

IFI

FOUNDATION

INFORMATION FOR IMPACT



Democratising Access to Information for a more Equal World



IFI's collaborative approach for changemaking is powered by partnerships with academia, public health institutions, NGOs, civil society, governments, media, and businesses.

About IFI Foundation

IFI Foundation is a Section 8 Not-for-Profit Company committed to advancing sustainable social impact by accelerating youth-led action toward the Sustainable Development Goals (SDGs). We believe that credible information, supported by research and collaboration, can transform communities into informed and empowered change-makers.

IFI Foundation is a member of the **World Stroke Organization**, contributing to global efforts in stroke awareness, prevention, and advocacy. IFI Foundation is also an official partner of the **Global Menstrual Hygiene Day Campaign** led by WASH United, reinforcing its commitment to menstrual health awareness.

To strengthen outreach and public awareness, IFI Foundation has entered into an understanding with leading multi-lingual digital health platform Swasthya Plus Network and prominent digital news media platform OdishaLIVE.

Co-Chair's Message



Nilambar Rath
Co-Chair
IFI Foundation

Our work transforms awareness into action through research, strategic partnerships, and Social & Behaviour Change Communication aligned with the Sustainable Development Goals. With a strong focus on public health, environmental sustainability, and youth empowerment, we enable informed decision-making and nurture the next generation of change-makers.

We are proud to collaborate with UN agencies, corporate organisations, educational institutions, and civil society partners to expand impact and deepen community engagement. As we continue this journey, we warmly invite like-minded institutions, organisations, and leaders to partner with us in accelerating change and building informed, equitable, and resilient communities for tomorrow.



Youth at Berhampur University Pledging for a #PeriodFriendlyWorld

IFI

CENTRE FOR DEVELOPMENT

The IFI Centre for Development is the strategic knowledge and action hub of IFI Foundation. Recognizing that true social transformation is interconnected, the Centre serves as a unified institutional platform dedicated to advancing sustainable impact by accelerating youth-led action toward the Sustainable Development Goals (SDGs).

Our Approach: Knowledge to Action

We believe that isolated interventions yield limited results. Therefore, the Centre bridges the gap between grassroots realities and systemic change by converting credible information and research into actionable, community-driven empowerment. We achieve this through a proven model of Social & Behaviour Change Communication (SBCC), evidence-based grassroots initiatives, and robust strategic partnerships.

Our Three Core Verticals

To maximize resource efficiency and ensure holistic development, the Centre drives targeted interventions across three deeply integrated verticals:

- **Public Health**
- **Environment & Sustainability**
- **Youth & Women Empowerment**



The Collaborative Advantage

The IFI Centre for Development does not work in silos. Our collaborative approach to change-making is powered by an active network of academia, public health institutions, NGOs, civil society, governments, media, and businesses. By centralizing our expertise into one comprehensive Centre, we offer our CSR and institutional partners a streamlined, transparent, and highly scalable vehicle to co-create sustainable change.

Focus Areas

Public Health Outreach

Public Health Outreach is a core pillar of IFI Foundation's mission, ensuring equitable and informed healthcare access. Partnering with Swasthya Plus Network, OdishaLIVE, and leading universities, we implement grassroots and digital outreach programs. Our initiatives emphasize stroke awareness, early detection, and menstrual health through expert and media support.

We engage communities with workshops, campaigns, and awareness drives. Technology and media help us reach wider audiences. We aim to create sustainable health impact across India.



Environment & Sustainability

IFI Foundation advances environmental sustainability as a key driver of social progress. In collaboration with UNICEF in the past, we supported initiatives like Youth4Water Plus and OCOY to promote climate awareness and water security.

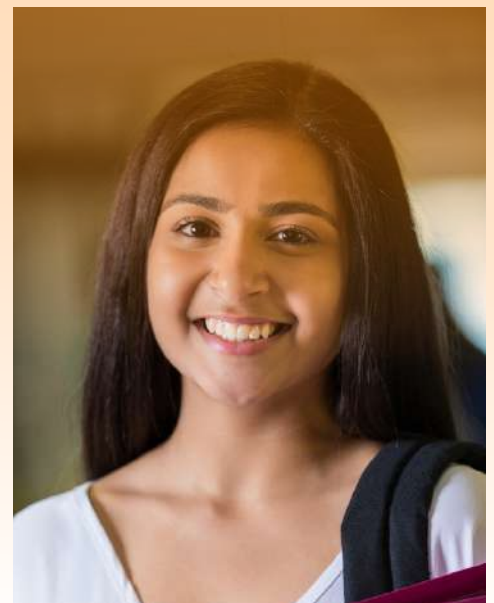
We work with partners to support youth and communities to take action, adopt sustainable practices, and scale our impact to reach more people in tackling climate challenges and protecting the planet.



Youth & Women Empowerment

Youth empowerment is central to IFI Foundation's mission. Through university-level Youth Conclaves, awareness campaigns, and scholarships for deserving rural students, we nurture leadership and informed participation. Our programs equip young people to drive change in health, environmental sustainability, and community development.

By engaging them in community projects and social initiatives, we foster practical learning and leadership. Through partnerships with institutions, we aim to create lasting positive impact across society.



Stroke Awareness - IFI Gains Global Spotlight

Awarded "Highly Commended" by World Stroke Organization for World Stroke Day 2025 in the Low and Middle Income Country Category

IFI Foundation has achieved a remarkable global milestone in 2025, earning international recognition from the World Stroke Organization for its impactful World Stroke Day Campaign. The foundation was honored with a **"Highly Commended"** distinction, placing its work among some of the most effective and innovative stroke awareness initiatives. IFI Foundation was recognized under the **Low and Middle Income Country** category.

The campaign stood out for its strong alignment with the global **#ActFAST** initiative, high-quality communication, and its ability to effectively reach diverse audiences through both digital and grassroots efforts.

The honor, conveyed by **Dr Jeyaraj Pandian, President of the World Stroke Organization**, marks a proud moment for IFI Foundation. It strengthens the organization's global credibility and serves as strong motivation to continue driving awareness, building partnerships, and creating meaningful public health impact at both local and global levels.

This award is a shared achievement of every partner and participant of our initiative 'Spot Stroke, Save Lives: A Public Health Outreach Campaign on Prevention and Management of Stroke', a flagship program of IFI Foundation since 2023. Every Minute Counts, #ActFAST.



#ACTFAST

Partnerships for Social Impact

MoU with Rama Devi Women's University (RDWU)

IFI Foundation signed an MoU with Rama Devi Women's University, Bhubaneswar as Knowledge Partner to support academic excellence, research, skill development, internships and SDG-linked social initiatives. Signed by institutional leaders, the partnership aims to empower young women, strengthen industry exposure and drive long-term social transformation.



MoU with Berhampur University

IFI Foundation has signed an MoU with Berhampur University, Berhampur, Ganjam, establishing a strategic partnership in education and research. As Knowledge Partner, IFI will support innovation, research excellence and industry-relevant learning. The collaboration aims to strengthen academic programs, promote interdisciplinary studies and foster impactful research and knowledge exchange.

MoU with Abhyutthana Foundation Charitable Trust

IFI Foundation has signed an MoU with Abhyutthana Foundation Charitable Trust to promote financial literacy and awareness on digital transactions. Through joint awareness programs, content creation, and digital outreach, the partnership aims to help communities understand financial management and make informed financial decisions.



MoU with U.N. (Autonomous) College of Science & Technology

IFI Foundation partnered with U.N. (Autonomous) College of Science & Technology, Adaspur, through an MoU to advance education, research, and community initiatives. As Knowledge Partner, IFI will support innovation and learning, creating new opportunities for students to actively engage beyond classrooms and contribute to meaningful and sustainable community development.

MoU with Glosity

IFI Foundation has partnered with Glosity, an AI-based interview assessment platform, to empower youth through upskilling and enhanced employability. An MoU was signed in Bhubaneswar between both organizations. This collaboration will provide AI-driven interview practice, personalized feedback, and industry-relevant learning opportunities for students.





IFI Foundation supports the Sustainable Development Goals



We Value Your Partnership

At IFI Foundation, we believe that collaboration is key to creating meaningful social impact. Over the years, we have partnered with leading organizations, institutions, and communities to advance public health, youth empowerment, environmental sustainability, and education.

We warmly invite new partners - corporates, NGOs, academic institutions, and government agencies to join us in this journey. By working together, we can amplify the reach of credible information, engage communities effectively, and drive sustainable change. Partner with us to co-create initiatives, campaigns, and programs that empower individuals, strengthen communities, and contribute to the achievement of the Sustainable Development Goals.

Through our collaborative initiatives, we aim to build platforms that encourage knowledge sharing, innovation, and community participation. By bringing together experts, practitioners, and local stakeholders, we strive to design programs that address real community needs and create long-term impact. Our approach focuses on evidence-based communication, capacity building, and strengthening community awareness.

World Health Day 2026

Youth Awareness Program: Spot Stroke, Save Lives



On the occasion of World Health Day, IFI Foundation launched its flagship campaign **"Spot Stroke, Save Lives"** for 2026, in collaboration with U.N. (Autonomous) College of Science & Technology, Adaspur. The initiative marks the beginning of a six-month statewide awareness campaign (till World Stroke Day) aimed at empowering youth as **"Stroke Spotters"** to promote early recognition, timely action, and prevention of stroke. Bringing together healthcare experts, educators, and students, the event emphasized the critical role of youth in driving public health awareness and building a stroke-aware society.

Flagship Campaign on World Stroke Day



Since 2023, IFI Foundation has been observing World Stroke Day annually through its flagship campaign, Stroke Mukta Jeevan. The initiative is conducted each year to strengthen awareness on stroke prevention, early identification of warning signs, and timely management.



Awareness videos, newsletters, and curated social media campaigns are released every year during to ensure sustained public outreach and community sensitization on stroke risk factors and emergency response.

As part of the annual observance, IFI supported by its institutional partners, hosts a Youth Engagement Program "Spot Stroke, Save Lives" bringing together doctors, public health experts, faculty members, and students for interactive sessions. Stroke Conclave and Media Workshop are also conducted to facilitate expert dialogue and knowledge exchange among key stakeholders.



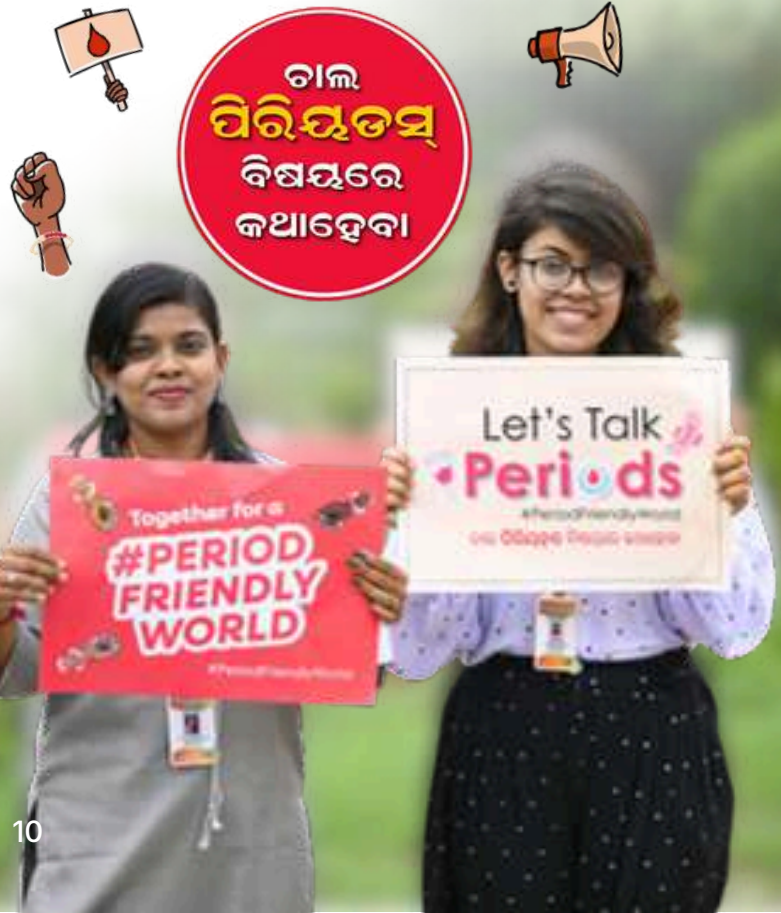
Flagship Campaign on Menstrual Hygiene Day



Menstrual Hygiene Day 2025



For the last three years, IFI Foundation has been observing Menstrual Hygiene Day through a campaign titled 'Let's Talk Periods'. The initiative promotes menstrual health awareness, reduces stigma, and encourages conversations. Youth sessions, expert interactions, and digital outreach activities are conducted to improve knowledge and healthy practices.



Campaign By



EVERY
M1NUTE
COUNTS

#STROKEACTIONNOW

KNOW THE SIGNS OF STROKE



Face

One side of the face is drooping



Arm

Arm weakness, the person cannot raise their arms



Speech

Difficulty speaking, slurred speech



Time

to call an ambulance and say it's a stroke

Spot Stroke, Save Lives

Outreach Partners



IFI Foundation Statutory Information

- Not-for-profit organization registered under Section 8 of the Companies Act, 2013, regulated by the Ministry of Corporate Affairs, Government of India.
- Registered on the Darpan Portal.
- Registered under CSR provisions.

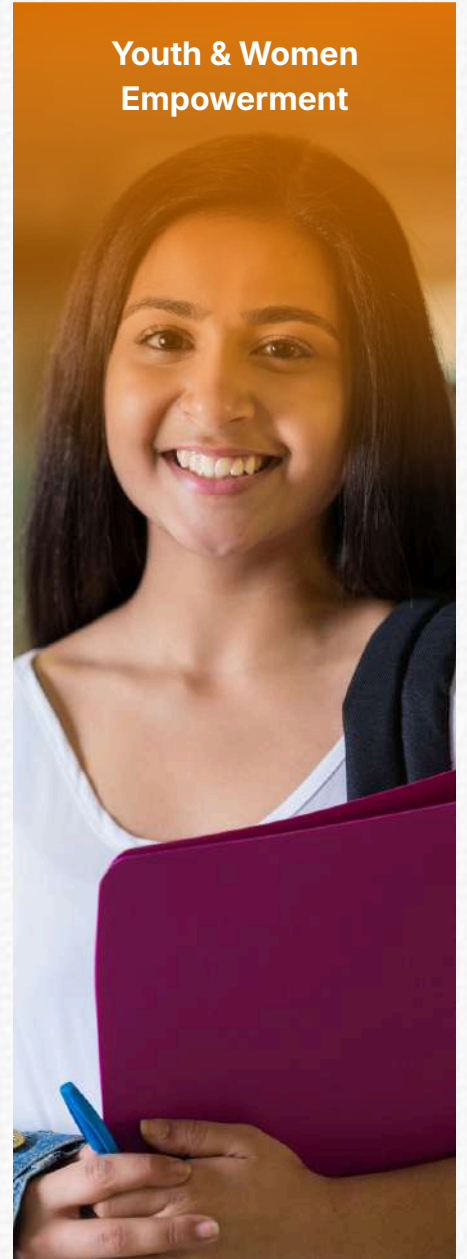
Public Health



Environment & Sustainability



Youth & Women Empowerment



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