

# From CHARITY to IMPACT



KARMAKONNECT



# GDP VS. HDI – Are we really progressing?

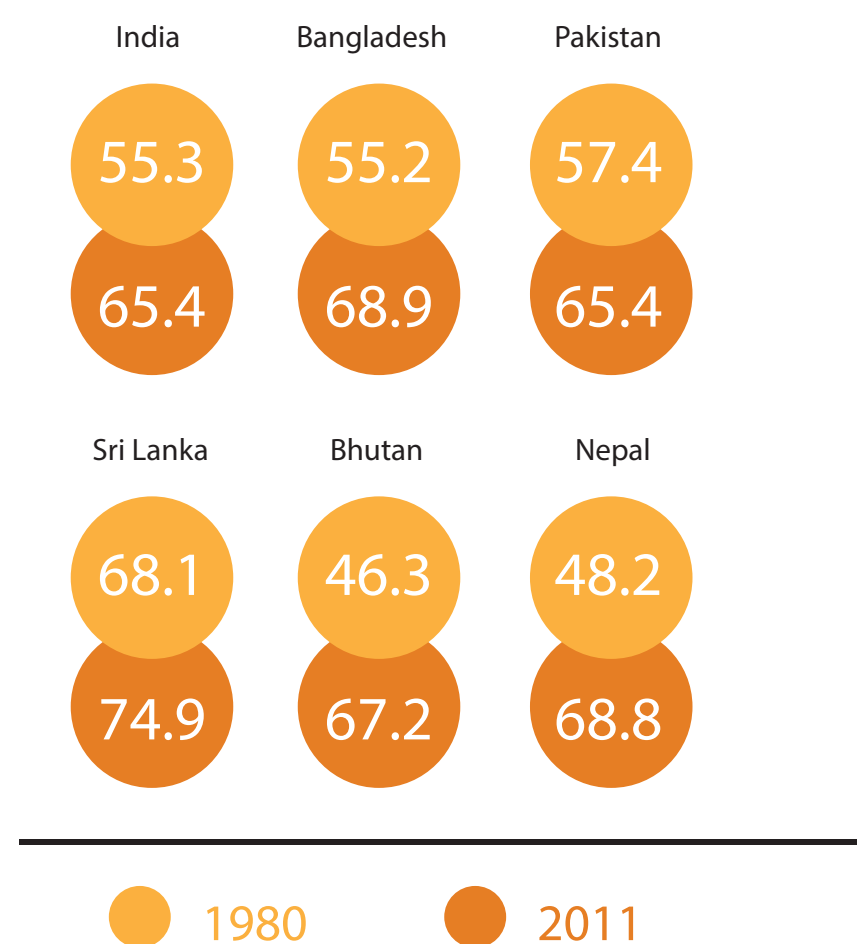
-> India has grown at the rate of 6% in last 30 years but India's rank in Human Development Index remains unchanged.

- India was ranked 130 of 188 countries world-wide on the Human Development Index 2015—below Iran, Sri Lanka and Maldives
- On the Human Capital Index 2016, which measures national learning and employment outcomes, India ranked 105 out of 130 countries, below Sri Lanka (50), Bhutan (91) and Bangladesh (104)
- India's maternal mortality lags Iran, Sri Lanka, Maldives, Bhutan, Bangladesh and Pakistan

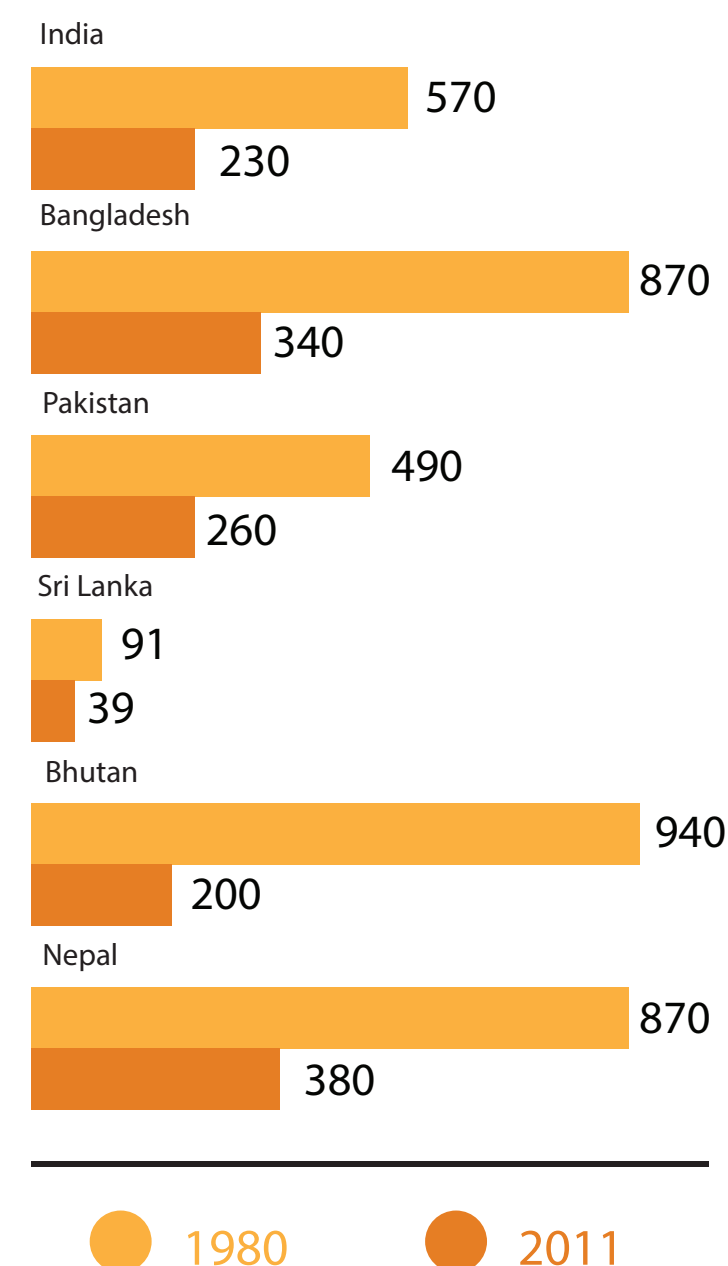
## HUMAN DEVELOPMENT INDICATORS

Comparison between India and South Asian countries on key indicators for the years 1980 and 2011

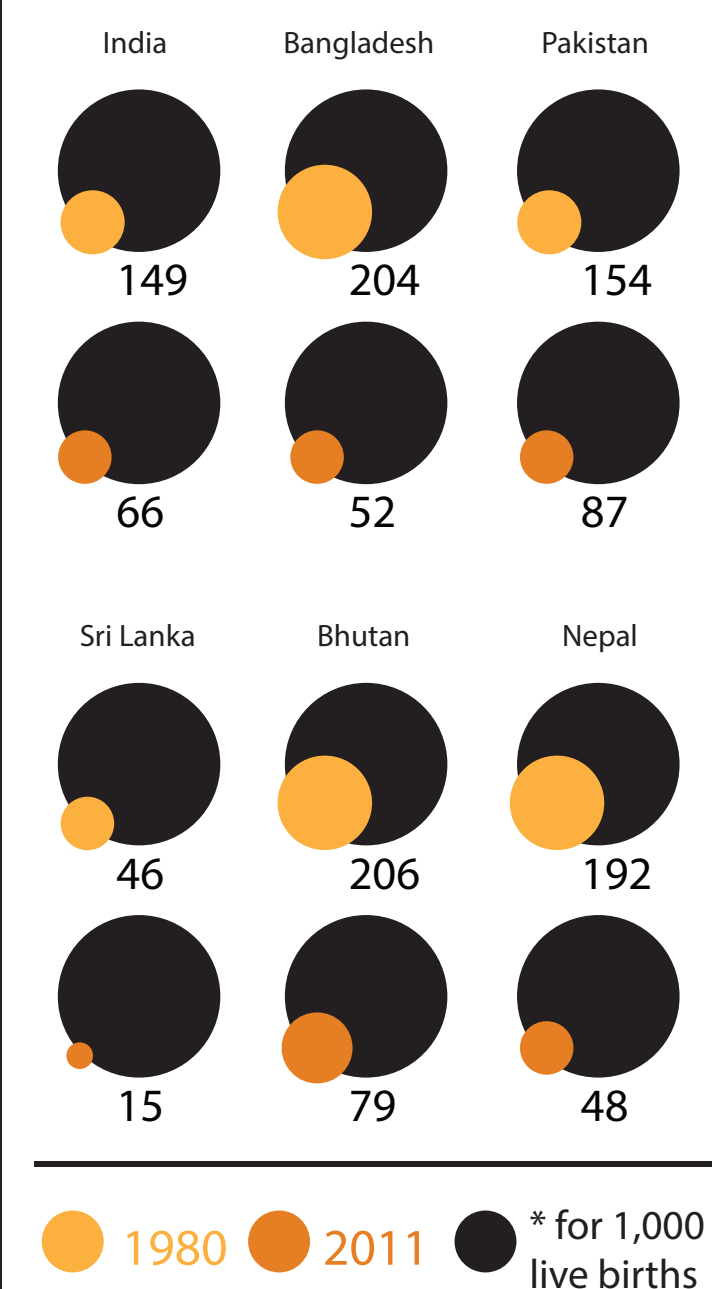
### LIFE EXPECTANCY (YEARS)



## MATERNAL MORTALITY RATIO



## UNDER FIVE MORTALITY



## HUMAN DEVELOPMENT INDICATORS - INDIA

### INTERNATIONAL HUMAN DEVELOPMENT INDICATORS

Raking 134

### HEALTH

Life Expectancy at birth (years) 65.4

### EDUCATION

Mean year of schooling (of adults) 4.4

### INCOME

GNI per capita in PPP terms (constant 2005 international \$)  
(Constant 2005 international \$) 3468

### INEQUALITY

Inequality advised HDI value 0.392

### POVERTY

MPI: Multidimensional poverty index (k greater than or equal to 3)(%) n.a.

### DEMOGRAPHY

Population total both sexes (thousands) 1241492.0

### COMPOSITE INDICES

Non-income HDI value 0.568





# The People's Report Card

## People's Report Card - 2016

The People's Report Card is designed to give you a sense of how your country, and all countries, are going at achieving the Global Goals for Sustainable Development. It's based on three big questions - Do you feel safe? Do you feel healthy? Do you feel free?

**Country:** India

**Overall Grade:** D+

**TARGET:** EVERY COUNTRY TO ACHIEVE THE GLOBAL GOALS AND SCORE AN A BY 2030.

**Basic Needs:** D+

Nutrition and Basic Medical Care: C-  
Water and Sanitation: D-  
Shelter: D-  
Personal Safety: C

**Wellbeing:** C

Access to Basic Knowledge: B  
Access to Information and Communications: B-  
Health and Wellness: D+  
Environmental Quality: D-

**Opportunity:** D+

Personal Rights: C-  
Personal Freedom and Choice: C-  
Tolerance and Inclusion: E  
Access to Advanced Education: C

**GLOBAL  
CITIZEN**



**SOCIAL  
PROGRESS  
IMPERATIVE**

Powered by the Social Progress Index. To see more report cards and methodology: [www.globalcitizen.org/peoplesreportcard](http://www.globalcitizen.org/peoplesreportcard)

# Great Minds + Great solutions + Abundance of Resources = Solving Great Problems ???

## Issues

- 12.1% population still BPL
- XXX are homeless
- ZZZ farmer deaths each year
- 69% Rural-no/unstable electricity connections
- Ranked 113<sup>th</sup> in quality of education

## Social Development Ecosystem

- 32L+ NGOs (only 3L submit financial papers)
- Rs. 7000Cr+ CSR spend
- Rs. 7L CR+ Govt Spend on "Development"
- Over 700+ Govt grants and schemes across Centre/States



# The fragmented “Giving” EcoSystem

- Large sums of money are channeled into social sector programs: education, health, nutrition, and livelihoods, among others.
- Lack of information on how these social development “investments” translate into outcomes on the ground is a major barrier to evaluating their effectiveness and determining whether donors/taxpayers’ money is being well spent.



**NEED for an easy, trustworthy and empowering platform for individuals and organizations to connect, collaborate and create an integrated ecosystem of “IMPACT- oriented Giving and Social Development” in India**

# The NGO/Charity Org Predicament

## Lack of Professional Reporting, Credibility and Accountability in NGOs inhibits “Giving” :

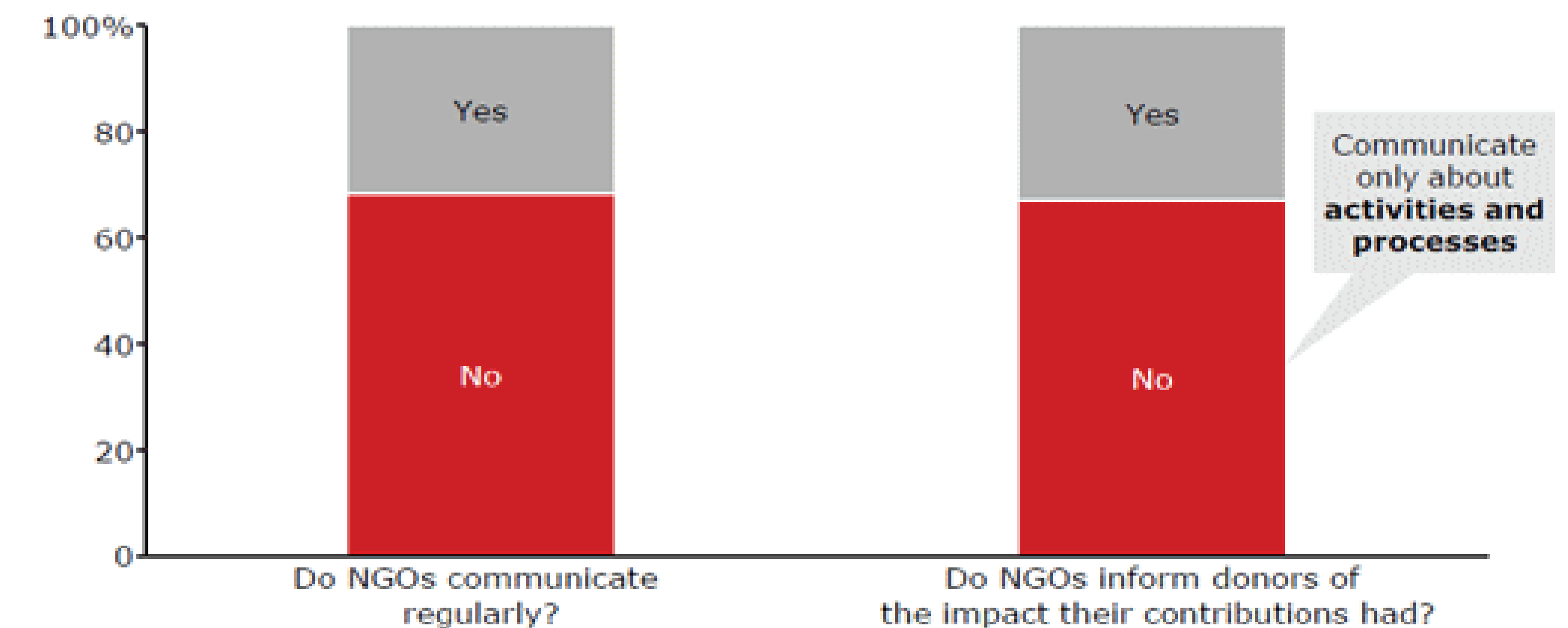
- The first-ever exercise by the CBI to map registered NGOs has disclosed that India has at least 31 lakh NGOs !
  - More than double the number of schools in the country
  - 250 times the number of government hospitals
  - One NGO for 400 people as against One policeman for 700 people
  - Less than 10% of the NGOs have complied with the requirement of submitting Balance sheets and financial statement with the Registrar of Societies

## Credible NGOs/Projects Struggle with scalability/management know-how :

- Many benevolent individuals and small-scale NGOs are doing some credible work, but do not have the support, scalability or vision to expand their operations and gain visibility for donor patronage
- Resources are duly wasted as many NGOs do not adopt or share best practices and are unaware of new sustainable and innovative models in their work area

Figure 2: NGOs communicate infrequently with donors about the impact of their work

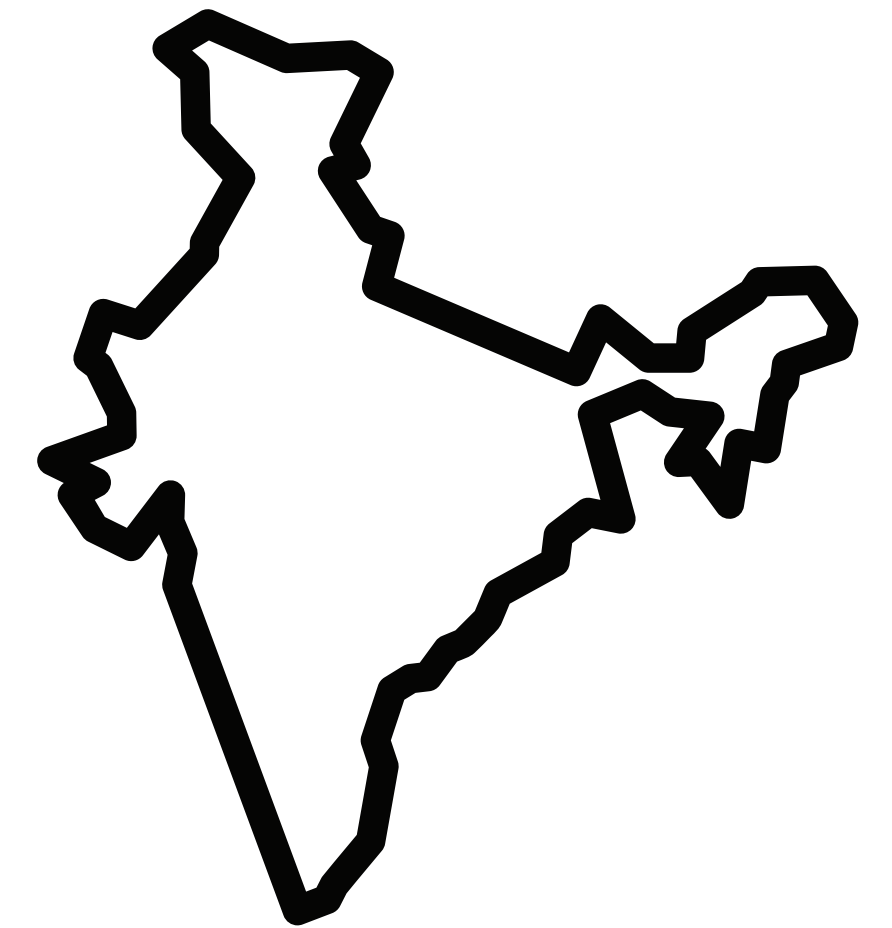
Impact communication disconnect (% of donor respondents)



Note: NGOs' responses are based on the number of NGOs that did not record impact created, due to donors' disinterest in the issue  
Source: Bain HNWI Survey 2013 (n=180)

**KarmaKonnnect aims to bring in transparency and professionalism to the NGOs/Non-Profit ecosystem while also empowering small-scale “Giving” projects, and facilitating the sharing of best practices**

# KarmaKonnnect – “Connecting” for IMPACT



**“Impact” Plan + Vetted Implementation partners + Resources + Monitoring = Uthisht Bharat**

KarmaKonnnect is a non-profit social venture positioned to connect the fragmented “Giving” ecosystem and empower NGOs, Donors, Volunteers, Corporates and Government to create positive social change

**PLAN**

**Implement**

**Monitor**

**Optimize**



# KarmaKonnnect – “Connecting” for IMPACT

- At KarmaKonnnect, we believe that every fortunate individual must engage in contributing to tangible societal change, and champion Impact Leadership. KarmaKonnnect specializes in designing meaningful donor programs that align with your values, while engaging local volunteers and organizations, to fuel sustainable community growth, thus driving social change.
- We help you Plan, Implement and Monitor projects to optimize the strategic impact of your grants and investments - thus making it easy for you to optimally manage your philanthropic spend. Our insights and analysis help you refine and personalize your donations/impact investment, so you can feel comfortable and informed about your decisions.
- To provide flexible and creative philanthropic opportunities and programmes to help donors meet their giving needs.
- The Karmakonnnect Foundation makes the process of giving simple and effective. Through this charitable client foundation, you can support your preferred causes in the areas of humanitarian and social development
  - Child Education and Skill-building
  - Indic culture and arts
  - Access to Healthcare
  - Rural development
  - Women Empowerment
  - Environment Protection
- KarmaKonnnect is to provide well-researched and credible philanthropic opportunities to help solve key developmental issues in India.



# WHY KARMAKONNECT

- KK has perfected the 'low cost, yet replicable and scalable' model of project implementation. This inherent attribute ensures that that your contributions are maximized to impact more lives
- We believe that if donors are equipped with the knowledge, capacity and accountability services to make their work more strategic, then the social sector in India will be transformed dramatically and more people will be moved out of poverty at a faster pace.
- We have a strong network of partnerships with various institutions which enables us to mobilize your resources in the development sector, and execute it with transparency and accountability.
- Karma Konnect builds relationships between donors, organizations and high net-worth individuals on one hand and NGOs and social enterprises/entrepreneurs on the other, to work on Impact-oriented and sustainable development plans  
Through our projects, we have supported causes such as women's health ,education, community empowerment, vocational training, rural livelihoods, financial literacy, and many others.
- Our unique advantage lies in our extensive grassroots network of NGOs and social enterprises. This results in a deep understanding of and strong relationships with social organizations that lead to effectively managing implementation projects for our clients.



# CREATE **IMPACT**, DONATE SMART

KarmaKonnnect works to guide compassionate but Intelligent Giving. Our goal is to help people create Impact with clarity and confidence.

We aim to maximise the IMPACT of your donations. You can choose to donate through an NGO, or directly to a beneficiary or through a Social Impact Project

[To know more click here](#)





# THREE VALUE PILLARS OF KK



KARMAKONNECT

## Expert

- Renowned Board of Directors
- Experienced Philanthropy Advisory team to support you on your Philanthropic Journey

## Trusted

- Approved Non- Profit Organization
- Regular Audits and Reporting

## Transparent

- Consolidated report of donors' philanthropic giving
- No hidden costs of foundation administration

**Together we can change lives and impact future generations.**



KARMAKONNECT

# Donor Engagement Process

The aim of KarmaKonnnect is to provide well-researched and credible philanthropic opportunities to help solve key developmental issues in India.

## **Donations have maximum effect**

With careful project evaluation and strict project controlling, we can assure you that your donations have the maximum possible effect. By donating through KarmaKonnnect, you can benefit from our well-researched and audited developmental models and

## **Tailor-made solutions**

The structure of the KarmaKonnnect facilitates tailor-made solutions in line with your individual wishes and needs. We provide personal recommendations in key sectors after a comprehensive analysis of the issues and solutions.

## **Tax exemption**

USA taxpayers enjoy tax deduction for cash donations made through KK to approved Institutions.

## **A prestigious Board of Directors**

The members of our Board of Directors are leading public figures renowned for their specialist expertise.

## **Years of successful experience in foundation management**

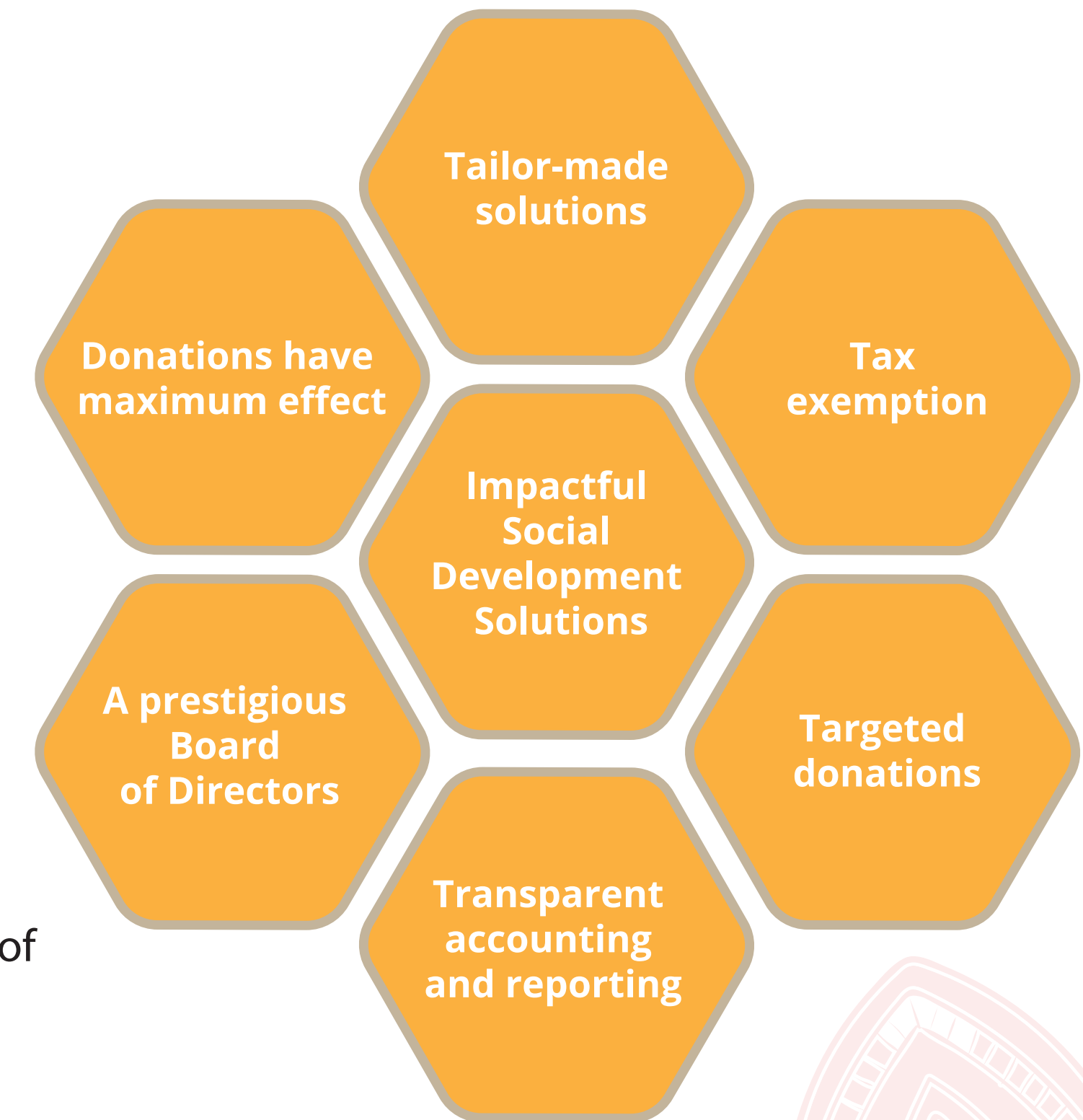
KK team has many years' experience in project evaluation and selection, and maintains a network of contacts with a diverse range of Non-Profit Organizations (NPOs) .

## **Targeted donations**

Awards to projects are targeted and purposeful towards a sustainable impact in the targeted focus area.

## **Transparent accounting and reporting**

The Foundation will be subject to an annual external statutory audit by an international public accounting firm.



# KarmaKonnnect's Approach

## COLLABORATION AND FUNDING

- Engage with donors to advise on effective giving and promote collaborative giving platforms
- Convene gatherings to bring together diverse stakeholders for collective action
- Engage with leading national and regional media houses to mainstream development issues

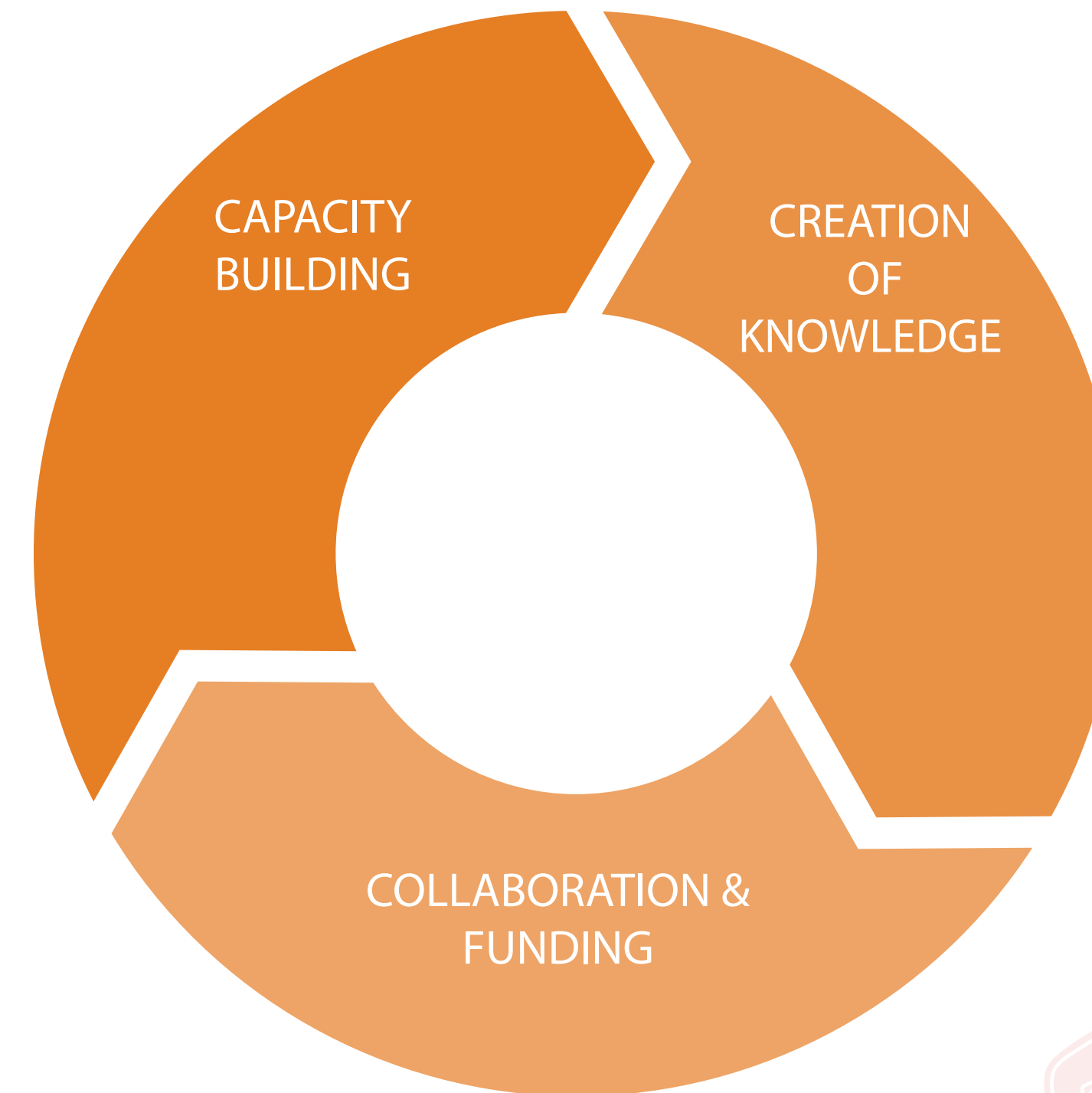
## CAPACITY BUILDING

- Facilitate peer-learning based leadership programs to NGO leaders, providing them access to knowledge, resources and networks
- Provide direct support to high potential, emerging social organizations enabling them to achieve scale

## CREATION OF KNOWLEDGE

- Publish research that presents issues and proven solutions
- Identify credible social organizations and works to strengthen their strategic plans

KarmaKonnnect's unique model unlocks the most effective and scalable interventions by equipping philanthropists and social entrepreneurs with knowledge, capacity, and funding opportunities





# Implement Impactful Solutions

## What will KarmaKonnnect do?

- Identify and provide a catalog of NGO recommendations basis corporate interest and KarmaKonnnect's due diligence
- Provide insights and work with corporate on selection of grantee partners
- Build a strong grant plan detailing the fund utilization by working closely with selected grantees
- Monitor progress of selected grantee partners and provide reports to the corporate on progress of the project

## How will the Donors benefit?

- Leverage KarmaKonnnect's 16 years of expertise in sector research and organization due-diligence to undertake CSR
- Learn about and fund impactful and innovative NGOs aligned to interest areas
- Receive customized monitoring and reporting support on selected grantee partners from KarmaKonnnect
- Comply with the reporting template provided under the CSR Act by using information from KarmaKonnnect reports

# Donor Consulting Process

**KarmaKonnnect helps make it easier for you, to make the most of your generosity.  
We do part, or all, of the homework so you don't have to.**



## **Articulate the Donation/Impact Investment Strategy**

KarmaKonnnect will work with you to understand key considerations for donor/investment initiatives and to articulate a strategy. These typically include areas/issues of interest, compliance, size of the donor commitment, geography preferences, nature of support, and a common framework for defining the success of the initiatives.

## **Identify and Select Credible Projects**

KarmaKonnnect will evaluate its network of 120+ non-profits/social entrepreneurs to identify and recommend projects aligned to your interests. KarmaKonnnect will also leverage partner networks to explore additional organizations and projects. The recommended projects would be vetted by KarmaKonnnect to ensure legal compliance with the FCRA Act and other laws. Through this process, KarmaKonnnect will:

- Shortlist non-profits and/or impact investing projects
- Work with them to address questions/ concerns and impact evaluation
- Schedule volunteer/youth campaigns around your donation strategy
- Recommend projects that align with their strategic goals
- Work with the NGO/Project teams to design an action plan

**Output:** Recommendations will be shared through brief NGO/Social Impact project profiles outlining details such as the vision, the challenge and the NGO's solution, program methodology, annual NGO budget and leader's experience.

## **Develop NGO Grant/Investment Plans**

KarmaKonnnect will work with the selected grantees to prepare a detailed project plan, including, scope of the project, estimated budget, key roles and responsibilities, project activities, management reports and disbursement schedule and desired project outcomes.

**Output:** A tri-party MoU (Memorandum of Understanding) between the donor, KarmaKonnnect and the NGO/Social Entrepreneur

## **Monitor and Report Grant Progress**

KarmaKonnnect will ensure consistent and regular updates from the grantee through periodic check-in calls, reports and site visits. Over a one year grant, KarmaKonnnect will share with you, a half-yearly third-party inspection report, one annual report and a certified fund utilization certificate.

**Output:** A periodic project report (on pre-determined dates and agreed format) highlighting project progress, outcomes achieved, challenges faced, budget utilized, etc.



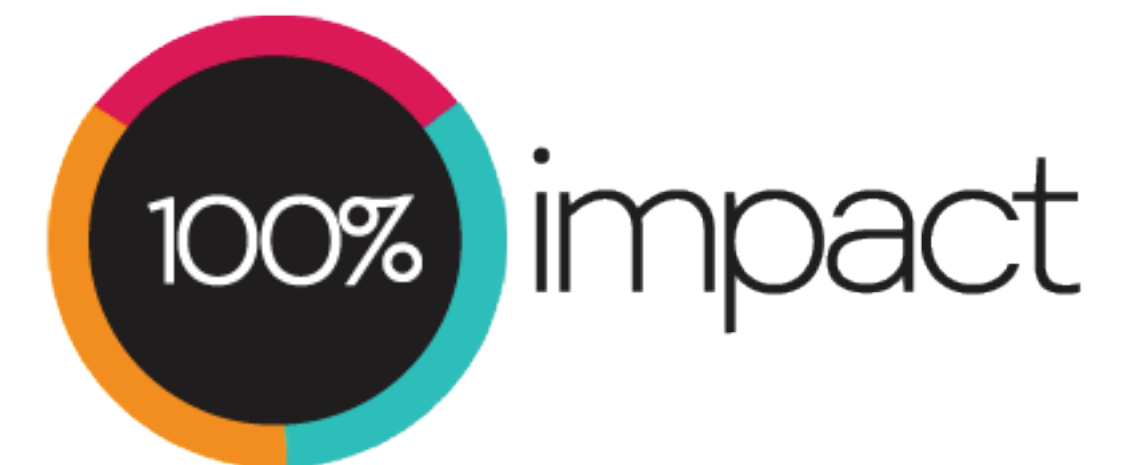
# KK NETWORK

KarmaKonnnect is a pioneering impact oriented strategic philanthropic organization that aims to transform India. KarmaKonnnect has accelerated social change by driving collaborative action among a trust-based network of stakeholders (corporates, foundations, families, non-profits, social businesses, government and media).

KarmaKonnnect has deepened social impact in fields focused on child education, human rights, women empowerment, rural development, culture and heritage, WASH and good governance and has built social capital by consulting on a strategic philanthropy movement in the country.



**SUPPORT**  
A CAUSE CLOSE TO HEART





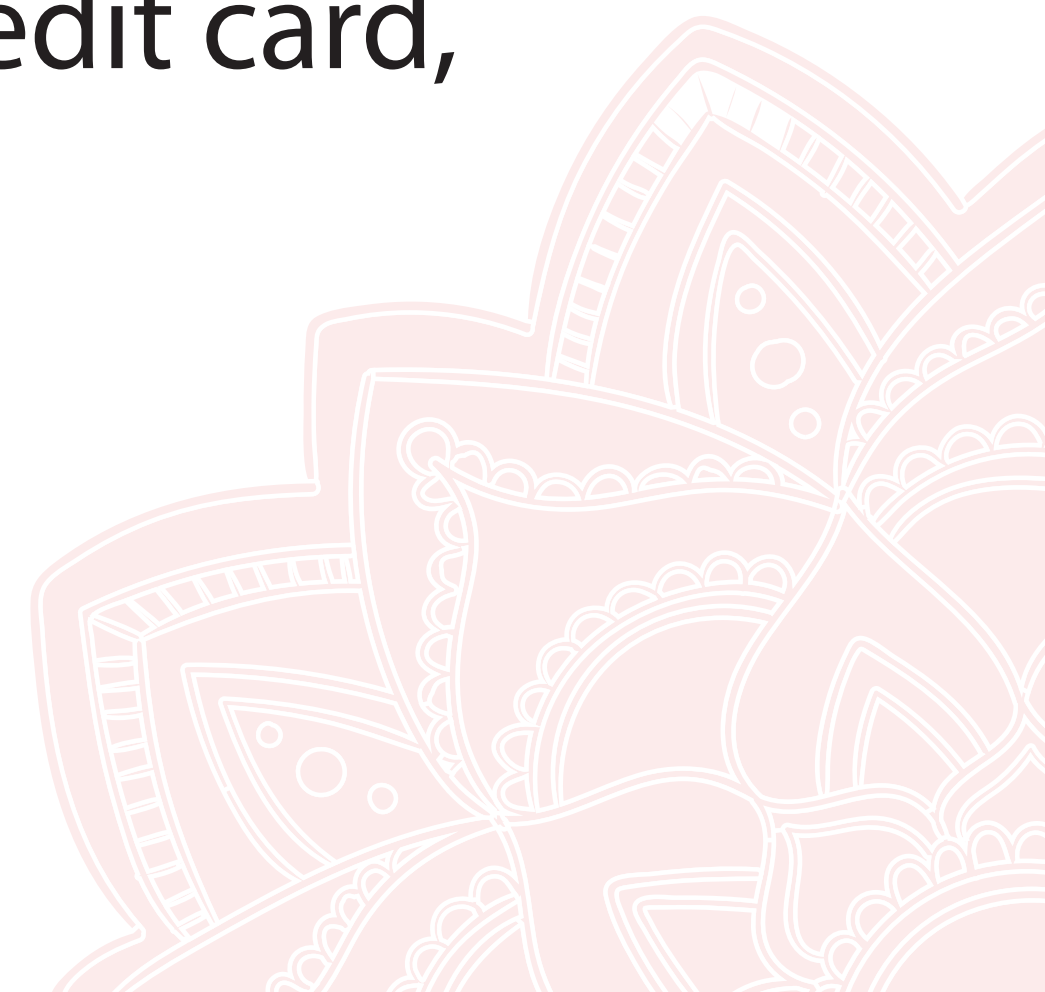
# KarmaKonnnect Due-Diligence Process

- Firstly, we ensure that the organization is compliant with anti-terror guidelines and is deeply committed to nation-building causes.
  - **NO Conversion**
  - **Hindu faith based Only-Seva philosophy**
  - **Allegiance to Maa-Bharti**
- Once they've been vetted and added to the KarmaKonnnect community, each organization is required to submit quarterly project reports, including activities, accomplishments and results of the project to-date. We conduct a thorough due diligence renewal on all organizations every year, and make every effort to ensure each organization is personally visited by a KarmaKonnnect representative once every three months
- KarmaKonnnect performs rigorous due diligence on every organization/project recommended to you, in order to ensure they are performing social impact work in a transparent and accountable manner, and that they meet operational guidelines and financial reporting requirements for registration with the government.
- We collect and review documentation for every organization, including its legal documents, financial records, program materials, and lists of senior staff and board members, in order to validate the organization that is running the project as described.
- We also evaluate the organization's capacity to implement activities, and communicate about its work, and we research the organization's relationship with previous funders.



# Why Donate through KarmaKonnnect

- Here are several reasons why we think it's a good idea to donate through KarmaKonnnect
  - KarmaKonnnect assures you that your money reaches the cause that it was donated for and provides a detailed third-party audit and feedback report on the utilization of your money.
  - KarmaKonnnect sends you a tax receipt instantly for your donation
  - One-Point “Accountability” contact in India for your donation portfolio (NGOs, Persons and Projects)
  - You can donate through a range of payment options - online banking, credit card, cheque/demand draft, and cash-on-delivery





Increasing Impact,  
Enhancing Value

