

Media Resource



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All of us here represent hope in the face of adversity," says Ruchi Yadav of The Hunger Project; "EdelGive recognised our commitment. Their example will perhaps help others follow suit." The EdelGive Social Innovation Awards, given away last fortnight to five NGOs for innovative work in the area of women's and children's issues, was an important recognition of the daily hardships they faced in evolving new ways to make a difference in the lives of the poor and marginalised. "It's the process of judging," says one of the winners, Sunitha Krishnan (of Prajwala), which is participatory, fair and rigorous. "It helps us see our weaknesses and plan

AND THE PRIZE GOES TO...

strategically." **Vidya Shah**, executive director, EdelGive Foundation, the philanthropic arm of Edelweiss Capital Ltd, the well known diversified financial services group, says, "We have tried to make women's empowerment as comprehensive as possible, covering education, health, livelihoods, social and cultural rights and governance. There is a monetary award, amounting to ₹50 lakh across categories, which they can use the way they wish – as opposed to what the

funder proposes." The winners this year, selected out of 240 applicants, were the Jan Chetna Manch, Jharkhand, for its outstanding work in improving the health and well being of poor rural women in Bokaro district; Foundation to Educate Girls Globally (FEGG), Rajasthan, an organisation that works to keep girls in school and motivate improved academic performance; Prajwala, Andhra Pradesh, which rehabilitates trafficked victims; the Hunger Project, New Delhi, which has espoused gender equality through political participation; and STEPS, Pudukottai, Tamil Nadu, which has a special focus on the rights of Muslim women. ♦

