



LGT Impact Fellowship 2021/2022

Impact Report

By Roshni Mahesh

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THE/NUDGE
INSTITUTE

Roshni Mahesh (British)

Host organization: The/Nudge

Fellow position: Associate Director,
Partnerships and Engagements, Fundraising

Fellowship duration: 1 year

Degree: BSc. (Hons) Actuarial Science and MBA

Professional experience: 15+ years of strategic consulting experience



Summary

With her experience in client relationship management, Roshni joined The/Nudge to lead the partner management team overseeing the management and servicing of a donor portfolio of 50+ corporates, foundations and individual philanthropists.

The problem The/Nudge aims to tackle

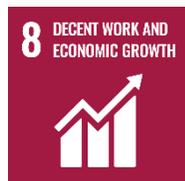
- Roughly 145m people in India still live below the poverty line and over 350m+ are multidimensionally poor.
- The Government and markets have struggled to design and deliver large-scale transformation to those who are most vulnerable.

The solution The/Nudge provides...

Scalable models towards enabling sustainable urban and rural livelihoods that:

- improve the employability of youth leading to gainful employment
- enable sustainable income increase among the ultra-poor
- augment development sector capacity by enabling mobility of talent and capital.

... contributing to the SDGs:



Opportunity for a Fellow

- Manage the donor relationships across a diverse portfolio of corporates, foundations and individual philanthropists
- Build a framework for regular engagement cadence with partners
- Contribute to the fundraising strategy and execution to meet current program requirements and future state ambitions
- Identify and implement process efficiency improvements to support effective financial and program reporting

“My experience as a Fellow...

“I am grateful for the opportunity it gave me to transition into the development sector. I enjoyed learning about the ecosystem, seeing first-hand the challenges and working with motivated individuals who are actively trying to solve these.

Working at The/Nudge allowed me to make a dent in alleviating poverty in India, a cause that is close to my heart and one that I hope to continue to make contributions towards.”

- Roshni Mahesh



Roshni's achievements...

- Oversaw the execution of account plans across all the donors to ensure that the targeted renewals and upsell targets are met. Supported the partner management team to successfully engage with donors on renewals / new deals.
- Facilitated a donor journey mapping exercise to document what contributes or detracts from a positive donor experience, which allowed identification and prioritisation of gaps that are currently impacting donor servicing.
- Proposed an action roadmap to ensure donor delight, which was aligned across the multiple stakeholders. Implemented a number of internal process efficiencies and systems from the roadmap, that will help with effective financial and program reporting to donors
- Initiated the organisation of the team off-site and other culture-building activities to help shape the team's guiding principles and ways of working.



... contributing to The/Nudge

160
Crs

Deal size of funds managed within donor portfolio

4

Oversee 4 member partner management team with renewal / upsell target of INR 86 Crs for FY'23

50+

Corporates, foundations and individual philanthropists managed within donor portfolio

Roshni's next challenge

Roshni will continue to work with The/Nudge through to the end of her fellowship. She is keen to find opportunities that will allow her to contribute her strategic thinking and problem solving to market-based approaches that support underserved communities.