ASHOKA
EVERYONE A CHANGEMAKER™

The next Kailash Satyarthi **is out there**

Help us find and back the leading social entrepreneurs who are solving India's biggest challenges at scale.

JOIN THE ASHOKA SETU FUND
JOIN THE MOVEMENT



Ashoka Fellow Kailash Satyarthi after winning the Nobel Peace Prize for his work to end child labor in textile manufacturing

Ashoka at a glance

46 years of backing social entrepreneurs

Ashoka has built **the largest network of social entrepreneurs in the world**. Its approach resembles that of a venture investor in the social sector, because it searches for the best founders, funds them at an early stage and connects them with each other, with the difference that the return is measured in impact instead of money.

ASHOKA FACTS

4,000+

Ashoka Fellows in 99 countries

650 million

people reached every year by the work of Fellows

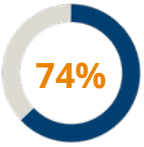
ASHOKA TURNS THE ODDS AROUND



are still impactful ten years after election (vs only 5.2% of social leaders according to the World Economic Forum)



of Fellows eport that Ashoka has helped increase their impact



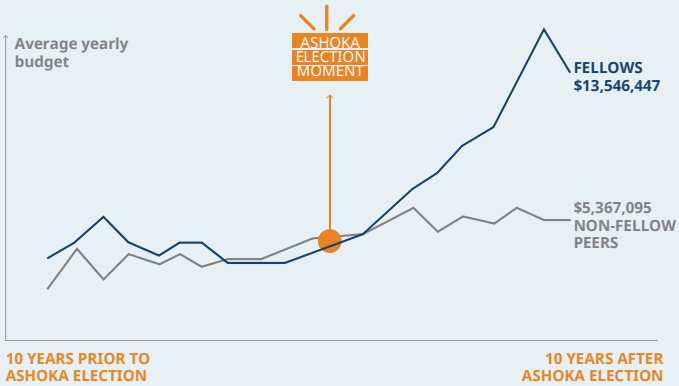
of Fellows have influenced legislative change

The ASHOKA BUMP

Fellows multiply their impact significantly as compared to their peers who do not get Ashoka fellowships (black line), Fellows (blue line) grow at:

2.5x

the rate over the 10 years after they join the network.*



What some Ashoka Fellows **have achieved**

In 2015 **Mozambique was declared free of landmines**, thanks to the work of APOPO, which uses specially trained rats to find mines and was founded by Ashoka Fellow Bart Weetjens. **Wikipedia exists** because Ashoka Fellow Jimmy Wales decided that knowledge could be written and edited by thousands of people instead of a few experts. **In India, a free Child helpline** now operates in all states (and has expanded to 142 countries), because Ashoka Fellow Jeroo Billimoria started it and worked with the government to transform her innovation into a national service. **Impact investing is now a recognized asset class in India** because Ashoka Fellow Vineet Rai showed, through Aavishkaar, that venture capital could back commercially viable enterprises serving low-income and rural communities, and the group today manages more than $1.4 billion across India, South Asia, Southeast Asia and Africa.

In each of these cases **one leader with a new idea was backed early,** and the idea grew until it changed how a whole system works. The stories below show what that looks like, from around the world and in India, where your support through the Ashoka Setu Fund would go.



Around the world
Fellows who changed whole systems



Jürgen Griesbeck
Common Goal
Germany · 2007

Beginning with football as a peacebuilding tool in Medellín, he built a global football-for-good movement that now connects more than 200 organizations across **more than 100 countries, directly reaching 3.6 million young people** and engaging over nine million more each year.



Nicole Rycroft
Canopy
Canada · 2003

By mobilizing the purchasing power of major fashion, publishing and packaging companies, she has shifted global supply chains away from Ancient and Endangered Forests. Canopy has worked with 950+ brand partners and **conservation gains in 16.6 million hectares** of Ancient and Endangered Forests.



Kovin Naidoo
International Centre for Eyecare Education
South Africa · 2006

He shifted eye care from an expensive, specialist-led service to an accessible community-based system, building local capacity to prevent avoidable blindness and correct vision in underserved communities. Under his leadership, public-health eye-care programs expanded across 53 countries, while his Children's Vision Campaign united more than 100 organizations around the goal of **reaching 50 million children**.



Dr. Yuhyun Park
DQ Institute
South Korea · 2013

She transformed digital citizenship into a measurable set of competencies by **creating the Digital Intelligence framework**, now recognized as the IEEE 3527.1 global standard for digital literacy, skills and readiness. Her #DQEveryChild movement has equipped children, families and educators in more than 80 countries to navigate the digital world safely and responsibly.



Carlos Nobre
Amazonia 4.0
Brazil · 2021

His science identified **the Amazon's tipping point** and put rainforest protection at the centre of global climate policy. He now combines science, technology and traditional knowledge to build a standing-forest bioeconomy that supports local livelihoods and protects biodiversity. He was among the IPCC scientists awarded the **2007 Nobel Peace Prize**.

In India, where Ashoka has **more than 550 Fellows**

Ashoka coined the term social entrepreneurship in 1980 and elected its first Fellow, Gloria D'Souza, in India in 1981, and the country has been one of the strongest sources of Fellows ever since, which makes the following stories a natural place to start.



Rikin Gandhi
Digital Green
Fellow since 2012

Through Digital Green he replaced top-down agricultural extension with farmer-led videos and digital tools, **raising yields by 12–18%** in Bihar and cutting the cost of getting a farmer to adopt a new practice from about $35 to $3.50. Its AI-powered FarmerChat now gives personalized advice in local languages to **nearly 3 million farmers** across six countries (July 2026).



Shaheen Mistri
Teach For India
Fellow since 2001

She founded the Akanksha Foundation in 1990 and Teach For India in 2008 to end educational inequity. More than 1,100 Teach For India Fellows now teach about 300,000 students across nine cities, and its 5,800+ alumni have reached an estimated **65 million children** through schools, organizations and public policy.



Anshu Gupta
Goonj
Fellow since 2004

Through Goonj he turned discarded urban material, particularly clothing, into a development resource, and its "Cloth for Work" model lets rural communities carry out projects such as water systems, roads and schools. Goonj has supported **approximately 10,000 projects**, and he received the 2015 Ramon Magsaysay Award.



Chetna Gala Sinha
Mann Deshi
Fellow since 1996

Through Mann Deshi she founded **India's first bank for and by rural women**, with financial products designed around the needs of women micro-entrepreneurs. She then went beyond banking by building business schools, a community radio and a chamber of commerce for rural women. Mann Deshi reached one million women in 2024.

In India
A new generation of Fellows



Khushboo Awasthi
Mantra4Change
Fellow since 2023

Through Mantra4Change she has **transformed 275,000+ government schools** across India. Instead of building parallel solutions, she brings the state, policymakers, experts, teachers and NGOs together in one project management unit. She is now guiding Shikshagraha, a people's movement that seeks to improve 1 million public schools in the coming years.



Azeez Gupta
Rocket Learning
Fellow since 2025

Through Rocket Learning, his technology-enabled platform supports more than 400,000 Anganwadi workers and **reaches approximately 5 million children and caregivers** across India.



Tarun Cherukuri
Indus Action
Fellow since 2023

Tarun is transforming how vulnerable families access public entitlements. Through Indus Action, **hundreds of thousands have accessed education, maternity and worker benefits**. His model works with government to make existing public systems more accessible and effective. Tarun received the prestigious Skoll Award for Social Innovation in 2025.

IN THEIR OWN WORDS



We need spaces that allow social entrepreneurs the freedom to collaborate, experiment and fail while designing innovations that will eventually shift systems.

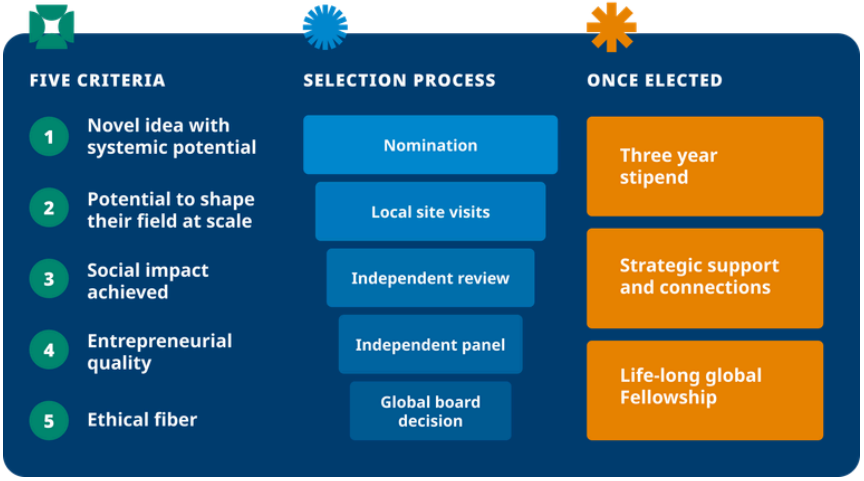
HARISH HANDE
Founder, SELCO India | Ashoka Fellow, India (2006)

Why funders trust
Ashoka's selection

By the time a social entrepreneur becomes an Ashoka Fellow, we have already invested **more than 100 hours in due diligence**, so you can give with confidence. Each candidate moves through **several independent stages** and is measured against the **same five criteria** we have used since 1980. So, when you back a Fellow, you back a leader whose innovation and potential for impact have already been put to the test.

RECOGNIZED AROUND THE WORLD

Ashoka's track record has earned global recognition: **five Ashoka Fellows have received the Nobel Peace Prize** over the last 20 years, and in 2026 Ashoka was ranked **#6 among the world's Top 200 Social Good Organizations** by thedotgood, based on impact, innovation and governance.





Ashoka is a living encyclopedia of social innovation in every field around the world.

JIMMY WALES

Founder of Wikipedia | Ashoka Fellow, United Kingdom (2008)

How far
your support can go

Ashoka's support does not end when a Fellow is selected. From the initial stipend to later-stage scaling support through our accelerators, we accompany Fellows as they move from proving an idea to enabling others, influencing systems and taking their impact far beyond what one organization could achieve alone.

Over twelve months, Ashoka Fellows **re-imagine their vision and strategy** for exponential impact, **prototype new approaches** powered by data and open technology (including AI), and **mobilise the governments, companies and partners** needed to carry a solution further than any single organisation could.

WHO SUPPORTS THEM

Ashoka facilitators
Guide the process and keep the learning practical

Senior Mentors
Bring expertise to each Fellow's challenge as challengers, connectors and co-thinkers

Ashoka AI Coach
Available any time to test ideas, prepare for sprints and turn insights into action

Peer cohort
Fellows challenge and learn from each other across sectors and countries



"Ashoka has brought major recognition to Siel Bleu, and opened important doors for us, connections that have strengthened our credibility, expanded our opportunities, and helped us grow in a more structured and sustainable way."

JEAN-MICHEL RICARD

Founder of Siel Bleu | Ashoka Fellow, France (2006)

What the
Ashoka Setu Fund is

The Ashoka Setu Fund is a **philanthropic collective giving fund** that pools gifts from philanthropists and business leaders to find, select and support leading social entrepreneurs solving India's biggest challenges at scale. Rather than each donor searching for and vetting organizations on their own, the fund brings these resources together and puts them to work through Ashoka's proven model, so that every contribution, large or small, becomes part of a shared portfolio of social entrepreneurs backed by Ashoka's selection, support and global network.

Your contribution funds the full journey of a new Ashoka Fellow, from Ashoka's rigorous selection process and a three-year stipend that lets the Fellow work full-time on their idea, to lifelong support through strategic guidance, programs such as our scaling accelerator, introductions to partners, and a place in a global network of peers.

OPEN TO NEW CONTRIBUTIONS AT ANY TIME

The fund is open to new contributions at any time, and **as it grows, so does the number of new Fellows** we can select and the number of accelerator cohorts we can offer to Fellows who are ready to scale. **There is no minimum gift**, so you decide what fits you best, and every amount counts.



"Ashoka gave me more than recognition. It connected me to a community of changemakers, sharpened my strategy, and helped transform an idea into a movement capable of changing systems.

HASINA KHARBHIH
Founder, Impulse NGO Network | Ashoka Fellow, India (2006)

Why give through Ashoka **rather than directly**

Many of our donors already support excellent Indian organizations directly, and we encourage them to continue. Giving through the Setu Fund adds four things that are hard to obtain on your own:



Selection you could not run yourself

Every Fellow goes through a due diligence process that takes 100+ hours and involves 10 to 15 people, so you back leaders who have been tested far more thoroughly than most grantees.



A portfolio rather than a single bet

Your gift is spread across a group of Fellows working on different challenges, from early childhood to climate resilience, which lowers your risk and widens your impact.



Support that continues after the grant

Fellows receive lifelong support and can join the scaling accelerator, which helps them design strategies that spread their ideas through others, well beyond what one organization can achieve alone.



A global network

Fellows join more than 4,000 peers in 99 countries, together with business leaders, funders and pro bono partners, which opens doors that a single donor rarely can.

What you receive **as a donor**

Our supporters receive more than a report on their donation, because they join a network that sees emerging patterns before they become mainstream. As a member of the fund, you can:

Follow the results

Receive an annual report on the Fellows supported, their progress and the use of funds.

See selection first-hand

Join a selection panel as an observer and see first-hand how Ashoka finds and selects new Fellows.

Meet the Fellows

Join Fellow gatherings and site visits in India, and join conversations on trends in fields such as AI, climate resilience, aging and democracy.



Global giving, **local impact**

Whether you live in Mumbai, Palo Alto, London, or anywhere else in the world, giving is straightforward through Ashoka's established charitable entities:

WHERE TO GIVE

UNITED STATES

Ashoka: Innovators for the Public

A registered **501(c)(3)** nonprofit

INDIA

Ashoka India

With applicable **80G** tax treatment

UK AND IRELAND

Ashoka UK & Ireland

With **Gift Aid** where eligible

FULLY COMPLIANT CROSS-BORDER GIVING

Ashoka also manages the legal and compliance requirements for cross-border philanthropy, including FCRA-compliant transfers into India, so your contribution reaches exceptional social entrepreneurs through fully compliant and transparent channels.

Join a community of **philanthropists and entrepreneurs**

When you contribute through the Ashoka Setu Fund, you join a growing community of entrepreneurs, investors, business leaders and philanthropists who share a belief that **transformative social change** happens when innovative social entrepreneurs receive the resources, networks and long-term support they need to scale.

ALREADY INVESTING IN INDIA'S LEADING SOCIAL ENTREPRENEURS



Nikunj Jhaveri
Mumbai
Founder of Systems Plus and a longtime champion of helping grassroots organizations scale



Navneet Kaur
New York
Managing Director at Barclays Investment Bank



Shripati Acharya
Bangalore
Managing Partner at Prime Venture Partners



Sri Vasireddy
Virginia
Co-Founder and CEO at REAN Foundation



Amit Bhargava
Utah/London
Former Fortune 500 executive and global strategy advisor



Vineet Jawa
Bangalore
Serial entrepreneur and founder of multiple high-growth ventures



Paul Alapat
Bangalore
Former executive at Acuity Knowledge Partners and active investor and mentor



Ramesh Kacholia
The fund is inspired by the legacy of the late Ramesh Kacholia, one of our first supporters, and one of India's widely recognized philanthropists.



"You are not going to find a better bang for your philanthropic investment dollar than investing in Ashoka and Ashoka Fellows.

JAMES JENSEN
Executive Director at the Jenesis Group

Want to **learn more?**

We would be glad to tell you more about the fund, introduce you to Ashoka Fellowsin India and answer any questions about how your support would work. Please reach out to:

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Visit the Setu Fund website

Visit the Ashoka website

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