



# THE /NUDGE

Annual Report  
April 2020-March 2021

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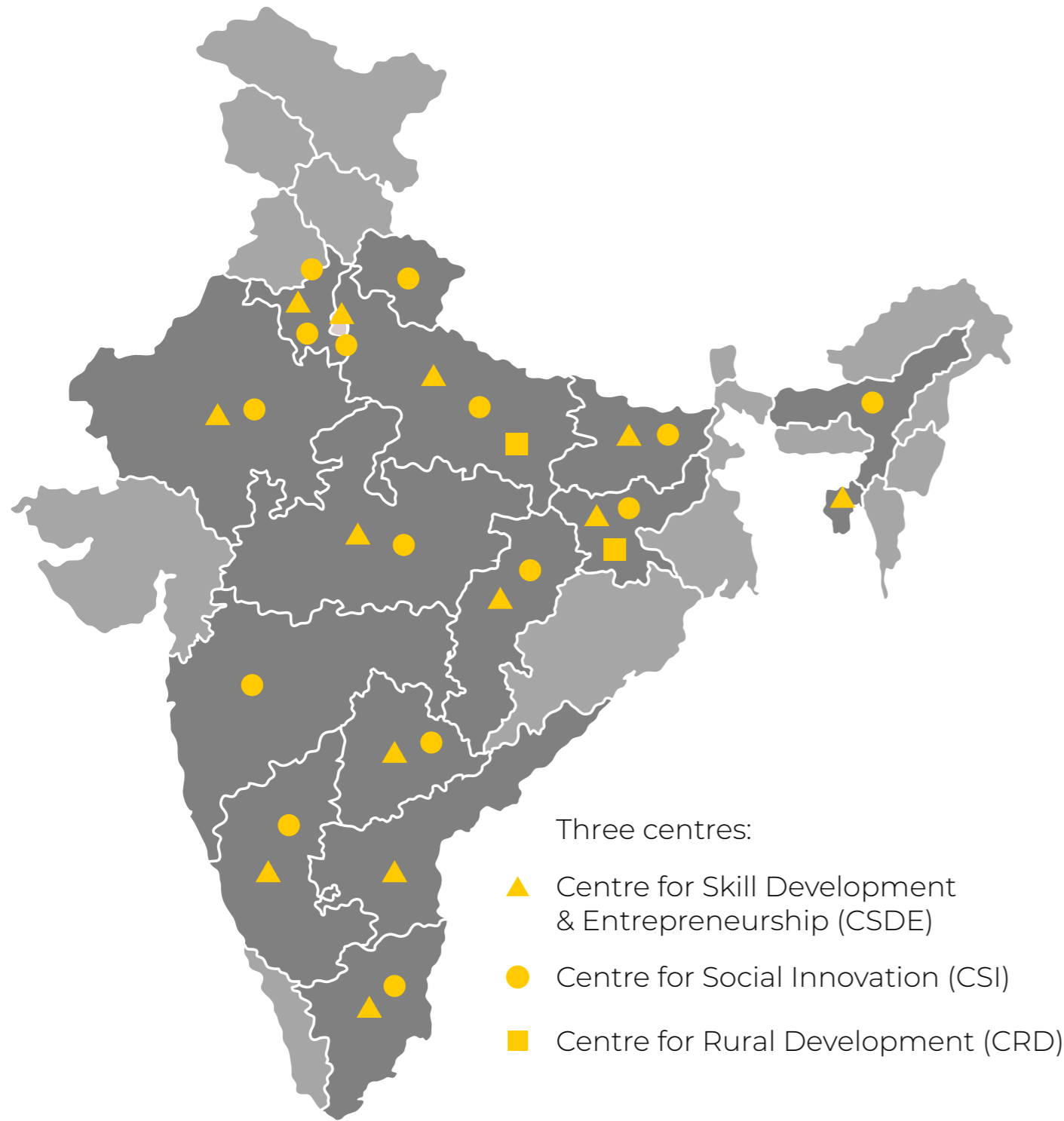


# Our Journey

of alleviating poverty, sustainably and scalably



# Our Reach : 2015-2021



**11**

programs



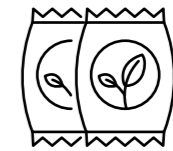
**16**

states



**9,000+**

youth skilled to be employable



**6,100+**

families reached towards sustainable rural livelihoods



**79**

nonprofits supported through grants, and mentorship



**10x**

funds raised by our portfolio within 1 year of exit from our incubation



With the help of The/Nudge,  
I built my confidence to  
speak in English online. I  
learnt the discipline to grow  
and work together in teams  
and now, I believe in myself.

**Charitha,**  
Trainee, Future Perfect



# Results from impact study

An impact study was conducted to evaluate the impact of our 90-day residential program, Gurukul on the trained youth.

## Economic Foundation



**1.6x**  
employed



**5x**  
promotions



**65%**  
salary increment



**4x**  
received awards  
& recognition



**3x**  
satisfied  
with job



**₹14,695**  
avg monthly salary  
with 2x incentives



**11x**  
confident to attend  
an interview



**2x**  
working in jobs  
with relevant  
skills required

## Life and Learning Foundation



**2x**  
savings



**6x**  
confident to  
communicate in English



**77%**  
digitally savvy



**18%**  
more contribution  
to family loans



**4x**  
started their  
own business



**11x**  
more confident of  
managing finances



**43%**  
women students



**39%**  
insured

# Urban Livelihoods

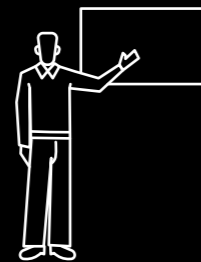
Meeting the COVID-19 challenge

In 2020, the pandemic affected our ability to continue our residential training centres, Gurukuls. The/Nudge team pivoted to design a completely online training program called Future Perfect focusing on the English language proficiency and 21st-century skills towards employability for youth in the service sector.



**1,890**

youth trained



**11,000+**

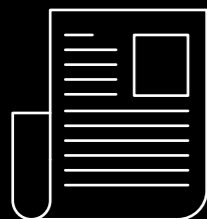
youth under training\*



**7,200+**

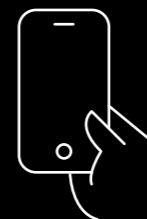
alumni supported  
with second/third  
job discovery

Besides Future Perfect, we also published a landscape report on the skilling ecosystem supported by Unisys and launched the Future Perfect app to enable online learning.



Skills Landscape  
Report

[Know more](#)



Future Perfect  
App

[Know more](#)

\*expected to graduate from April 2021 onwards



## Saamuhika Shakti

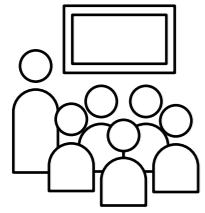
A collective of civil society organisations working to improve the quality of life of Bengaluru's informal waste pickers.



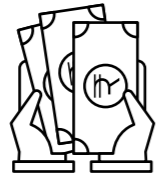


# Saamuhika Shakti

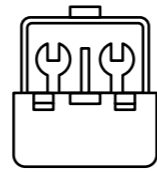
The/Nudge is working with H&M Foundation to pilot the “collective impact” approach in India. The project addresses six critical outcome areas that will enable waste pickers and their families to have the agency to lead more secure and dignified lives. The first phase of the project will continue for 4 years with focus on the following:



perception change



livelihoods



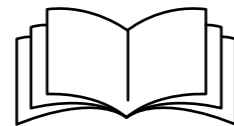
safer working conditions



social security



support against gender-based violence & substance abuse



quality education, healthcare & WASH

## Partners in the Collective



<sup>1</sup>[https://ssir.org/collective\\_impact\\_10\\_years\\_later](https://ssir.org/collective_impact_10_years_later)



Struggling to earn a living, we were forced to migrate to nearby brick kilns. The grants and training enabled us to start rearing goats and cultivating vegetables. This led to a profit of more than INR 18,000 . Today I am confident of living a life out of poverty now.

**Ramdhari Devi**  
Gumla, Jharkhand

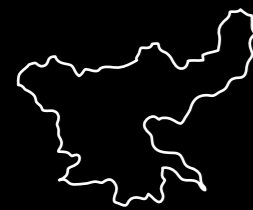


# Ultra-Poor Program

*Building resilient livelihoods for extreme poor in Jharkhand*

We continued working towards enabling the poor families in Jharkhand to come out of extreme poverty through the graduation approach (*pioneered by BRAC in Bangladesh*)<sup>1</sup>. We empower women from these PVTG<sup>2</sup> households (*referred to as didis*) with:

- consumption grants
- creation of a productive asset
- diversified livelihoods
- increase in income sustainably
- increase in savings and access to credit



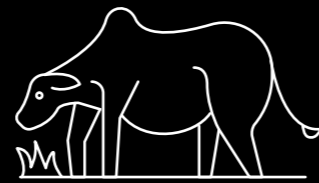
**3**

districts



**1140+**

women-led families enrolled



**55%**

of the families are practicing 2 livelihood activities

In the coming months, we are looking to evangelize the graduation approach across India and promote its adoption through nonprofits, state rural livelihood missions and Ministry of Rural Development.

<sup>1</sup><http://www.brac.net/sites/default/files/BRAC%20Briefing%20-%20TUP.pdf>

<sup>2</sup>PVTG: Particularly Vulnerable Tribal Groups



# Asha Kiran

*Rebuilding livelihoods of the poor in Uttar Pradesh (UP)*

We are working with the UP State Rural Livelihood Mission (SRLM) in partnership with trusted nonprofits and private sector organizations to reach 5,00,000 rural families in the state where we will focus on:

- enabling access to welfare schemes
- increasing access of MGNREGS
- increasing income through interventions in agriculture and livestock
- improved livelihood practices and risk protection



**7**

districts



**5,000**

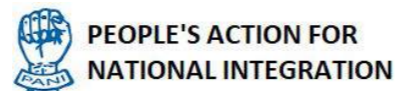
families reached



**9**

partners

## Partners



Uttar Pradesh has large scale poverty alleviation programs and enabling convergence is important to amplify their benefits for the poor.

I'm happy that Asha Kiran is actively partnering with government, private sector and civil society to enable this.



Shri Manoj Kumar Singh  
Additional Chief Secretary,  
Rural Development and Panchayati Raj,  
Government of Uttar Pradesh.



Grateful for the mentorship, platform, and friendships that resulted from this incredible ecosystem and community at The/Nudge that has enabled us to scale our program, think long term and tell our story effectively...

**Ruchit Nagar,**  
Founder & CEO, KhushiBaby

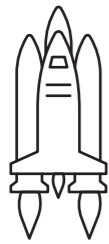
# Social Entrepreneurship

*Nudge and nurture top talent to solve India's most challenging problems.*

We continued nurturing talent to solve for India's complex developmental problems with our offerings of:

- Incubator
- Accelerator

where each nonprofit founder receives an innovation grant with access to networks and 1:1 mentorship from industry experts.



**14**

nonprofits incubated\*



**₹523 L**

worth of grants disbursed



**7x**

funds raised by our portfolio within 1 year of exit from our incubation

## Incubatees



\*we had 23 organisations in incubation in the year 2020 slated to graduate in June 2021. More details on the portfolio can be accessed in Appendix.



When you are working to solve for the basic necessities of the underprivileged, creative problem solving is a necessary skill to use. I am glad to see The/Nudge's focus on building that much-needed problem-solving approach in their incubatees. Very happy to be in the collective.



Sanjay Purohit  
Chief Curator,  
Societal Platform

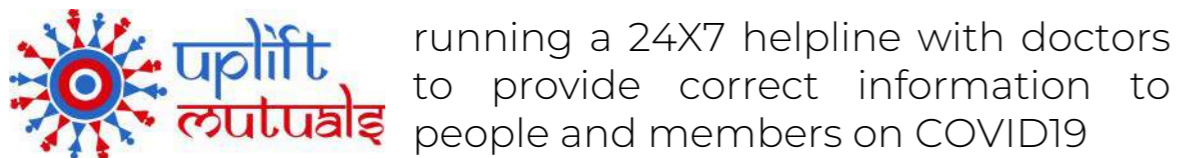
# Covid Response

We supported the social entrepreneurs with a series of workshops specific to their operations and fundraising capacity with the challenges brought by COVID19. Additional downstream grants were provided to the selected cohort members as per their needs.

## Healthcare



formed a COVID19 Pandemic WellBeing Task Force and conducted 3000+ assessments, 350+ Telehealth Education Calls and training of 100+ medical professionals



## Humanitarian Efforts



supported in providing ration kits, transport, cash relief and medical aid to migrants



created learning resources to bridge the digital gap for school children and their parents



Mitti Cafe has established itself to empower persons with disabilities and provide them with economic independence through their cafe models.

With lockdown, as they raised funds for the welfare of their differently abled staff, they realised they can use their culinary skills towards providing relief to the vulnerable communities in Bangalore, India.

The staff went on to serve 13 lakh low-cost, quality nutrition meals to homeless and daily wage workers, out of a mobile cafe during lockdown.

# Project Pioneer

*Driving sectoral change in land and property rights through collective action*

We continued our work towards building land and property inclusivity for all by:

- supporting high-quality research to inform policy and highlight opportunities
- sparking innovation and inspiring new, audacious problem solvers to jump in
- discovering and supporting the most promising early-stage social entrepreneurs to grow and scale

We focus on the following thematic areas:

 titling & tenure security	 women & property rights	 legal awareness, aid & dispute resolution
 environment & natural resource management	 sustainable land-based livelihoods	 identity, access to welfare, financial inclusion

## Incubatees




The journey with the Project Pioneer has been of great value to us as we streamlined our efforts towards fundraising and communication. The connection to peers, mentors and funders were invaluable in shaping our org strategy.



Bhagwan Kesbhat  
Founder & CEO,  
Waatavarán



# The/Nudge Prize

*Sparking innovation at scale*

We launched our inaugural prize challenge in December 2020 in partnership with the Office of the Principal Scientific Adviser to the Government of India to enable farmer-centric innovations and enhance the profitability of small-scale farmers.



**840+**  
applications  
received



**100**  
pitches  
evaluated



**25**  
semi-finalists

The semi-finalists will run their pilots and evaluate results for scalability in the coming months with exposure to the country's greatest minds as mentors, jury, technology partners, knowledge partners, policy circle enablers, philanthropists and impact investors.

## Semi-Finalists





# The/Nudge Indian Administrative Fellowship

A program for senior professionals to stimulate large scale systems reforms by working on strategic initiatives led by visionary civil servants in government institutions

With a mission to drive systems change through an ambitious public-private partnership, we launched the inaugural cohort of the Indian Administrative Fellowship (IAF) in partnership with the Department of Planning, Government of Karnataka. The program witnessed exceptional traction with the talent and the State leadership.

and efficiency of strategic government projects across sustainable agriculture, water security, urban governance among others.



The Government of Karnataka plans to implement multiple high-impact program initiatives over the next 2 years, to not just warrant our ascend in the SDG rankings, but have Karnataka on the forefront of the SDG leadership board. I invite spirited professionals who can strategize and execute large scale statewide projects to help us realize our vision.



2000+

applications received



50+

applicants with work ex >12 years



52%

top talent from Ivy leagues & tier-I B-schools



Shri P Ravi Kumar IAS  
Chief Secretary  
Government of Karnataka

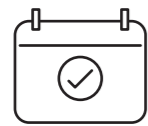
The 10 selected fellows will work on augmenting the reach



# The/Nudge Forum

*Bringing all development stakeholders together for conversations on the most pressing issues of our time*

Observing the gaps that encompass all stakeholders - the government, markets and society, we attempted to create a strong foundational layer with a convening platform to support India's development journey.



**3**  
events



**600+**  
speakers



**20+**  
partners

The year saw nobel laureates, grassroots leaders, civil servants, philanthropists, researchers participating across themes such as rural development, skill development, health, water and so on. We enriched each other's experiences and reiterated the need to collaborate and forge public-private partnerships of value.



## Partners





In Gratitude

# Our Partners & Supporters



Even when the world felt uncertain, our community of corporate partners, foundations and individuals continued their support our work to alleviate poverty. We expanded our partner portfolio and promoted giving back to our communities with:

<b>15</b>	<b>7</b>	<b>13</b>	<b>3160</b>
corporates	foundations	HNIs/uHNIs	volunteering hours

The COVID-19 pandemic has caused severe economic disruption and India's poor and vulnerable have been disproportionately impacted. The/Nudge's approach to mobilize support from a diverse set of stakeholders and complement the government's efforts in rebuilding the livelihoods of the most vulnerable, especially women, is much needed.



Hari Menon  
Director, India Country Office of  
Bill & Melinda Gates Foundation

# Our Team



~400 nudgesters located across 4 states in India demonstrated enormous agility and resilience through Covid-19 to ensure timely and adequate support to our communities and to each other with the least possible disruption to the work. We are extremely grateful to all our nudgesters whose spirit made us a “Great Place to Work” second time in a row.

I have had the freedom of walking to any leader in the organization, learn from them, and walk back more motivated. The/Nudge has been a place for me to experiment, explore, make mistakes, learn & grow.



Nona Kaveramma  
 Joined The/Nudge in the year 2016



honesty towards our purpose



focused on scale



continuous innovation



impatience towards our goals



empathy towards others

The/Nudge Foundation is a collective of some of India's brightest entrepreneurs, leaders and change-makers, tackling the greatest human development challenge of our times - poverty. We remain deeply grateful to the support of each member without which none of this would have been possible.

## Board

Arun Seth  
Atul Satija  
Balasubramanian Muthuraman  
Gagandeep Satija  
M R Rangaswami (TNF US)\*  
Maneesh Dhir (TNF US)\*  
Prashant Nagrath (TNF US)\*

## Advisors

Ajit Rangnekar  
Ananthapadmanabhan G  
Arun Maira  
Binny Bansal  
Devi Shetty  
Kiran Karnik  
Manish Dugar  
Manoj Kohli  
Naveen Tewari  
Pramath Sinha  
Praveen Tripathi  
Ravi Venkatesan  
Sindhushree Khullar  
Vani Kola

## Asha Kiran Advisory Board

Arun Seth  
Dr. Mukesh Aghi  
Hari Bhatia  
Hari Menon  
Krishnan Rajagopalan  
Neelam Dhawan  
Padma Bhushan Rajashree Birla  
Renu Karnad  
Sanjiv Mehta  
Sanjiv Puri  
Saurabh Chandra, IAS Retd  
Shivani Garg Patel  
Vandana Shroff  
Vikram Mehta

## Centre for Social Innovation Partners

Dr Susheela Venkataraman  
Dr. KP Krishnan  
Gopichand Katragadda  
K R Lakshminarayana  
Kamakshi Rao  
Madhav Chavan  
Maneesh Dhir  
Paresh Parasnis  
Samit Ghosh  
Sanjay Purohit  
Shankar Maruwada  
Surendra Kumar Jain  
Ujwal Thakar

## The/Nudge Prize

Aavishkar Capital  
Accel  
Anil Kumar SG  
Ankur Capital  
Asha Impact  
Bharat Innovation Fund  
Caspian  
Deshpande Startups  
IRMA  
Labs Indigram  
Mark Khan  
Menterra  
NSRCEL  
Office of the Principal Scientific Advisor  
Omnivore  
Prof K Vijay Raghavan  
Purdue University  
Samit Ghosh  
Sattva  
Shamika Ravi  
Startup Incubation and Innovation  
Centre-IIT Kanpur  
Telangana State Agriculture University  
ThinkAg  
Upaya Social Ventures  
Villgro  
Wageningen University and Research

## The/Nudge IAF

Anil Kumar B.H  
Atheeq L.K  
B.J Puttaswamy  
CV Madhukar  
Dr Chaya K Degaonkar  
Dr. Ashok Dalwai  
Dr. KP Krishnan  
Dr. Mamatha B R  
Dr. Manjula N  
Dr. N. Nagambika Devi  
Dr. Rajesh Tandon  
Dr. Santhosh Mathew  
Dr. Shalini Rajneesh  
Dr. SS Meenakshisundaram  
Jugal Kishore Mohapatra  
Manjula V  
P Ravikumar  
Rajeev Chawla  
Rajender Kumar Kataria  
Rajkumar Khatri  
Selvakumar S  
Shalini  
Sindhushree Khullar  
Tushar Giri Nath  
Uma Mahadevan  
Umashankar S.R  
Vandita Sharma  
Varad Pande  
Vijay Bhaskar

## Tech Partners

Aspiring Minds  
EdZola  
Tribyte  
Zoho

## Mobilisation Partners

Betterplace  
Meesho

## Finance & Legal Partners

Chenthamarai Venkatachalam  
Guru and Jana,  
Mishra & Co  
Priti Suri & Associates  
Sanjay Agarwal  
Sunanda & Sheshadri

## Corporates

Ashirvad Pipes Pvt Ltd.  
ATC Telecom Infrastructure Pvt Ltd.  
Candor Gurgaon Two Developers &  
Projects Private Limited  
CGI Information Systems and  
Management Consultants Pvt Ltd  
Cisco Systems (India) Pvt Ltd  
CVC Advisors  
Facebook India Online Services Pvt. Ltd  
Federation of Indian Chambers of  
Commerce and Industry (FICCI)'s  
Socio Economic Development Foundation  
Fidelity Business Services India Pvt Ltd.  
Franklin Templeton Asset Management  
(India) Pvt Ltd.  
Godrej Properties Ltd.  
HCL Foundation  
HDFC Bank Ltd.  
Hindustan Unilever Ltd.  
HSBC Electronic Data India Processing Ltd.  
Incture Technologies Pvt Ltd.  
Indus Towers Ltd.  
IRB Infrastructure Developers Ltd  
Juniper Networks India Pvt Ltd.  
KPMG Global Services  
LinkedIn Social Impact  
Morgan Stanley Advantage Services Ltd.  
Mphasis Ltd.  
NEC Technologies India Pvt Ltd.  
PricewaterhouseCoopers Service  
Delivery Center (Bangalore) Pvt Ltd.  
RBL Bank Ltd.  
Sabre Travel Network (India) Pvt Ltd  
SBI Cards and Payment Services Ltd.

Standard Chartered Global Business  
Services (GBS) Pvt Ltd.  
State Street Foundation  
Target  
Unisys India Pvt Ltd.  
Viacom18 Media Pvt Ltd.  
VMware Software India Pvt Ltd.  
Wells Fargo International Solutions Pvt Ltd.  
Xebia IT Architects India Pvt Ltd.  
Zee Entertainment Enterprises Ltd.

## Foundations

Arghyam  
Bill & Melinda Gates Foundation  
DRK Foundation  
Ford Foundation  
Fossil Foundation  
Hampshire Foundation  
H&M Foundation  
HT Parekh Foundation  
Indira Foundation  
Mulago Foundation  
Rockefeller Foundation  
Skoll Foundation  
SVP India

## Individuals

Aakash Chaudhary  
Ajai Chowdhry  
Ankit Nagori  
Anuj Kumar  
Ashwin Kumar  
Avi & Sandra Nash  
Caesar Sengupta & Pooja Bhandari  
Devang Bhandari  
Gopal Shenoy  
Hari Menon  
Krishnan Rajagopalan  
Piyush Shah  
Sailaja Kattubadi  
Shaleen Parekh  
Surendra Kumar Jain  
Umang Bedi  
Vikram Lal  
Vivek Malang

# Portfolio | The/Nudge Centre for Social Innovation

List of organizations that graduated from our social entrepreneurship programs:

## 2018

The Education Alliance  
Sukhibhava (now Uninhibited)  
Project Potential  
Navgurukul  
Anahad Foundation  
Foundation for Environmental Monitoring  
Akshar Foundation  
Saarthi  
Sushrat Foundation

Alohomora  
Aquasafi  
Intelehealth  
Involve Education  
Lakeer  
Pi Jam  
Samagra  
Simpliblood

## 2019

Anthill Creations  
Billion Bricks  
Bridges of sports  
Eco Habitats  
Leadership for Equity  
Madhi Foundation  
Manzil Mystics:  
Mycitymoney  
Rightwalk Foundation  
Slam Out Loud

CoLabs  
Khushi Baby  
Meraki  
Tarkeybein

Tech4Good  
Thatmate  
Uplift Mutuals  
Videowiki

Anahata United Efforts Foundation  
Ayang Trust  
Built Empathy  
Dakshas  
Green Communities Foundation  
Mitti Cafe  
MukkaMaar  
Sensing Local  
Shiksharth  
Swataleem  
Thrive Foundation

## 2020\*

Aarogya Foundation  
Charity Science Health (now Suvita)  
Civis Innovation Foundation  
Energy Harvest Charitable Trust  
Humsafer Driver Safety Foundation  
LevelUp Lifeskills Foundation  
Muskaan Dreams  
One Step Forward Foundation  
Solve Foundation / Intellify

Peepul  
Reap Benefit  
Samagra  
Sukhibhava (now Uninhibited)  
Transform Schools, People for Action



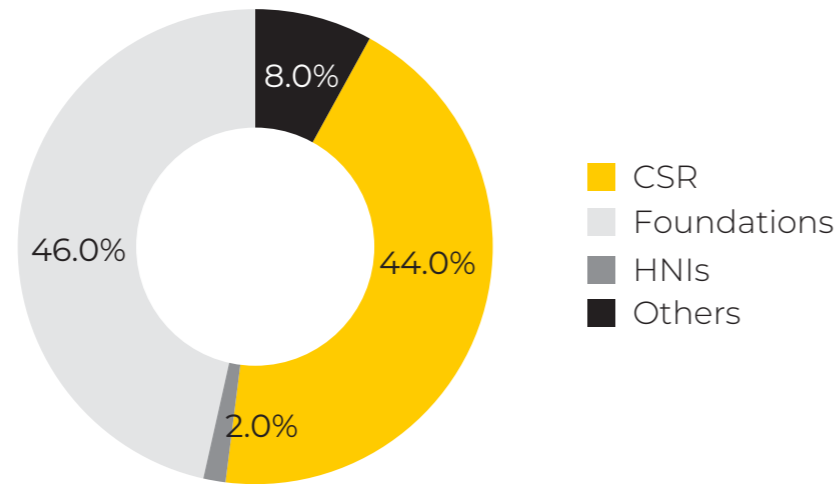
\*We had 23 organisations in incubation in the year 2020 slated to graduate in June 2021



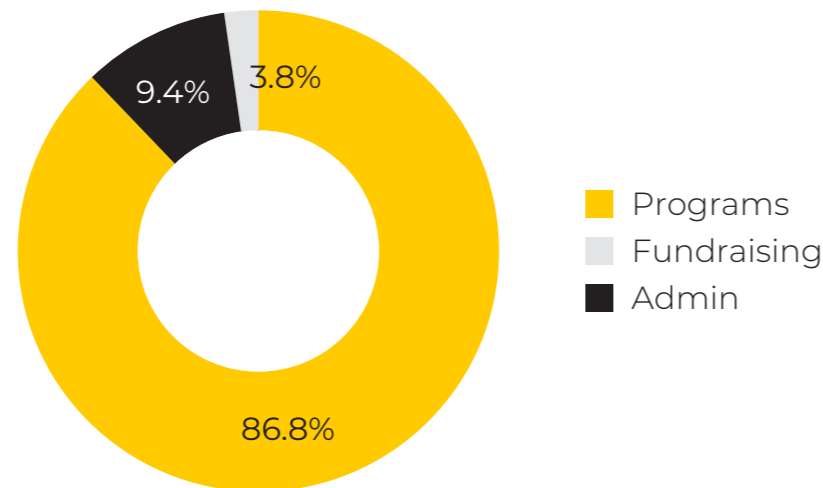
A photograph of a man and a woman in a field, smiling and holding a large basket of tomatoes. The man is on the left, wearing a dark shirt and a colorful patterned shawl. The woman is on the right, wearing a blue headscarf and a blue dress. They are standing in front of a field of green plants, likely tomatoes. The word "Financials" is overlaid in white text on the left side of the image.

# Financials

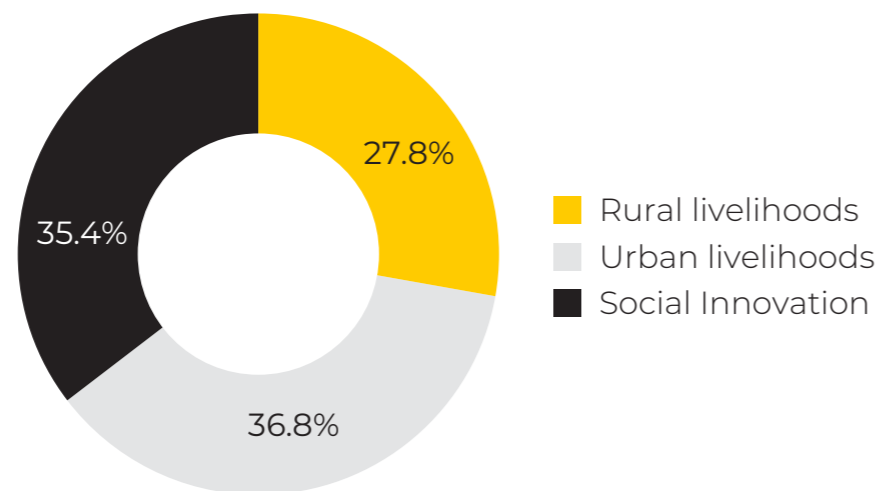
How our work was funded



How the funds were utilised



Percentage split of program expenditure



## Balance sheet as on 31st March 2021

### Liabilities

Corpus Fund	₹85,00,000
Reserve & Surplus	₹4,16,63,741
Long Term Provisions	₹26,77,426
Current Liabilities	₹27,03,16,590
<b>Total</b>	<b>₹32,31,57,757</b>

### Assets

Fixed Assets	₹15,50,743
Long Term Loans and Advances	₹10,10,000
Current Assets	₹32,05,97,014
<b>Total</b>	<b>₹32,31,57,757</b>

## Statement of Income & Expenditure for the year ending 31st March, 2021

### Income

Grants & Donations	₹18,64,50,859
Other Income	₹1,01,40,330
<b>Total</b>	<b>₹19,65,91,189</b>

### Expenditure

Project Expenses	₹16,03,85,820
Personnel Expense	₹87,42,000
Depreciation and Amortisation Expense	₹7,18,659
Administrative Expenses	₹1,50,24,967
<b>Total</b>	<b>₹18,48,71,446</b>

# Leadership



**AG Lakshmanan**  
Future Perfect



**Akshay Soni**  
Saamuhika Shakti



**Amit Varshneya**  
North America



**Ashish Karamchandani**  
Transforming Agriculture  
for Small Farmers



**Atul Mishra**  
People & Culture



**Atul Satija**  
The/Nudge Institute



**Dileep Kumar M**  
Impact Hub



**John Paul**  
Ultra poor program  
& Asha Kiran



**KP Vinod**  
Govt Partnerships  
& Alliances



**Rohit Kumar**  
Urban Livelihoods



**Saurabh Jain**  
Marketing



**Sonali Jain**  
Strategy & Operations



**Sriram V**  
Fundraising



**Subhashree Dutta**  
Social Entrepreneurship



**Sudha Srinivasan**  
The/Nudge  
Centre for Social Innovation



**Tanu Mithal**  
Technology Hub



**Tejomoy Das**  
Indian Administrative Fellowship

# Looking Ahead

*From the CEO's desk*

As we reflected on the last 5 years of our journey, millions were pushed back into poverty by COVID-19. The health and economic crisis further deepened the inequalities, bringing a renewed sense of urgency to our purpose of poverty alleviation.

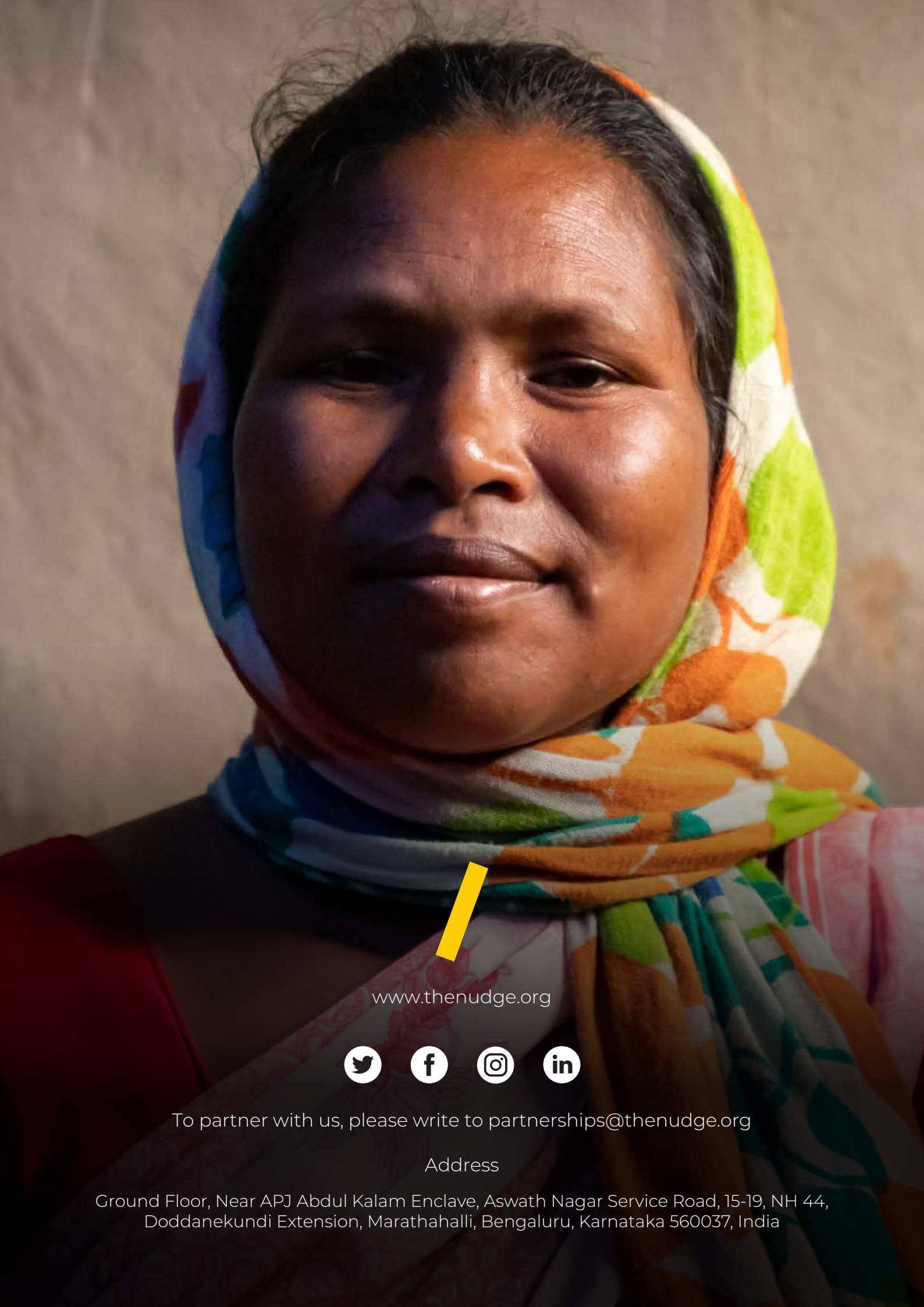
This year, we expanded our work in skilling to enroll ~10,000 youth and launched Asha Kiran to rebuild the livelihoods of 5 lakh households with the Government of Uttar Pradesh.

This was possible only with the collective effort of my fellow nudgesters who showed tremendous resilience, courage and agility in difficult times. Our sincere thanks to our partners in government, civil society and corporates for your support and cooperation in dynamically changing circumstances.

With the tailwinds of economic growth, the growing reach and power of technology, a young ambitious demographic, and increasing social consciousness in mainstream society, I am optimistic about our work in rebuilding resilient livelihoods and hope that in all of you, we have allies in alleviating poverty, sustainably and scalably.

On behalf of the Board,  
Atul Satija





[www.thenudge.org](http://www.thenudge.org)



To partner with us, please write to [partnerships@thenudge.org](mailto:partnerships@thenudge.org)

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