



www.idobro.com

Citizenship . Entrepreneurship . Partnership

Since 2009, IDOBRO has curated multiple platforms for knowledge exchange, built the RISE Summit into a global convening and nurtured communities through the RISE Infinity Foundation. Our resultant initiatives have supported over two million individuals, 5000+ Woman Social Green (WSG) entrepreneurs, 1250,000 students and 600+ organizations and institutes.

This has been made possible by our partners like UNICEF, Glenmark Foundation, US Consulate, Tata Capital, Eureka Forbes, British Council, and others who have entrusted us and together worked to achieve the SDG targets throughout the country and beyond. With projects ranging from solar plants to tea gardens, Hygiene and sanitation to Nutrition and Water, and recently, social protection for COVID relief, we've been able to reimagine impact, at scale and sustainably.

In the past 12 years, Idobro has established itself as a resource for Research, Implementation, stakeholder relations and evaluation with a 360 approach that is based on the belief of an inter-linked and shared world. We have been able to catalyze efforts towards 15 of the 17 SDGs with greater focus on SDG 2, 5, 8 and 10. We are now taking steps towards SDG 14 and 16 for comprehensive social, environmental and economic impact.

Annual Newsletter: <https://bit.ly/38TBwGp>





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 challenged and underserved.

www.riseinfinity.org

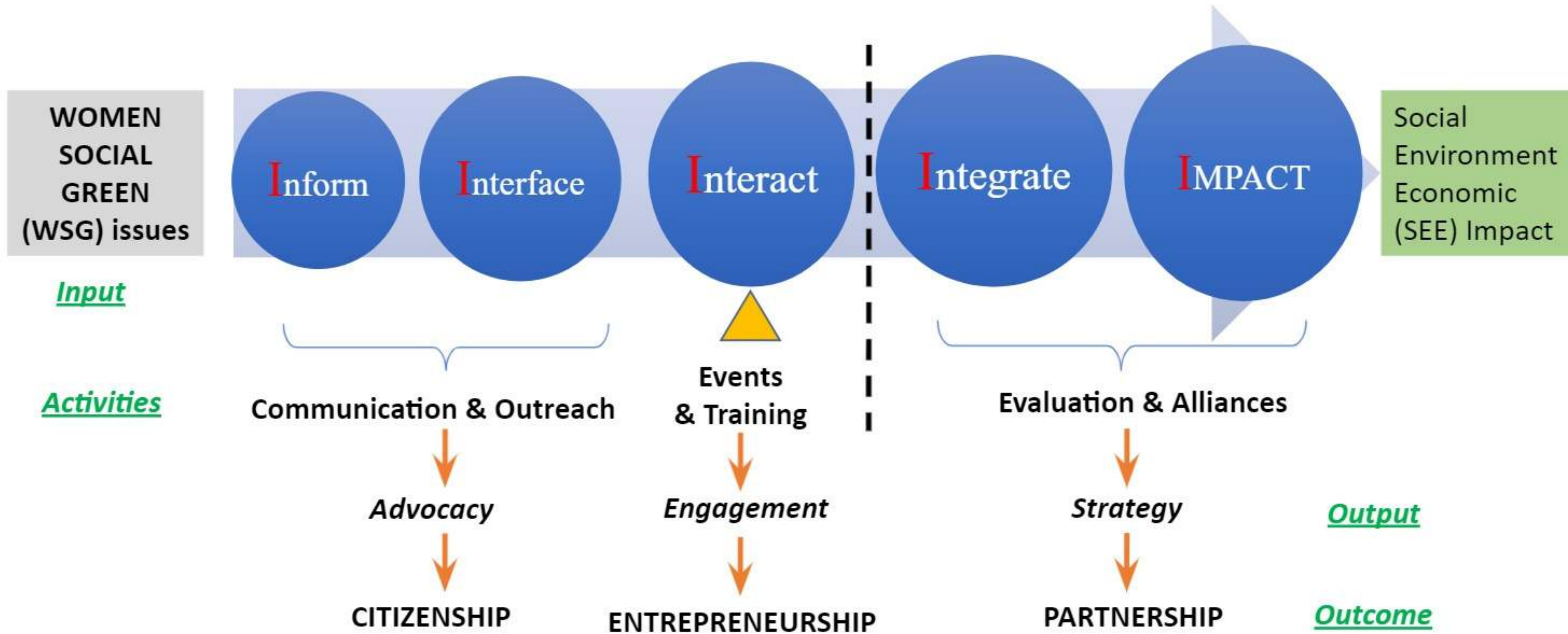


The RISE World Summit seeks to rewrite the Agenda 2030 narrative by inspiring its PECOworld community participants to take on new roles as Partners, Entrepreneurs and Citizens for Ownership and collective impact across the SDGs and re-create a new and just world for all.

www.risesummit.in

Join us for RWS23:
<https://bit.ly/3O4pIA3>

Idobro (i5*)- 5 step process of Multiplying Impact & Theory of Change



* Dobro is 5 in the ancient *Glaqolitic* language

Citizenship

Entrepreneurship

Partnership



61
**Countries
reached**



2,000,000
**Individuals
touched**



29
**Indian
States**



3144
**Ration, medical and
education support**



100
**Event
days**



200,000
**Students
sensitized**



150,000,000
**INR Donations
raised**



300
**WSG Entrepreneurs
supported**



Supported over 1 million migrants, vulnerable groups and frontline workers for survival and protection during COVID-19, using the PECO model.

Partner for Purpose, Profit and Peace





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.

Impact



51,720

Students directly engaged



22

States In India



795

Professionals engaged



117

Neighbourhood initiatives/solutions provided



100+

Organizations partnered



540+

Institutions



58,525

Beneficiaries

For Corporates



Employee Volunteering



Cross-functional Team Building



Stakeholder Engagement

For Institutes



Student Teacher Workshops



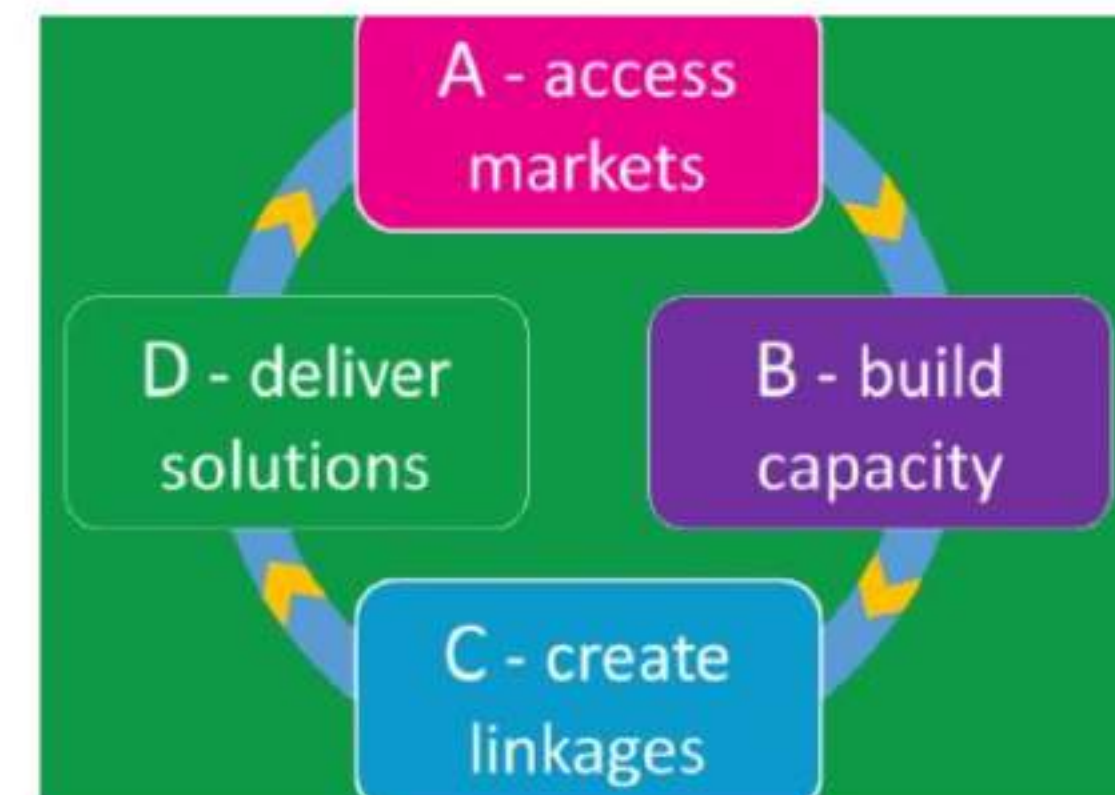
Training of Trainers



Community Engagement



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.



Impact



5,000

Enterprises engaged



200+

Women Entrepreneurs mentored



1,550+

Entrepreneurs supported



850+

Exhibition Days



381+

Workshops



7,000,000+

Sales facilitated for WSG Entrepreneurs in INR

For Entrepreneurs and Enterprises



Linkages through exhibitions, stalls



Visibility-catalogues & social media



Customized consultancy on
business processes



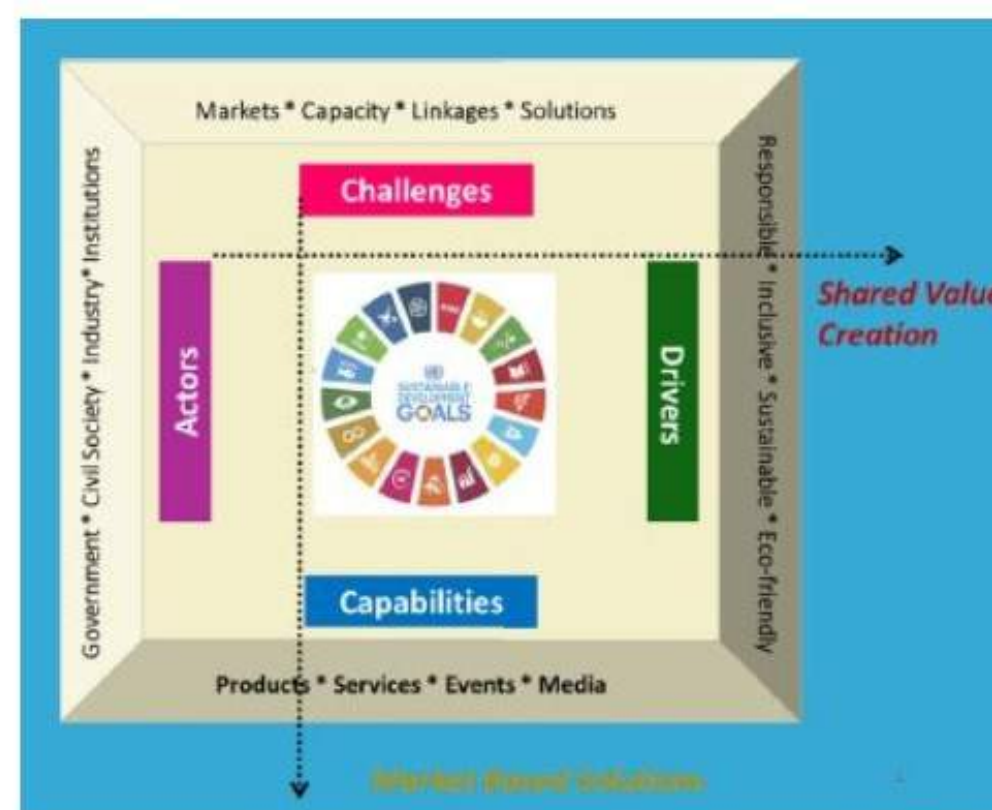
Access to Idobro's repository of knowledge



Access to conferences,
programs and events



One-on-one mentoring sessions



The Idobro landscaping tool (Side Figure) is used to design end to end & modular multi-stakeholder approaches across issues and geographies to leverage strengths and resources. The ecosystem model helps to identify the challenges and capabilities that are faced or required around a specific issue or community. It therefore assists Program Planners to identify actors that could be invited to partner and why would they do so. The intersection of market based solutions and shared value drivers identifies the win-win proposition for all stakeholder groups to collaborate.

Impact



7

Countries



22

States



150+

Projects



650,000

Individuals



540+

Institutions



100+

Organizations partnered



33,512

People engaged in programs



15

SDG's covered

For Corporates, Government and Academia & NGO



Communication & Advocacy

Ethical Branding, Social message advertising,
Behavior Change Communication



Stakeholder Engagement

Design, Outreach, Capacity building
and Exchange



Evaluation & Strategy

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

OUR NETWORK



EMPLOYEE ENGAGEMENT



“Companies with engaged employees, outperform those without by 202%”

- dalecarnegie.com/employee-engagement/engaged-employees-infographic/

“Highly engaged business units result in 21% greater profitability”

- gallup.com/reports/199961/state-american-workplace-report-2017.aspx



“Highly engaged business units realize a 41% reduction in absenteeism and a 17% increase in productivity”

- gallup.com/reports/199961/state-american-workplace-report-2017.aspx

“Customer retention rates are 18% higher on average when employees are highly engaged”

- colloquy.com/loyalty-strategies/for-loyal-customers-look-to-your-employees/

Idobro Impact Solutions

121, East West Industrial Centre, Safed Pool, Andheri (E), Mumbai 400072

Phone 022 28513880, 022 65730776 info@idobro.com,

www.idobro.com|www.riseinfinity.org|www.risesummit.in





EMPLOYEE VOLUNTEERING

Design Employee Volunteering on social and environmental themes that would help build capacity and support relevant issues

CORPORATE WORKSHOP

Conduct Workshops to Sensitise employees to Social and green issues as well as demonstrations of various solutions



CORPORATE EXHIBITIONS

Host Impact shopping events for employees convenience to support women, social and green initiatives



INSPIRATIONAL STORIES

Be motivated and moved by entrepreneurs, eco warriors, social activists and survivors of social ills and personal tragedies



SPECIAL DAY CELEBRATIONS

Design employee / family engagement programs for special days. like World Environment Day, International Women's day, Earth Hour and more

SOCIAL TOURS

Exposure visits to promote social dialogue between various stake holder groups and to understand problems on the ground to create relevant and innovative solutions



COLLECTION DRIVES

Host indoor and outdoor collection drives (News paper, Cloths, E waste, Toys, Books and other items) to be recycled or distributed for a more sustainable earth and equitable globe



RESPONSIBLE PROCUREMENT

Increase supplier diversity through corporate gifting, employee merchandising, conference give-aways and other requirement with social and green impact

To learn more visit
www.riseinfinity.org or
www.mahac19peconet.org

Projects and engagements



MERI Poushtik Rasoi
Season 4 2022

The Traditional, Nutritious, Local Recipe Contest

A competition to source knowledge of local nutritious recipes and cooking techniques to fight Malnutrition

Categories
NGO | Professionals | Anganwadis/ASHA workers | Open

Cash prizes for top 3 in each category

For more details contact:
Mahesh Rajgure: +91 7257796226
Shubham Maje: +91 6363 24327




संघी कौशल्य विकासाची, सन्मताते जमण्याची...!

महाकल्याण कौशल्य विकास कार्यक्रम

महाराष्ट्र कामगार कल्याण मंडळातर्फे युनिसेफच्या YuWaah उपक्रमांतर्गत कामगार व त्यांच्या कुटुंबियांसाठी मोफत कौशल्य विकास प्रशिक्षण वर्ग

उपलब्ध कोर्स:

एसी / रोजगार कौशल्य	बीजण वीज इन्चुएशन	अव टी कोर्स
नर्सिंग कन्सेप्ट रिव्हिजन वीज कोर्स	होमिओपॅथी	सायबर प्रिंटिंग
सेल्युलर जेब फेब्रिकेशन	विटल कोर्स / बीबीसी	पॅन्शन डिझाईनिंग
कॉटोमोबाईल रिपेअरिंग	फ्रंट ऑनिक असेसमेंट	ऑन डेस रेसिंग
		कसब खुशी जर्नलिंग

कोर्स ऑनलाईन तसेच ऑफलाईन अटीतून
करावी १५ दिवस ते १ जून
तसेल्ल्या १८ ते २० वर्ष
होमिओपॅथी
४ वी पास ते पदवीधर

* (शिक्षण शिक्षण, या व प्रशिक्षण कार्यासाठी यात कोर्सिंगला मदत असेल.)
प्रशिक्षकांमार्फत पाठ्यपुस्तक वाचकांमार्फत संपूर्ण उपलब्ध होईल

जाणवक लागवडपत्रे
✓ महाराष्ट्र कामगार कल्याण मंडळाक निधी भरणा केलेला JIN Number मिळा
✓ महाराष्ट्र कामगार कल्याण मंडळाक निधी भरणा केलेला JIN Number मिळा
✓ महाराष्ट्र कामगार कल्याण मंडळाक निधी भरणा केलेला JIN Number मिळा
✓ महाराष्ट्र कामगार कल्याण मंडळाक निधी भरणा केलेला JIN Number मिळा

प्रवेश करून घ्या करावा ?
मंडळाच्या संपादक नॉटिफीकेशनवर जाऊन संपादक नॉटिफीकेशन करावी.
https://public.informapublic.in/publicinformatinfor
JIN नंबर असलेल्या कामगाराला नॉटिफीकेशन करावी
https://forms.gle/62DLfmbtpJ4xNDU8 वा Google Form वर Click करा.
महाराष्ट्र कामगार कल्याण मंडळाक निधी भरणा केलेला JIN Number मिळा
https://forms.gle/Q6qyPcZsLJedEAGu5 वा Google Form वर Click करा.



Sphere India

Regional Consultation on
FUTURISTIC COLLABORATION FOR COLLECTIVE IMPACT

The Gravid, Mumbai (Near Domestic Airport)
29th March 2022, 9:30 AM TO 5:30 PM
Event Info: <https://www.sphereindia.com/2022>

Supported by:
UNICEF
MICA




YOUR SECOND CHANCE TO LEARN FROM THE BEST!

A Repeat Session of the
SALES MARKETING TRAINING
for Women-Owned Businesses

Registration Details:
Wednesday March 09, 2022 and
Thursday March 10, 2022
3pm IST / 12:30pm India Time
Connecting Women's Enterprises
with Growth Opportunities
Registration Link is caption



World Food Programme
Knowledge Partner

Capacity Building Webinar
for Nutrition Focused NGOs & CSOs

Our Experts:

- Dr. Sharique Yous Khan, Head, Nutrition and School feeding unit, WFP India
- Mr. Tanmay Ghatak, Programme Policy Officer, School Feeding
- Dr. Subhojit Wagholkar, Deputy Head, Nutrition and School Feeding unit, WFP India
- Manisha Khatik, Programme Policy Officer, Social Behavior Change Communication

Date: Friday June 11, 2021
Time: 10AM - 2PM

For registration & query contact : +91-8806716083/ valerie@idobro.com (Valerie)




SMARTAID

10933
Total number of people reached for registrations for vaccinations, scheduling and follow-up on vaccination, transportation of vulnerable population to vaccination centers

Mumbai Maharashtra India
2021-08-16(Mon) 10:51(a.m.)




WORKSHOP ON FINANCIAL LITERACY FOR BETTER FUTURE

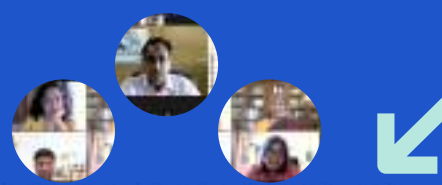
By RISE Infinity Foundation for
Cheshire Disability Trust

EXPERT SPEAKER
Mr. Jagdish Chandra, Financial Literacy

For more information contact: +91 9820122114 info@infinityfoundationforcheshire.com



Dhan Gyan



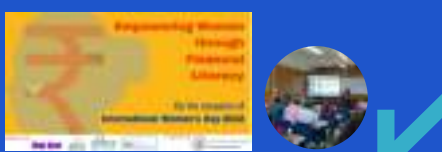
Dhan Gyan-Financial Inclusion for an Empowered Nation -Introductory Event: 472 registrations and up to 250 participants



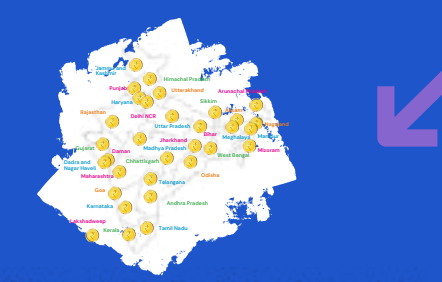
Round table 1 - "Role of Financial literacy in building our community" on: 677 registrations and up to 225 participants



Round table 2 - "Exploring Synergies in Social programming on Financial Literacy for Community Empowerment"



Celebration of International women's Day "Empowering women through Financial Literacy" in association with Institute of Distance and Open Learning



States + Union Territories Covered- 31 Cities Covered- 46



1,43,429 Institutional outreach

www.dhangyan.com

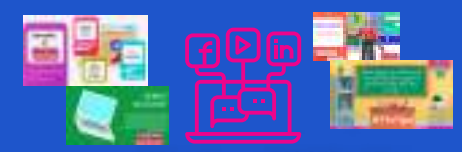
Round table 1- "Role of Financial literacy in building our community" on: 677 registrations and up to 225 participants



Competition was organized by the United School Organization as " Financial Literacy Program": 51 Schools participated with 1932 registration on DhanGyan Portal

17,429 Total Signups (April 2021-Feb 2022)

Financial Year	Not Started	In Progress	Completed
April 21- March 22	6,303	5,098	6028



21,693 Social media reach:
Dhan Gyan handles: 12000
RWS22: 5000
Idobro Handles: 3134
RIF: Handles: 1559

Projects and engagements

www.risesummit.in

Organized by: **idobro** Multiply Your Impact WOMEN • SOCIAL • GREEN

R I S E

WORLD SUMMIT 2022

#RWS22

"Innovation and Diversity - Time to change"

Signature RISE Round Tables, Workshops, Chat Tables, Earth Tours, Film Festival, Resource Centre, Fireside Chats, Awards, Cultural sessions and more

200+ Experts

61 Countries

THE GLENMARK NUTRITION AWARDS

Recognizing NGOs and institutions focused on providing and improving dietary diversity among communities.

Theme: DIET DIVERSITY & INNOVATION

CATEGORIES:

- URBAN NGOs
- RURAL NGOs
- OPSH
- Non-NGOs
- Individuals
- Groups

Last date: 22nd January 2022

Webinar on Combating Vaccine Resistance:

Approaches, successes, failures and lessons

Date: 21st December 2021
Time: 5:00 - 6:30 pm IST
Platform: Zoom

SHAWVIEW CONSULTING
United Way Mumbai

Partners



Testimonials



Nitin Gadkari

(Ex- Minister of Road Transport and Highways of India)

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



Dev Bhattachacharya

(Group Executive President - Aditya Birla Group)

It is critical that Governments, Corporates, Investors, NGO's 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.

The RISE World Summit was really great – a unique overall type of non-conference convening. I really liked the holistic / integrated approach – including its discussions, workshops, film screenings, etc. Thank you for inviting me!

IMRANA Y. KHERA

Innovation and Partnership - Mumbai Lead, USAID/India - Center for Innovation and Partnership

Recognitions

Karon Shaiva

BABSON COLLEGE

Senior Fellow in Social Innovation

Karon Shaiva is Chief Impact Officer & MD at Idobro Impact Solutions, Managing Trustee at RISE Infinity Foundation, and Secretariat at Maha PECOnet.

At a time like this, there were women who came together, created networks of their own and began to coordinate relief efforts - all on Twitter. They are the CovidSheroes and it is with their experience and recommendations that we could present this handbook to you.



Arpita Chowdhury
@Arpitapv3129



Romita Ghosh
@rons1212



Misbah Fathaheen
@MisbahFathaheen



Sabita Chanda
@itsmesabita



Seema Mishra
@SeemaM4



Mithila Nilek Saram
@mithilanas



Aazima Firdous
@AazimaFirdous



Maragathavalli Inbamathia
@maggieinbamth



Dr. Sylvia Karpagam
@Sakie339



Karon Shaiva
@karonshaiva



Riya Ghosh
@anektoholo

"Tweeting with raw pictures from the field, direct information and tagging handles was quicker and easier. Geo tagging helped to build up lot of credibility."

Karon, COVIDShero



And we're proud to introduce to you this handbook, created with their experience and recommendations!



Idobro has adopted a human-centric approach based on the roles stakeholders play in the ecosystem. We now look forward to identifying allies in these roles and collaborate alongside WBA to gain support for local initiatives with global outcomes.

Deepak Nanda
Senior Impact Associate - Communications and Technology, Idobro Impact Solutions



Office of the Principal
Scientific Adviser to
the Government of India



British
High Commission
New Delhi

On the occasion of India's 75th Anniversary of Independence, we are pleased to honour

75 Indian Women in the book -

She Is: 75 Women in STEAM

The announcement made on 3 March by
Principal Scientific Adviser Prof. K. VijayRaghavan
& His Excellency British High Commissioner Mr. Alex Ellis

Aditi Chaturvedi
Anandi Iyer
Anjali Malhotra
Anu Acharya
Anupama Kapoor
Anushree Malik
Apoorva Bedekar
Archana Chugh
Arti Kashyap
Azra Ismail
Bijayalaxmi Biswal
Bineesha Payattati
Binu Verma
Brinda Somaya
Chanda Nimbkar
Cheryl Pereira
Deepti Gupta
Dr Darshana Joshi
Dr Manisha Acharya
Dr Rakhi Chaturvedi
Dr Shubhangi Umbarkar
Dr. Archana Sharma
Dr. Bharti Singal
Dr. Kalpana Nagpal
Dr. Preeta Sharan

Dr. Shamita Kumar
Durba Sengupta
Ekta Viiveck Verma
Gayatri Jolly
Geeta Mehta
Geeta Rai
Jiban Jyoti Panda
Kaitki Agarwal
Karon Shaiva
Kavita Gonsalves
Kiran Bala
Kiran Manral
Ligy Philip
Madhavi Latha Gali
Mitali Nikore
Monali Zeya-Hazra
Monalisa Chatterji
Namrata Rana
Nandita DasGupta
Neelam Chhiber
Neharika malhotra
Nishima Wangoo
Padma Parthasarathy
Preeti Aghalayam
Prof. Dr. Jaideep Malhotra

Radhika Bhalerao
Ranjani Viswanatha
Rashmi Putcha
Rituparna Mandal
Ruma Pal
Sanghamitra Bandyopadhyay
Shannon Olson
Shelaka Gupta
Shilo Shiv Suleman
Shilpi Sharma
Shital Kakkar Mehra
Shriti Pandey
Shyamala Rajaram
Simmi Dhamija
Sreedevi Upadhyayula
Susan Eapen PhD
Swarnalatha J
Trupti Das
Upasana Ray
Vandana nanal
Vanmala Jain
Varsha Singh
Vishakha Chandhere
Yama Dixit
Zaibunnisa Malik



#IWD2022

@PrinSciAdvOff





Connect to Collaborate

Write to us at:

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Deepakn@riseinfinity.org

Hema.ganachari@idobro.com



<http://riseinfinity.org/>



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[@idobrocircle](https://www.facebook.com/@idobrocircle)

A) Online Training content development / delivery projects


1. WNS – Training Content development

Location – International (Nov 2019 – Feb 2020)	
<p>WNS Cares Foundation (WCF), is the CSR arm of WNS Global Services Private Limited, one of India's largest Business Process Management services company. WCF has education activities at the core of its agenda and provides a host of opportunities for digital learning through computer literacy programs, reading skills and vocabulary enhancement through static and mobile libraries, academic support through science exhibitions and math Olympiads and many other programs, to help impact more than 100,000 children across most locations where WNS is present.</p>	
<p>WCF observes a Global Impact Day to bring together every member of WNS globally to celebrate the impact created by Foundation throughout the year. WCF was looking for partners to develop content for booklets to be used in children's competitions for the WCF 2020 Global Impact day.</p> <p>Idobro was contracted as the content development partner by WCF for Global Impact day 2020.</p> <p>As part of this project, Idobro was responsible for the following;</p> <ul style="list-style-type: none"> ❖ Developing the content for 3 booklets for various age groups ❖ Working with WCF staff to visualize and illustrate the content developed for the booklets ❖ Translation of the booklets to 10 languages (India - Hindi, Marathi, Tamil, Telugu, Kannada, Urdu, International - Spanish, Romanian, Polish & Sinhalese) ❖ Quizzes based on all 3 booklets for the competition <p>IMPACT – 3 age-appropriate booklets for translated to 10 languages impacting children in 5 countries.</p>	


2. MLWB Skill Development, Employment & Entrepreneurship Program

Location – Pan Maharashtra	
	<p>Maharashtra Labour Welfare Board (MLWB) in collaboration with UNICEF Yuwaah and RISE Infinity Foundation (RIF) has partnered to provide Skill development training to about 40,000 youths in Maharashtra state.</p> <p>IMPACT: Systems Strengthening & Building a network of partners.</p>

3. Women Entrepreneurship Development – Online training and support


Location – Multiple states across India - May 2020 – Till date	
<p>As the pandemic unfolded, women owned businesses (WOB) were severely affected and operations came to a standstill with lockdown. In order to provide mental support as well as help them plan alternate strategies, Idobro partnered with other organisations such as RSETI, Start Upcycling Now, Dhawani, and conducted a series of webinars and workshops to address these issues across a wide spectrum of topics such as Financial literacy, mental wellbeing, nutrition, diff aspect of social media, content designing, gardening, traditional forms of painting, healthy recipes and so on.</p> <p>Key tasks worked on;</p> <ul style="list-style-type: none"> ❖ Designing the training program along with material ❖ Identify in house as well as external facilitators ❖ Co-ordinate logistics and conduct the training ❖ Follow up handholding and mentoring with linkages <p>IMPACT – Supported 80+ WOBs with over 25 virtual training sessions</p>	

4. Covid Assistance & Supply Chain leverage with Women Collectives & SHGs


Location – Multiple states across India - April 2019 – November 2020	
<p>During the covid pandemic a lot of individuals including women were rendered jobless. This led to rise in situations wherein families were not able to afford food for their families. To address this situation Idobro developed a twofold program women centric program; one side of the program looked at supplying demand related to masks across the country, which were produced by SHG's and other women groups thereby providing them with a source of livelihood. The other side looked at virtually training women on different skill sets to enable them to use them to get back on their feet.</p> <p>Key tasks worked on;</p> <ul style="list-style-type: none"> ❖ Designing the training Program – content and production of a video as supplementary material ❖ Translation of the video into local language ❖ Conduct the training ❖ Coordinate production, logistics and delivery of the masks <p>IMPACT – Supply of over 100,000 mask across the country and over 20 virtual training sessions</p>	

B) Business Development and Incubation workshops

1. SEED - SEED Replicator (Online) & Starter programs (Physical)

Location: Pan India Duration: 2019 – 2021	
<p>SEED was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and International Union for Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg.</p> <p>The SEED Replicator was launched in 2016 to foster replication of successful eco-inclusive business models as an effective way to increase positive environmental and social impacts globally. Instead of reinventing the wheel, proven ideas and business model elements of existing, successful SEED enterprises inspire workshop participants and help them to embark on local impact creation. At the same time, the SEED Replicator Workshops aim to inspire and capacitate participants, using the SEED tools and methodology to trigger business ideas around the topic of climate-smart entrepreneurship.</p> <p>The SEED Starter Programme was also launched in 2016 to promote the incubation of new eco-inclusive enterprises. Turning an idea into a product or service that customers actually want to buy requires not only a deep-dive understanding of the market, but also business skills and bringing together the right team and partners. Considering these and other challenges, SEED supports young teams of entrepreneurs with innovative ideas through the SEED Starter Programme to develop, test and prepare their business ideas for the next stages of enterprise establishment. As SEED's India partner for these projects, Idobro was responsible for the following;</p>	 <p>The poster for the SEED Replicator Workshop features a woman looking at a display. Text on the poster includes: 'SEED Replicator Workshop', 'Learn about how to start a climate-smart business in one of these sectors: Waste Management or Water, Health & Sanitation', 'Mumbai, India 19 & 20 November', 'Apply online at: app.seed.uno', and the SEED logo with the tagline 'promoting entrepreneurship for sustainable development'.</p>
<p>Replicator</p> <ul style="list-style-type: none"> ❖ Workshop facilitation for four half-days virtual business-oriented workshops for over 25 replicator participants using the SEED replicator workbook and tools ❖ Business planning consulting during and in between workshops ❖ Support to the Finalists in terms of Pitch coaching, mentoring and consulting to develop and finalise replicator proposals 	
<p>Starter</p> <ul style="list-style-type: none"> ❖ Workshop facilitation for a three days design workshop for over 30 Starter participants using the SEED Starter workbook and tools. ❖ Workshop facilitation for a two days refine workshop for the business model created by the participants in the design workshop and test phase. ❖ Business planning consulting during and in between workshops 	
<p>IMPACT: Over 60 participants of Eco-inclusive enterprises supported and mentored for in-depth business planning and operational support to implement a key initiative. Enterprises can apply for a SEED fund through a competitive process. 50% of the participants are women-owned businesses</p>	

2. SEED - SEED Catalyser program (Partial Online)

Location – Pan India Duration - October 2019 – March 2020	
<p>SEED was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and International Union for Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg. It has multiple programs tailored to the profile of enterprises.</p> <p>The SEED Catalyser program guides eco-inclusive enterprises who were selected as Finalists in the international SEED Awards to refine their business model. Through the SEED Catalyser programme, the SEED Awards Finalists receive a tailored support package combining peer-learning and the SEED Catalyser support over a period of six months in order to optimise their environmental, social and economic impacts and improve their investment readiness for scaling up. The participants were also provided linkages to market aggregators through the round table session conducted at the RISE World Summit.</p>	 <p>The image shows a group of people sitting around a long table in a meeting room, engaged in a discussion or workshop. There are laptops and documents on the table, and a colorful geometric pattern on the wall in the background.</p>
<p>Idobro was responsible for the following;</p> <ul style="list-style-type: none"> ❖ Workshop facilitation for 5, two - three days business-oriented workshops for each enterprise and peer-learning formats for connecting national Finalist enterprises ❖ Business planning consulting during and in between workshops ❖ Support to the Finalists in terms of Pitch coaching, mentoring and consulting to develop and finalise a high-quality business plan (incl. triple bottom line perspective) in a combination of meetings, telephone and Skype calls as well as over e-mail ❖ Track and report on Funds granted to the Finalists for a key initiative developed above. <p>IMPACT: 4 Eco-inclusive enterprises supported financially and mentored for in-depth business planning and operational support to implement a key initiative. 65% Women Business Owners</p>	

3. USA Consulate, Mumbai – Women Business Owners Business Planning Workshop

Location – Dosti House	
<p>Idobro in partnership with the US Consulate conducted a 4 part training series to introduce women business owners to the key concepts of business scale planning. The program was spread over 4 sessions to cover each of the modules of Idobro's ABCD Multiplier program. The workshops enabled the participants to understand a structured methodology to identify and target customer base and grow operations successfully using a spectrum of tools and solutions presented in the workshops.</p>	 <p>The image shows a group of women sitting in a circle on the floor in a workshop setting, listening to a presentation or participating in a discussion. There are bookshelves in the background.</p>
<p>The workshop enabled the women entrepreneurs to;</p> <ul style="list-style-type: none"> ❖ Build competencies in identifying markets and communicating value proposition; ❖ Map and audit own capacities and identify key ways for building capacity and resource planning; 	

- ❖ Identify eco-system and leverage opportunities for creating linkages and partnership;
- ❖ Understand the process of solution delivery and mapping to business plan;
- ❖ Develop the plan for the next 1 year with immediate actionable steps.

IMPACT: 35 Women Business Owners were equipped with the hands-on understanding of the ABCD model to further their business for market linkages and revenue generation.

4. World Trade Center - Entrepreneurship Development & Business Planning program

Location – World Trade Center, Mumbai

Idobro in partnership with the World Trade Centre conducted a 2 day training series for 18 mid to large scale enterprises on business planning for scale. The program was based on Idobro's in-house developed ABCD training curriculum (Access Markets, Build Capacity, Create Linkages and Deliver Solutions) specially designed for these entrepreneurs and provided a spectrum of tools and solutions to help them identify and target customer base while keeping operations growing successfully!



The workshop covered:

- ❖ 18 mid to large size entrepreneurs who participated in the training with a diverse sector focus ranging from logistics, health care, agri-food processing, travel & tourism, nutrition, education etc
- ❖ The sessions provided training based on model system of learning to ensure participants go back with structured learning and solutions.
- ❖ Some of the models used were the Target vs served market approach, RISE square Model, Innovation on developing competitive advantage etc. All of these modes are developed exclusively by Idobro.
- ❖ Apart from knowledge on concepts, participants were provided information on real time solutions that they can incorporate in their business with challenges shared by the participants themselves
- ❖ Experts from various domains shared their experience and learnings with the participants during the course of the workshop

IMPACT: 18 mid to large size entrepreneurs were equipped with concepts of business planning using Idobro's customised tools and learnings from experts to develop and scale up their operations. 75% Women Business Owners

5. Women Entrepreneurship & Collective Growth Program

Location – Pan India



Idobro and RISE Infinity Foundation (RIF) has partnered with various Donors to support women entrepreneurs and self-help groups with seed funding and capacity building to grow their enterprises – urban and rural, product and services.

IMPACT: 45 Women Entrepreneurs and SHGs have been provided seed funding

C) Other Training Programmes Experience

1. Reliance Foundation - Youth Training Program for Retail Management

Location – Mumbai - May 2018

Idobro partnered with Reliance Foundation to conceptualize and implement a training program in Retail Management. The training program involved preparing the students in soft skills and grooming, training them on selling skills, inventory and billing, by using different methods and activities like role plays, games and other interactive methods making it a participatory session. The youth who successfully completed the training sessions were placed in retail outlets by the foundation.



2. Mental Health online COVID Training Program

Location – Mumbai - May 2018

Idobro conducted multiple programs during the pandemic for students and corporate employees to deal with the stress situations being experienced during the pandemic. All sessions were co-created by Idobro and resource persons based on the needs of the partner organisations.

Corporate training programmes were Train the Trainer programs to be conducted for employees in the workplace.

All sessions were conducted online.



3. Idobro Corporate Training Programs

Location – Pan India - 8 years

Idobro has conducted training programs as part of Corporate Advocacy and Capacity building projects. Some key multi-year projects include:

Glenmark Foundation – Communication Catalyst – 5 years – Design thinking workshops for students across India to combat malnutrition.

YES Foundation – I am the Change! – 2 years – Communication and Photography workshops for NGOs and individuals to design and submit original works for the Pan – India competition.



D) Other Idobro Women, Social, Green Enterprises Development projects

1. Priyadarshini Taxi Service - Business Planning & Equity Investment

Location – Mumbai - July 2017 – September 2017

Priyadarshini Taxi Service is an initiative where women are trained and employed to drive taxis in and around Mumbai. Idobro was responsible for; Development of a Business Plan including market sizing, pitching and budgeting for Priyadarshini Taxi Service which was poised for growth and awaiting investment. A holistic and detailed business plan was developed after much market research and understating of the sector in coordination with the founder.



IMPACT: A detailed Business Plan which resulted in a sizable investment leading to scaling up of the initiative.

2. Cherie Blair Foundation for Women – Mentoring Program

Location: Pan India Duration: 8 consecutive years (2012 – till date)

Idobro has been a partner with the Cherie Blair Foundation since the inception of the Mentoring Women in Business Programme, eight years ago. Our Founder was invited to speak at the launch of the programme in New York City, USA.

The programme focuses on Women in Business and works across the spectrum from the ideas to developing and growth stage and who have the ambition to become successful entrepreneurs and business owners.

The program combines mentoring with technology to offer cross-border support to women entrepreneurs. They are matched with mentors from around the world using the online platform, where they spend 12 months working one-on-one. The progress of each participant is tracked for specific outcomes and impact.

IMPACT: Till date Idobro has nominated over 300 women to the program who have benefitted across operational, marketing and financial aspects of their business.



Mrs Blair, Christiane Amanpour, Anchor of ABC News's This Week; Melanne Verveer, US Ambassador-at-Large for Global Women's Issues; Nikesh Aurora, Senior Vice-President, Google; Mr Aeneas Chuma, UNDP Resident Representative

3. Sandvik India Gender Awards

Location: Western Region Period: 2 consecutive years (Jan 2017 – Jan 2019)

The Sandvik India Gender Awards were created to support gender initiatives and recognize excellence and commitment to gender equality, diversity and inclusion for social change. The awards seek to identify individuals or representatives of organizations committed to supporting gender equality and contributing to Sustainable Development Goal 5. These included 8 categories: Individuals, Social enterprise, Community-based organisations, Non-profits, Academic, Corporate and Corporate



CSR and Government.

Idobro was identified by Sandvik as the end to end partner for the complete facilitation of these awards in partnership with RISE Infinity Foundation for two consecutive years and was responsible for;

- ❖ Conceptualisation of the entire awards process
- ❖ Outreach for Applicants (over 300 and 700 in the first and second year)
- ❖ Designing of the outreach workshop content focusing on gender and entrepreneurship
- ❖ Facilitation of 18 workshops across Maharashtra, Goa and Gujarat in 2 years
- ❖ Development of the scoring & evaluation framework
- ❖ Identification of a Selection Committee for shortlisting finalists
- ❖ Identification of mentors and mapping, and linking with the finalists for 1 week of 1:1 mentoring
- ❖ Pitch Guidance workshop for the 48 finalists to pitch their program/enterprise
- ❖ Facilitation of Grand Jury for selection of winners
- ❖ Communications and logistical support for the Awards Nite
- ❖ Follow up with specific winners for Award prize and project implementation
- ❖ Two Roundtables were organised at the RISE Summit, one at the end of the second awards and the second to announce the third year.

IMPACT: 16 Winners supported financially, 48 finalists mentored and over 1000 women-focused initiatives / organisations supported through capacity building workshops and other interactions.

4. Workshops & Roundtables at the RISE World Summit

Location – Mumbai, Pune - September 2013 till date

Beyond an UNConference, The RISE World Summit is a very unique platform with no panels or presentations. Partnerships are critical to multiply impact and the 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.

Exchanges on SDGs and related themes are facilitated through Roundtables, Conclaves, Chat tables, Workshops, Film Festival, Resource Room, Exhibition, Clinics, Stories, World Gallery, Social Tours and more.



The summit features multiple round tables with partners such as World Benchmarking Alliance, Cherie Blair Foundation, FICCI Ladies Organisation (FICCI FLO) on Women Entrepreneurship and Eco-system support with domain experts, practitioners and women entrepreneurs to deliver an outcome which can be developed into an action plan and create linkages to industry decision makers and government policy makers. Some of the workshops focused on capacity building of entrepreneurs and round tables focused on linkages for entrepreneurs by connecting them with market aggregators to increase their market and thereby boost sales.

IMPACT – Organised over 80 roundtables with over 2400 participants and over 400 domain experts

E) Other Relevant projects

Project Brief	Organisation
Idobro undertook an ecosystem research mapping effort to identify the needs and capacity of Women Owned Businesses in India, gender diversity in the supply chain of organizations and needs assessment of trainings required for Women Entrepreneurs and corporates. A round table discussion with the sellers and buyers participating in the mapping exercise is also envisaged to validate the findings.	<i>WEConnect International</i>
Registrations of women owned businesses through the global campaign	
<i>Young Women Social Entrepreneurship Program</i> Design and deliver a training program on entrepreneurship for 137 women from economically poor backgrounds to strengthen their business	<i>British Council</i>
Idobro partnered with TCFSL to implement a program to train and build capacity of 40 individuals who have a keen interest in pursuing enterprise / employment in the solar sector through a three month long course which gave hands on training including field work. It also covered areas under Business Planning, Technical Training and Soft Skills.	Tata Capital Financial Services
Amazon Saheli Program is an Amazon initiative to bring to the fore locally made products from women entrepreneurs in India. A program to enable women to become successful sellers on Amazon. Idobro is a partner in this initiative trying to link its network of women entrepreneurs to this program thereby assisting them to gain access to a huge market across the country and scale up their enterprises.	Amazon Saheli
Idobro in partnership with Innovation Alchemy for the World Bank - India Development Marketplace and involved research and identification to get NGOs in 6 low-income states across 2 years to apply for funds in the required time and format.	World Bank IFC – Development Marketplace
One of the initial entrepreneurship programs focused on providing exposure to entrepreneurs in corporates through exhibitions. More than 800 exhibitions have been organised resulting in sales of over 70 lakhs	Idobro Impact Solutions
Undertook various studies including Situational Analysis, Need assessment and Baseline study and PRA for villages across India as part of CSR projects to design and scale Women empowerment programs, training and market linkages.	Idobro Impact Solutions



Companies with above-average diversity produced a greater proportion of revenue from innovation (45% of total) than from companies with below average diversity (26%).

Source: Forbes Insights: Diversity Confirmed To Boost Innovation And Financial Results

Innovation & Diversity

It's time to change from D&I to I&D

Get in touch today to know how we can help you make decode I&D potential for your organization- info@idobro.com



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