



Our CSR Journey Powered by Purpose

November 2022

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CSR Highlights (FY19 - FY22)



INR 9.4 Crore
Contribution to causes



20,000+
Lives impacted



15,000+
Women empowered
across India



13
NGO partners



A woman with dark hair, wearing a pink sari with a colorful floral pattern, is smiling and gently touching the head of a water buffalo. The background is slightly blurred, showing some greenery and a structure.

Powered by Purpose

At Avendus, purpose fuels performance.

Our corporate social responsibility (CSR) initiatives are the cornerstone of how we interpret our 'purpose,' which is to be distinctive and mindful in our involvement with communities. We strive to uplift the overlooked, to strengthen those with potential, and to create an impact that amplifies and perpetuates positive change. Our CSR objectives contribute towards the United Nations' Sustainable Development Goals (UNSDGs) as well as to India's developmental objectives.

Because we believe that every bit counts in making the world a better place.

From the Co-founders

Big change always starts small



Ranu Vohra

Co-Founder and
Executive Vice Chairman
Avendus Capital

Gaurav Deepak

Co-Founder and CEO
Avendus Capital

Kaushal Aggarwal

Co-Founder and CEO
Avendus Finance

Our CSR journey had a small and humble beginning. Five years ago, we decided to help organizations that were working in social change and community development with small contributions. From that modest beginning, we progressed to underpinning our Corporate Social Responsibility (CSR) actions to our strategic path and moved from contributions to compassion and commitment.

At the start of CSR 2.0 in 2018, we did a lot of internal brainstorming to identify areas best fitted with our organizational strengths and beliefs. **We discovered that women entrepreneurship was an area that deeply resonated with us.** At that time, women entrepreneurship was at a very nascent stage in India and required impetus. Avendus already had considerable experience within India's entrepreneurial ecosystem, after having started out in 1999. We felt we could make an immense difference with our specialized ecosystem expertise. But clearly, we could not do this alone.

In 2019, we held "Live Pitch", our first CSR event, and invited eight NGOs working in women entrepreneurship to present their projects to an eminent panel of jury members. The ones selected would win grants from Avendus. It was our honour to host Mrs. Rajshree Birla, Mr. Amit Chandra, Ms. Samina Vaziralli and Ms. Ameera Shah, who were all well-known philanthropists, as our jury members for that event. They picked two winning pitches.

Our first winner, **Swayam Shikshan Prayog (SSP)**, has been empowering grassroot women's collectives for the last 20 years, and has helped 1.5 lakh women to become entrepreneurs.

Our second winner, **Antarang Foundation** envisions a world in which every young person passionately and productively pursues a career of his/her choice. They have transformed the lives of over 50,000 vulnerable youth, especially young women.

In addition, we also collaborated with **Deshpande Foundation's** women entrepreneurship cell **Navodyami**. They are committed towards supporting female micro entrepreneurs build market linkages across various geographies in India.

We also support **Industree Crafts Foundation** which helps communities assess their traditional skill base and develop natural products that appeal to contemporary markets, and create consistent demand and sustainable businesses.

Today, our CSR agenda taps into our innate synergies and aligns with the United Nations Sustainable Development Goals.

As we matured on our CSR journey, and were looking for some fresh ideas, we heard a lot of what our internal stakeholders had to say. As a young organization, with an average employee age of 34 years, sports emerged as a high-interest area. **Sports also represented the Avendus values of dynamism, excellence and teamwork.** Hence, we forayed into Sports as one more cause to support with our CSR lens. We have partnered with organizations like **HEED India** and **Olympic Gold Quest** to promote young, meritorious and underprivileged sporting talent, and to help them realize their full potential.

Our CSR journey would be incomplete without the enthusiastic involvement of Avenders who gave their time and talent to support the causes we espouse. Twelve Avenders participated in the year-long mentorship program run by our NGO partner Antarang and helped guide entrepreneurial ideas floated by young and keen students. Others have participated in field trips organized by our NGO partner SSP to Latur and Osmanabad in Maharashtra. Such experiences have made the philanthropic exercise come alive for the Avenders. It brought them up close to the lives led by the marginalized and their struggle to come into their own. Their experiences have, in turn, enriched Avendus and the commitment that we bring to creating change. Today, our CSR agenda taps into our innate synergies and aligns with the United Nations Sustainable Development Goals. Clearly, our journey of change is making long lasting impact.

Thank you,
Gaurav Deepak, Ranu Vohra, Kaushal Aggarwal

Investing in people, unlocking potential

Avendus Group is a leading provider of bespoke financial services solutions. We offer a variety of specialized skills – in asset management, credit solutions, investment banking and wealth management. We help growth oriented, new-age entrepreneurs and investors strengthen their ideas, innovate, and transform, by leveraging the power of the financial world.

People are very important to what we do and to who we are. Our core values place people at the centre of our work. We always aim to do right by the people whose lives we touch – our partners, clients, employees, and communities.

Purpose

We strive to create value
for our stakeholders while
adhering to principles of
excellence and trust

Values



WE LEAD ONLY
THROUGH EXCELLENCE



FOR US PEOPLE
MATTER



WE OWN OUR WORK IN
EVERY WAY



WE EMBRACE
DIFFERENCES



WE DO WHAT
IS RIGHT

Our CSR Ambition

Our CSR initiatives emanate from the values that drive us – to own our work, to be fair and transparent, and to drive excellence in the outcomes we seek for our stakeholders.

Avendus Impact Day 2020 -
Celebrating our NGO partners



Linking purpose to focus and need

As a young organization seeking to make a difference, our CSR journey has been an evolving process.

2016

CSR 1.0 - Initiated the CSR journey with **need-based contributions** to organizations that required support for their projects.



2018

CSR 2.0 - Initiated purpose-led CSR initiatives to support women entrepreneurship.

This focus area was completely research-backed and thought through, and resonated with our belief and capability of powering Indian entrepreneurship over the last two decades



2019

First CSR event “Live Pitch” conducted along with Dasra, to identify three NGOs and projects in the Women Entrepreneurship area for support. **Swayam Shikshan Prayog (SSP), Deshpande Foundation, Antarang Foundation** onboarded.

Avenders (Avendus’ employees) contributed whole-heartedly in identifying our second focus area, Sports Education.



2020

Impact Day, our second annual CSR event, organized with existing NGO partners.

Four new NGOs from Women Entrepreneurship and Sports Education pitch for grants.

Avenders also pitched for an NGO of their choice.

Healthcare added as the third focus area. First grant given to **Breach Candy Hospital Trust.**

COVID-19 declared as pandemic and CSR projects in Women Entrepreneurship and Sports Education came to a halt. By July 2020, NGO partners resumed work and aligned to the new normal.



2021

New NGO partners onboarded: Centre for Wildlife Studies and Hinduja Hospital Trust

COVID-19 emergency relief becomes the priority. 80% of annual budget allocated to new NGOs – **SEEDS Foundation, Project Mumbai, ACT Grant, and Rotary Club of Delhi Premier** to augment their ongoing work.

Our focus areas

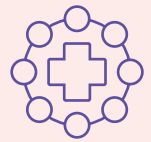
We believe that nurturing the entrepreneurial and sporting spirit of India, especially of its women, can empower the country to succeed and realize its dreams, and contribute to building a better society. At Avendus, we endeavor to support programs and people in the areas of women entrepreneurship, healthcare and sports education.



Women Entrepreneurship



Sports Education



Healthcare

Women Entrepreneurship

Women make up nearly 49% of India's population but run less than 13% of its medium to small businesses. No wonder the Mastercard Index of Women Entrepreneurs 2018 ranked India very close to the bottom. It is alarming that even with a very high population base, women have rudimentary involvement in micro and small businesses. Several African and Asian nations like Ghana, Uganda and Vietnam, with median income levels lower than India's, have far more women entrepreneurs. Clearly, the inhibiting factors are not economic prosperity or social equity.

Greater understanding was required to unlock this potential and Avendus felt close to this cause. Our strengths as a leader within India's entrepreneurial ecosystem made this category even more attractive for us to build into a focus area for our CSR efforts.

The Mastercard Index of Women Entrepreneurs 2018 ranked India 52nd out of 57 countries, in terms of womens' entrepreneurial activity.



Healthcare

India's healthcare infrastructure is woefully inadequate both in terms of capacity and quality. Rural India, predictably, has always been shortchanged with an acute shortage of manpower, in addition to lack of health infrastructure. Though public health spending has increased in recent years, there is a long way to go. The disastrous COVID-19 pandemic highlighted the deficit very starkly.

Avendus wanted to participate in bridging the healthcare gap as **healthcare backwardness inhibits, and even stunts the country's growth prospects.**

With 1.4 beds per 1,000 people and 1 doctor per 1,445 persons, our healthcare indices trail many smaller developing nations.

Sports Education

India is home to a fifth of the world's youth population. Yet, very little effort goes into their holistic development. Sports is critical for all-round personality development and Avendus wanted to contribute towards building sporting excellence in India's youth.

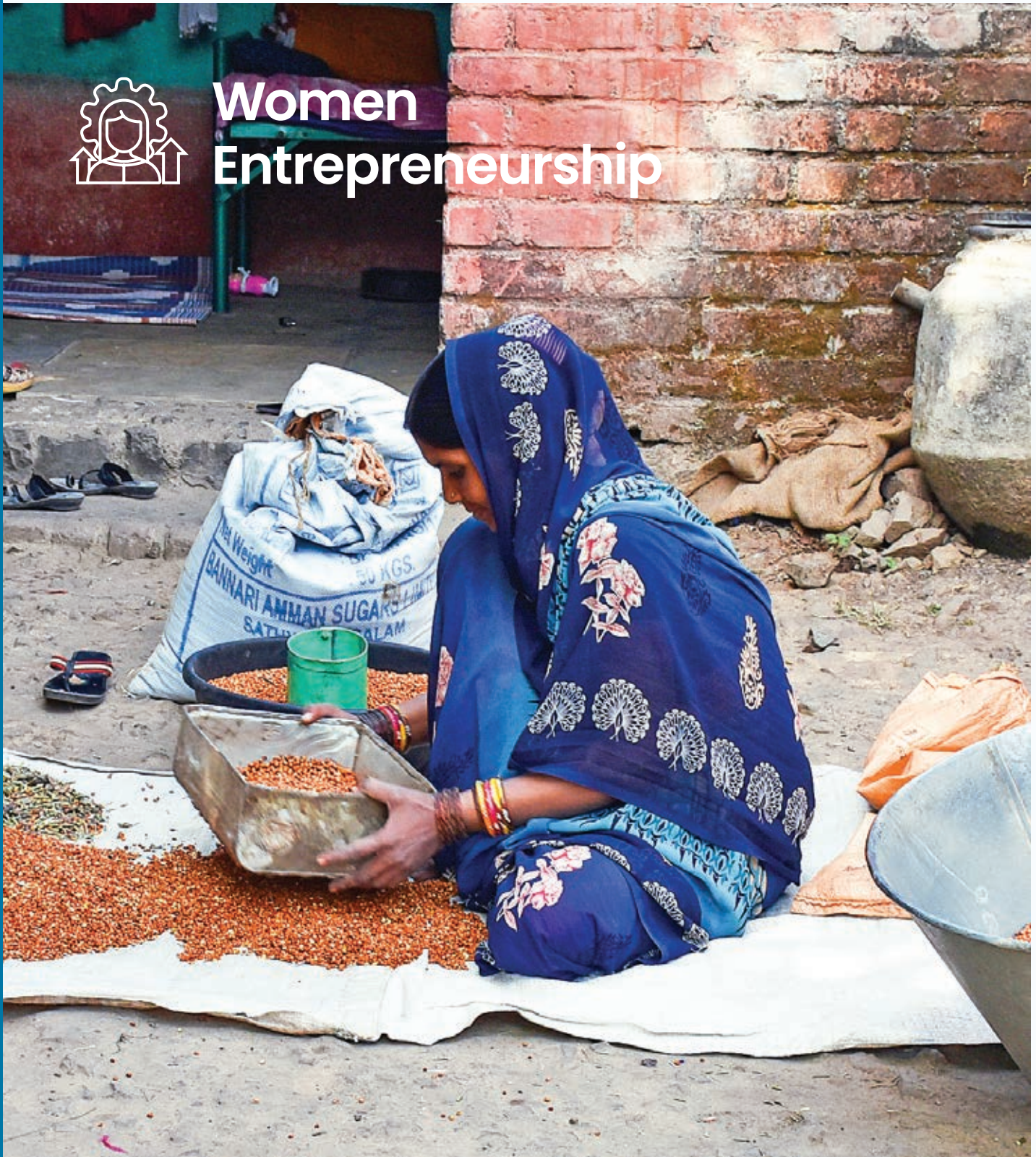
India's increasing global prominence is creating lucrative opportunities for a variety of sporting leagues. **Developing excellence across multiple sports could now lead to better professional opportunities, and greatly enhance national pride.** Clearly there is a strong case for building a varied repertoire of world-class sporting talent. Avendus, staffed by youthful people, took up this cause with gusto, with a dream to democratize access to sports.

Not more than 1% of youth chose sports as a career — even though research indicated that most young people were interested in sports.

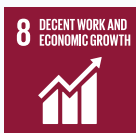




Women Entrepreneurship



UN SDGS IMPACTED



Varsha Tai: journey towards self-reliance and empowerment

NURTURING THE ENTREPRENEURIAL STREAK

You are the master of your destiny. This was most apt for **Varsha Rani**, a 39-year-old farm labourer from AUSA village in Latur, Maharashtra, who chose to be trained in entrepreneurship and today runs her own flour and chilli mill, and has been steadily expanding her business.

But it wasn't always this way. Varsha had only half an acre of land. Latur being in the rain shadow belt, growing crops was arduous. She tilled others' land and worked as a daily wage to supplement the family's income. There was no financial security. Then her neighbor introduced her to Swayam Shikshan Prayog (SSP), an NGO that worked to make marginalized women self-reliant through upskilling and entrepreneurship training. SSP put her on the path to transformation. She was given relevant skill trainings, introduced to financial literacy programmes and connected to various government schemes like AATMA. There was no looking back.

She started a flour mill with a loan of INR 20,000. Within just a year, Varsha Rani doubled her monthly income to INR 10,000 and repaid the entire loan. Even during the pandemic, she could expand her business, as it was sustainable and recession-proof.

Today Varsha Rani, affectionately called Varsha Tai by the villagers, has become an example for others. **Appointed as a 'Resource Person' she enlists other women in her village to become entrepreneurs** with the help of SSP. Entrepreneurship has opened up new horizons for these women as they chart their own destiny.



Women Entrepreneurship

Dreams are beautiful for their infinite possibilities. Reality is a little different. For dreams to become reality, enablement is necessary.

Avendus had a clear purpose of creating women entrepreneurs out of marginalized women. This answered our goal of multiplying positive change, and of **creating mechanisms for economic empowerment and driving development**. We identified non-governmental organizations who believed in our vision of enabling entrepreneurship. We wanted to strike wide to increase our impact in a meaningful way. Our partner NGOs were spread across four states and working across a variety of impact areas – from handicrafts to agro-based industries, from vocational training to career counselling and skill development.

The momentum that we helped to trigger had far reaching social ramifications. **Many women that our partner NGOs worked with were stuck in traditional roles – as homemakers, daily wagers or micro-enterprise owners.** Taking the first step out of these roles, for which they were generationally conditioned, was the biggest step. Through a combination of individual outreach, and workshops on awareness generation and confidence building, such women made that leap of faith. From thereon, their skills and employability were bolstered through upskilling, and by building familiarity with the business ecosystem through training on finance, packaging, marketing, market linkages, digital interfaces, etc.

Avendus' long experience of working with entrepreneurs and our intimate understanding of the entrepreneurial ecosystem made us more effective guides and mentors for our NGO partners. This resulted in interventions and refining of our focus with greater accuracy, to ensure that the larger goal was reached.



The change momentum has created immense positive value. As women entrepreneurs gain confidence and maturity, their decisions are improving the standards of living and literacy in their immediate environment. It also creates solutions for much larger problems like climate action, gender equality, removal of systemic market skews, better income distribution, provision of decent work and economic growth.



15,000

Women empowered

8

Agri-based handicrafts professions covered

KEY NGO PARTNERS



Swayam Shikshan Prayog (SSP) was formed in 1998, in the aftermath of the massive Latur earthquake. SSP evolved from a rehabilitation organization into one that used disaster to create development. Its objective was to work with poor, rural women affected by climate adversity and diverting them to means of livelihood that were nature restorative and scalable.



Started in 1996, The **Deshpande Foundation** has supported sustainable, scalable social and economic impact through innovation and entrepreneurship in the United States, Canada, and India.



Industree was established in 2000 with the objective of creating sustainable livelihoods for vulnerable women engaged in the off-farm sector by involving them in the creation of organized, ownership-based and creative manufacturing ecosystems.

HIGHLIGHTS (FY19-FY22)

INR 5 Crore

CSR contribution

4

States served (Maharashtra, Andhra Pradesh, Telangana and Karnataka)

226

Online and offline training sessions

4

Collective institutions formed

42%

Average increase in earnings of the beneficiary



Women Entrepreneurship

Project spotlight



Swayam
Shikshan
Prayog

BUILDING RESILIENCE IN OUR COMMUNITIES

Latur in Maharashtra's Marathwada region is geographically located in the rain shadow of the Deccan Plateau. Historically, the region has grown water-hungry cash crops like soya and cotton, exacerbating the water scarcity. Poor rainfall worsened the situation and the farmers, burdened by heavy debt, were ready to migrate to cities for work. That's when the women stepped in.

SSP had been providing training to women in these regions on areas like dairy farming, cattle care, improving milk quality, organic farming of vegetables and pulses and vermicomposting, to name a few. Most of these rural households had livestock, which provided them with supplementary income. When poor rains made agricultural income erratic, the women convinced the men in their families to invest in additional cattle and to also switch to food crops like vegetables and pulses which required far less water and could be fertilised with cow dung. SSP trained these women in ways to access online marketing platforms and to manage their own businesses. This helped increase market access for all the three commodities of milk, vegetables and pulses that the rural communities had transitioned to growing/maintaining,

SSP pitched in to help and integrated these small producers into the production value chain. Direct market linkages were established with approximately 5,000 customers from nearby towns. Resource-and-facilitation centers were created for direct collection of produce from farmer households. In addition, training on other trades and business support was also provided and several women started new businesses like flour processing, clothing shops, knitting, tailoring, vegetable shops, running small hotels or food stalls, etc.

Aventus' total project outlay across FY 2019-22, was INR 1.5 crore with more than 2,300 women getting directly benefited and earning an annual average of INR 95,000. More than 15,000 farmer incomes have been positively impacted by the creation of the food, vegetables and pulses value chains. The indirect and multiplier benefits were several, the most remarkable of which was the opening up of alternative livelihood options that were not entirely rain dependent.



INR 1.5 Crore
Total project outlay

2,300
Women directly benefited

1,076
Agriculturists

INR 95,000
Average annual income

810
Dairy entrepreneurs

INR 10,000-25,000
Average monthly income

456
Farmers

15,000+
Indirect farmer beneficiaries

IMPACT STORY



After receiving the training from SSP, Shaku was eager to start her own dairy and vegetables business.

FOR A BETTER TODAY AND TOMORROW

Shaku Landage came from a typical farmer household, and agriculture was her family's main source of income. When the rains kept getting scantier over consecutive years, the family's financial condition drastically worsened. But Shaku was made of sterner stuff and would not let the whims of nature beat her. She had heard about Swayam Shikshan Prayog and the training that it provided to women like her to help them set up alternate businesses and become entrepreneurs. Shaku was determined to make a fresh start and enrolled herself for the training.

At the training, she learnt about ways to run small-scale dairy and vegetable businesses and she was eager to get started on her own. **With the help of SSP, she raised a loan of INR 30,000 and purchased a cow to start her dairy business. She worked hard and soon her business was giving steady profits and she was able to repay the loan.**

The training also taught her another aspect about being a successful entrepreneur – how to manage time productively and efficiently. Shaku's household work and dairy business got over during the day, so her evenings remained empty. She decided to open a small vegetable stall in the nearby market during these free hours. She soon had a set of regular customers and started earning an additional income.

In this way, Shaku's family extricated itself from the trap of getting tied to a single income source, and that too one that was reliant on the grace of nature. SSP helped making Shaku aware of the many income-generation options and equipped her to exercise this option. Her dedication and hard work did the rest.

Women Entrepreneurship

Project spotlight



UNLOCKING THE POWER OF SMALL

Aventus wanted a partner who could implement its purpose of equipping potential entrepreneurs with the tools and knowledge they needed to get started on their entrepreneurial journey. The engagement had to be simple, consistent, graded and scalable.

Deshpande Foundation launched a specially designed **Micro Entrepreneurship Development Programs (MEDP)** in 2011 to address shortcomings in the rural, home-based entrepreneurial ecosystem. Aventus became a MEDP sponsor from 2019 onwards. **The MEDPs followed a 'select-train-mentor-enable' approach to facilitate rural women run their own micro enterprises. The selection system ensured that only those who were already running some sort of small enterprise or were keenly interested in doing so, got identified for the training.** Following this, focused trainings were provided on marketing, identification of customer needs, market survey and market mapping, rudimentary financial training on maintaining books of accounts, making business plans, using digital and e-platforms and internet banking.

Hands-on skill building in handicrafts and food businesses were also provided by bringing in mentors. For instance, groups of 15-20 women were trained in making mats and imitation jewellery, along with knowledge building sessions on marketing, business and finance. Subsequently, a few women

from these batches started their own units at Nizamabad and now make up to INR 20,000 per month. The same is true for women trained on specialized skill-based crafts like Maggam designing, aari embroidery on fabrics, whose earning potential has vastly increased as a result of the MEDPs. They now make a minimum of INR 10,000 per month, even touching INR 1,00,000 per month during the festive seasons.

The virtuous circle created by women's empowerment is manifold, lifting families out of their low-income levels and leading to better education, health and nutrition. These economically-able women also become attractive income multipliers. District-level development authorities and rural cooperative banks now target them for loan and income generation products like Mudra loans and Prime Minister's Employment Generation Programme (PMEGP). Aventus' objective of being an agency of enablement for the rural women entrepreneurs and triggering bottoms-up economic and social change is thus being fulfilled.

The total project outlay over three financial years has been INR 1.15 crores, with a total of 3,323 women directly trained in entrepreneurship and two other off-farm producer organizations with 360+ members assisted.



INR 1.2 Crore
Project outlay over three financial years

3,323
Women directly trained as micro entrepreneurs

INR 1.2 Crore
Worth of direct market linkages established

25 - 40%
Average monthly income increase

IMPACT STORY



Pallavi learnt a host of new skills through the MEDP training - from craft skills to how to run a business - which helped her start her own boutique.

FASHIONING CHANGE TO INSPIRE CONFIDENCE

Pallavi loved dressing up and wearing pretty clothes. She dreamt of starting her own boutique where she could give shape to the many ideas she had. But life had other plans. Married off young, she got saddled with a host of family responsibilities. Her dreams remained tucked away.

Somewhere along the way, she learnt about Deshpande Foundation's MEDP where women were mentored, trained and motivated to take up entrepreneurship. She applied to join the program and was selected by the Foundation.

At the MEDP, she learnt the craft of Aari embroidery and hand knitting, skills that she could use to lend that distinctive touch to the clothes she designed. The MEDP also helped her in a number of other ways. She learnt essential business skills like marketing, finance and an understanding of technology, which would equip her

to build, transact and scale her business. She also got introduced to a cohort of to-be entrepreneurs – rural women from modest backgrounds but who shared a strong belief in starting their own business and giving shape to their own lives. She also met mentors and advisors who answered her many doubts and hand-held her as she took this very important life decision.

Feeling confident, she took the plunge and with an investment of INR 10,000 opened her own boutique – 'Pallavi Boutique and Fashions' in the bustling residential area of Laxmipriya Nagar in Nizamabad, Telangana.

Transforming her life in this manner gave Pallavi enormous confidence and satisfaction, and she became an example to her community. She proved that it is possible for 'ordinary' women, caught in the web of circumstances, to still change the course of their lives with the right training and encouragement.

Women Entrepreneurship

Project spotlight



Industree
Foundation

BUILDING TRIBAL ECONOMIES BY SUPPORTING PRODUCER-OWNERS

Aventus hoped to create a multiplier effect by skilling women from marginalized and tribal communities from rural areas who would be equal stakeholders in the manufacturing and production systems that they helped to build and operate. This was done by generating income through bottom-of-the-pyramid training in creating artifacts from indigenous natural fibres like banana and bamboo.

Aventus tied up with Industree for two projects both of which were targeted at benefiting owner-producers engaged in the production aspect of two natural product-based value chains – of bamboo and banana fibre.

The bamboo value chain project focused on two separate target groups. Bamboo farmers from Shivamogga district in Karnataka made up the first group, and the objective was to promote sustainable high growth of bamboo through training on better cultivation and harvest practices. For this purpose, 500 bamboo saplings were planted on one hectare of land and the participants were made aware of sustainable cultivation practices that would improve productivity and also help in full growth of the plants. Apart from being a natural alternative for construction and furniture making, mature bamboo trees help sequestering 17 tonnes of carbon per hectare annually.

The second target group was the rural and tribal women in Chamarajanagar district of Karnataka, who were the producers of natural bamboo fibre used in crafting various products, that were subsequently supplied through domestic and international supply chains. The project intended to organize these women into producer-owned collectives so that they could independently produce, market and earn from their work. To achieve this, a series of activities were done. Two hundred of these women were trained on making better designed and better finished products, for which market demand existed. During this period of incubation, their incomes were assured. Training and support on various operational aspects were provided – like smooth handling of raw material sourcing, production and marketing so that they could, in future, achieve better productivity. On completion of these trainings, 400 women were organized into two Mutual Benefit Trusts (MBTs) of 200 producers each which were now empowered to run on their own.

During this entire transformation exercise, Aventus collaborated with Industree to make sure that the larger objective of self-sufficiency, proper skilling and seamless functioning were achieved.

The total project outlay covering both the value chains was INR 80 lakhs in the last four years, and 440 primary beneficiaries and 700 secondary beneficiaries were impacted.



42%
Increase in income

440
Women provided training in creating bamboo and banana based handicrafts

500
Bamboo saplings planted

90
Banana farmers and

400
Women producers organized under 2 Mutual Benefit Trusts

67
Bamboo farmers mobilized

IMPACT STORY



AMPLIFYING SOCIO-ECONOMIC DEVELOPMENT

Twenty-two-year-old Jayalakshmi began her career at Mahila Swasahaya Mutual Benefit Trust, Martalli – which is one of the MBTs of 200 women that were formed as a result of the bamboo value chain farmer-producer consolidation.

Jayalakshmi is from a low-income family. Her father, a bus conductor, lost his job during the COVID-19 pandemic. All financial responsibilities became centered on her mother, who worked as a house help. When her father was diagnosed with some health issues, the family had no standby financial resources that they could use and were unable to afford his treatment.

Jayalakshmi, who had a Diploma in Education, rose to the challenge. She joined MBT Martalli and quickly learned various weaving and product making techniques. Quick to learn and good at her craft, she got selected as a Micro Enterprise Leader for the organization. This gave her



Jayalakshmi uses her skills both to make products and to teach others on ways to become an effective producer.

the opportunity to train and motivate other fellow producers. Her teaching background helped her to double up as a soft skills trainer. She felt motivated by the empowerment lessons she received as part of the enterprise promotion training conducted by IndusTree.

“It is quite satisfying to be able to financially support my family, while elevating my lifestyle. I am grateful to not have to depend on others to meet my personal needs. Overall, the exposure I have received has given me a purpose and renewed my perspective towards leading a better life,” says Jayalakshmi.





Sports Education



UN SDGS IMPACTED



How Mirabai Chanu bounced back

Mirabai Chanu weighs a paltry 49 kgs but lifts hundreds of kilos of iron every day. Years of that punishing schedule had taken a heavy toll on her body and the payback time, sadly, came some months before her Tokyo Olympics appearance.

Right shoulder instability and weakness, left shoulder mobility restrictions, left hip mobility and stability problems, chronic backache...the list was long and time was short. Mirabai's earlier performance at the Rio Olympics had been a disaster, with her mind caving in on the podium. She had frozen before

the weights, unable to lift them. Though she had bounced back in the interim, with consistent wins at the highest international levels of her sport, her crippling health problems threatened to unleash the demons in her mind too. In the midst of this, the fluctuating pandemic had wreaked havoc with the Olympic hopefuls' training schedules.

Mirabai's coach decided to take her to the USA. Our partner, Olympic Gold Quest, along with Sports Authority of India, sponsored her 2.5 month-long trip for rehabilitation and training under a specialized American weightlifting coach. Under his expert monitoring, Mirabai regained both her fitness and confidence. Her Olympic silver for lifting a total of 202 kgs at Tokyo was the resulting outcome.



Mirabai Chanu faced her health and self-confidence issues head on, a journey which culminated in her Olympic medal win.

Sports Education

As a young, vibrant organization that delivers excellence to its clients, Avendus deeply resonates with the values that sports stands for. Sports is about fitness and equilibrium, as much as it is about discipline, determination and team spirit – all qualities that make a leader shine.

As an organization, these were qualities that we wished to promote in society through the medium of sports. We also **wanted to contribute to the process of building excellence in sports, so that a pool of sportspersons could emerge who would bring great sporting glory to India.** To achieve these objectives, we had to reach out to a wider cross-section of the population.

Avendus also had the goal of using sports as a lever for positive social change. Sports could not only create alternate sources of livelihood, but simultaneously also help to build and spread the sporting culture of fitness and discipline deep and wide. The harsh reality was that youth belonging to disadvantaged sections of the population lived in very difficult circumstances. Negative energies like anger, frustration and despair often dominated their lives and sports could be used to direct such emotions towards a pursuit-driven focus, leading to holistic personality and social development. A democratization in the process of moulding sporting talent within the country would also lead to the mobilization of funds and improvement in bottom-of-the-pyramid access to sports infrastructure.

Avendus' goals were visionary, with the potential for creating far reaching impact and systemic change. We collaborated with two NGOs – **OGQ and Heed India** – who were doing innovative work in the area of propagation of a sporting culture. Their objective was to embed sports into the lives of the have-nots and to mould world-class athletes who could establish India's sporting credentials and serve as role models.



KEY NGO PARTNERS



Founded in 2001, **Olympic Gold Quest (OGQ)** is promoted and managed by Indian sporting legends Geet Sethi, Prakash Padukone and Viren Rasquinha and works with razor-sharp focus in honing the country's most gifted sportspersons into champions. Working on a pan-India basis, it researches and tracks athletes who display promise and grit, selecting a handful who qualify on various performance parameters. This small set is then trained to compete at the highest international levels.



Established in 2012, **HEED India**, based out of Mumbai, aims at introducing children from marginalized communities, studying in the city's municipal schools, to formal sports. It aims to introduce such children to the rigorous and scientific approach taken by formal sports.

HIGHLIGHTS (FY19-FY22)

INR 1.3 Crore
CSR contribution

530+
Sports persons benefitted

14
Olympic and paralympic
medals won in 2021 by
OGQ athletes



Sports Education

Project spotlight



Olympic
Gold Quest

MAKING CHAMPIONS OUT OF CONTENDERS

Aventus is helping augment the ecosystem for achieving sports excellence within the country.

OGQ takes a systematic 360-degree approach to top-quality athlete management that had hitherto been lacking in India. **It works in nine priority sports where India has intrinsic strengths and a genuine chance of winning Olympic medals. These are shooting, archery, boxing, wrestling, athletics, badminton, swimming, table tennis, and weightlifting.** The main aspects of its approach are:

- **Steady focus on spotting the right people:** OGQ scans athletes who do well at various national and international level events and onboards them after a thorough background check over 6-12 months. Athletes with low ratings in bi-annual reviews are dropped.
- **Personalized support to athletes:** OGQ has athlete managers who work closely with each athlete to understand them holistically – their mind, attitude and their physical needs. It also works in close cooperation with all relevant stakeholders – coaches, academies, Sports Authority of India (SAI), Target Olympic Podium Scheme (TOPS), all National Sports Federations and the Paralympic Committee of India (PCI).
- **Speed of Support:** OGQ ensures that there is no delay in the support that an athlete requires.
- **Unique value adds:** The difference that OGQ makes is in multiple ways, covering focused foreign and domestic coaching, provision of world-class equipment, sponsorship for participation in domestic and international tournaments, sport science support which includes physiotherapy, nutrition, strength and conditioning, injury rehab, and provision of medicines.



OGQ's approach is paying rich dividends. At the 2020 Tokyo Olympics, 4 out of 7 medal winners and at the 2020 Tokyo Paralympics, 10 out of 19 medal winners for India were under OGQ's training. Many of the athletes that OGQ supports come from economically disadvantaged backgrounds. Building conviction and commitment towards sports is thus half the battle won. The issues that needs to be expertly managed are many, and that is where OGQ's specialized skills help. From social attitudes to self-belief and behavioral psychology, to nutrition, strength training and injury management, OGQ extends personalized professional help. Aventus has provided support of INR 1 crore over 2 years and sees this as an effective means of creating value by promoting world-class sporting excellence.

28

Direct beneficiaries
paraolympians

202

Direct beneficiaries
- Olympians

Tokyo Olympics 2020: Medal tally of OGQ's athletes

Mirabai Chanu – Silver medal, Weightlifting

Ravi Kumar – Silver medal, Wrestling

P.V. Sindhu – Bronze medal, Badminton

Lovlina Borgohain – Bronze medal, Boxing

Tokyo Paralympics 2020: Medal tally of OGQ's athletes

Krishna Nagar – Gold medal, Para Badminton

Devendra Jhajharia – Silver medal, Para Athletics (Javelin Throw)

Nishad Kumar – Silver medal, Para Athletics (High Jump)

Praveen Kumar – Silver medal, Para Athletics (High Jump)

Yogesh Kathuniya – Silver medal, Para Athletics (Discus Throw)



BRINGING GLORY TO INDIA

From growing up in Himachal Pradesh's Badaun village to becoming a world-class para-athlete high jumper, Nishad Kumar's life has seen phenomenal change. Interested in athletics from a very young age, Nishad would eagerly join whatever races were held close to his village. However, his regular routine permitted little time for sports. Belonging to a family of farmers, working in the fields was a regular activity. One day while tending to the fodder for their cattle his hand got caught in the fodder cutting machine and had to be amputated. He was only six years then.

But his young age worked to his advantage. Without fully realizing how his amputated limb hampered his activities, he learnt to live and strive with it, and kept chasing his interest in athletics. He competed in regular track and field events as special events for para-athletes were mostly non-existent at the village, block and district levels of competition. This helped to hone his skills even more as he was up against athletes whose movements were unimpaired. It was only in 2017, that he started competing as a para-athlete.

OGQ took him under its wing from 2019 onwards, after his steady performances at the World Grand Prix. **Within months of training with OGQ, Nishad was able to improve his jump by 0.44 meters which was almost 30 times better than any previous improvements that he had achieved.** This significant increase made him a serious contender for the 2020 Paralympics.

OGQ supported his travel, training and equipment needs. In the run-up to the Paralympics, Nishad needed special jumping spikes which were ordered from abroad. He was also provided with a personal physiotherapist and nutritionist so that he remained in prime shape. He jumped to 2.06 meters at the Tokyo Paralympics, one of his career best, and clinched the silver for India.



After just three years of competing as a para-athlete in national and international competitions, Nishad Kumar clinched Paralympic glory.

Sports Education

Project spotlight



FROM OPPORTUNITIES TO EXCELLENCE

Avendus is democratizing sports for children belonging to low-income groups by making access and training easier. This helps hone competitive skills and channel the energies of the youth, leading to holistic growth for the nation and its workforce.

HEED India wanted to bring greater equity and access to sports. It focused on low-income group school going youth living in and around Mumbai who attended municipality schools. They were introduced to **a range of contact sports – boxing, kabaddi, taekwondo, wrestling and also athletics.** The sports categories were carefully chosen to turn the challenging environs that the children lived in, into positive drivers. Kabaddi, for instance, involved quick kick, run and dodge movements. It required mental agility, multi-tasking and crisis management abilities, while also combining elements of yoga. Most of these children had a strong competitive streak and were used to fighting for resources. The kabaddi training helped them coalesce these traits with aggressive agility and control that the sport required as a team effort.

The other contact sports chosen – boxing, wrestling and taekwondo – required combinations of attack and defence and relied on upper body strength, stamina and quick reflexes for efficacy. The children that HEED India trained had enough fire



within, displaying high levels of energy and a will to emerge out of challenging circumstances. The sports activity tapped into their energy and channelized it effectively.

Avendus's involvement with HEED India started from early 2019 and has continued since then. The total project outlay so far has been of INR 0.30 crore, and has benefited 300+ children, with an equal mix of both genders. The funds have helped in a number of ways – in extending reach, with more children being provided with coaching and sporting gear; in improving the basic infrastructure of HEED India's sports training centers and in organizing more competitive events.

Over 2020-21, the pandemic restricted most of the activities carried out by HEED India, and to compensate the organization carried out some innovative online bespoke events. The funds saved were used for providing help to students and coaches and their families in the form of food rations and supplementary medical help.

Through HEED India, Avendus hopes to create greater involvement with sports at the grassroots level. This initiative also showcases an innovative approach to sports as a way of development, directing negative energies like anger, frustration and despair towards a pursuit-driven focus and also opening up alternate career options. This leads to holistic personality and social development. Other crucial benefits: Improvement in bottom-of-the-pyramid access to sports infrastructure, inculcating sporting values and raising the fitness and wellbeing of a larger proportion of the country's youth.



INR 30 lakh
Total funds in 3 years

300+
Direct beneficiaries

3
Interstate
tournaments

First time in India –
Shadow boxing tournament
was organized

IMPACT STORY



KEEPING UP THE MOMENTUM DURING THE PANDEMIC

The pandemic confined the children within the four walls of their homes, in cramped surroundings. **Physical and mental vigour got stifled. Yet the need for positivity and stress release was even stronger.** Realizing this, HEED India decided to come up with an innovative online solution. In June 2020, a two-month fitness schedule was designed to recreate exercise schedules for all the children that we worked with in Mumbai's municipal schools. It was designed in a way that was sports-agnostic and which anyone could do within an indoor area. The popularity of the program picked up speed as word spread. Enthusiasts joined in through our corporate partners and social media followers and we managed to reach 15,000+ students – which was a truly overwhelming response. The initial sessions focused on basic exercises so that the participants could ease into an exercise regimen after months of idleness. Slowly the pace increased to include more strenuous exercises and online challenges were thrown in to create greater involvement and excitement. Such challenges included 30-day Squats and Bounce Back



During the pandemic, children's holistic development was continued through exercise sessions that were delivered online.

to Fitness exercises which targeted aspects like agility, flexibility, strength, power and balance in a concentrated format, so that participants could enhance their deteriorating fitness in short bursts of intense activity.

Later, sessions on life skills were also introduced so that students could better tackle emotional challenges, learn how to take more productive decisions and cope with many stresses and pressures they were facing during this period.

HEED India used this window of opportunity to mould the children in areas that were beyond its traditional outreach, so that their holistic development continued.



Healthcare



UN SDGS IMPACTED



The COVID-19 crisis, a mandate for change

The COVID-19 blitzkrieg that India faced in the months of April-June 2021 was unprecedented and required a swift containment response. All agencies involved in managing the outbreak - governments, businesses, not-for-profits and civil society groups were forced to ensure speedy ramp-up with very little time for planning and preparation. Even as the government amplified its efforts, private organizations too played a critical role towards improvement of healthcare facilities for tackling the crisis. In FY21, healthcare was only behind the education sector vis-a-vis CSR donations, with about 26% of India's CSR going to health and nutrition.

The key challenges faced during the second wave of COVID-19 were primarily linked to shortage of health infrastructure and manpower. There was an acute shortage of beds with oxygen support. Given the vast numbers affected and the short gestation of the disease before a patient became critical, delivering swift treatment at the last mile was another huge challenge. A spiralling demand for diagnostic tools like oximeters and life-saving equipment like oxygen concentrators thus emerged at the individual patient level. The pandemic devastated the poor, who had to face the double whammy of no income along with a swiftly spreading disease and little means of getting help. The death and the misery that the disease left in its wake was heartrending. Several families lost both parents – who were often the bread earners – and many children were orphaned.

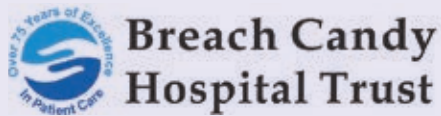
Aventus worked with its partner NGOs Project Mumbai, Rotary Club of Delhi Premier, ACT Grants and Center for Wildlife Studies to tackle the bevy of challenges thrown up by the pandemic across diverse communities which were affected in varying degrees of severity.



Healthcare

The initiatives that Avendus has funded have a long-term focus on healthcare asset creation. We intend to steadily contribute towards creating better health infrastructure in the country that helps correct regional gaps, urban-rural imbalances and even medical specialty-related skews.

KEY NGO PARTNERS



P. D. HINDUJA HOSPITAL
& MEDICAL RESEARCH CENTRE



SEEDS
Foundation



ACT Grants



Rotary Club of
Delhi Premier



HIGHLIGHTS (FY19-FY22)

INR 3.3 Crore
for healthcare infrastructure

Project spotlight



Breach Candy Hospital Trust has been serving patients for over 50 years. Situated on the coastline of South Mumbai, the hospital is renowned for its medical expertise, excellent nursing care and quality diagnostics. Specialists on the hospital's panel of doctors include some of the most distinguished names in Indian medical profession. Their vision is to building a comprehensive State-of-the-art healthcare set-up and become a trusted leader in providing high quality healthcare with a reputation for patient care.

Avendus kicked off its involvement with healthcare by providing a small grant of INR 75 lakh to Breach Candy Hospital Trust towards the construction of a state-of-the-art, 12-storeyed, 90-bed tower within the Breach Candy hospital facility. Even though the covid lockdown slowed the pace of construction, 80% of the work is completed so far and the project is in its second phase. 57 beds will be reserved for underprivileged patients once the tower is operational.



Project spotlight

P. D. HINDUJA HOSPITAL & MEDICAL RESEARCH CENTRE

The poor healthcare infrastructure, with only 1 government hospital bed for every 2,046 individuals, 1 government doctor for every 10,189 people and 1 state-run hospital for every 90,343 citizens, along with the acute lack of affordable medical treatment for the underprivileged, became the base for our next healthcare outlay of INR 25 lakh.

P. D. Hinduja Hospital & Medical Research Centre is driven by the aim to become a world class medical institution by delivering quality medical care to all patients. We aim to provide continuous medical education to all the doctors and nurses by undertaking basic and clinical research with a focus on the needs of the country.

With a legacy of 60+ years in serving humanity, the hospital has spent INR 47.76 crore last year towards charity.

A grant of INR 25 lakh was given to support a range of charitable programs that are run by the hospital on an ongoing basis. Their programs supported 22+ patients from vulnerable sections of populations by providing high-cost surgeries at nominal costs. They also increased healthcare access through mobile health units that visit remote areas and provide consultation and checkup for problems related to eyesight, gynaecology, tuberculosis, general health and sanitation, specialty surgeries for burn treatments and cleft palate surgeries to name some.

Acknowledging the critical issues faced by the Indian healthcare system during Covid, Avendus channeled the majority of its grants towards healthcare and covid response initiatives in 2021 to tackle the covid crisis head-on.



Healthcare

Acknowledging the critical issues faced by the Indian healthcare system during COVID 19, Avendus channeled the majority of its grants towards healthcare and COVID 19 response initiatives in 2021 to tackle the crisis head-on.



Project spotlight



SEEDS
Foundation

Sustainable Environment and Ecological Development Society (SEEDS) was founded in 1994 with the objective of preparing people and the infrastructure they use to become more resilient to the dangers posed by natural disasters and climate change.

Since the beginning of the pandemic in March 2020, the Himayalan state of Uttarakhand has recorded many deaths due to Covid-19. In terms of statistics, 3,828 deaths, or 59 per cent of the total deaths in the hill state of Uttarakhand, happened in the single month of May 2021. During the second wave, the district hospital of Rudraprayag was overwhelmed with patients from villages and towns. There was an acute shortage of medical supplies in the district hospital. In view of future waves associated with Covid-19 it was essential to augment the health infrastructure in advance to save as many lives as possible.

In the given backdrop, **SEEDS, with the support of INR 50 Lakh from Avendus provided medical supplies such as ventilators, masks, oxygen cylinders, gloves and PPE kits** to the District Hospital of Rudraprayag, to tackle the second and third wave of the Covid-19 pandemic.

Rudraprayag is one of the districts which covers the most interior villages of the state of Uttarakhand. There was grave concern amongst people as many of the villages in the hilly terrain of the state lack adequate medical infrastructure and the district hospital is several kilometres away. Therefore, equipping the only district hospital in advance has helped augmenting the health infrastructure significantly. The district hospital caters to 688 villages with a population of 2,64,222.

1
District hospital
688 villages

1
Ventilator support
200+ medical
equipments

1 lakh
Masks and PPEs

"On behalf of district hospital, Rudraprayag, I would like to thank SEEDS and Avendus for providing us with a generous amount of medical items during these trying times. It will help us fight the current situation of Covid-19 in our district. Items like PPE kits, gloves, masks, face shields, biomedical waste system, show covers, bedsheets, etc. were provided to us. The quality of these medical items is excellent. I cannot thank you enough in words!"

Dr. Neetu Tomar, District Hospital,
Rudraprayag

Project spotlight PROJECT MUMBAI



As a Model of Public-Private-People partnership, Project Mumbai has a vision of making Mumbai a better place to live, work, play with every citizen volunteering to do their bit for the community. Avendus joined hands with Project Mumbai in June 2021 to support three primary areas of interventions related to the covid crisis.

HEALTH INFRASTRUCTURE FOR HOSPITALS IN MUMBAI

Municipal healthcare support was crumbling. There was an acute shortage of beds which had oxygen support. Keeping this in mind, **Project Mumbai built a support network with the heads of Municipal hospitals in Mumbai by providing them with high-end equipment including Ventilators and HFNC (High Frequency Nasal Canal) Machines** among others.

The purpose was to boost the number of beds with oxygen support. They also launched a similar initiative for the rest of Maharashtra, and created a platform for encouraging private public partnership with the Ministry of Health which allowed them to reach out to 15 key districts in Maharashtra providing healthcare infra support.

OXYGEN CONCENTRATORS

Project Mumbai launched two parallel initiatives. The first was providing Oxygen Concentrators for citizens below poverty line and subsequently, for citizens across the economic strata. Both facilities were free of cost for the citizens.

Parallely, we also started a toll-free support system which was manned by technicians. This was only to ensure citizens across India who had oxygen concentrators at home but were facing technical problems could use these machines and get help from experts. This was a free service as well. Project Mumbai provided over 150 concentrators to over 20 districts across Maharashtra.

COVID ORPHANS

This was another fallout of the pandemic. Hundreds of lives were lost leaving behind a trail of misery. This also meant that bread earners in several families were no longer alive. Project Mumbai partnered with the Women and Child Development Ministry, Government of Maharashtra and through an MoU began identifying such cases. There are over 6000 children who had lost both parents and over 20,000 who had lost one of their parents. Project Mumbai's livelihood mission was aimed at providing educational fees to as many such impacted children as possible. The initiative has been praised and appreciated.



15
Districts across
Maharashtra provided
ventilators and HFNC

150
Oxygen concentrators
sent to 20 districts

Supported
6000
Children with both
parents deceased

Supported
20,000
Children who had lost
one parent

Healthcare

Project spotlight



ACT Grants

ACT is a non-profit venture philanthropy platform established in 2020 by Venture capitalists and founders from the Indian startup industry in response to the COVID crisis to achieve social impact at scale. Avendus partnered with this platform and contributed 1 crore to their total 450 crore of raised funds to help fight covid, impacting 49 million+ lives.

ACT brought entrepreneurial innovation to public delivery by using models for evaluating oxygen requirements pan-India and a team of more than 70 NGOs collaborated on ground to ensure funds are utilised smartly and directed to high impact solutions.

In May 2021, when the second wave was at its peak, **ACT adopted the motto - 'Oxygen for all' and deployed**

50,000 Oxygen concentrators across 500+ districts, commissioned 106 PSA plants through a central distribution mechanism of oxygen and also provided training to 145,000+ frontline workers.

Post the second wave, they expanded efforts to support vaccination scale-up and commissioned 550,000 vaccine doses to vulnerable communities.



Collaborated with
70 NGOs
for field-level
implementation

50,000
Oxygen concentrators

500+
Districts across India

5,50,000
Vaccine doses arranged

Project spotlight



Rotary Club of Delhi Premier

The metropolis of Delhi led with the number of fatalities in the country and faced a severe shortage of hospital beds and oxygen supplies. Avendus, like so many of its fellow corporates, wanted to help the nation in its time of extreme distress. We financially supported the initiative by Rotary Club of Delhi Premier to set up two oxygen plants – one at Kapil Hospital and another at the government-run Deen Dayal Upadhyay Hospital. Further, 10-year commitments were also taken from these beneficiary hospitals, that oxygen supplies from the plants would be made available to underprivileged patients who often could not afford such support.



10-year

Commitment on free oxygen
being provided to needy
patients

One oxygen plant each at
Kapil Hospital and Deen Dayal
Upadhyay Hospital

Project spotlight



REACHING OUT TO REMOTE COMMUNITIES DURING COVID

In 2020, when vaccination drives were already well underway, CWS learnt from its field staff that vaccine offtake was very low from the public health centres (PHCs) that serviced such populations. It also learnt that the PHC staff were unable to reach out directly to rural populations due to huge shortage of essential supplies like face shields, PPE kits, oximeters, thermal scanners, gloves, masks, and medicines. Meanwhile, the second surge of COVID began soon after, lending an urgency to vaccination drives. It was equally important to stringently maintain the COVID protocols to minimize transmission risk. Avendus donated INR 15 lakh for this cause and CWS utilized the funds to procure essential medical supplies. The funds were also used to finance field staff mobilization; they joined forces with PHC staff to reach deeper and wider into the communities living near the wildlife reserve areas and help safeguard them against COVID. Avendus' timely help addressed a very crucial issue of protecting highly sensitive populations that lived in close contact with nature and stopping the spread of a zoonotic virus like Covid-19.

200+

Awareness sessions

3

Districts – Udipi, Mysore and
Uttar Kannada

INR 15 lakh

given for procurement of
essential supply of PPE kits,
oximeters, thermal scanners,
masks, gloves





Way forward

Avendus has played a large part in powering the dreams of a new India. The work we do propels aspirations and creates value.

Therefore, our community activities must also address these aspirations and act as a catalyst for growth, self-sufficiency and empowerment.

What we have done has definitely created some impact. However, it is only the beginning and there is a long road ahead of us.

As an organization, we seek to actively influence the areas we are involved in and drive greater engagement with our stakeholders, partners and beneficiaries. We want to be a part of outcome-oriented projects that spur self-sufficiency, and sustainable development.

Our way forward is about making sure that we are able to replicate the impact-models across a larger geographical area, and being an active participant in progress.

We will continue to invest resources, energy, and the efforts of our people and partners to achieve this dream.





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