with its on-ground partner, Nav Bharat Jagriti Kendra (NBJK), aims to provide girls from tribal communities a fair chance at receiving quality education in the state of Jharkhand. This project aims to operate remedial classes in 5 government schools of Chouparon block. These classes will be operational for one hour before school starts and after schools ends. The classes are meant for 150 girl children between grade 8 to 10 who are first generation learners and are currently behind in terms of age appropriate learning outcomes. Along with remedial classes the project will also hold meetings with the parents to build awareness on the importance of continuing education.



## Gully School A Golden Road of Hope

Some children do get the opportunity and the right education to be what they dreamt of while others are burdened with the responsibilities of being the parent of their younger siblings, becoming bread winners for their family etc. and somehow their childhood and their dreams of being a professional is buried deep inside their hearts. Gully school – A Golden Road of Hope, this campaign will ensure that 50 children from Katraj suburb of Pune, belonging to slum communities, are able to have a childhood without losing their innocence. The children will be enrolled in mainstream school to continue their education once they are at age-appropriate learning level. A holistic approach of providing education, and ensuring health and nutrition will help them to build a better life for themselves.





## Support for food and other basic needs of children

Children living on street are often dependent on themselves trying to fight off all the situations inflicted upon them, managing their food and survival all on their own. To help these children attain a healthier and sustainable development goal INDIAdonates with its on-ground partner Jamghat- A group of street children will be providing basic necessities to orphaned street children through this campaign. This campaign focuses on looking after 25 children of the safe home by providing them nutritional food (3 meals + 1 snacks) cooked by care staff to help them attain their developmental milestone and lead a healthy life. It also focuses on providing toiletries such as bathing soap, washing powder etc. allowing them to have a hygienic surrounding.



## Gift someone a safer period

In India 27% of rural women still don't have access to hygienic methods of menstrual protection. Around 23 million girls in India drop out of school every year due to a lack of menstrual hygiene management facilities. Women and adolescent girls from many parts of our country often face several barriers to safe menstrual practices, including socio cultural norms related to menstrual blood; lack of access to information on menstruation and support systems. INDIAdonates' partner, Association for Sustainable Community Development (ASSCOD) has been working to promote menstrual hygiene awareness among tribal women/adolescent girls in rural areas of Chengalpattu and Kancheepuram Districts of Tamil Nadu. These women are living in extreme poverty and in isolated locations where they have limited access to health and hygiene awareness, education and sanitation facilities.





## Help improve quality of life of more than 100 disabled youth/children in Karnataka

In India, there are 26.8 million Persons with Disabilities and 18 million of them live in rural India (i.e. 69%). Disability is extremely challenging and a person living with it has to fight daily battles for the most basic rights. Those who have a disability and come from impoverished household face greater difficulties in getting proper healthcare facility, education and trainings for livelihood options. NDIAdonates along with its partner, Agency for Development Awakening and Rural Self-Help Associations (ADARSHA) aims to improve physical, intellectual and social growth of Children/Youth with Disabilities



## Providing Ration to Elderly

A lot of elderly abandoned by their family members are living on the edge every day. They are living their lives in abyss, having no one to look after them or to take care of their basic needs. INDIAdonates with the on-ground partner, Dignity Foundation aims to provide essentials for survival to abandoned elderly population to bring some amount of ease in their lives through distribution of basic sustenance in the form of ration kits every month. The goal is to help at least 500 elderly people in slums of Delhi.



## Preventing Anemia and other mal nutritional issues among children and women

Anemia is a condition in which one lacks an adequate amount of healthy red blood cells to carry an adequate amount of oxygen to your body tissues. India has one of the highest prevalence (53%) of anemia among women (aged 15 to 49 years) in the world. Especially in the state of Tamil Nadu, 54.8 percent women aged around 15-49 years and 50.4 percent of children under 5 years of age





were reported to be anaemic, according to the latest National Family Health Survey. INDIAdonates, with its on-ground partner ASSCOD, is working towards reducing and preventing anemia amongst women, especially pregnant women and lactating mothers as well as their children, in Chengalpattu village in Kanchipuram district of Tamil Nadu. This campaign will help 160 women and 80 children from resource poor families who exhibit indicators of anemia (hemoglobin less than 7).

### **Making Dreams Come True and Nurturing Children's Future**



Gorakhpur is a city located in Uttar Pradesh in the Purvanchal region. It has more than eight slums, in which roughly 49000 people reside. The quality of life for these people has been a matter of great concern. They are socio-economically deprived and poverty-stricken. INDIAdonates' on-ground partner, Safe Society, has been working with the urban poor in Gorakhpur for over 5 years with the aim of providing a better future for 300 children. This campaign focuses on reducing and preventing child labour and child abuse and restoring their rights, especially their right to education.

### **Tree plantation for a greener Delhi NCR**

India was ranked 5th in the world for worst air quality in the report of 2022. With the increasing number of concrete jungles, we are neglecting the importance of trees and greenery around us and how it is affecting our health. Premature deaths, lung cancer, stroke, and heart diseases are few toppings on the cake. Due to a lack of tree cover, the situation is worsening day by day. We witness drastic changes and extreme weather events due to climate change as well. INDIAdonates with its on-ground partner Give Me Trees Trust is initiating a small step towards recovering the forest cover. We are focusing on planting 1500 trees in Delhi NCR as a small step towards a greener environment.





# Partnerships and Collaboration

## NGO Partnerships

In this time period, we on boarded two NGOs



### DIGNITY FOUNDATION

**Thematic Area:** Elderly care

**Area of Operation:** Delhi, Mumbai, Bangalore, Chennai, Kolkata, Pune

**Email id:** [fazilat.malkapurwala@dignityfoundation.com](mailto:fazilat.malkapurwala@dignityfoundation.com)

**Website:** [www.dignityfoundation.com](http://www.dignityfoundation.com)



### GIVE ME TREES TRUST

**Thematic Area:** Education, Environment, Animal Welfare

**Area of Operation:** Delhi

**Email id:** [sahil.chhabra@givemetrees.org](mailto:sahil.chhabra@givemetrees.org)

**Website:** [www.givemetrees.org](http://www.givemetrees.org)

# Donor Speaks

“



I consider myself extremely fortunate to have been able to save aside a specific amount of money each year for the past four years to donate to various charities



Srilatha

“



Having been able to earn a good living, I've always looked forward to being able to assist others in need. As I'm not very tech savvy, my grandchildren help me with the contribution.



Virinder Kumar Sardana

“



After seeing the INDIAdoantes YouTube advertisements, I was extremely compelled to donate.



Narendra Gupta

“



I started the donations because I was personally driven to do so



Rahul Jangir



## Workshop on “Effective Fundraising for Sustainability”

The fourth edition of the Capacity Building Workshop, "Effective Fundraising for Sustainability", was conducted by DevPro-INDIAAdonates from November 21–22, 2022. This workshop has been designed to assist partner NGOs in creating a diversified and customized fundraising strategy to build resilient and sustainable institutions. The comprehensive module of the two-hour workshop focuses on different fundraising avenues, the current trends in fundraising, as well as managing several types of donor leads. ultimately leading to a robust and optimized fundraising structure within any organization.

WORKSHOP ON

## EFFECTIVE FUNDRAISING FOR SUSTAINABILITY

21st November, 2022  
22nd November, 2022

11.00 AM to 1.00 PM

On  zoom

**REGISTER NOW!**



Uttama Pandit  
Head, INDIAAdonates



Puja Biswas  
Manager- Partnership  
and Communication,  
INDIAAdonates

## Synergy and Sustainability Symposium II

DevPro-INDIAdonates organized its Annual CSR Meet 2023, 'Synergy and Sustainability Symposium II' on 9th February, 2023 at Delhi. The event intended to look at sustainable impact within the CSR space from multiple angles including various elements of development work aimed at building resilient communities and empowering individuals at the grassroots, sustainable development programs. The meet especially focused on how social innovation contributes towards sustainability.

The event primarily had two sessions; firstly, a discussion on **“Innovation for Sustainable Impact”** with notable dignitaries and sectoral leaders representing key stakeholders within the social impact space. The Key note address was delivered by

**Mr. Shankar Venkateswaran**- *Operating Partner and Head ESG, ECube Investment Advisors & former Head of Sustainability, Tata Group.*

The Key-note address was followed by a panel discussion on “Innovation for Sustainable Impact”. As part of the panel discussion, **Brig. Rajiv Williams**- *Corporate Head CSR, Jindal Stainless Limited Group (JSL); Mr. Naval Kishor Gupta - *India Country Director, Restless Development* first shed light on the current scenario of sectors or areas where innovation would be essential in addressing developmental questions and ensuring sustainable development.*





Further, **Mr. Vivek Prakash**, Vice President & Head – CSR, Jubilant Ingrevia Limited, **Mr. Mohammad Asim Khan**- CSR Specialist, Cadence Design Systems and **Ms. Uttama Pandit**, Head of Operations, INDIADonates presented their thoughts on redefining sustainability & its relation with CSR.



**Dr. Sanjay Patra**-Executive Director, Financial Management Service Foundation & Founder, INDIADonates moderated the discussions and stressed on the importance of centralizing innovation. During the panel discussion two plenary sessions brought out views and queries. of the audience members and contributed to a spirited discussion.



In the second part of the event, INDIADonates hosted a felicitation ceremony to honor organizations that have resourcefully added to the sphere with their **extraordinary innovative models leading to scale**, multiply and sustain impact over the years.





INDIAdonates' Founder and Director-Programs, Financial Management Service Foundation, **Mr. Sandeep Sharma** presented his views on Innovation in Practice and introduced the organizations to be felicitated at the event. The organisations which were recognized for their innovation were: **Oasis India** - Innovation in Securing Sustainable Livelihood- Madras Fuse; **Healing Fields Foundation**- Innovation in Enabling Healthcare Accessibility - Community Health Entrepreneurs; **HOOGA Seed Keepers Collective**- Innovation for Environment and Climate Sustainability- Seed Yatra; **Language and Learning Foundation**- Innovation in Resource Mobilization – Haryana DIB; **DBS Bank**- Investment in Innovation.



Oasis India



Healing Fields Foundation



Hooga Seed Keepers Collective



DBS Bank



Language and Learning Foundation



The event also hosted a very special performance. Jamghat, a charitable organisation working with street children presented an eye-opening street-play on the lives of street children, performed by children who are residents of Jamghat's safe homes.

The Synergy and Sustainability Symposium was attended by more than **150 members** from the civil society, along with corporate leaders dedicated to Corporate Social Responsibility and Sustainability as well as NGO leaders.



## Annual COE Meet

The second Annual Partners Meet of DevPro-INDIAdonates under the Flagship program 'Centre of Excellence' (CoE) was held on 10th February, 2023. CoE aims to work with a cohort of 11 small to mid-sized NGOs to create strong and robust fundraising structures within the organizations. With saturated avenues of fundraising, CoE aims to disrupt the existing market of fundraising by exploring and innovating low-cost fundraising methods that can be implemented by even smaller NGOs.

The event was organized to reflect upon the progress of the CoE partners in the last one year and for creating an opportunity for cross-learning among partners. The event began with a welcome address by



Sandeep Sharma-Co-founder, DevPro-INDIAdonates outlining the objective of the CoE Program and asking the organizations to share their experience of last 1-year journey with DevPro-INDIAdonates. The next session- "Communication for a cause" was conducted by Puja Biswas- Manager, Partnership & Communications, INDIAdonates. This session emphasized upon the importance of communicating an organization's cause effectively and highlighted the prominence of having a strong communication vertical in an organization.



Later, a session on 'Building Effective CSR Partnership' was held by Dr. KK Upadhyay. The session was centred on the idea that each CSR has a distinct point of view and understanding that is central to forming meaningful CSR Partnerships. A session on 'Marketing Communication for Fundraising' was conducted by Sunil Agarwal. With internet and social media changing the information and communication realm, the session specifically focussed upon the importance of brand building, digital marketing, tracking website traffic trends, and UI/UX design specifically for non-profits. The event ended with concluding remarks by Uttama Pandit-Head, INDIAdonates.







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](mailto:communications@indiadonates.org)

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