



THE GENESIS OF A MOVEMENT

2012 - 2017 : LAYING THE FOUNDATION

ACTION FOR INDIA

Mission

To empower social innovators and entrepreneurs to break barriers to scale, by developing a strong and supportive ecosystem.

Vision

A transformed India, powered by visionary, innovative and agile entrepreneurs, driving nation-wide social change at the Base of the Pyramid.

Values

Trust
Excellence
Sustainability
Collaboration
Diversity
Inclusion

Goals

- Facilitate the setting up of 20 Social Entrepreneurship and Innovation hubs across India impacting 20 million people, as a part of 'Vision 2020'
- Recognize and empower 100 social entrepreneurs across 6 key sectors, every year, through financial and non-financial investments
- Empanel and deploy 100 Social Influencers every year to support Social Entrepreneurship across the country
- Launch an AFI Accelerator for early stage social enterprises



A Note From The Founder

Dear Friends,

Let me begin with a parable...

There were once two young polar bear twins sitting on separate ice floes in the middle of the ocean wondering what to do next. They had never been into the ocean alone.

The sister peered into the water - she was hungry and had to dive in. The brother sat on the ice and hoped that a nice juicy seal would jump onto his ice floe for him to eat. The sister put her paw in the water and felt how cold it was. She knew that it wouldn't be easy to survive. The brother sat back watching his sister and wondered what she was doing. Surely a seal would come within reach soon.

The sister dived in and looked for her prey. After a while she re-emerged. She hadn't caught anything and was now cold and wet, as well as hungry.

The brother laughed at his sister's foolishness.

The sister dived in again. Again she emerged with nothing to show for her efforts, but she had got closer this time and was encouraged by the improvement in her hunting abilities.

The brother yelled out to her, "You're crazy! Why don't you just wait, eventually a seal will come to you."

She humphed and dived in again. This time, she was successful and emerged with a young seal which she consumed enthusiastically. This is what "success" tasted like.

In 2012, we were much like the polar bear sitting on the ice floe and looking out at the plethora of social problems that India is facing and a bunch of people working hard at resolving them. From that vantage point, we could clearly see the problems. But more importantly we could see what these social warriors needed - they needed support - financial, moral and organisational. We could have chosen to stay put much like the brother twin. But we dived right into the cold waters. Many times, we came back empty-handed and disillusioned. But right from the beginning, as we have supported and seen some of smallest ideas turn into huge social movements, we know the dive was a good call to take.

AFI, as I have always said, has been inspired, guided and blessed by Sam Pitroda. During a meeting with a health-care focused start-up in 2010, Sam looked at me and said, "Why not assemble the best of them in a room?" and that was the impetus for AFI. We, as an organisation have grown over the years bringing more social warriors under one roof and becoming a hub of idea-exchange and mentorship. At the same time, AFI's reach has also grown tremendously including more influencers, social impact investors, companies and several government organisations. At AFI, we understand that technology, investment and partnerships are the three key elements which can help a social entrepreneur grow.

Through this journey, there have been a few milestones which I want to highlight. In 2013, AFI established its chapter in Silicon Valley, the birthplace of innovation this century. In 2014, AFI launched the Silicon Valley Challenge Trek for the top five most deserving social innovators to visit and meet firsthand innovators and philanthropists in the USA. And we are releasing this impact report today on the launch of the 6th Annual AFI Conference which has brought together over 100 influencers and over 100 social innovators working across the 6 sectors of agriculture, education, energy, healthcare, financial inclusion and livelihoods.

As we look at our journey over the next 5 years, I am delighted to share with you that AFI is leading the way to build a PAN-India network of regional hubs to support social entrepreneurs across India.

Along the course of this amazing journey we have received tremendous support from several distinguished leaders, too many to be named here, but the ones who have given us whole hearted help and continue to do so include Desh Deshpande, Raju Reddy, Nishith Desai, Shiv Khemka and Dilip Modi.

With five established hubs, AFI has set a bold new goal to impact up to 20 million people in India by the year 2020 by setting up multiple hubs across the country. I call it Vision 2020!

AFI, much like the polar bear sister, took a deep dive years ago and bet on the budding social innovators and the new solutions they brought to the world. The stories in this report are a testimony that we bet at the right place. The success of these social warriors is success of AFI as a whole. As we move towards 2020, I strongly hope to retain the continued support of everyone involved in AFI's growth to date, as well as motivate a new set of passionates to join the ride.

Thank you for your support and partnership.

Sanjay Kadaveru,
Founder & President, Action For India (AFI)

AFI's Achievements

Of The Past Five Years

AFI Forums

The AFI Forums have become our flagship franchise, and we are proud to be associated with the one thousand social entrepreneurs and mentors who have attended, participated and contributed to the Annual Forum over the last 5 years. The essence of the success of these Forums has been the thought-provoking discussions amongst participants, the inspiring talks by successful entrepreneurs and visionaries as well as the bonds created between social entrepreneurs and influencers. We are grateful for all of these groups, as also for our committed and large-hearted group of sponsors and supporters for making this possible.

Silicon Valley Treks

To recognise merit and promise, we introduced the Silicon Valley Trek Challenge in 2014, where we select 5 social entrepreneurs for a two-week all-expense paid trip to the Mecca of Innovators, Silicon Valley! 15 innovative social entrepreneurs have made the journey so far and benefited by meeting and closely interacting with the best in breed professionals and academics in Silicon Valley in companies such as Google, Twitter and Facebook and Universities such as Stanford and UCLA.

Rich Partnerships

It's a long and challenging road we have set upon, and none of this would have been possible without the support of our partners. Our relationship with NASSCOM, TiE, IIT Delhi, Booth School of the University of Chicago and others, has enriched our journey, and has made us more effective in our task of reaching out to social entrepreneurs across the country.

Advisory Services

To sustain the impact of the AFI Forum throughout the year, we are glad to announce that AFI has recently commenced ASAS, the AFI Social Innovation Advisory Service. The ASAS will be available to meet the mentorship needs of social entrepreneurs throughout the year, so that their challenges can be resolved through in-depth engagements, in a timely manner. We are in a process of signing up a hundred Social Entrepreneurs and Mentors, and facilitating their productive interactions on a regular basis.

THE AFI FORUM OVER THE YEARS

Network with Peers. Meet Influencers. Scale your organization. Drive Social Change.

Social entrepreneurship is often a lonely journey, where it is easy to get isolated and weakened by various forces. It needs many inputs at various times in order to strike root and flourish. One important input is networking. In a country like India, it becomes extremely important for the entrepreneurs working on social matters to have a trusted platform where they can collaborate with others, and find support from fellow-entrepreneurs, mentors, funders and other enablers.

The AFI Forum was launched with this exact intention. This annual flagship event brings together 100 dynamic, hand-picked social entrepreneurs together with 100 'influencers', comprising of donors, investors, technology leaders, business veterans and governmental organizations, with the goal of building coalitions to solve India's biggest problems together.

AFI FORUM 2012

In 2012, we inaugurated the first-ever AFI Forum, with 100 hand-picked social entrepreneurs and influencers from around India and USA gathering at IIT Delhi for a day of networking and discussions.

- **Theme:** Growing Social Innovation- Leveraging Technology and Government
- **Eminent Speakers:** The Forum was graced by stalwarts from various domains - like Sam Pitroda, Dilip Modi (MD, Spice Mobility Limited), Sushmita Ghosh (President Emeritus, Ashoka), Ed Cutrell (Senior Researcher, Microsoft Research), who addressed and mentored the entrepreneurs gathered at the Forum .
- **Highlights:** The first ever Forum saw the release of AFI's report on 'Growing Social Innovation', highlighting the role of technology and government in scaling social impact, in conjunction with Dasra.



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In the last five years, AFI has put its stake in the ground and it is time now to sow the seeds. Every year, as the new social entrepreneur and change-makers make their way into the AFI circuit, I feel excited at the larger possibilities for India and the world. We are also fortunate to have with us the right group of industry leaders and mentors with substantial experience to help, guide and support the next generation to explore new social and business frontiers.

Sam Pitroda, Telecom Inventor, Entrepreneur, Development Thinker,
and Advisor To The Former Prime Minister of India

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AFI FORUM 2013

Following the success of the 2012 Forum, the 2013 Forum was held for 2 days in IIT Delhi, furthering our agenda of promoting social entrepreneurs throughout the country.

- **Theme:** 'Scaling Social Innovation in India'
- **Driving Force:** The Forum's main goal was to create a network of social entrepreneurs in India, while encouraging sectoral and cross-sectoral relationships as a way of engendering collaborations.
- **Eminent Speakers:** The 2nd Forum had an unending list of illustrious people holding panels, and leading discussions- including Abha Bakaya of Bloomberg TV India, Desh Deshpande (Co-Chair of President Barack Obama's National Advisory Council on Innovation and Entrepreneurship), Shiv Khemka (Executive Chairman, The Global Education and Leadership Foundation & Vice Chairman, SUN Group)
- **Highlights:** The keynote panel discussion on "Scaling Social Innovation in India" was aired on Bloomberg TV. That was not all- the first ever 'Social Innovation ThinkBook' was also launched this year.



AFI FORUM 2014

The Forum was back in 2014: bigger, better, and with a renewed gusto to help social enterprises address some of the greatest challenges faced by India.

- **Theme:** "Building Hubs of Social Innovation for Mega Impact"
- **Driving Force:** The Forum reinforced AFI's commitment to lead the actions towards scaling enterprises to meet India's mega challenges, by increasing access to technology and industry leaders.
- **Eminent Speakers:** Many luminaries joined in for the 2014 Forum. Sam Pitroda, Desh Deshpande, Raju Reddy (Founder, CEO, Sierra Atlantic), Ronnie Screwvala (Founder & Former CEO, UTV Group), Rita Soni (CEO of Nasscom Foundation) all graced the summit by sharing their vision and knowledge.
- **Highlights:** The MentorCloud an innovative online mentoring platform connecting social innovators in India with mentors in India and US was launched during the Forum, to great accolades.



AFI FORUM 2015

The AFI Forum 2015 was held in Infosys' sparkling and world-class campus in Bengaluru. From exciting 'Speed Dating' events, to talks by inspiring Hub Champions, the 2015 gave social entrepreneurs and influencers a lot to look forward to.

- **Theme:** "Leveraging Peers, Partners & Technology: Connect. Collaborate. Co-Create"
- **Driving Force:** "How do we work together to effect large-scale system change?" The 4th Annual Forum sought to do this by focusing on the twin levers of technology and government, and how social entrepreneurs can leverage the same to tackle mega social problems.
- **Eminent Speakers:** The 4th Forum had a unique mix of influencers- political leaders like Rajiv Pratap Rudy (Minister of State Skill Development and Entrepreneurship) and Rajeev Gowda (MP, Rajya Sabha); industrial thought leaders like Nandan Nilekani (Former chairman, UIDAI), Desh Deshpande, Sam Pitroda, Peggy Dulany and R Chandrashekhar (President-elect, NASSCOM Foundation) led the panels at the Forum, which was definitely an enlightening experience for all attendees.
- **Highlights:** Nandan Nilekani inaugurated the Forum, by giving the inaugural address. The keynote speech, while touching on the Aadhaar initiative and its opportunities, addressed the importance of spreading awareness regarding unresolved problems in the country, and how social enterprises can resolve them through technological and governmental support.



AFI FORUM 2016

The 5th edition of the Forum was a celebration of one hundred promising and innovative entrepreneurs with an unquenchable drive to support the government in its quest to change India.

- **Theme:** "The Scale-Up Weekend for Social Enterprises: Innovate for Impact"
- **Driving Force:** This year, the focus was on India and Innovation, keeping in mind the need to highlight the role of social entrepreneurs in answering Modi's clarion calls about "Start-up India, Stand-up India"
- **Eminent Speakers:** : The attendees heard from some of India's greatest entrepreneurs, philanthropists, and government officials- including Sam Pitroda, Desh Deshpande, Amitabh Kant (Secretary, DIPP, CEO NITI Aayog) , Sonia Singh (Editorial Director, NDTV).
- **Highlights:** The exciting 'Speed Dating' pre-event turned out to be a huge success- for both the entrepreneurs and the influencers. Some even managed to find advisors to help their company even before the Forum began! Not just that- the keynote panel on 'Start-Up India- Impact Bharat' was broadcast on NDTV, reaching thousands people across the country.



WELCOME TO THE VITH EDITION - AFI FORUM 2017

- **Theme:** "Technology for Transformation: Embracing the Future for Mega Impact"
- **Driving Force:** The 6th Annual Forum highlights the importance of technology for social entrepreneurs- it's important for us to understand how recent, path-breaking technology like artificial intelligence, or robotics, can be used to scale social entrepreneurs and equip them to meet the country's unresolved problems.

A lot of exciting things are in store for the 6th Edition of the AFI Forum. The who's who of the Indian entrepreneurial and philanthropic fields are in attendance- from eminent personalities like Hon. Minister Suresh Prabhu (Railway Minister of India), Amitabh Kant, CEO NITI AAYOG, R Chandrashekhar, President NASSCOM, Dr. Ramesh Raskar, MIT Media Labs, Anshu Gupta, Goonj.



A hundred social entrepreneurs from various parts of India, coming together to explore mutual interest and collaboration at the Forum, is the most exciting part of AFI. Such synergies often convert into business opportunities, which is key to organizational sustenance and growth.

Kishore Kumar,
Venture Partners, NS Angel
Ventures

SILICON VALLEY CHAPTER

Silicon Valley Trek

The Indian start-up scene is highly dynamic, resilient and ambitious. Social entrepreneurs are the ones driving the future, for they are the brains behind the innovations that is changing the country's future at the grassroots. However, we noticed that social entrepreneurs were not always given the credit they deserved for coming up with out-of-the-box solutions, changing the lives of communities at the BoP, and making a significant contribution to the GDP of the country.

Keeping this in mind, the Silicon Valley Trek was first conceptualized and organized in 2014, to honour, appreciate, and acknowledge the efforts put in by social entrepreneurs in the country. The Trek is a unique competition- and the first of its kind. From a set of 100 handpicked entrepreneurs who are invited to be a part of the Annual Forum, 5 winners are chosen through a meticulous screening process to attend an all-expense paid trip to Silicon Valley, the hotbed of innovation, a place where they can gain exposure and knowledge from some of the world's leading entrepreneurs and thought-leaders and share the grounded wisdom and resilience of enterprise in India.

Over the last three years, AFI has been proud to have catalysed resource and knowledge sharing among the brightest minds in India, and the visionaries in the Valley.

SILICON VALLEY TREK- 2014

The inaugural Trek was a huge success- with the 5 enterprising winners getting the opportunity to visit leading companies in Silicon Valley, such as Google, Twitter, and Cisco; and leading academic institutions like Stanford University and the University of California, Berkeley, where they gained cross-domain exposure and knowledge of the social entrepreneurship landscape globally.



Sombodhi Ghosh
Aakar Innovations



Pavin Pankajan
AquaSafi



Akanksha Hazari
m.Paani



Leo Mavely
Axio Biosolutions



Bikrant Tiwary
Grow-Trees



“Along with social entrepreneurs gaining a lot of exposure and leverage from the Silicon Valley Trek, I see this as a reciprocal gain for us in the Valley too. It is equally inspiring for us in the Valley to experience how people solving social problems with access to a different set of resources and skills. We understand that despite being known as the hotbed of innovation, the Silicon Valley does not have all answers and the AFI fellows bring a lot of value and knowledge to this side of the world.”

Cynthia Lang, Advisory Board Member at Stanford
Institute for Research in Social Science

SILICON VALLEY TREK- 2015

The Trek winners in the year 2015 gained exposure to a new way of thinking about social entrepreneurship. Some of the places they visited included Apigee, The Bridgespan Group, Omidyar Network, The David & Lucille Packard Foundation, Stanford Business.



Dr. Arjun Sachidanand
SAS Poorna Arogya



Apurva Bhandari
SankalpTaru



Prabhat Kumar
MicroX Labs



Minhaj Chowdhury
Drinkwell



Wilma Rodrigues
Saahas Waste Management



SILICON VALLEY TREK- 2016

The winners of the 2016 trek experienced mentorship sessions and panels at: Apigee, The William and Flora Hewlett Foundation, BridgeSpan Group, Unitus Impact, Iva, Omidyar Network, and Stanford Business School. They also got to attend NASSCOM's prestigious innovation event, 'Innotrek', a game-changing event for budding startups all across India.



Dr Abhay Shendye
Swasti Agro and Bio Products



Shashank Kumar
Green Agrevolution



Damini Mahajan
WeMakeScholars



Saransh Vaswani
Saajha



Ashim Roy
Uber Diagnostics



The most exciting part of AFI lies in its vision and concept to build innovation hubs, the regional centres of entrepreneurship and excellence. This can indeed trigger cross-pollination of ideas and collaboration among various promising business models aimed at improving the status-quo at the BoP. The Annual Forum and the Silicon Valley Challenge, where entrepreneurs and influencers come together, are offshoots of creating a highly value-added program for India.

Mahesh Kanumury, Managing Director & Founder,
Arivali Partners



Social entrepreneurs are taking it upon themselves to fill the lacuna left by Government inability and inefficiency. There are fantastic role-models to look up to, across all sectors. AFI seeks to play a pivotal role in being a catalyst through the journeys of these entrepreneurs. It seeks to situate itself as a valuable hub of the networks it has built over the years.

Hemanth Achaya, Former Chief Operating Officer, Tata
Advanced Materials Ltd



AFI is a unique organization in its approach to promote social innovators and entrepreneurs at a national level and enable collaborations with an eclectic set of influencers. Over the last five years, it has become a distinguished and aspirational Forum with a pioneering status in the sector. It has played a pivotal role in popularizing blueprint of the Social Entrepreneurship hubs, as a facilitator. AFI can become an energizer platform where deserving social entrepreneurs get visibility, recognition and connection to those who propel their onward journeys to make the world a better place.

Amit Jain, CEO, WISH Foundation

Silicon Valley Leadership Circle



When the Silicon Valley Chapter was launched, we knew that we needed to create a bridge between India's brightest social entrepreneurs, and the movers and shakers in the Valley. For this, we needed a group of people who were dedicated to the cause of improving the country's situation, and those who were eager to mentor entrepreneurs, and find the financial and non-financial support they would need. This is where the Silicon Valley Chapter Leadership Circle comes into the picture.

The Silicon Valley Leadership Circle was conceived of in 2013, with the objective of creating a brains trust that could provide inspiration and mentorship not just for AFI, but also to the Social Entrepreneurs in its fold. It consists of an eclectic mix of successful entrepreneurs, academics, philanthropists and investors, with a common passion – a deep commitment for the development of India through its social entrepreneurs.

The Silicon Valley Leadership Circle is an exclusive, insightful, and dynamic group of entrepreneurs, technologists, philanthropists, and impact investors who want to make a change in the social enterprise landscape in the country. As leaders, we will facilitate new linkages between social entrepreneurs and influencers in India, with their like-minded counterparts in the Valley, so as to reach our goal of helping social innovators achieve maximum impact for our country.

Some of the luminaries in the Leadership Circle are:

Stephen Toben, President, Flora Family Foundation (Present Chair)

Prof. Hayagreeva Rao, Professor, Stanford Graduate School of Business (Former Chair)

Srini Akkaraju, General Partner, Sofinnova Ventures, a Sand Hill Road VC firm

Raj Atluru, Managing Director, Silver Lake Kraftwerk, a Sand Hill Road VC Firm

Prof. Mark Granovetter, Chair, Dept. of Sociology, Stanford University

Pamela Pavkov, Vice President at Jasper Ridge Partners, a Sand Hill Road investment management firm

Prasad Ram, Founder & CEO Gooru Learning, a Ram Shriram funded educational technology start-up

Raju Reddy, IT entrepreneur; AFI Board Member; AFI Hub Champion

Radhika Shah, Tech entrepreneur, Founding Co-Chair, Organizing for Action(OFA) Women's Tech Leadership Forum



AFI provides the opportunity for connection between the social entrepreneurs' ecosystem in India and financial/non-financial assets in Silicon Valley. This is a valuable link and a very critical piece of the puzzle. I hope it serves the interests of promising social entrepreneurs in India. AFI has worked hard to establish its presence in the Valley. It exists for a purpose, to deliver resources and connections to emerging social entrepreneurs and accelerate their journeys to larger impact.

Steve Toben, President, The Flora Family Foundation



There is a great need for a platform like Action For India in the journeys of social entrepreneurs, which gives them high visibility, connects them to influencers in the Valley and acts as a catalyst in their scale-up journey. AFI has been able to develop a pan-continental community of mentors and investors, which has now become a very powerful asset and offering to the Indian social entrepreneurship ecosystem.

Radhika Shah, Co-President, Stanford Angels & Entrepreneurs



I admire and support the vision of AFI to recognize, support and nurture promising social enterprises in India. I have been involved in co-creation of the Kakatiya Sandbox and our efforts are very consistent to AFI's. Silicon Valley connect is a key proposition of AFI, considering that there is a significant Indo-American population which invests time and resources frequently in India.

Raju Reddy, Founder of Sierra Atlantic

Hubs of Social Innovation

At Action For India, we believe that to solve problems in a sustainable manner, every entity in the community should work collectively and collaboratively towards the solution. It is confidence building and a common vision of a Innovation Hub that inspired us. The Sandbox empowered people to take up their own challenges, and find solutions for it. It is truly the social entrepreneurship model of the future!

We wholeheartedly believed in the success of the Hub Model and have been acting as a catalyst in the development of these Hubs across the country, to develop a pan-India model of social development led by the community. The goal is to establish 20 Hubs across the country by 2020.

A Social Entrepreneurship and Innovation Hub consists of Five Pillars:

HUB CHAMPIONS:

A visionary champion who adopts an area, and wishes to give back to the society, and improve the lives of countless people.

Currently, the champions include luminaries like



Raju Reddy

Kakatiya Sandbox
- Nizamabad, Telangana



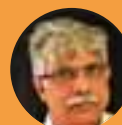
Nagaraja Prakasam

Native Lead Sandbox
- Madurai, Tamil Nadu



Dilip Modi

EkSoch Sandbox
- Varanasi, Uttar Pradesh



KC Mishra

E-Kutir
- Bhubaneswar, Odisha

MINI CHAMPIONS

Ambitious entrepreneurs with 3-8 years' experience, trying to explore new geographies

SPEARHEADS

Successful entrepreneurs who have achieved the dream of scaling their enterprises, and would be great role models and mentors.

PARTNERS AND MENTORS

A diverse network of corporations, sector experts, government officials, philanthropists, and funders

IMPLEMENTATION AGENCY

An organization like AFI, which helps in the strategizing and catalysing actions within the Hub, based on the Hub Champions' vision!

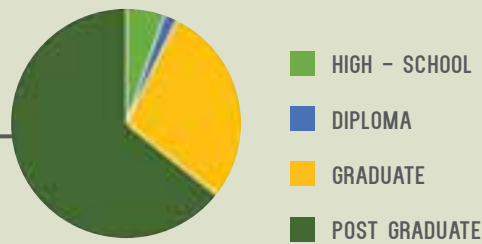


More supporters from the Valley are joining and supporting AFI's vision. Fostering social entrepreneurship is very critical in India. There is an unending list of social problems and the country needs more social innovators and entrepreneurs to change the status-quo. AFI is an important agent which is building the necessary bridges for the social entrepreneurs in their scaling-up journey.

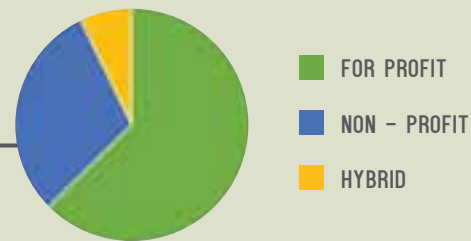
A G Karunakaran, President and CEO of MulticoreWare Inc

A CLOSER LOOK AT AFI ENTREPRENEURS OVER THE YEARS

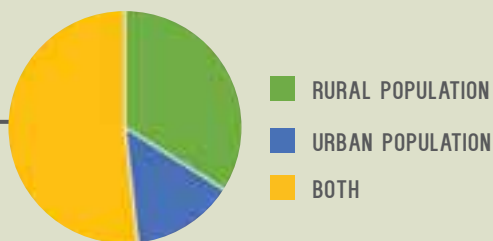
EDUCATION LEVELS



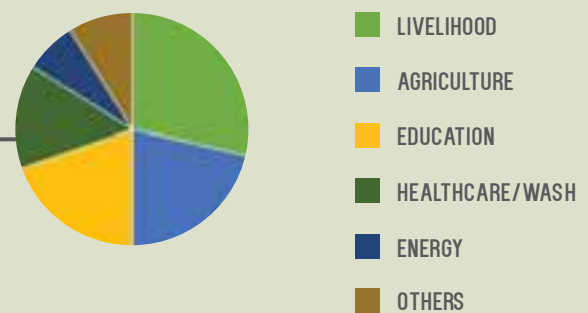
ORGANIZATIONAL STRUCTURE



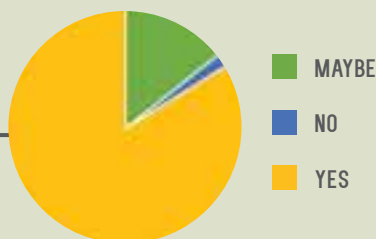
POPULATION CATERED BY ENTREPRENEURS



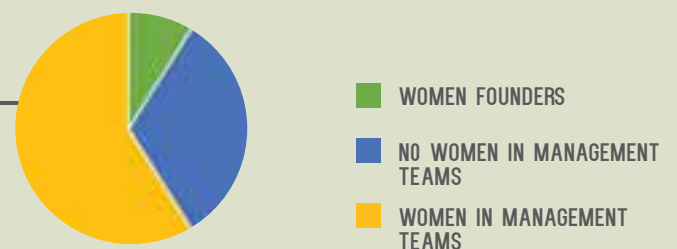
SECTORIAL FOCUS OF SOCIAL ENTREPRENEURS



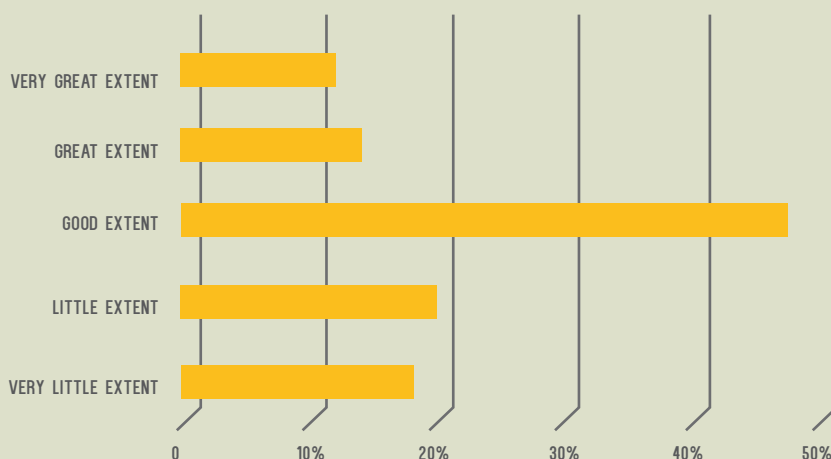
WOULD YOU RECOMMEND AFI TO OTHERS ?



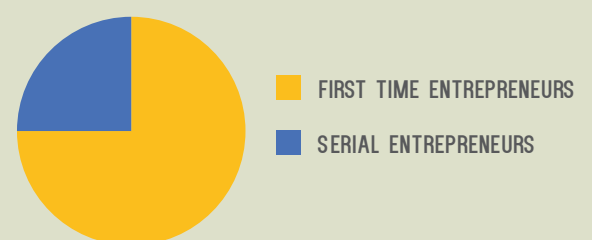
WOMEN IN FOUNDING TEAMS



HOW AFI FARED IN BUILDING PARTNERSHIPS FOR ITS SOCIAL ENTREPRENEURS



FIRST TIME ENTREPRENEURS



THE DATA PRESENTED CORRESPONDS TO A SAMPLE SIZE OF 20% OF ALL AFI ENTREPRENEURS OVER THE YEARS.

Hubs In The Spotlight

Kakatiya

Mr. Raju Reddy, founder of Sierra Atlantic, and Mr. Phinandra Sama, founder of redbus.in spearhead the Kakatiya Sandbox, which currently empowers people from the districts of Nizamabad, Karimnagar and Medak, to create an effective ecosystem of entrepreneurship that is based on the principles of innovation and sustainability.

The Kakatiya Sandbox has already broken records. 1500 children performed a flash mob to enlighten the masses about women and child abuse, as a part of the Sandbox's LEAD initiative, winning the Limca Book of Records for the largest flash mob!

Native Lead

The hub led by Native Lead Foundation caters to the need of the populace in Madurai, Erode, and Coimbatore districts in Tamil Nadu, and is led by Hub Champion, Nagaraja Prakasam. Since its inception, they have reached out to over 16,000 students, and mentored 194+ startups. This is done through a comprehensive network of investors and mentors who enable and nurture the budding entrepreneurs in the area.

EkSoch

The EkSoch sandbox, headed by Dilip Modi (Spice Mobility Ltd) is nurturing the entrepreneurial dreams of people across seven districts including Varanasi, Ghazipur, Mirzapur, and more, in the state of Uttar Pradesh. By bringing together the community, and technology, the local challenges of over 1 million people are being addressed, especially through projects like LEAD, Agastya, and Navodyami.

EKutir

EKutir is engaged in innovating new products, services, and sustainable models of development at the BoP market. While eKutir is part of Action For India's (AFI) Vision 2020 project, it is different, because all its initiatives are for-profit. It works in three areas: agriculture (Krishi Vikas), sanitation (Svadha), and social finance (One Acre Venture). It also operates a e-commerce venture called VeggieKart. Broadly, eKutir acts as an incubator that validates ideas, tests them in the field, iterates if necessary, and after validation, packages and releases them into BoP markets.

SOCIAL ENTREPRENEURSHIP ADVISORY SERVICE

India is a melting pot of inspiring social entrepreneurs, engineers, and innovators, all of whom are steadfast in their goal of making the country better. Currently, a great deal has been achieved on the field, but entrepreneurs still face a slew of problems including a lack of investment, or post-incubation support, causing many high-potential enterprises to close down.

AFI has gained a lot of insight through the Forums, Silicon Valley Treks, and our involvement in the various Hubs. Years of providing mentorship and assistance to social innovators has made us realize the importance of continuous engage

ment with social entrepreneurs throughout the year.

AFI is proud to present the AFI SE Advisory Service (ASAS), a free intervention tool that assists social entrepreneurs in scaling their business, by providing them with mentorship and guidance on-demand. By building a comprehensive ecosystem that includes a Mentorship Network, fortnightly webinars, access to the AFI Forum, and an active portal to promote dialogue between entrepreneurs and mentors, the ASAS seeks to create an India where social enterprises can scale through community support, to meet the community's challenges!

The ASAS operates on many levels:

Identifying promising social entrepreneurs, who would benefit from deep engagement

Creating a mentorship network, where mentors will have fortnightly interactions with their entrepreneurs

Developing a common portal for enterprises and mentors around the country to exchange ideas

Keeping all mentors and entrepreneurs in the loop through frequent webinars and newsletters

Providing motivation and promoting competition through the AFI Forum, and the Silicon Valley Trek, to bring out the best in all the entrepreneurs!

Journeys



Rikin Gandhi,
Digital Greens

Annual Turnover: \$ 10 million

Team Size: 100 people across India, Africa and the USA

Impact: 1.4 million farmers impacted

It started with a research project which Rikin was working on, as part of Microsoft Research Labs. While exploring technology's potential role in small-scale agriculture, various modes of information dissemination such as TV, video, radio etc. were evaluated and control trials proved that efficacy of video-based trials were 10X more than other existing methods. There was no looking back for Rikin since then. He now envisions to expand his work across geographies and goals- from boosting farm productivity to adding nutritional value to farmers and provisioning shared services.

As one of the winning entrepreneurs from the first cohort of AFI, Rikin found engagements and synergies with fellow Agripreneurs at the Forum and beyond very meaningful.

Rikin is focused on impact and works backward, while adopting the attitude of a learner. To his fellow social entrepreneurs, he says, "Sometimes the most impactful solutions come from the most unlikely places. The new entrants might have unique and workable ideas to solve problems."



Shashank Kumar
Green Agrevolution

Annual Turnover: \$ 2 Million

Team Size: 32, in Patna and Gurgaon, along with 5 nodal offices

Impact: 15,000 farmers reached out through 40 micro-enterprises

Hailing from a farming community, Shashank was well aware of the day to day problems faced by farmers. He knew there were innovative solutions, and started Green Agrevolution as a way of spreading these solutions among the Indian farming community. Because of his work, he became an Ashoka Fellow in (2013) and was named Times Now Amazing Indian (2014). In the next 5-10 years, he wishes to reach out to more than a million farmers through his 'Dehaat Model', of collaborating with micro-enterprises.

Shashank was a winner of the Silicon Valley Trek, and for him, the network, mentorship, lead generation, and funding opportunities he gained from his fellow-entrepreneurs and mentors was the biggest benefit. As a motivation to those entering the field now, he says "In the past 5 years, I've seen how the industry has been transformed. The field is full of opportunities, as long as you have innovative offerings for the community, and are proactive about grabbing these opportunities".



Prabhat Kumar
MicroX Labs

Annual Turnover: N/A

Team Size: 5, in Bangalore office

Impact: N/A

Prabhat's motivation to start MicroX labs came from his childhood in Bihar, where he saw the struggles faced by those who didn't have access to good medical infrastructure. After losing his parents, he decided to get into the field of medical technology. His enterprise, MicroX Labs, develops point-of-care diagnostics and technology that can be made accessible to more people at a lower cost.

His association with AFI, and visiting Silicon Valley as a Trek winner, helped him find a number of other social enterprises that he could partner with. So far, MicroX has won a number of awards, including Tata Social Enterprise Challenge, Google Jagriti Yatra, India-Africa Business Venture Award, Lockheed Martin Innovation Award, etc.

To aspiring entrepreneurs, he says "It is a tough journey, but you can succeed, as long as you have the patience and the passion".



Ketan Deshpande,
FUEL

Annual Turnover: INR 20 crores
Team Size: 110 people across 11 offices
Impact: 10 lakh students across 11 states

Ketan's journey into the world of social entrepreneurship was driven by his personal experience as a student. He decided to start FUEL, to bridge the gap between students and the jobs that best suited their needs. Ketan is inspired by former president APJ Abdul Kalam, and wishes to expand FUEL's work to reach 20 states, and over 2 crore students in the future!

Ketan has received the Ashoka Fellowship in 2013, and the University of Cambridge Dr. DC Pavate Memorial Visiting Fellowship in 2016.

For him, the biggest highlight of the AFI Forum was meeting Mr. Shiv Khemka, through whose assistance and mentorship FUEL reached out to almost 500 schools across the country, especially in rural areas! To those entrepreneurs who are starting off in the field, Ketan says, "Consistency is what you should focus on- not the money. Just try to solve what problems you have, and the funding will come on it's own!"



Sombodhi Ghosh
Aakar Innovations

Annual Turnover: INR 3 crores
Team Size: 20-25 people across 2 offices
Impact: 16,000 women across the country

Sambodhi ventured into the world of social entrepreneurship quite naturally. Having volunteered with countless NGOs in his growing years, the attitude of change was already in his blood. He got the idea to start Aakar after personally observing the way women in rural India were treated when they were menstruating. He looked at things on the grassroots level, and decided to take an action-based approach that can definitely create a large scale impact.

One of Sombodhi's fondest memories of AFI is visiting Silicon Valley, as one of the winners of the Silicon Valley Trek competition, in 2014. He started thinking about social entrepreneurship in a whole new light, and the experience became one that had a huge impact on him personally.

Sombodhi's personal philosophy is one that will definitely motivate aspiring entrepreneurs- 'Be less reactive to situations- and be more objective while approaching problems. Moreover, be happy with what you achieve'.



Raghu Kanchustambam
Concept Waves

Annual Turnover: Between 1- 5 crore
Team Size: 15- 20 people in the Hyderabad Office
Impact: 100,000- 200,000 customers

Raghu is a firm believer of the fact that education is the way out for a country like India, the best tool to empower our masses and push us out of poverty. His organization, Concept Waves, caters to the educational management needs of over 100,000 students across the country, towards the same goal! Concept Waves has won a number of accolades, including NASSCOM Social Innovation Honours (2013) and Vodafone Mobiles for Good Programme (2012).

Being a part of the AFI family gave Raghu a renewed faith in his vocation. Action For India is a platform that provides credibility to social entrepreneurship- something that has continued to help him build new connections.

For the entrepreneurs starting out in the field, Raghu says, "Execution is key. Find the idea that you want to work on- and don't get distracted from your goal."



"The way AFI is trying to enable cross border fertilization of powerful ideas of social change, is very unique. While REDX is enabling entrepreneurs to explore and examine the right problems to work on, AFI is providing them with the a fertile field to strengthen their roots and grow. I see great synergies.

Ramesh Raskar, Head, MIT Media Lab's Camera Culture Research Group

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Damini Mahajan
WeMakeScholars

Annual Turnover: INR 25 Lakhs
Team Size: 10 people
Impact: 22 Lakhs users

Damini realized that funding was one of the biggest problems for people who wanted to study abroad- a page she started on Facebook about different scholarships got 1.5 lac followers in no time, and she realized the scope of the problem. This is how WeMakeScholars, a comprehensive platform that provides extensive information about scholarships available across the world, was founded.

Damini's time at the Action For India Forum, and her visit to Silicon Valley, as a Trek Winner allowed her to have closer interactions with fellow winners, who motivated her professionally. Through the network she made in Silicon Valley, she even found potential clients!

In the future, Damini wishes to extend student's access to scholarships, by reaching out to more students and scholarship providers across different countries. 'Social entrepreneurs have a unique set of challenges- but one has to learn how to balance the scales between social change and business. That's the most important step towards running a successful social enterprise', she opines.



Wilma Rodriguez
Saahas

Annual Turnover: INR 4.5 crore
Team Size: 25 office staff, and 150 field staff, spread across Bangalore.
Impact: 50-60,000 households

Bangalore's lack of efficient waste management was what served as Wilma's motivation when she started Saahas. It is now a movement to keep Bangalore's beauty intact, and a movement to change people's mindsets about social entrepreneurship, while developing a solid waste management model that is environmentally friendly, and scalable.

Wilma was one of the AFI 100 Entrepreneurs, and a winner of the Silicon Valley Trek. For her, Action For India is a platform that helps dispel popular misconceptions about social entrepreneurs, and mainstream the challenges faced by the same, as they understand the balance between social change and business. As for the future, Wilma believes that Saahas will be a vehicle that promotes community participation in waste management process, by involving each and every household in the process.

To entrepreneurs who share her drive to change the world, she says, "The problems that we (social entrepreneurs) are tackling can be overwhelming at times. You just need to be consistent and persistent in your belief and action to succeed".



Prukalpa Sankar
SocialCops

Annual Turnover: Approx. 3 crores
Team Size: 40 people, based out of Delhi
Impact: 10 billion data points currently available on the website.

Prukalpa Sankar founded SocialCops along with Varun Banka as a way of enabling citizens and decision makers to have access to the data they need to make the correct choices. Their database can be used by citizens to gain access to information about health, sanitation, emergency relief, etc. Fortune India recognized SocialCops' contribution in handling relief work after the Chennai floods as a part of their '40 Under 40' initiative!

Prukalpa thinks that the Action For India Forum is a great initiative that can help entrepreneurs realize the problems in the field, and the solutions they can use to overcome the same. Her mission is to ensure that SocialCops' work can be scaled not only nationally, but globally as well.

To all the entrepreneurs breaking into the field, Prukalpa says, "People will always tell you that you can't do it, or that you will fail. Don't listen to them, and just follow what you're passionate about".



“AFI, just like a social enterprise, is on an evolutionary journey. Enabling exchange of ideas among social enterprises, exposing them to various enabling networks and interesting opportunities and integrating the Silicon Valley connection are some of the ways in which AFI has carved its niche.

Ranjani Saigal, Executive Director, Ekal Vidyalaya



Abhay Shendye
Swasti Agro and Bio products

Annual Turnover: INR 1- 1.5 crores
Team Size: 19 people, in the Pune office
Impact: 37,000 people

Abhay had always been passionate about agriculture- he used to observe problems, and ponder up solutions every time he went to his grandparents' farm as a child. He wanted to make a huge impact among a large section of the population- and this was the philosophy through which Swasti was founded.

He attended the Action for India Forum in 2016, to promote Swasthi, and to network with others who he partner with. In the future, he wishes to make Swasti an international company, reaching out to a greater number of farmers, and revolutionizing the field of agriculture itself.

According to Abhay, he is an entrepreneur who has chosen to enter a field that has greater social impact. To those aspiring to follow his footsteps, he says "The initial struggles might be high, but so will the rewards. You just have to focus on improving the quality of your products and services".



Ashutosh Burnwal
Buddy4Study

Annual Turnover: INR 50 lakhs
Team Size: 23 people, based out of Noida.
Impact: 8500 students received scholarships worth 8-9 crores through the portal.

Ashutosh Burnwal hails from a family of four siblings, and feels that families in India sacrifice quite a bit to educate their child, a plight that can be avoided through a database of scholarships that they can access- which is what his enterprise, Buddy4Study does. Buddy4Study, as a scholarship platform, has won a number of awards, including the Manthan Award for South Asia and Asia Pacific Region in 2014, and the NASSCOM Emerge 50 in 2015.

As one of the finalists of the AFI Silicon Valley Trek Challenge, he got to meet visionaries like Nandan Nilekani. He was also able to make connections with other enterprises that he still works closely with.

In the next ten years, Ashutosh hopes to reach out to 10 crore students, and increase the supply of scholarships by reaching out to companies. His biggest advice to new entrepreneurs is to make use of platforms like AFI. "Social entrepreneurs are always wondering whether they are doing the right thing or not. Places like AFI helps you find a supportive network of fellow entrepreneurs and mentors that you can approach in the future".



Bikrant Tiwari
GrowTrees

Annual Turnover: INR 3- 5 crores
Team: 8 people
Impact: 1.8 million trees planted, creating 1.5 lakh days of employment

After working with a MNC for 12 years, Bikrant realized that he wanted to bring his years of experience into the field of environmentalism for the greater good.

When Bikrant joined GrowTrees as its CEO, they had planted a few thousand trees. Now, the number stands at 1.8 million all across the country, providing fresh air and employment opportunities to marginalized tribal women around India.

Attending the Action For India Forum made him realize that a lot of other people were also fighting this uphill battle. Going to Silicon Valley, as a Trek winner, gave him exposure to a brand new way of thinking about entrepreneurship, failure, and challenges!

In the future, Bikrant wants to make reforestation a community effort, and scale GrowTrees to a global level, as their cost per tree is the lowest in the world!

He offers valuable advice to social entrepreneurs around the world- "Take your career as a symbol of your success. Always ignore the naysayers, for there will always be people who will motivate you."

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Sanjay Kadaveru
Founder & President

Sanjay has over 18 years of international experience spanning the domains of investments, management consulting and business development. He is the co-founder and Board Member at the Center for Healthcare Innovation, a US based not-for-profit thought-leadership organization focusing on the life sciences. Sanjay is a Charter Member of TiE and served as a Co-chair for TiECon East, one of the largest innovation focused conferences in the US. Sanjay founded the AP Technology Leadership Council, a non-profit networking organization created to provide pro-bono business consulting services to civic and governmental causes in Andhra Pradesh.



Bhaskar Chatterjee
Senior Advisor

Dr. Bhaskar Chatterjee is widely acclaimed as the Father of CSR in our country. He was instrumental in framing and issuing the CSR guidelines for PSUs and played a major role in the inclusion of Section 135 in the Companies Act of 2013. As DG & CEO of IICA, he spearheads the National Foundation for Corporate Social Responsibility (NFCSR). He joined the Indian Administrative Service in 1975 and has held many distinguished positions. Dr. Chatterjee is also a widely acclaimed management practitioner, theorist and teacher. He has written and lectured over many years on issues of social and sustainable development, corporate responsibility and human resources.



Hemanth Achaya
Senior Advisor

Hemanth has 30 years of experience in Industry, primarily with startups. Beginning his career with Philips India, he became a member of Tata Administrative Service in 1983. At Tata Tea Limited, he was part of the team that turned around the loss making packet tea division. He joined Tata Telecom Limited as its first employee and also served as the Chief Operating Officer, Tata Advanced Materials Limited for ten years. He is currently working as a business consultant with startups and also teaches foreign students at Christ University.



Anil Aggarwal
Advisor

Anil is founder of Vriksh Advisors, a finance and management advisory firm. He has over 30 years of work experience. In his last job, Anil was Director Finance for Ireo, a foreign PE and a real estate developer. Prior to that, he worked as CFO at Punj Lloyd; CFO for Bunge Agribusiness India; VP (Group Finance/ M&A) RPG Group; Country Treasurer and Head Capital Markets for Cargill India and AVP, Reliance Capital. Anil graduated as a science student and later pursued CA, MBA and CFA.



Hiranmay Mahanta
Advisor

Hiranmay acts as honorary director of GTU Innovation Council and Student Start-up Support System. He is also a Member, University Start-up policy committee, Govt. of Gujarat. As a member of AICTE start-up policy implementation committee; he is making national strategy to take the innovation and student start-up movement across 10,000 plus colleges affiliated with AICTE.



Uday Lakkar
Advisor

Uday Lakkar is the founder of Zocalo.in, an online marketplace in the real estate space in India. His background has been primarily in the private equity investing and consulting space in India. He has more than 7 years of diverse functional and industry experience across organizations like Morgan Stanley, McKinsey, Network18 Group and IREO Real Estate Private Equity. Uday earned his management education from IIM Ahmedabad.



Ramkumar
Project Manager

Ram was one of the 10 graduates sponsored by University of Leicester for Tier 1 skilled candidate visa and was also an Enterprise Inc Fellow. Previously he was the Consultant & Program leader of "Champions for Change", a program designed to develop leadership skills among students. As a student of MBA at University of Leicester, he initiated the concept of student led - Quality circle program.



Monika Shukla
Co-Founder, LetsEndorse

Monika co-founded LetsEndorse, a digital market-network, which brings together the key stakeholders of the development ecosystem, to foster knowledge-harnessing, collaboration and resource mobilization transparently. She graduated as a silver-medalist from IIT Kharagpur and worked as a technologist at Goldman Sachs. She pursued her post-graduation in Liberal Arts from the Young India Fellowship Program and was one of the five German Chancellor Fellows handpicked from India, where her research dealt with Corporate Sustainability and CSR.



Varun Kashyap
Co-Founder, LetsEndorse

Varun co-founded LetsEndorse to bring the key stakeholders of the socio-development ecosystem to solve problems collectively. An alumnus of PEC, Chandigarh, he founded Suvidha Bazaar in 2010, a doorstep delivery service of fresh fruits and vegetables, to ensure fair-pricing. He is a Global Shaper (WEF) from Chandigarh hub and a Start-up Leadership Fellow from Delhi Hub. He also pursued the Young India Fellowship and was among the five German Chancellor Fellows from India selected in 2014.

ROAD AHEAD

The future looks bright, promising and exciting. The Social Entrepreneurship landscape in India has strong tailwinds that can help it soar to lofty heights – positive government interventions, rapid growth, a vigorous entrepreneurial culture and global interest and recognition of India's potential.

AFI intends to harness these powerful and positive forces to position itself as a social development hub that any individual in the sector – be it an entrepreneur, a philanthropist, a bureaucrat, a financier, a professional, or even the ultimate beneficiary - cannot ignore.

Over the past 5 years, we have created a franchise of activities that will form the pillars of the edifice that AFI intends to build – the Forum, the Silicon Valley Trek, the Social Innovation Hubs, and the AFI Advisory Service. The Forum has already earned an enviable reputation as the go-to event in the social sector in India. The other initiatives will soon get there. Others, like the ASAS, are just getting off the ground, and with proper nurturing and care, will soon grow into respected and useful institutions.

We have a plan to take the Forum further and wider in the form of smaller programs in remote parts of the country. We also have a plan to make the Forum a deeper and more immersive experience by making firmer and stronger connections. And we are most excited about having a year round Forum by creating a virtual marketplace – a portal where entrepreneurs and innovators can share plans and ideas with the best mentors from around the world on a 24/7 basis. A place where boundaries will vanish and the pains and entry barriers that now exist in connecting with the right set of people will vanish. This, with the other enablers – the Social Enterprise and Innovation Hubs, the AFI Social Enterprise Advisory service – will indeed get us closer to our dream of ensuring that every noble enterprise that is serving the Bottom of the Pyramid will get their share of optimal support.

We recognise the journey can be fraught with pitfalls – but are buoyed by the support of our well-wishers and patrons, and the band of employees and volunteers who share our dream.



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