

ALIGNING WITH SDGs



— ANNUAL REPORT 2019-20 —

Collective Good
Foundation

↳ Samhita Initiative





PREFACE

It's always good to establish the Why before the How.

There are two primary reasons why we, at Collective Good Foundation (CGF), identify with Sustainable Development Goals (SDGs):

One, SDGs relate to various cause areas that need to be addressed in order to transform the world. **We also believe in focusing on certain cause areas namely Health and Well-being; Water, Sanitation, and Hygiene; Education; Skill development; and Environment Conservation.**

And two, the UN in charting the **SDGs incorporated the power of collaboration and so do we.** We harness the synergy of different stakeholders to create an ecosystem of change. The stakeholders we work closely with are corporates, foundations, implementation partners and governments.

The 'Collective' in our identity corresponds to the collaborative nature of SDGs and 'Good' relates to making an impact in the cause areas. Thus, every part of our being, literally, relates to SDGs: So much so that this had to be the theme of our report this year!

OUTLINE OF THE REPORT

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THE YEAR
IN STORIES

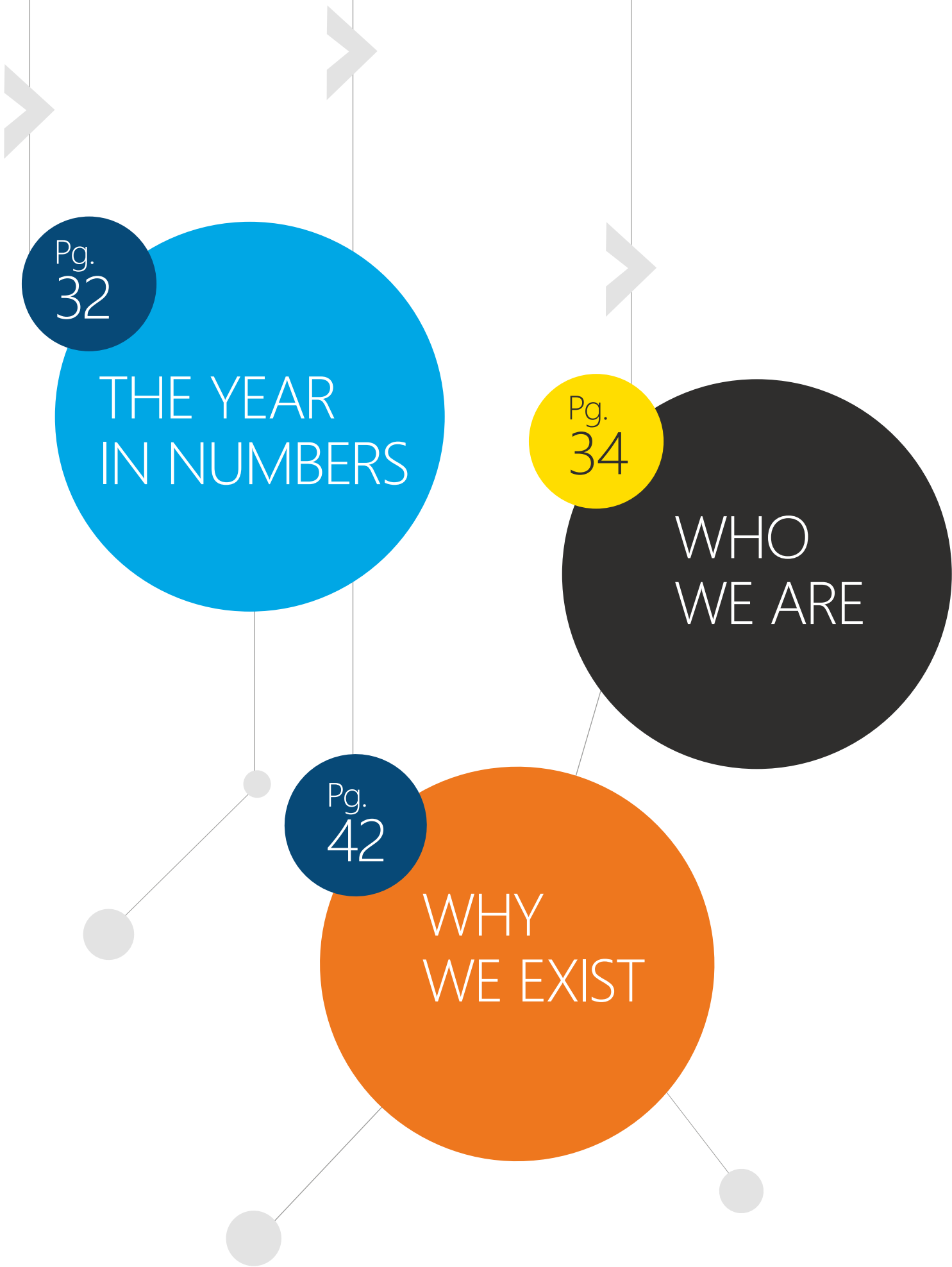
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THE YEAR
IN CHARTS

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THE YEAR
IN PIXELS







THE YEAR IN STORIES

What could be a better way to look back at the year than in stories! Stories connect to emotions, stick to memory, and stir to impact. Therefore, this section presents a sample of the projects we worked on during the year in the form of stories. Two projects under each of the five cause-areas have been hand-picked to represent the corresponding six SDGs. Within the story, we've highlighted the input, activities, output, outcome and impact of the project. Please note that we've defined input as the intent of the project, our greatest outcome lies in gratifying beneficiaries, and impact for us is contributing to SDGs.





3

**GOOD HEALTH
AND WELL-BEING**





ALKEM Project Matrutva

On the road to Matheran, a popular hill-station in Maharashtra, lies a cluster of 14 hamlets. The path to this cluster is rugged, with cars often being unable to reach the last village due to lack of access and some vehicles breaking down midway due to the poor road condition. During the monsoons, the access to the villages is worsened due to accumulation of water on the roads, leaving hiking and wading through as the only modes of transport.

Alkem Laboratories initiated [Project Matrutva in this cluster of villages to build a network of local women called ArogyaDhoots](#). These women, meant to serve as community volunteers, are trained to address the needs of their fellow women in the village and become the go-to person for all matters related to health and nutrition. The Arogyadhoots are equipped with a kit to help them identify and solve problems at the village level and make referrals to the nearest medical facility.

Through the program, Alkem supported the [sensitization of 50 pregnant women](#) on what to expect during pregnancy, importance of registering for delivery at the nearest hospital, recognizing and interpreting signs during final months of pregnancy so that they can reach the nearest medical facility in time. They were also taught about nutrition and vaccinations required during pregnancy as well as post-delivery support for their newborns and infants.

The program also included [adolescent girls](#) within its scope. [This involved educating them about menstrual and personal hygiene along with nutrition](#) to ensure that they are healthy mothers in the future.

Seeds and saplings of green vegetables were distributed to local girls and women to encourage them to plant the same in their backyards. They were encouraged to consume homegrown vegetables. They were also demonstrated and taught recipes that incorporated the nutritious vegetables.

What if the outside world cannot reach this cluster easily. The intervention has fortified the ecosystem within this cluster so that the women are self-sufficient and independent to address most of their needs.





Healthcare interventions

Kunti, 60, lives in a small village called Sukurrtu in Ranchi, Jharkhand. With her two sons working as daily labourers, she is left to manage home, farm and livestock alone. She wakes up at dawn to milk her cows and provide fodder. Moreover, she cooks, cleans and is responsible for most of the work at home.

"I do not mind the work as long as I am fit and healthy. But it was getting difficult to work and do my daily chores. I used to get dizzy often. I had sleepless nights and headaches. I did not know why it was happening but I just shrugged my shoulders and kept working thinking it was nothing," says Kunti.

Enter Rekha Devi, an Accredited Social Health Activist (ASHA), in Kunti's village. Rekha tried to persuade Kunti to go for a free check-up in a screening health-camp organized by the government of Jharkhand in collaboration with People to People Health Foundation (PPHF) and Wipro GE.

Christened Project SCREEN, the objective of the program is to raise awareness on Non-Communicable Diseases (NCDs) at the community level so that people like Kunti can receive an early diagnosis. The NCDs screened are diabetes, hyper-tension and three common cancers (breast, cervical, and oral). ASHA workers approach everyone above the age of 30 and accompany individuals with high-risk potential for NCDs to the screening camps.

"Kunti blatantly refused to come with me thinking I was collecting people for the screening camp for money," Rekha shared. But eventually, she managed to convince Kunti to accompany her to the screening camp.

When Kunti was taken to the screening camp, to everyone's shock, she was diagnosed with high blood-pressure that measured up to 224. She was immediately prescribed medication and asked to make necessary changes in her lifestyle and eating habits.

The SCREEN program is also designed to ensure continuous follow-up of all the patients. A data folder of every family diagnosed is kept well updated by the staff at the health and wellness centres. ASHAs like Rekha engage in regular follow-ups to ensure patients are taking medications, adhering to lifestyle changes to keep the disease in check, and coming for further consultations at the wellness centres.

"I am so glad I went with Rekha. Now, I work without complaining. I feel healthy," says Kunti with a smile. She is thankful to Rekha and has been encouraging other people to go for a health check-up at screening camps.

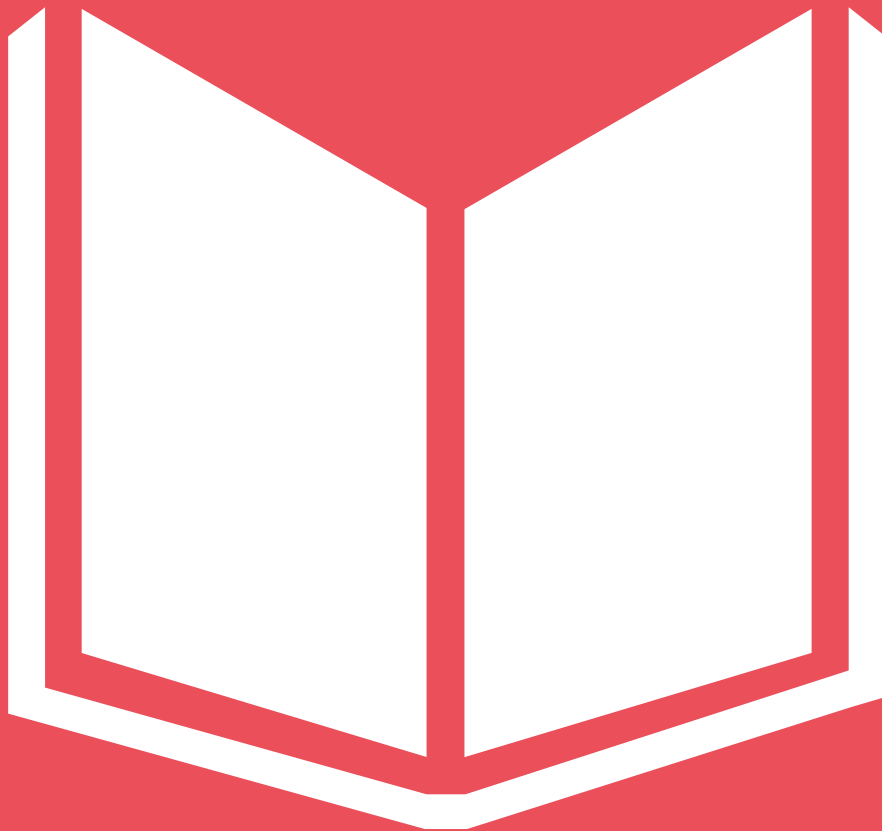
Zooming out, 800 such screening camps were held in the states of Jharkhand, Punjab, Haryana, Maharashtra and Karnataka where 45,000 people like Kunti were screened.





4

**QUALITY
EDUCATION**





Vidyadhan Scholarship Program

His mother's terminal illness & father's loss of employment had pushed Suraj to an edge. He knew that his ambition did not matter as much as his family's survival did.

However, Suraj wondered if scrambling for odd employment contracts was all that life had in store for him?

No, life had other plans. In November 2019, he learned about the LIC HFL Vidhyadhan scholarship program. The news of the scholarship came like a beacon of hope. The scholarship was meant **to ensure equal opportunities for 1,000 students from low-income groups** so that they can receive a quality education and fulfill their career aspirations. Elated, not only did Suraj apply for the scholarship but became one of the 200 scholars rewarded out of 33,787 applicants in the graduation category. The other categories were grades 8-10, grades 11 and 12, and post-graduation. The program received an overwhelming response of 85,000 applications across categories out of which the top 1,000 had to be shortlisted to award the scholarships. The candidates' academic record, their family's income group, and other factors like disability were considered to make the selection.

On receiving the **scholarship amount of INR 20,000**, Suraj was able to enroll in a computer literacy course. He knew that such a course would increase the chances of being gainfully employed in the future. **"If LIC HFL would not have supported me, I would have had to work and wouldn't have gotten the opportunity to study,"** Suraj reminisces.

With the money, he was also able to partially run the expenses of the household during the lockdown. Taking pride in his capability, Suraj says, "The family also felt that at least I supported them during the lockdown."

Besides Suraj, **the LIC HFL Vidhyadhan scholarship program has enabled 999 other students to not give up on their education.**





The 13 to 30 Program

Ajay Ganeshkar left his old job in a quest to upskill himself. This was a rather ambitious decision for a 28-year-old considering he has a daughter to support as well. However, his wife, a contractual teacher in a government school, was his main source of motivation. She encouraged him to pursue his education while she undertook the responsibility of supporting the family.

Ganeshkar went ahead and enrolled himself in the out-of-school program funded by Hari Chopra Charity. The 13 to 30 program, implemented through their partner Head Held High, strives to [provide life-skills training to young adults](#). It serves as a stepping stone to higher education for many.

The life-skills training program also [extends to adolescents](#). Yuva Mitra has [trained 2,156 girls and boys so far from 19 schools along with teacher training of 25 teachers](#).

Besides the training for young adults, the 13 to 30 program also focuses on [scholarship for girls](#) through their partner FUEL. By shortlisting 400 girls from 38 institutes, it aims to provide [career guidance and mentorship](#) to selected girls. By February 2020, the first installment of the Hari Chopra scholarships were awarded to the selected girls.

The program goes the extra mile in not just supporting students and young adults but also [equipping the trainers with gender-sensitization modules](#). Girl Rising engaged the staff and trainers in this capacity building. This was supplemented with a refresher training that was completed in June 2020 with all the program implementation partners.

Thus, 13 to 30 captures the essence of what it means to develop well-rounded programs that address the needs and aspirations of all stakeholders involved. It has produced many case studies like Ganeshkar who joined the program to gain employability skills that are in high demand in the market. With the newly acquired skills and confidence, Ajay feels ready to take up a more challenging job and is determined to enrol in a distance-learning program to further upskill himself.

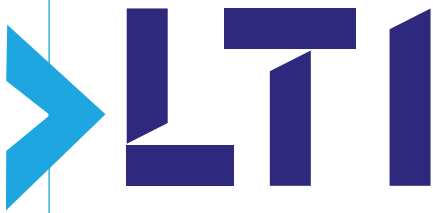




6

CLEAN WATER AND SANITATION





A Larsen & Toubro
Group Company

School Refurbishment Project

In Chikkaballapur, a small village about two hours from Bengaluru, 14-year-old Vidya used to miss her classes for an entire week on a monthly basis owing to her menstrual cycle. “I was hesitant to go to school because there was no separate toilet for girls and at times, I had to go home for the same,” she shared.

Larsen and Tourbo Infotech (LTI) recognized that unhygienic conditions in schools threaten the cognitive development of students and could lead to poor academic performance. This, in turn, results in high dropout rates.

To tackle this problem, LTI undertook a project to upgrade the sanitation facilities in Vidya’s school along with 30 other schools in Karnataka and Chennai. The project supported **construction of gender segregated toilets, hand-washing stations, and drinking-water facilities.** This was followed up by **sessions wherein children were taught the importance of good hygiene and sanitation.** To address the challenge at a sustainable level, even the **school authorities were educated on the maintenance and upkeep of the new facilities.**

Vidya, along with the other 3,000 boys and 3,000 girls in these 31 government schools, are no longer worried about missing school and can focus on their education and growth within safe and hygienic school premises. By assuring sanitation, privacy and dignity to the children; this initiative has improved student attendance across the schools that the project touches.





Sanitation for Women in Informal Workplaces

Apsara (name changed) is a hawker, selling fruits in the congested gullies of Ghatkopar in Mumbai. When asked about where she goes to relieve herself, she says, "The nearby toilet is almost always over-crowded; one has to wait in line to use it. I can't be away from my cart for a long time so I try to avoid using it as much as possible."

A needs assessment survey of 100+ women in the slum area revealed the following:

- 80% of the women surveyed use a public toilet every day.
- 90% of the women responded that there was a lack of adequate sanitation facilities for women.
- Women have, on an average, a 20-min waiting time to use a toilet.
- It takes, on an average, 15 minutes to reach the closest women's toilet.

Are these the working conditions we envision for our workforce? Shouldn't dignity of labor be a fundamental right?

The problem is a Herculean one but we needed to start somewhere. A program was customized to provide safe and sustainable sanitation facilities for women working in such informal workplaces. The program followed a two-pronged approach incorporating below:

The installation of modular infrastructure such as toilets integrated with advanced technology to ensure seamless usage and maintenance

Behavior-change campaigns to influence women and the community to adopt better hygiene practices

Through the program, Kimberly Clark furthered its promise of building dignified workplaces. The intervention has directly impacted **2,000+ women via the installation of 28 Garv toilets** (Garv translates to dignity in Hindi). Additionally, successful **behavior-change campaigns have impacted 10,000+ members in the community.**

We optimistically await the accounts of the women in the community once the pandemic eases and the toilets are put to use. As of today, what one can't deny is that the program pragmatically achieves the social responsibility objectives of the corporate by keeping the needs of the community at the heart of the initiative.



8

**DECENT WORK AND
ECONOMIC GROWTH**





HSBC Skills for Life Program

Cars had always fascinated V. Pavithran. So when his friend told him about HSBC's Skills for Life program, Pavithran knew that this was his chance.

The program essentially aims to train youth to become Light Motor Vehicle (LMV) and Heavy Motor Vehicle (HMV) drivers. Unemployed since he graduated from higher secondary school, Pavithran saw this as an opportunity to earn a stable income for his family of four classified Below Poverty Line (BPL).

And thus it began! Pavithran enrolled in the first batch of the course Commercial Driver Level 4. "The trainers support in every way to help battle fears and gain confidence of driving," he said.

The scope of the skilling program, however, is not limited to driving. In addition to theory and practicals in driving lessons; it entails health check-up, support in availing driving license, soft-skills training, and placement services.

Pavithran hails from the town of Coimbatore known as Manchester of South India because of the proliferation of textile industry. In a matter of six months from joining the program, Pavithran has secured a job offer for 1,20,000 per annum from a local textile company. His family is elated. They feel that the driving program has given a direction to their child's life.

And as for our friend Pavithran, this is what he has to say about the holistic program: "The training has not just helped me attain a new skill or get me a job. It also helped me understand the importance of being a good person taking care of myself be it financially or medically or professionally."

Pavithran is one of 320 whose life HSBC steered towards Decent Work and Economic Growth. By training the youth in driving skills, 70% of them have secured employment already.





Skilling to Empower

Karthika hails from Arrimalam village of Puddukottai district in Tamil Nadu. Her family consists of seven members including her father, mother and five sisters. Karthika's father was rendered unemployed due to illness; her mother is a farmer while her sisters help with household chores. Karthika had completed her bachelor's degree and was in search of an opportunity to work and earn to sustain her family. However, to her dismay, nobody was willing to hire her.

In September 2019, Karthika attended a job fair in Puddukottai where Pratham Trichy healthcare center had set up a stall for enrolling students in their General Duty Assistant (GDA) course. Enrolling herself in one of the batches, she was excited about their placement opportunities. But more importantly, Karthika was thoroughly excited about learning something new from the trainers. Upon completing the course, she said, **"Now I have good knowledge of my course and can understand and speak English. I have become well accustomed to the computer also."** As icing to the cake, she has been placed at STAR KIMS Hospital, Trichy, with a stipend of Rs. 7000 with food and accommodation. She enjoys her work and is earning well which has made her parents proud.

Karthika is one of many girls who upskilled through the intervention. Wipro GE had funded Pratham **to train and skill 422 women to become bedside assistants or nurses in hospitals** and care agencies. By the end of the project duration, **317 women were placed across Malegaon, Nashik, Trichy and Mysore with an average salary of Rs. 7,000.**

Karthika believes that without Wipro GE's funding, she would have been unable to get an opportunity to support her family.





11

**SUSTAINABLE CITIES
AND COMMUNITIES**



Residing in the Jopaiwadi pocket of Mahalunge village for the past 40 years, Shamrao Balekar has observed waste being neglectfully thrown on road sides and around their house. Like Balekar, his neighbors too noticed how poor garbage-disposal practices would result in foul smells and health hazards. However, everyone considered this someone else's problem to solve. Balekar explains, "Despite the heaps of filth around their homes, very few residents were willing to consciously change their habits."

Under 'Swachh Sundar Chakan,' [IndoSpace partnered with Kashtakari Panchayat to implement a solid-waste management project in Mahalunge Ingale and Bhamboli villages in Chakan town of Pune district.](#) Within a few months of running the program, households were nudged to [segregate their waste into dry and wet.](#) [Waste-collection vehicles](#) were made to adhere to fixed timings to ensure regularity in collection and [processing infrastructure was set up](#) to divert waste from the landfill. [Over 200 kgs of wet waste from Mahalunge and over 55 kgs of wet waste from Bhamboli has been diverted from landfill through a centralized composting system](#) comprising of 17 composting pits among other measures.

Another key intervention under the waste-management program plays a pivotal role in this cycle: Bio-digesters. For Sarika Raut, an Anganwadi sevika working in Bhamboli for over eight years, cooking meals for the children would involve obtaining cylinders from over 30 kilometers away. However, the bio-digester installed at the Anganwadi that processes the wet waste generated within the Anganwadi into cooking fuel, makes her feel self-sufficient. She no longer gets lost within bureaucratic webs in the process of acquiring cylinders. Sarika's story is part of a larger narrative of [over 75 kgs of LPG saved in public schools owing to installation of 11 bio-digesters.](#)

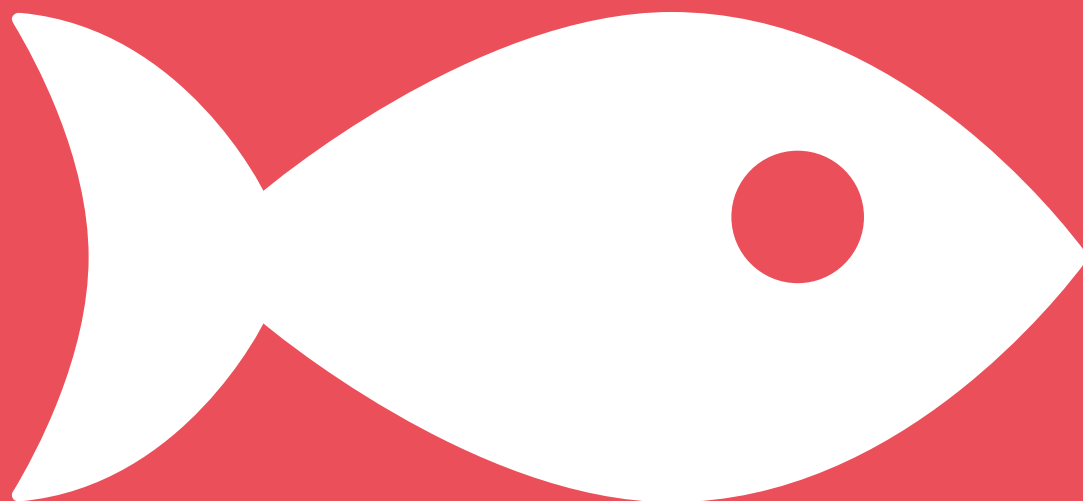
Most importantly, at the molecular level, the program is inculcating good waste-management habits in the [1,500 households:](#) Balekar never thought this day would come when he would notice behavioral shifts in residents as well as in the local governing bodies.





14

**LIFE BELOW
WATER**





Project Turtle

Ask any environmentalist about the oceans and s/he will tell you that conserving them of is prime importance in our battle to fight climate change. The ocean produces over half of the world's oxygen and absorbs 50 times more carbon dioxide than our atmosphere.

But conservation of oceans and marine species is challenging especially in developing countries like India where a large percentage of its population lives around coastal areas and where efficient solid and liquid waste management is often lacking in these 'human-ocean' conflict zones.

To address this challenge, Adidas India, Afroz Shah Foundation and Collective Good Foundation (A Samhita Initiative) have come together for a unique CSR initiative called **'Project Turtle' to combat marine plastic pollution in and around Versova in Mumbai.**

This project includes a series of **regular initiatives like beach, mangrove, creek and ocean, and toilet cleanups coupled with circular economy awareness sessions and plastic collection.** The plastic and filth collected from these ecologically sensitive zones is being sent for segregation.

These activities under the ambit of Project Turtle will help achieve the targeted outcomes of cleaning up existing waste, stopping the creation of new waste, training people to adopt circular economy and to beat plastic pollution, and empowering the local citizens to own up their own waste so that a long-term sustainable solution is set in motion.

Afroz Shah, UN Champion of the Earth awardee and Director of Afroz Shah Foundation, has been at the forefront of citizen-volunteer driven cleanup and awareness initiatives for the past 5 years. Speaking about Project Turtle, he said, "This year's partnership/collaboration between Afroz Shah Foundation, Adidas India and Samhita – Collective Good Foundation is special. **There is ground action. There is training. There is mind-set change. There is collaboration with municipal authorities. There is evidence being generated** – to help companies make the decision to switch over to sustainable packaging."

Till date, 8,60,000+ Kgs of plastic has been removed from the project locations. To provide perspective, this is equivalent to the weight of about 215 Asian elephants. One of the project beneficiaries is particularly happy with this output: Olive Ridley turtle. When Olive Ridley made a comeback to Versova after a dozen plus years, little did the naive creature know that it was landing up in a sea of plastic. But now, the endangered turtle is reported to be happier in a cleaner environment and has invited his friends to join the party!





THE YEAR IN PIXELS

They say a picture is worth a 1000 words! Going by that, we wrote quite a few novellas this year. This segment showcases some of our favorite memories in the form of a photo collage.





3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



6 CLEAN WATER AND SANITATION



8 DECENT WORK AND ECONOMIC GROWTH

A red icon representing economic growth, consisting of a bar chart with three bars of increasing height and an arrow pointing upwards from the top of the third bar.

11 SUSTAINABLE CITIES AND COMMUNITIES

A red icon representing sustainable cities and communities, showing stylized buildings of various heights and shapes.

14 LIFE BELOW WATER

A red icon representing life below water, featuring a stylized fish and three wavy lines above it representing water.



THE YEAR IN CHARTS

This module of the report is meant to provide a bird's eye-view of the happenings at CGF during the year. It gives a snapshot of everything from the projects' relation to SDGs to our geographical reach across the country to the beneficiary cohorts we impacted. A glance at these infographics is enough to get a gist of our work in the past year.



Our Universe

A Master List Of Projects Undertaken During The Year



3 GOOD HEALTH AND WELL-BEING

- Various preventive and protective interventions
- **Wipro GE**
- Women's healthcare in different phases of life
- **Alkem**
- Menstrual health and hygiene
- **Johnson & Johnson**
- Smile on Wheels: last-mile medical attention
- **Idemitsu Lube**
- Home Based Newborn Care
- **Tata Trust**

4 QUALITY EDUCATION

- Financial aid to 13-25 year-olds to pursue higher education
- **Karen Chopra**
- 1000 scholarships to students from low-income groups
- **LIC-HFL**
- Infrastructural support to 5 schools including computers and school uniforms
- **L&T Realty**
- Early childhood care and education program in Palghar
- **DHFL**

6 CLEAN WATER AND SANITATION

- Livelihood for sanitation workers
- **RBL bank**
- Faecal sludge management, training and sensitization in Hyderabad
- **HT Parekh**
- Infrastructure and behaviour-change interventions in schools
- **Firmenich**
- Upgradation of sanitation facilities in 30 schools
- **L&T Infotech**
- Hygiene education in primary schools
- **Reckitt Benckiser**
- Safe and clean drinking water
- **Pernod Ricard**
- Combination of WASH BCC and infrastructure for children in schools and women in marketplaces
- **Kimberly Clark**

8 DECENT WORK AND ECONOMIC GROWTH

- Driver training program
- **STFC**
- Driving and life-skills training leading to employment
- **HSBC**
- Empowering women by imparting driving, soft-skills, financial literacy, and health coaching
- **NIIF IFL**
- Upskilling sanitation workers
- **Macquarie**
- Training unemployed youth in pipe-fitter and wireman skills
- **Petrofac**
- Skilling youth in mechanical, electrical and plumbing skills
- **Crompton Greaves**
- Encouraging youth to create films on social organizations
- **Yes Foundation**

11 SUSTAINABLE CITIES AND COMMUNITIE

- Solid-waste management through awareness and infrastructure development
- **Indospace**
- Project Turtle to combat marine plastic-pollution
- **Adidas**
- Knowledge sessions for corporate engagement in heritage, arts, and culture
- **Museum of Art and Photography**

14 LIFE BELOW WATER

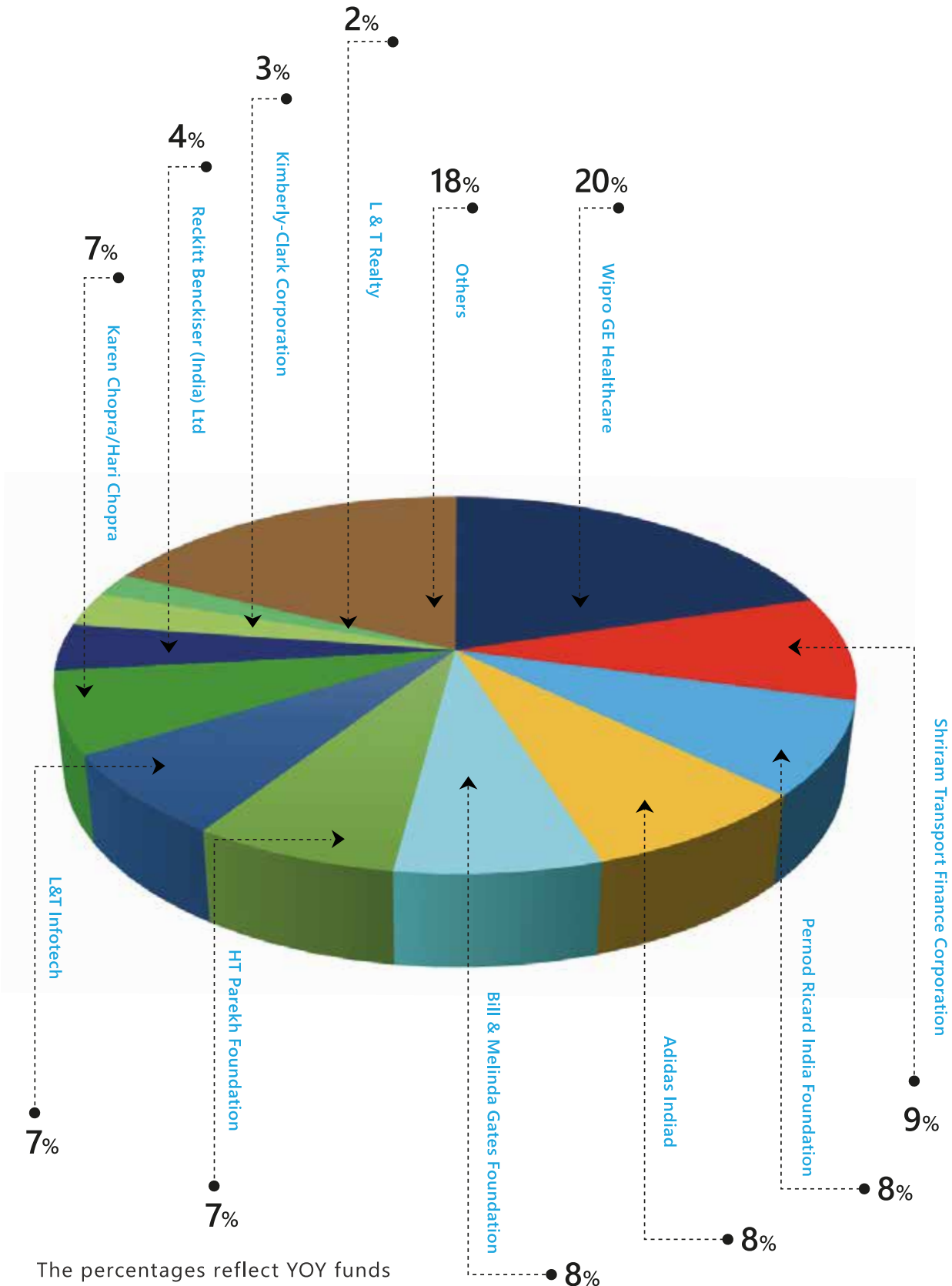
PROJECTS UNDER SDGs





Our World

Because our grantors mean the world to us!





Our Nation

Our ambit of influence

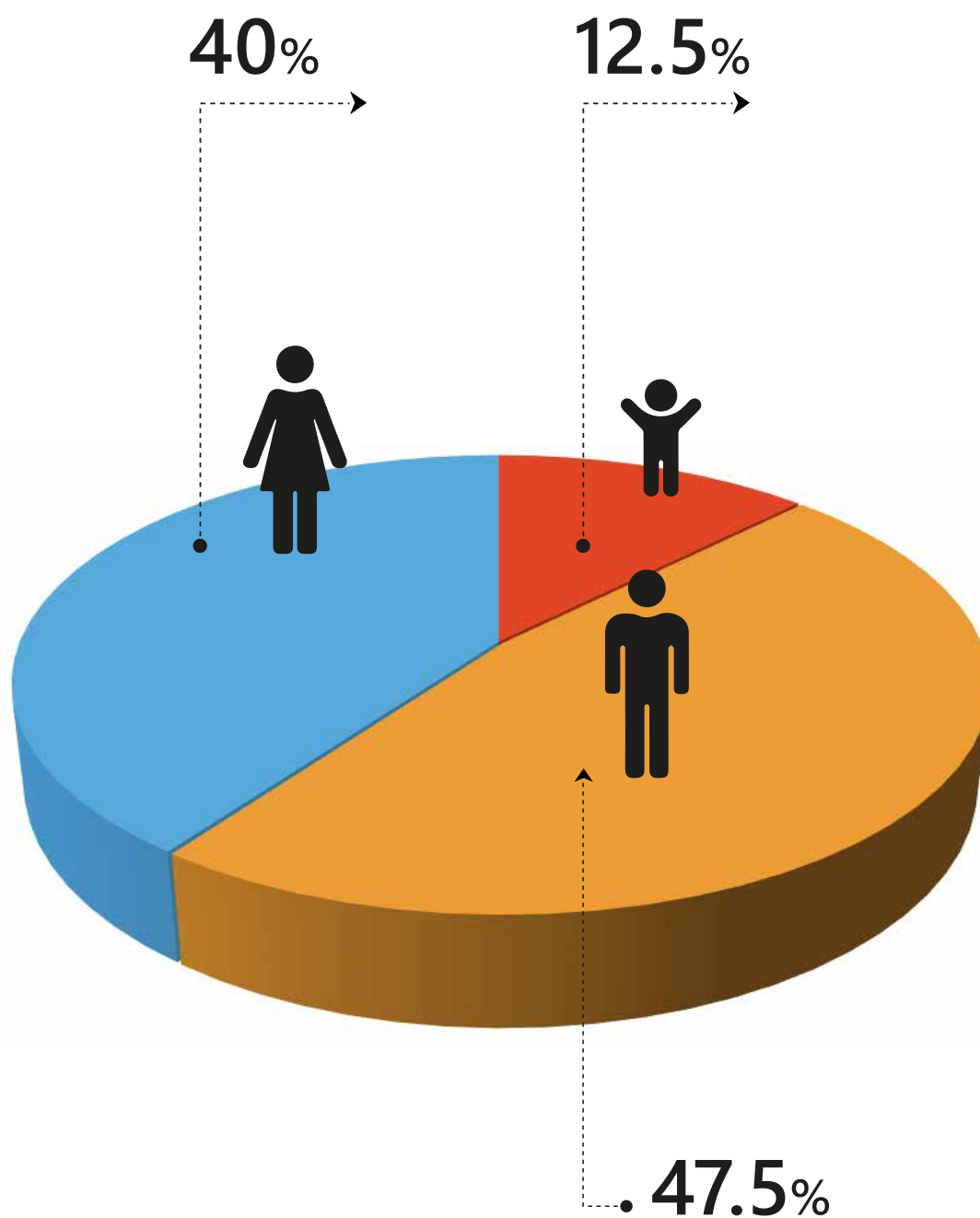


- Assam***
- Andhra Pradesh***
- Delhi***
- Gujarat***
- Jharkhand***
- Haryana***
- Himachal Pradesh***
- Maharashtra***
- Madhya Pradesh***
- Odisha***
- Karnataka***
- Tamil Nadu***
- Telangana***
- Rajasthan***



Our Commune

The cohorts we impacted



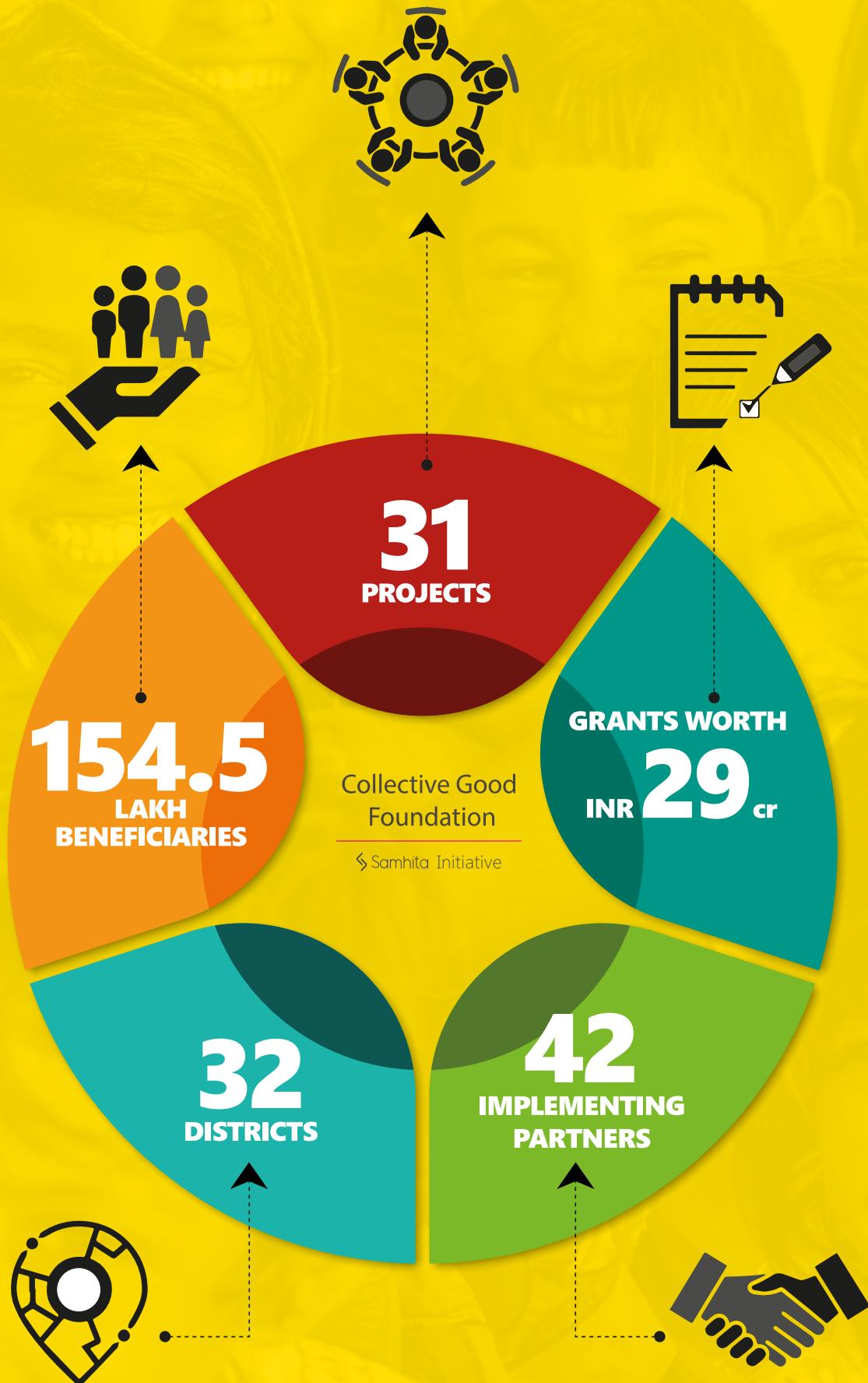
Child 12.5% | Youth 47.5% | Women 40%



THE YEAR IN NUMBERS

If the stories appeal to our hearts, this section is for stimulating the mind.







WHO WE ARE





The Foundation

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 organisations 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 behavioural 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.



CGF has a policy against sexual harassment and a formal process for dealing with complaints of harassment or discrimination. The said policy is in line with the relevant Act passed by the Parliament in 2013. The Foundation, through the policy, ensures that all such complaints are resolved within defined timelines. There were zero complaints reported in the FY 2019-20.



Our Trustees and Senior Advisors

We are extremely grateful to our trustees for the trust they have placed in us and for being our sounding board. We look forward to their continued guidance and support in the years to come!

Luis Miranda, Managing Trustee

A critical investor and strategist, Luis has invested in and been on the boards of corporate majors from infrastructure to education. A connector of dots, he inspires and empowers grassroots leadership through his ideas and associations. Luis remains connected to his alma mater, Chicago Booth, as a member of their Global Advisory Board. His blog 'Ramblings of an Accidental Investor' is a regular feature of Forbes India, and a must read for fans of well-written copy.



Paresh Parasnis, Trustee

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.





Vaidyanathan Krishnamurthy, Trustee

With over four decades dedicated to building India's strengths in the social sector, working closely with both public and private entities, Vaidyanathan brings great value to the health, nutrition, water & sanitation and disaster management and disabilities arenas.



Anil Misquith, Trustee


A nature lover and traveller, Anil believes in following his heart in every sphere of life. It was this attitude that made him give up the IT industry after 25 years of dedicated work to follow his passion of working in the social sector. A mentor to social start-ups, Anil is focused on developing critical partnerships that will build the business eco-system around clean energy, STEM, skilling, sanitation and innovation. He retired in November 2019.



Noshir Dadrawala, Trustee

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. Noshir joined us in November 2019.





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 organisations. She also has 15 years of corporate experience at 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 sector. She has built and worked extensively with large teams, both across physical geography and social demography.





OUR PARTNERS





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.



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 effects 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 manage 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 opportunity 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 eco-system 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 impact diverse cultural and socio-economic perspectives effecting 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 ground.



WHY WE EXIST





Our values



We CARE deeply about issues that are IMPACT DRIVEN and effect the well-being of people and 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 impact



Collective Good Foundation

↳ Samhita Initiative

Registered Office:

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Trust Document Registration Number: 488/2006-07

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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/Vol2010-2011, DIT(E)-BLR/80G/120/AAATN9105f/ITO(E)-2 Vol2011-2012
