



# SOCIAL IMPACT. DONE RIGHT.



# Annual Report

## 2022-23

# Content





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# Message from our Chairperson

In 2022-23, United Way Mumbai remained steadfast in its commitment to education, health, income, public safety, and environment. It has been truly gratifying to witness the growth and impact we have achieved in communities over the past year.

Our programmes, such as Ankur, Let's READ, and HeadStart STEM, have played a pivotal role in enhancing access to quality education for marginalized children. Project Saksham has empowered women from low-income communities, equipping them with financial literacy, inclusion, and entrepreneurship skills. Our interventions addressing malnutrition, strengthening public healthcare, and promoting sanitation and hygiene have been instrumental in improving community health. Through initiatives like Jal Sanjivani, Clean Shores, and Mission Mangroves, we have continued our efforts to ensure water security for agrarian communities and manage waste at beaches and wetlands. Additionally, our initiatives under United for Road Safety have made a significant impact in raising awareness among motorists and citizens about road safety. We have also been actively involved in disaster response measures, assisting communities affected by natural calamities in rebuilding their lives.

This year marked the highly anticipated return of the Tata Mumbai Marathon after a hiatus of three years. As the Philanthropy Partner of this event, we were honoured to collaborate with 252 NGOs, collectively raising a whopping INR 40.68 crores for their respective causes.

Throughout the past year, we have expanded our reach and impact through meaningful partnerships with other organizations, companies, and government agencies. We extend our heartfelt gratitude to all our donors, volunteers, and partners for their unwavering support. It is through your generous contributions that we are able to fulfill our mission and create lasting change in the lives of individuals and communities.

As we navigate the future, United Way Mumbai remains dedicated to improving lives and building stronger communities. Our vision is to create a more equitable and just society where every individual has the opportunity to realize their full potential.

We hope you will continue to partner with us and make our commitment to the task even stronger.



**Pradeep Poddar**  
*Chairperson*

# From the CEO's Desk

As I reflect on the year that has passed, I feel a deep sense of pride and gratitude. The resilience, compassion, and unwavering determination shown by our communities in the aftermath of the COVID-19 pandemic have been truly remarkable. Together, we have steered towards normalcy, emerging stronger than ever.

Over the past year, our programmes at United Way Mumbai have expanded and grown, reaching an even greater number of people in communities across the country. From providing crucial support to children in their early years of learning to enhancing education in schools and offering scholarships to youth, our interventions in education have spanned across all age groups. The COVID-19 pandemic has underscored the significance of a robust public healthcare system. Through our health initiatives, we have strengthened public healthcare while addressing prevalent community health issues such as malnutrition, hepatitis, and measles outbreaks.

Our livelihood interventions have played a pivotal role in upskilling youth and supporting women entrepreneurs. Collaborating with government bodies and community stakeholders, we have also established robust waste management systems at beaches and wetlands. Additionally, we have expanded our integrated watershed development

programme to more communities, fostering sustainable livelihoods among a larger number of farmers. Through road safety awareness campaigns and training on post-crash care, we have sensitized motorists and citizen volunteers to create safer roads.

In the past year, we forged partnerships with longstanding and new partners, enabling us to make a positive impact on an even larger scale throughout the country. Collaborations with the Mangrove Foundation, Forest Department, Government of Maharashtra, and the Department of Women and Child Development, Maharashtra have expanded our interventions in wetland conservation and early childhood development, furthering our mission.

The return of the Tata Mumbai Marathon after a three-year gap was a momentous occasion. The 2023 edition held special significance as our communities have endured immense hardships since the last event in 2020. Through the philanthropic campaign at the marathon, 177 companies and 1,600 individuals contributed to raising INR 40.68 crores in support of 252 NGOs. With 10,000 participants running for various causes, the funds generated throughout the year will go a long way in rebuilding our communities.

None of these accomplishments would have been possible without the dedicated efforts of our stellar team. We have been honoured with the Great Place to Work certification for the fourth consecutive time. We have also been recognized as one of India's Top 10 Best NGOs to Work For in 2022 by the Great Place To Work Institute—an achievement that I am incredibly proud of!

Our goal is to continuously enhance the quality and depth of our work, ensuring that our impact resonates strongly and positively with those we support. The trust bestowed upon us by our donors and partners is paramount, and we pledge to uphold it with integrity and dedication. Our guiding principle is simple yet powerful: "Social Impact. Done Right." With this ethos in mind, we strive to make a meaningful difference in the lives of individuals and the betterment of our society.



**George Aikara**  
*Chief Executive Officer*

# About United Way Mumbai

United Way Mumbai is a non-profit organization working in urban and rural communities across the country to identify and implement the most impactful solutions to community problems. We are part of a 130+ year old global movement spread across 40 countries, impacting 61 million lives each year. Globally United Way fights for health, education, and financial stability of every person in every community. United Way Mumbai has been in operation since 2001.



**500+**

Non-profits network pan India

**300+**

Corporate partners



**1,00,000+**

Individual donors



**Trusted partner**

of government and civic bodies



**INR 970+ crore**

invested in community development



## What we do

Based on a deep understanding of the Indian development sector, we have distilled five priority areas, and created solutions that go beyond short-term charity. These areas of focus encompass the most pressing social problems of our communities and the solutions are designed to address their root causes.



### Education

Ensuring access to quality education and promoting lifelong learning opportunities for all.



### Health

Building healthier communities through improved infrastructure, health education and access to health services.



### Income

Helping community members secure livelihoods and earn financial stability.



### Public Safety

Creating infrastructure & behaviour change for safer communities, & reducing vulnerability to natural disasters.



### Environment

Conserving natural resources and promoting environmental consciousness and action.

## How we do it

The best philanthropy solutions have the community at the centre; are strategic and evidence-based; implemented with depth and monitored with rigour. As philanthropy advisors, we help donors channelize their social investments to generate the greatest impact. We do this through three key steps:



### Design

- Sector Research
- CSR Policy & Strategy
- Need Assessment
- CSR Programme Design
- NGO Partner Selection



### Implement

- Programme Implementation
- Grant Management
- Employee Engagement & Volunteering
- Payroll Giving Programmes



### Measure

- Programme Monitoring & Evaluation
- Impact Assessment
- Financial & Programmatic Reporting
- CSR Programme Audits



# SOCIAL IMPACT. DONE RIGHT.



**This is our purpose.**  
This is why we exist.  
This is why we come to work each day.



**This is HOW we achieve our purpose.**  
Our ethics, expertise & methods  
that maximise our impact.

## SOCIAL IMPACT. DONE RIGHT.

At the heart of our mission is the belief that we rise or fall together. We all have a stake in the betterment of our community and its members. Our goal is to bring people together - NGOs, companies, individuals, and government agencies - to work towards complex community challenges.

The year 2022-23 was a critical juncture in our journey towards recovery from the far-reaching impacts of the COVID-19 pandemic. As we made strides towards 'normalcy', it became evident that certain key areas demanded immediate attention. There was a need to reintegrate children into schools, bolster the public healthcare systems, and revive livelihoods that had been severely affected. Guided by our unwavering commitment to 'Social Impact. Done Right', our dedicated teams and partners have worked relentlessly towards rebuilding communities amidst these challenging circumstances.

This report captures some of the impact created in the thematic areas of Education, Health, Income, Public Safety and Environment over the past year.

# EDUCATION

## INTERVENTIONS

- Early Childhood Learning
- School Adoption
- Education Scholarships
- Teacher Training
- Non-formal Education
- Remedial Education
- Sports Education
- Arts Education
- Value Education
- School / Career Counseling
- Promoting Arts, Culture & Heritage
- Promoting Reading
- STEM Education
- School Infrastructure
- Digital Learning
- Awareness & Advocacy
- Technology Development

## IMPACT

**25,423**

Children benefitted from early childhood education interventions

**9,056**

Students benefitted from remedial education

**11,838**

Teachers and caregivers trained

**37,825**

Books distributed

**22,785**

Students benefitted from non-formal education

**34,952**

Children benefitted from STEM & digital learning interventions

**215**

Schools supported with infrastructure upgradation

**360**

Mini libraries formed for children

**11,540**

Children with improved access to books

**1,631**

Students supported through educational scholarships

**23,604**

Children benefitted from upgraded school infrastructure

**1072**

Children with disabilities supported

Education has the potential to be transformative and drive social change within communities. Over the past few years, India has made notable strides in education, reporting 98% enrolment in schools (ASER 2022). However, low learning levels among children continue to be an area of need. The prolonged closure of schools during the COVID-19 pandemic has only exacerbated the learning loss, particularly for our children in low-income communities. A lack of adequate infrastructure in schools, limited resources, and low awareness among caregivers are a few of the many factors that affect children's learning.

We remain committed to bridging these gaps and improving educational opportunities for children in underserved communities. Our programmes focus on enhancing early childhood education, developing school infrastructure, promoting reading, remedial education, fostering STEM and digital learning, building capacities of teachers and caregivers, and providing scholarships and mentorships. Through collaborative efforts, innovative methods, and a holistic approach, we strive to create an environment where every child has equal access to quality education.

***We partnered with schools, shelters, orphanages, and non-formal education centers, ensuring access to resources and high-quality learning for vulnerable communities' children and youth.***

Over the past year, we partnered with schools, shelter homes, orphanages, and non-formal education centres to ensure children and youth from vulnerable communities have access to basic resources and receive high-quality learning opportunities.

Early experiences have a lasting impact on children's development. The environment and support children receive in the early years significantly impact their future success in school and beyond. To ensure a strong foundation in the early years, we supported children and their families through early childhood care and development initiatives. These included interventions focused on the holistic development of children in government-run Anganwadi centres and daycare programmes at crèches, thus preparing them for formal schooling. Their parents and caregivers were sensitized on nutrition, health, and care needed in the early years. The elder siblings of the children in the daycare programmes were freed from the burden of child care and supported in going back to school.

Children with disabilities greatly benefit from early identification and interventions that help improve physiological, language, cognitive, social, and emotional developmental outcomes. Therefore, children in their early years with visual impairments, deaf-blindness, and multi-handicaps were supported through early intervention services aimed at helping them integrate into formal schooling systems.

Through our learning enrichment interventions, we provide children from low-income communities with equitable opportunities to create a brighter future for themselves and overcome socioeconomic barriers. As part of the interventions, the infrastructure in schools was upgraded to create safe, child-friendly, environments that are conducive to learning. This included refurbishment of sanitation facilities, adding classrooms and academic floors, solar electrification of schools, and provision of tables, benches, chairs, and fans, creating a comfortable environment for children to learn.

STEM labs with models and instruments were installed in schools along with an online learning platform, facilitating experiential learning for children. The models and instruments were designed according to the school curriculum and grade-specific requirements of children. The teachers in the schools were trained to improve children's learning outcomes in STEM subjects. We also had a mobile science bus visiting children in schools, giving them an opportunity to learn science in an activity-based, joyful manner.



*STEM lab in a low income school.*

***We established computer labs and digital learning platforms at schools to enhance digital education.***

In an increasingly technology-driven world, digital literacy and technology integration in classrooms is crucial in preparing students for future jobs. By introducing digital learning to children and youth in low-income communities, we aim to bridge the digital divide. Schools were equipped with computer laboratories and teachers to enable this. Youth from low-income communities were trained in digital skills and NIIT-certified computer courses to improve employability. We also provided tablets containing interactive e-learning software according to children's grade levels, serving as supplementary resources for learning.

To enhance digital learning for children with hearing impairments, we set up a computer laboratory and digital learning platform at their school. The children were also engaged through other activities like a puppet show where they watched and learned to make their own puppets on social themes. Additionally, we supported children with profound to severe hearing loss with hearing aids to help them learn. Remedial education programmes were run in schools and communities to support children who were below grade level. The sessions focused on strengthening foundational literacy and numeracy among younger children and bridging gaps in English, Marathi, Science, and Mathematics for older children.

Children living on the streets are often not enrolled in schools and get left out of school-based programmes.



*Involving caregivers through Palak Shalas.*

We were able to reach them through a school-in-a-bus to teach them literacy and numeracy skills.

Non-formal education programmes comprising life skills education, spoken English classes, sessions on emotional skills, interpersonal skills, self-management skills, etc. were run for children to supplement formal education. Free coaching in NEET and JEE was also provided to interested students. Furthermore, career guidance sessions, educational field trips, arts and crafts activities, and summer camps were organized to enhance children's learning experiences.



*Fostering the love of reading amongst children.*

***We gifted curated book sets, introduced children to the joy of reading and held book-reading sessions.***

Owning a set of non-academic books is a distant dream for many children from marginalized communities. They remain unexposed to the joys of reading for pleasure. We introduced the magic of reading books to children from such communities by gifting them carefully curated book sets of their own and engaging them in book-reading sessions. We set up mini-libraries in their schools and learning centres and built the capacities of their teachers in making reading fun for them.



*A library bag with curated collection of books*

We know that play forms an important part of children's formative years and has a positive impact on their physical, cognitive, emotional, and social development. To encourage conscious play, children were provided with access to safe spaces along with contextual, age-appropriate games and play sheets. The playgrounds and play areas in schools were refurbished and recreational spaces such as playscapes, volleyball, and basketball courts were created for children to play. Sports education was encouraged through coaching in volleyball, kabaddi and athletics.

Some of the health requirements children have were addressed through interventions such as nutritious meals, exercises, growth monitoring, health camps, Water, Sanitation and Hygiene (WASH) sessions and health check-ups.



*Level Playing Field students at the Gothia Cup, Sweden.*

***We aided students with education scholarships covering fees, tuition, books, and more for post-school education.***

We supported students in continuing their education after school through education scholarships that covered costs for college fees, tuition or coaching classes, books and other educational materials. Students with single or no parents were prioritized for the scholarships to ensure they received equitable opportunities for education.

Girls with visual impairments enrolled in a school for the blind were supported with boarding and lodging for their education, sports coaching, self-defense training, workshops on independent living, and storybooks in Braille. They also had opportunities to showcase their talent in sports, cultural events, debates, and other recreational activities.

Over the past year, we worked with teachers in schools to support them in improving pedagogy and classroom practices. We also worked with parents and caregivers to enable them to support their children's growth and learning at home. Children's protection, safety, and security are critical to their healthy growth and development. Through training sessions with teachers, and various government and non-government stakeholders, we created awareness of children's personal safety and measures adults in their ecosystem need to adopt to keep them safe.



## SDG FOCUS



## INTERVENTION AREA

Early childhood learning, School infrastructure, Teacher training

Early childhood, defined as the period from birth to eight years, is a time of remarkable growth and development in a child's lifetime, with 90% of brain growth occurring by age 5. In India, Anganwadi centres run by the Integrated Child Development Services Scheme (ICDS) are the most accessible for early childhood care and development services and cater to around 285.82 lakh children for preschool education. Project Ankur partners with Anganwadis to enhance the quality of early childhood education and build school readiness among children in the age group of six months to six years.

As part of the project, the infrastructure at Anganwadis is improved to ensure the centres are safe, child-friendly spaces for children. An additional teacher resource is appointed to support the Anganwadi Workers in conducting daily skill-building activities that help children achieve developmental milestones. Children need a nurturing environment to thrive during their early years. To enable this, the capacities of Anganwadi staff and caregivers are built through training sessions, workshops and community awareness activities.

# 23

Anganwadi centres supported

# 2,442

Parents and caregivers reached

# 196

Training sessions with parents

# 1,881

Children benefitted



Parents meeting addressing nutrition of children.



## SDG FOCUS



## INTERVENTION AREA

Promoting reading

Reading for pleasure has many known benefits. Children who read are likely to have higher cognitive functioning, better language skills, improved academic performance, and greater confidence. Reading also promotes self-learning and helps children expand their worldview. However, for many children from marginalized communities, reading is limited to academic reading, often making it an unpleasant experience. Through project Let's READ, we strive to inculcate a love for reading among children from marginalized communities by providing them access to books of their own.

The project creates mini-libraries in schools and community centres and gifts book sets to children. The books are age-appropriate, culturally relevant, well-written, and beautifully illustrated. They are multilingual, sourced largely from Indian publishers and carefully curated according to children's reading abilities and language competencies. To further pique their interest in reading, children are engaged through animated book reading sessions by children's book authors and professional storytellers. Their teachers are also trained in making reading joyful for them.

# 11,540

Children receiving books

# 37,825

Books distributed

# 116

Schools supported

# 360

Mini-libraries formed in different classes

# 124

Teachers trained in making storybooks come alive in the classroom

# 234

Book reading and storytelling sessions conducted with children



Book selection at a Let's READ carnival.



## SDG FOCUS



## INTERVENTION AREA

STEM education, School infrastructure, Remedial learning, Teacher training, Career counselling, Digital learning

The National Science Foundation predicts that 80% of the jobs created in the next decade will require some form of mathematics and science skills. In recent years, there has been increased emphasis on STEM education in schools in India. A robust STEM education creates critical thinkers, problem solvers, and innovators. However, a large number of children across public and private low-income schools have limited or poor access to a STEM-related method of learning.

Project HeadStart STEM adopts a comprehensive approach to promote STEM education, particularly amongst girls.

We engage with under-resourced schools in urban and rural communities to strengthen infrastructure, build teachers' and parents' capacities and foster an interest in STEM amongst students. Schools are equipped with STEM infrastructure comprising science centres with curriculum-mapped models, digital learning platforms and mini libraries with STEM books. The teachers are trained in aspects of STEM pedagogy and children are engaged through various exposure activities like field visits, workshops, and exhibitions. An ecosystem is created for children, particularly girls, through sessions and meetings with parents and School Management Committees.

71

Schools supported with STEM interventions

43

Science centres set up in schools

25,811

Children benefitted from STEM interventions

422

Teachers trained in innovative STEM pedagogy

1,661

Children provided with tablets



Learning through experiments

## EDUCATION SCHOLARSHIPS

SDG FOCUS



INTERVENTION AREA

Education scholarships.

Of India's 99.7 million adolescents (15-18 years), only 60 million (around 64%) are enrolled in secondary and higher secondary schools. This number is particularly skewed against girls. Statistics show that only 1 in every 100 girls enrolled in school in rural India will make it to Grade 12. The reasons for the drop in enrolment and completion of secondary education are many and range from financial constraints, to school quality, to lack of sanitation, to family and community pressures.

Recognising the need for interventions to encourage and enable young students to continue and complete their education, we supported children and youth from low-income communities with educational scholarships. The scholarship amounts have been instrumental in covering crucial expenses such as school or college fees, coaching fees, books, etc. The scholarship awardees were also equipped with life skills education and additional coaching to prepare them for employability.

# 1,631

Students receiving educational scholarships



*Enabling education for all.*

# HEALTH

## INTERVENTIONS

- Preventive Healthcare
- Supporting Public Health Centres
- Testing & Screening
- Medical Support
- Mobile Healthcare
- Sanitation & Hygiene
- Mental Health
- Nutrition
- Maternal & Child Health
- Safe Drinking Water
- Infrastructure
- Recreation
- De-addiction
- Awareness & Advocacy
- Technology Development

## IMPACT

**2,76,860**

Individuals benefitted from strengthened public healthcare

**1,460**

Healthcare workers trained

**12**

Community hygiene centres set up and running

**3,42,857**

Community members benefitting from community hygiene centres

**10,200**

Children receiving food supplements and nutritious meals

**17,155**

Children, teachers and community members sensitized on nutrition

**1,97,015**

Children benefitted from measles outreach programme

**1,02,033**

Individuals benefitted from the COVID-19 vaccination and awareness

**2,058**

Individuals from high-risk groups benefitted from awareness, screening and vaccination of Hepatitis

**2,186**

Individuals benefitted from curative health support (therapy, rehabilitation, palliative care)



*Training on infection prevention and control in public hospitals.*

The COVID-19 pandemic has highlighted the critical importance of healthcare in our country. India ranked 145th among 195 countries in terms of healthcare quality and accessibility (Lancet Study, 2018). Accounting for 21% of the world's burden of disease, India has the greatest burden of maternal, newborn, and child deaths in the world. Nearly 65% of healthcare expenses are covered out-of-pocket, leading to approximately 55 million Indians falling into poverty annually (WHO Report 2022).

We need concerted efforts to ensure the most vulnerable communities across our country have access to healthcare. United Way Mumbai collaborates with multiple stakeholders to empower communities and pave the way for a healthier future. Our comprehensive community health model encompasses a wide range of interventions, including preventive, curative, and promotive support for maternal and child health, nutrition, health education, disease-specific interventions, and Water, Sanitation, and Hygiene (WASH).

The COVID-19 pandemic disrupted the routine delivery of essential health and nutrition services, adversely affecting communities. Our efforts over the past year were towards resuming these services and strengthening public healthcare systems to enhance the quality and reach of healthcare for communities in need.

The surveillance and immunization for measles was amongst the services that was largely disrupted during the COVID-19 pandemic. Measles is a highly infectious viral respiratory illness usually affecting children under six. The year 2022 saw a global outbreak of measles in children. In India, Maharashtra reported an eight-fold rise in the number of cases compared to the previous year, with Mumbai recording a high number of cases.

We responded to the surge in measles cases through outreach in communities across three wards of Mumbai. Our teams conducted house-to-house surveys in communities to identify cases of fever and rash among children under the age of five and promote vaccination for measles among children in the age group of six months to six years.

***Over the past year, we partnered with high-risk groups, including healthcare workers, LGBTQIA+ community members, commercial sex workers, waste handlers, single male migrants, and truck drivers, to raise Hepatitis awareness.***

The interventions against diseases such as Hepatitis also suffered during the COVID-19 pandemic, particularly affecting the most vulnerable communities. Over the past year, we worked with high-risk groups such as healthcare workers, LGBTQIA+ community members, commercial sex workers, rag pickers and waste handlers, single male migrants, and truck drivers to create awareness of Hepatitis. We conducted screening for Hepatitis B and C to promote early detection and treatment. We also organised voluntary vaccination drives for Hepatitis B to prevent high-risk groups from transmitting the disease. Despite the gradual restoration of normalcy in our daily lives, the past year saw intermittent surges in COVID-19 infections. To address this, our teams on-ground promoted COVID-19 vaccinations among low-income communities and reiterated messages about Covid Appropriate Behaviour (CAB). Additionally, to improve access to public health, vulnerability mapping, and assessment were conducted in these communities.

***As a sustained response to the COVID-19 pandemic, we collaborated with health workers in public hospitals to enhance Infection Prevention Control (IPC) and minimize hospital-acquired infections (HAI). This involved establishing and reinforcing Hospital Infection Control Committees (HICC).***

We supported public hospitals with the medical equipment required to strengthen infrastructure and prepare for future waves of COVID-19. As a long-term intervention in response to the pandemic, we worked with health workers in public hospitals to strengthen Infection Prevention Control (IPC) measures and reduce hospital-acquired infections (HAI). Hospital Infection Control Committees (HICC) were formed and strengthened. The healthcare workers were trained in IPC measures, particularly ancillary staff who are often the first points of contact for incoming patients. Training manuals were developed and distributed to hospitals as a ready resource on guidelines for infection prevention.

With the aim of improving access to primary healthcare in rural communities, we strengthened infrastructure in Primary Health Centres (PHC) and built the capacities of their staff. This was combined with health camps and extensive outreach in communities to promote health-seeking behavior. We also set up a community health centre in Tirunelveli, Tamil Nadu. The centre offers a full-fledged Out Patient Department (OPD), routine ante-natal services, family planning advisory services, emergency care of sick children, management of minor illnesses and injuries, first aid and essential urgent care, and support to all national health initiatives.

Through a mobile medical unit, we were able to extend public healthcare services to more villages in rural areas, particularly for persons with disabilities and the elderly. The unit offered maternal and child health services, diagnostic services and emergency and epidemic management services. We promoted health education and organised special camps for persons with disabilities, and eye check-ups.

***Our strategies involved routine growth monitoring, providing food supplements to undernourished children, follow-up visits, referrals for medical care, and counseling sessions for parents.***

India accounts for one-third of the worldwide burden of undernutrition. We know malnutrition in childhood can have severe consequences that affect a child for the rest of their life. To fight malnutrition in low-income communities, we worked with children under the age of five and their families. Our interventions included regular growth monitoring, food supplements for undernourished children, follow-up visits, medical referrals, and counselling of parents. Along with this, we created awareness among pregnant women, nursing mothers, adolescent girls, women of childbearing age, and other community members to promote nutrition and prevent malnutrition in future generations.

Malnutrition in childhood can impair cognitive skills and academic performance, amongst several other adverse effects. We provided children in municipal schools with nutritious breakfast meals to help them improve their nutritional status and learning outcomes. As a result, enrollment of children increased and attendance saw a 22% improvement in these schools.



*Training on infection prevention and control in public hospitals.*



*Suvidha community sanitation centre.*

Nutrition education in schools can go a long way in reducing instances of malnutrition in the future. Through a structured curriculum, we introduced nutrition education sessions in under-resourced schools to equip children with the knowledge they need to make healthier food choices. Their teachers were also trained in imparting nutrition education and equipped with digital infrastructure and teaching-learning materials that were well-designed, age-appropriate, and culturally relevant. As caregivers play a key role in children's nutrition, we conducted awareness sessions with them to encourage a supportive ecosystem for children to grow.

***In our efforts to promote Water, Sanitation, and Hygiene (WASH), we established Suvidha centers—community hygiene facilities equipped with toilets, laundry amenities, showers, and handwashing areas—in urban slum communities.***

While lack of access to nutritious food is the major reason, inadequate hygiene, and sanitation caused illnesses are among other leading causes of malnutrition. The lack of proper sanitation and hygiene facilities affects health and productivity. To promote WASH, we set up Suvidha centres (community hygiene centres) comprising toilets, laundry facilities, showers, and handwashing areas, in urban slum communities. We encouraged community members to adopt good WASH practices through outreach in the communities.

A few of our other health interventions last year included mediclaim policies for children, mental health therapy support for individuals in need, palliative care, and rehabilitation support for individuals grappling with addiction.



*Suvidha community sanitation centre.*



## SDG FOCUS



## INTERVENTION AREA

Nutrition

India ranked 107th out of 121 countries in the Global Hunger Index (2022), which is determined by factors such as child stunting, wasting, and death. According to the National Family Health Survey (NFHS)-5 (2019-21), 35.5% of children in the country below five years were stunted and 32.1% were underweight. Further, 57% of women were anemic, which could have lasting effects on their future pregnancies and children. The malnutrition crisis in India has far-reaching implications. As a generation of children grows up without adequate nutrition, we put them at risk of lowered IQ, poor health outcomes, diminished capacity for work, and greater susceptibility to illness.

Project Poshan works in partnership with the Integrated Child Development Services Scheme (ICDS) to tackle malnutrition among children through a multi-factorial and concerted response that includes three key strategies—helping undernourished children fight malnutrition by providing them with medical care and nutrition support, preventing further incidences of malnutrition by focusing on the first 1000 days of a child's life and improving the health of mothers and women in childbearing age, and creating an enabling environment for children to grow by building capacities of local stakeholders and encouraging community ownership.

221

Anganwadi centres supported

2

Poshan centres formed

10,200

Children receiving food supplements

3,700

Undernourished children supported

89%

Newborns with normal weight at birth (&gt;2.5 kg) after Poshan interventions

13,353

Individuals sensitised on malnutrition through home visits and community meetings

970

Community meetings conducted to sensitise community members on malnutrition

9,057

Home visits undertaken



Nutrition education in communities.



*Sharing healthy practices at anganwadi centres.*



*Planting kitchen gardens to promote nutrition.*

Our interventions include complementary feeding for children with severe acute malnutrition, moderate acute malnutrition, and borderline undernourishment. Children with severe acute malnutrition are provided an opportunity to be treated at home through community-based management of acute malnourishment, an outpatient treatment programme. We ensure monthly monitoring and tracking of growth and nutrition status among children. Leveraging the government's immunization campaigns, the project works to ensure access to primary health care for all children, including deworming, vaccinations, etc. to prevent common childhood diseases that often result in malnutrition.

We work with mothers, pregnant women, and women of

childbearing age to promote institutional deliveries and educate them on ante-natal and post-natal care, breastfeeding practices, anemia, and several other aspects of health and hygiene. We engage the communities in setting up and maintaining kitchen gardens at the Anganwadi centres and household levels, improving their access to fruits and vegetables for nutritious meals. Village Child Development Committees are set up and strengthened in the villages to support children's growth and the community members are assisted in availing of government schemes. The healthcare workers and local stakeholders like Anganwadi workers are trained in aspects of health and nutrition to support communities address malnutrition.

## PRIMARY HEALTH CENTRES

### SDG FOCUS



### INTERVENTION AREA

Supporting public health centres

Primary Health Centres (PHCs) are the cornerstone of rural health services –and often the first point of access to a qualified doctor for curative, preventive, and promotive health care. However, PHCs face many challenges at present, thereby adversely affecting the quality of services. These include the non-availability of doctors, inadequate physical infrastructure and facilities, insufficient quantity of drugs, lack of community participation, and low patient intake due to the community's preference for private healthcare providers, among others. Through our project, we aim to strengthen PHCs and equip them to operate as per Indian Public

Health Standards (IPHS), encouraging a shift from 'essential healthcare' to 'quality healthcare'. We strive to make comprehensive primary healthcare available to local communities and build the overall health and well-being of community members. Based on a thorough needs-gap assessment, a development plan is created for each PHC and they are supported with infrastructural upgradation, adherence to IPHS and IPC protocol for the safety of patients and doctors, capacity building of PHC staff, medical camps, facilitation of telemedicine and outreach in the communities to promote health-seeking behaviours.

# 12

Primary Health Centres (PHC) strengthened

# 13,83,871

Individuals sensitized through community outreach

# 180

PHC staff trained on IPC and IPHS

# 16%

Average increase in patients using telemedicine



Telemedicine services in rural communities.



SDG FOCUS



INTERVENTION AREA

Sanitation and Hygiene, Safe drinking water

India has made rapid progress towards improving Water, Sanitation & Hygiene (WASH) across the country. While the number of people defecating in the open in India has reduced significantly over the past few years, ensuring sustained use of toilets and hygiene practices remains a challenge. Moreover, a large number of our slum communities still lack access to functional toilets or safe drinking water. The distance and unsanitary condition of public toilets drive them to open defecation. They also stand in long queues to gather water and have to pay a premium to buy water from private vendors. Poor sanitation increases illnesses and fatalities. It affects dignity and productivity and can have a cascading effect on the country's growth and development.

The Suvidha model for community hygiene centres was piloted by Unilever as a solution to the WASH problem in urban slum communities. Advancing the government of India's Swachh Bharat mission, the project supported by HSBC, was created with the underlying belief that hygiene and sanitation cannot be improved by increasing the number of toilets alone.

There is a need to create a system for efficient, functional and sustainable services combined with behaviour change. The land for the Suvidha centres is provided by the Brihanmumbai Municipal Corporation (BMC) and the project is executed through a public-private partnership. The centres have clean flushing toilets for men, women, and children and remain accessible to persons with disabilities. The centres also include clean drinking water, showers with soap and push valves to save water, handwashing areas with soap, energy and cost-efficient laundry services, and rainwater harvesting and water recycling. Each centre caters to 1500 slum dwellers and meets almost 80% of their basic water needs for laundry, showers, toilets and handwashing. The facilities are available at nominal pay-per-use model. These efforts are coupled with extensive community outreach and awareness to encourage behaviour change in communities.

12

Suvidha centres set up and running

3,00,000

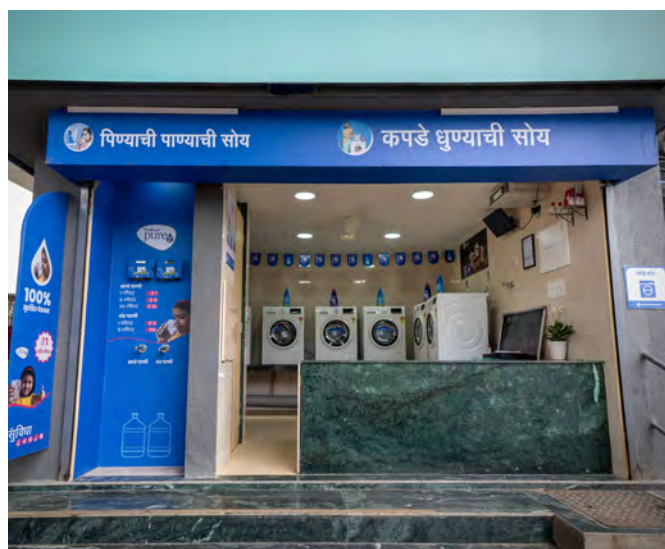
People accessing WASH services at Suvidha centres

3,26,250

Household visits conducted to sensitize communities

56

Local community members employed as staff in Suvidha centers



*Suvidha community sanitation centre.*

# INCOME

## INTERVENTIONS

- Financial Inclusion
- Skilling & Vocational Training
- Job Readiness Skills
- Formation of SHGs
- Income Generation Activities
- Awareness & Advocacy
- Technology Development

## IMPACT

**4,298**

Individuals trained

**1,765**

Individuals getting job placements

**300**

Individuals receiving job related training scholarships

**7,682**

Women receiving entrepreneurial support and Saksham kits

**67%**

Increase in entrepreneurial knowledge (post-training) of women

**91**

SHGs supported and benefitted

India has long grappled with livelihood challenges. Despite our progress towards development, socio-economic disparities remain rampant. In 2022, the Labour Force Participation Rate (LFPR) was 52.4%. In December 2022, the country's unemployment rate had risen to 8.3%. There are several reasons for unemployment. The lack of formal jobs and gaps in skills are among the major challenges faced by our labour market today.

Through a comprehensive approach, we aim to bring about enhanced financial stability within our communities. A few of our key interventions include entrepreneurship support, skill development training, and financial inclusion for people from low-income communities. While focusing on improving household income, our programmes also strive to end social practices that have historically impeded economic independence, especially for women in low-income communities.

***Despite high unemployment rates, roughly 48% of Indian employers faced challenges in filling job vacancies due to a shortage of qualified talent.***

Even while unemployment rates were high, about 48% of Indian employers reported difficulties filling vacancies due to talent shortage. This indicates a clear gap between the requirements of the industry and the training available to youth in the country today. With 33% of India's youth not in employment, education, or training (National Sample Survey Office Report 2023), our country faces an immense task in preparing the workforce and ensuring livelihood for all. Over the past year, we facilitated skilling and vocational training to improve employability.

As part of this, youth from low-income communities were trained in Banking, Financial Services, and Insurance. In addition to these, they were also trained in life skills, soft skills such as communication, and basic computer literacy. The trained youth were connected with placement opportunities and were supported through orientation sessions for clarifications on job requirements. Visits to banks, exposure to filling up different forms related to banking, and guest lectures on different job profiles were also part of the training. Similarly, youth from marginalized communities were also trained in technological skills to ensure market-aligned jobs.

Youth from LGBTQIA+ communities are more likely to face barriers to getting a good education and finding and keeping a job. We supported them through scholarships for vocational training courses in areas of their interest and aptitude. This included a wide range of courses such as banking and financial services, telecom, electronics and IT hardware, beauty and wellness, food industry etc. Persons with disabilities constitute a minuscule proportion of the workforce in India. They often face social discrimination and have poor access to education and employment opportunities. To promote their participation in the workforce, persons with disabilities were supported through basic skill training in English, computers, life skills, and other sector-specific skills using technology. With the objective of introducing persons with disabilities to skills that will potentially empower them to be employed, earn a livelihood and live a life of dignity and pride, we facilitated training in ceramics and baking. Among the youth in India that are currently not in employment, education, or training, 51.7% are women (National Sample Survey Office Report 2023).



*Distribution of entrepreneurship kits to women.*

The participation of women in the workforce has continued to be low for the past several years. Data suggests 29.4% of women in the age group of 15 to 59 were part of India's labour force in 2021-22 (Periodic Labour Force Survey). To promote skill development among women and improve their participation in the workforce, we undertook numerous interventions over the past year.

Our interventions included financial literacy training and STEM scholarships for females. To promote industry-specific skilling, female youth were trained in tyre building, bead room operations, inspection department, and extrusion process. The youth were recruited through college campuses and mobilization in communities. The trained youth were then linked with placement opportunities. To create a skilled and diversified workforce in agriculture engineering, women farmers were trained in tractor operations and the use of handheld agricultural implements. They were assisted in obtaining tractor licenses and opening bank accounts.



***Women possessing the necessary skills but lacking the financial resources to initiate their own businesses were provided support through occupational toolkits. These kits included items such as tailoring units, baking equipment, cooking utensils, beauty kits, and more.***

We facilitated vocational training for women in areas such as beauty and wellness, the food industry, handicrafts etc. according to their interests and aptitude. Women who had the skills but lacked the financial resources to start their own ventures were supported with occupational toolkits such as tailoring units, baking equipment, cooking utensils, beauty kits etc. They were trained in entrepreneurial development and also supported with mentorship and market linkages to better equip them for their businesses. Empowering women through economic independence helps them support their family's health, education and living needs.

To promote income generation for veterans of the armed forces, we set up a business incubation centre in Bengaluru. The veterans were provided with entrepreneurship support, training, and mentorship towards their own business plans.

We worked with migrant and daily wage workers from low-income communities to create awareness on the different government schemes that are available to them and facilitate linkages to those that they find suitable. They were supported with the documentation required for availing government schemes and also handheld for job interview preparation, job placements etc.



*Skill training programmes for women*



## SDG FOCUS



## INTERVENTION AREA

Financial Inclusion, Skilling & Vocational training, Job readiness skills, Income generation activities

In India, gender disparities such as lack of schooling, gender-based violence, forced drop-outs, early marriages & constraints on mobility continue to be widespread. The unequal norms faced by women deny them their right to participate in the workforce along with economic independence. India ranked 135 out of 146 countries in the World Economic Forum's gender gap report 2022. The proportion of working-age women in India taking part in paid work has dropped from 30.7% in 2006 to 19.2% in 2021 (World Bank). More than half of the work done by women in India is unpaid, & almost all of it is informal & unprotected. Women are also shut out of the formal financial system. There is growing evidence to show, investing in women's economic empowerment (WEE) has important linkages with gender equality, poverty eradication & inclusive growth.

Through project Saksham, we strive to empower women from low-income communities in India through a

three-pronged intervention comprising access to knowledge & services for financial inclusion, entrepreneurship development & the formation of Self Help Groups (SHG). Local community-based women are identified & trained as Peer Educators on financial inclusion & entrepreneurship development for other women in the communities. The project facilitates linkages with existing financial services & products for these women. Amongst the women trained, those with an aptitude & interest in entrepreneurship are identified, further trained in entrepreneurial skills & provided with occupational kits to kickstart their own ventures. Our team works with the local community to create market linkages for women entrepreneurs. We also facilitate the formation and capacity building of women's SHGs which act as support groups and foster among women economic independence and decision-making.

### 6,040

Women received entrepreneurial support

### 1,642

Women received Saksham Kits

### 220

Women received scholarships

### 1,000

Beneficiaries associated with SHGs

### 91

SHGs benefitted

### 67%

Average % increase in entrepreneurial knowledge (post-training) of women



*Creating livelihood opportunities for women*

# PUBLIC SAFETY

## INTERVENTIONS

- **Shelter**
- **Road Safety**
- **Disaster Preparedness**
- **Protection from Exploitation & Abuse**
- **Legal Aid**
- **Awareness & Advocacy**
- **Technology Development**

## IMPACT

**64864**

Individuals sensitised on road safety

**656**

Road Safety Sessions taken

**305**

Schools, Colleges & RTOs where sensitization has taken place

**1020**

First Responders (Jeevan Doots) trained.



Mass awareness campaign on road safety

Public safety is crucial because it protects lives, enhances the quality of life, maintains social order, promotes economic prosperity, fosters community cohesion, and ensures the well-being of vulnerable populations. By investing in public safety, communities create environments where individuals can thrive, contributing to the overall development and progress of society.

We strive to enhance public safety through our various interventions. Our key interventions include promoting road safety and building disaster preparedness in vulnerable communities. By leveraging partnerships, advocacy, and community engagement, we remain committed to building safer, stronger, and more resilient communities.

**India holds the top position for road accident deaths among 199 countries, constituting nearly 11% of all accident-related fatalities globally.**

According to the Lancet Series on Road Safety 2022, road traffic injuries are the eighth leading cause of death globally, causing approximately 1.35 million fatalities and an estimated 50 million injuries each year. India ranks first in the number of road accident deaths across 199 countries and accounts for almost 11% of all accident-related deaths in the world. Each year, approximately 1.5 lakh people are involved in road crash fatalities, which translates to 1130 crashes and 422 deaths every day or 47 crashes and 18 deaths every hour on average (Road Accidents in India 2021).

With the objective of making our roads safer, we initiated the United for Road Safety project. Our response to the problem includes a multi-sectoral strategy for road traffic crash prevention and involves government stakeholders,

local community members, and partners. As part of our interventions, two-wheeler and four-wheeler drivers and license applicants were trained on road safety at the Regional Transport Office (RTO) and in colleges. Additionally, commercial vehicle drivers, particularly Light Motor Vehicle (LMV) drivers, were sensitized and made aware of safe driver practices to reduce the risk of accidents and ensure safer roads for everybody.

***In response to the Assam Floods, we provided relief through immediate aid. Affected families received support in the form of ration kits, hygiene kits, and non-food items, including mosquito nets, utensils, bedsheets, and more.***

Last year, the state of Assam faced severe floods and landslides. Across the state, 112 Revenue Circles and 4941 villages were impacted by the flood, affecting approximately 5.4 million people. We responded to this disaster through relief measures. As part of our immediate relief efforts, affected families were supported with ration kits, hygiene kits, and non-food item kits including mosquito nets, utensils, bedsheets etc. To improve access to safe drinking water in the aftermath of floods, the affected families were provided with water purifiers, and the hand pumps in affected communities were elevated and repaired. Further, primary health diagnosis, a medical consultation and basic medication were provided through health camps.

## TWO WHEELS ONE LIFE

### SDG FOCUS



### INTERVENTION AREA

Road Safety

According to the World Health Organization, nearly 30% of all road crash deaths involve powered two- and three-wheeled vehicles, such as motorcycles, mopeds, scooters and electrical bikes (e-bikes). Further, road traffic injuries are the leading cause of death for children and young adults aged 5-29 years. In India, two-wheelers accounted for the highest share of total crashes and fatalities in 2021.

Through our Two Wheels-One Life programme, we work in close partnership with the Traffic Police, Regional Transport Offices (RTOs), colleges, and youth groups to sensitize and encourage current as well as potential two-wheeler riders to be safe and responsible. Our interventions include training license applicants and youth at RTOs and colleges, assessing riding skills using a simulator, and engaging youth in promoting safe roads through road safety clubs.

# 15706

Participants sensitized on two-wheeler road safety

# 279

Two-wheeler simulator-based training sessions

# 5584

individuals attending experiential learning sessions

# 2

RTOs partnered with

# 43

Colleges partnered with



Testing riding skills on a two wheeler simulator.



### SDG FOCUS



### INTERVENTION AREA

Road Safety

Via: Global Road Safety Education ViA a New Generation was created by the Corporate Foundatons of Michelin and Total with the support of the Global Road Safety Partnership (GRSP), the road safety organisation hosted within the International Federation of Red Cross and Red Crescent Societies. The programme aims to impart road safety education to children, ensuring they cultivate safe

behaviour at an early age. We are driving the implementation of this well-researched strategy across cities in India. As part of the programme, we partner with schools to train children in the age group of 10 to 14 years on risky behavior on the roads, how to avoid accidents and be alert while commuting. We also build capacities of teachers and parents to ensure roads are safer for all our children.

# 36928

School students and teachers sensitised

# 260

Schools partnered with



Road safety education made fun.



## SDG FOCUS



## INTERVENTION AREA

Road Safety

In India, more than 13 lakh people have succumbed to road crash injuries over the past decade. According to the Law Commission of India, 50% of these road crash deaths have been due to preventable injuries which could have been averted if the victims had received care on time. The first hour after a road crash is considered the 'golden hour'. If victims receive medical assistance during this period, it can greatly increase their chances of survival and reduce the severity of injuries. However, bystanders often hesitate to help victims due to fear and a lack of necessary knowledge and skills.

To improve emergency care for road crash victims during the first hour, we are creating a force of first responders or Jeevan Doots. The Jeevan Doots are citizen volunteers from around accident-prone areas. They are trained in Do's and Don'ts of post-crash care and made aware of the Good Samaritan Law, ambulance services, etc. They are also provided with a first responder kit necessary for performing their duties. The Jeevan Doots become a valuable resource for the community and are instrumental in ensuring timely and appropriate care for victims.

2800

Citizen volunteers  
trained/ sensitised

78

Training sessions  
conducted

1020

First Responders  
(Jeevan Doots)  
trained

61%

Increase in awareness  
of post-crash care  
after training

Training traffic police personnel on emergency response for road crashes.

# ENVIRONMENT

## INTERVENTIONS

- Tree Plantation
- Alternate Energy
- Water Conservation
- Waste Management & Clean-up
- Watershed Management
- Animal Welfare
- Awareness & Advocacy
- Technology Development

## IMPACT

**513**

Clean-up drives at beaches and wetlands

**1,10,972**

Mangroves maintained

**07**

Urban forests created

**57,982**

Saplings maintained

**1,478**

Individuals benefitting from alternate sources of energy

**96,610**

Community members benefitting from watershed development

**1,69,239**

Individuals sensitised on environmental issues

**2,508**

Animals received medical support

**477**

Metric tons waste collected from beaches & wetlands.

Air pollution, water pollution, food and water shortages, waste management, and a loss of biodiversity are some environmental challenges India faces at present. In the 2022 Environmental Performance Index (EPI) jointly released by Yale University and Columbia University, India ranked at the bottom of all countries, scoring very low on a range of critical issues. The Index highlighted the importance of India intensifying its sustainability efforts across various aspects and prioritizing crucial concerns like air and water quality, biodiversity preservation, and climate change.

We believe we have a collective responsibility towards our planet. Each of us has a significant role to play in using natural resources sparingly, managing waste more effectively, and reducing pollutants, to ensure a sustainable future for all our children. Our projects for environmental sustainability tackle some critical issues such as waste management, marine pollution, wetland degradation, deforestation, and water scarcity. Each intervention is implemented in close collaboration with government stakeholders, local community members, donors, and partners to restore the environment and sensitize communities to the pressing need for corrective action.

***Over the past year, our initiatives involved conducting clean-up drives, implementing comprehensive waste management, and raising community awareness at beaches in and around Mumbai.***



*Beach clean up drive*



*Waste segregation with safai saathis*

Waste management is one of the biggest developmental challenges we face today. The modern economy has brought with it an increasing volume and complexity of waste, posing a serious threat to ecosystems and human health. Estimates suggest, 65 million tons of waste is generated annually in India. Large quantities of this waste end up in our oceans and wetland sites. We aim to reduce marine pollution and preserve biodiversity by setting up robust systems for waste management in collaboration with key government and community stakeholders. Our interventions over the past year included clean-up drives, comprehensive waste management, and community awareness at beaches in and around Mumbai.

We also worked towards conserving the wetland ecosystem in Mumbai which is threatened by dumping and accumulation of waste. At wetland sites in and around Mumbai, we undertook daily collection and management of waste along with sensitization of local communities to adopt better practices for waste disposal.

Deforestation is another major challenge we face at present and a cause of climate change. As a result of urbanization, development projects, and encroachment, we continue to lose the forest cover in India at a rapid pace. Rejuvenating India's forest and tree cover would be instrumental in reducing the impact of global warming and improving air quality. In an attempt to build back the forest cover, we undertook plantation drives with the help of citizens, across multiple locations in the country.

With the objective of reducing the use of fossil fuels and switching to alternative sources of energy that are clean, accessible, affordable, and sustainable, last year we distributed solar lanterns to street vendors. While promoting clean energy, the lamps are enabling vendors to sell products for a longer time and generate a higher income to support their families.

A solar-power grid was installed at an education centre for visually impaired students to ensure uninterrupted power supply. Solar-based solutions were also used to improve access to water for drinking and domestic use in rural households. Similarly, to reduce carbon emissions, smokeless stoves were distributed to families in rural areas.

***To bolster water conservation and security, we provided drought-prone communities with watershed management infrastructure, including check dams, recharge shafts, farm ponds, and silt traps.***

India has 18% of the world's population, but only 4% of its water resources, making it among the most water-stressed in the world. While sources of water in India are shrinking, the demand for clean or usable water is growing exponentially. As part of our interventions to enhance water conservation and security, we equipped drought-prone communities with infrastructure for watershed management such as check dams, recharge shafts, farm ponds, and silt traps. Plantation drives were undertaken along water bodies and water tanks were refurbished and constructed. Schools were equipped with rainwater harvesting tanks and borewells. Water distribution networks were created to support and maintain plantation sites.

In addition to infrastructural support for watershed management, we also build capacities of the communities. The community members were trained on water budgeting, water audit, the water cycle, water distribution, water-saving techniques, and WASH. Farmers were also introduced to improved technologies and methods for fruit crop plantation, crop management, and enhancing productivity.

The youth in these communities were trained in farm machinery repair and maintenance. In an attempt to promote alternative sources of livelihood, Self Help Groups (SHGs) in the communities were equipped with entrepreneurial support. In Tirunelveli district of Tamil Nadu we rejuvenated 20 minor irrigation tanks across 13 villages through desilting, removing invasive species, and installing 67 recharge shafts. The project substantially increased water holding capacity by 24,67,95,445 liters, to address water scarcity. Additionally, it raised open well water levels by 10 to 15 feet, expanding average irrigated lands by 0.5 to 1.5 acres, to enhance agricultural activities, and improve local livelihoods.



Inauguration of RO unit

***In support of animal welfare, we facilitated an ambulance equipped with essential provisions for first aid, sterilization, and vaccinations for stray animals on the streets of Mumbai.***

To promote the welfare of animals, we supported an ambulance equipped with basic requirements for first aid, sterilization and vaccinations of stray animals on the streets of Mumbai. The ambulance has reduced long queues for sterilization and first aid for injured animals at the animal rehabilitation centre as doctors can now attend to animals at their doorstep. This has been particularly helpful during emergencies where spectators or helpers are often not equipped to shift animals to animal rehabilitation centres.



Awareness building activities



## SDG FOCUS



## INTERVENTION AREA

Waste management and clean-up

Marine litter poses a vast and growing threat to the marine and coastal environment. Among the litter found in oceans, plastics constitute a large majority. Around 8 to 10 million metric tons of plastic end up in the ocean each year. Every day, tons of this waste is washed back to the shoreline.

Clean Shores Mumbai strives to enhance the overall state

of cleanliness and waste management at the shores of Mumbai by engaging citizens and complementing the efforts of civic authorities. Amplifying the municipal corporation's clean-up efforts, our team of additional Safai Saathis (cleaners) ensures waste on the beaches is collected, cleaned, segregated and sent to a Material Recovery Facility for processing.

10

Beaches adopted symbolically

513

Beach clean-up drives conducted

415

Metric tons waste collected from beaches

215

Metric tons waste sent for recycling

56

Community sensitisation drives

1,714

Students sensitised through clean-up drives

4,414

Students sensitised through awareness sessions



Safai Sathis undertaking beach clean up activities.

This waste is then further sent to recyclers for recycling and repurposing. The beaches are equipped with the infrastructure needed for maintaining cleanliness. The communities are sensitized through awareness activities, beach clean-up drives, education sessions, shore walks, messages on walls at the beaches and approach roads etc.

To ensure the involvement of communities in maintaining cleanliness at beaches, Task Forces are formed within communities including local leaders and stakeholders to ensure waste management efforts are sustained over the years.



*Keeping our beaches clean.*



*Engaging citizen volunteers*

## WETLAND CONSERVATION

### SDG FOCUS



### INTERVENTION AREA

Waste management and clean-up

Mangroves are crucial to the city of Mumbai. They serve as a protective barrier against natural disasters and support a rich ecosystem, by filtering wastewater, providing clean air, and offering livelihood opportunities for the local community. However, India has lost nearly 30% of its mangrove cover over the last three decades. Through our work in wetlands over the years, we have identified dumping and accumulation of waste as one of the key threats to the mangrove ecosystem today. With every high tide, a new lot of waste enters the wetland and almost 90% of this waste is non-degradable.

To preserve and restore the wetland ecosystem, we are

undertaking comprehensive waste management in the wetlands of Mumbai. Through a team of Safai Saathis (cleaners) deployed at the wetland sites, waste is collected, cleaned, and segregated. This waste is then transported to a Material Recovery Centre (MRC), where it undergoes additional cleaning, segregation, and compression before being transported to recyclers for further recycling/repurposing. Additionally, communities are sensitized through volunteer-led clean-up drives, nature trails, and education sessions in schools and colleges.

# 1,10,972

Mangroves maintained

# 68

Metric tons waste collected from wetland sites

# 37

Metric tons waste sent for recycling

# 395

Students and citizens sensitized on mangrove ecosystem



Mangrove plantation drives



SDG FOCUS



INTERVENTION AREA

Water conservation, Watershed management, Income generation activities

In 2019, India ranked 13 on a list of 17 extremely water-stressed countries. At present, about 600 million people in India face high to extreme water stress. According to a report by NITI Aayog, by 2030, the country's water demand is projected to be twice the available supply, implying severe water scarcity for hundreds of millions of people. Rain-fed agriculture accounts for 68% of cropped area in India, providing livelihoods to over 480 million people. A large proportion of land in the country falls under arid and semi-arid climatic regions. Continuous exploitation of groundwater and natural resources, mismanagement of available water and uncertainty of rainfall adversely affect more than half of the country's agrarian community. This causes insurmountable debts for farmers, food scarcity, job losses, disease and exploitation.

Through our Jal Sanjivani programme, we work with agrarian communities in drought-prone areas to build water security and promote sustainable agricultural practices. After a detailed study of the geography, we undertake watershed development measures to increase groundwater and surface water. This includes building structures for the conservation of soil and improving the availability of water. By doing this, we are able to facilitate multi-cropping. To enhance productivity, the capacities of farmers are built in agricultural practices such as sprinkler irrigation, horticulture plantation, vegetable cultivation, and multilayer farming through Farmer Field Schools and training sessions. Further, they are supported with drip irrigation and sprinkler sets to optimize the usage of water.

81,664

Community members benefitted via rainwater harvesting structures

3

Refurbished water structures

54

New constructions for water management

26

Villages where rainwater harvesting has been done

1,870

SHGs trained

2,533

Trainings imparted

17%

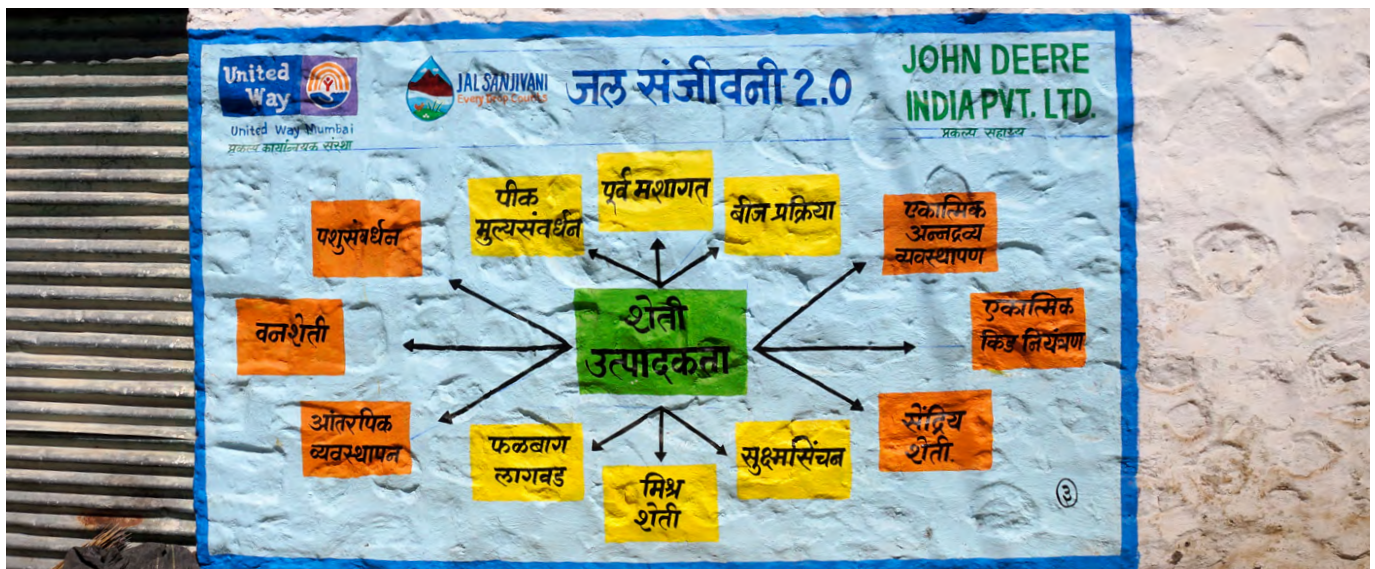
increase in crop productivity

1,748

animals vaccinated

520

animals benefitted via health supplements



Awareness building activities for farmers.

A key component of our interventions is to engage the communities in project activities and build their capacities. Training sessions are conducted with community members on water saving, crop management, drought-resilient agriculture, and water productivity. Self Help Groups and Farmer Producer Organizations are supported to enhance livelihood and generate alternative sources of income. Through these interventions, we aim to improve access to clean water for drinking and domestic use, increase groundwater levels and enhance crop production and income generation of farmers.



Goat farming as an alternate source of livelihood



Engaging community members for mass awareness

# URBAN AFFORESTATION

SDG FOCUS



INTERVENTION AREA

Tree plantation

According to the recent India State of Forest Report (ISFR) 2021, the total forest cover of India is 21.72% of its geographical area. While the total forest and tree cover has increased in comparison to the previous assessment in 2019, we are still far from our target of 33%, which India has committed to raising by 2030. With 5 trees per human against the prescribed ratio of 7 trees per human, there is an increasing need to build back the forest cover, particularly in urban areas. In order to increase the forest cover in cities, we initiated afforestation interventions

using the Miyawaki method of plantation, which works well in cities and places with less land available. The Miyawaki method involves the planting of a number of different types of trees close together in a small area. Forests grown under this method grow 10 times faster, are 100 times more biodiverse and have 30 times more green surface area with no maintenance required after 2 years. Dense plantation retains more groundwater and recharges the groundwater table. It attracts more birds and insects, produces native fruits and improves air quality.

07

Urban forests created

57,982

Saplings maintained

1,60,066

Sq. mts area greened

4,000

Community members benefitted



Planting saplings using the Miyawaki method of plantation

# VOLUNTEERING

United Way is the global leader in workplace campaigns and works with 280 of the Fortune 500 companies, globally. United Way Mumbai carries this legacy forth by engaging the employees of our corporate partners in giving back to the community. Workplace campaigns involve both - payroll giving as well as volunteering. Through payroll giving programmes, individual employees are able to contribute to causes of their choice through highly customised campaigns. Their contributions, when pooled together, act as a catalyst for significant change in

our communities. The employees, in turn, receive tax benefits for their contributions and are assured of the credibility of projects selected. A large number of companies also extend volunteering opportunities to their employees through our projects. Volunteering calendars are customised and managed for each corporate partner. This included activities like beach and wetland clean up drives, creating teaching-learning material, sports days, financial literacy sessions, plantation drives and more.

## 5,112

Volunteers engaged  
for supporting our communities



Corporate employee volunteers supporting our communities

# TATA MUMBAI MARATHON 2023

The Tata Mumbai Marathon 2023 marked a significant chapter in its rich history, solidifying its status as a premier sporting occasion and a beacon of philanthropy. United Way Mumbai has been the event's Philanthropy Partner since 2009 and has strived to integrate the spirit of giving with the thrill of the run.

This year's edition witnessed an impressive milestone, with TMM raising over INR 40.68 crores in 2023, benefitting 252 NGOs spanning diverse sectors. The marathon has become a dynamic force in the philanthropic landscape, creating lasting impacts with each stride.

The challenges posed by the COVID-19 pandemic added a unique layer to TMM 2023. Uncertainty loomed over the event's occurrence, compounded by many runners losing their training momentum. Valid timing certificates became a hurdle for many, and strict post-COVID health protocols limited untimed participation. However, the organising team, the participating NGOs and the team at UWM displayed resilience, ensuring the event's continuity.

The fundraising community showed exceptional dedication in the lead-up to TMM 2023. Over 750 individuals, including school children, running enthusiasts, celebrities, and corporate leaders, became fundraisers, showcasing a collective commitment to philanthropy. The 2023 edition saw 246 NGOs raising funds, with over a quarter of the runners participating for charitable causes. A staggering 177 companies fielded teams, engaging close to 8000 employees in philanthropic endeavours.

As we conclude TMM 2023, we extend deep gratitude to the leadership team at Procam International, participating NGOs, companies, and individuals for their unwavering belief in the marathon's power to drive meaningful change. The success of TMM 2023 stands as a testament to the collective effort, resilience, and generosity that define the event's philanthropic legacy. The anticipation for TMM 2024 is already building, promising continued evolution and an enduring impact on the landscape of sports-driven philanthropy.



Celebrating philanthropy at the TMM 2023 Awards Nite.

# THE YEAR AHEAD (2023-24)

The year 2022-23 has been a crucial period of recovery for our communities as we grappled with the devastating aftermath of the COVID-19 pandemic and its multiple waves. While our lives have gradually resumed a sense of normalcy, the far-reaching consequences of the pandemic still linger. We continue to witness learning losses among children, a higher burden of diseases due to disruptions in routine healthcare, and rampant unemployment rates.

Through the support we received from our donors and partners last year, we have been able to bridge critical gaps and assist our communities in rebuilding their lives. Together, we have tackled not only the challenges posed by the pandemic but also persisted in addressing other pressing social issues through our various initiatives in education, health, income, environment, and public safety. By collaborating with our donors, community partners, and government stakeholders, we have expanded our reach to touch more lives across a wider range of geographies throughout the country.

As we embark on another year, our commitment to empowering individuals, families, and communities in need remains resolute.

Through our education programmes, we strive to unlock the full potential of children from underserved communities, enabling them to thrive and succeed. Our health initiatives seek to improve access to vital healthcare services, ensuring the well-being and resilience of vulnerable communities. Our livelihood programmes empower individuals by equipping them with the skills and resources necessary to achieve financial independence. Our environmental initiatives aspire to create a sustainable ecosystem for future generations. And our public safety interventions work towards building safer and more secure communities for all.

Our accomplishments over the past year are a testament to the collective impact we can achieve when we come together. Our communities need governments, companies, non-government organizations, and citizens who are invested. Together, we can build communities that are inclusive, equitable, and just where every individual can realize their full potential. As we march forward in our pursuit of social change, we remain committed to upholding the principles of Social Impact. Done Right.

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# CORPORATE PARTNERS

- Accentiv (India) Pvt. Ltd.
- Aditya Birla Group
- Adventure Women India
- ALD Automotive Pvt. Ltd.
- Allegis Global Solutions India Pvt. Ltd.
- Allegis Services India Pvt. Ltd.
- Amazon Web Services India Pvt. Ltd.
- Association of British Scholars - Mumbai Chapter
- ATC Tires Pvt. Ltd. (Yokohama Off-Highway Tires)
- Australian High Commission
- Avery India Ltd.
- Bajaj Electricals Ltd.
- BlackRock Services India Pvt. Ltd.
- Black & Veatch Pvt. Ltd.
- Bloomberg Data Services India Pvt. Ltd.
- Bolttech Device Protection India Pvt. Ltd.
- BP Business Solutions India Pvt. Ltd.
- Brilliant Polymers Pvt. Ltd.
- Bristol Myers Squibb India Pvt. Ltd.
- C.H. Robinson Worldwide Freight India Pvt. Ltd.
- Camouflage
- Castrol India Ltd.
- Citco Group Services (India) LLP
- Citibank N. A.
- Citicorp Finance (India) Ltd.
- Citigroup Global Markets India Pvt. Ltd.
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- CRISIL Ltd.
- Cummins India Ltd.
- Danaher India CSR Foundation
- DBS Bank India Ltd.
- Deloitte Shared Services India LLP
- Dentsu Aegies Network India Pvt. Ltd.
- DHL Express (India) Pvt. Ltd.
- Enam Asset Management Company Pvt. Ltd.
- ExxonMobil Company India Pvt. Ltd.
- FedEx Express TSCS India Pvt. Ltd.
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- Fractal Analytics Pvt. Ltd.
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- Habiliss Systems Pvt. Ltd.
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- Harsh Rutu Enterprises
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- HDFC Ergo General Insurance Co.
- Hershey India Pvt. Ltd.
- Hindustan Unilever Ltd.
- HSBC Asset Management India Pvt. Ltd.
- HSBC Electronic Data Processing India
- HSBC Software Development India
- ICICI Lombard General Insurance Co. Ltd.
- ICICI Merchant Services Pvt. Ltd.
- Idemitsu Lube India Pvt. Ltd.
- IMC India Securities Pvt. Ltd.
- Infracore Technologies Pvt. Ltd.
- Intel Technology India Pvt. Ltd.
- International Packaging Products Pvt. Ltd.
- ITW Automotive
- ITW Chemin
- ITW India Pvt. Ltd.
- ITW Instron
- ITW Magnaflux
- JLL India
- J P Morgan Chase Bank
- J P Morgan Services India Pvt. Ltd.
- J. P. Morgan India Pvt. Ltd.
- John Deere Financial India Pvt. Ltd.
- John Deere India Pvt. Ltd.
- K-Corp Charitable Foundation
- Kellogg's India Pvt. Ltd.
- Khaitan & Co.
- LG Electronics India Pvt. Ltd.
- Lloyd's India
- Locon Solutions
- L'Oréal India Pvt. Ltd.
- Macquarie Financial Holdings Pty Ltd.
- Maersk Tankers India Pvt. Ltd.
- Mahindra and Mahindra Financial Services Ltd.
- Mahindra and Mahindra Ltd. Farm Division, AFS
- Mahindra Holidays & Resorts India Ltd.
- Mettler Toledo India Pvt. Ltd.
- Michael Page India Recruitment Agency
- Moonfrog Pvt. Ltd.
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- Motilal Oswal Foundation
- Neogen Chemicals Ltd.
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- Niyuj Enterprises Software Solutions India Pvt. Ltd.
- NTT India Pvt. Ltd.
- Ondot Systems India Pvt. Ltd.
- One Less
- Open Solutions Software Services Pvt. Ltd.
- Owens Corning (India) Pvt. Ltd.
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- Pitney Bowes

- Saint-Gobain India Pvt. Ltd.
- SBI Capital Markets Ltd.
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- Shree Venkateshwar Sukriti Setu
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- Star India Pvt. Ltd.
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- Stokvis Prosticks Tapes Pvt. Ltd.
- Sunrise Enterprises
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- Suspire India Ecosystems Pvt. Ltd.
- The Hongkong and Shanghai Banking Corporation Ltd.
- The Toro Company
- TIAA Global Business Services (India) Pvt. Ltd.
- TNT India Pvt. Ltd.
- TotalEnergies Marketing India Pvt. Ltd.
- True Present
- TYME Education
- UBS Business Solutions (India) Pvt. Ltd.
- UBS Securities India Pvt. Ltd.
- Visa
- Willis Towers Watson India Pvt. Ltd.
- YES Foundation
- Young Presidents Organisation Mumbai
- Zoetis Pharmaceutical Research Pvt. Ltd.

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# CORPORATE CONTRIBUTORS

- Abbott Healthcare Pvt. Ltd.
- Aditya Birla Finance Ltd. (Infrastructure Finance)
- Aditya Birla Group - Aditya Birla Finance Ltd.
- Aditya Birla Group (Aditya Birla Management Corporation Pvt Ltd)
- Aditya Birla Health Insurance Co. Ltd
- Aditya Birla Housing Finance Ltd.
- Aditya Birla Insurance Brokers Ltd.
- Aditya Birla Sun Life AMC Ltd.
- Aditya Birla Sun Life Insurance Company Ltd.
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- Danaher India CSR Foundation
- DCB Bank Ltd.
- DDB MUDRA Pvt. Ltd.
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- Deloitte Foundation
- Delta Corp Ltd.
- Dharwad, Gadag and Uttara Kannada District Cooperative Milk Producers' Societies Union Ltd
- DSP Investment Managers Pvt Ltd
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- Fedbank Financial Services Ltd.
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- ICICI Prudential Life Insurance Co. Ltd
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- IIFL Wealth Prime Ltd.-Distribution Business
- InCorp Advisory Services Pvt. Ltd.
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- Jaquar And Company Pvt. Ltd.
- Jasani Jewellery (UNIT II)
- Jewelex India Pvt. Ltd.
- JSW IP Holdings Pvt. Ltd.
- K Hospitality

- 
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  - Kadri Consultants Pvt. Ltd.
  - KBS Creations
  - Khaitan & Co
  - Kotak Mahindra Bank Ltd.
  - Larsen & Toubro Ltd.
  - Lechler India Pvt. Ltd.
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  - Mahimtura Consultants Pvt. Ltd.
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  - Marsh India Insurance Brokers Pvt. Ltd.
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  - Mastek Ltd.
  - Me-Hin Consultants And Advisors
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  - Mizuho Bank, Ltd.
  - Nazara Technologies Ltd.
  - Neogen Chemicals Ltd.
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  - SBI Life Insurance Company Ltd.
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  - State Bank of India
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  - Titan Company Ltd.
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  - Vinati Organics Ltd.
  - VISA Consolidated Support Service
  - Viterro India Pvt. Ltd.
  - YES Bank Ltd.
  - Zeel Infotech Pvt. Ltd.

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# NGO PARTNERS

- Aarambh
- Abhilasha Foundation
- Abled Disabled All People Together (ADAPT)
- Access Life Assistance Foundation
- Action Against Hunger (A Fight Hunger Foundation Project))
- Action For Ability Development & Inclusion (AADl)
- Aditya Birla Education Trust- Project Mpower
- Aide Et Action
- Akshara Foundation
- Akshaya Chaitanya
- ALERT-INDIA
- Amar Seva Sangam
- Ammucare
- Animedh Charitable Trust
- Annam
- Annamrita Foundation (Formerly known as Iskcon Food Relief Foundation)
- Antarang Foundation
- Anthill Creations
- Anudip Foundation for Social Welfare
- Anugrah seva mandal
- Anum Foundation
- Apex Kidney Foundation
- Apnalaya
- Apne Aap Women's Collective
- Armman
- Arpan
- Arushi Society
- Aseema Charitable Trust
- Ashadeep Association
- Ashray Akruti
- Association for Rural and Urban Needy (ARUN)
- Association of Parents of Mentally Retarded Children (ADHAR)
- Association of People with Disability (APD)
- AURED Charitable Trust (Aural Education for Children with Hearing Impairment)
- Avasara Leadership Institute
- Awaaz-Voice Of Stray Animals
- Badlao Foundation
- Baif Institute for sustainable livelihood and development
- Bajaj Electricals Foundation
- Bajaj Public Charitable Trust
- Bal Asha Trust
- Ballygunj Society for Children in Pain (CHIP) Mumbai
- Bangalore Hospice Trust
- Bharti Foundation
- Bhumi
- Blue Star Foundation
- Bright Future - New Resolution India
- Cancer Patient Aid Association
- Cankids Kidscan
- Caritas India
- Catalysts For Social Action
- Central Chinmaya Mission Trust
- Central Himalayan Rural Action Group
- Centre For Social Action
- Centre for Youth Development and Activities (CYDA) India
- Centrum Foundation
- Chaithanya Kala Bharathi (CKB) India
- Charities Aid Foundation India
- Chehak Trust
- Child Help Foundation
- Child Vision Foundation
- Childline India Foundation
- Children Toy Foundation
- Children's Liver Foundation
- Children's Movement for Civic Awareness (CMCA)
- Chirag Rural Development Foundation
- Citizens Association For Child Rights
- CLUBFOOT MEDICAL FOUNDATION
- Committed Communities Development Trust
- CommuniTree
- Concern India Foundation
- Coodu Trust
- COTAAP RESEARCH FOUNDATION
- CRY Child Rights and You
- Cuddles Foundation
- Deeds Public Charitable Trust
- Deesha Education Foundation
- DESIRE Society
- Dhai Akshar Education Trust
- Dignity Foundation
- Doctors For You
- ECO ROOTS FOUNDATION
- Educo
- Ekibeki
- Elder Care Trust
- EmpowHer India (Hope Foundation)
- empowHER India (registered empowHER Foundation)
- Enable India
- Environmentalist Foundation of India
- EPILEPSY FOUNDATION
- Family Planning Association India
- Family Service Centre
- Forum For Autism
- Gaia Conservation Foundation
- Gharda Foundation
- Goonj
- GoSports Foundation
- Gramya Vikash Mancha
- Green Hills Group
- Green the blue charitable Trust
- Green Yatra Trust
- Greensole Foundation
- Gyanada Foundation
- Habitat For Humanity India

- Helen Keller Institute for Deaf and Deafblind
- HelpAge India
- Himachal Pradesh Voluntary Health Association
- Hope for the Children Foundation
- Human Capital For Third Sector
- Humana People to People India
- iCreate
- Indian Cancer Society
- Indian heart and Lung foundation
- Indian Red Cross Society
- Inspire Institute of Sport
- Isha Education
- iTeach Movement
- Jai Vakeel Foundation and Research Centre
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- Jidnyasa Charitable Trust
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- K CORP charitable trust
- K.C. Mahindra Education Trust- Project Nanhi Kali
- Kalote Animal Trust
- KARO Trust
- Karta Initiative India Foundation
- Karunya Trust
- Khel Shala
- KHUSHII - KINSHIP FOR HUMANITARIAN SOCIAL AND HOLISTIC INTERVENTION IN INDIA
- Kotak Education Foundation
- Krida Vikas Sanstha- Slum Soccer
- Last Wilderness Foundation
- Learning Links Foundation
- Light of Life Trust
- Little More Organisation
- Lupin Human Welfare and Research Foundation
- Madat Charitable Trust
- Magic Bus India Foundation
- MAHARASHTRA DYSLEXIA ASSOCIATION
- Maharashtra State Women's Council
- Mahila vikas ani shishu sanskar kendra
- Maitrayana
- Make A Difference
- Make A Wish Foundation of India
- Making The Difference Charitable Trust
- MANAV Foundation
- Mangrove and Marine Biodiversity Conservation Foundation of Maharashtra
- Mann - Center For Individuals With Special Needs
- Mann Deshi Foundation
- Manzil Mystics
- Masoom
- MBA Foundation
- MelJol
- Mentaaid
- Mijwan Welfare Society
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- MIMAANSA
- Mohan Foundation
- Mudita - An Alliance for Giving
- Mukangan Education Trust
- Mukti
- Mumbai Mobile Creches
- Muskaan - Sharing Smiles
- Muskan foundation for people with Multiple disabilities
- Myeloma friends charitable trust
- Myna Mahila Foundation
- Myrtle India- Social Welfare Network for the partnership
- Nalanda Abhiyan Trust
- Nargis Dutt Foundation
- Narmada Kidney Foundation
- National Association for the Blind
- National Society For Equal Opportunities For The Handicapped India
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- Navjeevan Centre
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- Need Base India
- New Vision
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- NIRMAN Bahuudeshiya Vikas Sanstha
- Oasis India
- Om Creations Trust
- OSCAR (Organization for Social Change Awareness & Responsibility) Foundation
- Paraplegic Rehabilitation Centre
- Parikrma Humanity Foundation
- Parinaam Foundation
- Parkinson's Disease And Movement Disorder Society
- Pehlay Akshar Foundation
- PfA Wildlife Hospital (People for animals, Bangalore)
- Plan India
- Population First
- Pratha Samajik Sanstha
- Pratham Mumbai Education Initiative
- Psychoanalytic Therapy and Research Centre
- Purnata
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- Raah Foundation
- Ramakrishna Sarada Samiti
- Rang De
- Reaching Hand
- Reality Gives ( A Reality Cares Project)
- Resource and Support Centre For Development (ISHAD)
- RESQ CHARITABLE TRUST
- Rise Against Hunger India
- Ritham Charitable Trust
- Room To Read India Trust
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- Rotary club of Borivli
- Rubaroo Breaking Silences Foundation
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- SAMMAN ASSOCIATION
- SAMPARC - Social Action for Manpower Creation

- 
- SANJEEVANI LIFE BEYOND CANCER
  - Sankalp Rehabilitation Trust
  - SankalpTaru Foundation (STF)
  - Sanskriti Samvardhan Mandal
  - Sarthak Educational Trust
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  - Sarvajanik Society
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  - Secure Giving
  - Sense International India
  - Seva Charitable Trust
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  - Shraddha Charitable Trust
  - Shree Educational Trust
  - Shrimad Rajchandra Educational Trust (Shrimad Rajchandra Love and Care)
  - Shrimad Rajchandra Jivodaya Trust (Shrimad Rajchandra Love and Care)
  - Shrimad Rajchandra Sarvamangal Trust (Shrimad Rajchandra Love and Care)
  - Sir Ratan Tata Institute
  - Sitaben Shah Memorial Trust
  - Slum Education And Empowerment Drive Foundation (SEED)
  - Smile Foundation
  - SNEHA (Society for Nutrition Education and Health Action)
  - Society for Action in Community Health (SACH)
  - Society for Human And Environmental Development (SHED)
  - Society of Parents of children with Autistic Disorders (SOPAN)
  - SOS Children's Villages India
  - South Asia Women Foundation India
  - SPARC India
  - Spark a Change Foundation
  - Sparsha Charitable Trust
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  - Sri Sathya Sai Health & Education Trust
  - Sri Sri Thakur Anukulchandra Seva Kendra
  - Srijon - Artscape
  - Srujana Charitable Trust
  - St. Jude India Childcare Centres
  - Sujaya Foundation
  - SUPPORT
  - Suryoday Trust
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  - Tamarind Tree Trust
  - Tata Education and Development Trust
  - Tata Memorial Centre
  - Teach For India
  - Team Everest
  - TeamLease Skills University
  - Technology Informatics Design Endeavour (TIDE)
  - The Akanksha Foundation
  - The Akshaya Patra Foundation
  - The Blue Ribbon Movement Trust
  - The Federation of Obstetric and Gynaecological Societies of India (FOGSI)
  - The Feline Foundation
  - The Foundation
  - The Handmaids of the Sacred Heart Of Jesus Society (Dilkhush School)
  - The HEAL Foundation
  - The Hindu Women's Welfare Society
  - The Humsafar Trust
  - The Indian Council For Mental Health(Hygiene)
  - The National Federation of the Blind Maharashtra (NFBM)
  - The Open Tree Foundation (ToyBank)
  - THE P.R.I.D.E INDIA
  - The Society for Door Step School
  - The Society For Rehabilitation of Crippled Children
  - The Vatsalya Foundation
  - The Welfare of Stray Dogs
  - Think Foundation
  - TNS India foundation
  - TOUCH (Turning Opportunities for Upliftment and Child Help)
  - Touching Lives Welfare Trust
  - Trafigura Charitable Trust
  - Trinayani
  - Trust For Retailers And Retail Associates Of India
  - Udaan India Foundation
  - Udaan Welfare Foundation
  - Udayan Care
  - Umang Charitable Trust
  - Ummeed Child Development Centre
  - Ummeed Foundation
  - Under The Mango Tree Society
  - United Way India
  - United Way of Bengaluru
  - United Way of Chennai
  - United Way of Delhi
  - United Way of Hyderabad
  - Urban Health Resource Centre
  - Urja Trust
  - V Care Foundation
  - Vanavasi Kalyan Ashram Maharashtra Prant
  - VConnect Foundation
  - Vidya Integrated Development For Youth and Adults
  - Vihaan (Waste Management Society, Yavatmal)
  - Vikram Sarabhai Centre For Development Interaction -VIKSAT
  - Vipla Foundation (Save The Children India)
  - W Shakti Foundation
  - War Wounded Foundation
  - Welfare Society For Destitute Children (St. Catherine of Sienna School and Orphanage)
  - Western Region Social Service Forum (WRSSF)
  - WIT (Women India Trust)
  - World for All Animal Care and Adoptions
  - Yash Foundation
  - YODA (Youth Organization in Defense of Animals)
  - Yoga Prabha Bharati (Seva Sanstha) Trust
  - Youth 4 Jobs Foundation
  - Youth For Unity And Voluntary Action

# GOVERNMENT & INSTITUTIONAL PARTNERS

## Government Bodies

- Assam State Directorate of Handloom
- Assam State Rural Livelihood Mission
- Block Development Office - Rampur, Jharobori
- Zilla Parishad - Damoh, Government of Madhya Pradesh
- Zilla Parishad - Osmanabad, Government of Maharashtra
- Zilla Parishad - Pune, Government of Maharashtra
- Zilla Parishad - Raigad, Government of Maharashtra
- Zilla Parishad - Solapur, Government of Maharashtra
- Collector's Office, Dadra & Nagar Haveli, Silvassa
- Department of Health and Family Welfare, Dadra & Nagar Haveli and Diu Daman
- Department of Health, Municipal Corporation of Greater Mumbai
- Department of Public Health and Family Welfare, Gandhinagar
- District Education Office, Silvassa
- District Health Department, Raigad
- District Health Department, Devas
- District Health Department, Indore
- District Health Department, Jabuaa
- District Health Department, Palghar
- District Health Department, Panna
- District Health Department, Rewa
- District Health Department, Sahajpur
- District Health Department, Ujain
- District Health Department, Kancheepuram
- District Health Department, Vilupuram
- District Health Department, Tirupattur
- District Health Department, Cuddalore
- District Health Department, Darjeeling
- District Health Department, Vizianagaram
- District Health Department, Hyderabad
- District Health Department, Siliguri
- District Road Safety Committee, Mumbai District
- Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli, Ratnagiri
- Education Department, Sinnar, Nashik
- Education Department, Greater Chennai Corporation
- Education Department, Municipal Corporation of Greater Mumbai
- Education Department, Pune Municipal Corporation
- Education Department, Delhi Municipal Corporation
- Education Department, Noida Development Authority
- Education Department, Bruhat Bengaluru Mahanagar Palike
- Education Department, Raigad
- Education Department, Uran
- Education Department, Tirupati
- Education Department, Visakhapatnam
- Government of Maharashtra, Public Health Department
- Grama One Centres - Dharwad
- India Post - Dharwad
- India Post - Rampur
- India Post - Shravasti
- Indian Council of Agriculture (ICAR) - Krishi Vigyan Kendra, Dharwad
- Integrated Child Development Scheme, Ranchi
- Integrated Child Development Scheme, Tirupati
- Integrated Child Development Scheme, Vizag
- Integrated Child Development Scheme, Karjat
- Integrated Child Development Scheme, Khammam
- Integrated Child Development Scheme, Panvel
- Integrated Child Development Scheme, Uran
- Jawaharlal Nehru Krishi Vishwa Vidyalyaya, Jabalpur
- Karnataka Gramin Bank- Dharwad
- Krishi Vigyan Kendra, Baramati
- Krishi Vigyan Kendra, Damoh
- Krishi Vigyan Kendra, Karjat
- Krishi Vigyan Kendra, Solapur
- Maharashtra Arthik Vikas Mahamandal
- Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar
- Mangrove Cell, Forest Department of Maharashtra
- Mangrove Foundation, Government of Maharashtra
- Motor Vehicles Department (RTO) of Maharashtra
- Mumbai District AIDS Control Society
- Municipal Corporation of Greater Mumbai
- National Centre for Coastal Research
- National Handloom Development Corporation Limited
- National Rural Livelihood Mission - Damoh
- Navi Mumbai Municipal Corporation
- Navi Mumbai Police, Panvel Division
- Navi Mumbai Traffic Police
- North Eastern Development Finance Corporation Limited
- Pimpri Chinchwad Police Commissionerate
- Regional Transport Office, Bengaluru
- Regional Transport Office, Chennai
- Regional Transport Office, Dadra and Nagar Haveli (Silvassa)
- Regional Transport Office, Mumbai East (Wadala RTO)
- Regional Transport Office, Mumbai West
- Regional Transport Office, Nashik
- Regional Transport Office, Navi Mumbai
- Regional Transport Office, Pune
- Regional Transport Office, Thane
- Sanjeevini - Karnataka State Livelihood Promotion Society
- Shravasti District Development Office
- Shravasti Panchayati Raj Department
- Sitapur Krishi Vigyan Kendras
- Solid Waste Management Department, Municipal Corporation of Greater Mumbai
- State Forest Department, Maharashtra
- Traffic Control Branch, Mumbai Police
- Traffic Control Branch, Thane
- Transport Department, Government of Karnataka
- Transport Department of Uttarakhand
- Transport Department of Uttar Pradesh
- Tirunelveli District Administration
- Uttar Pradesh State Rural Livelihood Mission
- Weavers Service Centre (East Zone)

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## Institutional Allies

- Benevity Inc.
- Charity Aid Foundation America
- College of Social Work, Nirmala Niketan
- CSRBOX
- Give2Asia
- Global Career Centre, India and South Asia
- MahaPECOnet
- North Eastern Development Finance Corporation Limited
- Prasanna School of Public Health, Manipal University
- Qess Corp
- Shakti Shalini Mutual Trust
- Shravasti District Lead Bank- Indian Bank
- Tides Foundation
- UNICEF Maharashtra
- World Hepatitis Alliance

# OUR BOARD OF TRUSTEES 2022-23



Chairperson  
Pradeep Poddar  
Ex-Global President, Water &  
Functional Beverages, Tata Global  
Beverages and Ex-MD & CEO  
Heinz India Ltd



Vice Chairperson  
Karuna Bhatia  
Head of Sustainability India & SA,  
Standard Chartered Bank



Treasurer  
Surojit Shome  
CEO,  
DBS Bank

## BOARD MEMBERS



Arun Malhotra  
Auto Industry Expert/Visiting  
Faculty/  
Former MD Nissan India



Gayatri Yadav  
Chief Marketing Officer,  
Peak XV Partners



Raman Madhok  
Managing Director,  
Kahani Designworks Pvt Ltd



S.K. Mitra  
Chairman,  
QSK Advisory Pvt. Ltd

# OUR TEAM



At United Way Mumbai, we cultivate an inclusive work environment that promotes growth. Our team comprises dedicated individuals from diverse backgrounds, united by a strong sense of purpose and shared passion for creating positive change in our communities. Our team boasts of a wide range of expertise, from programme design and implementation to grant management and impact assessment, enabling us to address a wide range of social issues. We work collaboratively, leveraging our collective strengths to design and implement innovative solutions to address the complex challenges faced by our communities. We are deeply committed to the personal development of our team members and nurture a culture of mutual respect and trust. This has earned us recognition as a Great Place to Work for four years in a row. We were also listed as Top 10 India's Best NGOs to Work For™ 2022 by the Great Place To Work Institute, an accomplishment we seek immense pride in.



# UWM FINANCIALS

## SCHEDULE -VIII

[ Vide Rule 17(1) ]

Name of the Public Trust : UNITED WAY OF MUMBAI

Balance Sheet as at : 31 MARCH 2023

Registration No. F-23412 (Mumbai)

FUNDS AND LIABILITIES	Rupees	Rupees	PROPERTY AND ASSETS	Rupees	Rupees
<b>Trust's Funds or Corpus:-</b>			<b>Immovable Properties :-</b>		
Balance as per last Balance Sheet	99,51,557		Balance as per last Balance Sheet	2,77,777	
Additions during the year	-	99,51,557	(written down value)		
			Additions during the year	13,78,806	
<b>Other Earmarked Funds:-</b>			Less : Sales during the year	-	
(Created under the provisions of the trust deed or scheme or out of the Income)			Depreciation up to date	5,07,577	11,49,006
Depreciation Fund	-	-	<b>Computers, Office Equipments, Furniture and Fixtures :-</b>		
Sinking Fund	-	-	Balance as per last Balance Sheet (written down value)	52,20,237	
Reserve Fund	-	-	Additions during the year	13,61,431	
Any other Fund (refer Annexure A)	25,71,60,198	25,71,60,198	Less : Loss on Disposal of FA	-	
			Depreciation for the year	12,83,025	52,98,643
<b>Loans (Secured or Unsecured):-</b>			<b>Loans (Secured or Unsecured): Good/doubtful</b>		
From Trustees	-	-	Loans Scholarships	-	
From Others	-	-	Other Loans	-	-
<b>Liabilities :-</b>			<b>Advances:-</b>		
For Expenses (including Provision for Expenses)	7,61,44,538		To Trustees	-	
For Advances (Doubtful)	5,79,777		To Employees	66,472	
For Public Trust Administration Fund	6,85,39,424		To Contractors	-	
		14,52,63,739	To Income Tax	77,93,237	
<b>Income and Expenditure Account</b>			To Deposits	49,57,157	
Opening balance	18,74,87,985		To Others	14,06,789	1,42,23,655
Less: Reclassified to earmarked funds balance	-		<b>Income Outstanding:-</b>		
Add: Transfer from current year	4,41,20,189	23,16,08,175	Rent	-	
			Interest accrued (net)	1,60,91,077	
			Other Income	-	1,60,91,077
			<b>Cash and Bank Balances:-</b>		
			In Saving Account:		
			(a) with State Bank of India FCRA Designated A/c	48,11,104	
			(b) with Kotak Mahindra Bank	18,80,85,159	
			(c) with State Bank of India	7,254	
			(d) with Kotak Mahindra Bank -Marathon A/c	1,91,85,612	
			(e) with Kotak Mahindra Bank - Crisil A/c	25,12,529	
			In Current Account:		
			(a) with HDFC Bank	11,37,520	
			In Fixed Deposit Account :		
			(a) with HDFC Trust Deposits	30,02,28,790	
			(b) with Kotak Mahindra Trust Deposits	9,10,68,628	
			Cheques in hand	-	
			Cash Balance		
			(i) with the trustee	-	
			(ii) with the manager	5,843	
			Foreign currency in hand	1,78,848	60,72,21,288
		64,39,83,668			64,39,83,668

**SCHEDULE -IX**  
[ Vide Rule 17(1) ]

**Name of the Public Trust :** UNITED WAY OF MUMBAI

'Income and Expenditure Account for the year ended 31 March 2023

Registration No. F-23412 (Mumbai)

EXPENDITURE	Rupees	Rupees	INCOME	Rupees	Rupees
<b>To Expenditure in respect of properties:-</b>			<b>By Rent (accrued/ realised)</b>		
Rates, taxes, cesses	-				
Repairs and maintenance	-				
Salaries	-		<b>By Interest (accrued/ realised)</b>		
Insurance	-		on securities (bank deposits)*	2,34,51,688	
Depreciation (by way of provision or adjustments)	-		on bank account*	1,46,60,802	
			on Income Tax Refund	-	3,81,12,490
			(*exclude Earmarked Interest Rs.3,198,993)		
<b>To Establishment expenses</b>			<b>By Miscellaneous Income</b>		-
Salaries	5,12,23,081				
Professional services	36,33,439				
Travelling and conveyance	8,39,412				
Communication charges	4,79,813				
Courier	63,184				
Other project expenses	19,01,262				
Software Development	14,658				
Business development	10,83,102				
Training & Capacity building expenses	1,65,925				
Electricity	1,54,225				
Office expenses	11,30,342				
Leave Encashment (Refer below Note 5(b))	8,44,769				
Gratuity (Refer below Note 5 (a))	14,15,259				
Rent	78,21,233				
Printing and stationery	1,76,413				
Insurance	4,02,118				
Depreciation	17,70,067				
Staff welfare	6,61,662				
Membership fee	12,02,894				
Miscellaneous expenses	52,797				
Bank Charges	24,611				
AMC & Repairs and maintenance - others	4,79,826	7,55,40,092			
<b>To Remuneration to trustees</b>		-	<b>By Dividend</b>		
<b>To Legal expenses</b>		-			
<b>To Audit fees</b>		4,70,710	<b>By Donations in Cash or Kind</b>		
			- in cash (through bank)		10,43,89,305
			- General Donation (Anonymous)		-
<b>To Contribution and fees</b>			"- amount appropriated from the earmarked funds for expenditure on specific projects (to the extent utilised) [also refer Annexure A]"		1,49,69,58,511
<b>To Amount written off :-</b>			<b>By Grants</b>		-
(a) Bad debts	-				
(b) Loan scholarship	-		<b>By Income from other sources</b>		
(c) Irrecoverable rents	-		Income from Research Activities	-	
(d) Other Items fixed assets	-		Publication Subscription	-	
(e) Project Expenses Written Off	25,69,220	25,69,220	Advertisement Income	-	-
<b>To Miscellaneous expenses</b>			<b>By Profit on sale of assets</b>	-	
Conference and seminars	-				
Gifts	-				
" Contribution to Charity Commissioner - PTA Fund (Refer below Note 6)"	1,98,01,585				
Others	-	1,98,01,585			

**SCHEDULE -IX (Continued)***[ Vide Rule 17(1) ]***Name of the Public Trust :** UNITED WAY OF MUMBAI

'Income and Expenditure Account for the year ended 31 March 2023

Registration No. F-23412 (Mumbai)

(Continued)

<b>EXPENDITURE</b>	<b>Rupees</b>	<b>Rupees</b>	<b>INCOME</b>	<b>Rupees</b>	<b>Rupees</b>
To amount transferred to Reserve or Specific Funds		-	By Transfer from Reserve	-	-
<b>To expenditure on objects of the Trust</b> (classification is as certified by trustees)					
(a) Religious	-				
(b) Educational	31,30,62,402				
(c) Medical Relief	32,61,72,919				
(d) Relief of Poverty	-				
(e) Disaster Relief	1,01,45,760				
(f) Other Charitable Objects	84,75,77,430				
Less: Refund of donations paid in earlier years	-	1,49,69,58,511			
<b>To surplus / (deficit) carried over to Balance Sheet</b>		4,41,20,189			
		<u>1,63,94,60,307</u>			<u>1,63,94,60,307</u>

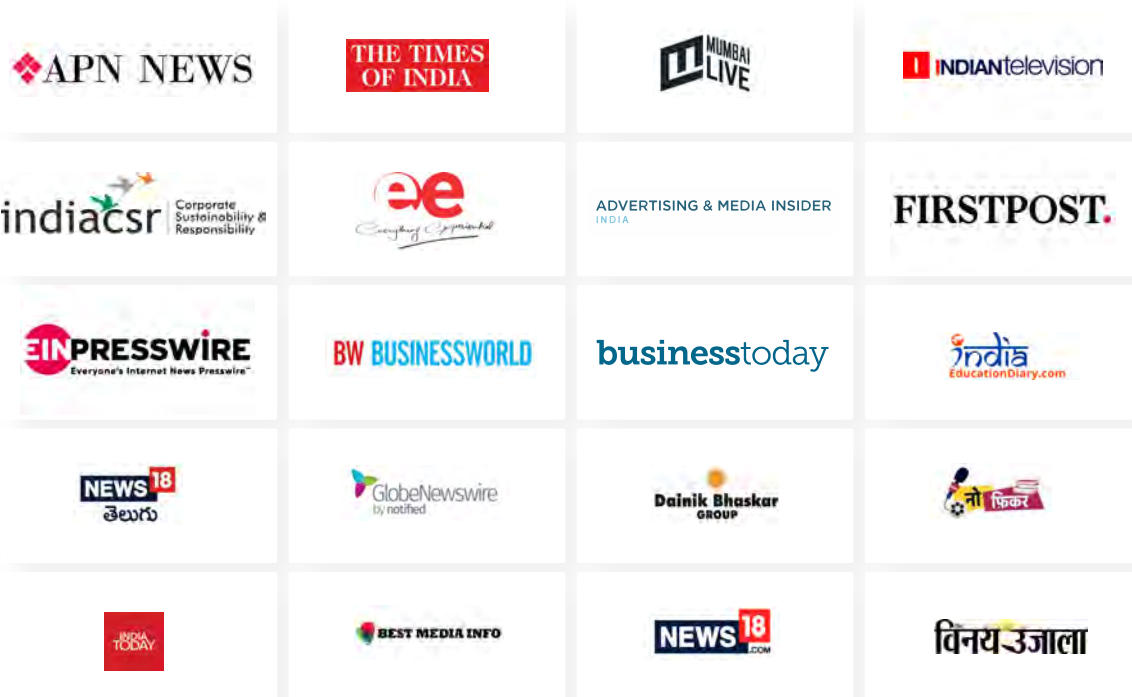
**ANNEXURE I TO FORM 10-B**  
**UNITED WAY OF MUMBAI**  
**FOR THE YEAR ENDED 31 MARCH 2023**  
**INCOME TAX ASSESSMENT YEAR 2023-2024**

<b>EXPENDITURE</b>		<b>Rupees</b>	<b>Rupees</b>
<b>A</b>	Gross income as per audited Income and Expenditure account		
	-Donation received - non earmarked project	10,43,89,305	
	- Income received in Earmarked fund	1,18,72,98,373	
	- General Donation (Anonymous)	-	
	- Miscellaneous income	-	
	- Interest income	3,81,12,490	
		1,32,98,00,168	
	Less: Interest accrued (closing balance)	1,60,91,077	
		1,31,37,09,092	
	Add: Interest accrued (opening balance)	1,01,01,483	
	<b>Income received</b>		1,32,38,10,574
<b>B</b>	Gross expenses as per audited Income and Expenditure account		
	Establishment expenses (excluding depreciation)	7,37,64,497	
	Expenses incurred from Earmark fund	1,49,69,58,511	
	Audit fees	4,70,710	
		1,57,11,93,718	
	Add: Opening Sundry Creditors	4,82,56,037	
	Add: Opening Duties and Taxes	51,32,388	
	Add: Opening balance of provision for expenses	2,56,59,937	
		1,65,02,42,080	
	Less: Closing Sundry Creditors	4,02,62,866	
	Less: Less Duties and Taxes	94,55,403	
	Less: Closing balance of provision for expenses	2,64,26,270	
	(excluding sundry creditors & liabilities towards public administration fund)		
		1,57,40,97,541	
	Add: Fixed assets purchased during the year	27,40,237	
	<b>Expenses incurred</b>	1,57,68,37,778	
	<b>Less: set-off against opening accumulated balance</b>	-	1,57,68,37,778
<b>C</b>	Donation given		-
<b>D</b>	Total amount applied for the object of th trust (B+C)		1,57,68,37,778
<b>E</b>	15% of gross total income (A*15%)		19,85,71,586
<b>F</b>	<b>Net Surplus (A-D)</b>		(25,30,27,204)
<b>G</b>	Total amount of income accumulated or set apart for specified purposes under Section 11(2) (F-E)		-

# UWM IN THE MEDIA



Our programmes have been covered in the following publications



Our Social Media handles are also active throughout the year, informing the community about our programmes, activities and other general information



Instagram:  
[/unitedwaymumbai](https://www.instagram.com/unitedwaymumbai)



Facebook:  
[/unitedwaymumbai](https://www.facebook.com/unitedwaymumbai)



Twitter Handle:  
[@UWMumbai](https://twitter.com/UWMumbai)



Linkedin:  
[/company/unitedwaymumbai](https://www.linkedin.com/company/unitedwaymumbai)

Donations to United Way Mumbai are eligible for tax exemption under section 80G of the Income Tax Act. United Way Mumbai is authorised to receive foreign donations under the Foreign Contributions Regulation Act.

United Way Mumbai is also registered with the Government of India's NITI Aayog (MH/2017/0155813) and has been recognised as a Credible Implementing Agency by the Indian Institute of Corporate Affairs (IA Hub Code: A000338). We are registered as a CSR Implementing Agency with the Ministry of Corporate Affairs.

United Way volunteers, employees and representatives have a responsibility to uphold the highest ethical standards. We believe these standards go beyond compliance with laws and regulations - calling us to fulfil higher obligations as stewards of the public trust. United Way Mumbai follows a code of ethics, which sets forth standards and responsibilities toward this end. The Board of Trustees approve the code and all staff members are required to personally certify their compliance to it.



United Way Mumbai

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