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Our Journey
of alleviating poverty, sustainably and scalably

- **November 2015**: Inaugurated our first Gurukul in Bangalore, India
- **December 2015**: Launched Project Pioneer to drive sectoral change in land & property inclusivity
- **April 2018**: Launched The/Nudge Forum with charcha 2020
- **February 2019**: Received Great Place to Work 2020-21
- **July 2019**: Established a special purpose vehicle with Niti Aayog for The/Nudge Incubator
- **November 2019**: Started the “ultra poor” program based on the graduation approach with 400 families in Jharkhand
- **August 2019**: Expanded Gurukul program to New Delhi, India with annual run rate of 4,000 youth
- **March 2020**: Launched The/Nudge Prize and Saamuhika Shakti
- **November 2020**: Launched The/Nudge Indian Administrative Fellowship (IAF) with Government of Karnataka
- **February 2021**: Received Great Place to Work 2020-21
- **July 2021**: Started Asha Kiran program with UPSRLM in Uttar Pradesh
- **April 2021**: Launched The/Nudge Accelerator to support the growth phase of early stage nonprofits
- **November 2021**: Launched The/Nudge Incubator to support early-stage nonprofits
- **December 2021**: Expanded Gurukul program to New Delhi, India with annual run rate of 4,000 youth
- **January 2022**: Started Asha Kiran program with UPSRLM in Uttar Pradesh
- **March 2022**: Received Great Place to Work 2021-22 two times in a row
Our Reach : 2015-2021

- Centre for Skill Development & Entrepreneurship (CSDE)
- Centre for Social Innovation (CSI)
- Centre for Rural Development (CRD)

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

11 programs

16 states
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

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

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

*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.
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

1https://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)\(^1\). We empower women from these PVTG\(^2\) 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

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.

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\(^1\)http://www.brac.net/sites/default/files/BRAC%20Briefing%20-%20TUP.pdf

\(^2\)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

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.

Sanjay Purohit
Chief Curator, Societal Platform

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.

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.

14 nonprofits incubated*

₹523 L worth of grants disbursed

7x funds raised by our portfolio within 1 year of exit from our incubation
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

running a 24X7 helpline with doctors to provide correct information to people and members on COVID19

Humanitarian Efforts

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, Waatavaran
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.

2000+ applications received
50+ applicants with work ex >12 years
52% top talent from Ivy leagues & tier-I B-schools

The 10 selected fellows will work on augmenting the reach 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.

Shri P Ravi Kumar IAS
Chief Secretary
Government of Karnataka
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.

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
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

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:

- 15 corporates
- 7 foundations
- 13 HNIs/uHNIs
- 3160 volunteering hours
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 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
- Cagandeep Satija
- M R Rangaswami (TNF US)*
- Maneesh Dhir (TNF US)*
- Prashant Nagrath (TNF US)*

**Advisors**
- Aji Rangnekar
- Ananthapadmanabhan G
- Arun Maira
- Binny Bansal
- Devi Shetty
- Kiran Karnik
- Manish Dugar
- Manoj Kohli
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- Uma Mahadevan
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- Varad Pande
- Vijay Bhaskar
- Aashish 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

**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 Maruvada
- 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
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- 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
- Atteeq L.K
- BJ Puttaswamy
- CV Madhukar
- Dr Chaya K Degaoankar
- Dr Ashok Dalwai
- Dr. KP Krishnan
- Dr. Mamatha B R
- Dr. Manjula N
- Dr. N. Nagamabika Devi
- Dr. Rajesh Tandon
- Dr. Santhosh Mathew
- Dr. Shalini Rajnesh
- Dr. SS Meenakshisundaram
- Jugal Kishore Mohapatra
- Manjula V
- P Ravikumar
- Rajeev Chawla
- Rajender Kumar Kataria
- Rajkumar Khatri
- Selvakumar S
- Shalini
- Shindhusree Khullar
- Tushar Nath
- Uma Mahadevan
- Umashankar R
- Vinita Sharma
- Varad Pande
- Vijay Bhaskar

**Tech Partners**
- Aspiring Minds
- EdZola
- Tribyte
- Zoho

**Mobilisation Partners**
- Betterplace
- Meesho

**Finance & Legal Partners**
- Ashirvad Pipeds Pvt Ltd.
- ATC Telecom Infrastructure Pvt Ltd.
- Candor Curgaon 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.

**Foundations**
- Arghyam
- Bill & Melinda Gates Foundation
- DRK Foundation
- Ford Foundation
- Fossil Foundation
- Hampshire Foundation
- H&M Foundation
- HT Parekh Foundation
- Indira Foundation
- Kulag 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
- Priyush Shah
- Sailaja Kattubadi
- Shaleen Parekh
- Surendra Kumar Jain
- Urmang Bedi
- Vikram Lal
- Vivek Malang

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*TNF US is a registered non-profit corporation under section 501(c)(3) of the Internal Revenue Code, 1986 of the United States of America.*
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
Sairthi
Sushrat Foundation

Alchomora
Aquafati
Intelehealth
Involve Education
Lakeer
PiJam
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
Dakehsa
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
Financials
### Balance sheet as on 31st March 2021

#### Liabilities
- Corpus Fund: ₹85,00,000
- Reserve & Surplus: ₹8,16,63,741
- Long Term Provisions: ₹26,77,426
- Current Liabilities: ₹27,03,16,590
- Total Liabilities: ₹32,31,57,757

#### Assets
- Fixed Assets: ₹15,50,743
- Long Term Loans and Advances: ₹10,10,000
- Current Assets: ₹32,05,97,014
- Total Assets: ₹32,31,57,757

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

#### Income
- Grants & Donations: ₹18,64,50,859
- Other Income: ₹1,01,40,330
- Total Income: ₹19,65,91,189

#### 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
- Total Expenditure: ₹18,48,71,446
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

Atul Mishra
People & Culture

Dileep Kumar M
Impact Hub

Sonali Jain
Strategy & Operations

Sudha Srinivasan
The/Nudge Centre for Social Innovation

Tanu Mithal
Technology Hub

Atul Mishra
People & Culture

Dileep Kumar M
Impact Hub

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Strategy & Operations

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People & Culture

Dileep Kumar M
Impact Hub

Sonali Jain
Strategy & Operations

Sudha Srinivasan
The/Nudge Centre for Social Innovation

Tanu Mithal
Technology Hub
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

To partner with us, please write to partnerships@thenudge.org

Address
Ground Floor, Near APJ Abdul Kalam Enclave, Aswath Nagar Service Road, 15-19, NH 44, Doddanekundi Extension, Marathahalli, Bengaluru, Karnataka 560037, India