

Avendus[^]



The Change Collective

Annual Report FY24



About Avendus CSR

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 underserved 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.

Our Focus Areas



Women Entrepreneurship

Women make up 49% of India's population but lead less than 13% of its small and medium businesses. Avendus sees this gap as a powerful opportunity to drive impact through its CSR efforts.



Sports Excellence

India is home to a fifth of the world's youth, yet holistic development remains limited. Avendus is committed to democratizing access to sports, fostering excellence and all-round growth among the youth.



Healthcare

India's healthcare system faces severe gaps in capacity and quality, especially in rural areas. Avendus is committed to bridging this divide, recognizing that healthcare access is vital to the nation's growth.

Our Impact So Far



Invested **254.97** million in transformative initiatives



Empowered **15,000+** women entrepreneurs through capacity building & financial inclusion programs like returnable grant, credit readiness & market linkages



Supported **1,000 underprivileged students** with sports education & **1,213 athletes and para-athletes** through training, coaching, physio & nutrition



Reached over **600 individuals** through healthcare programs for children at Child Care Institutes & charity treatments at hospitals



Suvarna's Journey: From Struggles to Strength

Suvarna Bibhishan Mali from Latur transformed her life through determination and support from Swayam Shikshan Prayog (SSP), our NGO partner. Starting with a modest income, she launched a dairy business in 2019 and steadily grew it into a thriving enterprise, now earning (10 lakh annually. She owns 17 animals, produces organic manure, and has invested in sustainable technologies. Beyond her own success, Suvarna mentors over 90 women and dreams of starting her own milk cooperative.

About Swayam Shikshan Prayog

SSP is an NGO based in Pune, India. It was founded in 1998 by Late Ms. Prema Gopalan, with the aim to tackle challenges in disaster or climate affected regions by empowering women as leaders in entrepreneurship, climate-resilient farming, and community development. Its work has been recognized by the United Nations Development Programme and the United Nations Framework Convention on climate change. Avendus has partnered with SSP for their women entrepreneurship project in the Maharashtra region by supporting dairy and agri-entrepreneurship initiatives.

Our Project

Since our partnership with SSP in 2019, the Entrepreneurship Development Programme has empowered over 6,000 rural women across 400 villages in Latur by providing business training, capacity building, and mentoring. In 2022, the collaboration expanded through the Collective Good Foundation with a zero-interest, returnable grant model, enabling financial inclusion and creating a revolving fund to support more entrepreneurs. Women have used these opportunities to diversify income, stabilize livelihoods, and generate local employment. The initiative has scaled across multiple blocks, and Avendus and SSP remain committed to fostering inclusive growth and sustainable social impact through innovative, replicable models.



Bondage to Business: Senthamarai Empowered Through Credit Readiness

Senthamarai Palani from Salem, Tamil Nadu, overcame bonded labor with support from RWDT and became a skilled power loom weaver. Through the Credit Readiness Program by Collective Good Foundation (CGF) and Avendus, she gained financial literacy, overcame her fear of loans, and began saving to buy her own loom. Today, she shares her knowledge with other women, inspiring financial independence and resilience in her community.

About Collective Good Foundation

CGF provides comprehensive project implementation solutions for the development sector. They work closely with companies, non-profits, and foundations to address some of the most challenging issues in healthcare, education, water, sanitation & hygiene (WASH), and women's empowerment. Avendus has partnered with CGF to empower women through financial inclusion programs such as returnable grant, access to formal credit, and market linkages in the Maharashtra region.

Our Project

Over 1,000 women entrepreneurs have used grants to stabilize and grow their businesses, while 400+ women gained access to key government schemes like Udyam Registration and Ayushman Bharat. The program also focused on credit readiness, training 1,500 women in financial literacy and digital skills, leading to 1,380 loan applications. A major milestone was onboarding 150 women onto ONDC, boosting their digital market presence. This initiative highlights how financial inclusion drives economic empowerment, independence, and resilient communities.



Unlocking Potential: Vrutti's Training Sparked Kalpana's Business Growth by 30%

Kalpana, owner of Nimisha's Beauty Parlour, saw her business grow by 20–30% after joining a training program by Vrutti and Avendus. Initially skeptical, she gained confidence through hands-on learning in advanced beauty techniques, equipment use, and business management. The program's holistic support helped her overcome challenges and improve customer satisfaction, transforming her entrepreneurial journey.

About Vrutti

Vrutti has been active in the social impact space for over 23 years as part of the Catalyst Social Enterprise Platform and has made a difference in the lives and livelihoods of over a million poor and marginalized individuals and households. Vrutti works through an ecosystem approach, integrating and delivering end-to-end services that empower small producers to overcome poverty and uncertainty and become three times more profitable. Avendus has partnered with Vrutti to provide training on developing nano-enterprises for beauty professionals for women in Maharashtra, Chennai, and Bangalore regions.

Our Project

Vrutti's Beautypreneur initiative has made strong progress in supporting second-generation fisherwomen in Chennai and Bangalore to become micro-entrepreneurs in the beauty and wellness sector. With 189 women trained in technical, soft, and financial skills, the program has led to meaningful improvements in income, customer engagement, and access to formal financial services. Many participants have secured insurance, opened business bank accounts, and significantly increased their monthly earnings – with some reaching up to INR 1,00,000 within six months. The initiative continues to demonstrate the impact of targeted skill development and financial inclusion in transforming livelihoods.



Rising Beyond Limits: Lalita's Path to Purpose and Progress

At 23, Lalita Yadav rose from a BPL background to become a full-time educator with Earth Focus Foundation, progressing from a Shiksha Prerak (Education Mobiliser) in just over a year. She leads 20 learning centres, changing the futures of 480+ children, building the capacity of 30 Shiksha Preraks. She trains them in English, Science, and contributes to curriculum design. While working, she completed her Master's in Zoology and revived her UPSC dreams. Lalita now inspires young minds and reflects the power of opportunity and mentorship.

About Earth Focus Foundation

A non-profit dedicated to empowering tribal communities and restoring nature in the Kanha region of Madhya Pradesh. Believing in the deep connection between ecological health and sustainable development, the foundation focuses on nature-based livelihoods as a core pillar of its work. In collaboration with Avendus, EFF has also been building the capacity of educators to run Anganwadis and schools—strengthening communities through education.

Our Project

In partnership with Avendus, the Earth Focus Foundation is transforming rural education in the Kanha region by training tribal women to become Shiksha Preraks, or community educators. This initiative not only bridges educational gaps in remote areas but also promotes financial independence for women from marginalized communities. So far, 27 tribal women have been trained, positively impacting over 1,400 children across primary schools and Anganwadi centers. A key milestone includes the admission of four students to Navodaya Vidyalaya Schools—a first for the region. The program's comprehensive curriculum covers pedagogy, digital and financial literacy, communication, and awareness of government schemes, fostering both classroom learning and broader community development.



Stitching a New Life: Ramkali's Journey to Empowerment

Ramkali Sharma, 37, reignited her passion for sewing through the Avendus-supported KSWA Project Stree Swavalamban. Despite being illiterate, she advanced to designer tailoring and now earns INR 10,000/month. With KSWA's guidance, she's gained confidence, financial independence, and a renewed sense of self-worth, transforming her life through dedication and learning.

About Kherwadi Social Welfare Association (Yuva Parivartan)

Kherwadi Social Welfare Association is an NGO that was set up in 1928. Yuva Parivartan (YP), the flagship movement of KSWA works on providing livelihood training and support to underprivileged youth in villages and city slums. It also supports holistic rural development addressing marginalised and landless farmers through the Integrated Rural Development Program (IRDP).

Our Project

Through the Stree Swawalamban initiative with Kherwadi Social Welfare Association, underprivileged semi-urban women in the textile and leather sectors have been empowered to boost their incomes by 15–20%. Over the reporting period, 210 women were trained in skills like apparel making and automotive seat cover stitching at centers in Bandra and Navi Mumbai. 205 women formalized their businesses, improving access to government schemes. Nearly 70% began earning ₹5,000–₹8,000 monthly, and many participated in fairs, reinvesting earnings into their ventures. The initiative has fostered entrepreneurship, financial independence, and community resilience.



Running Against The Odds: Preeti Pal's Paralympic Triumph

Preeti Pal, 24, from Muza, Uttar Pradesh, faced life-threatening challenges from birth, including weak legs and an irregular posture. After discovering Para-Athletics in 2017, she began trained in the 100m and 200m events, ultimately winning two bronze medals in the T35 100m and 200m at the Paris 2024 Paralympics. Her journey reflects immense resilience and determination, proving that with perseverance, any obstacle can be overcome.

Olympic Gold Quest

Olympic Gold Quest is a program under the Foundation for Promotion of Sports and Games, a not-for-profit Section 8 Company, which is committed to bridging the gap between the best athletes in India and the world, thus helping Indian athletes to win Olympic and Paralympic gold medals. Avendus has been supporting OGQ for the training of athletes for the Olympics and Paralympics.

Our Project

In FY 2024-25, OGQ supported 391 athletes and para-athletes, delivering outstanding results on the global stage. At the Paris 2024 Olympics, four of the India's five individual medal winners were OGQ-supported, while at the Paralympics, OGQ-backed athletes secured 25 out of India's 29 medals. Across the year, these athletes won a total of 482 medals in national and international competitions. This success reflects OGQ's holistic support model, which includes personalized coaching, access to top-tier equipment, tournament sponsorship, and comprehensive sports science services. The initiative continues to play a vital role in strengthening India's global sporting presence.





Pune Metropolitan District Tennis Association



Yuki Bhambri's Rise in Doubles Tennis

Yuki Bhambri, once a junior world No. 1, overcame injury setbacks with the help of PMDTA and transitioned to doubles in 2022. He won four ATP titles, including the 2025 Dubai Championship, and reached a career-high doubles ranking of No. 26, becoming India's top doubles player and Davis Cup asset.

About Pune Metropolitan District Tennis Association

Pune Metropolitan District Tennis Association is affiliated with Maharashtra State Lawn Tennis Association (MSLTA), and is also the governing body for tennis in Pune. It promotes the sport across age groups through sustainable programs. In partnership with MSLTA and All India Tennis Association (AITA), PMDTA aims to boost participation and raise the standard of Indian tennis.

Our Project

PMDTA's tennis program is making significant strides in elevating India's presence in global tennis. Currently supporting 15 professional players across both men's and women's categories, the initiative offers world-class training, mentorship, and competitive exposure. A major highlight has been India's strong representation in the ATP Doubles rankings, with seven players in the Top 100 and a record twelve in the Top 200. The program's impact was further demonstrated by the qualification of four athletes and mentor Rohan Bopanna for the Australian Open 2024, and Yuki Bhambri's recent doubles title win at the Dubai Tennis Championships 2025. With a strategic focus on doubles tennis, PMDTA is positioning Indian athletes for sustained international success.





Transforming Lives: CSA's Holistic Healthcare Support for Children in Solapur

Catalysts for Social Action has made a remarkable impact on child welfare in Solapur, supporting health, hygiene, education, and emotional well-being. Their Aftercare program empowers young adults through vocational training and skill development. CSA's consistent efforts reflect a deep commitment to improving lives and creating lasting opportunities for vulnerable children and youth.

About Catalysts for Social Action

CSA supports underprivileged children through health, nutrition, education, life skills, emotional well-being, and extracurriculars. It provides holistic care via Child Care Institutions, with aftercare and advocacy programs helping youth transition into independent, empowered adulthood.

Our Project

With Avendus's support, CSA has deepened its commitment to improving the lives of children in institutional care through its "Adopt a Home" initiative. The program has positively impacted 524 children across 10 Child Care Institutions in Solapur and Dhanu, focusing on holistic well-being — including health, hygiene, nutrition, and safe living conditions. Health check-ups showed encouraging results, and hygiene kits, awareness sessions, and essential items like clothing and towels were distributed to over 500 children. Infrastructure upgrades, such as improved learning spaces and repairs to sanitation systems, have further enhanced the safety and quality of life in these homes. This initiative reflects a meaningful step toward creating nurturing environments for vulnerable children.





From Challenge to Change: Modern Toilets Boost Attendance and Confidence in Chennai School

At the Government Higher Secondary School in Bharti Nagar, Chennai, poor sanitation had long affected student well-being and attendance, especially for girls. With support from Aventus, Rotary Magnum Trust built a modern toilet block, transforming the school environment. Students now feel safer and more confident, with improved attendance and focus. The change has uplifted morale among students, parents, and teachers, highlighting how targeted infrastructure support can foster inclusive, dignified, and effective learning spaces.

About Rotary Magnum Trust

An organisation run by members of the Rotary Club of Madras Magnum builds essential educational infrastructure in government and aided schools. It aims to create equitable learning spaces by constructing toilets, classrooms, computer labs, and kitchens, with a strong focus on improving sanitation to remove barriers to girls' education.

Our Project

Aventus, in collaboration with Rotary Magnum Trust, is championing the “Siksha and Suraksha” initiative to enhance education and safety for school children through sustainable infrastructure. Between FY23 and FY25, they constructed separate toilets for girls and boys at Medavakkam School in Chennai, creating a hygienic environment for over 1,100 students. They also improved accessibility for more than 2,000 children by installing ramps and rails in other schools. Furthering their impact, Aventus employees actively participated in volunteering efforts, including guiding 190 children from a Child Care Institute on an educational tour, fostering direct engagement and learning.



Bridging the Healthcare Gap: Free Treatment and Camps Reach the Underserved

About Hinduja Hospital Trust

PDHNNH, established in 1954, is a multi-speciality tertiary care hospital with branches in Mahim and Khar, Mumbai, offering medical and surgical treatments, including free or subsidized care for economically weaker patients based on defined eligibility. It also operates rural outreach programs through Mobile Health Units, conducting health camps and check-ups in remote villages, and providing free medicines and basic necessities.

Our Project

In collaboration with Hinduja Hospital, Aventus remains committed to providing free and subsidized medical treatment to patients from vulnerable communities who lack access to quality healthcare. The initiative also includes organizing health check-up camps in underserved rural and urban areas.

In FY 2024–25, the hospital supported treatment for over 5,200 patients in need. Additionally, a medical camp was held for 60 specially-abled youth at the Samartham Trust for the Disabled, offering essential health assessments and guidance. Continuing this commitment in FY 2025, a health check-up camp was conducted for 70 women beneficiaries associated with the Kherwadi Social Welfare Association, furthering the mission to make healthcare accessible to marginalized sections of society.





Strengthening Healthcare Equity: Supporting Life-Saving Pediatric Interventions

About Fortis CSR Foundation

Over the years, Fortis Healthcare Ltd. and its subsidiaries, through its hospitals and Foundation across India, has stayed committed towards providing healthcare for the socially marginalized and deprived sections of the society. We not only make sure that our programs are efficient but also ensure that they are sustainable and relevant to those meant to benefit from them.

Our Project

Fortis CSR Foundation, with Avendus' support, is dedicated to improving healthcare access for underprivileged communities, with a particular focus on children battling critical illnesses such as cancer, pediatric heart conditions, thalassemia, and aplastic anemia. In FY24, the Foundation provided life-saving treatment to 13 patients through the allocated funds. Building on this impact in FY25, Avendus's support has enabled the treatment of at least 15 patients suffering from high-cost, life-threatening conditions – bringing hope and essential medical care to families who would otherwise be unable to afford such treatment.



**Breach Candy
Hospital Trust**

Breach Candy Hospital Trust



Strengthening Healthcare Infrastructure for Inclusive Access

About Breach Candy Hospital Trust

Breach Candy Hospital Trust (BCHT) is committed to supporting the needs of underprivileged sections of society and undertakes corporate social responsibility initiatives in accordance with Section 135 of the Companies Act, 2013, and the guidelines outlined in Schedule VII of the Act.

Our Project

Over the past four years, Avendus has partnered with Breach Candy Hospital to enhance healthcare infrastructure and improve access to quality medical services, particularly for underserved communities. This collaboration has supported the procurement of five dialysis machines for the hospital's new tower, significantly expanding its capacity to treat patients with kidney-related conditions. Additionally, an anaerobic machine was installed in the microbiology department to improve the accuracy and efficiency of blood sample diagnostics. A major highlight of this partnership is the construction of a 12-storey, 90-bed facility, with 57 beds specifically allocated for underprivileged patients. This initiative reflects a shared commitment to ensuring that advanced healthcare is not only available but also accessible to those who need it most.



Notes



INDIA | USA | SINGAPORE

Corporate Office:

Platina Building, 3rd Floor, Bandra Kurla Complex,
Bandra East, Mumbai, Maharashtra 400098

For queries and collaborations contact:

Priya.beck@avendus.com/9664700409