

# YEARBOOK 2022

Your trusted guide to Indian NGOs



Supported By





# HelpYourNGO Yearbook 2022

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## Did you hynGO today?

As a 20-year start-up, HelpYourNGO has adopted and adapted to the change in technological platforms for the delivery of one constant: *Helping donors evaluate a wide range of NGOs to allow them to make a more informed donation – while seamlessly receiving their section 80G tax benefit under the Income-tax Act, 1961 and reports on how the NGOs which they have donated to are utilising the monies received.*

HelpYourNGO has grown from strength to strength and established many first along the way. The launch of the first website in 2013 to the launch of the first HelpYourNGO Yearbook in 2014, to hosting a series of in-person conferences to improve the practices adopted by NGOs, to helping respected companies on their CSR allocations to adopting to a zoom world – all the while ensuring that HelpYourNGO has never missed a beat and continues to be a pioneer in the not-for-profit world. In 2018, HelpYourNGO took advantage of the technological revolution and amplified it with the launch of an award-winning, globally applauded effort to offer our software as a simple solution for a world that is increasingly conscious of the United Nation's Sustainable Development Goals (UN SDGs). The [Systematic Giving Plan](#) and [hynGO](#) focus on the 17 SDGs and allow society to balance economic growth with its societal and ecological impact.

To ensure that the social sector has access to long term, predictable pools of capital, HelpYourNGO has created:

- (i) For mutual fund investors – [Systematic Giving Plan](#): This award-winning, simple, scalable, transparent solution that gives mutual fund investors the ability to fund an NGO or a UN SDG of their choice in a zip code of their choice!
- (ii) For others, the mechanism of the [hynGO](#) button achieves the same noble objective.

Though NGOs are relatively small and under-resourced entities, they provide immediate assistance to many to not only survive today but also plan for a better tomorrow. These NGOs may be the last mile in an economic food chain, but they are the first helping hand for millions. Whether through acts of compassion, of providing the next meal, arranging to pay a hospital bill, or preparing individuals for a better future, NGOs play an important role in our society.

For all the time we spend on ourselves and buying things for our needs, I hope you will pause for a minute and HelpYourNGO.

Companies can place the [hynGO](#) button on their website to ensure that – for zero cost – they can participate in the growing movement to build a better tomorrow and receive a certificate highlighting how much money their customers and employees have raised for NGOs.

The [hynGO](#) movement has started - so go ahead and [hynGO](#) today!

Ajit Dayal

I.V. Subramaniam


Rahul Goel


May 2022




Take the **#DidYouHYNGO** social media challenge by following the below steps:

- (I.) Get yourself a [hynGO Band](#) and Click a photo of you wearing it
- (II.) Post it on social media with #DidYouHYNGO and tag HelpYourNGO

 HelpYourNGO

 HelpYourNGO

 HelpYourNGO

- (III.) Tag 3 or more friends to take on the challenge

This simple act of kindness from you can set the ball rolling and financially support credible NGOs vetted by HelpYourNGO for a long period of time!

**So, dear Changemaker, are YOU ready to hynGO?**



## Supported by many



**Mohandas Pai:** Tech Visionary; Chairman, 3one4 Capital; Co-Founder & Chairman, Aarin Capital; Chairman, Manipal Global Education; previously a Board Member and CFO of Infosys



**Dia Mirza:** Actor, Producer, UN Secretary General's Advocate for SDGs, UNEP Goodwill Ambassador, Global Ambassador IFAW (International Fund for Animal Welfare)



**Ronnie Screwvala:** Entrepreneur; Founder of UTV Group (Now Walt Disney India); Founder of Unilazer Ventures; Co-founder and Chairperson of Asia's largest higher education edtech co. 'upGrad'



**Noshir Dadrawala:** Social Sector Expert; CEO of Centre for Advancement of Philanthropy; Trustee of the Forbes Marshall Foundation, Everest Industries Foundation, Make a Wish Foundation



**Atul Khatri:** Stand-up comedian and YouTube personality; Rated among the top Indian comedians by CNN-IBN; only Indian to perform in the Hong Kong International Comedy Festival



**Praveen Kadle:** Board Member of Tata group companies, Persistent Systems Ltd., Andhra Paper Ltd.; Awarded 'Best Indian CEO in Financial Services Sector' by Finance Asia



**Zia Mody:** Co-Founder & Managing Partner of AZB & Partners – one of India's most successful law firms; Member of the Governing Board of the International Council for Commercial Arbitration



**Amarjeet Singh:** Executive Director at SEBI; represented SEBI on numerous Committees set up by RBI and GoI; Member of the India Advisory Board, Newcastle University Business School, UK



**Eloy Lindeijer:** Pension industry veteran and former central banker; Board member of Global Impact Investing Network (GIIN) and trustee of the Van Leer Group Foundation



**Mirai Chatterjee:** Chairperson of SEWA Cooperative Federation; Board of Public Health Foundation of India, Save the Children, PRADAN, Schwab Foundation for social entrepreneurship



**Piyush Thakkar:** CEO of Quantum Advisors Private Limited; 20+ years of experience across large and mid-sized Indian and Multinational organizations, of which 15 years are in financial services industry



**Tanvi Shah:** Athlete; Indian Premiere League (IPL) presenter; represented India in a tennis Grand Slam in the 2000 Junior Australian Open; lifestyle presenter

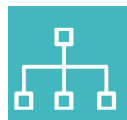
# ABOUT HelpYourNGO



**650+ NGOs across 15 UN SDGs**



**500+ ZIP CODES**



**13 SECTORS**



**8 CRORE RAISED**

HelpYourNGO (HYNGO) has been set up with the goal of promoting transparency in the social sector and helping donors make donation decisions in an enlightened, strategic and impactful manner. HYNGO seeks to increase funding to credible and vetted NGOs who may be lesser known than their peers. HYNGO is **the only organization in India** standardizing detailed financial and program information on **650+ NGOs** covering 15 UN SDGs across 500+ zip-codes and 13 sectors. HYNGO has built the hynGO and SGP (Systematic Giving Plan) engines to connect donors with trusted NGOs / not-for-profit organisations working towards the 17 UN SDGs.

# OUR FOUNDERS



## Ajit Dayal

A strong believer in the ease and simplicity of long-term investments, Ajit is also the founder of Quantum Asset Management Company and PersonalFN.

Ajit is also a prolific writer on investing in Indian and global markets as well as Indian Real Estate. He is the editor of The Honest Truth. For 28 years, Ajit has been going against the crowd to build a company that puts investors over profits.

Ajit believes that for India to be a stable society, the less fortunate of our country must be provided with opportunities to flourish.

## I. V. Subramaniam

I. V. Subramaniam or Subbu, a CFA charter holder and qualified Company Secretary, has over 22 years of experience in the investing domain and has managed Quantum's India-based portfolios for many years now.

Tracking Indian companies and electric utilities in the emerging markets and global building materials Companies... He has unparalleled experience in picking out lucrative investment opportunities across all sectors.

Subbu has been guiding HelpYourNGO since inception.



## Rahul Goel

Rahul joined Equitymaster way back in 1995 as a part-time trainee and has been there ever since, except for a short stint to complete his higher studies. He began with part time employment with Quantum while pursuing his Bachelor's degree in 1994, then went on to complete his MBA and CFA.

Over the years, Rahul, along with a very talented team, has helped build Equitymaster into India's most trusted research house.



# HelpYourNGO

## OBJECTIVES



**Increase  
Transparency in the  
Social Sector**



**Promote Strategic  
Philanthropy**



**Provide solutions to  
connect donors  
with trusted NGOs  
working towards the  
17 UN SDGs**



**Help Make Informed  
Donation Decisions**



**Give Small NGOs  
the Same Visibility  
as Big NGOs**

## Our USP



- [Standardizing financial information](#) of NGOs irrespective of the formats in which their financial statements are presented and the Act under which they are registered. Financial Notes are also displayed on each NGO page highlighting unusual variances and explaining adjustments made, if any.



83%

- [% Spent on Beneficiaries](#): Our team of analysts studies the NGOs' financials to arrive at ratios, variances, and % spent on beneficiaries. This % is the proportion of direct program expenses to total expenditure for the latest financial year, indicating total direct spend on beneficiaries. Users of our website find this feature very valuable.



- [NGO Comparison Tool](#) helps users of our website compare information of NGOs working in the same sector across parameters like their income size, % spent on beneficiaries, cost per direct beneficiary, income growth rate, etc.

# HelpYourNGO Team



**Winnie Dholakia**  
Director

*A Chartered Accountant with 14 years of experience - 7 years in the Development Sector and a 7-year long stint with EY.*

*During her stint with Ernst & Young as a statutory auditor, Winnie audited renowned listed companies like Jyothy Laboratories Ltd., United Phosphorus Ltd., Polycab Wires, etc. In 2015, she decided to use her skills in analysing financial statements and identifying good management to bring transparency to the social sector, and thus started her journey with HelpYourNGO to 'make a difference'. From Research Analyst to Head of Research & Advisory Services and now as a Director at HelpYourNGO, Winnie is leading a team of passionate individuals working on creating easy and scalable solutions to support the 17 UN SDGs via vetted NGOs.*



**Nishant Parekh**  
Head – Research and Advisory Services

*A Chartered Accountant by qualification and a certified CSR professional by the ICAI, Nishant's association with the development sector began in college as head of the National Service Scheme unit.*

*At HelpYourNGO, he strives to utilize his analytical skills to promote financial transparency in the social sector. As an advisor to donors, including as CSR consultant to corporates, the responsibility and challenge of optimising clients' funds in the best possible manner is something that he finds most fulfilling.*

*An educator by passion, he is also a teaching faculty at leading institutions like NMIMS.*

**Deepal Bhat**  
Research Associate



*Deepal has over seven years of experience as a Research Analyst in the financial sector and private equity fund after completing her Masters in Management studies from Mumbai University in 2004.*

*"HelpYourNGO gives me a platform to utilise my skill set for the greater good by bringing more transparency so that corporate donors have more confidence in the NGO that they are donating to. The job satisfaction that I get being able to transform tears into smiles, sadness into happiness and brighten someone's future is priceless. It has given me the opportunity to meet diverse people from various backgrounds and experience different situations."*

**Suvarna Arvind**  
Manager – Advisory Services



*Suvarna has been associated with the development sector since completing her Masters in Social Work from Mumbai University in 2002. Besides being passionate about working in the sector, she also considers it to be a humbling experience where one feels like a tiny drop in the vast ocean of 'social good' happening around.*

*"I completely identify with the values of transparency and accountability that HelpYourNGO stands for and I am glad that it provided me the perfect platform for a second career option after taking a break post the birth of my daughter."*

**Mikael Fernandes**  
Research Associate



*As a fresher who graduated with Commerce, Mikael had plans to work in the corporate sphere but after seeing the chaos caused by the pandemic and sorrows of the unprivileged sections of the society, he decided to select the social sector for his first job.*

*"After working at HelpYourNGO, I realised that even with so many limitations, NGOs try their best to reach the necessary sections of the society. The work done by NGOs is not easy and with limited funds they have to reach to the maximum beneficiaries, efficiency is a must to survive. HelpYourNGO has made it easy for donors to figure out efficient NGOs so that their donations are put to the optimum use. As a Research Associate in HelpYourNGO, I have learned to have a professional approach in every aspect of my work, while maintaining integrity and transparency."*

**Alex Rodrigues**  
Accountant



*Alex has a post-graduate degree in Accounts and Finance and over 30 years of experience having worked for multiple companies like Wizcraft International, Brilliant Entertainment, Balaji Telefilms, AG Nadiadwala etc.*

*"I feel that the social sector doesn't receive as much support as it should. The issues faced in this sector are far greater than others I have been part of, and that's what makes working here interesting and challenging. I relate closely to HelpYourNGO's values of transparency and accountability."*

# Media Mentions and Awards

Our Research Analysts have highlighted how some of the extremely popular NGOs spend an exorbitant 35% on marketing expenses - if you were aware of this, would you choose to support such an NGO?

Just as you do not rely merely on desktop research or hearsay for planning your financial journey, you must consider seeking the advice of experts to assist you in effectively planning your philanthropic journey!"



Why And How To Give Away Wealth-  
Equitymaster / NDTV Profit January 04, 2022



Winnie Dholakia, Director, HelpYourNGO,  
'Indias Response to the SDGs and the Need for Systematic Giving  
Philanthropy Impact Magazine Issue 25- P1Pgs 28-29

India cannot achieve the SDGs by 2030 through government initiatives alone and needs help from local and foreign sources of funding. There is a need for a more collaborative approach between the government, private sector, civil society and citizens.

Though HelpYourNGO helps efforts across the 17 SDGs, HelpYourNGO itself is part of Goal 17 which calls for 'Partnerships for the Goals'.

Our work has also been covered by various publications in the past:

- Crossover - Annual Newsmagazine, Centre for Advancement of Philanthropy
- CSR in Times of COVID-19
- Winnie Dholakia on 'Afternoons with Annie' discussing our work and efforts to support NGOs during the COVID-19 lockdown.
- Mutual Fund for NGOs? It may just be possible
- The Hindu Businessline: Corporate Social Spending to get a BSE platform soon



HelpYourNGO's Systematic Giving Plan  
was awarded the  
'Best Social Impact Initiative'  
by an esteemed jury at the  
India Wealth Awards 2018





## Client Testimonials

On behalf of our CSR committee I wish to place on record the commendable work you are doing at HelpYourNGO. Your association with our CSR committee was very rewarding and fulfilling. Your team had organised for us NGO Melas at our Club venue and all of them were a grand success. Please do continue the good work you are doing in this Social Sector.

– Ramesh Daswani, Hon. Secretary, CCI CSR Committee

HelpYourNGO has been a huge help to us in planning and implementing our CSR program. They have a proactive and professional advisory team that assisted us with everything from needs identification to the evaluation of programs. I recommend their advisory services to anyone looking to make a meaningful contribution in the social impact space.

– Rahul Bazaz, Director, Stone Shippers Ltd.

CSR is a continuous commitment of contributing to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large and HYNCO plays a very important role as a CSR consultant for achieving this goal by identifying an appropriate reliable NGO for the CSR implementation and funding opportunities. HYNCO conducts an appropriate due diligence of an NGO and recommends such CSR projects where we have a scalable outcome and which also helps in making a difference to the society.

– Hiral Kanani, CSR Officer, Quantum Advisors Pvt. Ltd.

## NGO Testimonials

HelpYourNGO identifies and supports some of the most impactful programmes. They have been a long-time supporter of Dignity Foundation, an NGO that works for the welfare of Senior Citizens in India. HelpYourNGO has supported monthly rations and on-going engagement activities for the poor elderly members of our Loneliness Mitigation Centre at Siddharth Nagar, Pune. HelpYourNGO is an engaged and involved partner that not only funds but also contributes to our programmatic success.

– Sujay Joshi, Senior Operating Officer, Dignity Foundation

It has been a great experience working with HelpYourNGO. HelpYourNGO helped identify donors who connected to our cause and supported our 4-year programs. They hand-held us where we needed support in our initial phase of partnership. They organized capacity building workshops for NGO partners which were helpful. We look forward to continuing the partnership for years to come.

– Poorvi Shah, CEO, Katalyst

It has been a great opportunity to partner with HelpYourNGO. In last 4 years the exceptional support and guidance of HYNCO has helped us design and implement our initiative Spotless Dame in a structured way and has helped us to understand and stay connected with the legal framework of development structure. This partnership has helped us to connect with corporates for funding support that has transformed lives of thousands of women living in deprived conditions and during COVID helped us to keep on going to work on pandemic and save lives. We have not only grown together but have built a trustworthy relationship to make a difference in the society and joining hands together with a same vision. Thank You HelpYourNGO.

– Bharati Singh, Founder, PraveenLata Sansthan

# Our Clients & Partners



L&T Infotech



The Cricket Club Of India



Reverse Research based Investment Management



Creating value. Sharing value.



FOR APPLIED SCIENCE, TECHNOLOGY  
ARTS & PHILOSOPHY



We help you build homes

WATUMULL FOUNDATION (INDIA)



# Our Products



hynGO



SYSTEMATIC  
GIVING PLAN



DONATION ON  
REDEMPTION



CHARITY REGISTRY

Our products have been designed to raise funds for NGOs so that the NGOs can focus on the good work they do. Once the donor has made the choice of donation, we help him/her in identifying and selecting NGOs that meet the highest standard of credibility and implement efficient programs but have lesser visibility than the popular NGOs.



# I. What is *hynGO*

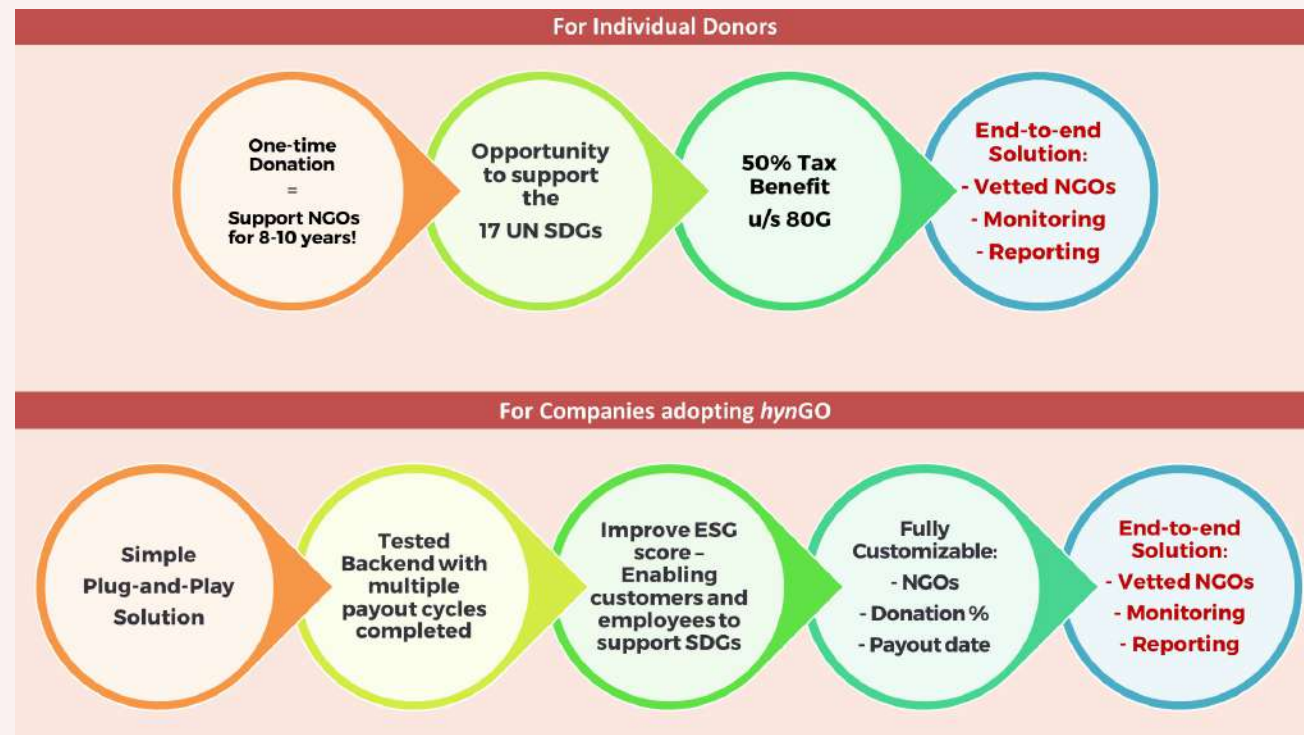


You can change the future of India with **just one click!**

*hynGO* is a **one-click solution** for companies and individuals to support the 17 UN SDGs via vetted and credible NGOs.

- The aim is to build a **corpus** for NGOs working towards the UN SDGs.
- A **one-time donation** provides a steady stream of inflows to credible NGOs for **8-10 years**. You can sponsor scholarships, vocational training, health procedures and lots more.
- Companies can place the *hynGO* button on their website or app and allow their customers, users and employees to support the UN SDGs with just one click!**

## Unique Features & Advantages

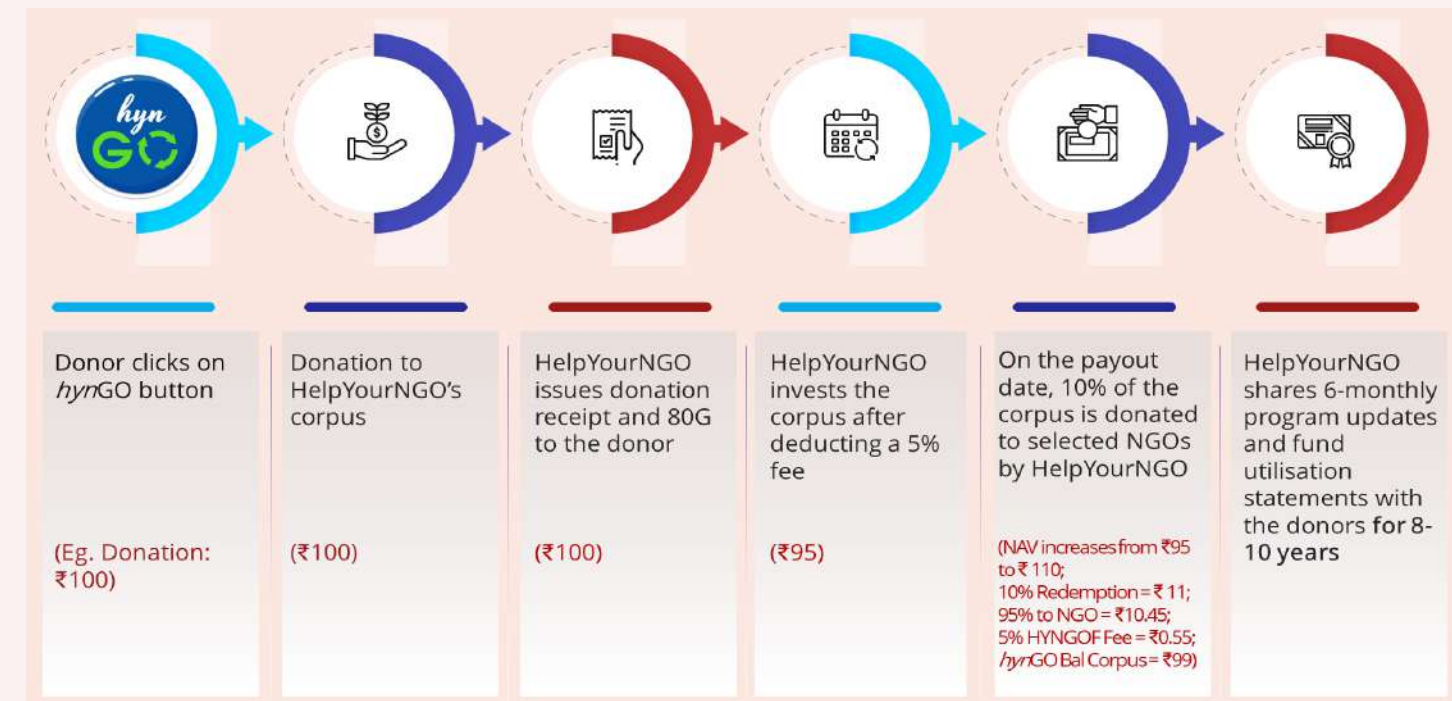


# Why *hynGO*?

Globally, University endowments and foundations in USA invest their corpus for long term capital appreciation. Typically, the earnings/capital distributions from these endowments tend to fund 30% to 50% of the annual operating budgets of the universities. It is this steady stream of financial support that allows them to focus on being world-class universities and organizations!

What if NGOs in India did not have to focus on raising funds but could rely upon a similar pool of capital to support the fantastic work that they do? The idea to launch *hynGO* was born out of our desire to create a steady stream of flows for credible NGOs running efficient programs. The potential benefit to the identified NGOs could be just like Harvard's!

## Process Flow







NGO Name

Program

Supporting Since

Dignity Foundation

Loneliness Mitigation Centers (Elderly)

2019



Yoga session witnessed by the HelpYourNGO team



Essential Supplies Distributed to Senior Citizens

**D**ignity Foundation's mission is to create an enlightened society in which senior citizens feel secure, confident, valued, and can live with dignity.

The Loneliness Mitigation Centers (LMC), euphemistically referred to as "Chai Masti Centers", provide a platform to senior citizens to interact socially, build a support network, boost their self-esteem, and lead an active life.

HelpYourNGO has in the past supported the Loneliness Mitigation Centers at Bhim Nagar and Siddharth Nagar at Pune. Some of the key structured activities conducted at the Centres are singing and dance, yoga and physical exercises, story-telling and games, talks on spirituality and physical and mental well-being, celebration of festivals, birthdays and special occasions and medical camps.

Last year as per the identified need in light of the pandemic, HelpYourNGO supported 3 drives of Essential Supplies Distribution to senior citizens of both the Centers. The kit distribution to 41 senior citizens provided them and their families' access to food and health essentials for 3 months.

**HelpYourNGO visit experience**

As part of one of our services 'Identification of Social Partner', the HelpYourNGO team visited Dignity Foundation's Loneliness Mitigation Centers at Byculla and Worli and had the privilege to interact with the NGO team and most importantly the beneficiaries. We witnessed the Zumba class at the Byculla center and the yoga session at the Worli center.

Observing the yoga session was soothing even for our team. The senior citizens were deeply engrossed in controlled breathing exercises and meditation. As they meditated, the vibrations of 'OM' filled the room with positive energy. They all looked vigorous and vibrant after the session.



NGO Name

Program

Supporting Since

Each One Teach One

Roots and Wings Balwadi (Education)

2019

**E**ach One Teach One aims at enriching the lives of the underprivileged children in urban slums by strengthening their intellectual and emotional capabilities.

The Balwadi provides required training and pre-school education and it helps in ensuring that the children continue attending formal schools since the program acclimatizes them to the concept of 'schools'.

English, Mathematics, Marathi, Value education, Story-telling, Drawing, Physical exercise, Quiet time and Play time are included as a part of the curriculum while extracurricular activities include competitions and celebrations of festivals and special occasions and monthly birthdays.

In wake of the pandemic, the teachers have been conducting classes in a hybrid manner- in both online and offline mode.

Minal\* who stays with her parents and younger brother in a slum area in Wadala comes from a poor financial background. Her father who is the sole breadwinner of the family works as a peon in a private company. Her mother who used to work as a housemaid to support the family stopped working due to her ill health.

When Minal joined the Balwadi, she was a shy and reserved girl who faced difficulty in communicating with others. But due to the efforts taken by her Balwadi teachers, Minal started improving her social skills. She gradually started coming out of her shell and participating in the various activities undertaken in the class like recitation, art and craft, singing and dancing. This boosted her confidence and helped her to secure admission in Grade I in Shishuvihar English medium school.

\* Name changed to protect identity



Craft activity by the students



Offline class at the Balwadi



# II. Systematic Giving Plan

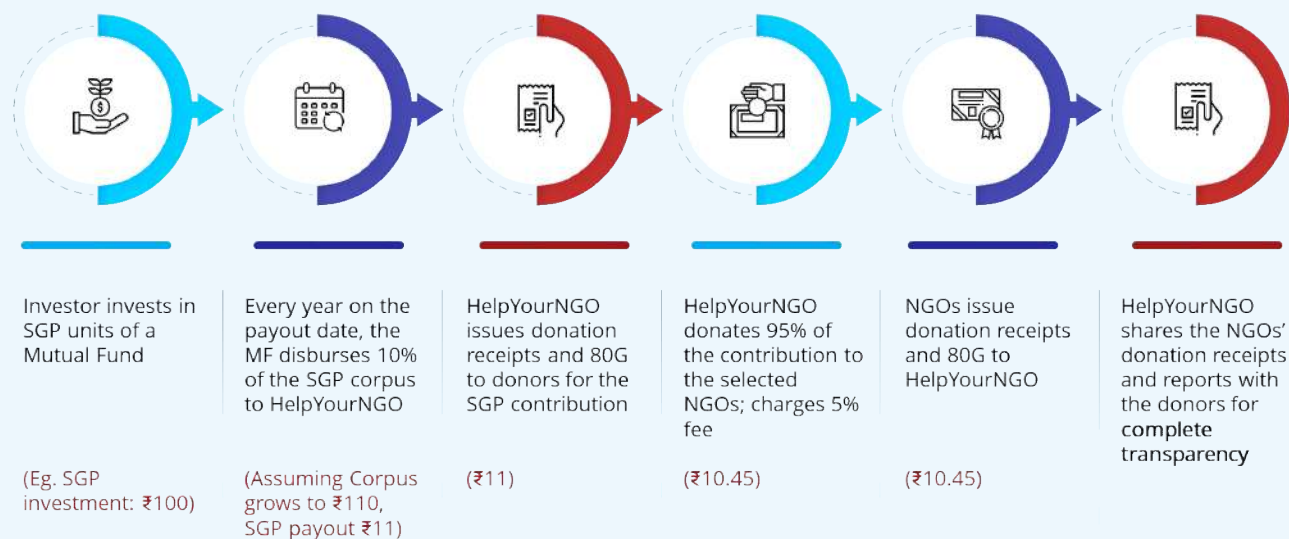


SGP is a tailor-made *hynGO* solution which enables Mutual fund Investors, on the basis of their consent, to contribute a % of their investment in mutual funds to support causes linked to 17 UN SDGs via vetted NGOs

- A first of its kind initiative in the world
- Complete flexibility
- No lock in – easy to cancel / modify
- Support vetted NGOs working towards the 17 UN SDGs

Quantum Mutual Fund was the first fund house kind enough to adopt SGP – termed as the 'SMILE facility'. SMILE Outcome: Since 2018, Quantum investors have supported 7 NGOs from diverse sectors including women empowerment, education, health and livelihood.

## Transaction Flow



SGP is a plug-and-launch mechanism available for adoption to all Mutual Fund houses. While we have partnered with Quantum so far, we are also encouraging other fund houses to adopt SGP and support the 17 UN SDGs.

## Unique Features & Advantages

### Tailor-made *hynGO* for Mutual Fund Investors



### Tailor-made *hynGO* for Mutual Fund Houses



A Systematic Investment Plan secures our future.

A Systematic Giving Plan could secure the future of millions. And of our Nation.



NGO Name

Vidya Poshak

Program

Nurture Merit Program (Education – Financial assistance)

Supporting Since

2017

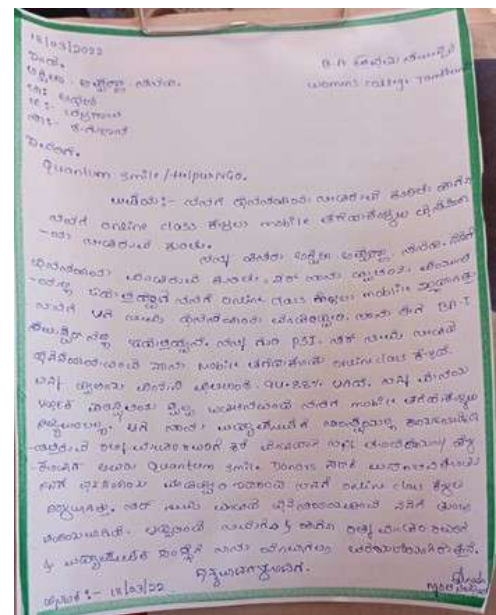
Vidya Poshak was started with the aim of supporting bright students from financially challenged backgrounds.

The Nurture Merit Program is an initiative which supports bright students from Class 10 grade till the completion of graduation/higher education, with the aim of leading them to a path of meaningful employment/self-employment. Deserving students from underprivileged backgrounds are identified through a detailed and meticulous process and provided financial assistance covering college fees, conveyance, accommodation cost, coaching class fees etc.

Akshata is from Athani Village in Belgaum District of Karnataka. There are 5 members in her family. Her father works as a Coolie and their annual income is Rs 50,000 /- per annum. The family has no other sources of income.

Akshata is a meritorious student who had scored 89.44% in her Class 10 and 94.88% in her Class 12 examinations. She is pursuing Bachelor of Arts degree and aims to become a Police Inspector

HYNGO Foundation through SMILE facility provided financial support to Akshata towards purchase of a smart phone to pursue her online education.



Translation of this letter:

Donor Name: Quantum Smile /HelpYourNGO

Beneficiary Name: Ms.Akshata Sanadi, At/po: Shegunashi Tq: Athani, Dist: Belagavi

VP ID Number: BM-1822-19-20

Summary of the letter:

Sub: Thank you for your support to attend online classes during pandemic.

My name is Akshata Appanna Sanadi. This is regarding your support to attend my online classes during my 12th grade (PUC-II). I was not having a smart phone at that time and you provided financial support to buy a smart phone which was essential to attend online classes.

Now I am studying in BA-I semester (Degree). My aim is to become a PSI. I bought a smart phone from your financial support and attended online classes. I have secured 94.88% in my 12th grade (PUC-II).

I am always thankful to you and Vidya Poshak.



NGO Name

Sree Guruvayurappan Bhajan Samaj Trust

Program

Youth Empowerment and Social Transformation (Unnati)

Supporting Since

2017

Sree Guruvayurappan Bhajan Samaj Trust (SGBST) is one of the most popular socio-cultural organizations with the vision 'With Society, towards Serenity'

The Youth Empowerment and Social Transformation Program (Unnati) is implemented through a **50-day vocational and life skills training program**. The program, provided at a subsidized cost (of Rs2,000 per beneficiary) to the beneficiaries, aims at helping underprivileged youth secure stable employment.

Indu\* is a slow learner. There are 3 members in her family. Her mother works as an accountant and her father works as a clerk in a law firm.

She completed her graduation in Commerce stream. She knew English before she joined Unnati but was unable to converse in English because of her fear.

One of the life skill lessons 'Building Confidence' motivated her to be confident and overcome her shyness and fear and face the world. During her journey at Unnati she developed self-confidence.

Her dream is to take care of her parents financially and physically. Her parents were surprised and happy to see a tremendous transformation in her.

Presently she is working in Aagy Company as a Data Analyst earning a salary of Rs1 1000/- per month. She had learnt Tally & basic computer at Unnati which is helping in her work.

\* Name changed to protect identity





# III. Donation On Redemption (DOR)



## Simple, one-click solution for Mutual Fund investors to support the 17 UN SDGs

DOR enables mutual fund investors, on the basis of their consent, to contribute a small % of the Redemption amount to support vetted NGOs working towards the UN SDGs.



Low cost, Direct-to-SDG funding structure



A first of its kind initiative in the world



Completely hassle-free for the mutual funds and their investors



HelpYourNGO provides end-to-end support



50% tax benefit available to investors

## IV. Charity Registry

Life is full of special moments: birthdays, weddings, anniversaries, festivals or any personal milestone. We love commemorating these moments by giving and receiving gifts in cash and kind. However, people sometimes feel that they have been blessed with enough material wealth and possessions. Others want to go beyond standard gifting ideas when it comes to wedding favours, birthdays and other events. The Charity Registry was set up to address this very need.

### Case Story

Ashok and Rita used the Charity Registry on the eve of their wedding. He's a sports fan and she loves the arts. They both believe in giving back, and set up a Charity Registry on the occasion of their wedding. They each picked an NGO that reflected their hobby (Magic Bus for him, Kalkeri Sangeet Vidyalaya for her) and asked their well-wishers to donate to those causes instead of buying them gifts. The Registry was a unique way of bringing together their interests, their desire to support those in need, and the occasion of their wedding itself.

### How does it work?

If it's your birthday, you can [set up a Birthday Registry](#) on HelpYourNGO's website and ask your friends and family to donate whatever they like on the Registry. It'll still be a gift to you, but it will help someone else as well. We know how generous our close ones can be, especially if they know there's a cause that's close to our heart. Your special day is shared with people you know, and is even more special because it's made someone else's life better. You can set up a Registry for any event that's special to you or someone in your life. Many couples have set up Wedding Registries together to celebrate their marriage.

You can start a registry to:

- ✓ Celebrate turning 50
- ✓ Donate to an arts NGO in honour of your art-loving, art-collecting uncle's birthday
- ✓ Make your parents' wedding anniversary even more special by sponsoring a child's education
- ✓ Plant trees on your birthday because that's what makes you happiest



### **Gift a donation!**

You can make a donation to commemorate a special occasion for someone you know. If you already know a couple who would love something like this instead of a gift, this is for you. Select 'I want to make a gift on behalf of someone', donate, and HelpYourNGO will send them a card letting them know about your sweet gesture on their special day. This feature also works well when you don't know what to get your friend who already has everything!

Users set up Registries on HelpYourNGO to celebrate, among other things:



Weddings



Birthdays



Gift donations as birthday presents to their friends



# OUR SERVICES

At HelpYourNGO, we help corporates meet their CSR requirements and individuals, Foundations, and other institutions plan their philanthropic journey by identifying and recommending NGO partners which match their unique giving criteria. Once supported, our team of Research Analysts monitors the program progress and shares periodic Fund Utilization and Program Reports with the donors for complete transparency.

We make an effort to identify NGOs which meet the highest standard of credibility and run efficient programs but having lesser visibility than the popular NGOs.



**DONOR  
ADVISORY &  
CSR CONSULTANCY**



**IDENTIFYING  
SOCIAL PARTNERS**



**NGO DUE DILIGENCE**



**NGO EXHIBITIONS  
AND EVENTS**

# I. Advisory Services

**W**e connect individuals, foundations, trusts with credible NGOs running efficient programs. Our team of Research Analysts, including Chartered Accountants, assists you in formulating a giving strategy and identifying appropriate NGO partners to support which meet your unique giving criteria. Our endeavour has been to identify and support programs of small and mid-size NGOs.

## CSR Consultancy

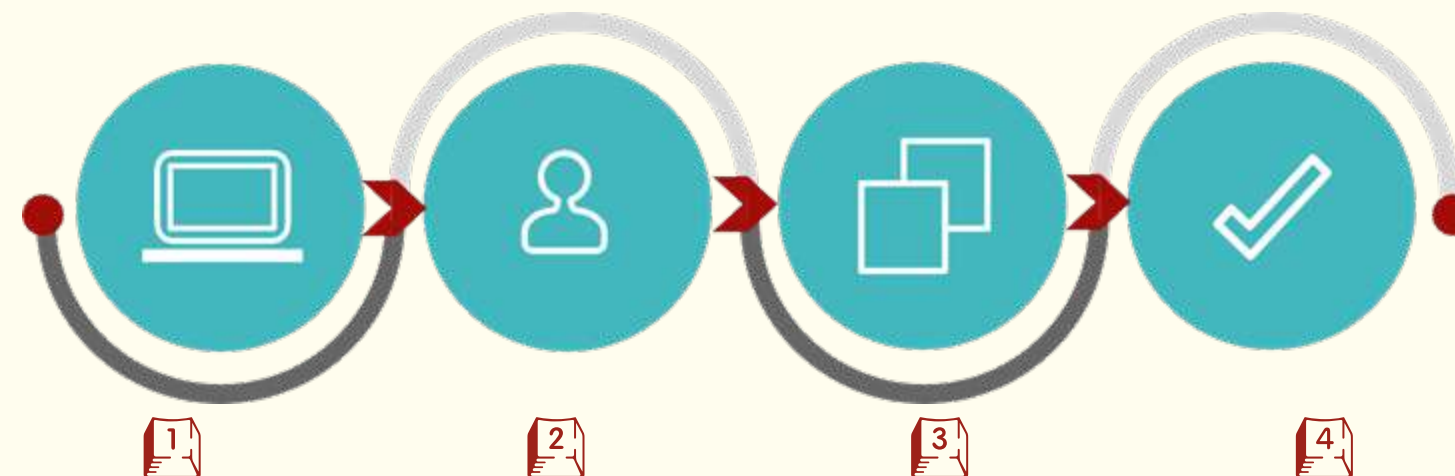
**O**ur CSR consultancy services help you identify reliable NGO partners after comparing program proposals, and meet the legal and compliance requirements of The Companies Act, 2013. At HelpYourNGO, we are uniquely qualified to support companies facing challenges in identifying appropriate NGO partners and funding opportunities. HelpYourNGO has developed a robust framework to ensure each donation is optimally utilized.

The key areas of our services include:

- 1) Developing CSR Strategy
- 2) Evaluating program proposals and recommending NGO partner/s
- 3) Facilitating grant disbursement
- 4) Monitoring program and Reporting

Our team is in regular touch with the NGO staff to monitor and evaluate the program progress. Updates are shared with the donors in the form of periodic reports - Fund Utilization Statements and Program Narrative Reports.

# Advisory Process



### SOLICIT & EVALUATE FUNDING PROPOSALS

- Formulate giving strategy with donor
- Research and data collation
- Project feasibility and Need
- Management background check
- Execution strategy; Activities
- Implementation Schedule
- Validation of proposed Budget
- Outcome and Impact assessment indicators
- Track record, Success stories
- Sustainability plan, Ownership of community

### RECOMMEND TO DONOR

- Offer a slate of:
- Evaluated NGO projects
  - Meeting donor's giving strategy
  - Fulfilling HYNCO's due diligence norms

### FACILITATE GRANT DISBURSAL

- Facilitate finalization of the MOU, if any, and grant disbursement process

### MONITORING & EVALUATION

- Monitor and review the project progress and utilization of funds
- Ensure timely submission of Progress reports and Fund Utilization statements by the NGO (as per MOU, if any)
- Accompany donor to visit the project site to view progress
- On completion of the project, ensure submission of Project Completion report by the NGO





NGO Name

Program

Supporting Since

PraveenLata Sansthan

Women (Menstrual Hygiene Management)

2018

Spotless Dame is an initiative aimed at menstruation hygiene management and raising awareness on the sensitive topic of menstruation. The focus is on educating girls on understanding the practice of being safe during their periods and to end the silence surrounding it. The project attempts to enable women to lead healthy lives by breaking myths and taboos surrounding menstruation.

One of our corporate donors, as part of their CSR, has been supporting this program in rural Rajasthan since the past 4 years.

Radhika\* lives in Jalsu village in Udaipuriya panchayat in Jaipur District of Rajasthan. Her story is one of pain and challenges. She was forced to sleep out in the backyard on the floor every time she menstruated and food and water was served to her separately. It was no surprise that her life was tough as a daily wage labourer, but the physical pain and public humiliation of being treated like an outcast every month highlights the issue of why menstruation should be treated as a human issue and not just as a 'woman's issue'.



Mera Pad Kit

During the awareness workshops organised, PLS had a detailed dialogue about menstruation related beliefs and misconceptions to make the women and girls more aware about menstruation.

There are many like Radhika going through the challenges around menstruation, considering it as taboo and meant to be dealt with shame. Thanks to the efforts of PLS, these women now openly discuss their menstrual problems with each other and also come together as a strong group to destigmatize menstruation.

We would like to extend our gratitude to HelpYourNGO for coming forward to help us reach out to the unserved women by creating awareness around Menstrual Hygiene and Reproductive Health and supporting them with Mera Pad Dignity Kits.



Training in Menstrual Hygiene

NGO Name

Program

Supporting Since

Masoom

Education (Night Schools; Scholarship)

2015



Night School class

Masoom's Career Cell focusses on higher studies, skilling, and employability of students from its Night Schools. Their endeavour is to support these students in pursuing a course that is most appropriate for them and support them till the completion of the same. Students with a good academic record are encouraged to pursue higher studies and are provided counselling to help them make informed career choices. Those students who succeed in securing admissions in Government recognized institutions for pursuing diploma or degree courses are supported through scholarships under this program.

Amit\* is an alumnus of Masoom's Night School Transformation Program.

There are 8 members in his family; his parents and 5 brothers. His father is a farmer and earns up to 12,000 per month while his mother is a housewife. His elder brother is a driver and earns up to 15,000 per month, while his younger brothers are studying.

Masoom supported him during his schooling by providing nutrition, school fees, extra classes and stationery cost. After his SSC examination, Masoom's Career Cell Department guided him for various skills and job-oriented courses as well as higher studies. He received 90% scholarship support for PPCA

(Professional Program of Computer Application) course and Diploma in Hotel Management course. At present, he is being supported for pursuing BBA (Bachelor of Business Administration)

Currently he is pursuing BBA (Bachelor of Business Administration) Yashvantrao Chavan Maharashtra Open University (YCMOU) and also works there as a student counsellor and earns Rs. 9,000/- per month. His dream is to complete his MBA in Finance.

\* Name changed to protect identity





NGO Name	Program	Supporting Since
Human Capital for Third Sector	Girl Child Education (Higher Education)	2017

**K**atalyst is an initiative which seeks to provide an enabling environment to underprivileged girls pursuing professional degrees for enhancing their employability. The program envisions a large pool of empowered women, 'Katalysts', who will be in a position to influence society and thereby catalyse positive change. The program supports the girls for the entire undergraduate degree duration and includes 600 hours of blended learning over 4 years.

Manali\* was pursuing Engineering in Information Technology from VJTI, Mumbai. After coming under the wings of the Katalyst program, she transformed from a young, shy girl coming from a humble rural background to a more confident individual. Manali's father is a farmer and their average annual family income was Rs46,000/-. After graduating in 2021, she was placed with an IT company with a starting salary of Rs8.3 lakh p.a. and has now secured a job with an international bank with an annual package of Rs14 lakhs.

\* Name changed to protect identity



34 Katalysts participating in activities at Outbound

Katalyst with her Mentor

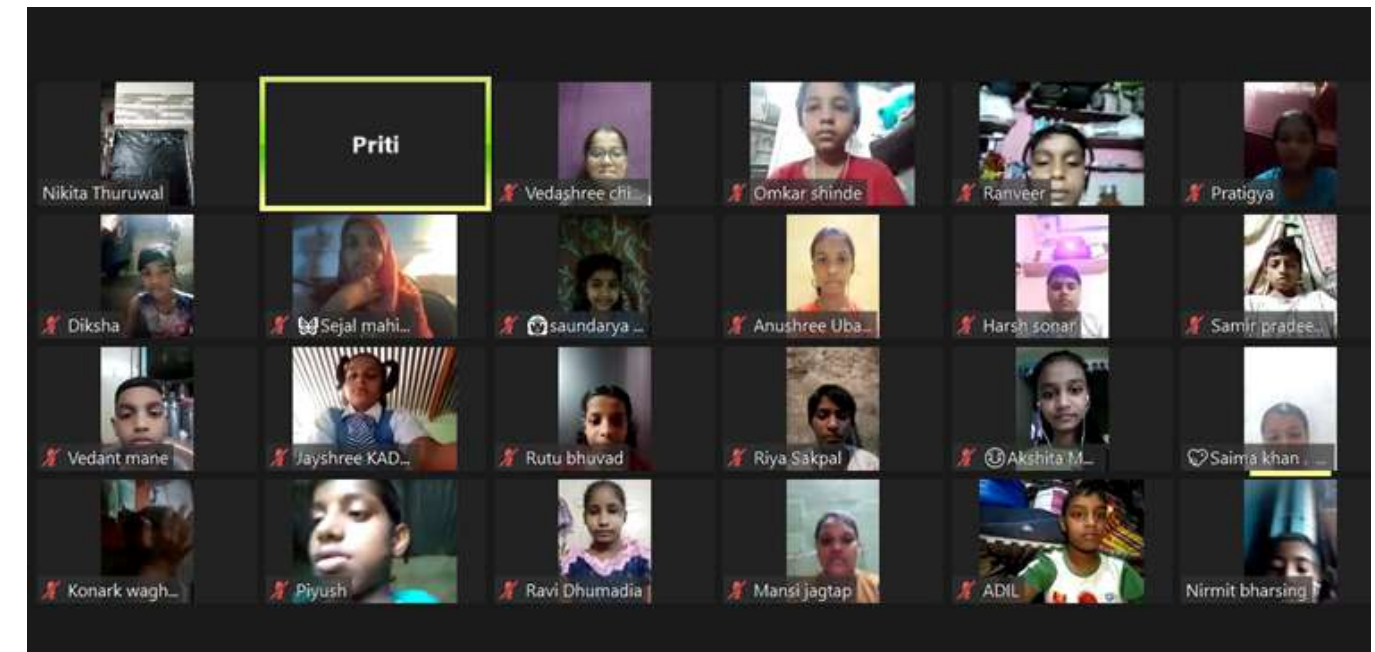
NGO Name	Program	Supporting Since
Sunbeam	Education (Supplementary Education; Learning Center)	2017

**S**unbeam's mission is to transform the lives of underprivileged children, giving them an opportunity to realize their full potential.

Supplementary Education program addresses the issue of lack of education for slum children by stressing on education, recreation, and community involvement. Although the children are enrolled in schools, since there is no one to explain to them / teach them at home, these students find it difficult to cope with the syllabus, start lagging behind, and ultimately drop out of schools. Sunbeam comes to their rescue and ensures that children complete schooling and do not dropout midway.

Anusha\* is a resident of the BDD chawls of Worli. She is a Class 7 student attending the Supplementary Education program of Sunbeam. Her entire family, except the child herself, tested positive for Corona. With no relatives in Mumbai to take care of her and being too young to live on her own, she accepted her uncle's offer to take care of her and accompanied him to Pune where she lived with his family till her own parents and siblings returned home from the hospital. Not once did she miss out on her class. Even when in Pune she was regular, such was her dedication to her education.

\* Name changed to protect identity



Online class in progress for Class 7 students



## II. Due Diligence

HelpYourNGO offers to conduct a detailed Due Diligence on NGOs on behalf of its clients who are either already associated with an NGO partner or those who have shortlisted an appropriate NGO partner for their organization. Our team visits the NGO to meet the program staff and beneficiaries.



### Basic Review

- Mission and Vision
- Documentation – Registration, 12A, 80G, FCRA certificates, MoA, AoA, Trust deed, etc.
- Financial Statement Analysis – income sources, % spent on beneficiaries, dependency on key donors, ratio analysis
- Management background check
- Ongoing and past litigations
- Media coverage and awards/recognition



### Program Review

- Need assessment
- Problem area and the NGO's solution
- Community connect
- Target group and beneficiary selection criteria
- Activities and Execution strategy
- Program staff experience
- Outcome & impact assessment parameters
- Track record, success stories
- Funding requirement
- Program monitoring and reporting process
- Sustainability plan



### Other Elements

- Organization culture
- Staff attrition rate, gender balance
- Staff capacity building activities
- Minutes of the Board meetings
- Involvement of Board members in decisions
- Standard Operating Procedures
- Statutory compliance
- Donor feedback
- Staff feedback
- Beneficiary feedback
- Succession plan

## III. Identifying Social Partners

HelpYourNGO is connected to a network of 650+ NGOs listed on our website, and many other we routinely interact with. We've often fielded questions about finding a trusted NGO for a clothes distribution event, birthday celebration or commemorative event. Internet search results for the same are often not updated and lead the searcher down a frustrating path. At the same time, many groups like colleges, committees and offices are eager to expand their horizons and make their events more inclusive.

HelpYourNGO acts as an interface between the client and the NGO, ensuring that both parties are aware of the requirements and in agreement of the terms.

We help people add an NGO connect by finding trusted social partners for:

- Donation drives
- Field visits
- Exhibiting products at offices or residential societies
- Speaking at panels and other events..... And many others!





# IV. NGO Events & Exhibitions

Our Events & Exhibition service helps you add an NGO connect to your online or offline event. Whether it's companies wanting to invite an NGO to sell products at their premises, or organizing exhibitions of NGO products to raise funds for causes, HelpYourNGO has done it all. We connect donors to NGOs across a range of sectors who make and sell stationery, clothing, handicrafts, jewellery, toys, food and other items. It's an easy way to add an NGO connect to your office, party or building. The guests love the option of being able to shop and support charity at the same time.

We have been the NGO partner to the Cricket Club of India's Annual Diwali Mela for the past five years. More than 1,000 attendees have purchased products from 50+ NGOs and raised more than ₹10 lakhs for charities through this event.

How it works:

- Client specifies NGO preferences and expectations for the event
- HelpYourNGO will match client to NGOs in our database
- HelpYourNGO will communicate the product list of the NGO to the client
- Handling communication between the client and the NGOs till the day of the exhibition

Value Addition

Our 'Wish Tree' provides each and everyone an exciting and enjoyable way to perform an 'Act of Giving'. The wishes are a pledge to perform an act of kindness – spending time with elders, buying an ice-cream for a street kid or a monetary donation to a trustworthy NGO.

Why is the Wish Tree a great idea for your event?

- It is fun activity that creates a sense of community
- It is great way to engage guests during your event
- It will tangibly impact lives of the poor
- It will make visitors to the company feel good





# HelpYourNGO Year in Review

We are glad to have raised ₹ 96 lakhs for over 30 NGOs through our various services. A bulk of the donations went towards relief work for COVID19, and natural calamities such as the Amphan cyclone, floods in Assam and Bihar, and the glacier burst in Uttarakhand. However, corporate and HNI donors fulfilled their commitment of funds to the NGOs ensuring that the continuity of ongoing programs did not suffer.

We would like to thank all our donors for their continued support. Your contributions across the board multiply opportunities and give hope to those in need.

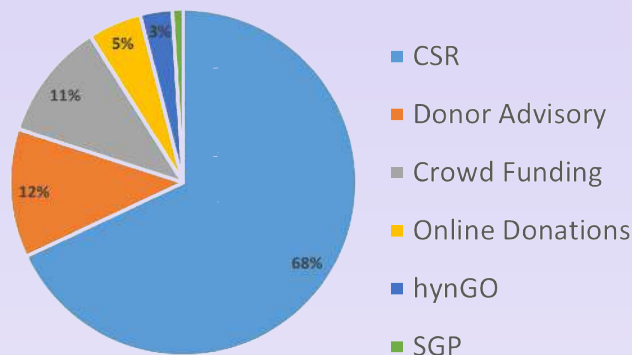
A large part of our online fundraising was focused on disaster relief. Many of our donors reached out wanting to know how they could support those in distress. Our NGOs quickly responded to the situation developing on the ground. We raised nearly ₹ 11 lakhs for different relief programs through our website and advisory services.

**Online Donations:** Education and health have always been donors' most favoured categories. 2021 was no different. The most donated to sectors on our website were

- Women
- Health
- Education

Interestingly, organizations working towards causes that have a social stigma attached to them – such as commercial sex workers and menstrual health - received the highest donation.

Funds raised via HelpYourNGO



# HelpYourNGO Foundation (HYNGO)



## SECTOR

NGO and Donor Support

SPENT ON BENEFICIARIES

97%

## AGE

8 Years

## TAX BENEFIT

50%

## FOREIGN DONATIONS

X

17 PARTNERSHIPS FOR THE GOALS



## UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL

Goal 17: Partnerships for the Goals

## Building a Corpus to support Credible NGOs

- HYNGO's goal is to promote transparency in the social sector and help donors make donation decisions in a strategic manner. HYNGO is the only organization in India standardizing detailed financial and program information on 650+ NGOs across 504 zip-codes and 13 sectors.
- **Advisory Services:** We recommend NGOs to donors which match their unique requirements, and also monitor the fund utilization. We make an effort to identify NGOs meeting the highest standard of credibility but having lesser visibility than the popular NGOs.
- **hynGO – newly launched:** hynGO aims at building a Corpus and providing a steady stream of inflows to support credible NGOs and help them become sustainable over time. This will allow NGOs to focus on implementing the great work that they do, instead of focusing on fundraising. For complete transparency, HYNGO will monitor the utilization of funds and share half-yearly program reports and fund utilization statements with donors for 10 years.
- **Systematic Giving Plan (SGP):** A first of its kind initiative which enables investors to contribute 10% of their investment with a Mutual Fund (MF) every year to NGOs vetted and monitored by HYNGO. Quantum MF is the first fund house to adopt SGP.

### ► PRESENCE:

All States

Padmanabh Mafatlal Group  
Oil Field Instrumentation (India) Pvt. Ltd.  
The Watumull Foundation  
D. L. Shah Trust

### ► ISSUES ADDRESSED:

- Build a corpus to systematically support credible and vetted NGOs
- Help donors make informed donation decisions
- Give small/mid-sized NGOs more visibility

### ► TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

Mr. Iyer Venkata Subramaniam  
Ms. Winnie Dholakia

### ► CLIENTS:

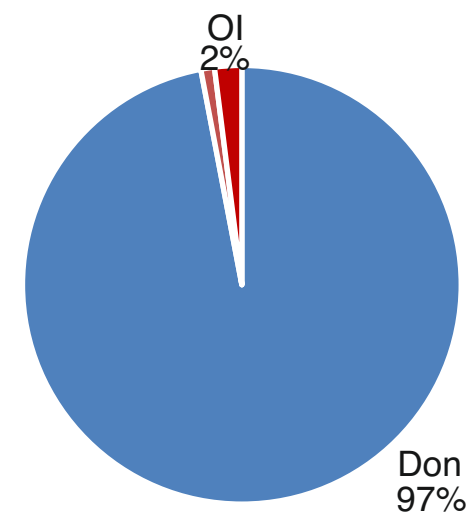
Stone Shippers Ltd.  
Jardine Llyod Thompson  
Quantum Advisors Pvt. Ltd.  
Cricket Club of India

### ► RECOGNITION:

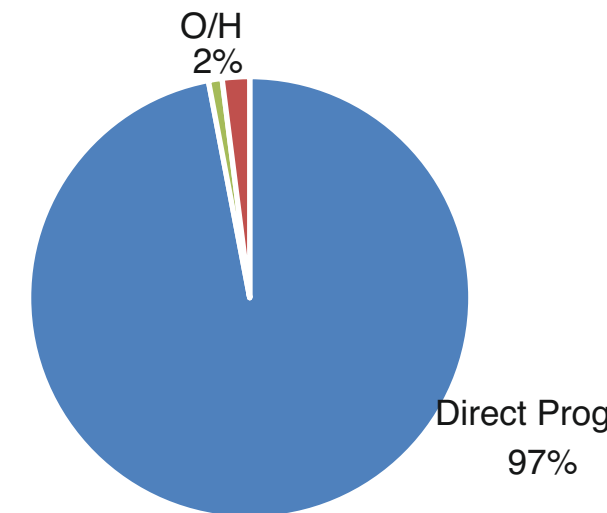
- Article on SGP published in Civil Society magazine's Feb 2019 issue
- SGP was awarded the 'Best Social Impact Initiative' at the India Wealth Awards organized by AIWMI - 2018

## FINANCIALS

### Income and Expenditure for FY 2020-21

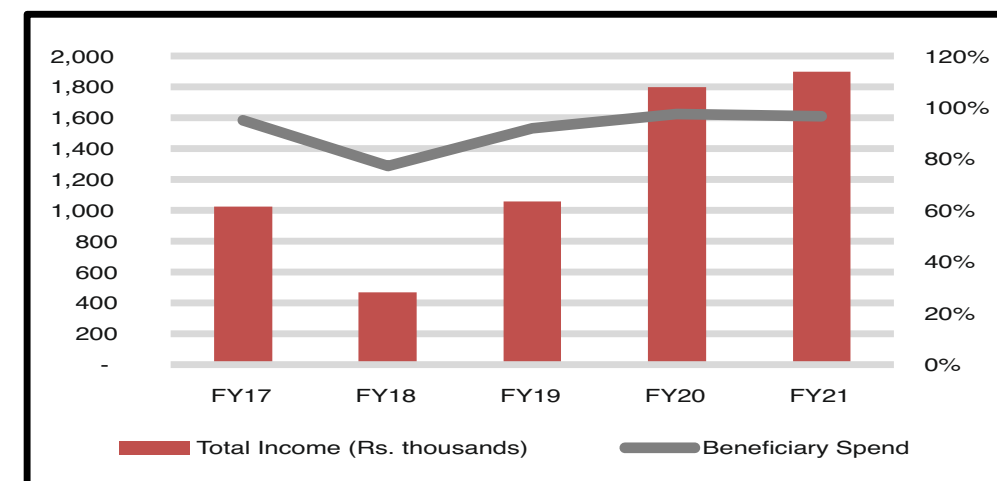


Income – FY21 ₹ 18.9 Lakhs



Expense – FY21 ₹ 18.7 Lakhs

### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO



# Deepalaya



## SECTOR

Comprehensive Empowerment

## SPENT ON BENEFICIARIES

87%

## AGE

43 Years

## TAX BENEFIT

50%

## FOREIGN DONATIONS



## UN SUSTAINABLE DEVELOPMENT GOAL

Goal 4: Quality Education

4 QUALITY EDUCATION



## A Society built on Legitimate Rights, Equity and a Self-Reliant Culture

- **Crisis:** In every major city in India, there are more than 1 lakh street children working and providing for their families. This causes an opportunity cost to them as they miss out on the chance to receive education and other necessary services needed for the overall wellbeing of a child.
- **Programs:** a) Education: Providing formal education and non-formal education to underprivileged children. b) Healthcare: Provide with vision centers, health camps, cancer screening camps, etc. c) Vocational Training: Skill development centers to learn IT - basics and advanced, beauty and wellness and fashion designing. d) Institutional Care: Providing home and care for orphan, semi-orphan and street children e) Women Empowerment: Forming Self-Help groups, micro-enterprises and spreading awareness against violence on women. f) Agriculture: Promotion of organic farming, bio-decomposers, etc. g) Differently-Abled Sambhav Project: Assisting in physiotherapy, occupational therapy and holistic development and rehabilitating for self-reliance.
- **Outcome so far:** Provided meals to 17.2 mn beneficiaries, healthcare to 1.4 mn, education opportunities to 3,66,328, trained 22,399 beneficiaries on various vocational courses, assisted and rehabilitated 4,622 differently abled people and provided shelter and institutional care to 1,749 children.

► **PRESENCE:**  
9 States - AP, DL, HR, KL, MH, PB, TL, UK, UP

- **ISSUES ADDRESSED:**
- To identify and work with the marginalized and to make them educated, skilled and aware
  - Enable them to be self-reliant and enjoy a healthy, dignified and sustainable quality of life

► **SUPPORTED BY:**

Asian Paints	Oriflame
Embassy of Japan	Tech Mahindra Foundation
AkzoNobel	Reliance

NIIT Australian High Commission

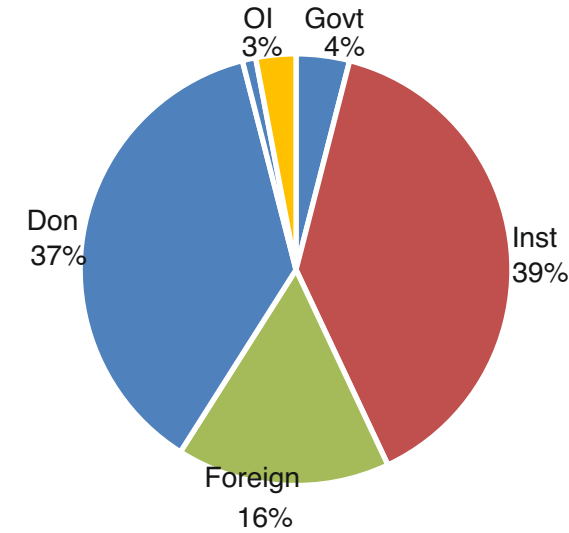
► **TRUSTEES/DIRECTORS/MANAGING COMMITTEE:**

Mr. Y. Chackochan	Dr. George John
Mr. Shaiji P John	Mr. T. M. Abraham
Dr. Sakshi John	Mr. P. C. Abraham
Dr. Annie Mathew	Ms. Leena George
Ms. Rajini Thomson	

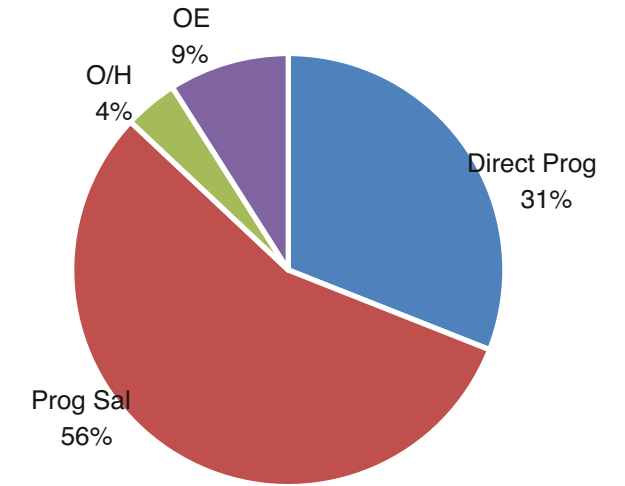
- **RECOGNITION:**
- Awarded by Scopup Magazine for Top 10 India's Revolutionary NGO towards upliftment of the Society - 2021
  - Excellence Award by International Human Rights Organization - 2021

## FINANCIALS

### Income and Expenditure for FY 2020-21

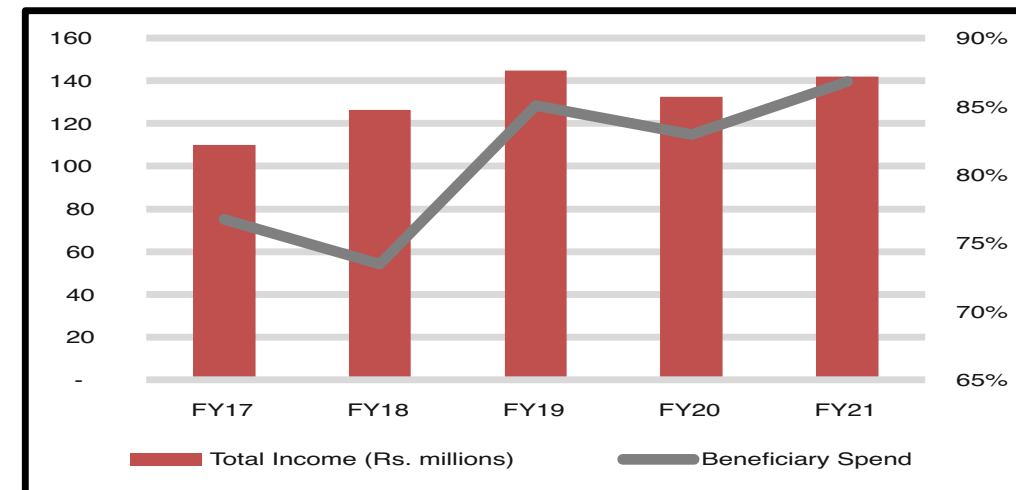


Income - FY21 ₹ 142 Mn



Expense - FY21 ₹ 132 Mn

### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# Dignity Foundation



<b>SECTOR</b>	<b>SUB SECTOR</b>	<b>SPENT ON BENEFICIARIES</b>	<b>82%</b>
Elderly	Care and Services		
<b>AGE</b>	<b>TAX BENEFIT</b>	<b>FOREIGN DONATIONS</b>	
24 Years	50%	✓	
<b>UN SUSTAINABLE DEVELOPMENT GOAL</b>			
Goal 10: Reduced Inequalities			

## A Dignified Life for every Elderly

- Crisis:** Reportedly, more than 65% of senior citizens in India are dependent on others for their day-to-day maintenance. Population of the elderly is estimated to grow by 200+ million by 2050 and yet only 3% of NGOs are working towards security of the elderly. Dignity Foundation has been committed to bettering socio-economic conditions of the elderly since 1997.
- Programs:** i) Day Care Centers: The aim of the centers (Mumbai and Chennai) is to provide a stimulating and conducive environment where the senior citizens suffering from dementia can maintain practical and social skills and enhance self-reliance. There are Day Care Centers for the elderly providing holistic services to all. ii) Loneliness Mitigation Center: The centers were set up to build peer support network for senior citizens with an idea of promoting social interaction for their mental well-being. iii) Helpline Program: Dignity Foundation has been running this Helpline since 1995 to empower elders to reach out for assistance against abuse. iv) The Ration Program: Dignity Foundation supports senior citizens by providing a month's worth of ration to poor senior citizens. They also reach out to slum localities in Mumbai through the Dignity on Wheels outreach program.
- Outcome in FY21:** Dignity Lifestyle Retirement Township, on the outskirts of Mumbai, offers a secure environment for senior citizens with assisted living facilities. Day Care Centers impacted 230+ beneficiaries; 30 Loneliness Mitigation Centers in 7 cities; Helpline handled 950 - 1,000 calls per month.

### PRESENCE:

6 States - DL, GJ, KA, MH, TN, WB

### ISSUES ADDRESSED:

- Stability and wellness of the elderly
- Better standard of living for every senior citizen in India

### SUPPORTED BY:

Axis Foundation Lotus Trust  
 Rotary Club Medusind Solutions India Pvt. Ltd.  
 STCI Finance Ltd. Kotak Mahindra Bank

Nihchal Israni Foundation Nirlon Ltd.

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

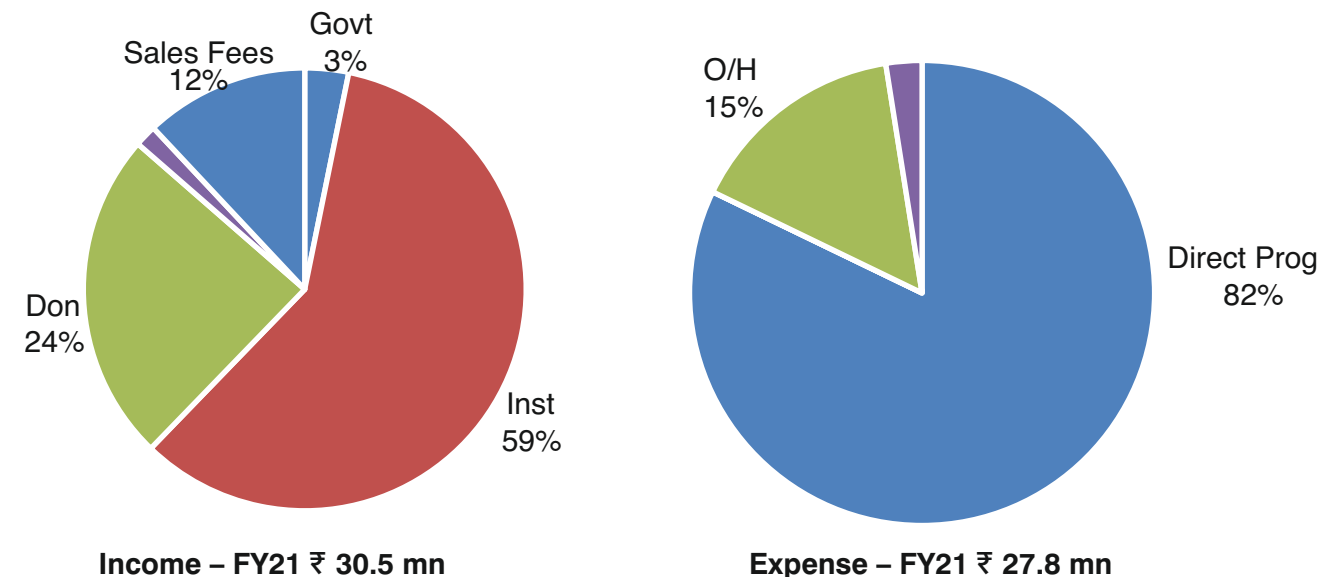
Dr. Sheilu Sreenivasan Mr. Gopal Srinivasan  
 Mr. Pranay Vakil Ms. Anita Ramchandran  
 Ms. Sweta Vakil Mr. Pradeep Malik  
 Mr. Vijay Pahwa

### RECOGNITION:

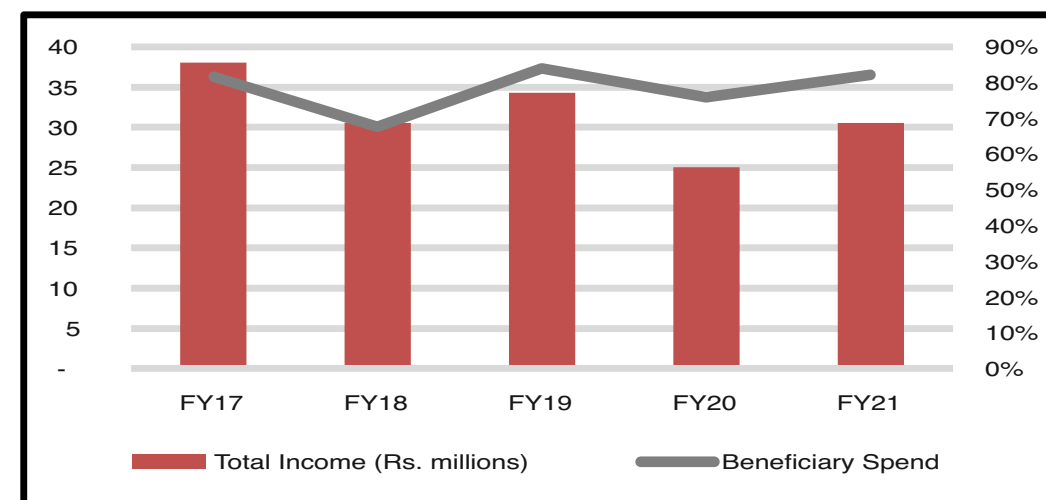
- 'Vayoshreshtha Samman' by the Ministry of Social Justice and Empowerment, Govt. of India - 2009

## FINANCIALS

### Income and Expenditure for FY 2020-21




### Trend Analysis - Income and Beneficiary Spend




\* Scan the QR code for detailed Financial Information of this NGO



# Janyaa Foundation



**4** QUALITY EDUCATION



**SECTOR**

Education

**SUB SECTOR**

Learning Aids

**SPENT ON BENEFICIARIES**

93%

**AGE**

12 Years

**TAX BENEFIT**

50%

**FOREIGN DONATIONS**

X

**UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL**

Goal 4: Quality Education

## Impacting Communities through Experiential Learning

- Crisis:** Science and Math education quality in India is low due to the rote learning system, shortage of teachers, and lack of hands-on STEM learning opportunities. Experiential learning is key to developing creative, problem-solving skills in children for real-life application. Janyaa's mission is to enable children to impact their communities through experiential learning.
- Programs:** i) Janyaa Lab in a Box: Teaches co-curricular science and math concepts to children through 600+ experiments developed in partnership with Stanford alumni, government teachers and science and mathematics experts. Children design solutions to solve daily-life challenges as part of the Janyaa Social Innovation Challenge. ii) Janyaa Children2Community Solutions: End-to-end program that trains children on science and math experiments. Children use Janyaa learning to design solutions to address daily-life challenges, implementable in community. iii) Janyaa Nature Lab: Children learn science, math and commerce concepts in relationship to nature and apply them to their school gardens hence getting educated on sustainability, carbon footprint, and healthy eating. iv) Janyaa Learn from Home Program: Students learn science/math experiments via weekly interactive online sessions delivered by Janyaa resource persons using experiment material easily procured from their homes.
- Outcome so far:** Janyaa has conducted its programs in 950 Government schools across 14 Indian states reaching out to 5,00,000 children and 15,000 teachers.

### PRESENCE:

8 States - AP, KA, RJ, TN, TS, UK, UP, WB

### ISSUES ADDRESSED:

- Access to STEM experiential learning for underprivileged high school children
- Transforming the rote learning system used by teachers to impart science and math knowledge in Indian schools
- Access to creative problem-solving skills in rural children which can be applied to real life, even if they discontinue formal education

### SUPPORTED BY:

United Way of Hyderabad    Cognizant  
KPMG    Ernst and Young Foundation  
Microsoft    Nava Bharat Ventures Ltd.

Telangana Social Welfare Residential Education Institutions Societies  
Virchow Laboratories Ltd.

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

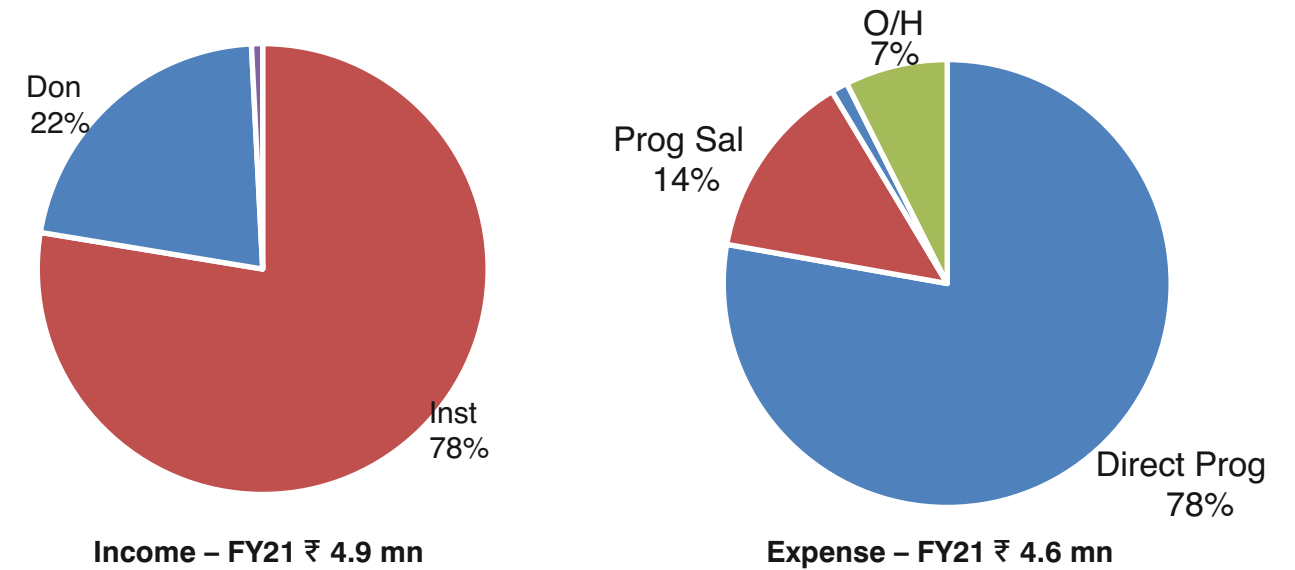
Ms. CSS Anupama    Mr. Chakradhar Nadella  
Mr. Sriram Yalamati    Mr. Gowtham Koritala  
Mr. Narasimha Rao Kolluri    Mr. Pradeep Manjunatha  
Mr. Anil Kumar Tatineni

### RECOGNITION:

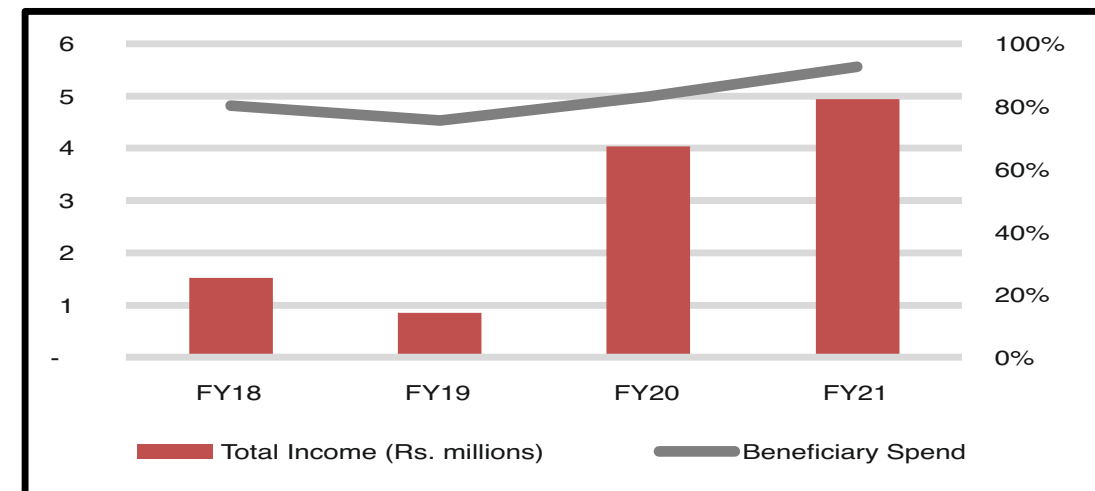
- International Achievers' Award 2021 received by founder Ms. Venu Nadella from Indian Achievers' Forum
- Award of Excellence received from Indian Development Foundation - 2014

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# Native Medicare Charitable Trust (NMCT)



<b>SECTOR</b> Development	<b>SUB SECTOR</b> Tribal	<b>SPENT ON BENEFICIARIES</b> 96%
<b>AGE</b> 34 Years	<b>TAX BENEFIT</b> 50%	<b>FOREIGN DONATIONS</b> ✓
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b> Goal 3: Good Health and Well Being		

## Sustainable Holistic Development among the Underserved

- Crisis:** NMCT aims to resolve challenges faced by tribal communities by improving livelihood activities, increasing awareness and treatment of the HIV affected, promotion of healthcare and nutrition, etc.
- Programs:** i) NMCT conducts awareness campaigns to sensitize such issues to the masses and help in the stigma reduction process, with experience in providing care and support to people and children infected/affected with HIV/AIDS. ii) NMCT also conducts Health and Skill Development among the underprivileged through NTT Data. iii) Providing care and support to marginalized sections of the society through its Abhaya Students Shelter and Abhaya Sadan Elderly Home for children and elderly respectively. iv) Providing sustainable school transformation that will ensure better learning and physical environment for children, through its FORD - Happy School Project.
- Outcome in FY21:** 5,406 HIV+ beneficiaries received medical aid and counseling. NMCT runs 676 tailoring schools in 14 districts of Tamil Nadu, thus financially empowering women and men. 4,133 children studying in 23 Government and Panchayat Schools trained on health, nutrition and education. 42 training sessions imparted to 1,618 school children on WaSH, including 10 input sessions on Menstrual Hygiene Management conducted for 283 adolescent girls.

### PRESENCE:

1 State - TN

### ISSUES ADDRESSED:

- Empowerment of HIV affected
- Livelihood development of tribal communities
- Providing shelter homes

### SUPPORTED BY:

NABARD  
Mahindra Finance

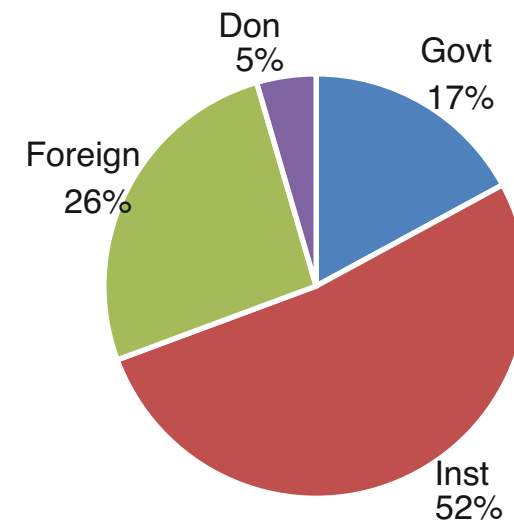
Usha International  
Tamil Nadu State AIDS Control Society  
Voice Foundation  
Give India

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

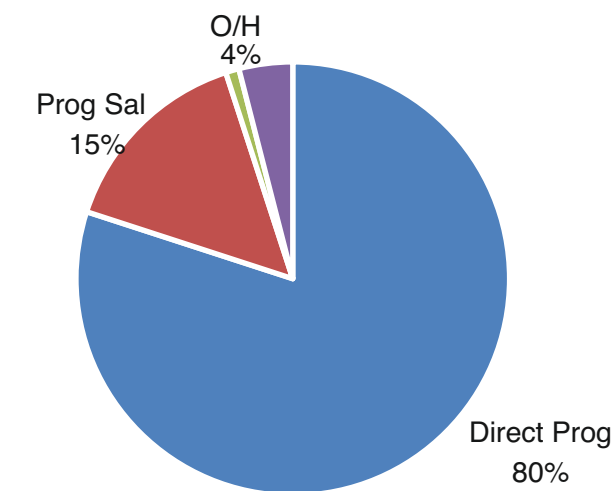
Mr. Sankaranarayanan  
Dr. K. K. Lakshmanan  
Mr. K. J. Mohammed Ali  
Mr. R. Kalikutty  
Ms. V. Nagarathinam

## FINANCIALS

### Income and Expenditure for FY 2020-21

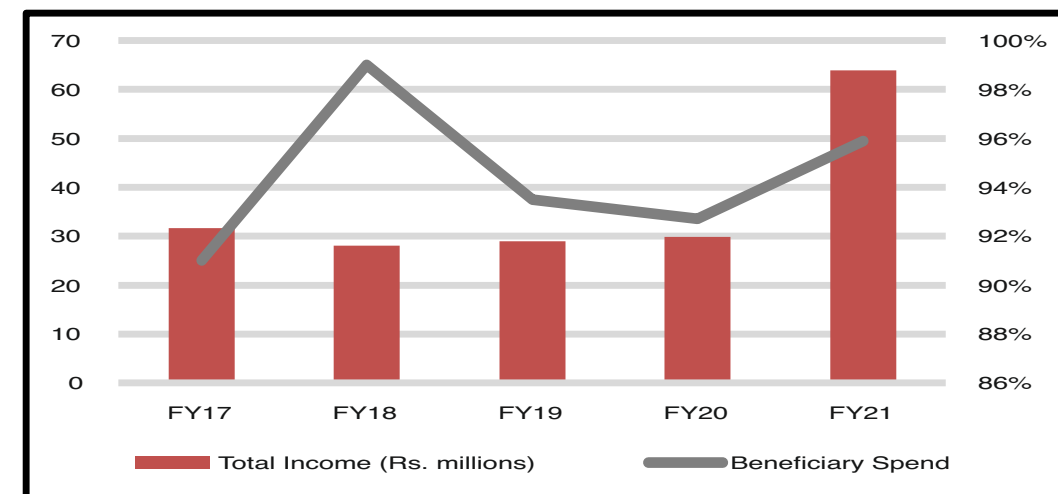


Income - FY21 ₹ 63.9 mn



Expense - FY21 ₹ 60.5 mn

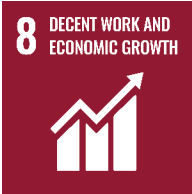
### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO



# Natural Streets For Performing Arts Foundation (NSPA)



<b>SECTOR</b>	<b>SUB SECTOR</b>	<b>SPENT ON BENEFICIARIES</b>
Arts & Culture	Music	—
<b>AGE</b>	<b>TAX BENEFIT</b>	<b>FOREIGN DONATIONS</b>
7 Years	50%	X
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b>		
Goal 8: Decent Growth; Goal 17: Partnerships for the Goals		

## Taking Art to People & Supporting the Livelihoods of Artists

- NSPA seeks to revive a culture of public performances in the city encouraging greater interaction between artists and the community, creating vibrant spaces of cultural interaction and energising the city and its people with greater Art consciousness.
- The organization has always believed in promoting independent, local music and has welcomed instrumentalists and singers partial to various genres like folk, western, jazz, pop, Sufi, classical and fusion music. NSPA hopes to support and promote artists pursuing a wide variety of performing arts and connecting them with eager audiences. Their theatre groups perform street plays and stage plays on socially relevant topics and strive to bring about change through their acts.
- A year-long public programming calendar ensures steady performance opportunities and thereby steady income for Artists associated with NSPA. This enables them to pursue their Art sans the fear of the seasonality of performance opportunities, submitting to popular trends and commercial considerations and lack of consistent patronage. A secure primary income enables them to pursue their passion full-time, thereon launch a career in the Arts.
- NSPA currently has 65 musicians and actors on board. NSPA artists perform at over 18 locations in Mumbai and this includes the city museum, gardens, promenades, and metro and railway stations.
- The organization also has a YouTube channel that functions as an online repository for podcasts and performance videos.

### ► PRESENCE:

2 States - GA, MH

### ► ISSUES ADDRESSED:

- Revive the culture of street performances
- Make art accessible to all
- Support the livelihoods of artists

### ► SUPPORTED BY:

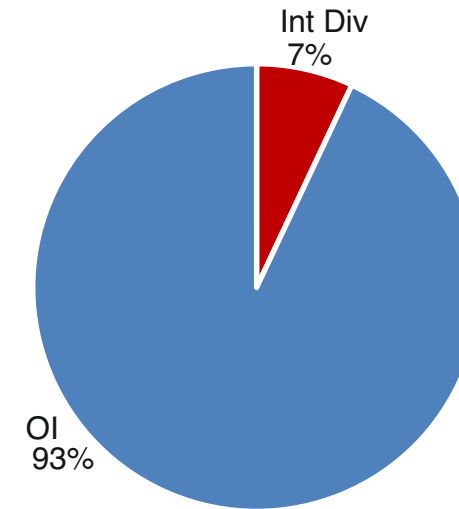
Quantum Asset Management Company Pvt. Ltd.

### ► TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

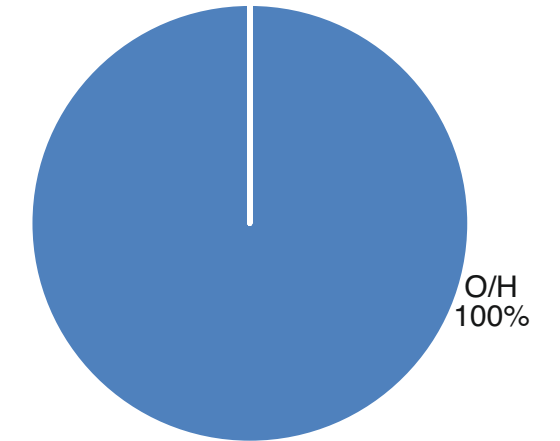
Mr. Iyer Venkata Subramaniam  
Ms. Winnie Dholakia

## FINANCIALS

### Income and Expenditure for FY 2020-21

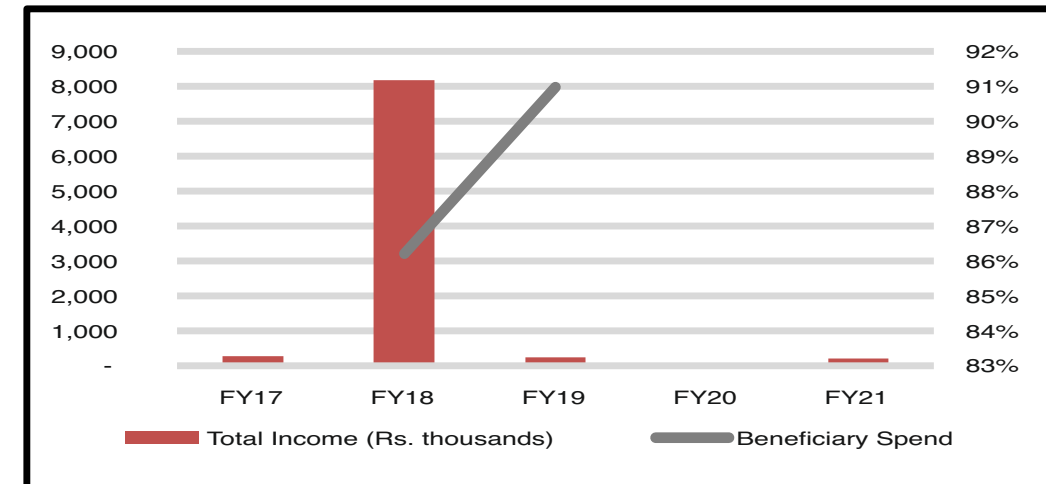


Income – FY21 ₹ 2.1 Lakhs



Expense - FY21 ₹ 0.23 Lakhs

### Trend Analysis - Income and Beneficiary Spend

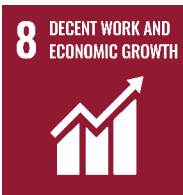


\* Scan the QR code for detailed Financial Information of this NGO

# North Bengal Art Academy (NBAA)



<b>SECTOR</b> Livelihood	<b>SUB SECTOR</b> Skill Development	<b>SPENT ON BENEFICIARIES</b> 94%
<b>AGE</b> 19 Years	<b>TAX BENEFIT</b> 50%	<b>FOREIGN DONATIONS</b> X
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b> Goal 8: Decent Work and Economic Growth		



## Imparting Sustainable Living and Uplifting Living Standards

- Crisis:** The marginalized sections of the North Bengal region suffered from the problem of poverty and rising unemployment level, having no access to necessary aids and tools to uplift their standard of living. There was a rising need for skill development, micro-planning, education, nutrition, women empowerment and employment generation which could better the lives of these people. To address such needs NBAA started providing its interventions.
- Programs:** i) Conducts microplanning and baseline surveys in forests and village. ii) Provides various certificate courses for necessary skill development and career mobility such as tailoring, beautician, tourism, hospitality, computer courses, plumbing training, car driving cum servicing, mobile repairing, home appliances repairing, handicraft training and dragon fruit and strawberry cultivation programs. iii) Providing training to the youth and the unemployed in various organic farming methods through which they can generate income iv) Conducts awareness programs in context to education, healthcare, hygiene, waste management, gender equality, rainwater harvesting and awareness regarding the pollution levels.
- Outcome in FY21:** Training on driving, plumbing and electrician imparted to 20 trainees. 15 SHG beneficiaries actively participated in soft toys manufacture training program. 30 beneficiaries trained in tailoring, 20 trained in beautician course and 20 trained in computers. Also, 150 SHG beneficiaries trained in tailoring, bag making and jute craft trade.

### PRESENCE:

1 State - WB

### ISSUES ADDRESSED:

- Improving the lives of people from the North Bengal region by providing self-employment opportunities
- Empowering woman through the development of SHG group and cluster
- Problem identification in the villages of North Bengal by conducting different survey and micro plan

### SUPPORTED BY:

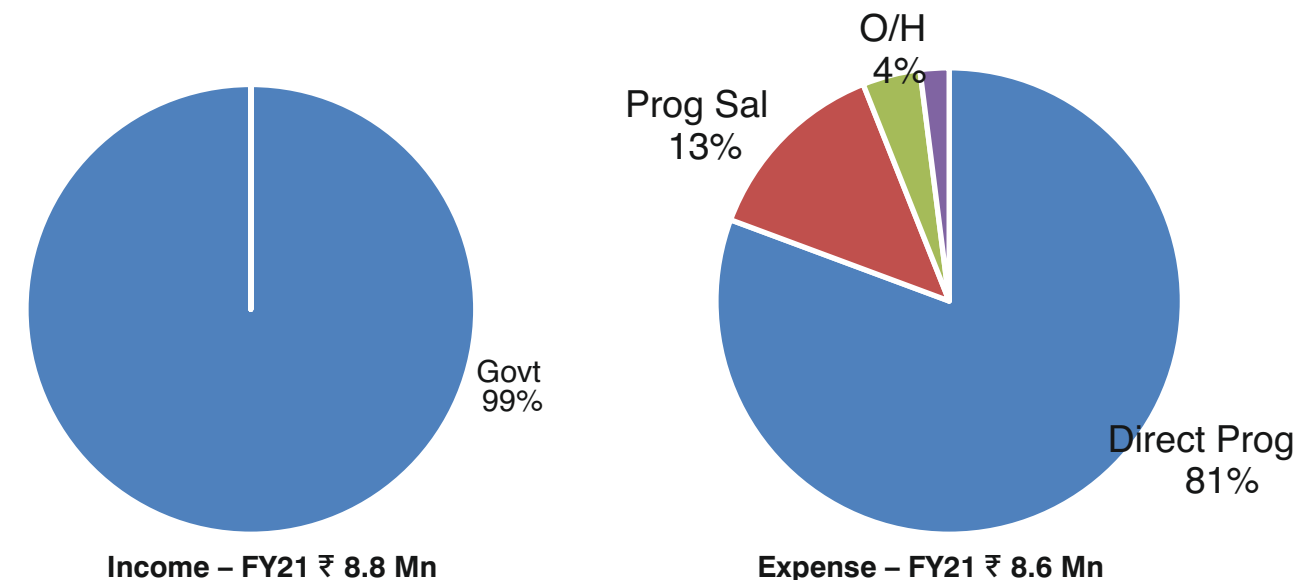
BDO	GOVT. OF WEST BENGAL
DEPT. OF SHG and SE	NHPC
NABARD	M/O HOME AFFAIRS

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

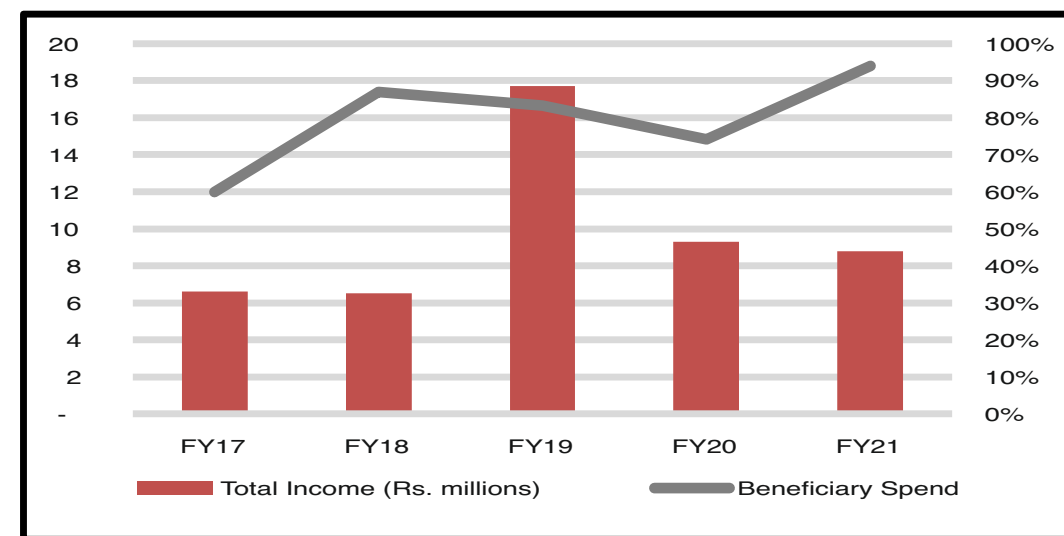
Ms. Sujata Ghosh	Ms. Reena Ekka
Mr. Somesh Ghosh	Ms. Reshma Topno
Mr. Donar Rai	Ms. Rakhi Kami
Ms. Babita Shashanker	

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO



# Prajayatna



<b>SECTOR</b> Education	<b>SUB SECTOR</b> Services	<b>SPENT ON BENEFICIARIES</b> 87%
<b>AGE</b> 14 Years	<b>TAX BENEFIT</b> 50%	<b>FOREIGN DONATIONS</b> ✓
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b> Goal 4: Quality Education		



## Participating in the Improvement and Quality Development of Education

- Crisis:** Majority of the children in public or government schools have single educators and are even without teachers and instead have guest/para teachers who are there on a contract basis. High dropout rate in these schools exist due to factors such as poverty, long distance to school, child marriages, patriarchal mindset and cultural factors. Practical knowledge and the development of skills and abilities is completely neglected. This is where Prajayatna intervenes.
- Programs:** i) Education Governance: Through different interventions, Prajayatna has been able to facilitate community ownership through facilitating and institutionalizing community participation and contribution towards education development. ii) ECCE: Prajayatna's work with Aanganwadis seeks to bring about quality in the State-run ECCE Centers and ensure that they become vibrant education centres with a conducive ecosystem that fosters the overall development of the child. iii) Learning Initiative: Institutionalizing Prajayatna's capability-based learning approach (Kalikayatna) in public schools.
- Outcome so far:** The ECCE program has impacted 13,408 lives including 9,263 children and 542 teachers. The Kalikayatna has impacted 11,882 lives including 9,493 children and 527 teachers.

► **PRESENCE:**  
3 States - JH, KA, UP

- **ISSUES ADDRESSED:**
- Quality education
  - Educational governance
  - Early childhood care and education

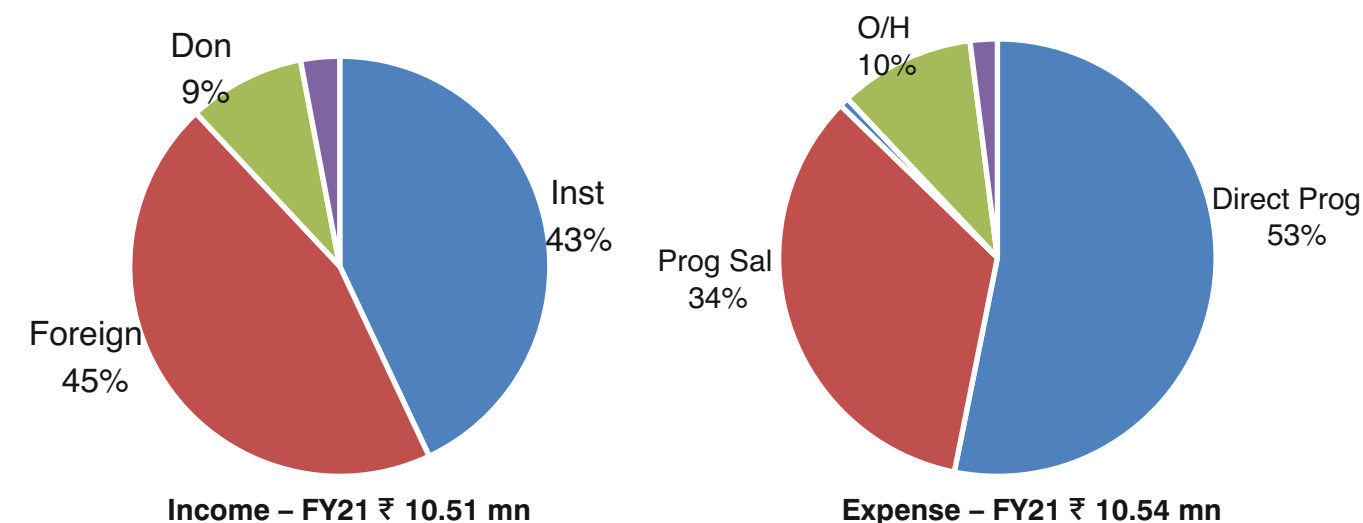
► **SUPPORTED BY:**  
Christofell Blinden Mission  
Professional Assistance for Development Action  
Save The Children

Deshpande Foundation  
HT Parekh Foundation  
CARGILL Pvt. India Ltd.  
Oil and Natural Gas Corporation  
DHFL Changing Lives Foundation

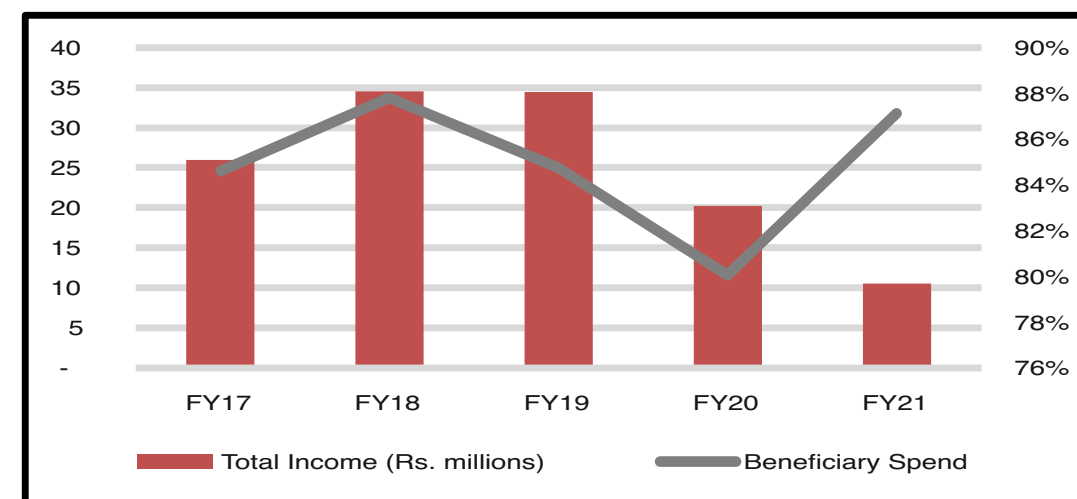
► **TRUSTEES/DIRECTORS/MANAGING COMMITTEE:**  
Ms. Mary Punnoose      Mr. Alex Rodrigues  
Mr. Muzaffar Assadi      Mr. Sharath. K  
Ms. Rashmi. H      Ms. Sharvani  
Mr. Narayan R

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# PraveenLata Sansthan (PLS)



**SECTOR**

Women

**SUB SECTOR**

Empowerment

**SPENT ON BENEFICIARIES**

96%

**AGE**

9 Years

**TAX BENEFIT**

50%

**FOREIGN DONATIONS**

X

**UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL**

Goal 5: Gender Equality



## A Small Step towards making a Big Difference

- Crisis:** In rural villages of Rajasthan there is still a lack of primary resources and awareness with regards to education of girl child, skill development for women, menstrual hygiene and sanitation. PLS focuses on social, economic and behavioral transformation of women and girls from these rural communities.
- Program:** 1) Education: a) Project Laadli, remedial after school education program for girls helping dropout girls. b) Project Mahatva: Community school in slums for children involved in child labor and begging, aiming to help them in education. 2) Skill Development: Titli - training girls and women for life skills, soft skills, financial inclusion and skills required for entrepreneurship. 3) Health: a) Spotless Dame program aims to create awareness about menstruation hygiene management, provide free medical checkups and eco-friendly sanitary napkins. b) FOOD STEPS – nutritional kit supplement and cooked meal distribution drive for pregnant and malnourished children. 4) Safety: a) MISSION JAGRITI – capacity building on safety awareness for girls and women. b) RESPECT SHE – capacity building program for boys on safety of girls. 5) COVID relief and disaster management.
- Outcome so far:** 15,319 beneficiaries impacted under Education; 1,080+ girls benefitted and trained under Skill Development; 321 workshops conducted supporting 56,075 direct beneficiaries under Health; 151,232 disposable pads and 34,018 cloth pads distributed.

### PRESENCE:

1 State - RJ

AIC Banasthali Latika and Rajeev Jain Foundation  
Hansol Logistics Pvt. Ltd. BTS Army COVID Relief for India

### ISSUES ADDRESSED:

- Increasing access to sanitation and hygiene in rural areas
- Promoting girl child education
- Creating sustainable livelihood opportunities

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

Ms. Bharti Singh Chauhan Ms. Bimla Paliwal  
Mr. Manish Garg Mr. Bhuvanendra Singh Chauhan

### RECOGNITION:

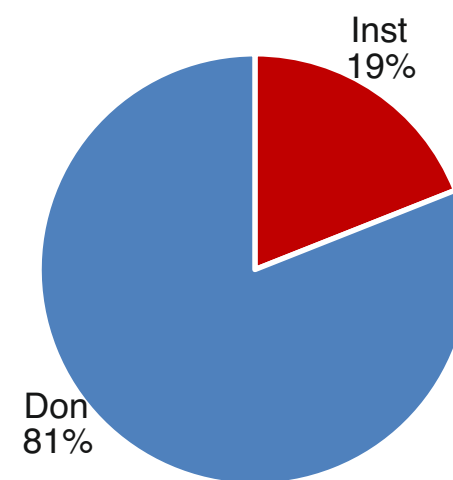
- 'ICICI Advantage Women Award' to the Founder - 2018
- Founder awarded '100 Women Achievers of India' by MWCD - 2016

### SUPPORTED BY:

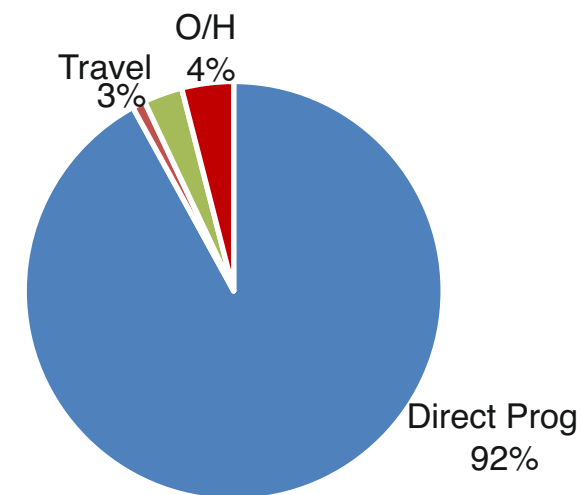
GiveIndia Foundation Donatekart Foundation  
Stone Shippers Ltd. HelpYourNGO Foundation

## FINANCIALS

### Income and Expenditure for FY 2020-21

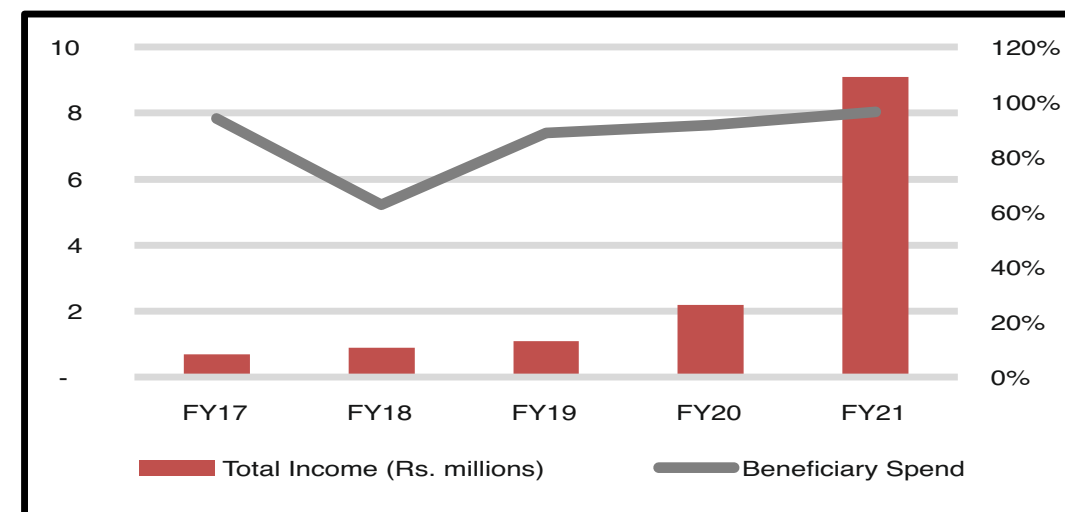


Income – FY21 ₹ 9.1 Mn



Expense – FY21 ₹ 8.8 mn

### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO



# Redemption Research for Health and Education Development Society (RRHEDS)



<b>SECTOR</b> Development	<b>SUB SECTOR</b> Community Development	<b>SPENT ON BENEFICIARIES</b> 97%
<b>AGE</b> 19 Years	<b>TAX BENEFIT</b> 50%	<b>FOREIGN DONATIONS</b> ✓
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b> Goal 3: Good Health and Well Being		



## Enabling Right to Equal Opportunities for the Disabled

- Crisis:** The underprivileged sections of Andhra Pradesh lack necessary aid to uplift their lives. With no access to education or healthcare they face challenges threatening their well being and livelihood. RRHEDS identifies and works with these impoverished, weaker and vulnerable sections.
- Programs:** i) Health Programs: Conducts health awareness programs, meetings and seminars. Supplements and multivitamins are distributed for free. Dental camps are conducted in schools and toothbrush and toothpaste are distributed to the school children. ii) Educational Programs: Participation in various Government Programs. iii) Awareness Camps: Conducts awareness camps in the areas of water and sanitation, HIV/AIDS, youth welfare, environmental camps and watershed management. iv) Training Camps conducted for women, SHG leaders and farmers.
- Outcome so far:** 1,00,000+ beneficiaries and 125 schools reached out to via the health programs.

### PRESENCE:

1 State - AP

### ISSUES ADDRESSED:

- Quality Education
- Awareness and Healthcare
- Financial Care

### SUPPORTED BY:

Heart and Hand for the Handicapped, USA

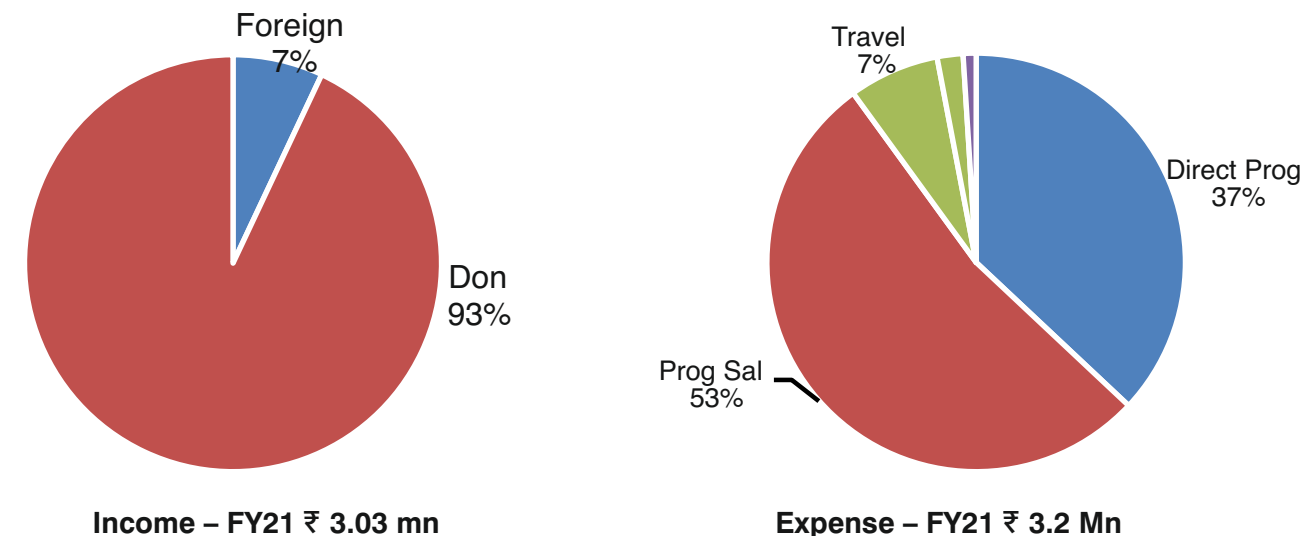
Nasim Foundation  
YAL Saif Charitable Trust  
GIVE INDIA

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

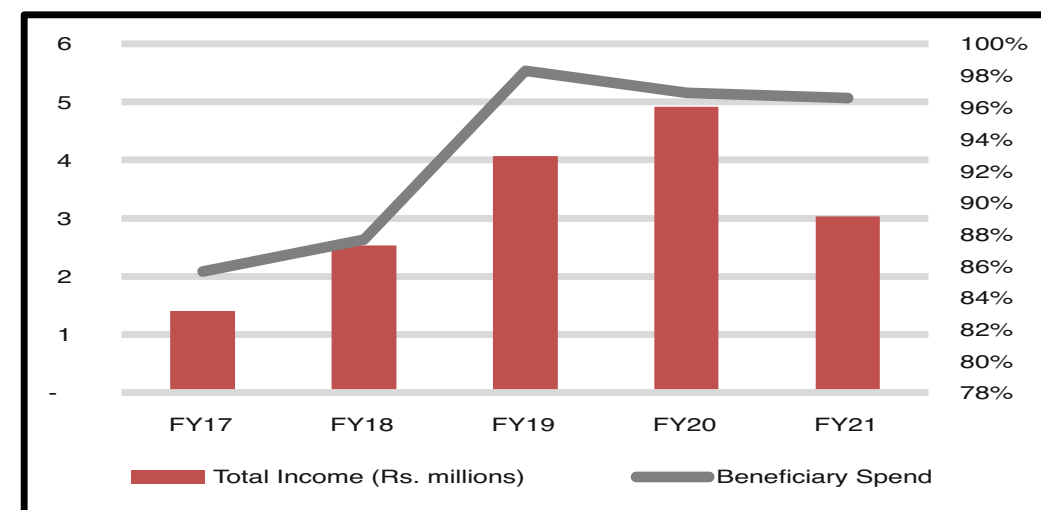
Mr. Kennady Pulipati	Mr. C. Sudheer Babu
Mr. G. P.D. Kumar	Ms. A. Prabha
Ms. A. Sirisha	Ms. P. Sireesha
Mr. Pakanati Loother	

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# Social Upliftment and Development For Health Action (SUADHA)



<b>SECTOR</b>	<b>SUB SECTOR</b>	<b>SPENT ON BENEFICIARIES</b>	<b>89%</b>
Health	Cancer		
<b>AGE</b>	<b>TAX BENEFIT</b>	<b>FOREIGN DONATIONS</b>	
13 Years	50%	✓	
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b>			
Goal 3: Good Health and Well Being			

## Creating a Social, Healthy and Wealthy Society

- Crisis:** Changes in urbanization, industrialization, lifestyle changes, faulty food habits, and population growth has caused an up rise in not just communicable diseases but also non-communicable diseases like cancer, thyroid, diabetes, and hypertension. SUADHA has been working towards extending its support to such patients and providing needed aid to its beneficiaries.
- Programs:** i) Education: Tribal Integrated Schools equipping tribal students with necessary attitudes, skills, orientation and academic aspirations. ii) Rehab Center: At this Center, SUADHA offers opportunities to destitute women, cancer survivors and tribal communities with various income generating activities. iii) Health: Health action for tribal communities, anti-tobacco campaigns, 'Well Women Clinic' providing free necessary health check-ups for early detection of cancer, osteoporosis and diabetes.
- Outcome in FY21:** 105 health care camps have been conducted screening more than 7,160 women for early detection of cancer, osteoporosis and diabetes. There are 2,539 students who have received monetary support to continue their education with the help of SUADHA's Tribal Integrated Schools. 191 beneficiaries benefited through the tribal welfare program which includes girl marriage, library setup and toy room setup.

### PRESENCE:

1 State - MH

### ISSUES ADDRESSED:

- Educational aid
- Tribal welfare
- Health and hygiene

### SUPPORTED BY:

Sir Kikabhai Premchad Trust  
Ammada Trust  
Radha Kaliandas Daryanani Charitable  
Saksham Sarthi

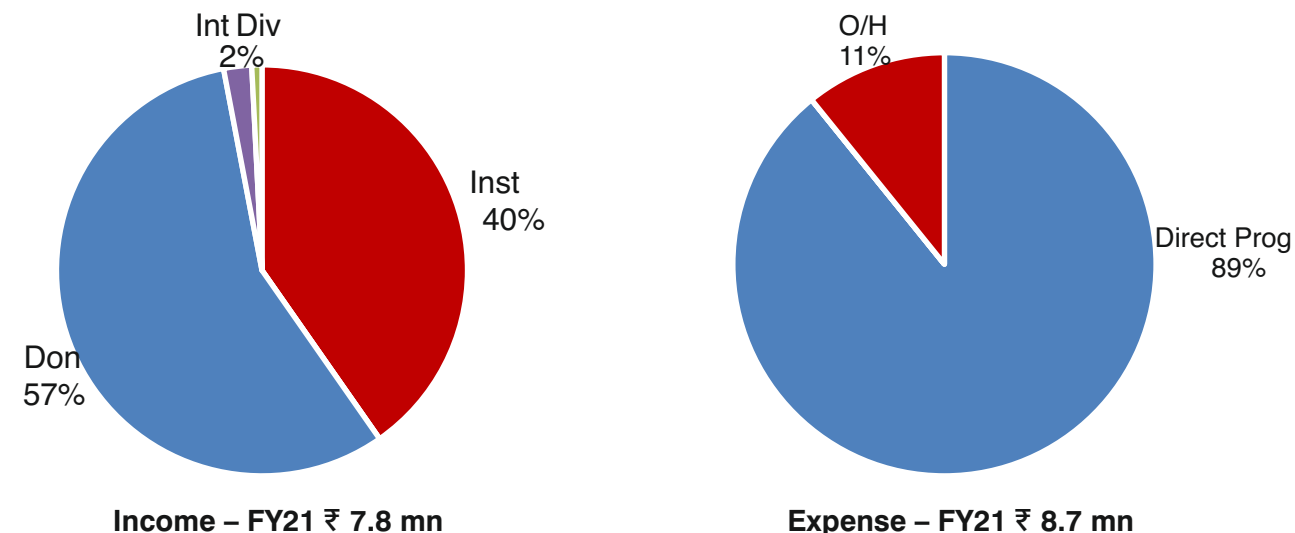
ECGC Ltd.  
New India Assurance  
R. Jhunjunwala Foundation  
SHCIL Foundation

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

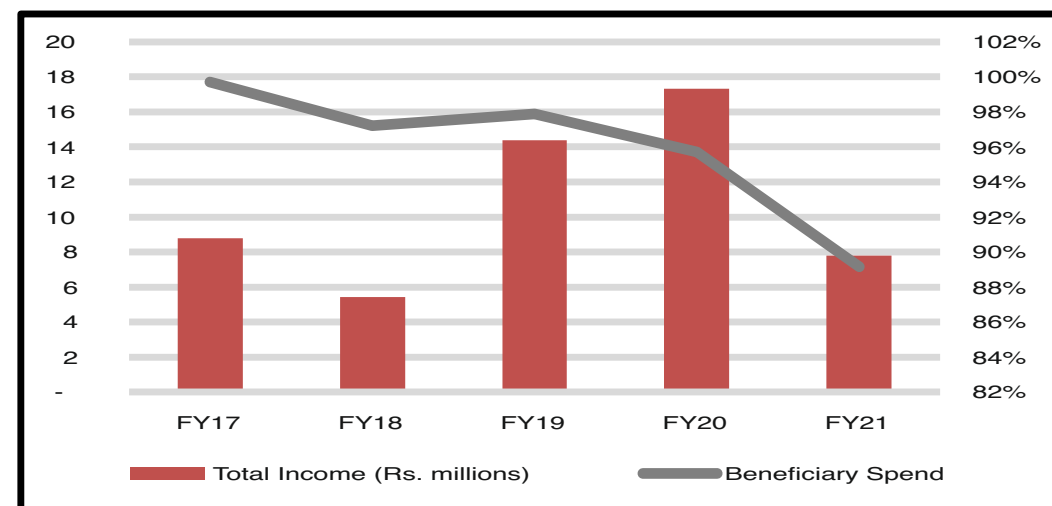
Ms. Iva Athavia  
Ms. Meera P. Limaye  
Ms. Rinky Roopesh  
Ms. Virginia Kiro  
Ms. Rohini Mhase  
Mr. Roopesh K.T  
Ms. Rohini Lilaramani

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO



# Sense International (India)



**SECTOR**

Disability

**SUB SECTOR**

Deafblindness

**SPENT ON BENEFICIARIES**

95%

**AGE**

25 Years

**TAX BENEFIT**

50%

**FOREIGN DONATIONS**



**UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL**

Goal 4: Quality Education

## Embracing Diversity and responding to Individual Needs

- Crisis:** Back in 1997, there was only one school in India providing education and other services to 23 children with deaf blindness, in a country where there are an estimated 500,000 children and adults with this multi-sensory disability. To address this dire need, Sense India was established as the first national NGO in India to support the development of comprehensive services and training for people with deaf blindness and multiple disabilities.
- Programs:** Sense India has their programs spread in education, rehabilitation, policy advocacy and capacity building centers. They follow the Individualized Educational Plan, a strategy that recognizes each child as having unique abilities and supports an educational plan that is developed around the needs and capacity of that child.
- Outcome so far:** Through a network of 59 partner NGOs, Sense India is transforming the lives of more than 78,000+ deafblind people – from isolation and neglect to communication, interaction and self-esteem. Screening 2,270 children for vision and hearing impairment; training 7,056 adults with deaf blindness; training and educating 341 teachers on teaching techniques for deafblind children reaching out to 16,124 children and adults with deaf blindness; 63,500+ children with deaf blindness are included into regular schools in collaboration with SMSA programs.

### PRESENCE:

22 States - AP, AS, BH, CG, DL, GA, GJ, HR, JH, KA, KL, MH, ML, MP, OD, RJ, SK, TN, TR, TS, UP, WB

### ISSUES ADDRESSED:

- Education, health, livelihoods, rehabilitation services for children and young adults with deaf blindness and multiple disabilities
- Advocating for the rights of persons with deaf blindness and multiple disabilities
- Providing network support for people with deaf blindness and multiple disabilities

### SUPPORTED BY:

Azim Premji Foundation KIF/KUF Foundation

HT Parekh Foundation  
Microsoft India  
Intel

Bajaj Auto Ltd.  
The Dharamsi Morarji Chemical Co. Ltd.  
Asha for Education

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

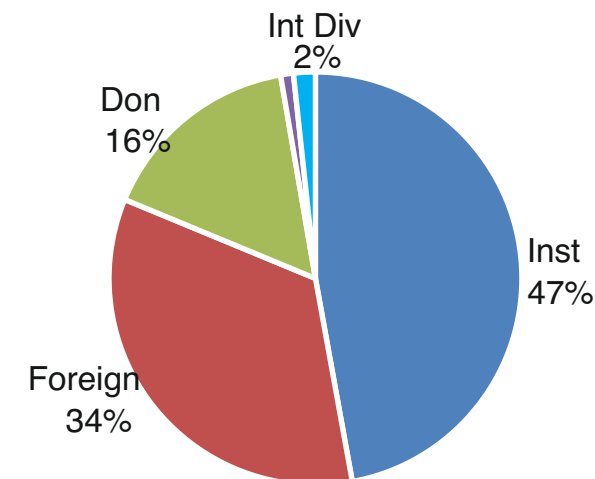
Mr. Amith Dholakia Ms. Divya Bhalla  
Mr. Rajive Raturi Ms. Nandini Rawal

### RECOGNITION:

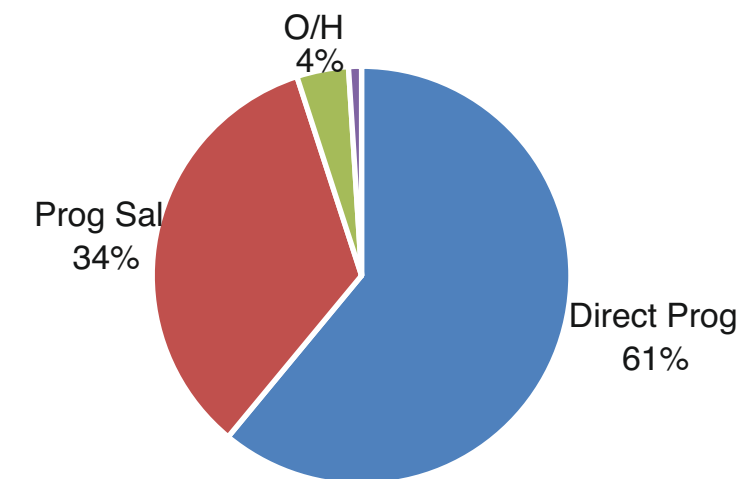
- NCPEDP Helen Keller Award supported by Mindtree - 2019
- Special consultative status at United Nations Economic and Social Council - 2017

## FINANCIALS

### Income and Expenditure for FY 2020-21

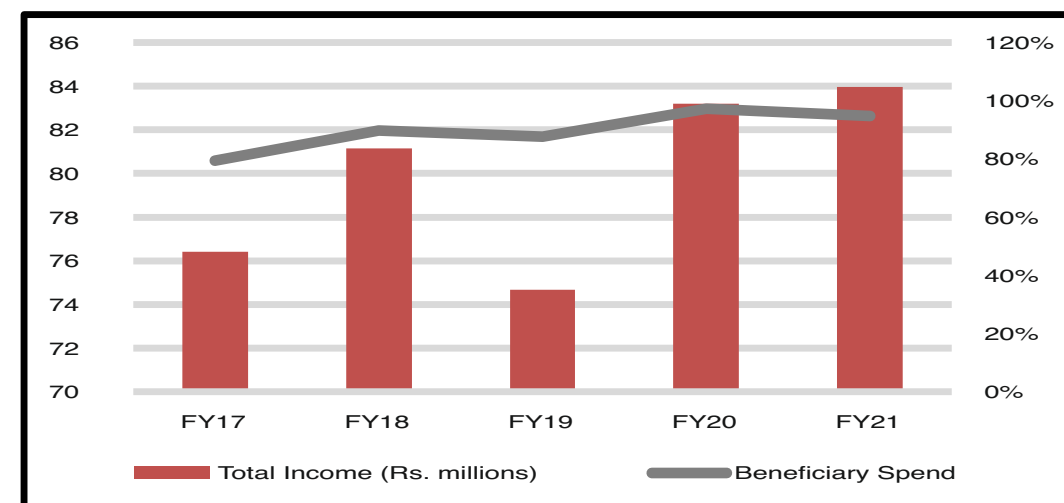


Income - FY21 ₹ 84.0 mn



Expense - FY21 ₹ 71.7 mn

### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# Society for Empowerment through Voluntary Action in Karnataka (SEVAK)



<b>SECTOR</b>	<b>SPENT ON BENEFICIARIES</b>
Livelihood	76%
<b>AGE</b>	<b>TAX BENEFIT</b>
13 Years	50%
<b>FOREIGN DONATIONS</b>	
✓	
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b>	
Goal 16: Peace, Justice & Strong Institutions	



## Empowering towards a Better Tomorrow

- Crisis:** The disadvantaged communities of Karnataka have no proper access to education, health care and training in human resources development. As a result, they face problems in trying to uplift themselves. In addition, they also have to deal with social issues such as child marriage.
- Programs:** 1) Organizing Self Help Groups that help with savings, thrift activities, and take active part in awareness generation program. 2) Cooperatives imparting training and information to the members, providing credit and marketing facilities. 3) Ensuring that children who have attained 3 years of age are enrolled in the Integrated Child Development Scheme centers and there are no dropout from schools. 4) Working closely with young mothers to end the cycle of child marriage. 5) Necessary health and medical assistance facilities provided for livestock.
- Outcome so far:** 1) SEVAK organized 132 Self Help Groups of women in 34 villages in Belgaum city empowering 885 vulnerable girls of Devdasi and supporting 8,700 domestic workers. 2) Provision of food and personal hygiene for 7,500 families and nutrition support to 600 girls. 3) Vocational training imparted to 408 early married girls.

### PRESENCE:

1 State - KA

### ISSUES ADDRESSED:

- Sexual and reproductive health and rights
- Awareness on nutrition food
- Livelihood promotion

### SUPPORTED BY:

Terre des Hommes  
Feedal Foundation  
Comic Relief Fund

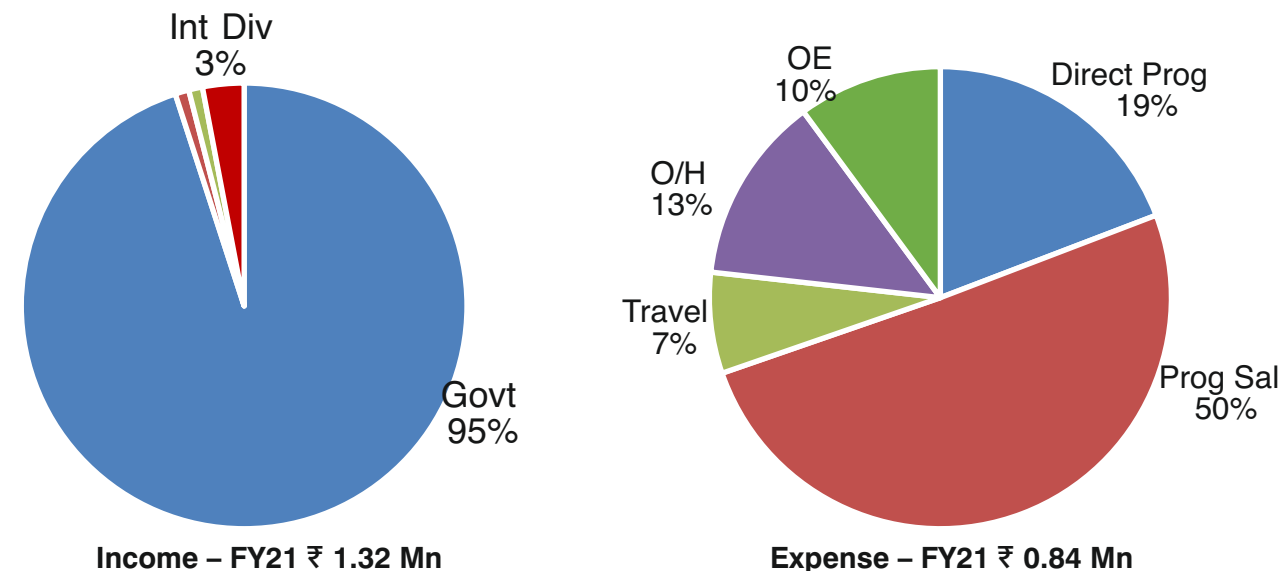
Public Affair Centre  
Child Right Trust  
Government of Karnataka  
Department of Science and Technology, Govt. of India  
Americare India Foundation

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

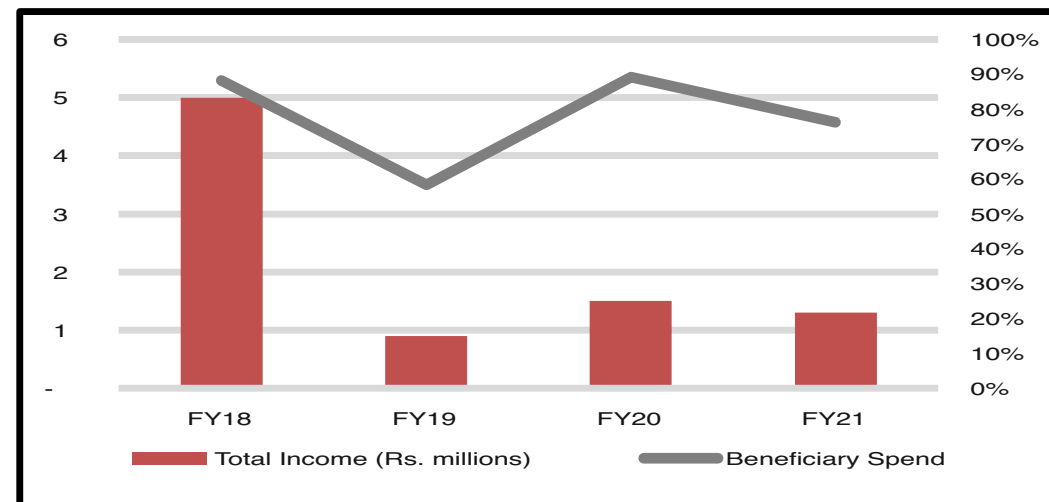
Ms. Chandralekha Savvaseri  
Ms. Shailaja Kurbet  
Mr. Anand Lobo  
Ms. Shobha D Huddar  
Mr. Sanjeev Kulkarni

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# Swayam Shikshan Prayog (SSP)



<b>SECTOR</b>	<b>SUB SECTOR</b>	<b>SPENT ON BENEFICIARIES</b>
Women	Empowerment	86%
<b>AGE</b>	<b>TAX BENEFIT</b>	<b>FOREIGN DONATIONS</b>
24 Years	50%	✓
<b>UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL</b>		
Goal 5: Gender Equality		



## Empowerment of Women as Leaders and Entrepreneurs

- Crisis:** Women are at higher risk of vulnerability across any social or economic parameters. This risk increases manifold in rural India. Lack of access to formal education, skills, business training and family support, coupled with time, mobility and decision-making constraints add to the complexity of the challenges faced by grassroots women. SSP acts as a facilitator of women leaders to manage savings, credit and micro-businesses, address local risk, and build community resilience.
- Programs:** They serve marginalized communities through a fraternity of self-help groups, a microfinance institution that offers financial services to women-led businesses, rural schools of entrepreneurship for women, and a market aggregator that offers dedicated services to last-mile business women. They offer skills training, clean energy training, livelihood generation, disaster management, microfinance, rural marketing and health-enhancing opportunities to rural women.
- Outcome so far:** 1) Improved quality of life to over 1 million low-income households across 2,320 villages of India. 2) 3 lakh women launched as entrepreneurs resulting in an overall increase in income by ₹2,250 million. 3) 55,876 women accessed ₹713.5 million of micro-loans. 4) 67,000 women empowered as farmers resulting in a collective increase in annual income by ₹8,375 million. 5) 60,000 acres of dry land converted to bio-farms.

### PRESENCE:

7 States - AS, BH, GJ, KL, MH, OS, TN

### ISSUES ADDRESSED:

- Enabling sustainable community development by empowering women at grassroots level as leaders and entrepreneurs

### SUPPORTED BY:

Misereor	European Union
Huairou Commission	Welthungerhilfe – GIZ
HSBC	Mac Arthur Foundation
Shapoorji Pallonji	

Maharashtra State Rural Livelihoods Mission

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

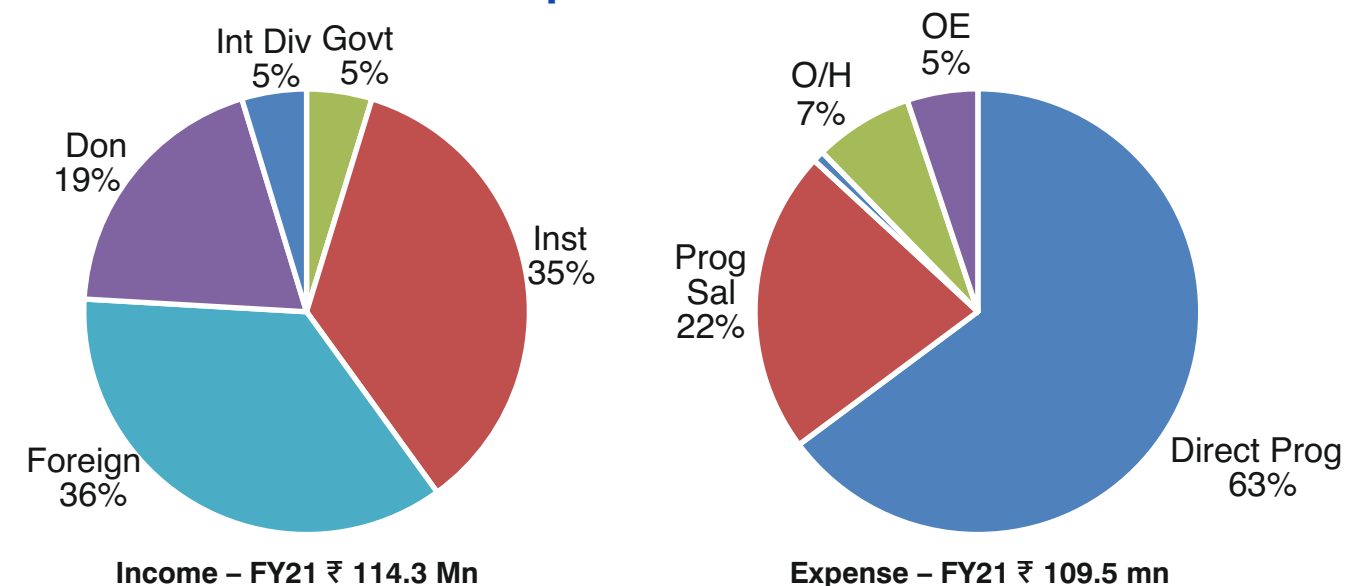
Mr. Adolph Furtado	Ms. Prema Gopalan
Mr. V.C. Nadarajan	Mr. Nisheeth Kumar
Prof. Vinod Chandra Menon	Dr. Aravind Chinchure
Ms. Payal Randhawa	Ms. Prasanna Hulikavi

### RECOGNITION:

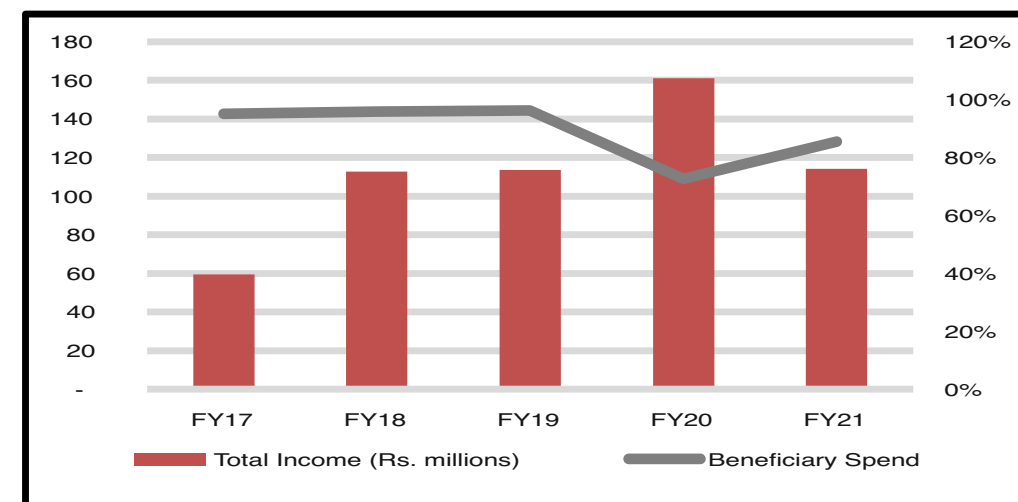
- Roddenberry Foundation's +1 Global Fund in recognition of the impactful work during COVID - 2021
- Parkhe Foundation's "Adarsha Mata Puraskar" - 2021

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO



# Blind Welfare Council (BWC)



**SECTOR**

Disability

**SUB SECTOR**

Special School

**SPENT ON BENEFICIARIES**

97%

**AGE**

22 Years

**TAX BENEFIT**

50%

**FOREIGN DONATIONS**



**UNDP'S SUSTAINABLE DEVELOPMENTAL GOAL**

Goal 10: Reduced Inequalities



## Enabling Right to Equal Opportunities for the Disabled

- Crisis:** The marginalized sections that suffer from disabilities are looked down upon and are considered as liability in the backward districts of Dahod, Gujarat. The people of the Dahod-Panchmahal districts of Gujarat state suffer from the problem of illiteracy, poverty and lack of any economic opportunities. Therefore, they do not possess the necessary means to look after the disabled sections of the community. BWC works for disabled individuals by providing them with shelter, education, and medical care.
- Programs:** i) Day Care Center for the mentally disabled. ii) Residential School for children with hearing impairment. iii) Hostel for girls with disabilities. iv) Industrial Training Center and Vocational Training Center for youth with disability, to encourage employment. v) Early Intervention Center for kids upto age 4. vi) Inclusive education for the disabled. vii) Braille Training for teachers. viii) Advocacy Centers and resource rooms.
- Outcome so far:** 58 children enrolled at the Day Care Center. Total of 1,436 students with disabilities are given special training as per their abilities. Students are also given crutches, hearing aids, tape recorders, wheel chairs and tricycles. Total of 877 individuals have been trained to become special teachers.

► **PRESENCE:**

1 State – GJ

Nasim Foundation  
YAL Saif Charitable Trust

► **ISSUES ADDRESSED:**

- Providing aid to visually impaired/hearing impaired/mentally disabled and other associated disabilities

► **TRUSTEES/DIRECTORS/MANAGING COMMITTEE:**

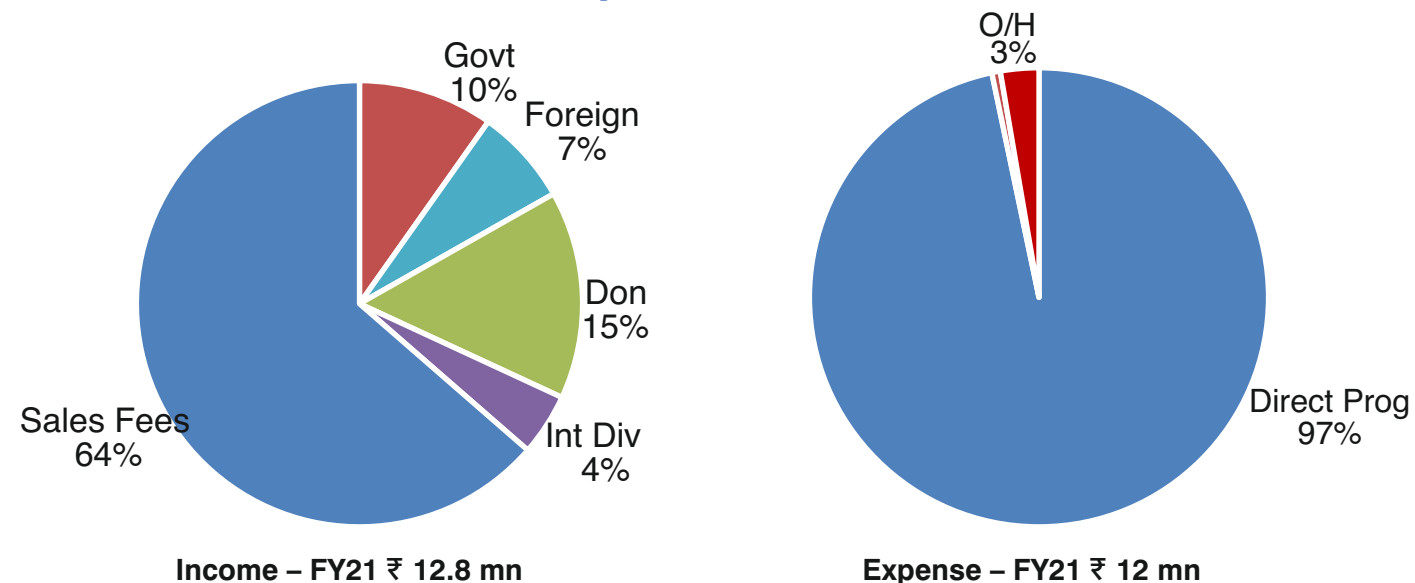
Mr. Prafulbhai N. Vyas  
Mr. Bhaskarbhai Y. Mehta  
Dr. Nagendranath Nagar  
Mr. Y. F. Kapadiya  
Mr. Khimjibhai L. Patel

► **SUPPORTED BY:**

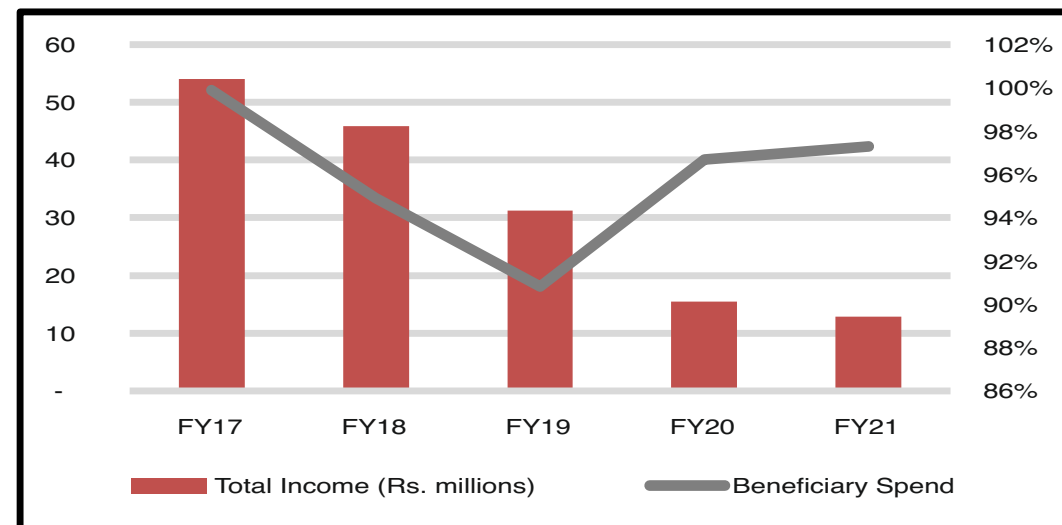
Heart and Hand for the Handicapped, USA

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# Thane Society for the Prevention of Cruelty to Animals (Thane SPCA)



<b>SECTOR</b> Animal Welfare	<b>SUB SECTOR</b> All Animals	<b>SPENT ON BENEFICIARIES</b> <b>83%</b>
<b>AGE</b> 20 Years	<b>TAX BENEFIT</b> 50%	<b>FOREIGN DONATIONS</b> ✓
<b>UN SUSTAINABLE DEVELOPMENT GOAL</b> Goal 15: Life On Land		

## Medical Relief for Street Animals

- Crisis:** 20 years ago, animal welfare facilities in Thane were very poor. Thousands of injured street animals had no veterinary facilities to turn to. This is when Thane SPCA started its ameliorative program for street animals.
- Programs:** Thane SPCA runs the district's only animal hospital (which can house up to 100 animals) with the support of 4 ambulances (including 2 for cattle), an Intensive Care Unit, fully equipped surgery and radiology departments, and X-ray facilities. It also carries out sensitization programs and has a legal team to prosecute against animal cruelty. Lodging and quarantine facilities are available for all animals. Stray animals are treated free of cost and other animals are treated at a nominal cost.
- Outcome so far:** Holistic services provided to more than 1,50,000 animals since inception and hundreds of animals have been successfully rehomed. Their radiology department treats around 1,500 animals and birds every month.

- PRESENCE:**  
1 State - MH
- ISSUES ADDRESSED:**  
• Rescue, rehabilitation and release of animals
- SUPPORTED BY:**  
Karuna Charitable Trust  
Kalpatharu Foundation  
People for Animals  
Sharda Cropchem

10 FA India Pvt. Ltd.  
Shri Raj Foundation  
Shri D.N Gandadal Charitable Trust

### TRUSTEES/DIRECTORS/MANAGING COMMITTEE:

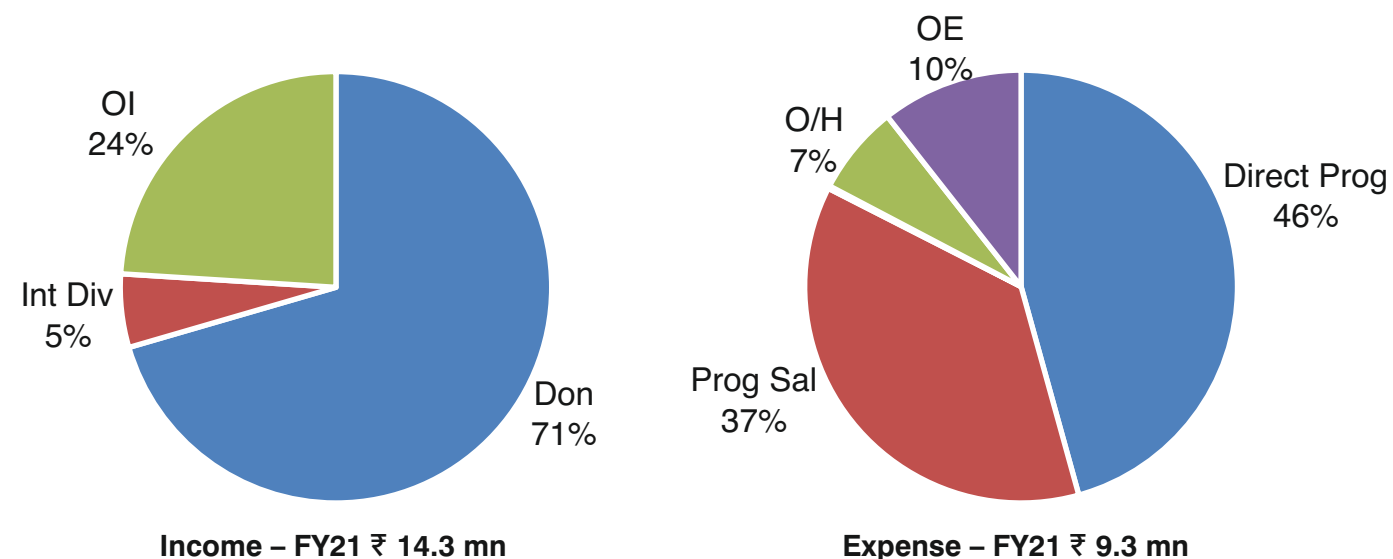
Shakuntala Majumdar  
Debashish Majumdar

### RECOGNITION:

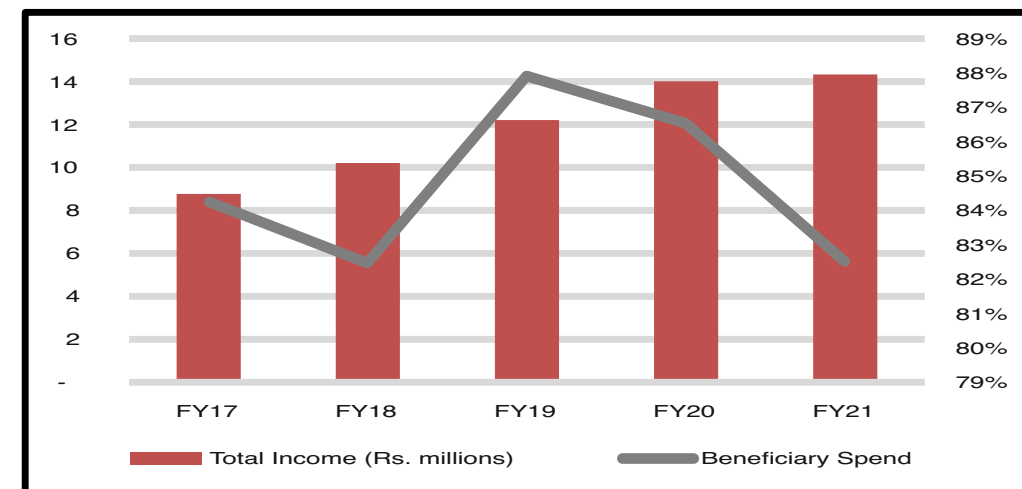
- Nari Shakti Award to Ms. Shakuntala Majumdar, President, by the President of India - 2016
- Recognized by the Animal Welfare Board of India

## FINANCIALS

### Income and Expenditure for FY 2020-21



### Trend Analysis - Income and Beneficiary Spend



\* Scan the QR code for detailed Financial Information of this NGO

# GLOSSARY

## Income

### Classification

Government Sources	Includes income from Government of India, State Governments, Government ministries/departments, Government programs, Panchayati Raj Institutions, Local Government bodies, NABARD, Public Sector Units (e.g.: ONGC, SBI).
Institutional Sources	Includes all private and public companies registered in India. Also includes philanthropic foundations, Family Trusts, Corporate Foundations, Clubs/Sansthas, and receipts from larger NGOs (eg: Concern India, CHILDLINE). Excludes companies in India but controlled by their foreign parent/holding companies (eg: Unilever, Deloitte – shown under foreign income by us). NGO classification of its income source is also considered.
Foreign Sources	Includes receipts from a 'non-Indian source'; whether a trust, corporate or individual (non-Indian citizen). Under FCRA regulations, Indian NGOs report funds received from United Nations/UNICEF as local income, whereas we show this under Foreign Sources. Funds raised through agencies like Give2Asia, Global Giving, The Resource Alliance, Give Foundation, Child Fund India, Plan International, etc. shown under Foreign Sources.
Donations	Includes donations collected from individual sources, contribution from board members, trustees, governing committee members and other general donations (unknown income source or where not classified by the NGO). Includes donations received through donation portals like GiveIndia, United Way, Charities Aid Foundation, iCharity, ActionAid.
Sales/Fees	Sales include sales of products (made in-house by beneficiaries), sales of art, agricultural products, medicines, handicrafts. Fees include income generated directly from the beneficiaries, life members, sponsors by way of school fees, hospital/patient fees, admission fees, vocational training fees and annual income received from new/present life members of the trust.
Interest / Dividend	Includes income on deposits with banks (including FCRA account) and dividend earned on investments in shares/bonds.
Other Income	Includes miscellaneous receipts, unusual or non-recurring items, write back of provisions, profit on sale of assets/scrap.

## Expenses

### Classification

Direct Program Expenses	This is a summation of the following: (i) Direct Program Activities: Includes expenses incurred by the NGO to operate its various programs, conduct trainings / seminars / awareness camps, etc. which directly benefit the targeted beneficiaries. (ii) Program Staff Cost: Includes volunteer stipend; and salary, honorarium, wages, staff benefits (eg: allowances, provident fund, gratuity), remuneration, staff welfare, etc. paid to employees directly involved in executing programs. Some NGOs report staff salaries as 'Consultancy Expenses' and we show these under Program staff costs. Staff costs tend to be a high proportion for NGOs involved in helping the disabled, operating schools, or in the health sector since professional staff are critical in the running of such organizations. (iii) Travel Expenses: Cover both domestic and international costs of field/project staff. Travel cost includes local conveyance, travel allowance, vehicle hire, etc. Travel related to program as well as administration is included here. Note: Direct Program Expenses would be generally in the range of 70-100%. In some cases, NGOs have 100% Direct Program Expenses since breakdown of expenses has not been provided by the NGO and it simply categorizes all/most expenses as 'Program Expenses'. All such cases are indicated by a separate Financial Note on the HelpYourNGO website.
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Fund Raising Expenses	Includes expenses incurred to raise funds. Advertisement costs taken as Fund Raising expenses are indicated through a Financial Note on the HelpYourNGO website.
Overhead Expenses	This is a summation of the following: (i) General Staff Cost*: Includes salaries paid to administration staff (accountant, clerk, etc.), their staff welfare cost, insurance, staff benefits like allowances, provident fund, gratuity. (ii) Overhead Cost*: Includes rent, electricity, telephone, water, office expenses, transport costs, maintenance, repairs, bank charges, interest expenses, stationery costs, registration charges, trustee/board meetings. Cost incurred to avail services from third party professional service providers (eg. audit fees, legal charges, etc.) is also included in overheads.
Other Expenses & Depreciation	This is a summation of the following: (i) Other Expenses/Transfers*: Unusual or non-recurring items, provisions made, bad debts written off, loss on sale of assets / scrap / theft / pilferage / fire. Transfers are to Reserves or Specific Funds since sometimes NGOs get funds / grants for specific projects. These are transferred to the balance sheet until spent. (iii) Depreciation*: On fixed assets of the organization.

## Liabilities

### Classification

Corpus/ Share Capital	Funds kept aside for long term use and cannot be used for day-to-day expenses.
General Funds	Similar to a General Reserve. Surplus for the year is added to General Funds and deficit for the year is deducted if there is balance.
Earmarked Funds	Any funds set aside for a particular purpose to be spent in the future. This may include funds set aside/transferred for the purchase of land and/or buildings, for specific programs as directed by the donor or even unutilized grants in the given year. As grants are utilized, these are included in the Income & Expenditure Statement for that year. Note: As per The Institute of Chartered Accountants of India's Guidelines, transfers to/from Earmarked Funds have to be routed through the Income & Expenditure Statement and should not be directly adjusted in the Balance Sheet. Hence, in certain cases, the Total Income shown by us is different from that reported by the NGO (indicated by a Financial Note on the HelpYourNGO website).
Loans	Generally speaking, NGOs tend to rely on donations. However, some also take on loans, mostly from members/trustees.
Current Liabilities	Includes creditors, provisions, statutory dues payable, other payables/liabilities.

## Assets

### Classification

Fixed Assets	Includes movable and immovable fixed assets.
Investments	Includes fixed deposits with banks. NGOs sometimes show their fixed deposits under cash/bank. We show it under Investments.
Current Assets	Includes advances, loans, sundry debtors, deposits, statutory dues receivable. Excludes Cash/Bank balances.
Cash/Bank	Includes cash at hand and bank balances. Excludes fixed deposits.
Accumulated Deficits	Closing balance of accumulated losses. This figure indicates that the General Fund balance has been exhausted.



# ABBREVIATIONS

<b>Graph Labels</b>	<b>Explanation</b>	<b>Graph Labels</b>	<b>Explanation</b>
Used For Beneficiaries	Indicates the Total direct spend on beneficiaries. This % is the proportion of Direct Program Expenses to Total Expenditure for the financial year. Note: When either Depreciation or Other Expenses/Transfers exceeds 10% of the Total Expenditure, this % is adjusted to exclude that expense head from the Total Expenditure for calculating the proportion of expenses 'Used for Beneficiaries'.	Foreign	Foreign Sources
Govt	Government Sources	Don	Donations
Inst	Institutional Sources	Int Div	Interest/Dividend
		OI	Other Income
		Direct Prog	Direct Program Activities
		Prog Sal	Program Staff Cost
		Tra	Travel Expenses
		FRE	Fund Raising Expenses
		O/H	Overhead Expenses
		OE	Other Expenses and Depreciation

<b>Acronym</b>	<b>State Name</b>	<b>Acronym</b>	<b>State Name</b>	<b>Acronym</b>	<b>State Name</b>
AP	Andhra Pradesh	HR	Haryana	PY	Puducherry
AS	Assam	JH	Jharkhand	RJ	Rajasthan
BH	Bihar	KA	Karnataka	SK	Sikkim
CG	Chhattisgarh	KL	Kerala	TN	Tamil Nadu
CH	Chandigarh	MH	Maharashtra	TR	Tripura
DL	Delhi	ML	Meghalaya	TS	Telangana
GA	Goa	MP	Madhya Pradesh	UK	Uttarakhand
GJ	Gujarat	OD	Odisha	UP	Uttar Pradesh
HP	Himachal Pradesh	PN	Punjab	WB	West Bengal

<b>Acronym</b>	<b>Explanation</b>	<b>Acronym</b>	<b>Explanation</b>	<b>Acronym</b>	<b>Explanation</b>
AIDS	Acquired Immune Deficiency Syndrome	FT	Financial Times	NCPEDP	National Centre for Promotion of Employment for Disabled People
AIWMI	Association of International Wealth Management of India	FY	Financial Year	NGO	Non-Government Organization
BDO	Block Development Office	Govt.	Government	NHPC	National Hydroelectric Power Corporation
B.Sc	Bachelors in Science	HIV	Human Immunodeficiency Virus	NIIT	National Institute of Information Technology
BTS	Bangtan Boys	HNI	High-Net Worth Individual	NTT	Nippon Telegraph and Telephone Public Corporation
CFA	Chartered Financial Analyst	HSBC	Hongkong and Shanghai Banking Corporation Limited	p.a.	Per Annum
Co.	Company	ICICI	Industrial Credit and Investment Corporation of India	Pvt.	Private
COVID	Corona Virus Disease	I.T.	Information Technology	SHCIL	Stock Holding Corporation of India Limited
CSR	Corporate Social Responsibility	JLT	Jardine Llyod Thompson	SHG	Self Help Group
DEPT.	Department	KIF/KUF	Kamal India Foundation/ Kamal Udwardia Foundation	SMSA	Samagra Shiksha Abhiyan
SHG	Self Help Group	KPMG	Klynveld Peat Marwick Goerdeler	Std.	Standard
SE	Self Employment	L&T	Larsen and Toubro	STEM	Science, Technology, Engineering, and Mathematics
DHFL	Dewan Housing Finance Corporation Ltd.	LLC	Limited Liability Company	UNDP	United Nations Development Program
DHL	Dalsey, Hillblom and Lynn	Ltd.	Limited	UNICEF	United Nations Children's Fund
ECCE	Early Child Care and Education	MoU	Memorandum of Understanding	USA	United States of America
ECGC	Export Credit Guarantee Corporation of India	MWCD	Ministry of Women and Child Development	WaSH	Water, Sanitation and Hygiene
excl.	Excluding	NABARD	National Bank for Agriculture and Rural Development	Y/E	Year Ending
FCRA	Foreign Contribution Regulation Act				
FII	Foreign Institutional Investors				



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