

Collective Good
Foundation

↳ Samhita Initiative



TOWARDS
A BETTER NORMAL
TOGETHER

ANNUAL REPORT 2020-2021

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When the onset of the pandemic last year changed the course of our normal lives, we asked ourselves: If the status quo has to change, why not change it for the better? This reflection inspired us to create 'A Better Normal' especially for vulnerable communities whose lives and livelihoods were upended by the lockdowns.

They say that every cloud has a silver lining. COVID-19 made us realize the inter-connectedness of various players in the ecosystem irrespective of their socio-economic status. It is not possible for one strata of the ecosystem to struggle for survival and for another to thrive. We realized that we're all in it together.

In that spirit, we created the multilateral Revive alliance to bring Samaj, Sarkar, and Bazaar (civil society, government, and business) on one platform with one aim of restoring the livelihoods of informal workers and micro-entrepreneurs who form the backbone of the economy. With support from organizations like UNDP, USAID, Omidyar Network India, and Michael & Susan Dell Foundation and backed by corporates like Arvind, Godrej, and Claris, we set out on our audacious goal of impacting the lives of 100,000 workers in the unorganized sector. In addition to offering an array of financial instruments ranging from Returnable Grants to Direct Benefit Transfer, we also skilled the cohorts including beautypreneurs, street vendors, farmers, and construction workers, and linked them to social-security schemes so that they emerge from the pandemic stronger.

Moreover, to respond to the health crisis, we created a collaborative platform to enable 500,000 healthcare and sanitation workers to protect the society effectively against the virus while not compromising on their own safety.

In the ensuing pages of the report, you will find our dream: Dream for a day when India's populace will be so educated and skilled that it will not need to worry about roti, kapda, makaan: Instead it will be able to climb to the higher rungs of Maslow's pyramid;

Dream for a day when access to quality medical facilities will not be a luxury reserved for the elite. We, at Samhita, strive every day to turn a part of that dream into reality. We dream to create a better normal. And we believe that together, we will reach there soon!







JAGDISH ACHARYA

(Mr. Acharya comes with over 40 years of corporate experience in the paint industry of which 25 years were spent in International Markets of South Pacific, Australia, China, and East Asia. He has also advised Asian Paints and Crompton on their CSR initiatives and has worked closely with at least 4 NGOs)

COVID-19 has tested our collective endurance and sense of resilience to address health and social-economic challenges. We have before us the enormous task of building a future for those who have lost jobs and livelihood and are facing unbelievable financial hardships.

A 'Better Normal' to me would mean more livelihoods and therefore a more vibrant, just, and equitable economy. Better Normal to me would mean new and better opportunities, new and better skills, innovation, and a truly better and self-reliant India socially and economically, especially at the grassroots level.



NOSHIR DADRAWALA

(A veteran in the field of philanthropy for over three decades, Noshir is as connected to social organizations as he is to academic institutions globally. He is an enthusiast of education as well as medical causes and renders a legal lens to view the sector.)

Better normal to me means practicing some of the fundamental and well-tested lifestyles and workplace habits consistently and correctly. This includes deeper understanding and sensitivity to personal, community, and environmental hygiene and sanitation practices by each individual in each location helping to enable children to senior citizens to lead a safer and secure future in their life. On the developmental angle, the better normal would mean, strengthening the infrastructure to be future-ready thereby sustaining the growth indices across sectors both by govt and private sector. Respect Nature; Reap the benefits.



PARESH PARASNIS

(The Head of Piramal Foundation, Paresh helms all CSR activities of the enterprise with a passion to build capabilities focused at large scale impact and effective outcomes. His three-decade experience brings to the table strengths in strategy formulation, project management, time-bound execution and building of robust, customer-friendly serving models.)



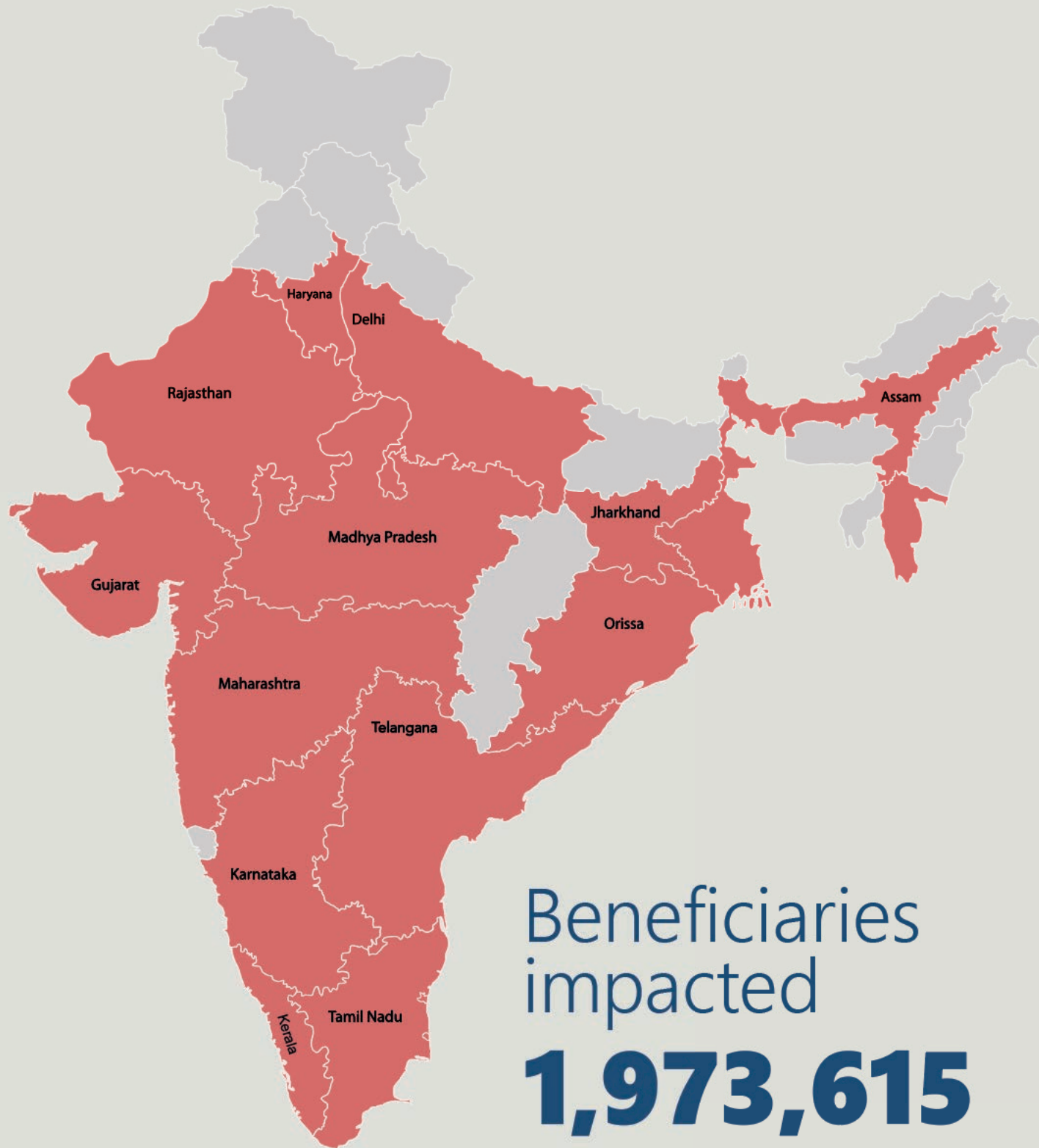
OUR REACH AND IMPACT





Reach in India

Maharashtra, Gujarat, Jharkhand, Haryana, UP, Delhi, Assam, Rajasthan, Madhya Pradesh, Orissa, Telangana, Karnataka, Kerala



Cohorts reached



Farmers



Artisans



Entrepreneurs



Sanitation Workers



Construction Workers



Street Vendors



Migrant Workers



Total projects

60+



Implementation Partners

80+



Grant worth

INR 60+ crores

OUR THEMATIC AREAS





Education, Sanitation, Gender, Health, Livelihoods, Skilling, Entrepreneurship, sustainable Cities, Climate Change, Environment



OUR THEORY OF CHANGE



CREATING A BETTER NORMAL TOGETHER

IN HEALTHCARE



The COVID-19 pandemic has had an unprecedented impact on nations and people across the world. Even as the virus raged on, frontline workers including health workers and sanitation workers took on the role of our protectors and continued to work in high-risk environments to ensure our safety.

To protect our protectors, a healthcare alliance was constituted in early 2020 by Samhita-CGF, Hindustan Unilever, RBL Bank, and Bill & Melinda Gates Foundation to equip workers in healthcare and sanitation sectors with the necessary tools to pursue livelihood activities safely and lower the risks involved in dealing with COVID-19 response and prevention at the frontline.

In a year, the alliance became a collaborative of 30 companies and foundations who supported the most pressing needs of India's healthcare & sanitation ecosystem. All the interventions of the alliance were guided by experts at the Cipla Foundation, the NFSSM Alliance, and Dr. Nachiket Mor. The alliance remains committed to responding to the immediate needs as well as strengthens the health ecosystem to better manage future health emergencies. The alliance has so far impacted more than 500,000 lives across states and continues to respond to strengthen the country's fight against the coronavirus.

CROMPTON GREAVES:

SUPPORTING VULNERABLE COMMUNITIES



INPUTS:

By June 2020, the COVID-19 cases in Mumbai were on a steady increase and ICU wards were functioning at 95-97% capacity with a constant fear that even a marginal increase in the rate of spike of daily cases would mean non-availability of beds for the critical patients. At such a time, Crompton Greaves undertook projects to support hospitals and vulnerable communities during the pandemic.



OUTCOMES:

Crompton Greaves helped Sion Hospital set up a new ICU ward by providing basic essential equipment like hospital beds, multipara monitors, and syringe infusion pumps to cater to the growing number of patients.

The ICU ward will treat over 40,000 patients during the pandemic and in the years to come. Crompton also provided PPE kits to the doctors and nurses who were working overtime in ICU

OUTPUTS:



ACTIVITIES:



18
Hospitals supported



212
Equipments provided



Set-up of new ICU ward at Sion hospital

- ▶ Supporting hospitals in strengthening their infrastructure
- ▶ Improving the quality of care being provided to the patients
- ▶ Supporting vulnerable communities like migrant workers with rations, medical supplies, and cooked meals



IMPACT:

- Better safety measures for frontline workers
- Improved infrastructure of the hospital
- Reduced mortality rate due to better services provided by hospitals

CAPGEMINI ALTRAN:

SUPPORTING FRONTLINE WORKERS



INPUTS:

While the nationwide lockdown restricted the mobility of people, frontline workers were on "essential service" duty tirelessly working despite the on-ground challenges. The intervention carried out in Delhi, Gujarat and Maharashtra aimed at improving safety and health for the frontline workers by addressing their short-term and long-term needs.



OUTCOMES:



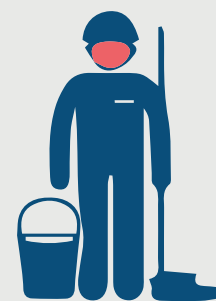
OUTPUTS:



ACTIVITIES:



In light of the ongoing COVID-19 pandemic, WASH workshops emphasized family well-being and personal cleanliness. Lalita who runs her own tailoring shop and is known as tailoring didi in the entire Noor Nagar Mohalla was chosen to volunteer for mobilizing women for attending the workshops. She has been at the forefront during this crisis, mobilizing women and children for the WASH sessions. Before every planned session, she goes from door to door reiterating the need for women to join these workshops. Lalita herself has been religiously attending the sessions conducted by the NGO's workshop experts.



7190
Sanitation workers reached



1700
Police personnel reached



956
Ambulance workers reached

- ▶ Providing PPE kits and capacity-building sessions to frontline workers
- ▶ Conducting WASH sessions at the community level
- ▶ Generating awareness about government welfare schemes

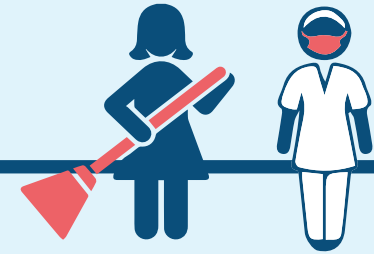


IMPACT:

- Elevated awareness in workers about professional hazards and importance of usage of PPE
- More cognizance in communities about the importance of health and sanitation

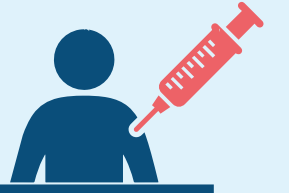
AMERICAN EXPRESS:

SUPPORTING MEDICAL & SANITATION WORKERS



INPUTS:

The project aimed to provide critical infrastructure to protect those at the frontlines – the doctors, nurses, technicians, hospital staff, healthcare & sanitation workers at government hospitals and/or at health centers, and the infected patients. The intervention was carried out in Delhi, Mumbai and Bangalore.



OUTCOMES:

Supply of essentials such as beds, PPE kits, sanitizers, soaps, ventilators, cleaning & medical requisites –for health workers and sanitation workers as well as infected patients ensured the safety of frontline workers, improved health outcomes of patients taking services from the hospitals and enabled quicker flattening of curve in these regions.



OUTPUTS:



11,110
Doctors, nurses, and other hospital staff reached



4,493 (through kits)



11
Hospitals impacted

ACTIVITIES:

- ▶ Supporting hospitals in strengthening their infrastructure
- ▶ Improving the quality of care being provided to the patients
- ▶ Monitoring the supply of products to the beneficiaries



IMPACT:

- Better safety measures for frontline workers
- Improved infrastructure of the hospital
- Reduced mortality rate due to better services provided by hospitals

CREATING A BETTER NORMAL

TOGETHER IN LIVELIHOODS



India's economic growth stalled with the onset of the COVID-19 pandemic, leading to huge job losses. The pandemic affected under-resourced communities in the informal economy the most including unskilled workers, semi-skilled workers, and micro-entrepreneurs.

REVIVE Alliance is an initiative by Samhita-CGF, USAID, MSDF, Omidyar Network India, British High Commission (New Delhi), and UNDP, and was conceptualized as a response to the effects of COVID-19 on livelihoods. REVIVE combines commercial, CSR, and philanthropic capital into a continuum of blended finance layered with digital, social security, and skilling interventions.

REVIVE provides financial assistance in the form of standard Returnable Grants (RGs). It is funding that comes with zero-interest for beneficiaries. It is structured so that repayment only begins once the individual is earning an income and is financially stable. The money is then used to fund another individual in need, and so on.

REVIVE focuses on unearthing an enterprising mindset in individuals, enabling them to move from recovery to resilience to growth with the apt nudges. By making our programs beneficiary-centric, the blended finance approach produces a catalytic welfare effect for both beneficiaries and their communities. REVIVE aims to bring a paradigm shift in the way small businesses, especially those led by women, progress. From textile workers to street vendors to artisans, REVIVE is expected to impact more than 100,000 micro, small, and medium enterprises as well as self-employed and previously employed workers.

ARVIND FOUNDATION:

REVIVING LIVELIHOODS OF BLUE-COLLAR WORKERS



INPUTS:

COVID-19 has adversely impacted the lives and livelihood of blue-collar workers and many of them have lost their jobs on account of the pandemic. The intervention in Gujarat aimed to bring blue-collar workers back into formal employment.



OUTCOMES:

OUTPUTS:



ACTIVITIES:



During the pandemic, Sandip Chauhan from Vadodara, Gujarat, was left without a source of income for seven months. After his wife lost her job, he attended the mobilization camp with the hope to find immediate employment. He enrolled in the job-readiness training program and was placed at NTP TAR Products Pvt. Ltd. as a Lab Technician. He now earns an average monthly salary of INR 12,000. "I am really happy with the program since it helped me get back on my feet to support my family," he says.



2800
Job openings identified

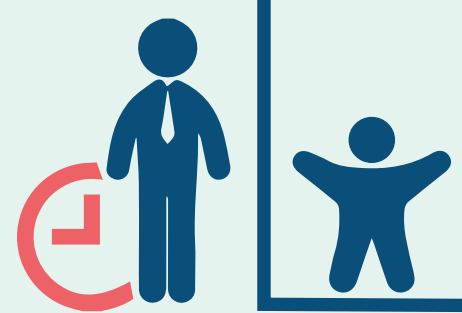


1127
Candidates mobilized



443
Candidates trained and placed

- ▶ Identifying on-ground demand and job openings for blue-collar workers
- ▶ Providing job readiness training & placement opportunities
- ▶ Providing RGs to the blue-collar workers



IMPACT:

- Out of the 340 candidates who were tracked after the intervention, 70.5% have been retained in the same job
- RG covered the livelihood expenses of 297 families

REVIVING LIVELIHOODS OF WOMEN BEAUTYPRENEURS



INPUTS:

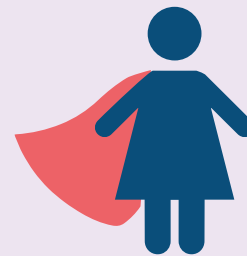
The intervention aimed to support professional small-salon owners - women beauty entrepreneurs (Beautypreneurs) to help them in reviving their livelihoods in Delhi, Maharashtra, Madhya Pradesh, Uttar Pradesh and Karnataka. The RG ticket sizes in the range of INR 5,000, INR 10,000 & INR 20,000 were provided for a tenure of 6 months - 1 year.



OUTCOMES:

COVID-19 not only shrank Rakhi Zamre's revenues from neighboring villages' clients but also from bridal events. On learning about the RG, she decided to avail the grant. Asha used the 10,000 rupee grant to make capital investments in her parlour. "The best thing about the grant is that I don't have to pay any interest," she exclaims. With the aid, Rakhi is again inching towards making the world a more beautiful place, literally.

OUTPUTS:



472
Women Beautypreneurs supported-



ACTIVITIES:

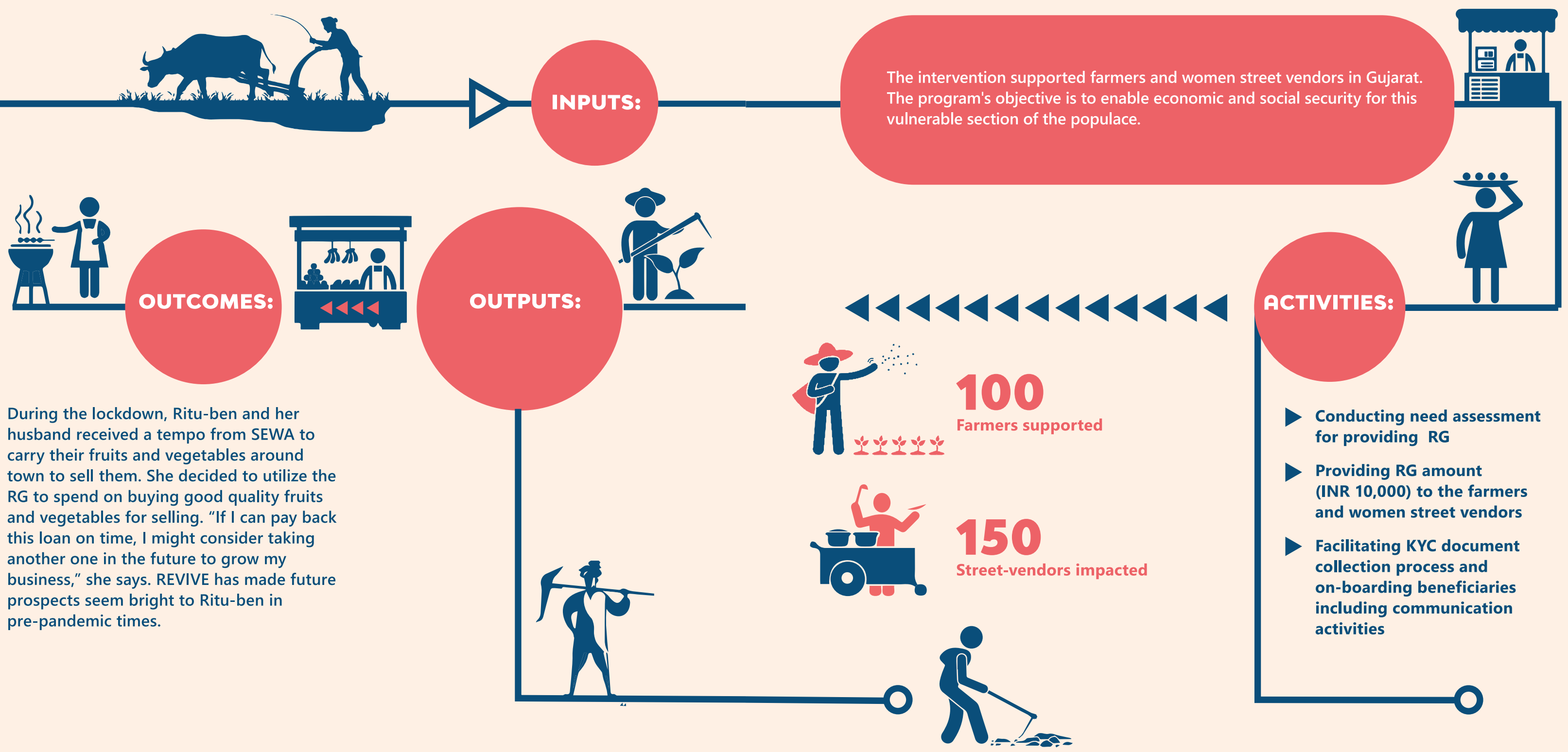


- ▶ Conducting need assessment for providing RG
- ▶ Running digital and financial literacy programs
- ▶ Providing RG amount to the women Beautypreneurs



IMPACT:

- To this date, the collated repayments rate for the Beautypreneurs cohort is at 96%
- Beautypreneurs started doing better management of business because of training support and in turn, increased their net income
- Women who opened their parlours also reported increased decision-making power in the family



The intervention supported farmers and women street vendors in Gujarat. The program's objective is to enable economic and social security for this vulnerable section of the populace.

OUTCOMES:

During the lockdown, Ritu-ben and her husband received a tempo from SEWA to carry their fruits and vegetables around town to sell them. She decided to utilize the RG to spend on buying good quality fruits and vegetables for selling. "If I can pay back this loan on time, I might consider taking another one in the future to grow my business," she says. REVIVE has made future prospects seem bright to Ritu-ben in pre-pandemic times.

OUTPUTS:



100
Farmers supported



150
Street-vendors impacted

ACTIVITIES:

- ▶ Conducting need assessment for providing RG
- ▶ Providing RG amount (INR 10,000) to the farmers and women street vendors
- ▶ Facilitating KYC document collection process and on-boarding beneficiaries including communication activities

IMPACT:

- The recovery rate for farmers is 100% and returned funds have already been redeployed to another 100 farmers
- For the street-vendor cohort, the repayment rate stands at 73% with the recovery collection process still ongoing
- Farmers were able to purchase agri-inputs such as seeds, fertilizers, pesticides etc

CREATING A BETTER NORMAL TOGETHER

IN CSR



From the onset of the pandemic, we have seen our partners and fellow responders in India coming together to fight the various challenges posed by COVID-19. Organizations across India have stepped up to strategically utilize their resources to address the most pressing concerns at hand and have also shored up for the future in ways that are beneficial to both business and society. As we continue to work towards creating a more resilient India, we are proud to be working with organizations that share the same vision as us.

Our initiatives with organizations like RBL, IKEA, LTI, Arvind, Angel Broking, Indospace, Wipro, and Aditya Birla to name a few, not only focussed on providing immediate relief measures to people affected by one of the most devastating pandemic the world has seen but also worked towards ensuring that long term resilience is also developed among individuals. The interventions supported a range of cohorts like women garment workers, rural communities, disadvantaged youth etc. across a range of thematic areas such as vocational and life skills, sustainable cities, gender equality, sanitation and hygiene, and education among others.



INPUTS:

COVID-19 has exposed the vulnerability of sanitation workers and their families to the many challenges of their occupation. RBL Bank has been working across the country to ensure that these marginalized communities get access to skill training, financial services, and health services so that they get a fair chance to live a life of dignity.



OUTCOMES:



OUTPUTS:



ACTIVITIES:



Sajjan, 25, has been providing sanitation services since he was 17 years old. Cleaning septic tanks is the only source of livelihood for him and his family. Under this program, Sajjan has undergone training on how to use PPE and cleaning equipment for better safety and protection at work. He says that he used to get inside drains and work. "Sometimes when the water used to reach up to my neck I used to get scared," he says, "Today, I can do this work more safely with the help of PPE kits and the training provided to me."



10,000
Sanitation workers
directly impacted



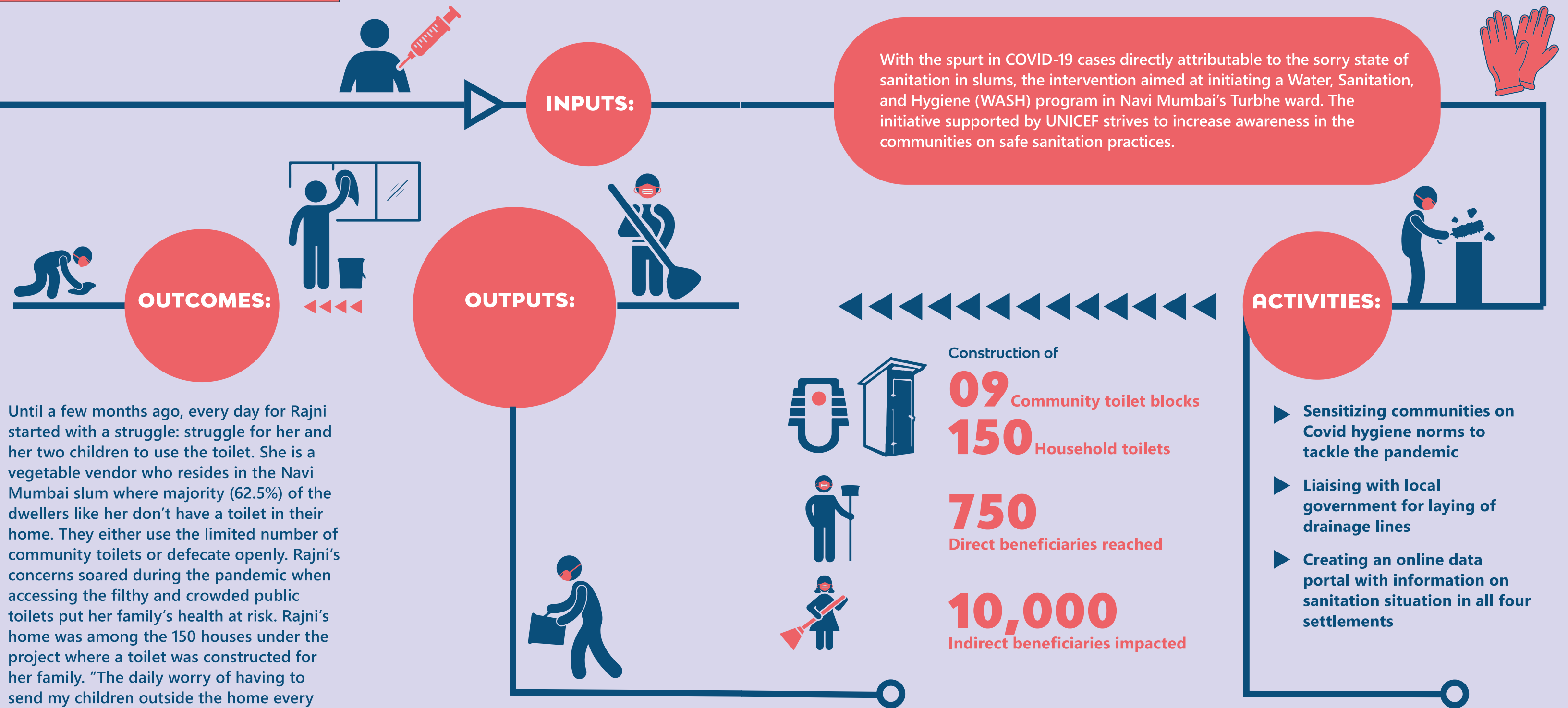
50,000
Indirect beneficiaries
including families

- ▶ Improving the health and safety of sanitation workers
- ▶ Providing social security protection to the cohort
- ▶ Improving occupational status and livelihood opportunities for sanitation workers



IMPACT:

- Increased resilience towards unprecedented events such as COVID-19
- Enhanced livelihood opportunities and overall occupational safety
- Augmented social security by ensuring access to government welfare schemes

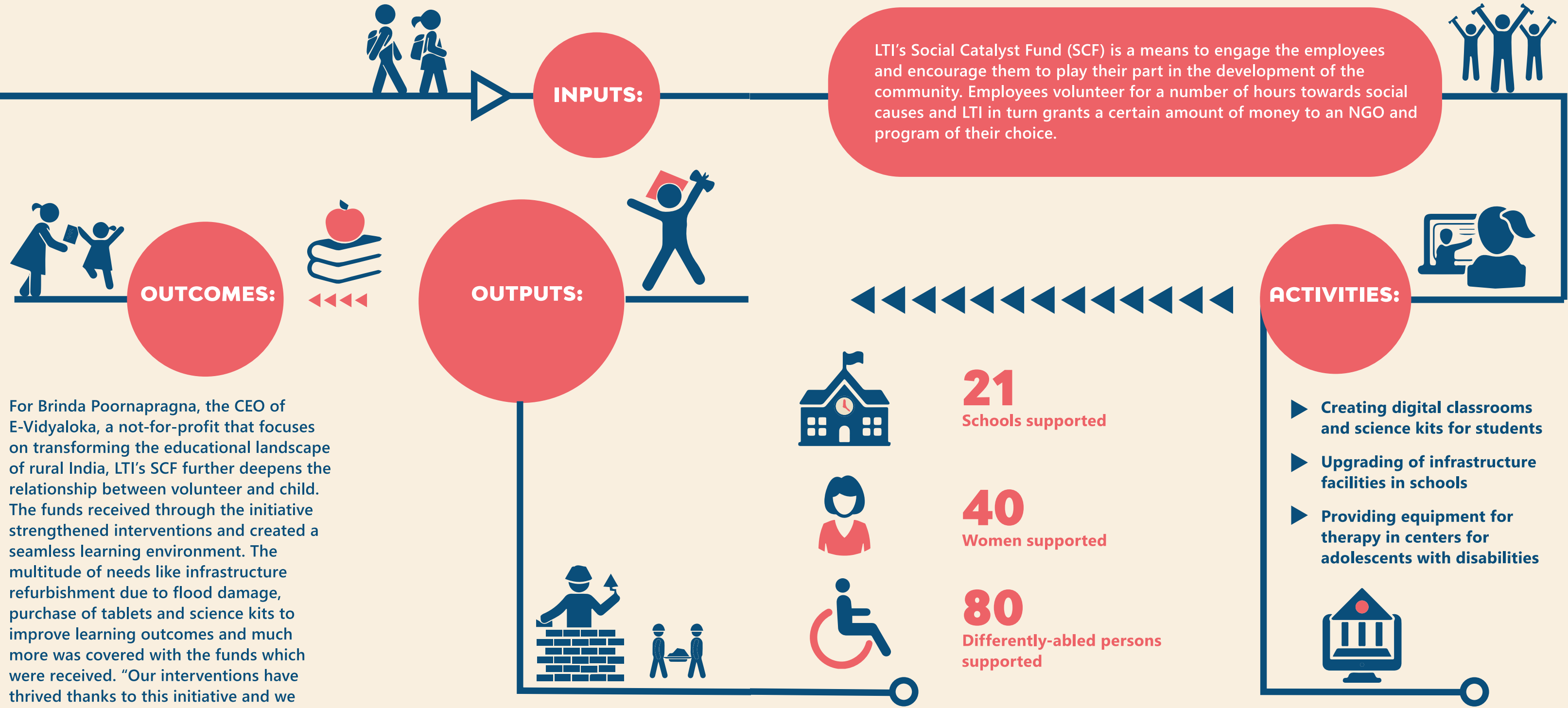


With the spurt in COVID-19 cases directly attributable to the sorry state of sanitation in slums, the intervention aimed at initiating a Water, Sanitation, and Hygiene (WASH) program in Navi Mumbai's Turbhe ward. The initiative supported by UNICEF strives to increase awareness in the communities on safe sanitation practices.

Until a few months ago, every day for Rajni started with a struggle: struggle for her and her two children to use the toilet. She is a vegetable vendor who resides in the Navi Mumbai slum where majority (62.5%) of the dwellers like her don't have a toilet in their home. They either use the limited number of community toilets or defecate openly. Rajni's concerns soared during the pandemic when accessing the filthy and crowded public toilets put her family's health at risk. Rajni's home was among the 150 houses under the project where a toilet was constructed for her family. "The daily worry of having to send my children outside the home every morning during this pandemic is over," she says. With a mask on her face and pride in her voice, Rajni adds: "We own a toilet now. It has brought a lot of happiness and comfort in our lives."

- ACTIVITIES:**
- ▶ Sensitizing communities on Covid hygiene norms to tackle the pandemic
 - ▶ Liaising with local government for laying of drainage lines
 - ▶ Creating an online data portal with information on sanitation situation in all four settlements

- IMPACT:**
- Increased awareness among communities on safe sanitation practices
 - Elevated aspiration for household sanitation in slums
 - Access to WASH infrastructure made available to the community



LTI's Social Catalyst Fund (SCF) is a means to engage the employees and encourage them to play their part in the development of the community. Employees volunteer for a number of hours towards social causes and LTI in turn grants a certain amount of money to an NGO and program of their choice.

OUTCOMES:

For Brinda Poornapragna, the CEO of E-Vidyaloka, a not-for-profit that focuses on transforming the educational landscape of rural India, LTI's SCF further deepens the relationship between volunteer and child. The funds received through the initiative strengthened interventions and created a seamless learning environment. The multitude of needs like infrastructure refurbishment due to flood damage, purchase of tablets and science kits to improve learning outcomes and much more was covered with the funds which were received. "Our interventions have thrived thanks to this initiative and we are truly grateful for the support we are getting," tells Brinda.

OUTPUTS:

21
Schools supported

40
Women supported

80
Differently-abled persons supported

ACTIVITIES:

- ▶ Creating digital classrooms and science kits for students
- ▶ Upgrading of infrastructure facilities in schools
- ▶ Providing equipment for therapy in centers for adolescents with disabilities

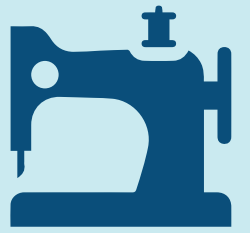
IMPACT:

- Better learning outcomes for students
- Unlocked livelihood opportunities and economic upliftment of women
- Upgraded infrastructure for treatment of special children



INPUTS:

The Young People Empowerment Program (YPEP), spanning across three years, aims to impact women workers serving in the supply chain of the apparel manufacturing company. The program has been designed to provide a continuum of care to women workers through a 240-hour training program in six modules exposing them to a wide range of courses, practical training and mentorship support.



OUTCOMES:



OUTPUTS:



ACTIVITIES:



It was at YPEP where 25-year-old Mani Vasava learnt to communicate in English. Hailing from Datta village, Gujarat, Mani works at Arvind as a Sewing Machine Operator to support her family. Currently enrolled in the first year of Masters in Arts from Dr. Babasaheb Ambedkar Open University, she beholds a dream to start her own business. Mani believes the life skills taught in the program will help her to better communicate with customers.



720 Beneficiaries reached

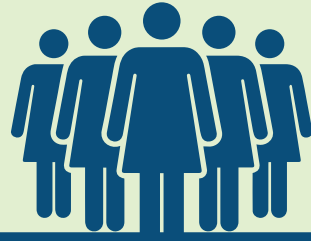
- ▶ Providing life skills and vocational education
- ▶ Providing digital and financial literacy
- ▶ Improving self-awareness and encouraging aspirations



IMPACT:

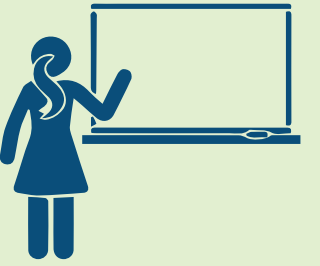
- Improved confidence and interpersonal skills
- Better decision-making skills
- Improved relationship with peers and greater workplace participation

MAKING YOUTH FINANCIALLY LITERATE



INPUTS:

According to a Standard & Poors (S&P) survey, three out of four Indian adults do not understand basic financial concepts and more than 80% of women are financially illiterate. This 20-hour financial literacy program was targeted at college students from tier-2 and tier-3 cities of Maharashtra and Gujarat of which 43% were girls.



OUTCOMES:

The training module made Manoj, a final year student, realize the importance of finance in general and how to manage money on a day-to-day basis by understanding the ratio between earning and spending. It made him realize how one can invest even with small savings. Whatever Manoj learnt, he shared the knowledge with his parents and also educated them.



OUTPUTS:



ACTIVITIES:



11,922
Students benefited



937
Colleges reached



5,150
Women empowered

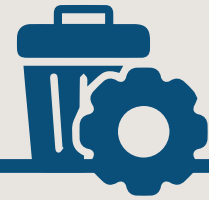
- ▶ Training on topics of personal finance such as money management and inflation, rupee cost averaging, and time value for money
- ▶ Providing awareness about investments such as capital markets, mutual funds, safety, security, banking and digital payments
- ▶ Disseminating information on insurance, loans, tax planning, regulation and governance & retirement planning awareness



IMPACT:

- Increased awareness about financial aspects
- Many students started saving money after the program.
- The trickle-down effect also benefited the families of students in understanding many financial concepts

TAKING A LEAP TOWARDS SWACHH BHARAT



INPUTS:

Indospace undertook a solid-waste management project in two villages in Chakan, Pune. By diverting wet waste from landfill via a central composting system, Chakan emerged as a role model for 'Sustainable Cities and Communities' elevating the standard of living of 1,500 households. A well-organized, three-tiered roadmap was implemented to achieve the zero-waste village's goal: starting with awareness creation, field-level execution, and lastly, monitoring outcomes.



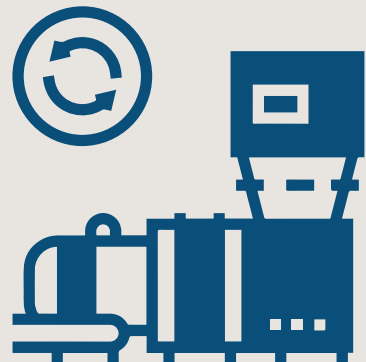
OUTCOMES:



OUTPUTS:



Sunita Tai, a resident of Chakan, was used to seeing heaps of garbage rising to the sky wrapped in a grey shroud of pollution in her village. So when she heard about the initiative, she was overjoyed. She signed up immediately as an outreach animator. Sunita underwent extensive training and started supporting the initiative. She also began to earn the respect and support of her community to make her hamlet a zero-waste village. "When everyone is involved in good work at the ground level, magic happens!" Sunita Tai gushes with enthusiasm.



1500

Households impacted



40%

Segregation of the waste received from households and shops



250kgs

Diversion of wet waste from landfill via a central composting system

ACTIVITIES:

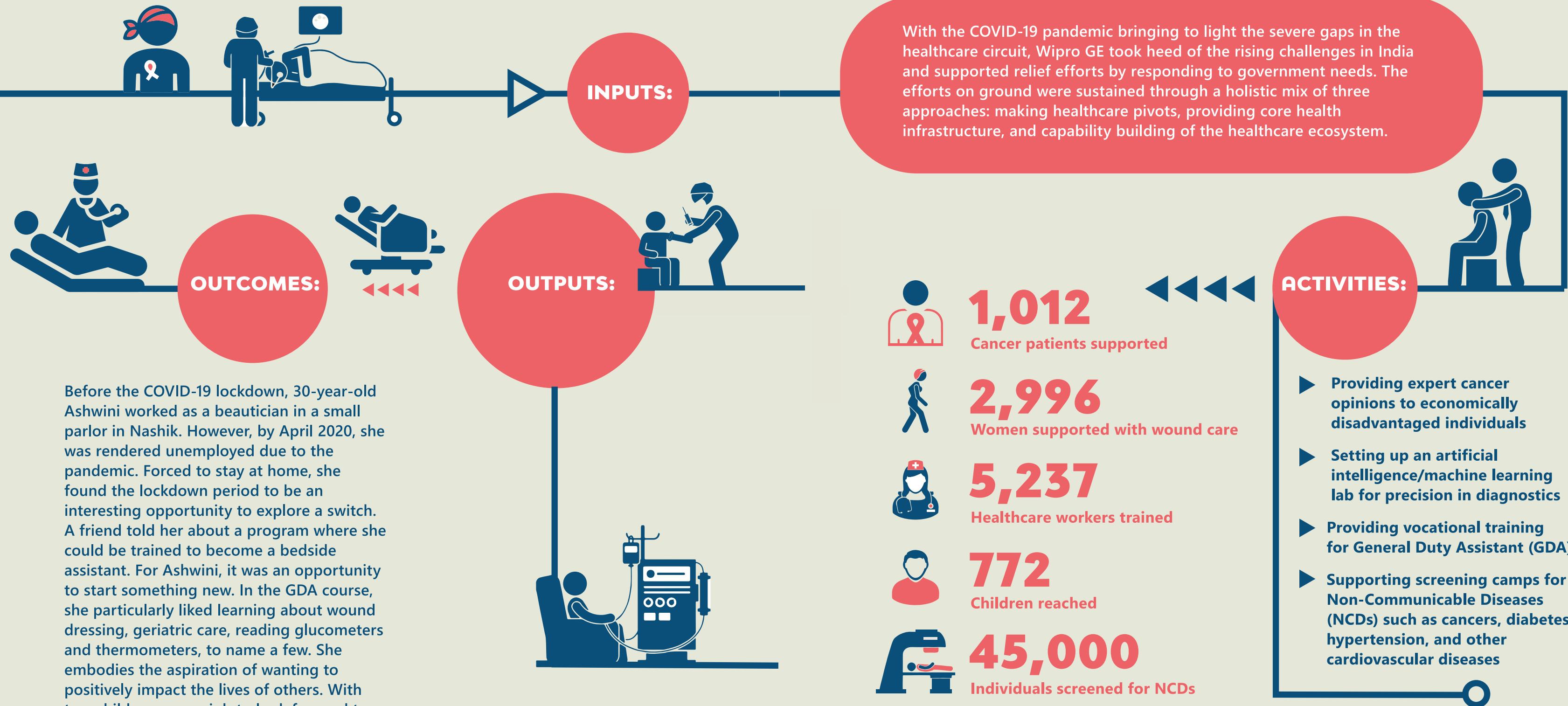


- ▶ Conducting waste audit, identifying gaps, and surveying village
- ▶ Conducting door-to-door awareness and public awareness events
- ▶ Collecting and segregating waste from households and shops

IMPACT:

- Cleaner villages leading to a better standard of living for the residents
- Better economic conditions of the sanitation staff employed

BACKING HEALTH WITH WEALTH



With the COVID-19 pandemic bringing to light the severe gaps in the healthcare circuit, Wipro GE took heed of the rising challenges in India and supported relief efforts by responding to government needs. The efforts on ground were sustained through a holistic mix of three approaches: making healthcare pivots, providing core health infrastructure, and capability building of the healthcare ecosystem.

Before the COVID-19 lockdown, 30-year-old Ashwini worked as a beautician in a small parlor in Nashik. However, by April 2020, she was rendered unemployed due to the pandemic. Forced to stay at home, she found the lockdown period to be an interesting opportunity to explore a switch. A friend told her about a program where she could be trained to become a bedside assistant. For Ashwini, it was an opportunity to start something new. In the GDA course, she particularly liked learning about wound dressing, geriatric care, reading glucometers and thermometers, to name a few. She embodies the aspiration of wanting to positively impact the lives of others. With two children, a new job to look forward to and a passion to do good, Ashwini keenly awaits the next chapter of her life.

-  **1,012**
Cancer patients supported
-  **2,996**
Women supported with wound care
-  **5,237**
Healthcare workers trained
-  **772**
Children reached
-  **45,000**
Individuals screened for NCDs

- ACTIVITIES:**
- ▶ Providing expert cancer opinions to economically disadvantaged individuals
 - ▶ Setting up an artificial intelligence/machine learning lab for precision in diagnostics
 - ▶ Providing vocational training for General Duty Assistant (GDA)
 - ▶ Supporting screening camps for Non-Communicable Diseases (NCDs) such as cancers, diabetes, hypertension, and other cardiovascular diseases

- IMPACT:**
- Greater availability of frontline and healthcare workers at hospitals and homecare agencies
 - Better healthcare diagnostics
 - Reduced mortality and morbidity rates in patients
 - Employment to youth from economically disadvantaged backgrounds thus ensuring a better quality of life

OUR CUTTING-EDGE

RESEARCH CAPABILITIES



The research team at Samhita-CGF has worked extensively in issues such as healthcare, education, sanitation, livelihood, agriculture etc. The team had taken up impact assessments, community needs assessments, landscape mapping studies, and social audits of large-scale social-development programmes implemented by renowned conglomerates and foundations. The findings of the research studies have helped enhance programme implementation, plan the way ahead, and address any unintended consequences.

ADITYA BIRLA GROUP:

REACHING UNDERSERVED COMMUNITIES

Aditya Birla Capital Limited, one of India's leading financial services conglomerates, has been committed to reaching out to underserved communities and has long supported many projects in several domains as part of its corporate social responsibility. In the financial year 2020-21, they partnered with Collective Good Foundation to assess the socio-economic outcomes of certain interventions supported by them and identify enablers and barriers that influenced the outcomes of these interventions. The project involves impact assessment for 8 CSR programs supported by 3 subsidiary companies of the conglomerate. The thematic areas for the programs include agriculture, livelihood, women empowerment, healthcare, and sanitation while their locations span the states of Karnataka, Tamil Nadu, Rajasthan, Madhya Pradesh, Bihar, Jharkhand, Maharashtra, and Delhi.

The research team had the opportunity to innovate with the use of the remote methodology for the assessment, reaching out to over 1,800 primary stakeholders in predominantly rural areas for telephonic surveys and gathering feedback from other key stakeholders on the perceived value and outcomes of the program. Data was gathered and analyzed to thoroughly evaluate the efficiency of the program processes, the effectiveness of the processes as well as the larger project, and impact across human, social and financial capital. In addition, a gender lens was applied to highlight the differences in the impact on women, if any. The programs were also assessed for their sustainability, taking into account various factors such as the involvement of the target community, government buy-in, and exit plans. The actionable recommendations given by the team have been received well by the company as well as the NGOs implementing the programs: They propose to chart practicable action points for course corrections to better achieve their desired outcomes.





ENGAGING IN SUSTAINABLE CSR

Samhita-CGF was awarded an extensive social audit study of 70 programs implemented by the large conglomerate involving several of its integrated companies and stand-alone entities. The projects sampled for the study spanned across thematic areas such as education, WASH, skill development, health, environment, community development, implemented pan-India. A largely remote data collection approach was undertaken for the social audit study: Stakeholders were identified individually and contextually for each of the programs implemented, and qualitative data collection was administered. The conglomerate has involved its subsidiary companies for the first time in an organizational-level social audit. All the 70 programs' research findings were presented to the respective teams. The audit analyzed the efficiency and effectiveness of development programs, identified gaps and hidden constraints that could deter the programs and their sustainability, and recommended innovative and sustainable solutions. L&T further involved the Samhita-CGF research team in identifying an action plan to incorporate viable solutions in a timely manner.

The common recommendations made by the team revolved around sustained maintenance of project infrastructure, program team internal capacity-building, and post-intervention follow-up and tracking to ensure the steady, long-running impact of the various programs.





OUR PARTNERS



BILL & MELINDA GATES *foundation*

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Based in Seattle, Washington, the foundation is led by CEO Dr. Susan Desmond-Hellmann and Co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett.

TATA TRUSTS

The Tata Trusts have played a critical role in pioneering the transformation of the traditional ideas of 'charity and co-creating a unique concept of philanthropy that affects a substantial, sustainable, and relevant impact on communities. Through grant-making, direct implementation, and co-partnership strategies, the Trusts support and drive innovation in the areas of healthcare and nutrition; water and sanitation; energy; education; rural livelihoods; natural resource management; urban poverty alleviation; enhancing civil society and governance; media, art, crafts and culture; and diversified employment. Adding critical strength behind Collective Good Foundation's efforts to effectuate projects across sectors, pan India, Tata Trusts facilitated partnerships between companies and implementation organizations to create and disseminate sector-based knowledge and build capacity for NGO partners.



A private investment firm founded by NS Raghavan, co-founder of Infosys Technologies, the Nadathur Group manages a diverse and vast portfolio of investments across asset classes. Currently based out of India and Singapore, the group covers diverse sectors in its investments basket. Some of which are Healthcare, Life Sciences, Hospitality, Information Technology, Energy and Environment as well as Education. Other than the Group's commitment to multiple venture and private equity opportunities they have long-term investments in philanthropic and social ventures. With a strong belief that wealth should be shared with those who helped create it, the group was the bedrock of Collective Good Foundation — now an independent non-profit entity.



Samhita, as the name suggests, is the act of doing good for all. A social enterprise, it finds meaning in building a unique ecosystem that collaborates with various stakeholders across the corporate and social spectrum, to design Corporate Social Responsibility initiatives that add value to business and society. A young consulting firm, Samhita is a thought leader that brings in global best practices while harnessing local intelligence that impacts diverse cultural and socio-economic perspectives affecting the development sector. With a strong focus on research and capacity building, the team partners with Collective Good Foundation in bringing about critical change on the ground.

CORPORATE PARTNERS

Global India Fund

SMC Global Securities Limited

IDFC FIRST BANK Limited

Give Foundation

Ketto Online Ventures Pvt. Ltd

Angel Broking Ltd

Standard & Poor's South Asia Services Private Limited

Vinati Organics Limited

Asia Index Private Limited

S&P Capital IQ (India) Pvt Ltd

Pernod Ricard India Foundation

Bill & Melinda Gates Foundation-IPA

Hindustan Unilever Limited

SBI Capital Markets Ltd

Godrej Consumer Products Limited

Shillong Expressways Pvt Ltd

Dewas Bhopal Corridor Pvt Ltd

Zinka Logistics Solutions Pvt. Ltd.

Greater Washington Community Foundation

Adidas

Reebok India Company

Capgemini Engineering

(Arcent Technologies (Holding) Ltd)

Reckitt Benckiser India Pvt Ltd

Foundation Givaudan

Kotak Mahindra Bank

Info Edge India Ltd

Bundl Technologies Pvt Ltd (Swiggy)

WIPRO GE Healthcare Private Limited

AMERICAN EXPRESS (INDIA) PRIVATE LIMITED

Indospace

Advent India Pe Advisors Pvt Ltd

Wipro Cares

Bajaj Electricals

L&T Realty Ltd

Crompton Greaves Consumer Electricals Limited

Idemitsu

Larsen & Toubro Infotech Ltd

Essel Propack Limited

The Hongkong and Shanghai Banking Corporation

Bill & Melinda Gates Foundation-Wash

Ratnakar Bank Ltd (RBL)

Kimberly Clark Hygiene Production Pvt Ltd

IKEA India

National Investment and Infrastructure Fund

Mundra International Container Terminal Pvt. Ltd

First Solar Power India (P) Ltd

Arvind Foundation-RG

Michael & Susan Dell Foundation

United States Agency for International Development

Omidyar Network Services LLC

Foreign, Commonwealth and Development Office

United Nations Development Programme (UNDP)

CISCO India

Blow horn

HDFC Capital Advisors Limited

Trafigura Foundation

Mahindra Logistics Limited

Indian Track Foundation

Uber India Systems Pvt Ltd

PayTM

Droom Technology Private Limited

HQ , supermoney
Learnet Skills
Shelter Associates
Buddy4Study,
Head Held High,
Yuva Mitra,
EcoSan,
Tisser,
Mann Deshi Foundation
SEWA & STFC
AFPRO,
Bala Vikasa,
Sehgal Foundation,
Sir Syed Trust,
SRIJAN,
Saahas,
WWF-India,
NIIT Foundation,
Youth Dreamers Foundation,
Mary Kom Foundation,
Wockhardt Foundation,
Genesis Foundation,
Ambuja Cement Foundation,
Mushroom Development Foundation,
Sarthak Educational Trust,
Connecting Dreams Foundation,
Ashoka University,
Jagriti Sewa Sansthan
PharmEasy and Noblemeds
Pratham, Vrutti, Dhriiti, SuperMoney
Afroz Shah Foundation
Indian Track Foundation
Udyan Care
Greensole
Sahabhaag Welfare Foundation

ASCI
UNICEF
Shikhar
KAM marketing
HQ
Pratham, ISAR, Birla Open
Minds
PSTC
sewa bharat
Simba Chemist
Hasmukh Traders
Sahaas
Simba Chemist
Yuva Parivartan
Miolix
Paras Trading Corporation
CARPE
Kam Foundation, Haqdarshak
Garv Toilets
Sacred & Katha
Shelter Associates
Learnet Skills, Supermoney
Snapbizz, SEWA, TRRAIN, Atpar, Arth, Tisser
Avanti, Svakarma, Gromor, Teamlease
Haqdarshak, Snapbizz, UMC, Dvara, TRIF, ACF
Haqdarshak, Tisser, TRRAIN
Anant University
Haqdarshak
SAI Sustainable
Agro & Rural
Development
Products
SuperMoney

The CSR space has huge width and depth now and it will keep on increasing as more and more businesses connect with the communities with a strategic focus. The social renewal process requires strategy, skills, and the ability to bring stakeholders together. The CGF team does it all with ease as they suggest and brings solutions to complex social problems. In the last two years, we had a pleasant experience working with team CGF. We have set up some really interesting collaborations and I foresee continuing our association

Arvind Foundation

IKEA India is glad to partner with the Collective Good Foundation towards ensuring improved and safe sanitation for communities in Navi Mumbai that do not have access to safe sanitation. The need to ensure widespread adoption of safe sanitation practices has gained greater significance today than ever before in order to help effectively fight the Covid-19 pandemic. We look forward to collaborating on meaningful engagements that will positively impact human lives.


IKEA India

Appreciate adaptability and agility towards change management. Prompt responses and action from the Samhita-CGF team really helped us to close the project deliverables on a priority basis.

Crompton Greaves

Brihati's engagement with Samhita happened at a perfect timing where our intent to come forward and extend our support to the Covid affected was achieved as a result of a successful implementation of the grant support to the farmers and street vendors. The entire experience of jointly working with Samhita throughout these Covid times has been an enlightening one. The journey at each step showed the importance of good collaborations and timely partnership to manifest good intentions. Brihati appreciates the dedicated and passionate team always ready for a meaningful and impactful program.

Brihati Foundation



Salon-i is Godrej Consumer Product Limited's flagship CSR program. Since 2012, we have trained close to 250,000 young women. Over the year we found that access to finance was among the obstacles acting as a barrier to the growth of the nano entrepreneurs we worked with. Through Samhita's REVIVE program, we introduced our entrepreneurs to revolving, zero-interest loans - this has a two-fold impact: one is immediate by providing them access to funds to revive their business, and second is longer-term to build a habit of loan repayment and the confidence to take loans and grow their business.



Godrej Consumer Products Limited



Since 2006, Collective Good Foundation (CGF) is dedicated to developing eco-systems that facilitate sustainable impact. We provide comprehensive project implementation support to companies and social organizations to address issues across cause areas.

Working closely with our strategic partner Samhita Social Ventures, we build capacity in the development sector and work on interventions that can be scaled. Driving solutions that impact the economic climate and behavioral influences of a young nation, in association with a network of stakeholders, CGF is set to create positive social value.

Our strong investments in knowledge, research, and a unique cutting-edge technology tool — Samhita GoodCSR — enable corporate partners, foundations, and implementation agencies to develop informed solutions that can build a sustainable future for the nation as a whole.

The Collective Good Foundation

OUR VALUES

We CARE deeply about issues that are IMPACT DRIVEN and affect the well-being of people and the environment/s. Inspiring us to INNOVATE solutions that focus on building an EQUITABLE society, while leading by example in a COLLABORATIVE manner to co-create change that builds INCLUSIVITY while inculcating an inherent sense of OWNERSHIP to achieve EXCELLENCE in all that we do.

OUR VISION

To become a leading Indian social enterprise transforming our CSR ecosystem to positively impact over 20 million lives.

OUR MISSION

To contribute towards nation-building through collaborative action by:

- Creating a blueprint for CSR priorities
- Building capacity towards effective implementation
- Sharing understanding to assess the impact

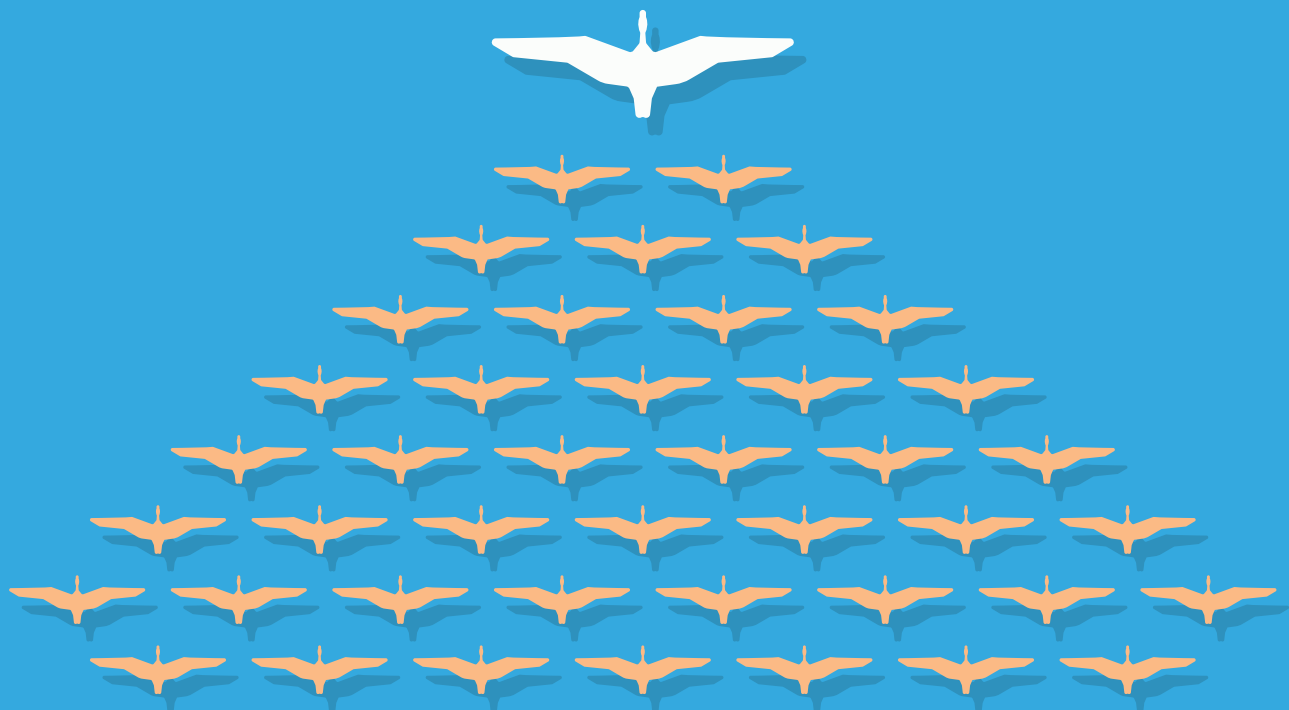


Priya Naik, Founder & CEO, Samhita Social Ventures

A social entrepreneur and a passionate innovator focused on defining effective solutions to grassroots challenges, Priya is spearheading the creation of an eco-system that helps diverse stakeholders to collaborate towards effecting a larger, positive impact on communities.

Madhu Bahl, CEO, Collective Good Foundation

Madhu has more than 30 years of experience in the education space which includes teaching, designing, training, content creation, and building profitable models and interventions that are both scalable and sustainable. She has worked independently as a design and training consultant with well-known funding agencies and social organizations. She also has 15 years of corporate experience at the senior management level where she was responsible for profitability along with a deep focus on product development and business delivery. Her corporate responsibilities include experience in working with both the private and the government sectors. She has built and worked extensively with large teams, both across physical geography and social demography.



Last year stretched us to our limits and helped us discover strengths that we didn't know existed. While we initially focused on enabling relief and recovery, we quickly customized our response to build long-term resilience and enable growth in the ecosystem.

In our journey to impact 500,000 "protectors" and 100,000 workers and entrepreneurs and their families, we were guided by subject-matter experts and supported by funders, our corporate partners, solution providers, social organizations, and the government. We drew inspiration and advice from the people whom we hoped to impact - their voices, suggestions, and feedback helped us build two Alliances - REVIVE and the India Protectors Alliance and pushed us to respond quickly, effectively, and at scale.

REVIVE transformed from an INR 30 crore Returnable-Grant facility to an INR 100 crore blended-finance facility that will enable the recovery, resilience, and growth of 200,000 workers and micro-entrepreneurs impacted by the pandemic. Similarly, the India Protectors Alliance was able to extend its support to 1.5 million beneficiaries - three times the target that we had set for ourselves. All this was made possible by our evidence-based approach and partnership with best-in-class organizations including NGOs, NBFCs, start-ups, and large private sector partners.

We remain committed to do more. Better. Here are snapshots of a few initiatives that we have rolled out recently that we will nurture in the years to come:

- We co-created the Pharmacy Alliance in partnership with NIIF, Cipla, Digihealth, and several other partners to empower small pharmacies to deliver better healthcare outcomes to underserved communities. The key enablers include the conversion of drug stores into Smart Pharmacies (for digital patient engagement and services) that move beyond providing medicines and are invested in ensuring better healthcare outcomes of communities. This is being done by providing Point-of-Care devices and telemedicine consultations to help patients diagnose, track and manage lifestyle diseases like hypertension and diabetes that have been under-treated in the last 12 months.
- The Sanitation Workers' Alliance strives to build on the government's efforts to ensure that sanitation workers across the country lead safe and dignified lives. The goal of the alliance is to impact the lives of 2.5 lakh sanitation workers in three years through a three-pronged strategy of Safety & Protection, Formalization & Social Security, and Livelihoods.
- The Infrastructure industry sub-alliance of Revive strives to facilitate the recovery of sectoral workers by providing holistic support through social protection, financial literacy, health and workplace safety, and upskilling. The Alliance is now expanding to other interventions and is on the path to onboarding new cohorts.

We are attempting to solve wicked, complex problems and we need all the support and ideas that we can get. Join us to create a Better Normal!



Collective Good Foundation

↳ Samhita Initiative

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Collective Good Foundation (the "Foundation") is an independent registered charitable trust under Section 12A(a) and has tax exemption on donations, contributions or funds received, under Section 8- G of the Income Tax Act, 1961. The foundation has obtained its Permanent Account Number (PAN) and Tax Deduction Account Number (TAN). The Foundation is also registered under Foreign Contribution (Regulation) Act, 2010 (FCRA), Registration Number : 488/2006-07 | FCRA-094421681 80G-DIT(E)-BLR/12AA/N-356/AAATN9105F/ITO(E)-2/Vo12010-2011,DIT(E)-BLR/80G/120/AAATN9105f/ITO(E)-2 Vo12011-2012