



**Citizenship . Entrepreneurship . Partnership**

**Idobro's 3 layered  
approach to achieve the  
Sustainable Development Goals**

**A WHITE PAPER by  
IDOBRO IMPACT SOLUTIONS**



## Foreword



Today's business landscape is characterized by an unprecedented, accelerating and complex mix of risks and opportunities. New markets are emerging rapidly due to megatrends such as population growth, resource scarcity or global health risks. Meanwhile, consumers and investors are better informed than ever before – and they want businesses to take responsibility for the pressure our planet and its population are under.

It is clear that the Sustainable Development Goals (SDGs) not only identify where we have to be in 2030 to create a sustainable world, they also outline new markets and opportunities for companies all over the world. To succeed, we must turn the global goals into local business. The UN Global Compact is committed to be a leading catalyst of that transformation.

I am confident of Idobro's framework and methodology on Citizenship, Entrepreneurship and Partnership, detailed in this paper. This roadmap consisting of a participatory, innovative and scalable approach shall play a major role in ensuring that the Agenda's goals and targets will be met for all segments of society.

UN Global Compact Network India and Idobro have been partners for multiple programs in the past, especially the RISE World Summit. I also take the opportunity to congratulate Karon who has been a SDG Champion and the Idobro team on completing an illustrious decade of impact. We look forward to further engagements with Idobro and wish them sustained success in all their future endeavours.

**Mr. Kamal Singh**

**Executive Director, UN Global Impact Network India**



## *Executive Summary*

According to the C Rangarajan committee report, India has around 363 million people living in poverty, due to which **India needs to spend around 10 per cent of its GDP, while rest of Asia-Pacific countries need to spend 5 per cent of their GDP to achieve SDG's.**

Now if we imagine a scenario where each individual contributes in the process of achieving SDG's. A scenario where organisations work on a systematic process of linking SDG goals to overall philosophy and activities. And more so where, stakeholders maximize resource utilization through exploring inter-linkages .... The effort would be substantially less and impact multifold.

With 193 countries as signatories to the resolution passed at the UN General Assembly Summit, Agenda 2030 as the SDG's are also known has now become the key driver of change in the world. This has led to Governments, across the world, to aggressively use the SDG's as a

roadmap for formulating national policies both at central as well as state levels. The SDGs and targets will stimulate action in critically important areas such as poverty, hunger, education, health and well-being and many more.

This comprehensive agenda recognizes that it is no longer sufficient just to focus on economic growth, but on fairer and more equal societies, for a safer and more prosperous planet. This paper is an attempt to document the challenges in implementation of Sustainable Development Goals and state Idobro's 3-layered approach Citizenship, Entrepreneurship and Partnership.

Given its 10 years of rich and real experience on the ground, Idobro, through its 3 layered systems approach will take forward its initiatives with sector stakeholders to contribute to the UN Agenda 2030 for a Future for All that leaves no one behind.

## *Sustainable Development Goals (SDG's) & their status in India*

### What are Sustainable Development Goal's?



*The 17 SDGs and 169 targets are part of the 2030 Agenda for Sustainable Development adopted by 193 Member States at the UN General Assembly Summit in September 2015, and which came into effect on 1 January 2016*

The international community, through the United Nations, has set in motion a historic plan – 17 Sustainable Development Goals – that aim to build a more prosperous, more equal, and more secure world by the year 2030. These goals are the result of an unprecedented consultative process that brought national Governments and millions of citizens from across the globe together to negotiate and adopt the global path to sustainable development for the next 15 years.

The defined SDGs and targets will stimulate action in critically important areas such as poverty, hunger, education, health and well-being and many more. ***This comprehensive agenda recognises that it is no longer sufficient just to focus on economic growth, but on fairer and more equal societies, and a safer and more prosperous planet.*** It is an ambitious plan that will require a renewed global partnership between all key stakeholders of the society - Government, businesses, the civil society, and individuals.

## India's leading Role

India had played an important role in shaping the SDGs. Unsurprisingly, therefore, the country's national development goals are mirrored in the SDGs to the extent that India has committed to achieving the SDGs even before they were formally crystallized. The Prime Minister of India, Mr. Narendra Modi has stated, "These goals reflect our evolving understanding of the social, economic and environmental linkages that define our lives." It is no wonder then, India's development mantra "Sabka Saath Sabka Vikas" (Collective Effort, Inclusive Development) and the associated national programs also closely track the SDGs.

The National Institution for Transforming India (NITI Aayog), with the Prime Minister as its chairperson, is the central body selected to provide the overall coordination and leadership for the socialisation and implementation of

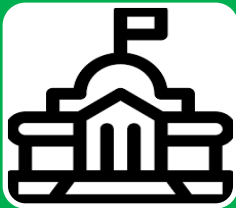
*Efforts have been made to align India's national development agenda to the Sustainable development framework*

SDG's in India. National SDG indicators are currently being constructed to capture the context of India and its needs. Along with the development of the national SDG indicators, the statistical system and the institution are geared to measure achievements at sub-national levels. NITI Aayog aims to showcase the efforts of Indian businesses to the Government and the UN, increase awareness amongst industry, share best practices and build a tracking mechanism for further improving industry engagement to achieve SDGs by 2030.

## Trends for SDG's in India<sup>1</sup>



*NITI Aayog is mandated with the task of coordinating work on SDGs by adopting a synergistic approach, involving central ministries, States/Union Territories (UTs), civil society organizations, and academia and business sector to achieve India's SDG targets.*



*15 of the 17 SDGs directly relate to activities undertaken by local governments in the country. State governments are paying keen attention to visioning, planning, budgeting, and developing implementation and monitoring systems for the SDGs.*



*45 per cent of people have heard of the goals. AIESEC's Youth Speak report (2016) suggests that young people have a higher level of SDG awareness than average.*



*Citizens may believe that goals are important, but not be hopeful about their achievement. Only 13% of people think ending global poverty by 2030 is likely. 40% of the citizens feel that Government should fund the goals. Only 5% of citizens say that the private sector should pay for the goals.*

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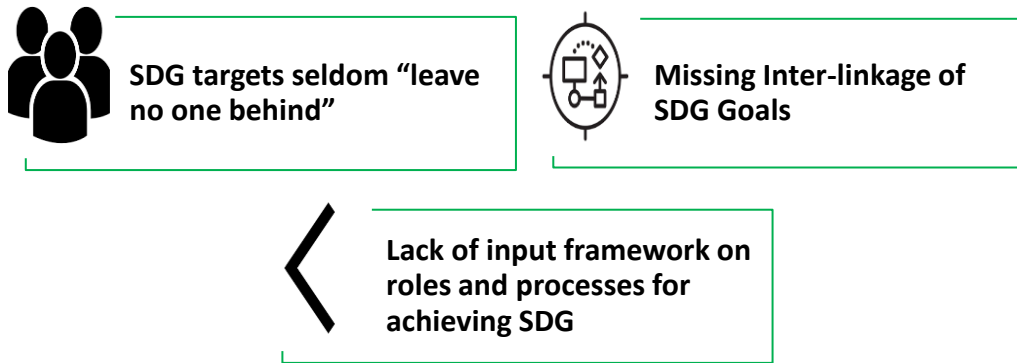
- <sup>1</sup> <https://www.unglobalcompact.org/what-is-gc/our-work/sustainable-development>

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- <https://www.ilo.org/ilostat-files/Documents/Guidebook-SDG-En.pdf>

- [https://www.oecd.org/development/pgd/International\\_Survey\\_Data\\_DevCom\\_June%202017.pdf](https://www.oecd.org/development/pgd/International_Survey_Data_DevCom_June%202017.pdf)

## Current Challenges



The global challenges set out in the SDGs are ambitious. Yet the rewards, in terms of global development and prosperity, are significant. That is why it is fundamental that the all society stakeholders understand and take on a greater role in contributing towards their fulfilment.

### 1. SDG targets seldom “leave no one behind”

Widely endorsed in the global consultations leading up to the post-2015 agenda, the promise to ‘leave no

one behind’ is a distinctive feature of the SDGs, and is reflected in many goals and targets. However, a major shortcoming in the SDG implementation plans is that they do not sufficiently focus on eliminating disparities and empowering the poorest and hardest to reach.

The SDG India Index also does not do enough, regrettably, to meet this important obligation. For example, while the SDG index report acknowledges that hunger poses a challenge in India because of a number of factors such as structural inequalities (gender, caste,



*The principle of leaving no one behind commits to consider targets achieved only if they are met for all segments of a population*

social groups)<sup>2</sup>,” the indicators selected for the ‘zero hunger’ goal (SDG-2) do not account for any such ‘structural inequalities’

India needs to go the last mile on ending hunger, achieving full gender equality, improving health services and getting every child into school. Hence, there is a need to shift policies onto a sustainable path.

## 2. Lack of input framework on roles and processes for achieving SDG

Yet another problem is that the SDG India Index provides little information on how specific goals are to be achieved. Nothing is said about how *exactly* each

government schemes will contribute towards meeting the selected targets. This is an important question in a country where costly duplication among government schemes is a serious concern. Little is clearly said, moreover, about how the goals will ultimately be financed, especially at the state-level.

*Financial shortfall of approximately INR 533 lakh crores, or USD 8.5 trillion, over the mandated 15 years for achieving the SDGs.*

The SDG India Index makes it crystal clear that there is an urgent need for investment in the production of reliable, timely, consistent and, most crucially and comparable development data. The government has promised, in subsequent reports, to refine indicators to improve data collection and reporting processes, and explore the potential for disaggregating data progress in all of these areas, and special effort will have





to be made to keep definitions and methods constant along the way. The most common practice of adoption is largely evidenced in mapping exercises of corporates/businesses in their ongoing sustainability activities with the SDGs and disclosing this information through sustainability or CSR reports.

There are isolated examples of businesses trying to use the SDGs as a framework to inform business strategy or sustainability strategy. Hence, the SDGs are largely used as an output mechanism driving communications rather than an input framework driving business decision making.

### **3. Missing Inter-linkage of SDG Goals**

While being broadly framed as 17 separate and diverse elements, SDGs and associated targets inherently interlink with one another making up indivisible parts of sustainability from a systemic perspective. Actions or

measures taken for achieving one goal have intended or unintended connection with other goals. SDGs and associated targets between each other form a network of inter-linkages.

**Existing knowledge and subsequent implementation about SDG Linkages and connections remain limited.**

Understanding the inter-linkages among the goals and between the targets is crucial for integrated governance and policy coherence for the implementation of SDGs.

Since the adoption of SDG's, there has been much progress achieved in thinking about inter-linkages across goals and targets in a more holistic way. While this conceptualization is in its first step, action must now move in designing, implementing and evaluating policies that translate to inter-linkages on the ground.



## Road Ahead

Planning and policy for sustainable development in the country should reflect on and be designed around the voices of all the representative primary stakeholders namely – Individuals, Organisations, Academic Institutions , Government and Corporates - whom a

social policy or program is addressing. Making development efforts participatory and inclusive is an indispensable aspect for achieving sustainable development. Only this way can India optimize and succeed in its drive towards achieving Agenda 2030.



## *Idobro – Systems thinking philosophy*

### About Idobro

Idobro is a social enterprise with a mission *“to measure and multiply the socio-environmental impact of women, social and green (WSG) initiatives through markets, capacity, linkages and solutions.”*

Our end-to-end approach is based on an eco-system model of advocacy, engagement and evaluation represented below. Keeping Diversity, innovation and collaboration as our pillars, we work towards bringing social, economic and environmental impact.

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 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.

## Idobro's mandate to Multiply Impact

To tackle the challenges and uncertainties arising in the world, we need a future economy which focusses on the holistic view of individuals and representative organisations – a holistic approach that uses multipronged, integrated and sustainable solutions. Building alliances and partnerships between individuals and the eco-system will lead to realising the addendum of the SDG's – “leaving no one behind”.

Embedding SDG awareness and implementation is a crucial step to making this connection, as well as meeting the transparency needs of stakeholders. Idobro's commitment to multiply impact through social dialogue is a firm step towards a Responsive, Inclusive, Sustainable and Eco-system Friendly Society.

In the past ten years, Idobro has brought together stakeholders from business,

*Idobro's aim is to help individuals and organisations understand the social and business relevance of the SDGs on their performance – and take action accordingly*



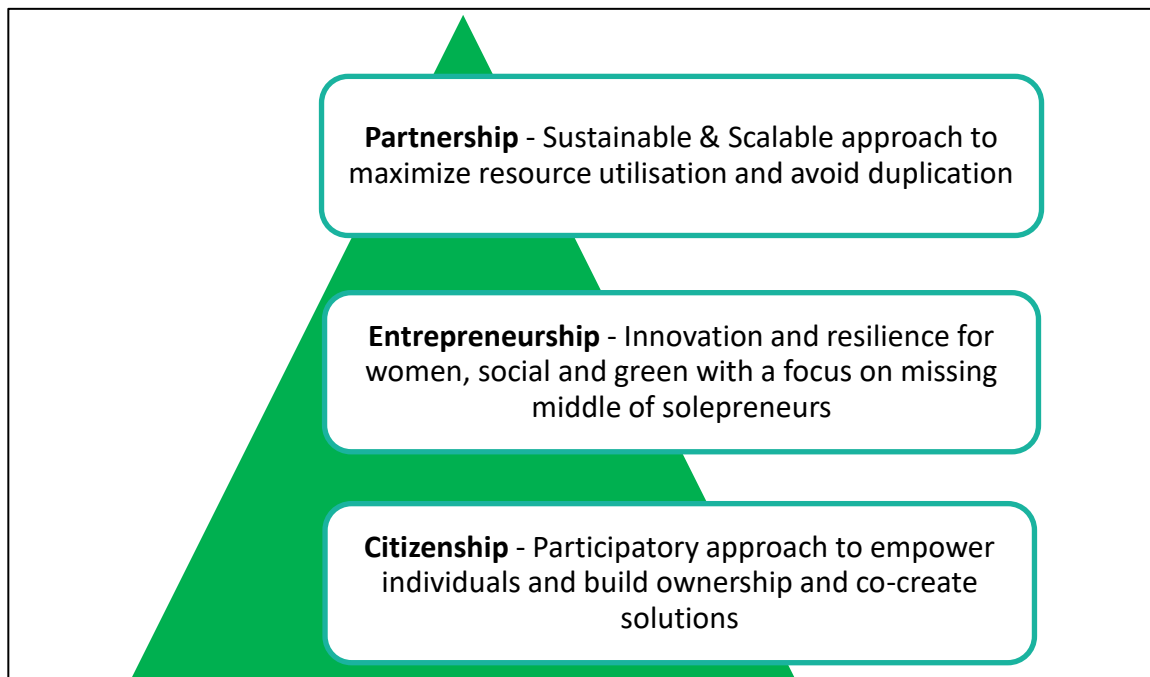
*Idobro has been working on a domino effect of creating impact by targeting the larger eco-system through end to end solutions that are sustainable and scalable.*

Government, academic and social sector through constant dialogue to enable them to bridge silos and find a common denominator for learning and sharing. Based on these interactions, we have been able to design unique programs to bring everyone into the development agenda in a bid to easing the process of achieving SDG's.

## *Idobro's 3-layered approach*

Idobro has been working with stakeholders to co-create participatory, innovative and scalable solutions for multiplying impact, encompassing the entire canvas that the SDG philosophy is

based on. Idobro's Impact focusses on women, social and green issues. The model below summarizes our approach of working on holistic solutions.



## 1<sup>st</sup> Layer – Citizenship: “Leveraging power of one for collective good for participatory approach”

*Idobro enables individuals and organization to internalize the values necessary to lead a purposeful life and contribute to one's world*

The Citizenship program (the stepping stone to multiplying impact) enables individuals and institutions to take issues from their personal view to a world view. The program helps understand the links between the concrete problems they see around them on a daily basis, to larger (more abstract) problems that affect our planet on a global scale and hence each of the 17 Global Goals.

Idobro seeks to motivate individuals and institutions to be involved with social and environmental issues in their neighbourhood so as to create a better world and greener planet for themselves and others. Active Citizenship as we call it, goes beyond volunteering to

ownership, and in the process brings more meaning and purpose to their own lives and communities. However, most people are unaware of how to tackle problems or who they could potentially partner with. Even smaller organisations struggle with the same.

The RISE Citizenship program encourages students and individuals to get involved with their neighbourhoods and tackle issues leading to stable and peaceful communities. These programs and associated models are meant to empower individuals and institutions to take ownership of their problems and find solutions in an inclusive process together with other stakeholders.

The program works on our in-house model of RISE values (Figure 2) -



*Figure 2 – Idobro’s RISE Value Model*

Responsible, Inclusive, Sustainable and Eco-friendly - new age values for society that drive Purpose, Participation and Peace. As RISE Citizens who want to act and create sustained change, all four RISE values need to be nurtured. These values do not exist equally but evolve based on our experiences and knowledge. The SDG’s provides the context of the critical issues across the globe – social, economic and

environmental. **We work with individuals and organisations to design customized community engagement programs that result in collective impact for all mapping to global critical issues identified by SDG’s.** The program enables participants to link issues around them with the global goals, working towards creating simple, practical neighbourhood solutions.



## 2<sup>nd</sup> Layer – Entrepreneurship: “Fostering innovation and resilience, reaching the missing middle”



*Innovation in organisation's approach will help tackle development challenges across the world and is a prerequisite for achieving the 169 ambitious targets, which collectively make up the 17 SDGs*

The Entrepreneurship program works towards creating innovative solutions for enterprises focussed on women, social and green issues. This category enables reaching the last mile through organisational approach – represented by missing middle and a large segment of the SDG focus. **This program looks at these enterprises both as users and enablers of social development.**

**As users, Idobro specifically focusses on helping them sustain and scale. As enablers, Idobro supports them to**

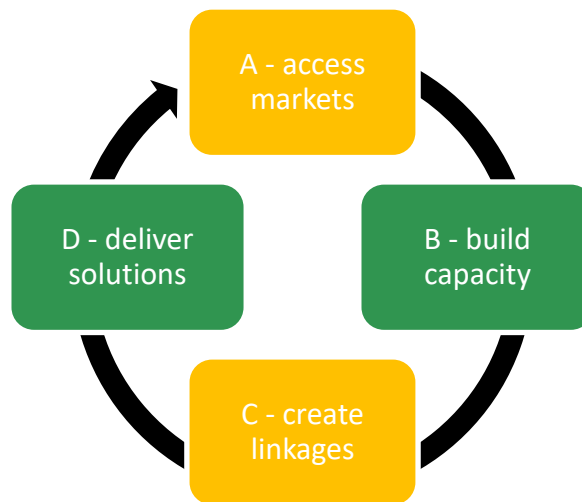
**converge the social and business angle thereby providing meaningful ideas which through successful implementation will strengthen the enabling environment impacting the last mile underserved segments.**

**What differentiates us is that we work on an input framework for defining outputs and outcomes. Our methodology supports organisations to simplify processes to clearly define inputs activities linking the outputs to them.**

Enterprises contribute to development by providing goods and services, financing social and economic investments. It is important to recognize that the private sector is extremely diverse and not defined only by multinational corporations and industry giants. Unleashing the transformative capacity of the private sector for development is not possible without small and medium sized enterprises (SMEs) and social enterprises. For example, SMEs create over 50 percent of formal jobs globally and many innovation leaps have happened in SMEs as well as start-ups. Again, working on

the missing middle and last mile approach that these organisations are able to prioritise and impact through their work.

For this, Idobro works on another unique in-house developed model ABCD (Figure 3) in marking an end to end approach of creating innovative social/business solutions for SME's. Through this model, Idobro helps organisations by providing a nurturing eco-system for micro/home based entrepreneurs to build, sustain and scale through opportunities and partnerships.



*Figure 3 – Idobro's ABCD Model*

### 3<sup>rd</sup> Layer – Partnership: “Resource Optimisation and Scaling impact”

*We name and recognise all societal sectors as key development actors and design collaboration solutions for civil society, business, Government, NGOs, foundations and others to support them in their journey to achieving SDG's*



Collaboration across sector stakeholders has emerged as one of the defining concepts of multiplying development in the 21st century. Initially in part a response to the limitations of traditional state-led, top-down development approaches, partnership has grown to become an essential paradigm in sustainable development. The fundamental core of good partnerships is their ability to bring together diverse resources in ways that can together achieve more: more impact, greater sustainability, maximized usage of resources and increased value to all.

Idobro understands and acknowledges the interconnectedness of prosperous

businesses, a thriving society and a healthy environment. Using the landscaping model (Figure 4), we **design end to end and modular multi-stakeholder approaches across issues and geographies to leverage strengths and resources to avoid duplication.**

The model methodology is based on emergent planning on merging interests and resources for greater long term impact. **The model is not only a landscaping tool but also assists Program Planners to identify groups that could best be invited to collaborate around a specific issue or community. The intersection of market based tools and shared value drivers allows for a win-win proposition for all stakeholder groups.**

What differentiates us is that our approach to collaboration encompasses not just identifying the players but also seeking synergies between their challenges, driving values and capabilities. This enables us to design partnership strategies that thrive on the

convergence of shared value and sustainability ensuring a win-win and long term approach. Sustainability being a key angle, we are able to leverage and optimise resources and strengths for mutual interest and impact of not just partners but end users as well.

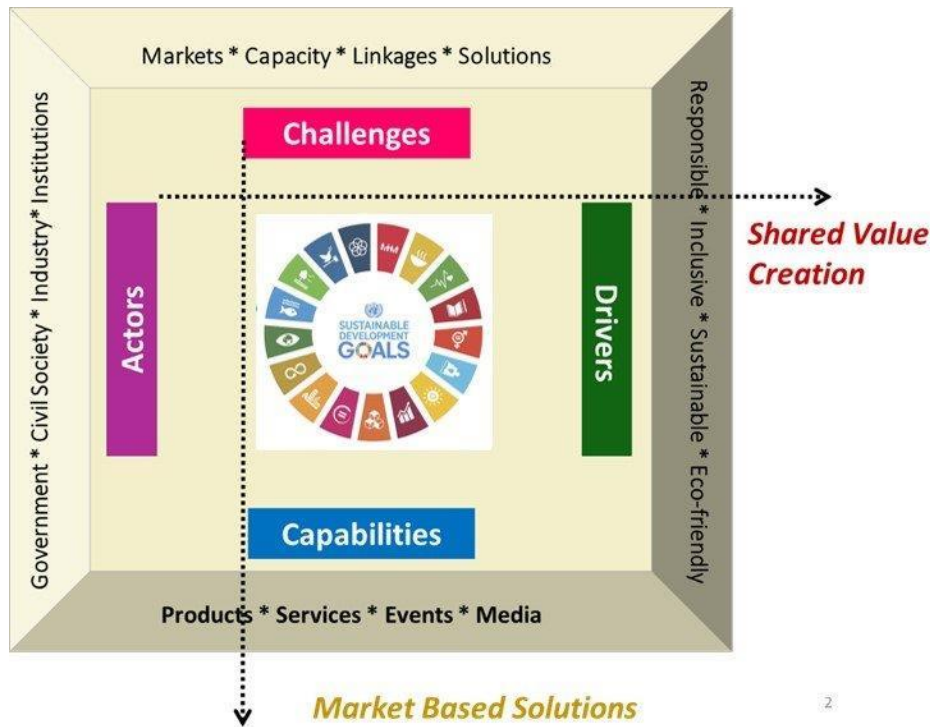


Figure 4 – RISE Landscaping Tool

## The RISE Summit – A Collaborative Platform



***Partnerships are critical to multiply impact of Sustainable Development Goals in “leaving no one behind”, therefore RISE Summit has been designed to deepen and widen the development agenda by bringing together the 4 key stakeholder groups - Government, Corporate, NGOs and Academia***

Apart from our programs, Idobro also organises its annual summit - The RISE Summit is Idobro's flagship program is an annual summit organised to enable breakthrough interactions among all sector stakeholders. It is based on the RISE Values - Responsible, Inclusive, Eco-friendly and Sustainable, that we all share and which drive us to positive action. The summit scales Idobro's philosophy of bringing everyone into the development agenda.

The RISE Summit is unique, in that it has pure interactive formats with no panels or presentations so as to enable cross-sectoral dialogue and capacity building for collaborations. Subject Matter Experts facilitate exchanges through Roundtables, Chat tables, Workshops,

Clinics, Film Festival, Resource Room, Exhibition, Conclaves, Stories, World Gallery, Social Tours, Contests, Surveys and more. Roundtable themes include Malnutrition, Agriculture, Skills & Livelihood, Gender Diversity, Entrepreneurship & Employment, Global Supply Chain, Sports, Education, Waste Management among others while Workshops focus on functional aspects such as Technology, Media & Communication, Finance, Design thinking, Monitoring and Evaluation etc. Each year the summit has country Partners (USA, UK, Canada, Germany and Sweden till date). It has grown from a single city-two-day-5 activity Summit to a two city-5 days-twenty format RISE World Summit.



## Conclusion

The agreement of the Sustainable Development Goals (SDGs) to 2030 includes a central commitment to the enabling and support of multi-stakeholder partnerships as a key mechanism in delivering on those goals – embodied in SDG 17. Idobro is taking a critical role in providing information, analysis and guidance to organisations and individuals to bring together a wide range of stakeholders in co-creating

responsive, inclusive, sustainable and eco-friendly solutions to multiply impact to achieving SDG's.

Given its 10 years of rich and real experience on the ground, Idobro, through its 3 layered systems approach will take forward its initiatives with sector stakeholders to contribute to the UN Agenda 2030 for a Future for All that leaves no one behind.