idobro
Multiply Your Impact
PURPOSE • PROFIT • PEACE

Since 2009, IDOBRO has been working to Build value-based ecosystems through stakeholder engagement for Purpose, Profit, and Peace.

Idobro's end-to-end approach seeks to overcome systemic barriers, provide market-based solutions and forge alliances driven by shared values and activated at 3 verticals in the eco-system: (PEC)
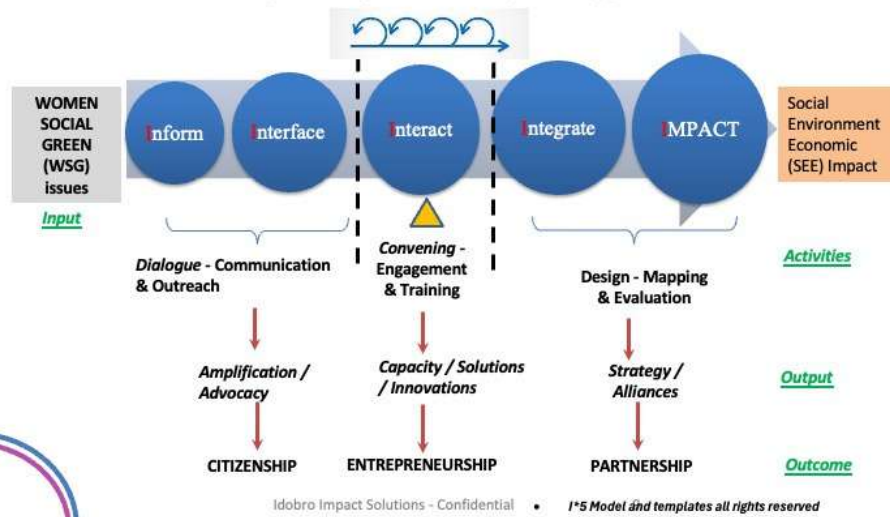
1. **Partnership:** Multi-stakeholder projects to leverage resources and scale development solutions for vulnerable groups and our environment.
2. **Entrepreneurship:** Support WSG Entrepreneurs (WSGE) as beneficiaries and enablers
3. **Citizenship:** Value-based programs for youth and Corporate employees

In the past 14 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 interlinked and shared world. We have been able to catalyze efforts toward 15 of the 17 SDGs with a greater focus on SDGs 2, 5, 8, 10 and 13. We are now taking steps towards SDGs 14 and 16 for comprehensive social, environmental and economic impact.

- **2023**- RWS23 engages 10,000 people in 100 sessions in 15 cities globally. Scaled Tata Capital's financial literacy program to 2 lakh students across every state in India.
- **2022**- Selected among 40 NGOs under the JP Morgan Force for Good Program, Awarded by UNWomen and the Principal Scientific Advisor of India.
- **2020, 2021**- MahaPECOnet 1.0 and 2.0 in partnership with UNICEF Maharashtra for COVID response and recovery and recognized by Twitter India, and Akshaya Patra.
- **2019**- RISE Summit takes a world approach and becomes the RISE World Summit
- **2018**- India Partner for SEED Program
- **2017**- Citizenship program launched in schools across India
- **2016**- Market research across 4 GCC countries
- **2015**- 1st Multi-country research study in evaluation across South East Asia
- **2014**- Launch of RISE Infinity Foundation & Good Pitch first time in India
- **2013**- RISE Summit initiated- the multi-stakeholder platform and Evaluator Conclave, Nepal – First International event
- **2012**- Ventured into partnerships on social interventions with corporates and launched the Impact expo
- **2011**- 180 entrepreneur network established Executed WB – India Development Marketplace project for funding entrepreneurs across India & launch of our first social catalog
- **2010**- Marketing & sales platform started for WSG entrepreneurs
- **2009**- Launch of Idobro to multiply the impact on WSG issues

Idobro (i5*)
5 step Process of Multiplying Impact
* Dobro is 5 in the ancient Glagolitic language

Theory of Change based on a Systems Approach

WOMEN SOCIAL GREEN (WSG) issues — **Input**

Inform — Interface — Interact — Integrate — IMPACT

Social Environment Economic (SEE) Impact

Dialogue - Communication & Outreach — Convening - Engagement & Training — Design - Mapping & Evaluation — **Activities**

Amplification / Advocacy — Capacity / Solutions / Innovations — Strategy / Alliances — **Output**

CITIZENSHIP — ENTREPRENEURSHIP — PARTNERSHIP — **Outcome**

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70 Countries reached

29 Indian States

2000 Event days

150,000,000 INR Donations for COVID

2,000,000 Individuals touched

2,00,000 Corporate employees engaged

2,70,000 Students sesinitized

5000+ WSG Entrepreneurs supported

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

Project Highlights

>> Partnership

- Executed **pan India Financial Literacy program**- Dhan Gyan, for **Tata Capital**. Reaching **2,00,000+ students** in **two years** via online orientations, offline teacher training, events, competitions, roundtables, and online content.

- **Glenmark Foundation** has had multiple engagements over the past **10 years** ranging from Pan India **Nutrition Awards**, **Meri Poushtik Rasoi** series of live cooking competitions, **employee engagement**, **roundtables**, **tours**, **reports**, **cookbooks** and more. All based on Idobro's 360 model of **ecosystem development**.

>> Entrepreneurship

- **Idobro in partnership with Adelphi and supported by IKEA Foundation** conducted a training series for Women, Social and Green Enterprises (WSGE) on business planning for scale. Over **145 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 CEC grants through a competitive process. 50% of the participants are women-owned businesses.

- **350+ women entrepreneurs** across **India**, **Bangladesh**, **Sri Lanka** and **Maldives** were trained in marketing, technology, financial management and cyber security. The 4 module training sessions organized by **WEConnect International** and supported by **United States Department**.

>> Citizenship

- Coat the **Earth Green- Seedball-making activity** organized by the RISE Infinity Foundation in collaboration with **Hindustan Unilever (HUL)** as a part of their employee volunteering Week. Over 2000 seedballs were made by the employees.

- Idobro has organized two editions (2021, 2022) of the **Nobel Prize Teachers Summit**. The events saw active participation from numerous academicians. It is the first time that the Summit has been hosted outside Sweden.
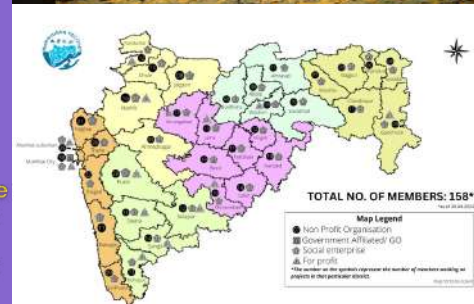
>> Alliances

COVID RESPONSE

PHASE I – RELIEF & RECOVERY
- Over Half a million people reached in 125 days since pandemic
- 60+ partners and coalitions including Jeevan Rath and MahaPECOnet facilitated by UNICEF Maharashtra
- Across 24 states / 38 cities in India

PHASE II – Over INR 150 million raised to fight the second wave and prepare for the third!

RISE Infinity Foundation has collaborated closely with the PSA office, PHD and NHM to facilitate Oxygen Concentrators and Equipment, Medical Supplies and Hospital infrastructure for peri-urban and rural Government Hospitals to reach the unreached and vulnerable groups.

RISE Infinity Foundation is now the secretariat for the MahaPECOnet network (convened by UNICEF Maharashtra and now comprising on 160+ NGOs)

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.

Visit: **www.risesummit.in** / https://bit.ly/3MYTUNM or **Contact**: deepakn@riseinfinity.org

Rise2Change is a program to strengthen Social, Environmental and Economic Quotient (SEEQ) of the youth to become agents of positive change in their communities.
To learn more about this and other programs for Faculty, staff and students
contact: deepali@riseinfinity.org / info@idobro.com
+91 98215 60977

Offerings

Dialogue
Communication and Advocacy

- Cause/ social marketing
- Collateral
- Translation
- Podcasts/ Video interviews
- Case Studies
- White Paper
- Coffee Table Book

Convening
Engagement and capacity building

- Trainings, workshops
- Roundtables
- Awards, Conferences and Competitions
- Tours and Field visits
- Employee Engagement
- Road Show
- Exhibitions

Design
Evaluation and strategy

- Research
- Need Assessment
- MEAL Assessment
- CSR Programs
- Toolkits, SOPs and Model

Ecosystem
Curated alliances

- RISE World Summit
- Tech Enabled platforms
- Mapping of ecosystem
- Alliance building
- Knowledge Management

Partners

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Memberships

- Member – UN Global Compact Network of India (UN GCNI)
- Ally Member – World Benchmarking Alliance (WBA)
- Institutional Member of Community of Evaluators, South Asia (CoE-SA)
- Member of Evaluation Community of India (ECOI)
- Founder Member – ECOI Maharashtra Chapter
- Member – South Asia Network of Impact Masters (SANIM)
- Member – Society for Entrepreneurship Education (SEE)
- Partner – Cherie Blair Foundation for Women (CBFW)
- Certified Woman Owned Business – WEConnect International

Accolades and Recognition

CHEVENING | BABSON COLLEGE | Office of the Principal Scientific Adviser to the Government of India | SHEROES The Women-Only Social Network | YOURSTORY | iDiVA | Twitter | IOD Institute of Directors Building Tomorrow's Boards

- Our unique approach to market access and mainstream integration was recognized and awarded the "Most Inspiring Social enterprise" at the hands of Dr.(late) C. K. Prahlad at The Pan IIT Global Conference
- Won Zeal 09 – The Entrepreneurial Showcase
- Was awarded "Best Partner (Non-Corporate)" by AIESEC Mumbai
- Presented "Best Partner (Non-Corporate)" by AIESEC Mumbai
- Selected to the final 30 from among 20000 applicants for the "Pioneers of Tomorrow" show on ET NOW
- BNI Women Entrepreneur Award
- Invited by Cherie Blair Foundation to speak at the International Launch of Mentoring Women in Business programme in New York City, USA
- Founder's story in the iconic series "Chicken Soup for the Indian Women Soul"
- Karon Shaiva featured as one of the 1000 entrepreneurs in the record-breaking "1000 stories in 1000 minutes" campaign on Twitter.
- RISE Infinity Foundation was selected under the 10th edition of J.P. Morgan Chase's Force for Good program to ideate and incubate a tech driven solution for social change.
- We are proud to be the 1st runner-up under the Leadership Commitment Category (For overall commitment across all categories- employees, customers, communities, youth and partnerships) at the third UN Women India 2022 Women's Empowerment Principles (WEPs) Awards!
- Karon Shaiva is one of the 75 women in STEM as recognized by the Office of the Principal Scientific Advisor of the Government of India and the British High Commission, New Delhi.

Force for Good — FFG Mumbai 2023 Kick Off

Kicking off the Force for Good Cycle in Mumbai with 11 social good organizations and 100+ participating volunteers

MS. KARON SHAIVA
CHIEF IMPACT OFFICER & MD IDOBRO IMPACT SOLUTIONS
1st Runner Up LEADERSHIP COMMITMENT

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

Connect to Collaborate

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