

Let's get  
on with  
giving

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**CAF** Charities Aid  
Foundation  
India



**ANNUAL  
REPORT  
2015 - 2016**



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# ABOUT CHARITIES AID FOUNDATION (CAF) INDIA

Established in 1998, we are a not-for-profit organisation working to build a society motivated to give ever more effectively and help transform lives, and communities. In order to achieve this vision, CAF India has been actively engaged with stakeholders across a broad spectrum of areas. We are a member of the CAF Global Alliance that has nine offices internationally and distributes funds to over 100 countries across the world.

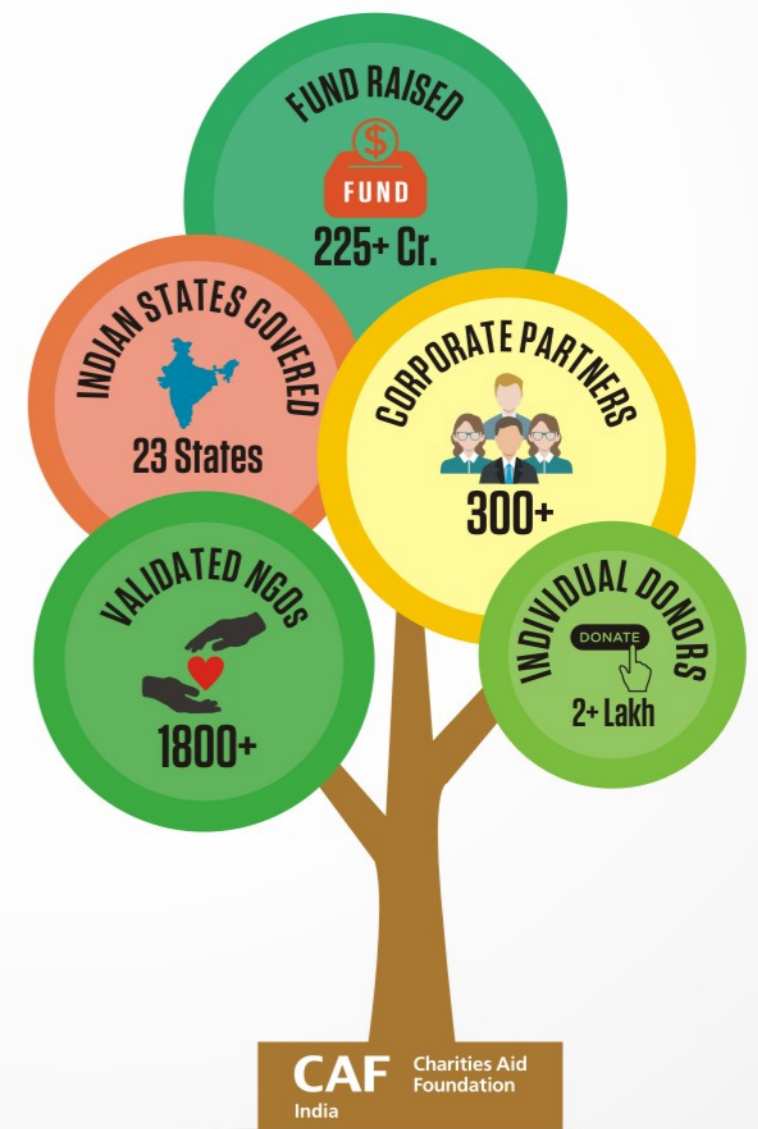
CAF India's wide range of CSR and philanthropic solutions include delivering on the social development commitments of partners through advisory support, strategy development, grant & programme management, employee giving, capacity building, disaster response, monitoring & evaluation, employee engagement, volunteering and communication advocacy, all tailored to build a more equitable and sustainable society.

While we work with corporates to deliver on their CSR commitments, we also ensure a solid ground for implementation of the same through our NGO partners. We have a proven track record of conducting due diligence of NGOs in order to foster trust in the sector. Through our capacity building programme, we guide them on the important aspects of management and governance, enabling them to help build their efficiency in project management and delivery. We consistently innovate to mobilise resources for the NGO sector to nurture the culture of giving in the country.

To enable individual donors to support the causes they care for, we have launched an innovative online giving platform called Give4Good which helps users to give and streamline their donations to CAF India-validated NGOs. We have more than 2,00,000 individual donors supporting various causes. Volunteering is also an important feature that this platform provides and we are currently managing more than 1.13 crore pledged hours.

Our deep understanding of the philanthropic sector build over 18 years has helped us bring out thought-provoking insights in the research space. The CAF World Giving Index which is launched annually is renowned as the leading comparative measure of generosity across the globe. CAF India also released a research report on 'Online Giving in India' which represents a critical first step to collecting information on digital trends and practices in the sector.

As a not-for-profit organisation, making an impact in the charitable sector is what drives us. Together with corporates, NGO partners, government and individual donors, we aim to transform society for the better.





## VISION

To build a society motivated to give ever more effectively and help transform lives and communities.

## MISSION

To promote and support strategic giving for a more equitable and sustainable society.

## VALUES

- TRUST:** Clear, transparent, discreet and reliable.
- SUPPORT:** Passionate about supporting our donors and NGOs to deliver real social impact.
- FLEXIBILITY:** Open, responsive and adaptable.
- DEDICATION:** Committed to advancing charitable giving and the charitable sector.



## CHAIRPERSON'S MESSAGE



Promoting the culture of giving is central to CAF India's work and I am proud to say that we are growing in strength to create a more equitable and sustainable society.

The year 2015-16 has been very fruitful with lakhs of people benefitting through CAF India's interventions on the ground. This was made possible by the generous support of our corporate partners, individual donors and employees from various organisations. We also responded to major disasters that affected millions of lives last year. The overwhelming response to Tamil Nadu floods and Himalayan earthquake from citizens across the country was truly inspiring as it reinforced trust in humanity.

Over the years, we have been trying to engage all stakeholders – corporates, individuals, the government and the not-for-profit sector, to help build a society motivated to give and transform the lives of the people who need it the most. We are grateful to all our donors and stakeholders for sharing the passion and vision.

India is witnessing rapid economic growth. The country is a 'bright spot' amidst the global economic turmoil. Yet, India still has an uphill task to reduce the gap between the rich and the poor. I am optimistic that India will not only make a mark as an economic superpower, but also grow as one of the most generous nations globally. It gives me immense pleasure to witness how the CAF India team, led by CEO, Meenakshi Batra, has scaled up over the years to create an impact on the society. I thank all our donors for their very generous contributions and hope that you will continue to support us in the years to come.

**Arun Bharat Ram**  
Chairperson





# FROM THE CHIEF EXECUTIVE'S DESK



India is riding the crest of positive change in the development sector. The corporate world has gone beyond the 'business as usual' way of doing things and embraced social responsibilities that have the potential to make a lasting impact on society.

We have strengthened our position as one of the leading voices in the social sector – bringing out some thought-provoking insights in the CSR and philanthropic space. CAF's global World Giving Index, which was covered widely in the media, revealed that India has the largest number of givers in the world. CAF India also released a research report on 'Online Giving in India', which focused on the online giving landscape in the development sector, a critical first step to collecting information on digital trends and practices.

We are thankful to individual and corporate partners who have entrusted us with the responsibility to make a positive difference in the lives of the underprivileged. We have strengthened our capacities by deploying development sector best practises to keep pace with the changing dynamics in

order to deliver impactful results on the ground.

Since the Corporate Social Responsibility Act was introduced in 2014, companies, not-for-profits and the government have made deep inroads to bridge the gap between the rich and the poor. In fact, we have been able to raise more than 225 crores for various social causes that we support. Our robust NGO due diligence process has ensured high standards of accountability enabling us to effectively implement and deliver on diverse intervention areas. Society has begun reaping the reward from our employee giving programme – Give As You Earn, which has seen an increasing number of employees from various corporate organisations contributing and volunteering for various causes close to their heart.

I would like to thank our board members who have guided us and provided invaluable inputs that has helped us to gradually emerge as a thought leader in the country. I thank our donors who have been generously supporting causes that we work on. This 'giving' journey is memorable because you have walked this journey with us. We look forward to continued support from our well-wishers, in order to achieve the larger goal of improving lives and benefitting communities in India.

**Meenakshi Batra**  
Chief Executive



# OVERVIEW AND MILESTONES 2015-2016

Innovative and sustainable programs were at the core of our interventions throughout the year 2015-16. We played an integral role in connecting and engaging with our corporate partners, across varied thematic areas. Through effective management and technical support to CSR interventions of a growing number of corporate partners, the year witnessed significant contributions in addressing critical development causes and making a meaningful impact.

We are growing at a brisk pace to deliver on development agendas and emerging as one of the leading voices in the CSR space. From managing just 35 CSR projects in 2014-15, we have grown to handling more than 120 CSR projects in 2015-16.

Some of the key highlights of the year includes effective implementation of **Right to Sanitation** intervention across states, to ensure construction, renovation, upkeep of sanitation facilities and WASH education covering school, household and community toilets. Under the health initiatives, strengthening nutrition security of children, provision of primary health services in remote and inaccessible areas and facilitating health awareness interventions were accomplishments.

Ensuring **Right to Education** to a large number of marginalised and vulnerable children across states was another important thrust area of the year. The holistic educational support included provision of scholarship support, mainstreaming out of school children, use of technology and e-learning opportunities, strengthening libraries and resource centres, facilitating teacher training and enhancing students, community and parents engagements.

**Sustainable livelihood and skill development** support on a range of skill-based programmes was provided to marginalised individuals, in urban as well as rural areas, with facilitation of linkage of the skilled workforce to sustainable livelihood opportunities. **Environment** was another important area with extensive work on access to safe drinking water in schools and communities, water conservation and water recharge programmes.

Another unique intervention of the year was facilitating strategic and multi-year corporate giving for integrated and sustainable village level development, with active community participation and multi stakeholder engagement. It included facilitating **integrated village development** models in select villages across India.

Under our **Disaster relief and rehabilitation** portfolio, we ensured effective, timely and sustainable disaster response for affected villages in J&K, Nepal and Tamil Nadu. As part of our Himalayan Earthquake response, we helped enhance skill set of quake-affected bamboo artisans in Bihar and rebuild a school for the affected community in Nepal. Indian Football Captain Sunil Chhetri came forward to support our Himalayan Earthquake campaign while ace badminton star Saina Nehwal lent her support during our Tamil Nadu flood appeal.

During the year our **workplace giving programme Give As You Earn** has received increased support from close to 20000 employees, benefiting more than 200 NGO partners in 15 thematic areas across various states in the country. In order to make workplace giving more convenient, we have now built an online platform called Give4Good that enables employees to donate with the click of a button.

We also continued to strengthen our **NGO validation** unit to ensure more credibility and accountability in the sector. In 2015-16 alone, we validated close to 200 NGOs working on various causes, which is more than 100% growth as compared to 2014-15. We have also been able to deepen our engagement with NGO partners through capacity-building workshops and advisory support.

Last year we also launched our award winning campaign **Click2Clean** with a mission to clean 100 littered sites in Delhi & NCR through collective action by citizens, governments and the private sector. This initiative received encouraging response from both individuals and corporate partners.

As we cross milestones in our journey, helping the society become more sustainable is at the core of what we strive for at CAF India. If 2015-16 was a landmark year, we hope 2016-2017 will be even better and we can touch more lives through our impactful programmes.

# CAUSES WE SUPPORTED



# CAF INDIA – YOUR PREFERRED PARTNER FOR SOCIAL GOOD

We have been operating in India for more than 18 years and have touched more than a million lives through our highly impactful projects. We have enjoyed the trust of corporates, NGO partners and individuals, and remain committed to promoting the culture of 'giving' in India to achieve greater social impact.

## OUR PARTNERS CHOOSE TO WORK WITH US BECAUSE:

- We are a transparent and accountable organisation, experienced in managing CSR and philanthropic initiatives.
- We offer end-to-end solutions and support businesses achieve greater social impact by maximising returns on social investments.
- We are uniquely positioned to connect various stakeholders - NGOs, corporates and the government.
- We provide choices to design and deliver impactful projects through wide access to validated NGO partners.
- We have strong expertise across diverse thematic areas due to our cause neutrality.
- Our expertise can complement CSR initiatives by minimising the need to expand CSR team and saving substantial cost.
- We have a pan-India presence and operate through our NGO partners, who are chosen through stringent due diligence process ensuring credibility and accountability.

A strong board of members along with a skilled management team provide a strong foundation for our work and creates a pool of expertise for effective implementation of projects.

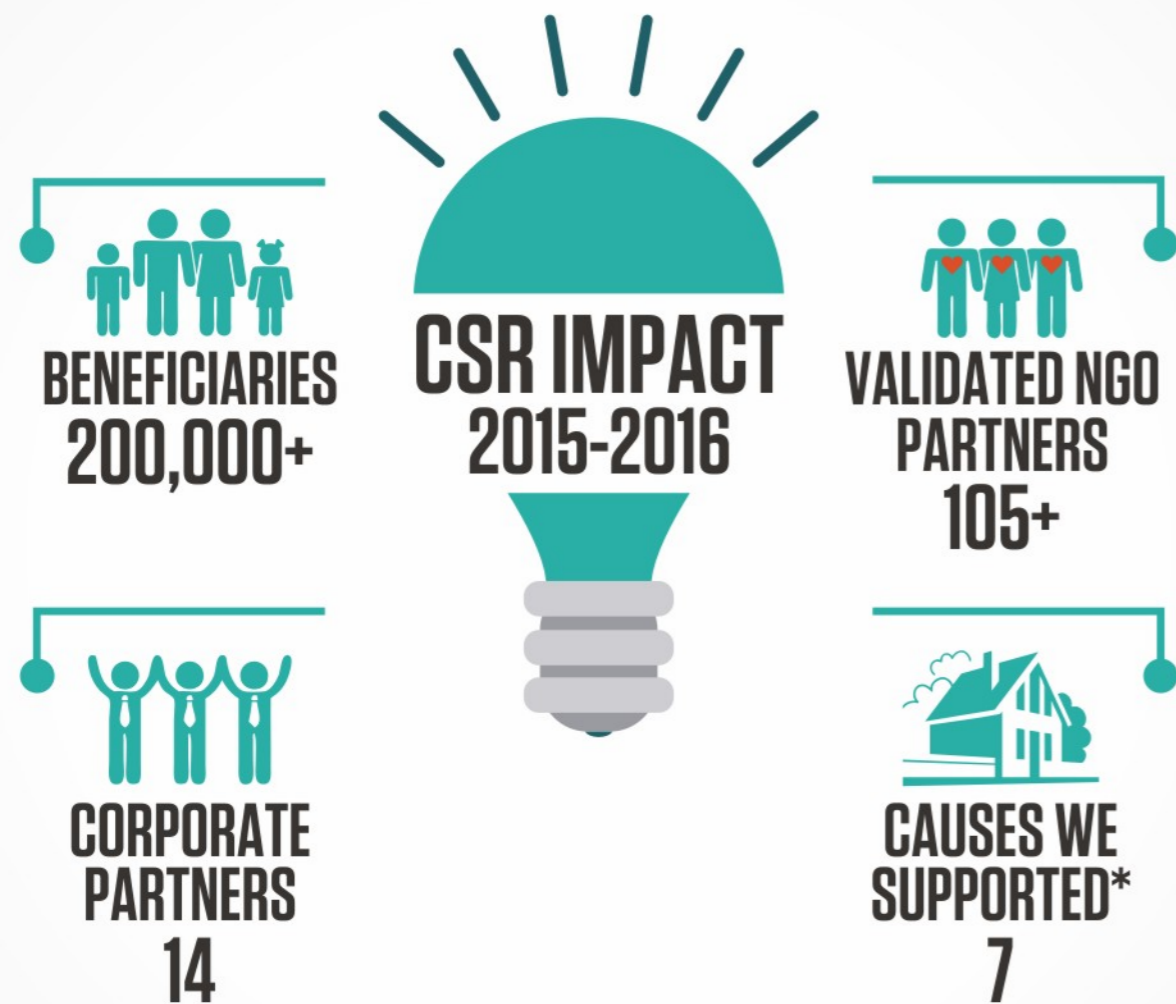
## CORE EXPERTISE AND SUPPORT PORTFOLIO

With years of experience in handling philanthropy and community development initiatives, we have established ourselves as pioneers in designing and delivering 'giving' programmes tailored to the needs of corporate, individuals and institutional donors.



# HELPING TURN YOUR CSR STRATEGY INTO REALITY

Through our CSR programmes, we enable companies to give strategically so that benefit reaches the communities who are in need. In 2015-2016, our programmes have been able to reach out to 2 lakh beneficiaries through various intervention areas.



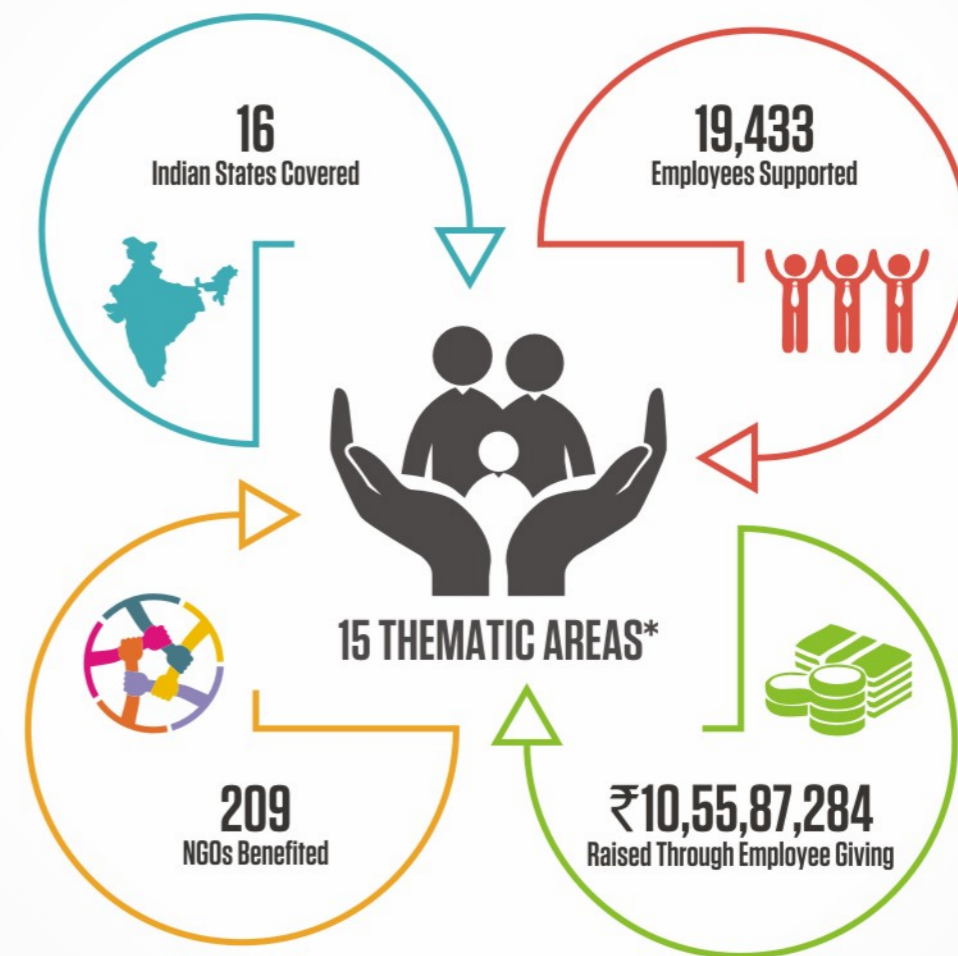
### \* CSR SUPPORTED CAUSES

- Environment & Natural Resources
- Disaster Response
- Water & Sanitation
- Holistic Village Development
- Livelihood & Skill Development
- Health & Nutrition
- Education

# MAKING A DIFFERENCE THROUGH WORKPLACE GIVING – GIVE AS YOU EARN

In 2015-16, close to 20,000 employees from various organisations, supported more than 200 charities across India through CAF India's workplace giving programme. In the last five years, more than 1,35,000 employees supported various social causes, through the easy-to-manage Give As You Earn programme.

This simple and cost-effective programme was recently recognised for Excellence in Employee Engagement at the ABP News HR and Leadership Awards during the World HRD Congress in Mumbai. The Give As You Earn programme can also be combined with other corporate community investment tools such as the CAF Matched Giving services to maximise the impact of employee contributions.



### \* FEW CAUSES SUPPORTED BY WORKPLACE GIVING

- Women & Girl Child Empowerment
- Education
- Water & Sanitation
- Elderly Care
- Livelihood & Skill Development
- Health & Nutrition
- Disability





## TRANSFORMING LIVES THROUGH ONLINE GIVING



In order to take workplace giving to the next stage, CAF India has launched an online giving platform called Give4Good. This platform enables employees to give at their convenience to CAF-validated NGO partners. With the help of this online giving tool, payroll donors can now view their contribution and subsequent impact at the click of a button.

This platform has the capacity to:

- Allow workplace donors to manage their giving in one place
- Provide analytics/data to take informed giving decisions
- Donate to the NGO of your choice and see the impact online
- Participate in volunteering activities/campaigns

The new platform also has an online Toolkit for corporates to efficiently manage workplace giving programmes at their end.



# SUCCESS STORIES FROM THE GROUND

At every step of our journey, it is the stories of hope, of lives changing for the better that keeps us motivated to continue on our inspired path. When we look back, we feel that the year gone by has been rewarding in many ways. Here are some of the stories that constantly remind us why our efforts are worth it.

## THE SOUND OF HOPE

It was Mandira's grandmother from Pandua, West Bengal who first observed that there was something amiss with the child when she was barely five months old. She noticed that Mandira was not reacting to loud noises when she was asleep, which began to worry the grandmother. However, it took the rest of the family a longer time to acknowledge this problem.

When Mandira was nine months old, she had a bout of bronchitis and her grandmother took her to a child specialist. She tried to bring it to the doctor's attention that Mandira was not responding to sound, but the doctor ignored the condition and treated only the bronchitis. However, the grandmother was insistent and a few months later she took the child to the doctor again who then referred her to a testing centre. At the centre, the doctors found that Mandira's mother had German Measles while she was pregnant, which caused a hearing impairment in the child when in her mother's womb.

The grandmother went through a long drawn process of acquiring a hearing-aid for the child, which involved getting attestations from local MPs, MLAs and the Block Development Officer. She fought through the red tape and finally got a hearing-aid for her granddaughter.

Mandira was put into a school and taught to speak, but because of lack of proper training for the deaf, she could not learn properly. Using a hearing-aid wasn't enough for Mandira. This is when the grandmother heard about Sadhan Resource Centre run by CAF India's partner, Vaani. She has been taking seven-year-old Mandira to the centre for six months now.

Even in this short duration, Mandira has undergone a lot of change. She is able to recognise and identify objects and ask for her favourite goodies like chocolates and toffees. She even goes to the shop on her own to buy vegetables and fruits. She is still shy but her grandmother is certain that if she continues to learn at the Sadhan Resource Centre, she will soon become more confident and independent.



Through our workplace giving programme Accenture India employees supports Vaani.



SIRDS is aided under Support my School programme by Coca Cola and NDTV.

## IMPROVED SCHOOL FACILITIES GOT BASVARAJ HIS FRIENDS BACK

Eleven-year-old Basvaraj from the Government Primary School of Karkihalli recalls vividly the deplorable state of his school a year back. The school lacked basic clean drinking water, its premises were filthy and there were no plants. Moreover, there were no sports kits and other playing material. As a result, students showed little interest in attending school.

Basvaraj, who has visited schools in the city, longed to enjoy the same facilities. He dreamt of a day when he and his friends could enjoy study and playing sports in their school playground, including clean drinking water, a well-stocked library and separate toilets.

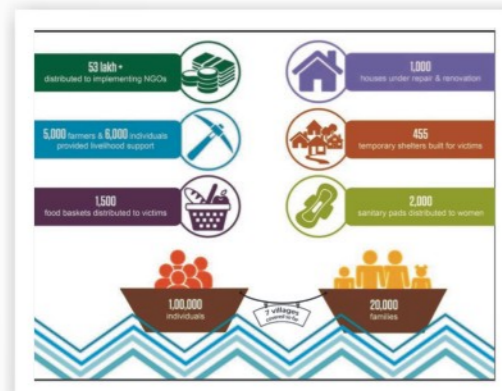
Under the Support my School campaign supported by Coca Cola and NDTV, Basvaraj's school went through a transformation. The quality of drinking water on the premises has improved. The school now has a variety of play materials. Basvaraj tells us that the outcome of improved school facilities has been that his friends who had dropped out of school have joined back. Incidences of children falling ill due to the dirty drinking water and unhygienic toilets have reduced. He also shares that they get to play with a variety of sports materials in the newly landscaped ground. These facilities are attracting new students. Parents are now bringing their children to the government school instead of sending them to private schools. Other communities are appreciating this 'model school', and intending to make other schools like it.

This is not the story of only one boy but of several other children in the village, whose interest in education has returned.

# STRATEGIC GIVING CAMPAIGNS

## HIMALAYAN EARTHQUAKE RESPONSE

The massive earthquake that hit Nepal and parts of Northern India killed more than 8,000 people in April 2015. CAF India was quick to respond with a disaster response strategy, executed with the help of our implementing partners. We launched the 'Stand With Nepal' campaign to mobilise resources for the affected people and many donors generously supported our initiative. Backed by a robust digital outreach and an appeal on radio channels, the campaign managed to raise more than INR 25 lakhs. Indian Football Captain Sunil Chhetri lent support to our campaign. One year down the line, we have been able to make a positive difference to the lives of many people who needed help. In Saharsa district of Bihar, we helped enhance skill-set and knowledge of quake-affected bamboo artisans of 10 hamlets, training bamboo masons, installed water filters, distributed grain bins, build capacities of women to run grain banks to ensure food security during disasters. In Nepal, we helped rebuild a school for the affected community. The Himalayan Earthquake Response campaign won the Best Cause Marketing campaign in the NGO sector at the CMO Asia event, which is a prestigious forum of business leaders across the country.



## TAMIL NADU FLOOD RELIEF

We stood in solidarity with the affected people of Tamil Nadu during the disastrous floods in 2015. We were able to benefit more than 1,00,000 individuals and 20,000 families through our relief and rehabilitation work on the ground. This included providing more than 1,500 food baskets, close to 500 temporary shelters, repair and renovation of over 1,000 houses and provision of livelihood opportunities to over 10,000 individuals and farmers. The enthusiasm and generosity with which our corporate partners and people across the country came forward to support our appeal for flood victims was truly inspiring. India's top badminton star, Saina Nehwal lent support for a cause, which resulted in greater awareness and funds for the disaster victims.

## CLICK2CLEAN

We launched the Click2Clean campaign in October 2015 with an aim to convert cities into litter-free zones. The goal of this campaign was to identify and clean 100 sites in Delhi NCR, raise public awareness, enhance citizen participation and promote partnerships among various stakeholders. The campaign is aimed at strengthening our commitment towards Government of India's Swachh Bharat Mission. The first site to be identified under this campaign was the Sadar Bazaar area in Old Gurgaon. The Gurgaon Municipality supported this noble initiative. Sessions on cleanliness were held for students of government schools, dustbins were installed, employee engagement activities were undertaken and local citizens also participated in the cleanliness drive. The change we are witnessing on the ground is encouraging and we hope to continue to mobilise support in the years to come through the Click2Clean initiative.



## COCA COLA NDTV SUPPORT MY SCHOOL

Our strategic alliance with the Coca-Cola NDTV Support My School (SMS) campaign goes back to 2010 when we conceived this idea to change the way school managements, students and parents view sanitation in schools. After carrying out a nationwide assessment, CAF India identified serious gaps in water and sanitation systems, budgetary provisions and children's hygiene practices. Since 2011 when the SMS project kick started, more than 230 schools in India have witnessed the building of toilets, greater access to water and sanitation, improved sports facilities, environmental upkeep and setting up of rainwater harvesting systems.



In 2015, former Indian cricket captain, Sourav Ganguly and Bollywood star, Ranveer Singh came together to support this campaign in a six-hour telethon, which is helping revitalise 1,000 schools across 23 states and benefit over 3,00,000 lakh students in rural and sub-urban India. As one of the strategic managing partners, CAF India also played a key role in spreading the message cleanliness to encourage a holistic learning environment. The campaign has ignited a spirit of partnership in resolving this pressing issue of lack of sanitation, water and poor maintenance of schools.

## NDTV DETTOL BANEGA SWACHH INDIA

We have reached many important milestones in the NDTV Dettol Banega Swachh India programme. Apart from ensuring that Kurka village in Uttar Pradesh is now an open defecation-free village, we have been involved in building sanitation infrastructure across Bihar, Uttar Pradesh, Maharashtra, Jharkhand and Tamil Nadu. Toilets, urinals and wash basins have been set up, in addition to installation of a system to treat solid and water waste, DRDO developed bio-digesters, sanitary napkin incinerators and enviro loo technologies from South Africa.



In a 12-hour cleanathon that concluded on 17 January, people from across the country pledged 1.13 crore volunteering hours to clean up India. The focus of the campaign this season is to bring about positive changes in the behaviour of communities. In particular, school going children are being taught about the importance of proper hygiene and sanitation habits.

As the official managing partner of this campaign, CAF India is managing the volunteering hours across the country, offering close to 200 corporate houses a convenient way to manage their volunteering time in order to make a significant impact. To help facilitate this volunteering, we have developed an online volunteering tool on our Give4Good platform (Give4Good.org.in).



# CASE STUDY

## CREATING LITTER-FREE ZONES THROUGH CLICK2CLEAN INITIATIVE

CAF India launched the Click2Clean campaign, which aims at 'cleaning up' selected littered public spaces in cities, through collective action by citizens, governments and the private sector. The goal is to identify and clean 100 sites in Delhi NCR, raise public awareness, enhance citizen participation and promote partnerships among various stakeholders.

### OBJECTIVES

- Raise public awareness and build critical ethical and civic sense in communities
- Enhance citizen participation and volunteerism through civic action
- Promote partnerships and alliances among various stakeholders (communities, government, private sector)

CAF India implemented the Click2Clean project in Sadar Bazaar in Old Gurgaon with support from AON India and its employees.

### PROJECT DETAILS

**DURATION OF PROJECT**  
3 Months

**AREA OF INTERVENTION**  
Sadar Bazaar Area, Old Gurgaon

**KEY STAKEHOLDERS**  
Government Representatives From Gurgaon Municipality, Citizens Of Gurgaon, School Students, Artists, Street Vendors

**CORPORATE PARTNER**  
AON India

**VALIDATED IMPLEMENTING NGO PARTNER**  
Development Alternatives



### GOAL

To strengthen public participation for creating a healthy environment.

### METHODOLOGY - OUR APPROACH

- 1. ASSESSMENT**  
Shortlist littered sites to clean from the images uploaded on Facebook, carry out a need assessment study of the selected site for cleaning.
- 2. AWARENESS**  
Conduct sessions on Waste management, educating street vendors, street play to engage citizens, involving musicians and dance group to raise awareness etc.
- 3. ACTION**  
Installation of dustbins, Wall-art painting.
- 4. ADVOCACY**  
Association with Govt. Representatives - Gurgaon Municipality for stronger impact through the Click2Clean project.

### HOW WE CHOSE THE SITE?

After shortlisting the littered site from the images uploaded on the Click2Clean Facebook page, a baseline survey was conducted to assess the need of cleaning up the selected site. With citizens' participation being the core of the initiative, an interactive questionnaire was developed for citizens of Gurgaon to fill up, consisting of open and closed ended question followed by relevant probing queries. The questionnaire was designed to gather respondents' background information (i.e. age, education, family type, size) current waste scenario in the area, gauge perception of citizens on waste management, cleanliness, the preferred medium of communication for spreading information in the Sadar Bazaar area.



## PROJECT IMPACT

- Enhanced awareness on waste management
- Provided opportunity for local people to do something meaningful in their surrounding area
- Built ownership and a sense of pride in the citizens
- Made a visible difference by engaging volunteers in the cleanliness drive, including cleaning up city's walls and streets, and add art work to beautify site
- The wall mural will be a constant reminder to keep our surroundings clean and deter people from throwing garbage
- Wall painting will discourage people from littering and encourage them to use dustbins



## AWARD AND RECOGNITION

Click2Clean has been awarded the "FAME Excellence Award" in Urban & Rural Sanitation - Gold Award for demonstrating highest level of commitment towards the Social Welfare & National Economic Development.





## WHAT OUR NGO PARTNERS HAVE TO SAY ABOUT US

The aptly named Skill to Succeed (S2S) project run by CAF India, Accenture an Employee Giving Programme provides livelihood skill training to vulnerable youth and has been an unmitigated success. We at CHORD are proud to say that we were able to empower thousands of young people over the last five years with the help of this brilliantly conceived and relevant programme. By and large, S2S is a robustly designed social tool that is bridging the skill gap in our country.

*Suman Malladi, Founder and President, CHORD*

CAF has been supporting Enabling and Training Adolescents for a Successful and Healthy Adulthood (ETASHA) since 2009. From strengthening us through the Community Leadership Experience Workshop way back in 2009 to connecting us with corporates through their Give As You Earn programme, CAF has linked ETASHA to a growing support base of people who believe in our cause of market-oriented skill development and placement for underprivileged youth. Over the years CAF has helped provide funds for the training and placement of thousands.

*Meenakshi Nayar, President, ETASHA Society*

I would like to thank CAF India for engaging our NGO in the Support My School Programme Season III. This has helped bring about improvement in the basic amenities at three government schools in Koppal district of Karnataka. These schools used to suffer from poor facilities. To ensure that every child has access to good education and health, we have received constant support from CAF India.

*Nagaraj Desai, President, Sarvodaya Integrated Rural Development Society*

On behalf of Saint Hardayal Educational and Orphan Welfare Society, we would like to thank CAF India for supporting us through our partnership. Our campaign which focuses on helping the elderly on the streets of Delhi-NCR by means of meals and medical assistance, received a helping hand from CAF. Thanks to them, we have been able to make a positive change.

*Dr. GP Bhagat, General Secretary, Saint Hardayal Educational and Orphan Welfare Society (SHEOWS)*



## WHAT OUR CORPORATE PARTNERS HAVE TO SAY ABOUT US

“Aon believes that the core of a corporation’s citizenship is contributing to the community it impacts. Partnering with CAF India has been ideal in delivering and making this conviction a reality. Guided by CAF India to consolidate our financial and volunteering support, we today stand a step closer to empowering local communities.”

*Neelu Gora, Director, Aon Hewitt, Benefits Administration*

“Oracle is committed to use its resources to advance education, protect the environment and improve the quality of life in communities where we do business. Furthering this endeavour in India, Oracle values its relationship with the CAF India team.”

*Rajendra Tripathi, Senior Manager – Corporate Citizenship, Oracle India*

“CAF India has been instrumental in bringing Kimberly-Clark’s global Toilets Change Lives programme to life in India. Their committed team helped us arrive at the right approach in sanitation, identify the right local NGO partners, execute the programme with excellence and most importantly help us measure our impact quantitatively and qualitatively. We look forward to our continued partnership in making a long term positive difference.”

*Shweta Shukla, Director Communications & Government Affairs  
Asia Pacific Kimberly-Clark*



# RESEARCH AND THOUGHT LEADERSHIP

Our unparalleled experience in the not-for-profit sector, our expertise in conducting research and formulating research methodologies in the sector is par excellence. Our deep understanding of the philanthropic sector has helped us bring out thought-provoking insights in this space, which is a culmination of thorough analysis and multi-stakeholder engagement.

## COLLECTIVE RESEARCH ON CORPORATE FOUNDATIONS FOR SOCIAL DEVELOPMENT

In an attempt to understand the role of Corporate Foundations in the development sector following the amendment of Companies Act, 2013 and CSR investments, CAF India in partnership with organisations like Indian Institute of Corporate Affairs (IICA), National Foundation for India and others conducted a study on Corporate Foundations (CFs) revolving around their incorporation, identity, operational challenges and resources. Top 300 listed companies were analysed in the study titled 'Corporate Foundations – An emerging development paradigm.' To the forefront the core focus areas of CFs emerged in promoting Education, Health and Livelihood. While companies lent credibility to CFs, the former benefitted from the sensitive and socially-aware image that was created through their association. Although their identity was linked to their company, the foundations found it challenging at times to be seen by the community merely as an extension of the company. The research report was launched on 29 May, 2015.



## INDIA HAS THE GREATEST NUMBER OF GIVERS : CAF WORLD GIVING INDEX 2015



The CAF World Giving Index is known around the world as the leading comparative measure of generosity across the globe. By measuring the three acts that constitute generosity, i.e., giving money, giving time and helping a stranger- it offers a simple yet a universally acknowledged picture of generosity across the globe.

The World Giving Index report is based on more than a million interviews conducted by Gallup since 2005/06, as part of their World Poll survey involving 135 countries.

This report shows that while at a global level, people have become increasingly likely to donate money to a charity or help a stranger than volunteering their time. Myanmar ranked highest in the list followed by The United States of America and New Zealand respectively. India was ranked at 106th spot in the World Giving Index Report.

### The report includes:

- Analysis of levels of giving worldwide.
- An index of all countries ranked by their average on the three parameters of giving.
- Insight into fluctuations in the three giving parameters.
- Recommendations for what governments around the world can do to enhance giving.

## CAF INDIA RELEASES 'ONLINE GIVING IN INDIA' RESEARCH REPORT

Over the recent decades, the giving landscape has undergone great change. Online donations have gradually paved their way into the giving scenario and have become an intrinsic part of the life-changing work done by NGOs. The digital sphere now offers an additional platform to the NGO sector for not only increasing engagement with potential donors but also securing funds strategically.

This report, envisaged as a pilot study, focusing on the online giving landscape in India, represents a critical first step to collecting information on digital trends/practices in the sector. As an organisation, CAF India is committed to nurturing the culture of giving and to meet this goal we have devised innovative strategies to enable people to support the causes of their choice. While supporting and advising companies on strategic CSR investments for the last two decades, we have successfully kept our online audiences engaged through new and effective communication approaches.



# COMMUNICATIONS AND OUTREACH

CAF India marked its presence in some of the foremost events and forums during the year to share knowledge, experience and best practices in the social development sector.



**CAF World Giving Index 2015 showcased at the 'Support My School' Telethon**

A power-packed panel of eminent leaders from different sectors showcased World Giving Index 2015 and discussed strategic ways of nurturing the culture of giving in the country during the six-hour live Coca-Cola NDTV Support My School Telethon in November 2015.



**Hosted WGI2015 roundtable in Mumbai in partnership with SPJIMR**

In November 2015, representatives from the corporate sector, civil society organisations and students of the Post Graduate Programme in Development Management (PGPDM) at the SP Jain Institute of Management and Research (SPJIMR) exchanged ideas and experiences at the World Giving Index Roundtable organised by CAF India, in association with SPJIMR in Mumbai.

To highlight the impact that CSR projects created in the lives of the beneficiaries, CAF India launched the Media Fellowship programme. Since a lot of good work and initiatives go unnoticed in the media 'noise', the fellowship programme ensures beneficiary stories from the ground get the attention and eyeballs they deserve. The idea is also to provide a voice to organizations to highlight the social causes that they are working on through their CSR activities. Positive stories covered under the fellowship programme has the potential to motivate society to give more effectively to the causes close to their hearts.



**Media Fellowship launched to lend voice to social initiatives**

CAF India CEO, Meenakshi Batra featured on DD National's Swachh Bharat programme, which was aired across the country. The programme focused on discussing the condition of sanitation in the country, especially in rural areas.



**Right To Sanitation discussed on DD National**



**CAF India releases 'Online Giving in India' Research Report**

The report titled **Online Giving in India**, released in September 2015, was envisaged as a pilot study, focusing on the online giving landscape in India, representing a critical first step to collecting information on digital trends/practices in the sector.



**Organised capacity building workshop for NGOs**

We partnered with UPS foundation to organise a two-day workshop on 'Strengthening growth of non-profits through inclusive partnerships' in September 2015.





Invited to the "Emerging Societies, Emerging Philanthropies" international meet in Beijing

CAF India CEO, Meenakshi Batra was invited to the 'Emerging Societies, Emerging Philanthropies' international meeting in Beijing in November 2015, where CAF India's work was showcased. Discussions were held with China Foundation Centre and other foundations in China to explore opportunities for cross learning.

#### OTHER EVENTS

- Invited to the CSR Leadership Conference on 'Making Technology Work for the Poor', organised by NASSCOM.
- Invited to USAID-Coca Cola Stakeholder Consultation Workshop on Water, Sanitation and Hygiene (Urban) in New Delhi.
- Invited for a roundtable on Rural Sanitation: Challenges and Opportunities at the India International Centre.
- Invited to the Consortium Meet Uttarakhand 2020 to discuss the 2020 vision for the state, organised by Hans Foundation.
- Invited by Voluntary Action Network India (VANI) for a regional workshop titled 'State of Voluntary Organisations: Opportunities and Challenges' in Hyderabad, Guwahati and Cochin, respectively.
- Hosted a knowledge sharing session on Swachh Bharat (Clean India). The technical session was facilitated by KC Sreenath, who is a consultant from the World Bank Sanitation Programme (WSP) and works with the Ministry of Water and Sanitation, Government of India.





PHOTO CREDIT: AMAZON CARES

# CELEBRITY FOR A CAUSE



**Anushka Sharma**  
Actor  
*Right To Sanitation*



**John Abraham**  
Actor  
*Gift A Smile*



**Saina Nehwal**  
Indian Badminton Player  
*Tamil Nadu Floods*



**Sunil Chhetri**  
Indian Footballer  
*Himalayan Earthquake*



**Ankit Tiwari**  
Singer  
*Right To Sanitation*



**Richa Sharma**  
Singer  
*Right To Sanitation*



**Mark Henry**  
WWE Wrestler  
*Rakshabandhan Celebrations with Street Children of Chetna*



**Daniel Bryan**  
WWE Wrestler  
*Diwali Celebrations with Children from NGO Partner HOPE*



**Jubin Nautiyal**  
Singer  
*Click2Clean*



**Shiva Keshavan**  
Luge Olympian  
*Right To Sanitation*



**Dabang Delhi**  
Pro Kabaddi Delhi Team  
*Click2Clean*



**Roop Durgapal**  
Actor  
*Right To Sanitation*





## OUR CORPORATE PARTNERS

We are proud to have associated with some of the most socially responsible organisations in the country, who have supported a wide range of causes. Together, we have created some impactful projects which have helped transform lives.



# AWARDS AND ACCOLADES



**CAF India CEO Meenakshi Batra wins Women in Leadership Award**

CAF India CEO Meenakshi Batra was felicitated with the Women in Leadership Award for her outstanding role in the development sector at the Times Ascent – Dream Companies To Work For during the World HRD Congress in Mumbai.



**Right To Sanitation receives another award**

CAF India bagged the 'Swachh Bharat Samaan' Award for Right To Sanitation campaign at the 'Toilet First - Sanitation for All' Summit organised by India CSR in Pune on 27 November.

Road Transport and Highway Minister Nitin Gadkari presented the Excellence in Employee Engagement Award for our employee giving program Give-As-You-Earn (GAYE) at the ABP News HR and Leadership Awards during the World HRD Congress in Mumbai.

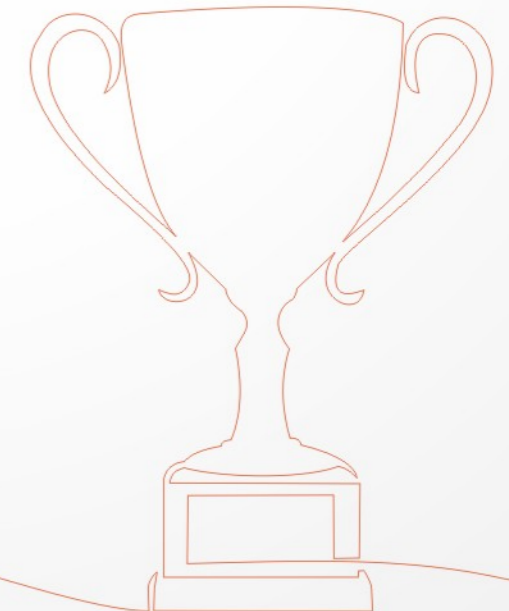


**Employee Giving program awarded for Excellence in Employee Engagement**



**Right to Sanitation campaign recognised with ACEF Award**

Our unique sanitation campaign **Right to Sanitation (RTS)** won the best fundraising initiative award (1st Runner Up) at the 5th Asian Customer Engagement Forum (ACEF) Award for Excellence in Marketing, Branding & CSR. The ACEF Awards saw over 325 entries from countries such as Indonesia, Sri Lanka, Pakistan and India.



## Business Standard

Give as you earn to help a cause

At a meeting in Atlanta, Madhu Khatri heard how the life of a young boy from Bihar had changed after he pursued a Microsoft India programme.

The impression of a village boy from the remotest corner of India transforming his life simply by going through a programme stayed with Khatri, an Associate General Counsel in Microsoft India. A successful career woman, she decided to make her own contribution in this silent revolution that aims at transforming lives of millions and chose the "Give As You Earn" programme.

"This kind of giving, gives meaning to my life," Khatri told IANS about the innovative programme that allows one to contribute regularly to a charity and cause of choice straight out of one's monthly salary.

Khatri is not alone to enroll in this programme. She is

Also Read: Angry fans smash TV sets in Bihar after India's World Cup exit; Quake: 23 killed in Bihar; Quake: 35 killed in Bihar (Third Lead); Quake tremor: 35 dead, 86 injured in Bihar; Agriculture Minister to visit quake hit areas of Bihar tomorrow; Guwahati to Delhi; Buy Flats in Delhi

## HCCBPL revives 700-year-old Meerut pond for rainwater harvesting



With the groundwater in Meerut receding at an alarming level, the district may very soon face a water crisis in the near future. (Express Photo)

In Meerut's Khaspur village, a 700-year-old pond over 15.5 bighas, has recently been revived and brought back to life by an NGO Janhit Foundation in association with Hindustan Coca Cola Beverages Pvt Ltd (HCCBPL) and Charities Aid Foundation (CAF) India.

## THE TIMES OF INDIA

India 106th among 145 nations in 'art of giving'

NEW DELHI: Myanmar ranks highest in the world for 'generosity', with the US second, New Zealand third, Canada fourth and Australia fifth, according to the World Giving Index released on Tuesday. The next five most generous countries are the UK, Netherlands, Sri Lanka, Ireland and Malaysia.

India ranks 106th, just behind Brazil, and last among eight countries included from South Asia in the survey. The proportion of 'givers' in India fell substantially in 2014 compared to 2013. However, India has more people who help strangers (334 million in 2014), donate money (183 million) and volunteer their time for a good cause (156 million) than any other country. This is primarily because of India's large population.

The Charities Aid Foundation (CAF) World Giving Index, a study based on surveys in 145 countries carried out by Gallup, considers these three criteria while drawing up the list.

Do Online Paid Surveys Earn Extra Money By Participating In India Paid Surveys. Free To Join

Buy Homes in Mangalore 2/3/4 BHK @ Bridge Road Beverly Hill. Pre-launch Projects. Book Now!



## THE FINANCIAL EXPRESS

Thursday, Aug 20, 2015

Ambuja Cement : 223.30 -3.33 Asian Paints : 893.00 -0.75 Axis Bank : 540.10 -2.51 Bajaj Auto : 2506.65 -1.43 Bank Of Baroda : 198.05

MARKET STATS As on 20/08/2015

SENSEX 27739.38 (-0.69%) NIFTY 8408.65 (-1.02%) GOLD (MCK) 26266.00 (1.60%) USD 65.53 (0.26%) GBP/INR 102.49 (0.17%)

## CAF India lends support to make CSR spending more effective

With almost a year since the government's new Companies Act, 2013 has come into force, corporate social responsibility (CSR) is now an undeniable aspect of every company's game plan.

## THE TIMES OF INDIA

Sunil Chhetri lends support to CAF India's earthquake appeal

NEW DELHI: Indian football star Sunil Chhetri has joined hands with Charities Aid Foundation (CAF) India, a non-profit organisation, leading support to the earthquake victims in Nepal and India.

Chhetri said, "My heart goes out to all who have lost their lives in the devastating earthquake in India and Nepal. I am supporting Charities Aid Foundation (CAF) India's effort at reaching out and providing relief to the victims in this hour of crisis."

On the Indian football star's association with

Dr. Batra's Homeopathy Provides rich and healthy hair. Book Your Appointment Today.

Apply Credit Card Online bankbazaar.com/Credit\_Cards Get Cash Back, EMI Offers and More Apply Best Credit Card Now!



## NDTV SPORTS

Sunil Chhetri Lends Support to CAF India's Earthquake Appeal

More than 5,000 people are now known to have died in a massive earthquake which hit Nepal on April 25 and the death toll could rise to 10000 with many more still stuck under debris. At least 70 people have been killed in India due to the earthquake and hundreds injured in various parts of the country, which destroyed or damaged several houses and buildings.

Reported by: Press Trust of India Last updated on Friday, 01 May, 2015 16:43 IST

TOTAL SHARES 115 f 109 likes t 4 g 2

## THE ASIAN AGE

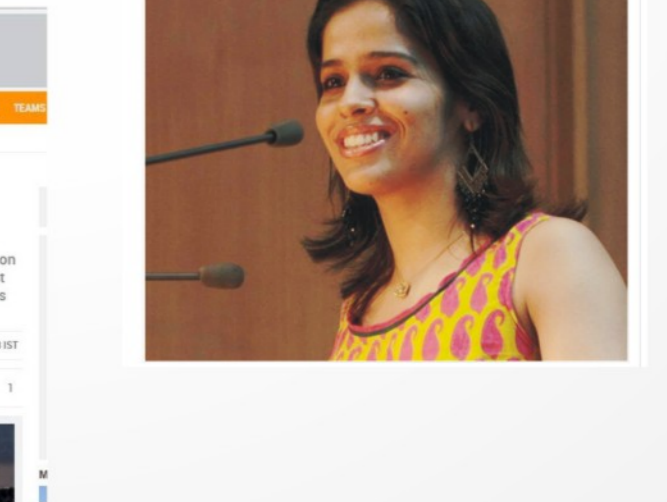
80 per cent of donations are still collected offline

The online medium may have captivated the current generation but when it comes to donation, people still prefer giving offline. According to a research report, titled "Online Giving in India - Insights to Improve Results" by not-for-profit organisation Charities Aid Foundation India, nearly 80 per cent of donations are still raised offline while online donations represent less than 10 per cent of the total revenues among the NGOs working in the country.

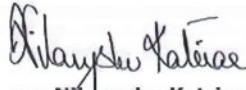

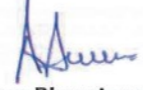


All the same, the report also predicted that 20 per cent of all giving in India will occur online within two years and 50 per cent within 10 years, indicating a gradual but conservative increase in giving through the online medium in India.

CAF India CEO Meenakshi Batra said, "Over the recent decades, the giving landscape has undergone great change. Online donations have gradually paved their way into the giving scenario and have become an intrinsic part of the life-changing work done by NGOs. This report, envisaged as a pilot study focusing on the online giving landscape in India, represents a critical first step to collecting information on digital trends/practices in the sector. The second phase of the report will cover online giving from the donors' point of view."

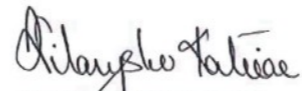




The research yielded a number of interesting insights on the impact of online



## BALANCE SHEET

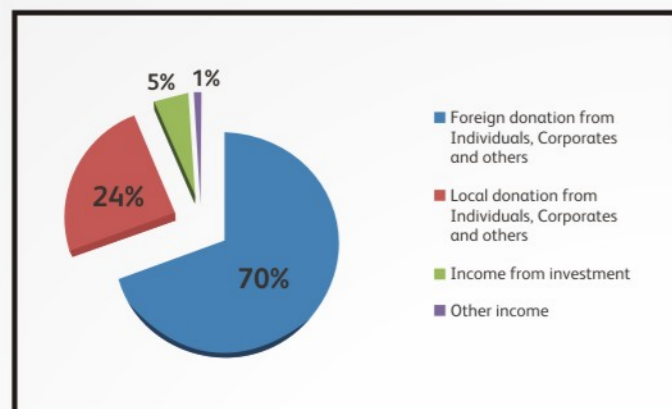
Charities Aid Foundation India Balance Sheet as at March 31, 2016			
PARTICULARS	Notes	As at March 31, 2016 (₹)	As at March 31, 2015 (₹)
<b>SOURCES OF FUNDS</b>			
Surplus Fund	1	59,901,889	45,256,747
Corpus Fund	2	1,020,400	1,020,400
Capital Assets Fund	3	526,982	1,089,412
Institutional Development Fund	4	15,000,000	10,000,000
Unutilised Grants / Donations	5A	592,583,405	378,773,029
<b>TOTAL</b>		<b>669,032,676</b>	<b>436,139,588</b>
<b>APPLICATION OF FUNDS</b>			
<b>Fixed Assets</b>			
a. Gross Block	6	9,743,816	8,369,376
b. Less: Accumulated Depreciation		4,897,209	2,970,375
c. Net Block		<b>4,846,607</b>	<b>5,399,001</b>
Intangible Assets under Development		1,326,358	-
		<b>6,172,965</b>	<b>5,399,001</b>
<b>Current Assets, Loans and Advances</b>			
Cash and Bank Balances	7	619,624,241	398,946,809
Loans and Advances	8	22,408,990	28,594,875
Current Investment	9	26,288,385	13,650,799
Total Current Assets		668,321,616	441,192,483
<b>Less: Current Liabilities and Provisions</b>	10	5,461,905	10,451,896
<b>Net Current Assets</b>		<b>662,859,711</b>	<b>430,740,587</b>
<b>TOTAL</b>		<b>669,032,676</b>	<b>436,139,588</b>
<b>Summary of significant accounting policies 13.2</b>			
The accompanying notes form an integral part of the financial statements			
As per our report of even date			
For S. R. Batliboi & Associates LLP Chartered Accountants ICAI Firm Registration number: 101049W/E300004		For and on behalf of Charities Aid Foundation India	
 per Nilangshu Katriar Partner Membership Number: 058814		 Arun Bharatram Chairman	 Meenakshi Batra Chief Executive officer
Place of signature: Gurgaon Date: July 20, 2016			

## ACCOUNT OF INCOME AND EXPENDITURE

Charities Aid Foundation India Income and Expenditure Account For the year ended March 31, 2016			
PARTICULARS	Notes	Year ended March 31, 2016 (₹)	Year ended March 31, 2015 (₹)
<b>INCOME</b>			
<b>Grants/Donations Received</b>			
Specific Purpose Grant Income	5A	412,582,648	191,194,190
Other Income	11	28,607,490	26,172,137
		<b>441,190,138</b>	<b>217,366,327</b>
<b>EXPENDITURE</b>			
<b>Grants/Donations Paid</b>			
Specific Purpose Grant Expenditure	5B	372,379,073	169,924,252
Depreciation and Amortisation	6	2,412,178	1,282,675
Operating and Other Expenses	12	47,411,626	35,997,898
		<b>422,202,877</b>	<b>207,204,825</b>
<b>Excess of Income over Expenditure for the year</b>		<b>18,987,261</b>	<b>10,161,502</b>
<b>Appropriations</b>			
- Transfer from Capital Assets Fund		(657,881)	(826,707)
- Transfer to Institutional Development Fund		5,000,000	5,000,000
- Transfer to Surplus Fund		14,645,142	5,988,209
<b>Summary of significant accounting policies 13.2</b>			
The accompanying notes form an integral part of the financial statements			
As per our report of even date			
For S. R. Batliboi & Associates LLP Chartered Accountants ICAI Firm Registration number: 101049W/E300004		For and on behalf of Charities Aid Foundation India	
 per Nilangshu Katriar Partner Membership Number: 058814		 Arun Bharatram Chairman	 Meenakshi Batra Chief Executive officer
Place of signature: Gurgaon Date: July 20, 2016			

## HOW WE SPEND YOUR CONTRIBUTIONS

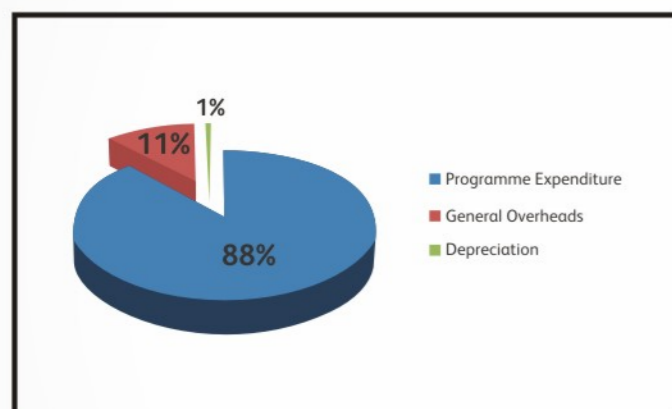
### Inflow of Funds (2015-16)



(Amount in INR)

Foreign donation from Individuals, Corporates and others	3065.85 Lakhs
Local donation from Individuals, Corporates and others	1069.91 Lakhs
Income from investment	228.49 Lakhs
Other income	47.65 Lakhs

### Outflow of funds (2015-16)



(Amount in INR)

Programme Expenditure	3723.79 Lakhs
General Overheads	474.12 Lakhs
Depreciation	24.12 Lakhs



# OUR BOARD MEMBERS

CAF India has an independent board, chaired by respected industrialist and philanthropist, Mr Arun Bharat Ram. The board comprises seven other prominent members from the business and NGO sectors.



**Arun Bharat Ram, Chairman, SRF Limited**

Mr Arun Bharat Ram is a member of the renowned Ram family of Delhi, owners of Shri Ram Group and DCM, with a legacy of over 100 years. Arun is the current chairman of SRF Limited, an organisation he set up in 1970, which has grown and diversified into a multi-business ₹4000 crore manufacturing company, with operations in India, UAE, Thailand and South Africa.



**Arjun Malhotra, Former Chairman and CEO, Headstrong**

Mr Arjun Malhotra has over 42 years of experience in the technology and IT sector, in both private and public companies. Until very recently, he was chairman and CEO of Headstrong, where he led the business' turnaround and rejuvenation. Under Arjun's leadership, Headstrong became the leading provider of consultancy services to the financial services industry, and was sold in 2011 to Genpact for over \$500m. Arjun is also on the board of IIT, ISB, IIM- and many other educational and social organisations.



**Som Mittal, Former Chairman and President, NASSCOM**

Mr. Som Mittal has been the President of NASSCOM from 2008-13 and steered the industry through one of its most challenging phases. Under his leadership, the industry crossed the USD 100 billion milestone and significantly expanded its value offerings. A B.Tech from IIT Kanpur and an MBA from IIM Ahmedabad, he has served as a member of the Indian Prime Minister's Committee on National e-Governance. He now advises companies, CEOs and senior leaders on growing business, particularly in developing economies and in co-creating policies with Governments.



**Rajeeva Ratna Shah, Former CEO, Prasar Bharti**

Mr Rajeeva Ratna Shah has 41 years of experience in various capacities in GOI and with the Government of the State of U.P. In his most recent post, he served as Member-Secretary, Planning Commission, Government of India in the rank of Union Minister of State and was one of the main authors of the XIth Plan. Rajeeva is also remembered as the architect of the JLNURM Jawahar Lal Nehru Urban Renewal Mission and for the formulation of several programmes on social inclusion. Rajeeva, who joined IAS in 1967, also functioned as the CEO of the Prasar Bharati, running over 20 TV channels and 200 radio stations.



**Madhu Bala Nath, Country Representative (India), EngenderHealth**

Madhu Bala Nath is presently the Country Representative (India) for EngenderHealth which promotes quality services for reproductive health and family planning in four Indian states. Madhu has spent most of her three-decade long career with UN agencies, working on HIV/AIDS, reproductive and sexual health and women empowerment. She has also served as Senior Adviser at the UN Women headquarters. She has served on the advisory board for Women Power Connect, International Centre for Research on Women and at present for Girl Rising in India, as well as, the HIV/AIDS Alliance. She is also an independent director on the board of HPL Electric India.



**Lalit Nirula, Director, LMN Investments & Agriculture Pvt. Ltd**

Lalit Nirula is a second generation member of a family that has been in the hospitality industry for 76 years. Their food chain, Nirula's was considered leaders in their field of family foods, being the largest Indian owned restaurant chain in the Indian sub-continent. Currently, Lalit is the director of LMN Investments and Agriculture Pvt. Ltd, a company with investments in real estate and financial instruments. His personal commitment to education and social progress has kept him actively involved with a number of educational institutions and charitable organisations.



**Shravani Dang, Vice President, Group Head - Corporate Communication, Avantha Group**

Shravani Dang is Senior Communications and CSR leader with over two decades of quantifiable achievements. Her experience base spans multi-national companies across Technology, Financial, Not-for-profit and Industrial sectors. Currently, she serves as the Vice President and Head Corporate Communications and Public Relations at the Avantha Group, one of India's largest and broad-based industrial conglomerate. Reputation Today magazine recently ranked Shravani as among the top ten corporate communications professionals in the country.



**Ajay S. Mehta, President, Board of Trustees of Seva Mandir and Vidya Bhawan**

Ajay S. Mehta joined the Indian Railways in 1980 after working briefly for the government-instituted Commission for Controls and Subsidies. In 1985, he joined Seva Mandir and took on the role of chief executive from 1990 to 1999. Following this, he served as the general secretary of the Association of Voluntary Organisations for Rural Development (AVARD) for a span of two years. In 2001, he moved on to The National Foundation for India (NFI) as the executive director. After a 10-year service, Ajay joined the State Planning Board of Rajasthan till 2013. Currently, he is the president of the board of trustees of Seva Mandir and of Vidya Bhawan.



**Naveen Bahl, Chartered Accountant**

Navin Bahl is a Fellow from the Institute of Chartered Accountants in England and Wales. He has worked with Ernst & Young in London and Scandinavia and as the head of finance at large industrial organisations in India. Navin has 35 years of experience as a practicing chartered accountant. Besides being a trustee of various charitable trusts like the Blind Relief Association of New Delhi, he is also the president of the Association for Advancement and Rehabilitation of Handicapped Children, which is running a school in Vasant Kunj for handicapped children. Navin also holds the office of treasurer and trustee of Cord which is working in 600 villages to empower rural women through self help groups, micro-credit banking and income generation activities.





# SENIOR MANAGEMENT TEAM

CAF India's CEO, Meenakshi Batra spearheads a highly motivated team, committed to promoting the culture of giving in India. It consists of skilled and experienced professionals who contribute their expertise for the benefit of the organisation and its partners.



**Meenakshi Batra, Chief Executive Officer**

Meenakshi is a seasoned and widely recognised professional with over 25 years of experience in the international development, CSR and not-for-profit sector. She has served in various leadership roles with international development and humanitarian agencies in South and Southeast Asia. In addition, she has successfully led large country programmes in India, Afghanistan and Indonesia working with leading international development NGOs.



**Avijeet Kumar, Director**

Avijeet has more than 24 years of work experience in the development sector and in teaching and research. He worked with Help Age India as Director of Programmes for more than eight years before joining CAF India. With extensive knowledge of designing CSR strategies for companies and a deep understanding of the social development sector in India, Avijeet has helped build capacities in organisational development for several non-profits.



**Rakesh Goswami, Head of Finance and Operations**

Rakesh is a veteran with more than 21 years of experience in heading finance departments within organisations, 11 years of which have been dedicated to the development sector. Rakesh is an expert in taxation, Foreign Contribution Regulations Act (FCRA) and in the formulation of policies and procedures.



**Namrata Jaitli, Head of Programmes**

Namrata has a strong academic background and wide ranging experience of over 21 years in empowering marginalised communities, strengthening capacity building and knowledge generation initiatives. She works extensively on strategising and designing CSR programmes for companies.



**Sangeeta S. Thakral, Head of Marketing and Communications**

Sangeeta is a communication and marketing specialist with more than 15 years of experience in the field of branding, communication, digital media, campaign management and training delivery, which comprises her primary role at CAF India. She is actively involved in designing integrated CSR communication strategies for companies and NGOs. She also handles workplace giving and digital technology portfolio in the organisation.



**Rashmi Wills, Head of Business Development**

Rashmi is a qualified fundraiser with 24 years of experience cutting across corporate and not-for-profit organisations. At CAF India, she develops and executes fundraising strategies and resource mobilisation through collaborations. She possesses an understanding of global fundraising practices and key growth markets and is an accomplished mentor and team leader in the organisation.



# LOOKING AHEAD: 2016-17

## IMPACTFUL INTERVENTIONS

Through professionally managed sustainable development interventions for diverse development causes, we aim to transform lives and empower communities across India. Our measures will include facilitating sustainable livelihood and skill development, building water security and strengthening innovative integrated village development models. In addition, we will continue to ensure right to sanitation, provision of holistic education, while addressing environmental and other development causes. This would be done with a focus on long term partnerships and building community-managed processes that engage all local stakeholders.

## ADVISORY SUPPORT

Following the model of a 'think tank', our advisory unit will continue to offer exceptional support to our corporate partners. The unit envisages to act as a knowledge management centre on CSR, philanthropy and development initiatives by building in-depth knowledge resources on social issues. As part of our communication advisory portfolio, we will continue to generate awareness and ensure visibility for our partners' initiatives.

## BOLSTERED WORKPLACE GIVING PROGRAMME – GIVE AS YOU EARN

Corporate citizenship and individual giving will be promoted through sustained donor education, strategic engagements and knowledge sharing initiatives. Give As You Earn will witness greater employee engagement because of the easy-to-use nature of the technology. In addition, interventions based on NGO partnerships will be strengthened through peer learning platforms, capacity building measures, and shared knowledge and expertise.

## KNOWLEDGE CREATION & BUILDING CAPACITIES

Our objective is to unveil new critical areas for future interventions through intensive research and innovative studies. Relevant training programmes will be designed to build the capacities of our partners.

