

Impact Report



#Citizenship #Partnership #Entrepreneurship



Foreword

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Idobro started its journey 10 years ago with a commitment to "multiplying impact" at a time when social entrepreneurship was a nascent concept and Corporate Social Responsibility (CSR) was not yet for compliance.



Glenmark Foundation has been associated with Idobro for 9 of those 10 years, and it is a pleasure to note the success of Idobro's vision, action and perseverance in catalyzing the eco-system.

Glenmark Foundation, is working towards improving child health and reducing Infant/Child Mortality. Idobro has been an active partner of Glenmark Foundation for Monitoring & Evaluation, research, design and implementation. They have helped in creating multiple ecoinclusive and innovative solutions towards improving mother and child health, like the Communication Catalyst and Meri Poustik Rasoi while building capacity through the NGO ranking initiatives. Idobro's efforts to foster collaborations between Corporates, Government, Academia and CSO's through the RISE Summit is a unique model focused on interactive formats and Glenmark foundation is proud to be associated with it since its inception.

In this impact report, you will see examples of the commendable work done by Idobro in the last ten years. I congratulate Idobro on completing a decade of impact and wish them sustained success in all their future endeavours.

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Cheryl Pinto
Director, Corporate Affairs
Glenmark Pharmaceuticals Limited



Preface

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When you pass a milestone of a decade, it is a time for deep introspection and evaluation. As we pieced together this Impact Report, we pondered our successes and reviewed lessons from our failures. An exercise that resulted in significant realizations.

Two philosophies guided our efforts to "Multiply impact" on "Women, Social and Green issues. One is to "Think Differently and Act together". Innovation and diversity, powers everything we do while leveraging the momentum of alliances. Two, to take a systems view of development, with a long-term perspective of inter-linkages and the concept of the commons & cosmo-localization for scale.

Our impact, as reported is minuscule, given the magnitude of the problems our societies and planet faces. There is a critical need to revisit the development paradigm. And again, related to the above philosophies. First, we know that giving a man a fish, feeds him for a day but teaching to fish, feeds him for a lifetime. The time has now come to change this thinking, after all who are we to decide what he has to learn? It would be better for us to help him to "find" the fish! Interventions need to empower individuals and institutions to take ownership of their problems and go after solutions. When opportunities and partnerships are made available to people, impact is not just for a lifetime but a solid foundation for generations to come!

Finally, what will drive change at a transformational pace and level? Involvement of as many as possible. Hence the need for a three-pronged engagement model that gets individuals and institution to come together and co-create solutions. The RISE Values by Idobro is just such a framework. Responsible, Inclusive, Sustainable and Eco-system Friendly (RISE) are the new age values free from traditional constructs and context of culture, religion, geography and politics. They can be the bedrock for collaboration as citizens, entrepreneurs and stakeholders of this world and planet.

Every person matters. Every bit helps.

X Slaiva.

Karon Shaiva, Founder, & Chief Impact Officer Idobro Impact Solutions

About Idobro

Idobro is a social enterprise with a mission "to measure and multiply the impact of women social and green initiatives through citizenship, entrepreneurship and partnerships."

We firmly believe that every individual and institution is capable of impacting our world, they just need to realise the opportunities that are there all around them and motivate themselves to take action. *Every person matters, every bit helps*. And when people join hands, we *can* make our world a better place and a greener planet!

In the past 10 years, Idobro has established itself as a resource centre for Research, Implementation, Stakeholder Relations and Evaluation. We apply the critical lens of Gender, Technology and Innovation for deeper insights into diversity, inclusion and sustainability issues. Our end-to-end approach is based on an eco-system model of advocacy, engagement and evaluation. Our annual RISE Summit provides thought leadership to foster dialogue, build capabilities and facilitate collaborations for integrated development. The RISE Infinity Foundations strengthens communities through participatory action and collective impact.

Our local and global experience in urban and rural settings, with online and offline tools for corporate and non-profit, government and academic initiatives in development and CSR, forms a 360° knowledge platform for long term benefit and value to our communities, enterprise members, partners and associates.



Our Mission

"To measure and multiply the impact of women social and green initiatives through citizenship, entrepreneurship and partnerships."

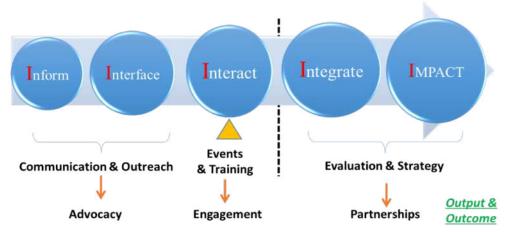
Our Approach

Think Different, Act Together



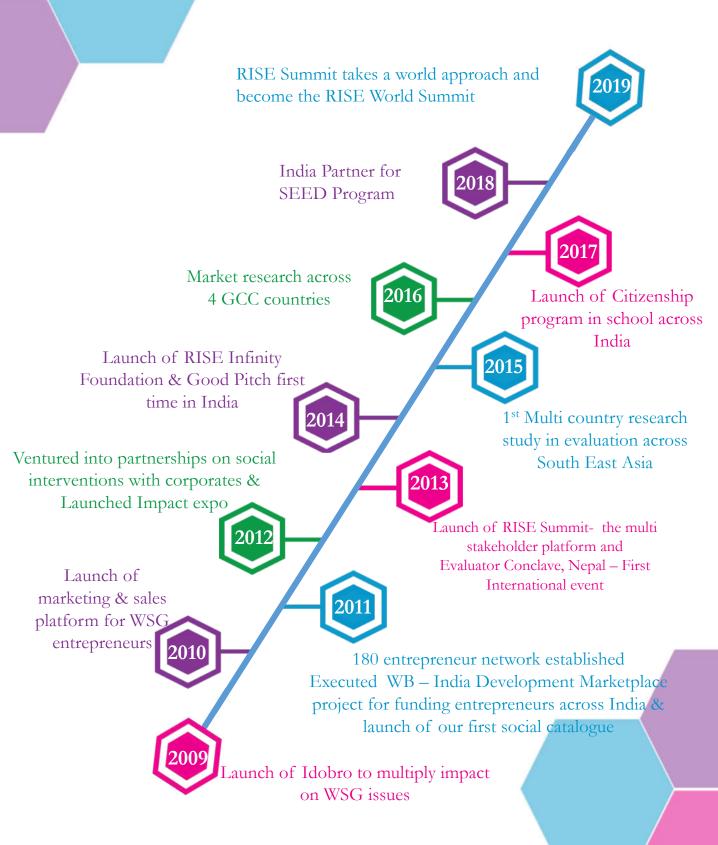
Our Theory of Change

Idobro (i5*) -Process of Multiplying Impact



*In the ancient <u>Glagolitic alphabet</u>, dobro means 5 And **b** is the symbol of 5 as seen in our logo as well Idobro = 15 - 5 Step Process of Multiplying Impact

Our Milestones



Our Impact



7,50,000 individuals reached



7 countries and 22 states of India



1,000 WSG Entrepreneurs supported



70,00,000 lakh WSG sales



1,20,000 students sensitized



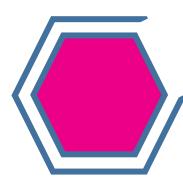
1,70,000 employees engaged





Our Programs

Idobro has been working with stakeholders to co-create participatory, innovative and scalable solutions to multiply impact on women, social and green issues that encompass the SDG canvas. Our three verticals below summarizes our approach of working on holistic and integrated development for all.

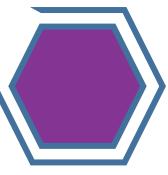


Citizenship

"Enable individuals and institutions to be involved with their surroundings, co-create solutions and build progressive societies based on the RISE values"

Entrepreneurship

"Provide an inclusive and nurturing eco-system for Women, Social and Green (WSG) entrepreneurs to Access markets, Build Capacity, Create linkages & Deliver solutions" (ABCD)





Partnership

"End-to-end or modular solutions to leverage strengths & resources across stakeholder groups to multiply socio-environomic impact"

Our Sectors



Livelihoods



WASH



Agriculture



Livelihood



Nutrition



Education



Health



Waste



Disability



Women Empowerment

Partner Voices

"I am sure as thought leaders and catalysts Idobro will be important contributors to a progressive and prosperous India."

Nitin Gadkari Minister of Road Transport and Highways of India





"The Idobro approach based on the RISE values and principals is exactly the embodiment of social process innovation at its very best!"

Cheryl Y. Kiser – Executive Director –The Lewis Institute and Babson Social Innovation Lab & Creator of The Uncommon Table

"It is critical that Governments, Corporates, Investors, NGOs and Individuals work together in order to effect significant changes as we co-create sustainable world for our planet. RISE summit is one such congregation which is the starting point for new initiatives that not only bring forth new ideas but also support and scale existing initiatives.!"

Dev Bhattachayra Aditya Birla Group Group Executive President



Impact



51,720

Students directly engaged



22 States

In India



7,905

Professionals engaged



117

Neighbourhood initiatives/solutions provided



540+ institutions &

100+ organizations
Partnered



The RISE Citizenship program enables individuals and institutions to work towards creating simple, practical neighbourhood solutions. The program helps links the concrete problems they see around them on a daily basis, to larger issues that affect our planet. This enables participants to take issues from a personal to a world view, by mapping to global critical issues identified by SDG's.

The program is a unique approach to discovering solutions through an evolutionary journey of self-awareness, social sensitivity, critical thinking and teamwork. We also design customized community engagement programs that results in collective impact for all.

For Corporates



Employee Volunteering



Cross –functional Team Building



Stakeholder Engagement

For Institutes



Student Teacher Workshops



Training of Trainers



Community Engagement



At its core of the program are the RISE Values – Responsible, Inclusive, Sustainable and Eco-friendly. These are the new age values that drive positive action and collaborations. Diversity and Innovation are the cornerstones of the program that helps to internalise the "Why" before we can expect people to undertake the "How" to tackle issues. The RISE Citizenship program helps youth and corporate employees to understand themselves better and also identify opportunities to be involved in their surroundings. As RISE Citizens who want to act and create sustained change, all four RISE values need to be nurtured.

Lilavati Podar High School - RISE Program

In 2017, Idobro conducted the RISE Citizenship Program in Lilavati Podar High School. Taking traffic & waste management as the hyper local problems, Idobro organised a series of workshops. The school was also aiming to create zero waste and encouraged their students to participate in the endeavour whole heartedly. Over a period of time on the basis of the intervention and sensitivity training as part of the IDOBRO workshops, the students became active participants towards zero waste creation and traffic management.



St Xavier's Institute of Learning – SDG & RISE Program



In December 2018, Idobro conducted an action research program to train 100 students on the RISE Citizenship program. The students combined SDG's & RISE values with the college's theme "Action for Harmony" to promote waste management techniques on the college campus but also in their internship schools across the city. Assemblies were conducted on waste management across 7 internship schools which sensitized teachers & students on the need for proper waste management. A survey of the teachers of the schools was undertaken to see the impact & analysis revealed that 94% of the participants felt that the assemblies were impactful and were the need of the hour.

Swedish Institute - SSIP

Idobro partnered with the Swedish Institute for the Social and Sustainability Immersion Program (SSIP) over three consecutive years.

The program was focused on sharing experiences and to explore collaboration and showcase projects that focus on diversity, inclusion and sustainability among the Swedish Institute Alumni and Swedish companies in India.



VVF Limited - Hygiene Behaviour Change Program

VVF Limited partnered with Idobro to design & implement a Behaviour Change Campaign focused around healthy living through washing of hands in government schools across Maharashtra. The program was implemented in phases, the first targeted 15,000 school children & the second engaged with 35,000.

The BCC was designed keeping in mind the target group, i.e. the students and involved various activities such as games, demos, role plays, and videos around the outskirts of Mumbai. A special animated video along with a jingle was also created to be shown to the children leading to a high rate of recall among them.





Running & Living – Marathon at Aarey

Idobro partnered with Running & Living, an organisation that believes in encouraging people to run for the several health benefits associated with running. Idobro organised two half marathons every year in Aarey, one in the monsoons, and one in December from 2015 to 2017. The monsoon marathons saw a higher number of participation compared to the ones held in December. The oldest person who ran to keep fit was 90 years! We also got the participation of corporate teams, who took part for the dual benefit of fitness and team building.

Tata Capital Financial Services Ltd – Pan India Employee Engagement

The Employee Engagement & Volunteering activity done with Tata Capital in the year 2016 – 17, was one of the most 'engaging' one done with Corporates. Idobro partnered with them from November to March to organise monthly volunteering activities in their branches across 10 cities in India. Activities conducted were around sports, financial literacy, Secret Santa, mentoring students, waste management and clean up of streets, engaging with school children through presentations, quizzes and chart making. Over 1000 volunteers took part & engaged with over 1200 beneficiaries.





Partner Voices

"I thank Idobro who has been our pillar of support in providing customized guidance to Chungi in reaching out to a larger market & giving due recognition to our producer community. The support by Idobro has given wings to our artists!"

Shweta Tiwari - Founder, Chungi





"It has been a great association with Idobro. Their approach is as a partner rather than a vendor and this will definitely help us evolve and expand our social footprint in a more deep and impactful way."

Surmai Kaushik – CSR Lead, Mahindra Susten

"Idobro does an excellent job of facilitating cross sectorial partnerships. They have the knack of spotting critical issues and designing relevant solutions."

Manish Joshi – Additional Municipal Commissioner, Thane



Impact



5000

enterprises engaged





381+ workshops



200+

Women entrepreneurs mentored



850+

Exhibition Days



70,00,000+

Sales facilitated for WSG entrepreneurs in INR



The Entrepreneurship program works towards creating innovative solutions for enterprises focussed on women, social and green issues. Entrepreneurs are critical to reach the last mile through organisational approach but need support. We also focus on the missing middle in the spectrum of women entrepreneurship. This program looks at these enterprises both as users and enablers of social development through the ABCD program.

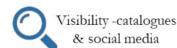
For
Entreprene
urs &
Enterprises







Access to conferences, programs & events

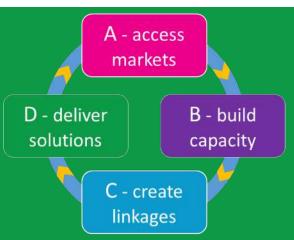




Access to Idobro's repository of knowledge



One-on-one mentoring sessions



Idobro's ABCD model for entrepreneurship (Side Figure) is a customized, end to end approach to creating innovative social/business solutions for Woman, Social and Green Enterprises (WSGEs). Through this model, Idobro helps enterprises by providing a nurturing ecosystem to build, sustain and scale through opportunities and partnerships.

British Council - Young Women Social Entrepreneurship Program

The Programme was developed by British Council & Diageo-USL with the purpose of disseminating social enterprise expertise to women communities across India. Two of Idobro's women employees were selected and trained in the area of social entrepreneurship at IIM Kozhikode. Post this, Idobro organised 'Cascading Workshops' and provided social enterprise trainings to 122 women members belonging to Self Help Group's and others. The workshops focused on various aspects of enterprise development including business plan development, sales pitch, packaging, marketing and more.



KJ Somaiya College - Sell-athon



Idobro launched this concept in RISE 2016. Students of BloomBox, the entrepreneurship cell of KJ Somaiya College of Engineering, participated in this program. They got a hands on opportunity to sell products of Idobro Member entrepreneurs for a week during RISE Summit. The entrepreneurs gave the products on a consignment basis at wholesale prices. It was a win – win situation for both: Students learned and earned, and the entrepreneurs got visibility and sales.

US Consulate - Women Entrepreneurship Development Program

Idobro and the US Consulate conducted a 4 part training series to introduce entrepreneurs to key concepts of business scale planning. The program was based on Idobro's ABCD training curriculum specially designed for entrepreneurs & provided a spectrum of tools & solutions to help them identify & target customer base while keeping operations growing successfully! The group was a mixed gathering of established and new entrepreneurs. The program was designed to include theoretical knowledge & real time solutions along with a Q&A session with established entrepreneurs and experts.



Magic Bus India Foundation – Market Research for Entrepreneurship Opportunities

Magic Bus India Foundation partnered with Idobro to undertake a market research for a program which would offer customised need driven training for youth. Idobro had to undertake the market research, in four semi-rural areas across Maharashtra and Telangana, to identify a need and skillsets for the said program.

Having a deadline of two months, two teams were working simultaneously with local stakeholders at each location. A number of possible enterprises options were explored and their viability examined. Post study, each location had enterprise opportunities recommended, based on the local ecosystem along with the demand analysis to help in customising local program.



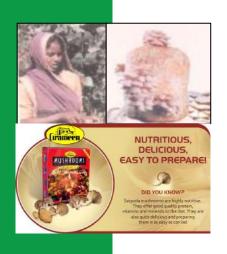


Tata Capital - Solar Entrepreneurship Program

Tata Capital Financial Services partnered with Idobro to train youth with a keen interest in perusing careers in solar. 32 students formed the 1st batch. The training was conducted in February and March 2019 in Thane. 30 sessions were conducted comprising of technical knowledge as well as entrepreneurial skills. As part of the sessions, extreme care was taken to organise theoretical and practical sessions with visits to installation sites and expert guest faculty.

SATPUDA / PRADAN - Mushroom Supply Chain

SATPUDA MUSHROOMS is a cooperative of tribal women oyster mushroom growers from some of the poorest families in India's endemic poverty regions of tribal Madhya Pradesh. This was promoted by PRADAN, a national level premier professional rural development public service organization. Idobro undertook their market development and provided recommendations for a financial and operational growth strategy. This involved a detailed study of their Supply Chain and an end-to-end Value Chain analysis. We also designed and produced a 3600 communication campaign from an interactive website with recipes and nutrition information to point of sale buntings and more. Idobro also identified distribution channels and developed varied customer segments such as Hotels, Corporate buyers, Celebrity chefs and more.





SEED – Replicator Workshop

SEED partnered with Idobro to conduct the SEED Replicator Workshop at the World Trade Center. The workshop was conducted for Enterprising entrepreneurs who wish to imitate eco-friendly business models and create their business. The workshop was a part of a series of workshops in India, Thailand and Uganda organized between the United Nations environment programme and the German-based International Climate Initiative.

The Workshop targets both originators of an idea and aspiring entrepreneurs and brings successful eco-inclusive business models that provide proven solutions to environmental challenges to be implemented in various geographic locations.





BSE - Financial Literacy Workshops

Idobro along with the Bombay Stock Exchange (BSE) held over 20 workshops focused on Investor Awareness over a period of two years. The workshops catered to the youth and women who were interested in investing in the stock market and not only saving, so as to create a second source of income for themselves. It made them aware on the risks associated with the same and ways to minimize it.

CBFW – Mentoring Program

Idobro has been a partner with the Cherie Blair Foundation since the past six years for the Mentoring Women in Business Programme. The program focuses on women in developing and emerging markets who have the ideas and ambition to become successful entrepreneurs but are held back by barriers such as lack of access to business skills, technology, networks and finance.

The program combines mentoring with technology to offer cross-border support to women entrepreneurs. They are matched with mentors around the world using the online platform, where they spend 12 months working one-on-one. Till date Idobro has provided access to over 200 women to the program.



Impact



7 countries,
22 states







540+ institutions & 100+ organization partners

33512



People engaged in programs



SDG's Covered



Collaboration across sector stakeholders is the key to multiplying development in the 21st century. The fundamental core of good alliances is their ability to bring together diverse resources in ways that can together achieve more impact: greater sustainability, maximized usage of resources, avoidance of duplication and increased value to all. However fostering partnerships require significant investment of time and deeper understanding of the eco-system forces at play.

For Corporates, Government, Academia & NGO



Communication & Advocacy

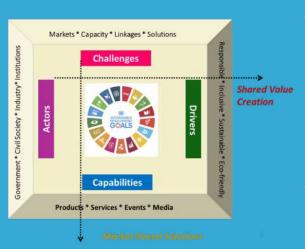
Stakeholder Engagement

Ethical Branding, Social message advertising, Behavior Change Communication

Design, Outreach, Logistics for engagement and visibility

Evaluation & Strategy

Research, Needs Assessment, Baseline, Perception Analysis, Monitoring, Impact Evaluation



The Idobro landscaping tool (Side Figure) is used to design end to end & modular multi-stakeholder approaches across issues and geographies to leverage identify the challenges and capabilities that are faced or therefore assists Program Planners to identify actors that The intersection of market based solutions and shared stakeholder groups to collaborate.

Communication & Advocacy

Sandvik India Diversity Awards

The Sandvik India Diversity Awards was launched in March 2016 with a focus on exemplary leadership in promoting diversity & inclusion particularly in Maharashtra across multiple social areas.

Idobro partnered with Sandvik Asia Pvt. Ltd. over two consecutive years in designing, and end to end implementation including organising the mentors, identification of jury and creating the social media platform. The process consisted of three rounds of selection followed by a mentoring program. Senior professionals from the sector were mapped with relevant participants to mentor them in creating their pitch & strategy for the final round of selection.



Glenmark Foundation - Communication Catalyst

Idobro in partnership with Glenmark Foundation designed the Communication Catalyst to bring together the creativity & enthusiasm of students & resource starved NGO's. The aim was to bring a change in the complex issue of malnutrition in low-income households through innovative strategies. Beginning as a pilot in Mumbai in 2016, the Behaviour Change Communication competition has now expanded to a nation-wide competition which offers a mentorship program to 10 selected teams annually.

Yes Bank – I am the change Program

Idobro partnered with Yes Bank Foundation over two consecutive years as an outreach and implementing partner to organise workshops across multiple metro cities for the "Yes I am the Change program". Idobro managed the end to end arrangements for the workshops including the venue, facilitator, the outreach and registrations for the program to make sure the workshops were well facilitated and attended. Over the course of the workshops Idobro managed to get over 560 people for the workshops.



Stakeholder Engagement

COE SA - Evaluation Conclave, Nepal

The Community of Evaluators in collaboration with Community of Evaluators Nepal, organised the Second Evaluation Conclave from 26th February to 1st March 2013 in Kathmandu, Nepal. The objective of the conclave was to bring together thinkers, commissioners & practitioners of evaluation in an interactive forum to discuss, deliberate and share advancements in the theory and practice of evaluation.

This was the first international program in which Idobro was responsible for End-to- End Event Process, Design & Execution, including ticketing to tourism for delegates across countries.



Glenmark Foundations - Meri Poushtik Rasoi



Keeping Glenmark Foundation's key focus being malnutrition, one of the major causes of child deaths in India, Idobro designed "The Meri Poushtik Rasoi cooking competition" aimed at discovering traditional, rich, indigenous recipes from across India, with the objective of sharing it with NGOs and other stakeholders working in the space of malnutrition. The recipes were shortlisted and the final cook off was conducted in Mumbai on the lines of Master Chef, with professional cooks as the judges. The first edition saw the participation of over 500 recipes from across all the states in the country, while the second edition had over 700 persons

Trent Limited - NGO Due Diligence

Trent Limited financially supports NGO projects in areas of Child Education & Nutrition across India a Star & Diya initiative in Westside stores. This programme enables customers to participate in 'giving' by lighting a diya during Diwali, or putting up a star on the Christmas tree during Christmas; the proceeds are routed to selected NGOs.

Idobro partnered with Trent over three consecutive years for the process of identification, due diligence and evaluation of such NGO's across multiple locations in India.



Evaluation & Strategy

Tata Capital – Impact Assessment

Tata Capital partnered with Idobro to undertake a Impact Assessment of the Education & Health Program spread across 6 sick tea gardens to derive learnings to further scale it up. Idobro interacted with the local beneficiaries using PRA techniques as well as key stakeholders to understand the ground reality.

The study helped understand the direct & indirect impact the program was having on the beneficiaries and also assisted in identifying key strategies such as partnerships and other value addition to increase the program impact leading a Needs assessment study in 19 Sick tea gardens for scaling up the program.



Godrej Group - Brand Perceptions Analysis

Two companies within the Godrej group partnered with Idobro to undertake a brand perception analysis within the local communities they worked in. The studies were conducted in Maharashtra and Uttarakhand to measure the change in perception of the community compared to that of the administration.

The exercise covered a number of parameters which were gauged based on a predefined index and the inputs were incorporated into the social programs running in these locations. The second analysis conducted after two years assisted in understand a shift in perception of the local community compared to the earlier exercise.

Mahindra Susten - Environmental Social Impact Assessment

Mahindra Renewable Private Limited partnered with Idobro for an Environmental Social Impact assessment of a section of the "Gujarat Solar Park" the world's third largest photo voltaic power generation area. The ESIA needed to be in line with the IFC standard 1 and comply with the World Bank requirements. Keeping this in mind Idobro visited the site & engaged in dialogues with the local stakeholders, including Govt. This understanding of the local dimensions aided in identifying & developing specific Community Engagement Plans to bring about a spur of development within the area thereby impacting the lives of the local community.



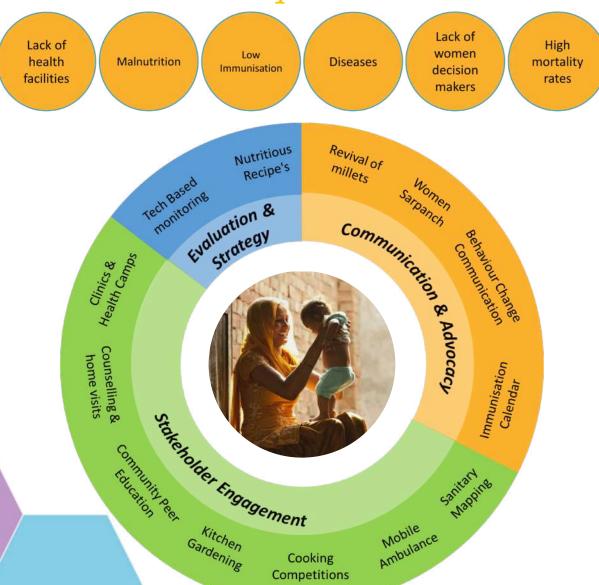
Case Study

A 360 degree approach towards strategic CSR

Mother & Child Health

One Point Agenda

Multiple Issues







Partner Voices



"Platforms such as the RISE Summit, encourage the engagement of key stakeholders to espouse a framework for sustainable development!"

Dr. Achyuta Samanta – Founder – Kalinga Institute of Social Sciences & KIIT university

"As always, it was a great pleasure and a wonderful experience to meet people from diverse backgrounds at RISE. I think lot of ideas came up. It was quite a gain for me to know about how other companies view employee engagement and how serious this business is all about."

Anagha Mahajani- General Manager CSR-Ambuja Cement Foundation





"The government is a very integral partner fo any large scale impact on the development agenda. I think this is a very important step taken by Idobro to create a bridge between different groups.

Sanjay Sethi (IAS) – Development Commissioner (Industries) – Government of Maharashtra

RISE Gallery

















RISE World Summit

(Beyond an Unconference)

The RISE World Summit is a convening of stakeholders committed to diversity, innovation and sustainability for a new and just world. In-depth deliberations are a pre-requisite to building alliances, and partnerships are the key to multiply impact.

Beyond an UnConference, the RISE Summit is unique. All activities are participatory and non-hierarchical with no presentations or panels. The event format for the RISE Summit is planned for inclusion, relevance and flexibility to facilitate:

- Cross-sectoral dialogue
- Capacity building
- Collaboration

The RISE Summit (as it began in 2013) is now into its 7th year. It has grown from a single city-2 day-4 format event, to a 5 days-2 cities-20 format active-mapping platform for resources and exchange.



Our efforts to catalyze the development space through social dialogue, grows with every passing year, and with multiple Country Partners, making it truly a World Summit.



RISE World Summit 2020 in partnership with the Centre for Policy Studies (CPS), IIT Bombay will be held from 16th – 21st January across Mumbai and Pune.

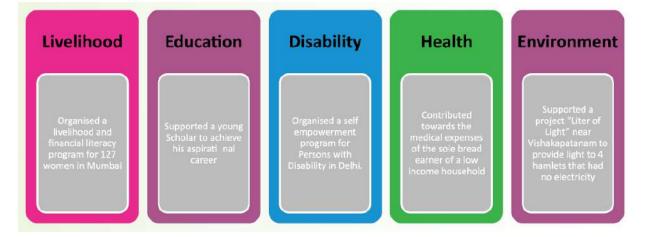
Conferences, Unconferences, RISE Summit Join Us!



RISE Infinity Foundation

RISE INFINITY FOUNDATION (RIF) was founded in 2014 with the objective to help create a more Responsible, Inclusive, Sustainable and Eco-Friendly society that will meet the immediate needs of those who are vulnerable, challenged and underserved, while caring for our future generations and the planet.





We firmly believe that every individual and institution is capable of impacting our world, they just need to realise the opportunities that are there all around them and motivate themselves to take action. *Every person matters, every bit helps.* And when people join hands, we CAN make our world a better place and a greener planet!

Share a little:

TIME - Volunteer with us to learn and create impact simultaneously **TALENT** - IUse your knowledge, skill and experience for good **TREASURE** - Contribute in cash or kind through office supplies and operational infrastructure

Partner for Purpose, Progress, Prosperity and Peace

Thank you for being a part of our journey



10 YEARS OF MULTIPLYING IMPACT

