



# Annual Report

2019-2020



# TABLE OF CONTENTS

About Charities Aid Foundation (CAF) India .....	04
Vision, Mission & Values .....	05
Chairperson's Message .....	06
From the Chief Executive's Desk .....	07
Impact .....	09
Our Offerings .....	15
Making NGOs Stronger & More Impactful .....	19
Humanitarian Response .....	25
Creating An Ecosystem for Giving .....	29
Glimpses of 2019 - 2020 .....	33
Financial Report 2019 - 2020 .....	42
Board Members .....	46
Leadership Team .....	49
Looking Ahead 2019 - 2020 .....	50



## ABOUT CHARITIES AID FOUNDATION (CAF) INDIA

CAF India is a not-for-profit organisation working to make giving more effective and NGOs more successful.

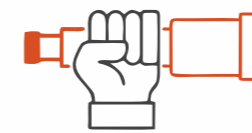
Established in 1998, CAF India has been instrumental in creating an eco-system for giving across the country. The organisation is 'cause universal' and promotes and supports all social development causes, that positions it uniquely to address a wide range of issues across the social spectrum. Their team of experts work dedicatedly to make social development projects more impactful.

CAF India has over 5,200 registered NGOs in its network and works with over 300 corporate partners to formulate and implement CSR projects. Besides this, CAF India runs a payroll giving programme for corporate employees and has a base of over 2 lakh individual donors.

The organisation also provides strategic management support to foundations and institutions with an aim to ensure greater impact of the philanthropic and CSR investments. CAF India envisages to create a society committed to transform lives and communities.

## Working With Global Alliance

CAF India has been working with members of global alliance – CAF UK and CAF America on projects on healthcare, disaster relief and education. While CAF India is supporting CAF UK on a project that is being carried out at Saptrishi Hospital in Jabalpur, Madhya Pradesh, the organization has also received grants from CAF America to help victims of floods of Kerala. CAF America has also supported the education of underprivileged children from Haryana.



## 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, discrete 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

The year 2019-20 has been a rather eventful year for us. We had many achievements and made progress on several fronts. The annual report covers these in detail. I wanted to focus a bit more on the role that CAF India is playing during current pandemic.

The COVID -19 pandemic has created an unprecedented crisis for all of us. We are all living amidst extreme uncertainty which effects the country's marginalised and vulnerable populations the most. It is indeed heartening to see how NGOs and organisations like CAF India have risen to the occasion in helping these communities during these trying times.

As soon as the pandemic broke out in India, and the country went into a nationwide lockdown, we re-prioritized our activities. While we continued to work on our long-term mission we identified areas where CAF India could make an impact. We raised an appeal to mobilise resources for the vulnerable groups impacted. Our teams have been deeply engaged in coordinating with our partners to reach out to migrant workers, essential service providers and frontline workers.

While we have been overwhelmed by the support we have received from our patrons - both existing partners and new donors, we realise that the job carved out for us in the years to come is enormous.

There will be several societal changes that will be permanent in nature. The economy will have to be rebuilt. New means of livelihoods will have to be created for migrants, who have gone back to their villages. Poor families, who have lost their loved ones to the crisis will need to be supported. Natural calamities, will further exacerbate the situation. While we continue to pursue our earlier initiatives our developmental interventions will have to be fine-tuned around the impact

COVID-19. We realize our increased responsibilities and the role of CAF India will become even more meaningful in the times to come.

We are proud to see that the Government of India has acknowledged the work done by CAF India and several other organisations during the crisis. The task is large and our association with NITI Aayog, will help join with others to scale our efforts to help mitigate the pandemic.

On behalf of the Board of Trustees I would like to thank the team at CAF India for working so tirelessly and thank CAF Global Alliance for supporting us through the crisis. Our affiliation with them has helped us stay in tune with the global trends and best governance practices. This helps us in building trust with both our donors and NGO partners.

Finally, I would like to thank our donors and partner NGOs, who have supported us in implementing meaningful development programs across India. We, at CAF India are committed to transforming lives and communities, and we will continue to do so, with your unwavering support.

**Som Mittal**  
Chairman  
Board of Trustees



## FROM THE CHIEF EXECUTIVE'S DESK

As we step into 2020, we stand only a decade from the 2030 targets for the Sustainable Development Goals (SDGs). Immense progress has been made towards the achievement of the SDGs in India, but much work remains. This is a time for reflection, both on our accomplishments and also on the way forward for continued, swift and sustainable transformation of lives and communities.

The year 2020 is also bringing with it a time of immense uncertainty and challenges. COVID-19 and its aftermath have put the world at risk of reversing all that has been achieved. With our decade long history of humanitarian response and disaster relief work, we have quickly mobilised and channelised resources and partnerships to respond to the crisis. CAF India has been at the forefront of working with civil society, government, frontline workers, migrant workers and deprived communities across India to respond to the immediate consequences of the pandemic while also sustaining a long-term vision of reviving communities whose lives and livelihoods have been severely disrupted.

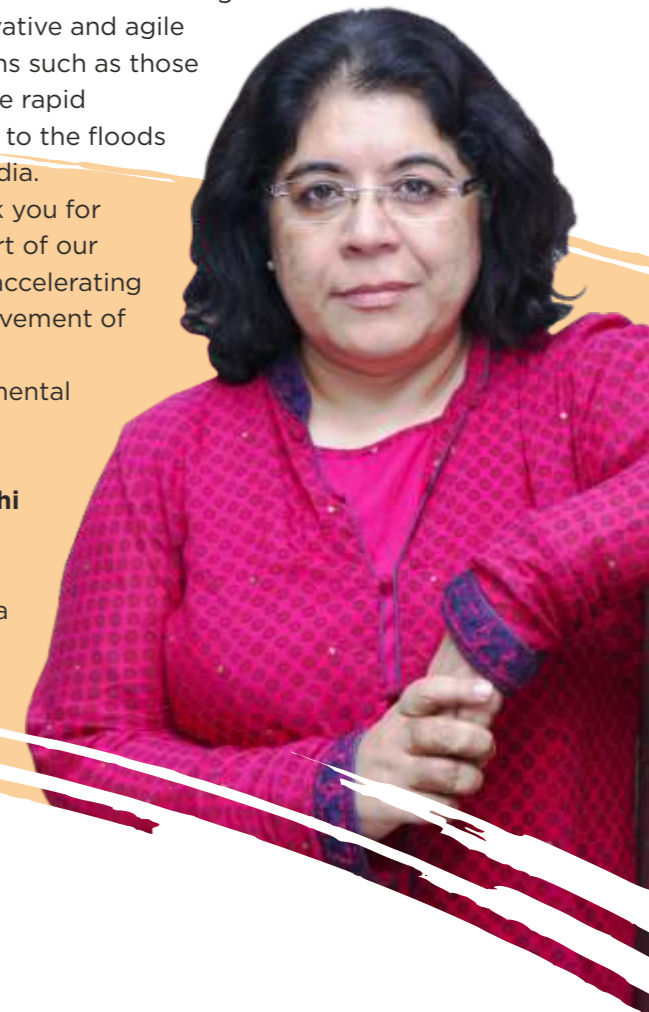
The last year has been one of growing contribution to the pivotal Ps of the SDGs - People, Planet, Prosperity and Peace, made possible through partnerships we developed between donors, civil society, policy makers and communities. Our programmes have been strategically enabled our donors to use their grants to drive transformative change. From reducing infant and maternal mortality, to empowering Dalit woman farmers to become economically self-sufficient, to facilitating communities in judicious water use and conservation - our programmatic interventions have transformed lives across wide range of themes.

Our relationship with the government has only strengthened with time. We have been working very closely with the government, especially the NITI Aayog, to participate in the formulation of important policies and programmes. In the time to come we will play a more definitive role in India's development story.

We have continued to augment the use of technology for grant management, with the launch of an enhanced version of our online giving platform for managing payroll giving by employees. In 2020, we will be launching our program information management platform to enhance real-time monitoring and transparency in programme activities.

In addition to quality programme design and management, it remains essential to have a strong civil society to achieve the immense challenges facing us. Towards this end, our contribution to strengthening civil society through capacity building and organisational development activities, is aimed at multiplying manifold the impact civil society can create. At the same time, a robust civil society requires an effective culture of giving and volunteering, which we stimulated through our innovative and agile campaigns such as those to provide rapid response to the floods across India. We thank you for being part of our story of accelerating the achievement of India's developmental targets.

**Meenakshi Batra**  
CEO,  
CAF India





# Impact

Working Towards Sustainable  
Development Goals



# CAF INDIA'S MARCH TOWARDS SUSTAINABLE DEVELOPMENT GOALS



- Skilling for jobs and entrepreneurship
- Rural entrepreneurship promotion
- Decent livelihoods for rural communities, trafficked women, dalit women, youth and persons with disability



- Nutritious food in schools
- Awareness about good nutrition amongst pregnant women and adolescent girls
- Farmer capacity building on nutrition-sensitive and climate smart agriculture
- Productivity and income enhancement for farmers through access to inputs, knowledge, markets and value-added services
- Reduced stunting, wasting and malnutrition amongst children, adolescent girls, women and deprived communities

## STORY OF HOPE: Trichy Farmers Become Food Secure



The small dry land farmers in the Manikandam, Manaparai, and Marungapuri blocks in Trichy district of Tamil Nadu have been suffering from reduced water availability and crop yield. CAF India supported a programme to augment the diet and nutritional diversity among the families in these areas. 2,400 farmers across 40 villages were trained in modern techniques of farming and allied practices such as low water farming, water and soil conservation, preparation of chemical free pesticides and manure, and livestock management. They were made aware of and connected to government schemes and subsidies enabling them to avail benefits on procurement

of seeds, equipment for making organic manure, drip-irrigation equipment etc. This holistic programme not only focused on improving agriculture techniques to increase yield but also on growing crops that are high in nutrition. The programme was also inclusive of women, adolescent girls and children. Over 400 young mothers and women built their knowledge around personal health and preparation of nutrition rich food from locally available traditional food items.



- Affordable primary healthcare
- Treatment for communicable and non-communicable diseases: cancer, heart disease, thalassemia, ophthalmic disorders
- Complex surgeries - Mental health support
- Health and nutrition programmes to reduce maternal and child mortality
- Holistic support for HIV/AIDS patients: healthcare and reduced stigma
- Improved health for children, women, elderly and deprived communities



- Effective learning outcomes in language, math and STEM subjects
- Teacher training - Virtual classrooms, activity-based learning kits, school libraries and Scholarships
- Remedial and bridge education
- Braille and ICT-technology enabled education for visually impaired
- Education on sustainable living - Sensitisation on gender issues
- Improved access to and quality of education from early childhood to higher education and vocational training for girls, children with special needs, and children from deprived communities (like children of wastepickers) and stigmatised communities (like those affected by leprosy or HIV/AIDS)

## STORY OF HOPE: Budding Scientists of Uttar Pradesh



Over 15,000 children, over half of whom are girls and - largely first-generation learners belonging to marginalised communities from 19 districts of Uttar Pradesh, have been motivated to build scientific attitude and aptitude not only in the classroom but also in their daily life. This has been achieved by building capacities of teachers on STEM pedagogy; setting up libraries and labs in school; providing interactive learning resources; and promoting projects on real-life application of science based on children's surrounding environment. Children have been given exposure to different state and national level science competitions and science fairs

where they exhibit science-based experiments and get platforms to learn and showcase their skills. There is a strong focus on community connect in the programme where awareness sessions on the applications of science are also conducted with parents to help them perceive science as a process and not as a product.



- Education and livelihood for girls and women
- Digital literacy for women
- Improved access to welfare schemes
- Planning careers
- Social and financial empowerment of underserved girls and women



- Improved groundwater levels through infrastructure provision and farmer training
- Lake conservation through citizen-led, technology-based approach
- Community-owned and operated drinking water stations
- Decentralized urban sanitation and wastewater management
- Open Defecation Free communities - School and community toilets
- Good Water, Sanitation, Hygiene, Menstrual Hygiene and Nutrition practices
- Low cost sanitary napkins
- Improved groundwater levels, conservation of water bodies, safe and affordable drinking water supply, safe sanitation, improved WASH behaviour

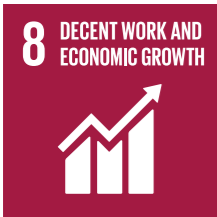
## STORY OF HOPE: How Bengaluru got its Freshwater Streams Back



CAF India is supporting the development of a dedicated town-level wastewater treatment plant in Devanahalli township of Bangalore. This is leading us drive the organisation's long term goal of replicating the use of the Integrated Urban Water Management (IUWM) model to divert more than 40 million tonnes of untreated wastewater from freshwater streams. In 2019-20, CAF India also piloted greywater management systems in households, constructed toilets and treatment systems in schools, and raised awareness about solid waste management, sanitation practices, and rainwater harvesting.



- Solar powered grids for home lighting, street lights, water purification, irrigation and running ICT labs
- Student-led 'greening' of schools by optimising energy efficiency, reducing air pollution, minimising waste generation, promoting judicious water consumption
- Clean and efficient energy use in rural areas and schools



- Agro-based value-added enterprise development
- Traditional and innovative arts and crafts-based livelihoods
- Business school' honing women's technical and entrepreneurial skills
- Enhanced economic activity and income



- Infant, toddler and caregiver friendly neighbourhoods in cities through suitable infrastructure, services and systems
- Universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children



- Promoting responsible use of natural resources in all programmes, especially water
- Sustainable management and efficient use of natural resources
- Reducing water use in agriculture, the largest consumer of water

### STORY OF HOPE: WB Village's Journey from Darkness to Light



Dobisa, a remote village in West Bengal is harnessing energy from the sun to build a sustainable renewable energy-enabled ecosystem. Solar power has been used to provide street lighting, thereby increasing safety of villagers at night. Incomes of craftspeople have increased as they are able to work for longer hours as a result of solar lighting. Farmers, who were previously reliant on rain-fed agriculture have access to solar-powered irrigation facilities. Not only this, solar-power is also being used to purify water and run an ICT centre for children. Solar power has ended this village's ordeal with darkness.

### STORY OF HOPE: Empowering Maharashtra Farmers through Water Stewardship



Responding to climate change necessitates engaging stakeholders in a transparent and sensitive manner and design interventions that lead to fair and acceptable outcomes for all stakeholders. CAF India is supporting a water stewardship program that trains rural youth to be water stewards or 'Jal Sevaks' and builds the capacity of communities in drought prone villages on efficient water use. Our programme has helped build awareness among 1,200 farmers on vermicomposting, water budgeting, and micro-irrigation systems. It has funded improvements to 40 water saving units, harvesting more than 35 million litres of water in Ahmednagar district and Jalna districts of Maharashtra. Securing drinking water availability for all in the villages is a key component of water stewardship plans prepared under the project. The project has been able to bring change in the behavioural practices of people, who have learnt to use water more judiciously.



- School education in STEM subjects
- ICT technologies for schools, youth, women and elderly
- Promoting industrial innovation now and in the future



- Social and economic inclusion of all genders, ages (including the elderly) and for persons with disabilities in all its programmes on education, livelihoods and access to social security schemes.
- Equitable society

### STORY OF HOPE: Seeing Ability in Disability



Unemployment amongst disabled adults in India is as high as 70%. With the help of CAF India, 50 young adults in Dehradun with intellectual impairment have been trained on data processing, kitchen craft, housekeeping, artistic endeavours, tailoring, and packing and assembly to enable them to secure jobs, and enable them to be independent so that their family members can be freed of care responsibilities and pursue their own careers. CAF India has also given early treatment and counselled parents of children in the 0 to 6 year age group, helping them to successfully transition to mainstream schools for inclusive education.



- Strengthening resilience against natural disasters
- Building climate resilient communities



- Conservation of wildlife such as tigers, the Asian elephant, the Asiatic wild buffalo, crocodiles and endangered bird species
- Using mobile phone technology to reduce human-wildlife conflict
- Involving communities for conservation and sustainable use of forest resources



- Conservation of wildlife such as tigers, the Asian elephant, the Asiatic wild buffalo, crocodiles and endangered bird species
- Using mobile phone technology to reduce human-wildlife conflict
- Involving communities for conservation and sustainable use of forest resources
- Conservation of precious wildlife assets; sensitization of local communities to play an active role in conservation



- Reducing domestic violence against women
- Promoting child rights



- Partnership approach to meeting development goals
- Mobilising finance for projects
- Providing innovative technology-based support to various sectors
- Sharing knowledge across multi-stakeholder platforms

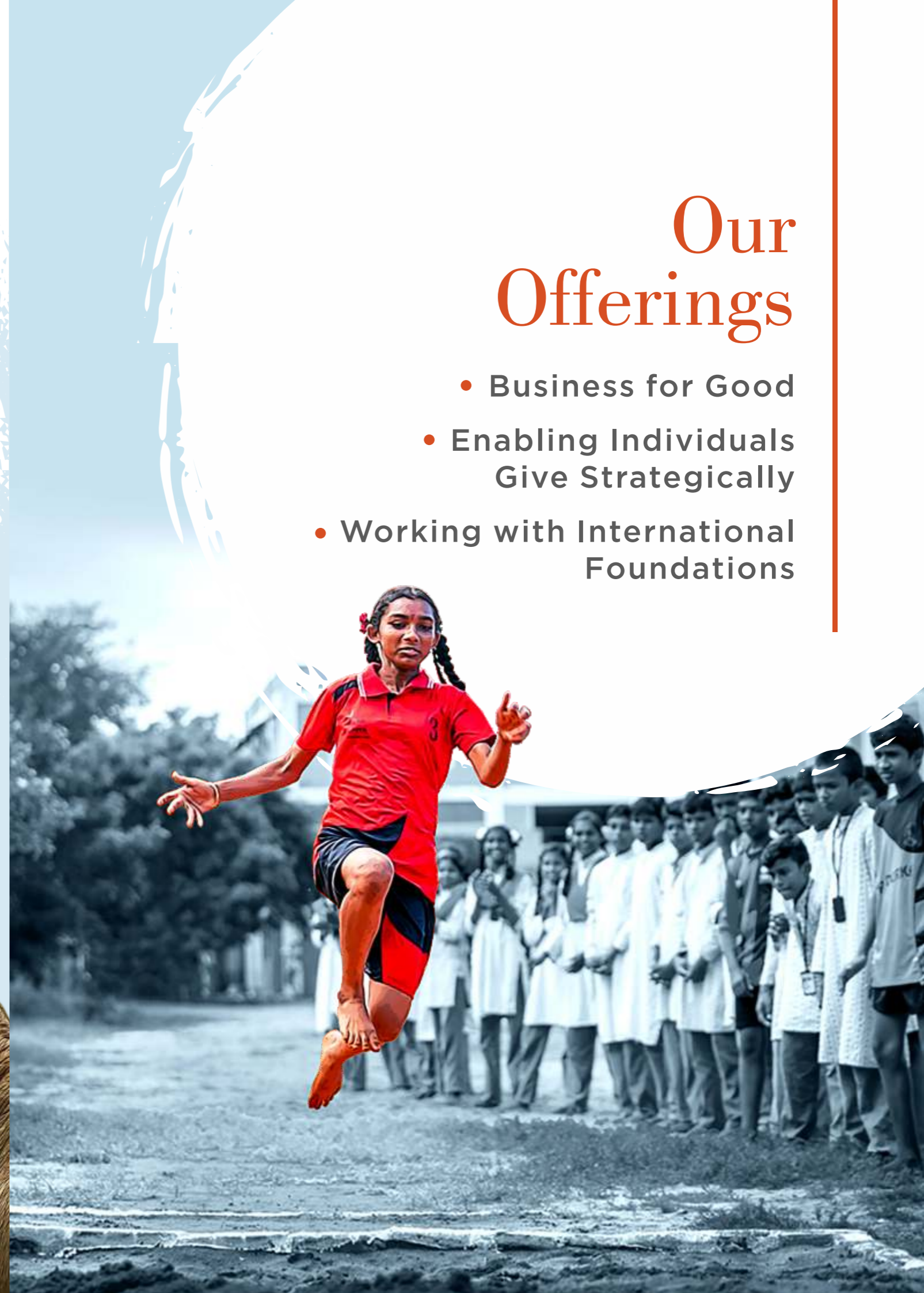
### STORY OF HOPE: A Friendly Neighbourhood for Elephants



CAF India is protecting the endangered Asian elephant and enabling the species' safe coexistence with neighbouring human communities in Tamil Nadu and Karnataka. A mobile-based alert system has been created to warn people about elephant movement. In the past three years, our funding has helped install mobile-based digital display boards and beacons along 15 high-conflict roads, thus reducing unexpected human-elephant encounters. As a result, there has been a 50 percent reduction in incidents of human fatalities. These lights have been benefiting around 20,000 people living in tea and coffee plantations. Daily text and voice alerts and warning systems with sustained cooperation from local communities have enhanced coexistence between people and elephants. The project has become a model that has been replicated in multiple interface areas of people and elephants.

# Our Offerings

- Business for Good
- Enabling Individuals Give Strategically
- Working with International Foundations





## BUSINESS FOR GOOD

### Corporate Do-gooders

Good business means much more than making profits. In the modern world, with increasing income inequality and environmental degradation, it has become imperative for businesses to be socially and environmentally responsible. CAF India has enabled its corporate partners to emerge as socially conscientious and responsible.

For over two decades, CAF India has been implementing effective CSR programmes all over India, from well before 2014 when CSR was made mandatory under the Companies Act. CAF India has addressed multiple socio-economic issues and worked with major global and Indian brands turning their CSR vision into a reality.

The organisation's corporate partners have lauded CAF India for efficient implementation, grant management, monitoring and evaluation, and reporting of projects. The efficiency and transparency that the CAF India team puts into its work has made the organisation more credible and sought-after in the philanthropy space.



**CAF India has been instrumental in providing Symantec employees support with CSR giving programs. CAF India employees are very knowledgeable about the CSR landscape in India and create innovative methods to give back during natural disasters and ongoing corporate strategic initiatives. CAF India has supported Symantec's grantmaking by providing services such as non-profit due diligence, communications, implementation, and reporting which enables our employees to focus on the impact our corporation is having in the community.**

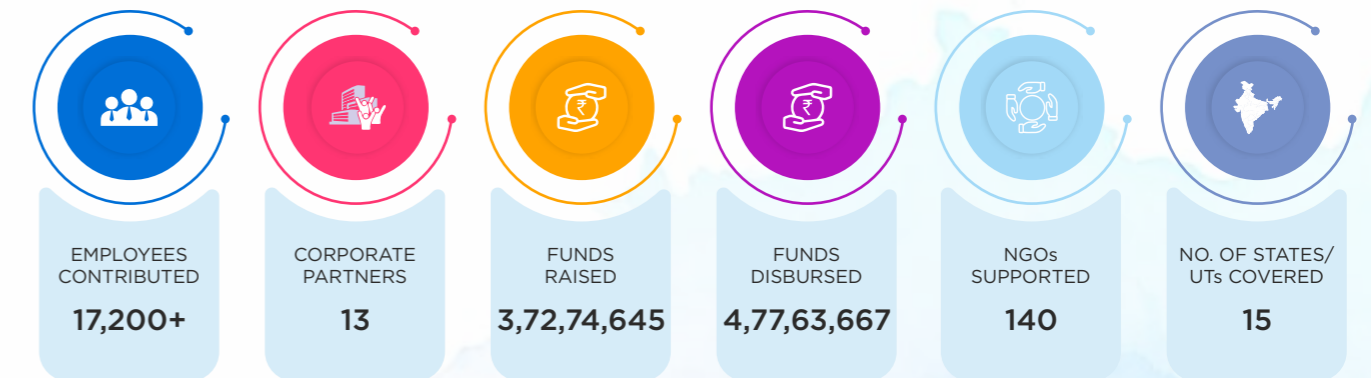
**- Kimberly Bishop, Specialist Corporate Responsibility, Norton Life Lock**



## ENABLING INDIVIDUALS GIVE STRATEGICALLY

### Employee Payroll Giving

Payroll giving (also known as workplace giving) is one of the easiest and most effective ways to make regular donations to charitable causes individuals feel passionately about. CAF India's payroll giving programme, Give As You Earn (GAYE), currently works with about 13 clients and has been going from strength to strength. The organisation has multiple employee and NGO engagement programmes throughout the year to strengthen payroll giving. These include, regional meetings, volunteering activities, campaigns, social media outreach, corporate-NGO engagement drives and CONNECT workshops for capacity building of NGOs. Analytics and understanding derived from use of our online Give4Good (G4G) platform that facilitates payroll giving and volunteering, are used for strategic directions and course corrections during the year.



### Volunteering

Volunteering has now taken a distinctive shape within CAF India's product portfolio. We saw enthusiastic students from Shri Ram School volunteering under CAF India's guidance to raise funds for the people affected by cyclone Fani in Odisha. In a matter of a few days the students were able to raise funds by approaching people in malls and other public place in Delhi-NCR. CAF India salutes their spirit!

Additionally, more than 200 volunteering hours were raised for employees of SRF to volunteer in Delhi NCR with NGOs working in education and health.

### Individual Giving

CAF India is thankful for the support provided by their individual supporters. Their donations are transforming lives and communities through CAF India's validated NGO network across India. This has assured individuals (of large and small means) that their donations are being used efficiently and effectively.

In the coming financial year CAF India will organise on-ground activities to raise funds and increase awareness about their individual giving programme. The team is aiming to raise funds from High Net worth Individuals, Indian nationals based abroad, associations and foundations as well.

## WORKING WITH INTERNATIONAL FOUNDATIONS

For the past two decades, CAF India has been supporting philanthropic initiatives of international foundations operating in India. With a thorough understanding of the importance of fiscal management as well as the systems of international foundations, CAF India has helped foundations in identifying NGOs, project design and execution, monitoring and evaluation, financial management, and regulatory compliance. Grants from foundations are managed in an efficient, transparent and accountable manner.

CAF India has partnered with international foundations such as Wheels Global Foundation, Steve Waugh Foundation, Laureus World Sports Awards Limited, Bernard Van Leer Foundation and others to deliver programmes on education, health, energy, livelihood, infrastructure and sustainability to support over 20,000 beneficiaries in Gujarat, West Bengal, Odisha and Maharashtra.



We have an honest confession to make relating to your validation process, and that is that the successive validations over the years that we underwent always helped us to incrementally upgrade not only our processes but our mindset.

In a nutshell, the due diligence that CAF makes our organisation undergo helps in improving our efficiencies and in our capacity building.

Please consider this our true and honest reaction to your last and ongoing validation exercises.

- Arjun Dutta  
Calcutta Social Project



# Making NGOs Stronger & More Impactful

- NGO Validation & Assessment
- Capacity Building
- Organisational Development
- NGO Monitoring & Handholding



## NGO Validation

In the year 2019-2020, 247 NGOs were validated by CAF India. Validation (or due diligence) of NGOs is one of the core competencies of CAF India.

The organisation's validation process has been referred to and sourced by different organisations, including the Planning Commission, as well as many corporate and industry associations, to set up and run their own systems of accreditation. Multiple NGOs have approached CAF India for validations.

CAF India has a demonstrated track record of conducting validation of voluntary organizations for international foundations, trans-national corporations and high net worth individuals. The initiative involves an impartial and robust assessment of credentials, capacity and track record of NGOs. It is a crucial part of our grant making process that helps confirm the credibility and accountability of an NGO.

## NGO Assessment

Assessment of NGOs is an important part of the validation process. CAF India has 116 assessors empanelled in different states across India. The assessors visit the office of the NGO that needs to be assessed and meet its chief functionaries, managing trustee, program head, head of finance, HR, etc. The objective is to have a deep understanding of how the NGO works; its internal policies; how it ensures transparency and accountability; and the various mechanisms to ensure sustainability etc.

The assessors also visit the project site of the NGO to understand the kind of projects the NGO works on. After completing the visit, they submit us the report in a prescribed reporting format. The assessors have also worked with CAF India for monitoring and evaluation of programs and during humanitarian response.



Total number of NGOs in CAF India's network **5565 NGOs**



Additional NGOs registered in CAF India's NGO portal in 2019/20 **304 NGOs**



Number of NGOs validated in 2019/20 **247 NGOs**



**We are delighted to be a part of CAF listed NGOs. On behalf of Christel House India please accept our appreciation for the excellent job CAF India and your staff have done over the past few months in the due diligence process. It was carried out very professionally and efficiently! We look forward to your continued support.**

**- Ms. Mini Elias**  
Christel House India

## CAPACITY BUILDING CONNECT

CAF India strives to make NGOs thrive. Every year, the organisation conducts a series of workshops for NGOs called 'CONNECT' - an acronym for Commune Network Nurture Engage Collaborate Transform. The workshops address the challenges faced by NGOs during the

programme implementation and give a lowdown of various financial and ever-changing legal aspects, monitoring and evaluation methodologies, communication, reporting and other specialised areas.

### CONNECT Workshops in 2019-2020

	Building capacities of a variety of NGOs	Working at scale	Building capacities around India
Workshops for CAF India grantees	NGO partners working on Oracle-funded projects	<b>200</b> representatives from <b>103</b> organisations	Delhi, Bangalore, Chennai and Mumbai
Extending CONNECT to organizations who are not yet grantees of CAF India	NGO members of AIFO - a network of NGOs working towards eradicating leprosy and supporting persons with disability	<b>29</b> NGOs	Bangalore
	NGOs working with Tibetan refugees in India, Nepal, and Bhutan. The NGOs are disconnected with mainstream Indian NGOs	<b>23</b> NGOs	Dharamshala, Himachal Pradesh



**Working with CAF for over four years has been a delightful & enriching experience. Being in development sector we have often heard foundations speak about "partnership" which was a mere lip-service. CAF has been the only exception. Instead of working from an ivory tower, CAF has been with us at the grassroots level. Consequently, they understand the issues and challenges we face and have always had a suggestion or two to overcome those.**

**Mr. Rakesh Goswami's contribution in building capacity of our finance staff has increased our efficiency manifold, reducing time taken to generate a report from few days to few hours. We shall be always indebted to CAF for that.**

**- Sunil Chavan, Hon. Director**  
Dr. M L Dhawale Memorial Trust

## ORGANISATIONAL DEVELOPMENT

Following its participation in CAF India's capacity building workshop, **Social and Resource Development (SARD)**, one of the key agencies for Tibet Government in Exile asked CAF India to support them with review and capacity building of their organization. CAF India conducted an **assessment of financial and legal compliances, monitoring and evaluation policies**, as well as other policies for effective operations.

Besides this, CAF India also conducted an **assessment of the training needs** of another NGO partner, **ASSIST** in Andhra Pradesh. This was supported by Godfrey Phillips India.

### #Shop4Good NGO Mela

CAF India organised a four-day shopping festival from December 21-24, at Palam Triangle, Gurugram. The festival was an initiative by CAF India to provide a platform to grassroots NGOs working in the deepest and isolated areas of rural India for showcasing and selling their handcrafted products. The mela did not only help these NGOs raise funds, but also enabled them to build linkages with the bulk buyers for future. Through participation these rural artisans and NGOs got vital national level exposure to understand the demand and taste of urban customers. Our objective was to make these NGOs economically sustainable.



The **Social and Resource Development Fund (SARD)** is the development agency of the **Central Tibetan Administration** and its mission is to support the development efforts of the Tibetan community in South Asia. We are pleased with the partnership with CAF India, which focuses on strengthening SARD's organizational development and capacity. The first phase involved an in-depth assessment of SARD's existing structure and systems. Based on the assessment findings, CAF India developed recommendations and assisted with the drafting of organizational policies around procurement, financial management, human resources and monitoring & evaluation.

**- Kelsang (Kaydor) Aukatsang**  
Chief Resilience Officer/SARD Director

## Supportive Monitoring and Hand-holding of NGOs

In addition to organising formal capacity building programmes, CAF India also supports NGOs to strengthen as organisations. CAF India enhances their abilities to scale up programmes and to deliver existing programmes more effectively through our supportive monitoring and handholding as part of our grant management process.



The **Vinoba Sewa Ashram (VSA)** - CAF India association was started in the year 2013 with a very small grant project "Support My School". During this seven-year period, we have been supported by huge grants of different donors namely Coca-Cola, NDTV Dettol, DHFL, KCC, Huawei Telecommunications and HDFC Ergo. We are proud to be a prolonged associated partner and have delivered quality projects with the proper programmatic and financial guidance of the CAF India team. We learn a lot from their **Field Monitoring onsite guidance** and their financial observations nurture our base to complete all current financial compliances. E-signing of MOUs introduced by CAF India was also new for us, an unprecedented and easily accessible process.

CAF India provides hand holding support to grass root level organizations to work for society with transparency, trust and visibility.

**- Vimla Behan, Secretary**  
Vinoba Seva Ashram (VSA), Uttar Pradesh





# Humanitarian Response

- Aid To The Vulnerable During Crisis
- Humanitarian Response Pool Fund

# AID TO THE VULNERABLE DURING CRISIS




## A ready, responsible, relevant and resourceful humanitarian organization

CAF India aims to strengthen preparedness for Humanitarian Response and prevents disaster related risks to communities, the environment and the economy. Over two decades, CAF India has reached out to 60,000 families in 10 states to provide both immediate relief as well as long-term rehabilitation for communities affected by disasters. We have also responded to crisis situations like the Pulwama attack by launching the 'Give4Veers' appeal to support the bereaved families of the soldiers.

The organisation is a core member of the convening group for establishing a START Network hub in India. The START Network attempts to enhance the disaster response capabilities by localization of the efforts through engagement of local actors.

At the end of 2019-20, we began our response to COVID-19 and the subsequent lockdown. CAF India raised an appeal on all its social media and other channels to mobilise resources for vulnerable groups and frontline workers, receiving an overwhelming response from its corporate partners and individual donors.

	We provided immediate relief and long-term rehabilitation in	By	Through the financial support of
 <b>India Floods 2019</b>	Assam, Bihar, Kerala, Karnataka and Maharashtra	<ul style="list-style-type: none"> <li>Distributing food, health &amp; hygiene and Education kits (477 families)</li> <li>Renovation of damaged school buildings (ongoing, stalled because of COVID-19)</li> <li>Providing agriculture inputs like seeds and livestock support to farmers (ongoing, stalled because of COVID-19)</li> </ul>	Symantec The Shri Ram School DEShaw Cargill JLL SPX Flow Sondhi and Co.
 <b>Fani Cyclone</b>	Puri district, Odisha	<ul style="list-style-type: none"> <li>Health and hygiene kits for 1000 families</li> <li>Health camps and health awareness drives for 35000 people</li> <li>Shelter provisions for 300 families</li> <li>Renovation of a school</li> <li>Cleaning of community owned water bodies</li> <li>Toilet reconstruction 888 families</li> <li>Provided roof for toilets 2040 families</li> <li>WASH awareness sessions in schools</li> </ul>	Bangalore

	We provided immediate relief and long-term rehabilitation in	By	Through the financial support of
 <b>Kerala Flood 2018 rehabilitation</b>	Idukki district, Kerala	<ul style="list-style-type: none"> <li>Renovated ICDS centres and community halls</li> </ul>	Oracle
	Wayanad district, Kerala	<ul style="list-style-type: none"> <li>Enabled families increase income through training and support in setting up micro units for egg farming: 50 families</li> </ul>	DEShaw Phillips Arcesium Symantec
	All districts of Kerala	<ul style="list-style-type: none"> <li>Strengthen resilience to disaster risks through preparedness and response capacity at Bal Sabha, Village and Panchayat level with participatory disaster management planning exercises: Ongoing project</li> </ul>	Herbalife
 <b>Gaja Cyclone</b>	Nagapattinam district, Tamil Nadu	<ul style="list-style-type: none"> <li>Skilling and rehabilitation of livelihoods to farming and fishing communities: 254 families</li> <li>Livelihood Support to Fishermen, Agriculture/Horticulture Farmers, Small Farmers/Vendors living on Poultry farming/diary animals and Small Petty Shop Vendors: Ongoing project</li> </ul>	Symantec Software India Pvt.Ltd. Arcesium India Pvt.Ltd. Corporate Executive Board (CEB) DEShaw Herbalife
	Nalbari, Assam	<ul style="list-style-type: none"> <li>Support provided to wife of Martyr Maneshwar Basumatari from Assam to help her reviving her Livelihoods</li> </ul>	DEShaw SRF Arcesium
 <b>Give4Veers</b>			

## Humanitarian Response Pool Fund

In 2019-2020, CAF India took an innovative step to further speed up our response to humanitarian disasters. While we raise appeals for funds to donors immediately in the aftermath of disasters, the time taken in fundraising can lead to delays in our ability to provide prompt response on ground. We have created, in agreement with our donors, a Humanitarian Response Pool Fund from grants that our donors have not previously allocated to projects. This would enable swift support to communities while we continue to fundraise in future.



# Creating An Ecosystem For Giving

- Partnerships
- Innovations

# FORGING AND STRENGTHENING PARTNERSHIPS

The world today needs more cooperation as collectively we can solve bigger problems. Partnerships are a crucial piece to induce cooperation. Based on the foundation of trust, partnerships propagate the sharing of resources, information, and solutions which enhance the impact created. CAF India, with its vision to support the culture of giving, thrives on such

partnerships. We have been part of several networks and groups. Be it the big agenda of climate change or policy advocacy for NGOs, we have been engaged in creating collaborations and supporting our partners in achieving their goals. Some of such partnerships of this year has been illustrated below.

## Networks



CAF India is part of **NITI Aayog's** Working Committee on "Institutionalization of engagement with service delivery organizations (CSOs)". We are in dialogue to collaborate to promote education projects in NITI Aayog's 27 aspirational districts and also to promote SDGs.



**Global Compact Network of India (GCNI)** has invited Ms Meenakshi Batra, CEO, CAF India, to join the Membership Committee of GCNI. We have renewed our membership with them and have submitted a 2 years Communication of Engagement document to GCNI. Also, dialogues for collaborative events and related formalities have been initiated.



In line with the thought to promote SDGs, we organized **SDG Drivers Forum** roundtable meeting with corporates on SDG6 (Clean Water and Sanitation) on 8th November 2019 in New Delhi.



CAF India's partnership with **Institute of Corporate Affairs (IICA)** has also been critical for CAF India. To take it forward, a discussion on joint pilot project on Industrial Belt CSR Pool for Skills Development has been started. Additionally, a capacity building program for all the officials involved in aspirational districts program is also being conceptualized.

## Media Partnerships



The Change makers - a TV documentary series on CSR in association with CNBC TV 18 supported by CAF India went on air this year. The series showcased CSR initiatives of companies and NGOs and applauds them for their good work. CAF India reached out to its corporate and NGO networks and invited them to be a part of the series.



CAF India partnered with the Times Network and Bajaj Alliance Group for the 'Care Heroes of India Award'. The organisation used its vast NGO network to invite nominations for the award.





## TECHNOLOGY INNOVATION

CAF India's technology products help in enabling an ecosystem for giving in India.

### NGO Registration Portal

NGOs can register at the click of a button on CAF India's NGO portal, to become a part of CAF India's development sector solutions. This secure portal has helped expand CAF India's network of NGOs.

### Way Forward

The IT team at CAF India is developing an app for data collection from the field to make project management processes ever more efficient.

The team is also setting benchmarks by implementing ISO27001 (Information Security Management System or ISMS). An ISMS is a framework of policies and procedures that includes all legal, physical and technical controls involved in an organisation's information risk management processes.

# Glimpses Of 2019-2020

## OUR WORK WITH THE ACADEMIA



Delivered lectures on SDGs, CSR and the development sector in India to students from Pandit Deendayal Petroleum University (PDU), Ahmedabad on 10th May 2019.



Executed Student Volunteering Program for The Shri Ram School. Seven Students from The Shri Ram Schools volunteered to raise funds for the CAF India initiative on Fani Cyclone Response.



On February 13, 2020, Mr Avijeet Kumar - COO, CAF India addressed the students of The Shri Ram College of Commerce (SRCC) at the Business Conclave organised by the college. He spoke about the culture of giving and how millennials can play an important role in changing the giving landscape of India.

## Campaigns



## KNOW WATER

CAF India started this campaign to alleviate the water crisis by taking concrete steps. Corporate partners were invited to participate in Airtel Delhi Half Marathon (ADHM) support the cause. A spirited team of athletes from CAF India also participated at the ADHM. A consultation was also held, where companies talked about their interventions to address the crisis and discussed steps that need to be taken in future.



## March2Give

The March2Give Campaign was launched in February 2020 to encourage people to donate to causes and avail 50 percent tax benefit under Section 80G of the Income Tax Act.



CAF India employees at the Giving Tuesday event organised by Schenider Electric India

## #GIVINGTUESDAY™

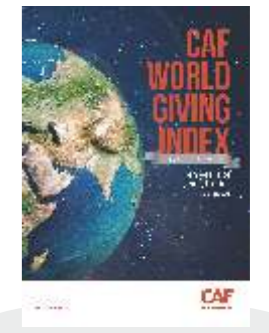
This is a global generosity movement unleashing the power of people and organizations to support people and the community. Giving Tuesday was celebrated in CAF India as an internal campaign where employees contributed generously to causes they believed in. Besides this, CAF India also participated in a special Giving Tuesday event organised by Schneider Electric India Pvt. Ltd at their Gurgaon office on December 3, 2019.

## Publications

The **India Giving Report** was released in April, 2019. The report examined the philanthropic behaviour of Indians and found that nearly three quarters (72%) of those surveyed donated money in 2018, either by donating to a charity, by giving to a church/religious organisation, or by sponsoring someone.



The **World Giving Index (WGI)** was released in October 2019. This year, the WGI examined the average giving trends across the world for the past 10 years.



A study on '**Changing Landscape of Developmental Funding in India**' was published. The report found that CSR law had considerably changed the funding landscape in India.



CAF India's case study on its '**Bringing Children Back to School**' project was published by the UN Global Compact Network India in its compendium on its '3rd Innovative Practices Awards'.



## WORKING WITH GOVERNMENTS

Ms Meenakshi Batra, CEO, CAF India was invited by Government of Rajasthan to a consultation and invited to be part of the core committee for setting a up volunteering programme (on both curriculum development and practice) at all Rajasthan government run universities. The program will reach out to over 400,000 students.

In recognition of the work that CAF India has been doing, the Government of Manipur invited Ms Meenakshi Batra to speak at a CSR conference held at Imphal in September. The workshop explored opportunities to attract CSR and other funding to the state.

An advocacy workshop on the rights and entitlements of the elderly was organized in Karra Block, Khunti district of Jharkhand. This was under the NSE funded project where local level government functionaries participated in big numbers. We have also developed a resource handbook on government programs and benefits available to the elderly.



## AWARDS AND ACCOLADES



**CHANGEMAKER AWARD 2020** | For the extraordinary contribution to CSR & Philanthropy from Shri Anurag Thakur - Member of Parliament & Minister of State for Finance and Corporate Affairs, Government of India presented the Changemaker Award 2020 to CAF India



**CERTIFICATE OF APPRECIATION FROM IFFCI** | A moment of triumph as CAF India received a 'Certificate of Appreciation' by the Indo-French Chamber of Commerce & Industry at the IFFCI CSR Conclave & Awards



**INDIAN WOMEN ACHIEVERS AWARD** | On the #InternationalDayofKindness, Meenakshi Batra - CEO, CAF India received the prestigious Assocham India Women Achievers Award in the category of 'Best Women Leader in Non-Profit Sector'



**SOCIAL WOMAN LEADER OF THE YEAR** | CAF India as our CEO, Meenakshi Batra has been recognized, yet again, as the "Social Women Leader of the Year" by GIWL Award 2019 at the Women Empowerment Summit held in Bangalore on September 27



**BEST NGO PARTNER FOR CSR** | CAF India presented with the 'Best NGO Partner for CSR' at the at the National CSR Leadership Congress & Awards in Bangalore. Ms Meenakshi Batra - CEO, CAF India moderated a session on 'Social Innovation for Economic Growth and Business Sustainability' at the National CSR Leadership Congress & Awards

## EVENTS AND PARTICIPATION

**March 5, Mumbai** | Meenakshi Batra spoke on 'promoting socially and ethically motivated community development projects' with a special focus on CSR, social innovation and entrepreneurship and monitoring & evaluation at the 14th International Conference on CSR presented by Institute of Directors on 4 March 2020.

**March 3, Bangalore** | CAF India was part of the 10-year celebration of Accenture India Skills to Succeed program in India on March 3 in Bangalore. An evening in company of other NGOs sharing similar vision to develop and scale innovative solutions that help address some of society's pressing problems.

**February 28, Bangalore** | At the 3rd Annual Karnataka CSR Conference, Meenakshi Batra moderated a panel discussion on 'SWASTH KARNATAKA'. The discussion aimed to unpack role of CSR in Mental Health, challenges faced in implementing healthcare policies in the state, monitoring projects in rural areas, role of technology, and how corporate India can play a role in addressing misconceptions.

**January 23, New Delhi** | Meenakshi Batra - CEO, CAF India spoke at the Human Resource Development Authority (HRDA) 2020. She stressed on CSR compliance and how CAF India supports corporations to become compliant.

**December 20, Mumbai** | At the 3rd Sustainable Development goals summit 2019, Meenakshi Batra - CEO, was a part of the 1st plenary session on 'Understanding the changing landscape of CSR' moderated by Dr. Bhaskar Chatterjee, Secretary General, Indian Steel Association and former CEO and Director General of Indian Institute of Corporate Affairs.

**November 29, Mumbai** | CAF India CEO, was part of the panel on 'Mobilising corporate partners for social impact' at the AVPN India Summit 2019. The panelists deliberated on mutual areas of synergy and challenges in making social impact the core strategy of businesses and how it requires a paradigm shift in the thought process.

**November 29, Mumbai** | Ms Meenakshi Batra talked about 'CSR Ecosystem - Addressing Challenges and Creating Opportunities for Sustained Social Impact' at the CSR Summit & Awards organised by UBS Forums.

**November 28, New Delhi** | At the Strategic Consultation on "Progressing Towards achieving Food and Nutrition Security at an accelerated pace" organised by UN World Food Programme, Ms Meenakshi Batra was part of the panel on 'Resourcing SDG 2 (Zero Hunger)'.

**September 26, New Delhi** | Avijeet Kumar - COO, CAF INDIA, gave a key note speech at the MHM India Summit 2019 - India's first largest summit for eco-friendly initiatives on MHM held in New Delhi organised by Gramalaya.

**August 9, New Delhi** | CAF India was part of the two-day CSR Summit and Awards 2019 conceptualized by UBS Forums as silver partner. The conference had interesting sessions on CSR Impact, sustainability, sustainable financing etc.



# IN THE NEWS

THE TIMES OF INDIA

Scale up your career. Join IMT's AICTE approved Exa...  
IMT HYDRABAD

Blogs

Home Blogs Travel View + Reader Blog Travel Events City + India World Entertainment Sports Lifestyle Environment

News + Blogs + India Blogs + Tapping into individual giving in India

## Tapping into individual giving in India

November 14, 2019, 8:00 AM IST | [Snehal Kishor](#) | [Debate](#) | [India](#) | [TOD](#)

The discourse around philanthropy tends to focus on giving by High Net-Worth Individuals (HNIs) or companies, through their Corporate Social Responsibility (CSR) arms. However, data tells us that neither has seen a significant rise in India in the last few years, and there are few reasons to expect a dramatic change in trends in the near future.

Perhaps this is an opportunity to shift our focus to smaller-ticket size grants by individual citizens, or retail philanthropy. Currently, India ranks 124th among 144 countries in the [World Giving Index](#). On average, only 22 percent of Indians interviewed [reported to have](#) donated money, helped a stranger, volunteered time, or done a combination of the three in the month prior to the interview. By comparison, our South Asian neighbours were ranked much higher than us, with Pakistan at 91, Bangladesh at 74, Nepal at 52, and Sri Lanka at 27.

## How Can India Revive Its Philanthropic Heritage?

To understand the real scale of philanthropy in the country, informal acts of charity by South Indians must be encouraged, recognized and documented.



## COVER STORY

Meenakshi Batra

Meenakshi Batra is a public figure in India. Every day, hundreds of people, who are mostly women, are working in the neighbourhood around her. She has been the face of the 'Daan Utsav' campaign, which aims to encourage and document the informal acts of charity in India. In a recent interview, she shared her thoughts on the state of philanthropy in India and how it can be revived.

"Government should encourage and incentivize donors to give to address that private equity's development agenda. And for-profit development organizations should be excited to see funds for their work with ease. For this, the government should reduce the withdrawal of 30 AC of the Income Tax Act. Passed in 2017, the section allowed a 100 percent tax exemption to donors on donating to NGOs registered with 12A. Reducing this section would reduce the flow of money to the social development sector. Such initiatives will encourage donors to give to the development sector. In 2012, a new clause was added to the Companies Act, under which, 'Companies may fulfil CSR objectives if their own personnel as well as those of their implementing agencies through institutions with established track records of at least three financial years but such expenditure its budget expenditure on administrative overheads, that not exceed the percent of total CSR expenditure of the company in any financial year.' The rule needs to be clearly specified so that the 3 percent would really count, as the way also applicable to MSMEs. We still get a lot of questions from our corporate donors regarding this clause. This ambiguity has hampered the flow of money towards non-profits. For the profit partners are important for citizens to engage with and support the development agenda of our country. Therefore, it is important that the government supports and promotes the actions of not-for-profit agencies."

Meenakshi Batra  
CEO  
CAP India



Moneycontrol | समाचार | इंडिया

## World Giving Index: भारत 82वें, पाकिस्तान 69वें और US पहले पायदान पर

भारत इस इंडेक्स में 82वें स्थान पर है, जहाँ भारतीय हर तरह से अलग-विधों की सहायता करते हैं  
अपडेटेड: Oct 18, 2019 11:17:47 | स्रोत : Moneycontrol.com



भारत में दान देने वालों की संख्या पिछले 10 साल में बढ़ी है। World Giving Index की 10वीं बर्षगांठ पर वेरिटीज एंड फाउंडेशन (CAF) ने 128 देशों का एक इंडेक्स तैयार किया है। इसमें भारत 82वें नंबर पर है। पिछले 10 साल के आंकड़ों पर नजर डालते हो पता चलता है कि 34 फीसदी

## Daan Utsav: Every Indian Volunteering

BloombergQuintOpinion  
Venkat N Krishnan

Published on September 29 2019, 1:31 PM  
Last Updated on October 22 2019, 10:44 AM

My favourite story about 'giving' is that of a retired Army officer from Pune, who once proudly told me that he donated Rs 10,000 every year to UNICEF, and how he felt good about being a good citizen. Turned out that he had a 12-year old girl working as a maid in his house. Little did he realise that putting the girl through school would have been a bigger contribution to society than his donation.

BusinessLine | amazon prime day | SHOP NOW | Up to 60% Electronics and A

## World Giving Index: India ranks 82, USA tops the list

Our Bureau | New Delhi | Updated on October 16, 2019 | Published on October 15, 2019

India is ranked below Nepal and Pakistan

Where does India stand as a charitable nation? It ranks 82 among the 128 countries surveyed by the Charities Aid Foundation (CAF), an international



## CSR: 'Unnati' Scholarship Programme for women engineering students

INDIA CSR NETWORK | November 19, 2019 | 10:00 AM

Rolls-Royce partners CEMS for 'Unnati' skilling initiative and BuddyStudy & CAP India for 'Unnati' Scholarship initiative aimed at women empowerment in STEM at DelEpo 2020

Rolls-Royce announced the launch of its 'Unnati' Skill Development Initiative for underprivileged women in partnership with the Centre of Excellence in Maritime & Shipbuilding (CEMS) at the DelEpo 2020.

## Despite Growing Number Of Billionaires, India One Of The Least Charitable Nations

The Largest Index




## Balance Sheet

Charities Aid Foundation India Balance Sheet as at March 31, 2020			
PARTICULARS	Notes	As at March 31, 2020 (₹)	As at March 31, 2019 (₹)
<b>SOURCES OF FUNDS</b>			
Surplus Fund	1	16,01,07,984	12,37,60,561
Corpus Fund	2	10,20,400	10,20,400
Capital Assets Fund	3	-	-
Institutional Development Fund	4	2,50,00,000	2,50,00,000
Unutilised Grants / Donations	5A	81,33,52,361	75,35,24,210
<b>TOTAL</b>		<b>99,94,80,745</b>	<b>90,33,05,171</b>
<b>APPLICATION OF FUNDS</b>			
<b>Fixed Assets</b>			
a. Tangible Assets	6	20,76,655	17,27,718
b. Intangible Assets	6	1,09,817	5,43,911
		<b>21,86,472</b>	<b>22,71,629</b>
<b>Current Assets, Loans and Advances</b>			
Cash and Bank Balances	7	99,32,13,308	82,89,75,349
Loans and Advances	8	2,23,74,241	2,18,83,914
Current Investment	9	-	7,90,28,321
Total Current Assets		1,01,55,87,549	92,98,87,584
<b>Less: Current Liabilities and Provisions</b>	10	1,82,05,612	2,78,69,276
<b>Net Current Assets</b>		<b>99,73,81,937</b>	<b>90,20,18,308</b>
<b>Non Current Liabilities and Provisions</b>	11	87,664	9,84,766
<b>TOTAL</b>		<b>99,94,80,745</b>	<b>90,33,05,171</b>
<b>Summary of significant accounting policies 14.2</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

per Sanjay Bachchani  
Partner  
Membership Number: 400419

Place of signature: Gurgaon  
Date: August 17, 2020



For and on behalf of  
Charities Aid Foundation India

Som Mittal  
Chairman

Meenakshi Batra  
Chief Executive officer



## Account of Income & Expenditure

Charities Aid Foundation India Income and Expenditure Account For the year ended March 31, 2020			
PARTICULARS	Notes	Year ended March 31, 2020 (₹)	Year ended March 31, 2019 (₹)
<b>INCOME</b>			
<b>Grants/Donations Received</b>			
Specific Purpose Grant	5A	96,22,99,420	85,03,02,928
Other Income	12	3,27,44,423	2,69,06,499
		<b>99,50,43,843</b>	<b>87,72,09,427</b>
<b>EXPENDITURE</b>			
<b>Grants/Donations Paid</b>			
Specific Purpose Grant Expenditure	5B	87,86,59,054	77,48,05,580
Depreciation and Amortisation	6	13,44,641	22,95,800
Other Expenses	13	7,86,92,725	7,02,81,851
		<b>95,86,96,420</b>	<b>84,73,83,231</b>
<b>Excess of Income over Expenditure for the year</b>			
		<b>3,63,47,423</b>	<b>2,98,26,196</b>
<b>Appropriations</b>			
- Transfer from Capital Assets Fund		-	(44,104)
- Transfer to Institutional Development Fund		-	-
- Transfer to Surplus Fund		3,63,47,423	2,98,70,300

**Summary of significant accounting policies 14.2**

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

per Sanjay Bachchani  
Partner  
Membership Number: 400419

Place of signature: Gurgaon  
Date: August 17, 2020



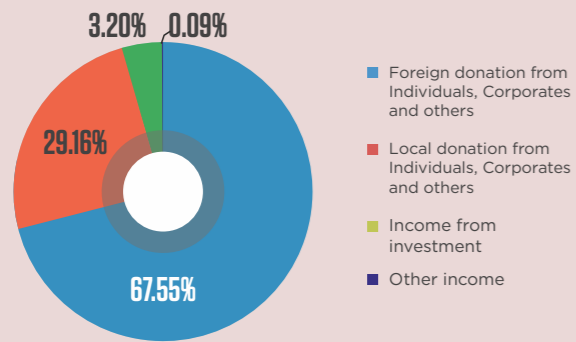
Som Mittal  
Chairman

Meenakshi Batra  
Chief Executive officer



## How We Spend Your Contributions

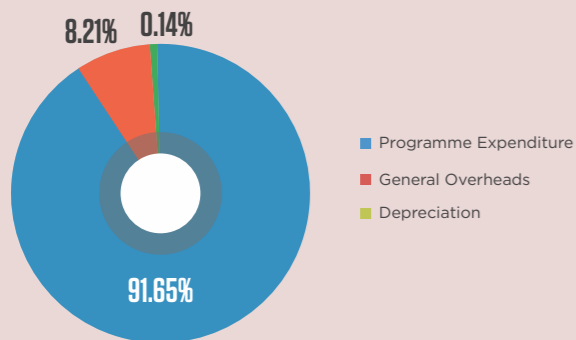
### Inflow of Funds (2019-2020)



(Amount in INR)

Foreign donation from Individuals, Corporates and others	6721.75 Lakhs
Local donation from Individuals, Corporates and others	2901.24 Lakhs
Income from investment	318.65 Lakhs
Other income	8.79 Lakhs

### Outflow of funds (2019-2020)



(Amount in INR)

Programme Expenditure	8786.59 Lakhs
General Overheads	786.93 Lakhs
Depreciation	13.44 Lakhs



## BOARD MEMBERS

CAF India has an independent board, chaired by respected industrialist and philanthropist, Mr Som Mittal. The board comprises eight other prominent members from the business and NGO sectors.



**SOM MITTAL**  
Former Chairman & 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.



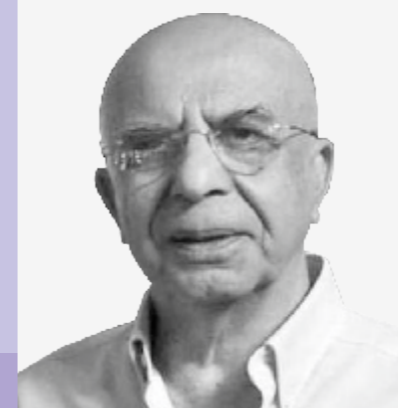
**ARJUN MALHOTRA**  
Former Chairman & CEO,  
Headstrong

**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.



**SANJAY PATRA**  
Chartered Accountant

**Dr. (CA) Sanjay Patra** has worked in the Voluntary & Non-Profit Sector. He is currently the Executive Director of the Financial Management Services Foundation (FMSF) and has served with this organization since 1998. A recognized social activist and writer, Sanjay has been a member of a number of committees of the Govt. of India and several national and international nonprofit groups working on civil society issues. In the year 2005-07 he was a member of the Task Group formed by the Planning Commission for drafting policy on the Voluntary Sector. A firm believer and flag bearer of accountability & transparency in South Asia, Dr Patra is a renowned academician and has authored several books on financial audit.



**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**  
VP, Group Head - Corp.  
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.



**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.



## LEADERSHIP 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.



**VASVI BHARAT RAM**  
Past President of FLO  
2017-2018

**Vasvi Bharat Ram** has been working towards the cause of women empowerment for many years. She has been the president of FICCI Ladies Organisation (FLO), the women's wing of Federation of Indian Chambers of Commerce and Industry (FICCI) that implements a number of national initiatives to create employment and entrepreneurship opportunities for women. With several international awards in her kitty, Vasvi has also been instrumental in setting up premier educational institutions. She is the joint vice chairperson of The Shri Ram Schools and under the aegis of Shri Educare Limited, she has been instrumental in setting up The Shri Ram Millennium Schools and The Shri Ram Early Years play schools in NCR.



**AJAY S. MEHTA**  
President, Board of Trustees  
Seva Mandir & 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.



A widely recognised international development professional, Meenakshi Batra has many feathers in her cap. With over three decades of multifarious experience globally, she has driven organisations across the globe to catalyse change and make a positive impact on the lives of the underprivileged and marginalised sections of societies across South and South East Asia. Meenakshi's work in the development sector encompasses a wide range of aspects - from providing strategic leadership, to strengthening organizations, facilitating sustainability through corporate social responsibility (CSR) and philanthropy.

**MEENAKSHI BATRA**  
Chief Executive Officer



Avijeet Kumar has more than 27 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.

**AVIJEET KUMAR**  
COO



Rakesh Goswami is a veteran with more than 23 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.

**RAKESH GOSWAMI**  
Director of Finance & Operations

## LOOKING AHEAD 2020-2021

The year ahead will be a challenging one. The COVID-19 is likely to tighten its grip over India. The pandemic is most likely to bring about irreversible changes in all our lives, leading to several socio-economic challenges of even higher intensities. CAF India will continue to address those challenges and work toward its objective of positioning itself as a resource organization for sustainable social responsibility and philanthropy.

Many NGOs are likely to face several funding issues due to the economic slowdown brought about by the pandemic. Towards this end, CAF


India will continue to enable development sector organisations thrive and become stronger partners for transforming lives and communities. Besides this, as always, the organisation will deliver strategic programme and partnership solutions on multiple causes and geographies in ways that optimizes investments for social good.


It is not going to be easy, but with support of its partners, CAF India will be able to overcome every crisis and continue to catalyse strategic philanthropy that ensures maximum impact.


## #FightAgainstCorona



 @CAFindia

 @CAFindia\_tweets

 Charities Aid Foundation India

 Charities Aid Foundation India



**CHARITIES AID FOUNDATION INDIA**

Plot/Site No.2 - First Floor - Sector C (OFC Pocket)  
Nelson Mandela Marg - Vasant Kunj - New Delhi - 110 070

Tel.: +91 11 6142 4141 - [www.cafindia.org](http://www.cafindia.org)