ACTION FOR INDIA

COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement [Ideally the two years prior to this report]

From: [December 2021]   To: [December 2022]

Part I. Statement of Continued Support by the Chief Executive or Equivalent

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

Dear Stakeholders,

I'm pleased to confirm that Action For India reaffirms its support to the United Nations Global Compact and it's Ten Principles in the areas of Human Rights, Labour Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Team AFI

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Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found <u>here</u>.*

Action For India (AFI) is a non-profit platform to help high-potential, tech enabled for-profit social enterprises to achieve impact at scale enhancing lives at the base of the economic pyramid. AFI achieves this through implementing network effects in its strategy and capitalizing on its network members. AFI is one of the very few organizations in India catering exclusively to mission driven start-ups and helping them scale through its operations since 2012. AFI facilitates impact at scale through its local partnerships and its chapters in the UK and USA. AFI is a donor funded organization and relies on donations from corporates and philanthropies for its operations.

Dr. Sam Pitroda, the father of telecom revolution and yellow revolution of India is the visionary behind AFI and also its honorary Chairman. After revolutionizing connectivity and self-reliance of edible oils, Dr. Pitroda envisioned an India of job creators, addressing problems affecting the masses. His vision is to empower entrepreneurs who are driven to address the most challenging problems of India through technology and innovation; thereby uplifting the people at the base of the pyramid and developing India.

AFI hence began as a platform to identify the 100 most promising social entrepreneurs of India and provide a global exposure and visibility to the top purpose driven entrepreneurs in the country. Focused on key verticals of livelihood, climate change, agriculture, circularity, gender, financial inclusion and energy; over the last decade, AFI has impacted 10 million lives across 20 states in India facilitating 480000 days of employment and reducing over 50000 tons of carbon emissions.

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All the initiatives of Action For India do align with the activities listed under Academic, Business Association, Cities and Public Sector.

1. **Academic Activities:**

   AFI Forum
   AFI Annual Forum is the flagship program of AFI for leading social entrepreneurs of the country. It is an invite-only event bringing together the best social entrepreneurs along with top influencers from investment, corporate, philanthropy, governance, technology and public policy spheres across the globe to galvanise social action and lead policy dialogues. Since 2012, eight such forums have been hosted successfully across Delhi, Bangalore, Mumbai and Hyderabad.

2. **Business Association:**

   Impact Catalyzer Program:

   Action For India

   SEAS (Social Entrepreneurship Advisory Services)
   The SEAS Program provides long-term assistance and guidance to social enterprises to catalyse their growth through structured engagement with AFI ecosystem and partners. The cohort consists of entrepreneurs from the Agritech, Livelihoods, Health, Assistive-tech and Education sectors.

   Silicon Valley Challenge (SVC) Trek
   The Silicon Valley Challenge (SVC) is our annual business plan competition that provides

a structured and strategic global exposure program exclusively designed for the best social entrepreneurs of India who engage with leading technology companies, business incubators, investors and innovators in Silicon Valley over a 2 week fully paid US visit.

WISE (Women In Social Entrepreneurship)

Women in Social Enterprise (WISE) brings a highly selective cohort of women innovators and technology leaders to deepen their social impact, while providing exclusive advisory and support to them to address and overcome specific gender-based challenges.

AFI Impact Unicorn Club

A group of very highly promising social entrepreneurs with the potential, drive and competence to become impact unicorns. AFI engages with impact unicorn club members for upto three years to facilitate their expansion and scale

Mentor Boardroom

AFI identifies the mentors with right expertise in the fields like Agriculture, Education, Healthcare, Sustainability, Financial Inclusion and Energy etc. AFI strongly uses referrals, online media, Indian diaspora in US, UK to garner the interests of professionals to serve as mentors with social enterprises for better impact. These mentors do support the curated social enterprises primarily in 2 formats i.e. 1:1 mentorship and Huddle (many to one) mentorship. Typically these identified mentors are Founders, Successful Entrepreneurs, Investors, C-suite executives who're trained professionals in managing sector specific or large businesses who find the meaning in sharing their experiences with our social startups and cherishing India's growth story.

3. **Cities:**

   Action For India engages with social enterprises pan India. Since 2012, AFI has supported over 850 startups coming from more than 20+ states across 5 sub-sectors like Agriculture, Water, Education, Sustainability, Financial Inclusion and Climate change.

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4. **Public Sector:**

   AFI understands that social impacts have to be inclusive and India being the largest democracy of the world, inclusion of the public sector while making a social impact becomes paramount. Therefore, AFI has entered into exclusive agreement with select state govt like Chhattisgarh, Gujarat, Madhya Pradesh, Telangana, Kerala, Andhra Pradesh and since then has been consistently engaging the policymakers, bureaucrats, govt. officials, NGOs, SHGs, FPOs, for the betterment of social impact organizations meaningfully. A lot of public sector initiatives have been launched wherein AFI has played a crucial role either at policy level or implementation level to ensure sustained social impact with its social enterprises.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

Action For India strongly believes in the inclusive development of India which can't be achieved unless the pyramid of the society is strengthened significantly. Action For India engages deeply with social enterprises across multiple sectors like Agriculture, Healthcare, Education, Sustainability, Financial Inclusion and Climate Change. AFI has aligned it's operations on UN's SDGs for ensuring the larger impact in the society. Action For India team having a deep understanding of social sectors use Social Impact Assessment parameters defined by world's leading organizations. This year, AFI has partnered with Accubate (Cunomial Technologies) to collect data across multiple quantitative and qualitative parameters during the cohort program.

1. Number of Social Enterprises Onboarded
2. Core Team Details (background and education)
3. Number of Employment Generation (Direct/ Indirect, Gender wise)

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4. Contribution to Indian Exchequer
5. Profiles of target beneficiaries
6. Geography of the beneficiaries
7. Number of beneficiaries (direct/indirect)
8. Inspiration for the founders/startups
9. Intellectual Properties (patent/trademark etc)