



CSR Impact Report

April 2022 to March 2023



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Prepared for

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About Giving for Good

Giving for Good (GfG) Foundation was founded by Yogesh Shah, a visionary entrepreneur who, **at the age of 15**, was moved by the plight of children living in an orphanage. When he visited this orphanage with his mother...



a swing caught his attention. He asked about it and on learning that the children had been abandoned by their parents, on that swing, he vowed to help.

Over the years, his **commitment to giving back to children** only grew stronger. He volunteered, travelled for work and studied to build his career. When his father offered him a position at the family business, he declined, knowing he wanted to help children and that he had to do it himself.

After successfully establishing a global company, **Yogesh Shah** founded **GfG in India** to help children from low-income homes access quality education. A journey that began with a single swing in an orphanage has led to a **lasting legacy of impact**, creating meaningful change in the lives of countless individuals.

[Read the full story here](#)

"When you get, give. And when you learn, teach. At GfG, we aim to **empower** individuals by improving their **access to opportunities**."

- Yogesh Shah, Founder, Giving for Good



GfG works in collaboration with renowned nonprofits to provide **education and skills development** for children, women and youth, helping them earn a living and sustain themselves and their families. Our campaigns are spread across India, and while education remains our main focus area, we also work to help the environment. GfG's work is a testament to the vision of our founder and the dedication of our team to create a lasting impact in the communities we serve.

Empowering Education

During 2022-2023, we adopted a holistic approach to focus on all-round development of individuals and communities.



Sports
Education



Enhanced
Employability



Skill
Development



50% Women

- Young girls
- Mothers



40% Children

- School-going students
- 1st to 10th grade



10% Teenage Students

- Support through employable skills

Our Impact

April 2022 to March 2023

600

Beneficiaries

3

Cities across India

7

Slum communities

7

Skills and focus areas

∞

Smiles



CAMPAIGN-FOCUSED Impact

By partnering with like-minded NGOs, GfG works closely with communities to ensure sustainable growth.



Projects

Focus Area

Details

Sports for Excellence

Professional football coaching & life skills training to 150 students from 2 slum communities in Delhi.

- One-on-one mentorship
- Nutritional assistance
- Career guidance & counselling
- Opportunity to play nationally & internationally

Empower Women with Skill Development

Employable skills training to 185 women and youth from 4 slum communities in Mumbai.

- Vocational training for women & young girls
- Tailoring, henna, hand embroidery, fabric-bag making, hair & beauty, and culinary training

Athletic Track Resurfacing

Restructuring a sports track in Chandigarh for hundreds of students to indulge in safe sports.

- Repairing & resurfacing an athletic track to empower students through sport
- Encouraging children to harness their athletic ability

Partnerships



Sports for Excellence
INR 13,50,000



Empowering Women With
Skill Development
INR 10,84,799



Track Resurfacing
INR 75,000



Admin Expense
INR 1,25,000

Beneficiary Tales



Sports for Excellence, Magic Bus

Savita Gupta, our campaign coach empowers girls and their families to let children access equal opportunities to study, play, exercise, and have a fair shot at building careers around sports.

Sports for Excellence, Magic Bus

Pinky stood **35th out of 180 girls** in a trial match organized by the Delhi Soccer Association League. Her success didn't stop there as she has been selected for special training to enhance her skills and continue her journey towards becoming a state-level player.



Beneficiary Tales



Sports for Excellence, Magic Bus

Her name is **Khushi** and her journey with us wasn't just about football. It was about finding a sense of purpose and hope amid adversity.

Khushi comes from **JJ Savda Colony in Delhi**, a place where life can be tough for many. She grew up with five sisters and a brother, and her father worked for the Municipal Corporation of Delhi to provide for their family. However, tragedy struck them in 2020 with his untimely passing, leaving them in shock and grief.

After her father's death, Khushi's brother took on the responsibility of providing for their family, but he did not succeed. Luckily, her mother received a pension that covered their household expenses.

Despite the challenges, Khushi has always stayed positive and resilient. Before joining our football programme, implemented by Magic Bus, she played football with children in her colony and had a passion for it.

And when she heard of our campaign, she could not miss the opportunity! **With each practice and each match, Khushi's skills improved, and her confidence grew. Today, she participates in many tournaments & competitions organized by Magic Bus.**

On Women's Day, her team of eight girls participated in a tournament organized by Football Delhi at Jawahar Lal Nehru Stadium, where 250 teams competed. They may not have won the tournament, but they secured the 16th position, a remarkable achievement for a team from a not so privileged background. Khushi appreciates the opportunity she has been given and practices every day under the watchful eye of their coach, determined to pursue a career in football.

Beneficiary Tales



Empowering Women, Vision Rescue

Roshni's education was cut short when her father refused to let her travel alone. However, her eagerness to learn never waned, and her life changed when she was offered a seat at the **Beautician and Haircare Course**.

Roshni's talent became apparent as she attended almost every class and absorbed new concepts quickly. After completing the course, Roshni used her skills to make a living, offering beauty services to her neighbours, friends, and relatives. Her confidence grew as she transformed from a quiet, shy girl to an outgoing, self-assured young woman.



Today, Roshni dreams of opening her own Beauty and Haircare boutique in her community, providing a source of empowerment for other young women. Her story is a testament to the power of education and skills training to transform lives and create a brighter future for all, especially those from marginalized communities.

Beneficiary Tales

Empowering Women, Vision Rescue

19-year-old Urmila Yadav grew up in a slum in north Mumbai, where further education was an unaffordable dream. Urmila nurtured her creativity by observing the beautiful mehndi designs the women artisans in her community created. Urmila couldn't enroll in a professional mehndi design course as the fee was too steep.

That's when she was welcomed into our **two-month mehndi course**, conducted within her slum community. Initially shy, Urmila gradually blossomed in class, enjoying the Indian, Arabic, Pakistani, Western, Moroccan, and bridal mehndi designs taught. She also learned valuable life skills like effective communication and a positive mindset. Urmila successfully completed the course and appeared for the final mehndi test, graduating with a certificate.

Today, she takes orders for mehndi, charging Rs. 100 per hand and can engage and retain new customers, thanks to her new skills.



Beneficiary Tales



Empowering Women, Vision Rescue

Anuradha grew up in a slum community near Mumbai's largest garbage dump. She and her family lived in poverty, struggling for necessities like water, electricity, sanitation, and education. Despite these challenges, Anuradha had a dream of picking up a vocational skill to set herself on steady financial ground.

Her desire led her to a brand-new Beautician & Hair Care Course run by Vision Rescue in a neighbouring slum community. Anuradha proved to be an eager learner, regularly attending classes, and participating in activities. She graduated from the course and received her very first independent order completing facials for a client, earning her first income. Since then, she has built up a clientele of 4-5 orders each month and is growing in confidence.

Her dream is to become a professional beautician, working in salons in Mumbai, and eventually opening her own salon to empower other women in her community. Anuradha's determination to overcome her circumstances and lift others around her is an inspiration.



Stories from the Field

Athletic Track Resurfacing, Khelshala



Stories from the Field

10th June 2022

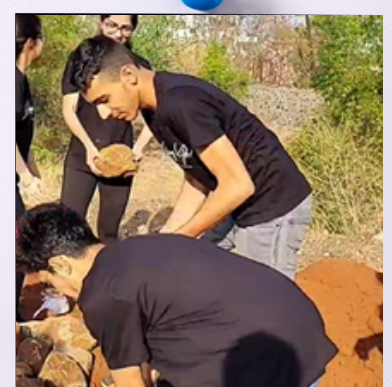


#EmployeeEngagement

We conducted a successful tree plantation drive at Anandvan, Pune. Kudos to the 22 volunteers, including iResearch employees, their friends and family who travelled from different parts of the city and made this event a success. Our youngest volunteer was **8-year-old Samaira!**

Stories from the Field

#EmployeeEngagement - Meet the Volunteers



Stories from the Field



Soniya celebrated her birthday with the children of construction workers.

Siddharth celebrated his birthday with an awesome ***Biryani party!***



Yogesh celebrated his birthday with students from IDEA Foundation.

Special thanks to our donors :)





For details & information



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www.givingforgood.org



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