

avpn

brand guide

MAXIMISING IMPACT

avpn
CONFERENCE
2018

IDENTIFYING
CONNECTIONS
& SYNERGIES





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OUR BRAND VALUES

A letter from our Chairperson & CEO

Dear members, partners and friends,
I am excited to be sharing with you our refreshed brand book. It is a testament to AVPN's growth over the last seven years that the brand has evolved into what it is today - empowering, catalytic and member centric.

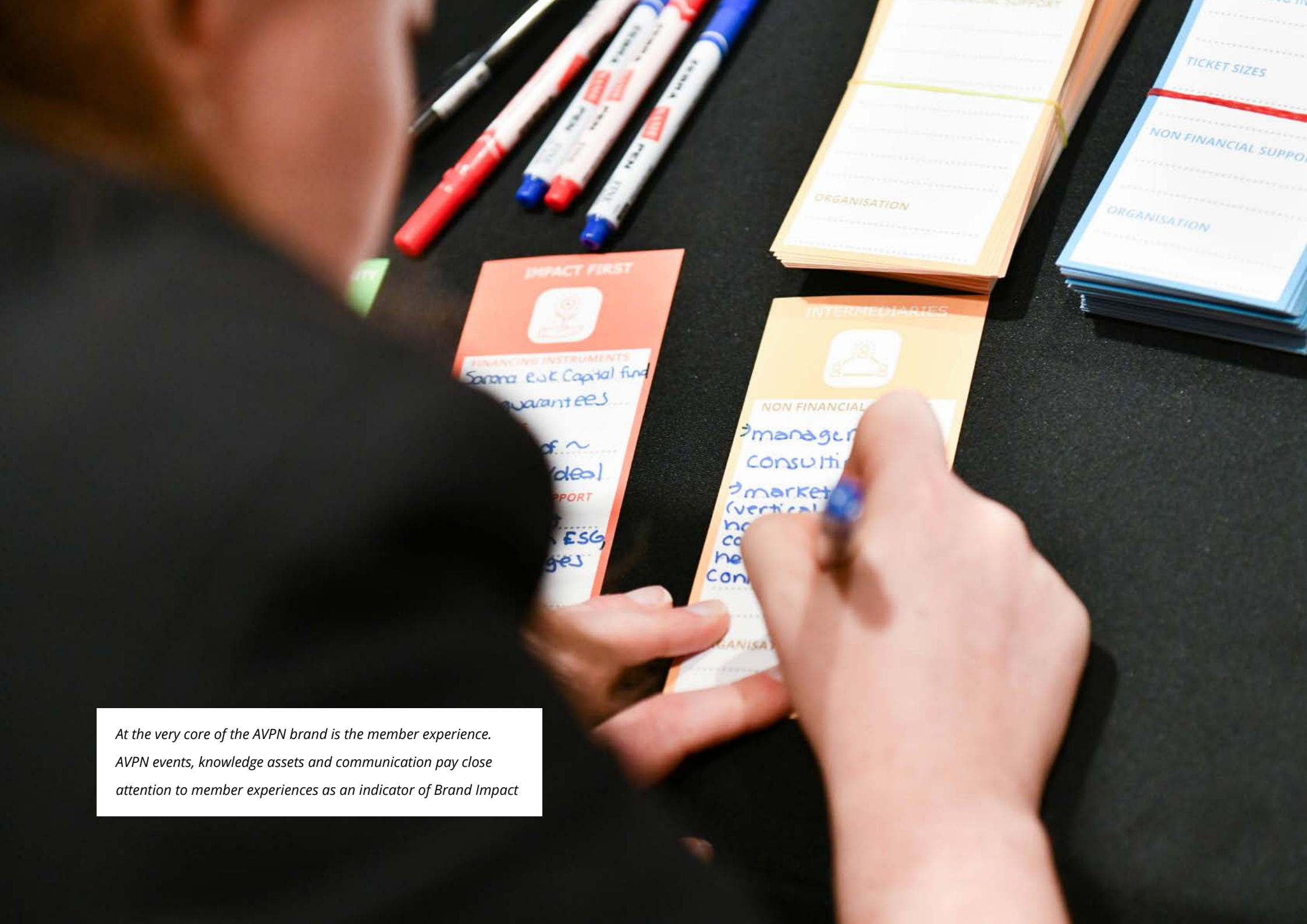
In less than a decade, AVPN has become the largest social investing network in Asia-Pacific, with more than 500 members from over 30 countries. We have grown to cater to a wider range of social investors, who are looking at a broader spectrum of funding approaches from philanthropy to impact investing to sustainable finance, alongside human and intellectual investments.

Being action-oriented and impact-driven have always been core to the work AVPN is doing, so that resources are being deployed effectively. This is why we make sure our services are not only tailored to our members' needs but also complementary to their strengths.

Upon hearing our members share stories of their new partnerships, ideas, and initiatives, many of which developed through the connections they have made at AVPN, I have never been more proud to be working with our passionate team to make these happen.

Staying aligned with AVPN's brand is important to our storytelling process and larger impact narrative. To ensure our members and partners understand the work we are doing, AVPN acknowledges the value of making mindful branding choices. I hope this brand book will serve as an effective guide as you leverage the AVPN platform to scale the impact of your work.

Naina Subberwal Batra



At the very core of the AVPN brand is the member experience. AVPN events, knowledge assets and communication pay close attention to member experiences as an indicator of Brand Impact

AVPN BRAND QUALITIES

AVPN has grown at an incredible pace over the last few years and it is unique in Asia-Pacific's social investing community for its sophisticated regional perspectives and wide spectrum of social investing members. Members are better equipped to move capital effectively towards impact by connecting with the right partners, learning from peers and practicing experts, and leading the development of underfunded areas. Here are a few key factors that drive the AVPN brand.

Convening power

There is no network like AVPN when it comes to bringing together different players from diverse sectors and industries to work towards a common goal.

Global and local

With more than 500 members across 32 countries in our network, AVPN is in an excellent position to identify global trends, best practices and cross-sector collaboration opportunities. Simultaneously, we have “boots on the ground” in 14 markets with strong access to local knowledge and relationships.





“With more than 500 members across 32 countries in our network, AVPN is in an excellent position to identify global trends, best practices and cross-sector collaboration opportunities.”

Neutral platform

AVPN is cause agnostic, industry agnostic, pan-Asia, and supportive of the full Continuum of Capital. We are not consultants or connected to a government entity, not pushing our own agenda. This neutrality is important as it positions AVPN as a partner of choice to help our members achieve their goals.

Track record

AVPN has first mover advantage and longest standing presence in Asia-Pacific’s social investing community.

THE AVPN VALUE PROPOSITION

AVPN's core value proposition is to Connect, Learn and Lead. Our value proposition summarises the three pillars around which all of AVPN's activities are focused.



Connect

To maximising impact, no one should be working in silos. AVPN is the only network that breaks down barriers across different sectors, geographical borders, and funding approaches to ensure resources are deployed effectively towards impact.



Learn

We leverage our research and convening power to provide knowledge sharing opportunities. By sharing regional, local and sector insights, AVPN provides a platform for investors to be well-equipped with best practices.



Lead

We are proud to have members who are passionate about a wide-spectrum of impact areas. AVPN provides them with a platform to champion causes and approaches that matter most to them.



PLATFORM

AVPN breaks down silos to bring together a diverse group of funders and resource providers to promote collaboration and knowledge sharing

FOUNDATIONS & TRUSTS

FAMILY OFFICES

IMPACT FUNDS

CORPORATIONS & FINANCIAL SERVICES

GOVERNMENT

UNIVERSITIES / RESEARCH

INCUBATORS / ACCELERATORS

SERVICE PROVIDERS



RESOURCES & GUIDANCE

AVPN resources and initiatives provide opportunities for our members to connect, learn and be thought leaders

DEAL SHARE PLATFORM

AVPN COLLECTIVES

ASIA POLICY FORUM

SIGNATURE EVENTS

THE KNOWLEDGE CENTRE

MEMBERSHIP NETWORK



MAXIMUM IMPACT

AVPN is catalysing a more strategic, collaborative and outcome focused approach to social investing

STRATEGIC

AVPN resources identify need gaps, best practice approaches and key partners for better mission-alignment

COLLABORATIVE

Members with common goals can combine resources and leverage each others networks to create a multiplier effect where each dollar works harder towards the desired impact

OUTCOME FOCUSED

AVPN promotes a long-term view of impact across a highly engaged portfolio approach that leverages the full spectrum of financial and non-financial support for social purpose organisations

BRAND POSITIONING

Positioning the AVPN brand

One of the key changes in AVPN's strategy is to shift our brand language from venture philanthropy to social investments as an overarching concept. Today we are simply - **AVPN**

This will place us in a better position to serve the full ecosystem of funders and resource providers. One of the key concepts that is driving this change is the **Continuum of Capital**. We are seeing members going beyond traditional funding approaches to leverage a broader and more flexible set of funding tools. This is a promising outlook as social investors can be more effective in deploying relevant capital into social purpose organisations who are at different growth stages.

Using the brand name

In using our brand name, we are prioritizing the acronym - AVPN - since the full name is no longer a good reflection of the broader spectrum of work we are doing. The acronym works best with an explanation of what social investment encompasses.

In AVPN's vernacular, social investment refers to the range of financial and non-financial resources that are channelled towards social impact, including philanthropy, impact investing, and sustainable investing.





THE TAG LINE

MOVING CAPITAL TOWARDS IMPACT

The core mission of AVPN is to increase the flow of financial, human and intellectual capital to the social sector by connecting and empowering key stakeholders from funders to the social purpose organizations they support. With a more strategic, collaborative and outcome focused approach to social investing, AVPN is ensuring that resources are deployed as effectively as possible to address key social challenges facing Asia today and in the future.

THE LOGO

The AVPN logo is a word mark, designed using contemporary and modern letterforms. The logo is designed to be readable in small sizes. The logo must always be reproduced in its original size ratio and brand colours. In the event that the brand colours cannot be reproduced - enclosed and monochrome logo variants are available.

LOGO



LOGO WITH TAGLINE



MOVING CAPITAL TOWARDS IMPACT

LOGO WITH AVPN Pillars



CONNECT LEARN LEAD

LOGO VARIANTS



MAXIMISING AVPN
The Preferred Place To Meet

AVPN
CONFERENCE
2018



avpn

CONNECT LEARN LEAD

HELLO!



SELAMAT!

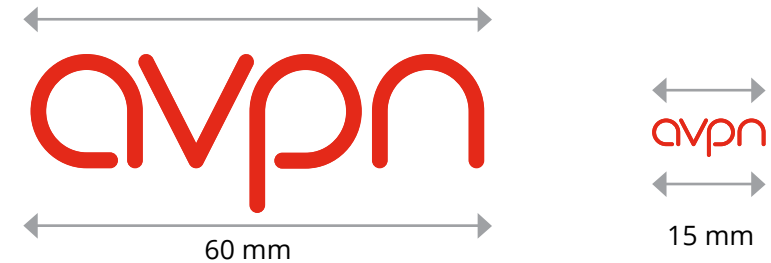


SUNTEC
SINGAPORE
Convention & Exhibition Centre

SIZING AND SPACING

Standard Wordmark Size

To ensure that our standard wordmark remains legible at all times, it should not be used smaller than 15mm width.



Standard Wordmark Clearspace

In order to protect our standard wordmark, we have established a strict clearspace. Nothing should be attached to our standard wordmark or encroach within this clearspace. The space is defined by the width of the letter 'a' and is therefore proportionate to the size of our standard wordmark.



Recommended spacing for partner logos:





READABILITY

Always place the logo so there is plenty of negative space around it. This will ensure that the brand mark is readable and is distinct from the other visual elements around it.



FIDELITY

This version of the logo was downloaded from the internet. Web optimisation has changed the colour as well as pixelated the image making it unusable. Always ensure that you use the source files of the logo.



IDENTITY

The colour Red, is an essential component of AVPN's visual identity. Never change the colour, use texture or lighting & shadow effects on the logo. The only other colours the logo may be reproduced in, are black and white.

EXAMPLES



This masthead graphic for a blog post has plenty of negative space. This allows the designer to use the original mark, with enough padding around it, to separate it from the other visual elements around it.



In this video the AVPN logo has to appear on a variety of moving images. To avoid the shifting colour palette from interfering with the brand mark, we use an enclosed variant of the logo.

EXAMPLES OF INCORRECT USAGE



Our wordmarks and logo are specially created images. Always use the master artwork files and never one downloaded off the internet. Never adjust, remove or add any elements of the logos. Never place the logos on a busy image as it makes it hard to read. Use the examples opposite as a guide of what not to do.

THE VISUAL SYSTEM

AVPN's visual system is a gestalt of fundamental building blocks such as shapes, colours, copy, typeforms and layouts. These units are used in various combinations to create brand assets. While AVPN's visual system is adaptive enough to evolve, it also has certain rules and constraints to ensure that a cohesive brand identity is maintained.

COMPONENTS OF THE VISUAL SYSTEM

The main components of AVPN's visual system are:

- Colour
- Typography
- Imagery
- Layouts

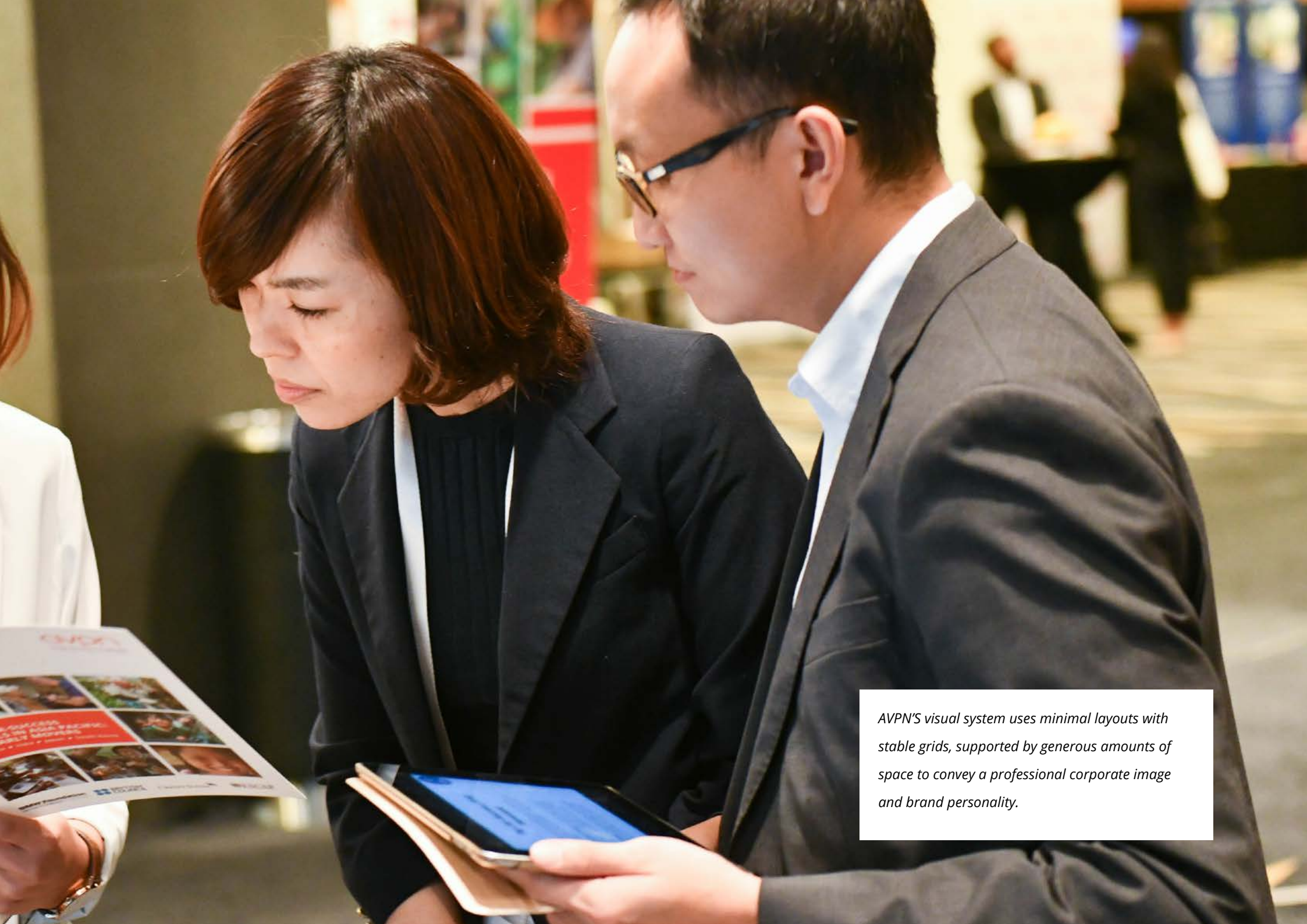
MINIMALISM & SIMPLICITY

AVPN's visual system is minimalist and uncluttered, as observed in:

- The AVPN logo
- The minimal colour palette
- Simple layout grids
- Flat colours and simple geometric shapes used in icons and information graphics.

This section breaks down each of these elements to describe how brand assets can be consistent in identity and yet diverse in design application.





AVPN'S visual system uses minimal layouts with stable grids, supported by generous amounts of space to convey a professional corporate image and brand personality.

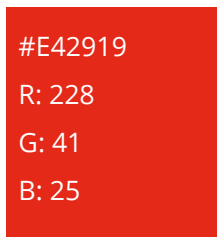
BRAND COLOURS

Colour is one of the fundamental components of AVPN's identity. AVPN's red is used often and boldly, because it is one of the primary elements that aid brand recall.

The brand colour has two supporting shades to act as a counterpoint during design. While these are not the brand colour, they play a supporting role in emphasising the red.

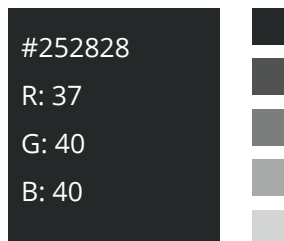
CORE BRAND COLOURS

Alizarin Crimson

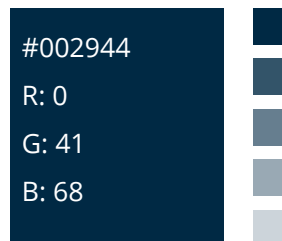


SUPPORTING BRAND COLOURS

Outer Space

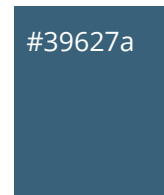
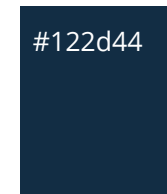
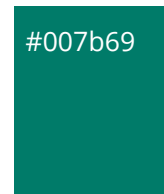


Midnight Blue

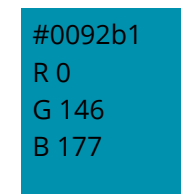
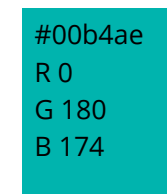
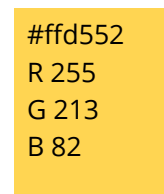


SUB BRAND COLOURS

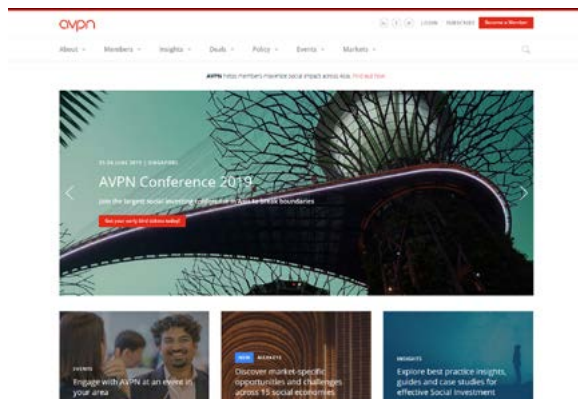
SUB BRAND COLOUR SCHEME



AVPN CONFERENCE COLOUR SCHEME



EXAMPLES OF THE USE OF COLOUR ACROSS AVPN COLLATERAL



The AVPN brand colour - red, is used to unify the website since different types of photographs are used for the articles in it. The role of colour here is to provide a consistent visual framework for the brand.



In this interactive mural colour, plays a functional role, identifying different types of investors and their activities, while red again plays a unifying role.



The role of colour in this spread from an AVPN knowledge product is both aesthetic and functional. It helps break the monotony of text and adds interest to the page when used in tables and graphs.

TYPOGRAPHY

Typography is a strong visual element that contributes to brand identity. AVPN's official typeface is Open Sans, a modern font family, that has many different weights. We picked Open Sans because of its versatility and range.

Primary Font

Open Sans

Open Sans Regular

Open Sans Light

Open Sans SemiBold

Open Sans ExtraBold

KNOWLEDGE CENTRE

Mobilising financial, intellectual, and human capital for maximum impact

The AVPN Knowledge Centre seeks to mobilise financial, human, and intellectual capital for maximum impact by identifying high-impact gap areas and opportunities. To encourage collaborative, strategic, and outcome-focused approaches to social investing, the Knowledge Centre not only ensures that learnings and best practices are captured and converted into insights for knowledge transfer, but also applies policy frameworks to inform and strengthen the social impact ecosystem.

By streamlining funding pipelines, and thus easing pain-points around deal flow and due diligence, the team creates better connectivity across diverse social investors for co-funding and/or follow-on funding opportunities. As AVPN advocates for social investors to go beyond writing a cheque by contributing their manpower and expertise, the Knowledge Centre has launched the AVPN Academy to provide learning opportunities for social investment professionals to improve their practice.

Aligning Corporate Social Impact with the Sustainable Development Goals (SDGs)

AVPN held a series of workshops on aligning corporate social impact with the SDGs in Singapore (August 2017), Shanghai (December 2017) and Bangkok (May 2018). The workshop series provided best practices in defining and executing corporate social impact strategies and discussed ways in which companies can develop their strategies in alignment with the SDGs. A total of around 65 participants, most of whom are CSR and corporate sustainability professionals, attended the 3 workshops.

65

participants, most of whom are CSR and corporate sustainability professionals, attended the workshops.

Getting Started in Venture Philanthropy

AVPN conducted two seminars on how to get started in venture philanthropy in Beijing and Shanghai in April 2018. Led by Andrew Muirhead, Founding CEO of Inspiring Scotland, the seminars focused on defining a venture philanthropy fund's theory of change, due diligence and grantee selection, risk assessment and impact measurement.

23

participants from foundations, impact funds, intermediaries and academic institutions



AVPN Academy

"The Academy will provide a range of tailored courses and workshops across the spectrum of social investing for existing professionals and new entrants"



PHOTOGRAPHS

Photographs play an important role in crafting AVPN's brand. They are a powerful way to evoke a mood or illustrate a very specific context. Always use cause-related stock images that are vibrant, uplifting and positive in their message.

When using free stock images from the internet, always record the source and ensure that these images are copyright free and in the public domain.



When using stock images, use those that are uplifting and inspiring.





USING AVPN EVENT IMAGERY

While we prefer the use of cause-related stock images wherever possible, there are times when AVPN event imagery may be needed. Typical examples may be to illustrate AVPN member benefits in a leaflet, marketing a workshop, or a posting on social-media about an upcoming event.

When using AVPN images, choose those that are at least 3000 pixels wide. Only pick images that are well lit and composed, and where the figures are clearly visible.

Once you've picked the images, remember to run them through the marketing team to avoid potential IP or copyright trip-ups.



Y (CHALLENGES

ADEQUATE INVESTMENT
OPPORTUNITIES

middle.
ch competitions experiments
for private investor
help accel grants → investments
small funds
tor + VC combinations
companies' global network
governments → contracts w/
Social enterprises
P.

AVPN's image archives contain a wealth of photographs of a number of different brand and service contexts.



LAYOUTS

Layouts are an important element of AVPN's visual language. They are the scaffold upon which all the other elements rest. AVPN uses a grid system to ensure visual consistency across all brand collateral.

THE GRID AS A BRAND ELEMENT

Grids are a key element of AVPN corporate branding. Publications and collateral such as the corporate profile use grids to act as a visual differentiator from knowledge collateral or sub-brand collateral.



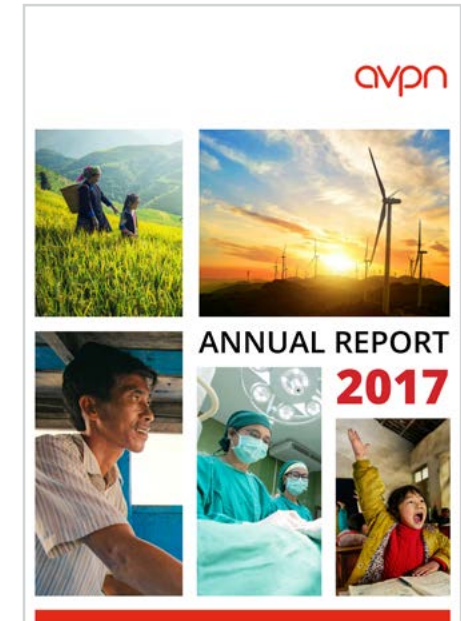
AVPN works across a wide range of causes and impact themes. Grids are an effective way to use many different photographs to convey AVPN activity.



GRIDS

Grids are a way to bring structure to the layout and also help organise information on the page in relation to other elements but grids have other uses too.

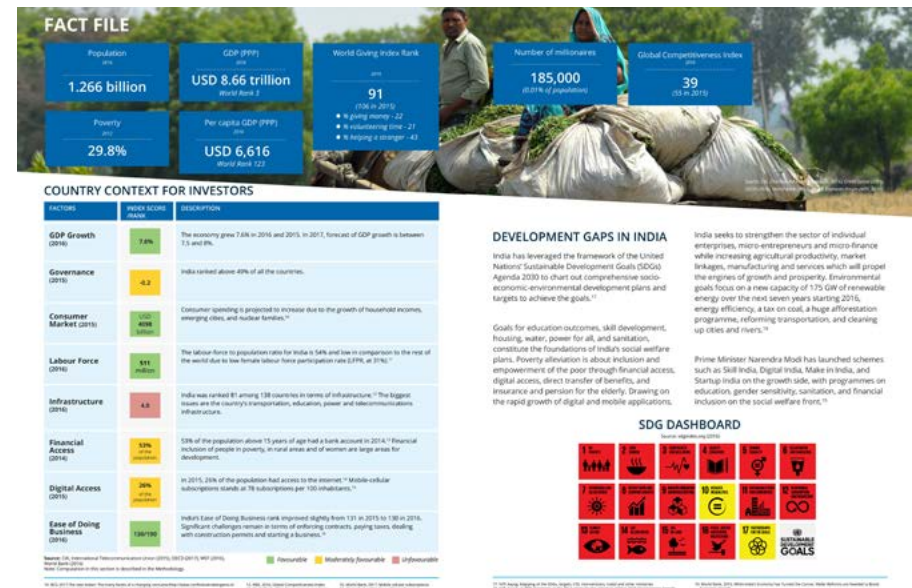
In this example a grid is used to showcase many different images, to convey a diversity of causes. The AVPN institutional brand uses grids to show the diversity of our brand while the knowledge center elements leverage more specific imagery to convey the subject.



INFORMATION ARCHITECTURE

A clear Information architecture provides the conceptual basis for building the visual design of a page. It helps visually organise elements to help the reader prioritise and process the different types of information on the page.

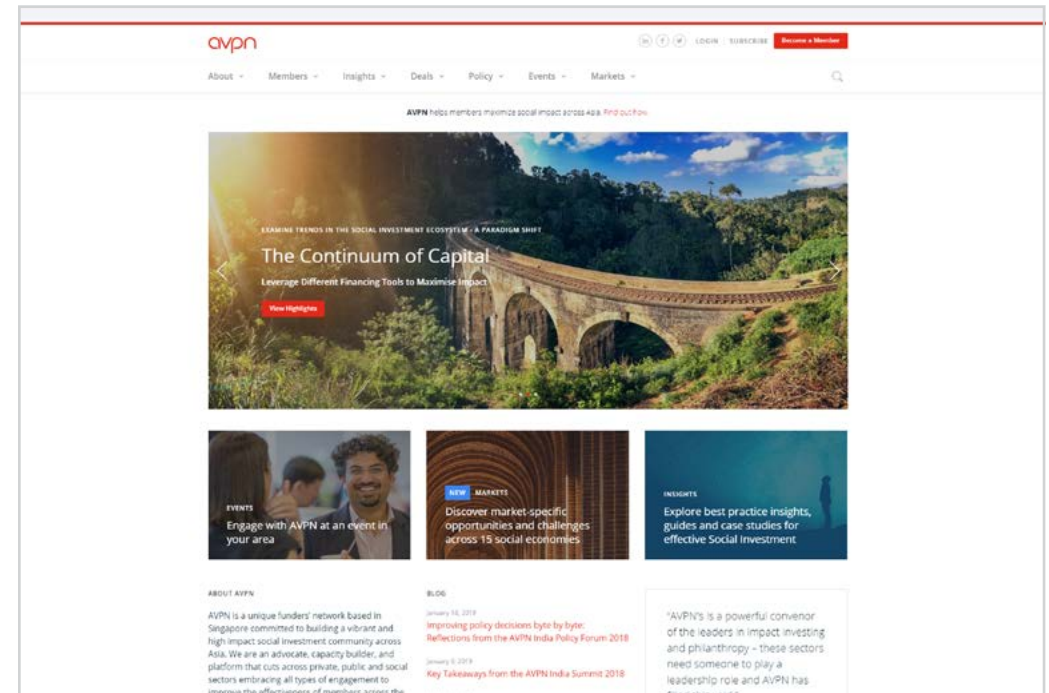
Well designed information architecture, makes it easier for readers to understand complex research and situational reports.



EXAMPLES OF DIGITAL MEDIA LAYOUTS



Social media banners are designed to be easy to read on the busy timeline views of social media. The images and text are separated and easy to comprehend even when the user is quickly scanning down the web-page.



AVPN's website uses a clean grid structure to make it easy to visually scan its contents. The grid is also an important part of AVPN's visual system and as such, further reinforces its identity.

Defy Labels

Organisations (SPOs) who require different kinds of funding and non-financial support throughout their lifecycle on their journey to scale, and also maximises their impact.

For funders to ensure maximum impact of their portfolio they must work in a vibrant ecosystem where all kinds of capital collaborate to form a Continuum of Capital that is better equipped to support sustainable organisations primed for scale.

Funders may leverage different financial tools – combining grants, debt and equity across multiple investments within their own portfolio – or they may seek out key partners and collaborators that can take on follow-on funding once an SPO has graduated from their portfolio.

Leveraging the Whole Portfolio to Fill the Missing Middle

Funding can be scarce for SPOs in different stages. In South Asia and Southeast Asia, early-stage funding is especially in short supply. Many SPOs are in nascent stages, too small and years away from investment-readiness. This results in a weak pipeline of investees.

Social investors who leverage their entire portfolio's resources and provide non-financial support to SPOs are filling these financing and capacity gaps. In doing so, they ensure sustainable solutions to social challenges and maximise impact.

Where do you work along the Continuum of Capital? Fill out a sticker and place yourself on the board according to the stage of social purpose organisation you support.



IMPACT FIRST



IMPACT FINANCE PARITY



FINANCE FIRST



INTERMEDIARIES

Share your organisation name and the non-financial support you provide.

FUNDERS

organisation name, financing, average ticket sizes, financial support you provide

NOTE:

work or serving various stages, not any one, represent your stage of work.



AVPN'S SUB BRANDS

Besides facilitating dialogue and engagement, AVPN also provides its members with many different services. Each of these services comprises its own brand and as such is referred to as a sub-brand of AVPN.

THE NEED FOR SUB-BRAND IDENTITIES



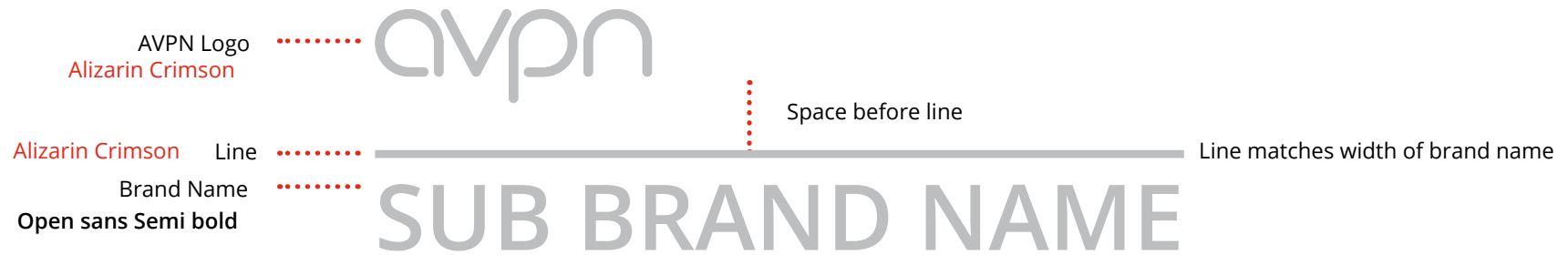
Each of AVPN's sub brands caters to its own, unique audience and operate under their own business contexts. To ensure that the activities of the sub-brands are distinct from the overall organisational brand, we also need distinct sub-brand identities.





Many of AVPN's sub-brands are intangible products in the sense that they are intellectual property. The physicality of a sub-brand identity helps craft these into tangible products.

ANATOMY OF THE SUB-BRAND



avpn

DEAL SHARE

avpn

CONNECTOR

avpn

TRAINING ACADEMY

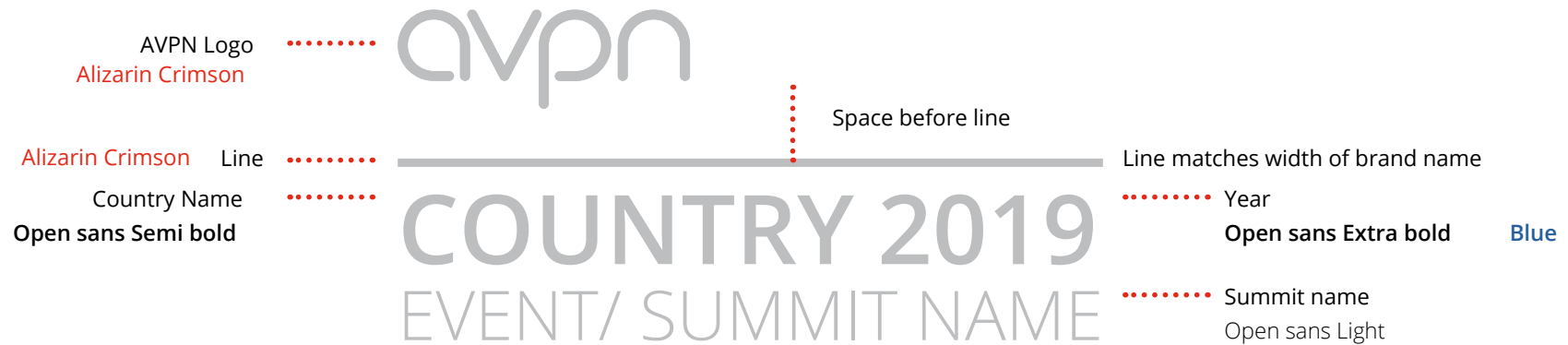
avpn

ASIA POLICY FORUM

#E42919
R: 228
G: 41
B: 25

#000000
R: 0
G: 0
B: 0

ANATOMY OF THE SUB-BRAND



avpn

INDIA SUMMIT 2019

avpn

MYANMAR 2019
SOCIAL INVESTMENT SUMMIT

#E42919
R: 228
G: 41
B: 25

#000000
R: 0
G: 0
B: 0

#265e9b
R: 38
G: 94
B: 155

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MAXIMISING

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2018



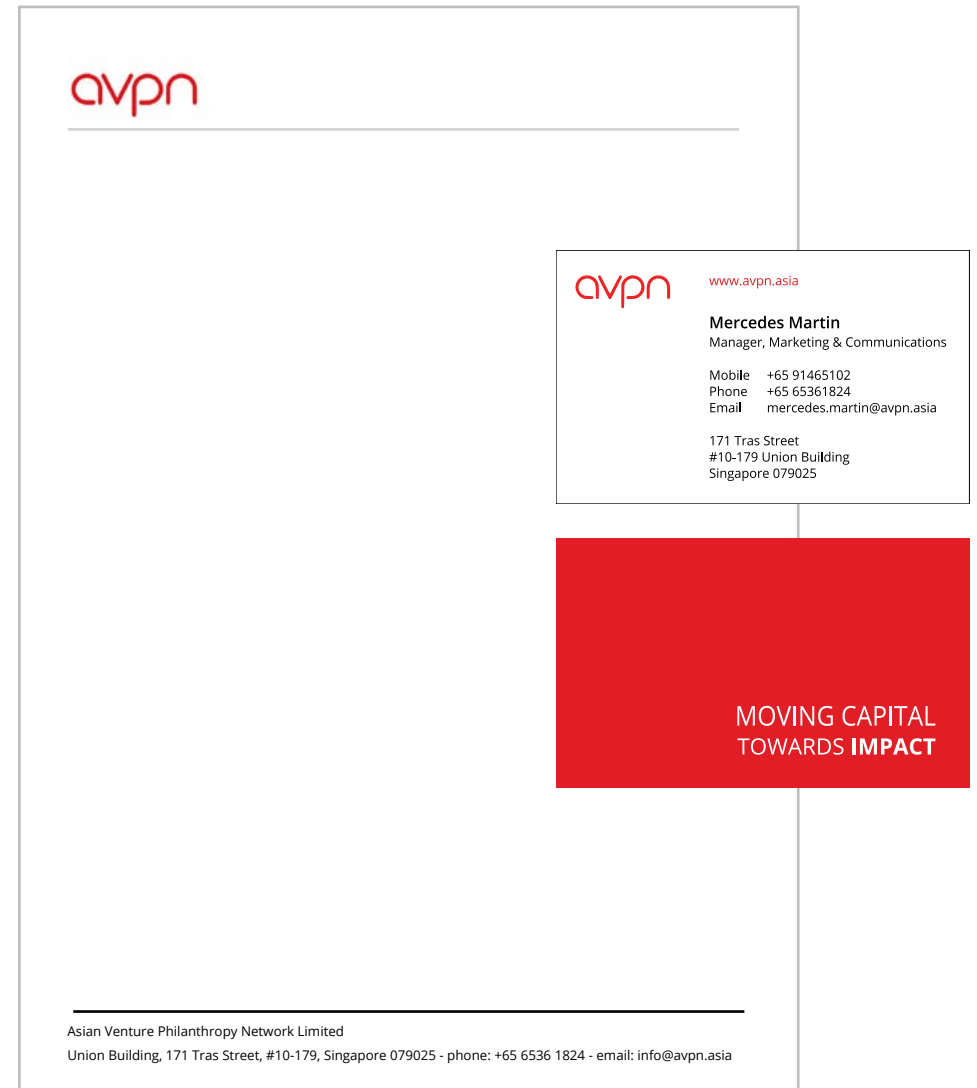
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APPLICATION EXAMPLES

The next few pages demonstrate how AVPN's visual identity system may be applied across a wide range of marketing collateral and media types.

STATIONERY





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MOVING CAPITAL
TOWARDS **IMPACT**



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EMAILER

[VIEW IN BROWSER](#)



AVPN APF July Webinar: Benefit Corporation

***Understanding the Role of
Policymakers and Stakeholders***

The AVPN Asia Policy Forum (APF) is a convening platform for social economy advocates, offering practical learning opportunities to support governments in Asia to build an enabling environment for the social economy. The APF will host a webinar to learn more about the role of policymakers and stakeholders in rolling out legislation that supports the benefit corporation movement.

Ut enim ad minim veniam, quis nostrud exercitation

APPLY NOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

UNSUBSCRIBE

[VIEW IN BROWSER](#)



AVPN February Webinar

***Strengthening the Institutional
Capacity of Social Purpose Organizations***

Despite the billions of dollars that have been invested in the development sector, India still has a long way to go to raise health, education and nutrition indicators to reasonable levels. Being home to nearly a fifth of the world's population, India needs solutions that have the potential to reach millions. The consensus that funders and social purpose organizations (SPOs) have agreed on is this: in order to impact more lives, there is a need to not only invest in programmes but also in the institutions that deliver them.

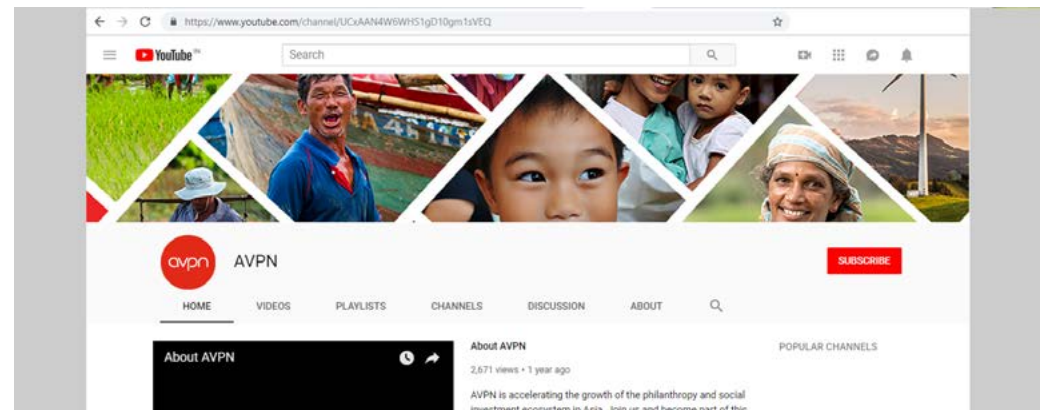
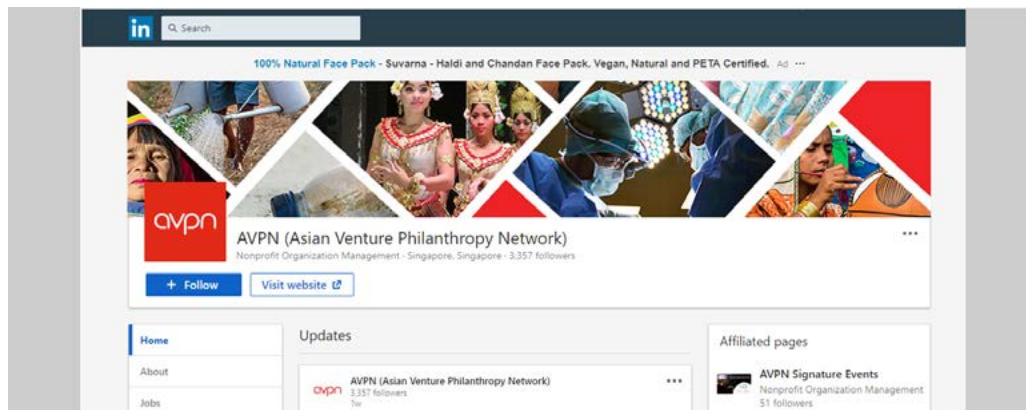
Ut enim ad minim veniam, quis nostrud exercitation

REGISTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

UNSUBSCRIBE

SOCIAL HEADER



INFOGRAPHICS

KEY FINDINGS OF THE DEMAND SIDE OF SUSTAINABLE LIVELIHOODS REPORT



Download the Report:
<https://open.earthengine.org/stories/sustainable-livelihoods-india/>

NON-AGRICULTURE ACTIVITIES ARE INCREASING BUT WORKER PRODUCTIVITY IS NOT

- Agriculture employed 54% of the total rural workforce who produced only 2% of the total rural output during the year 2011-12.
- The agricultural sector suffers from low productivity and poor price realisation for farmers.

NO AVENUE OF SCALE-UP FOR CRAFTSMEN AND ARTISAN'S WORK

- Government, private sector and non-profits engagement in the sector occur in silos.
- The sector is undercapitalised and informal, with emerging market potential and steadily declining due to mobility to top up new markets.

SEVERE LACK OF SKILLED LABOUR AS WELL AS JOBS FOR UNSKILLED

- With unemployment on the rise, 127 million will require skill training by 2022.
- The sector is constrained by inadequate training infrastructure, outdated curricula and limited standards.

PROMOTION OF ENTREPRENEURSHIP AND INNOVATION PRESENTS OPPORTUNITY FOR NON-FARM JOBS

- Government recognition that successful entrepreneurs innovate, bring new products and concepts to the market, improve market efficiency, build wealth, create jobs, and enhance economic growth.
- Recommended focus on young & innovative technology firms, growing manufacturing businesses and rural innovative companies.

ISSUES IN IMPACT AND IMPLEMENTATION

- Impact in livelihoods needs long-term engagement.
- Funds from corporate social responsibility are especially restrictive.
- Social enterprises need time to build sustainable businesses and generate returns on investment.
- Establishment of market linkages finds little funding support.

ECOSYSTEM DEVELOPMENT

- Organisations require funding support for ecosystem development, outside of project implementation.
- Partnership formation is key to overcoming gaps and must be encouraged by funders.

DONOR SUPPORT, CONSTRAINT, AND OPPORTUNITY

- Donors tend not to provide financial assistance for operational growth and administrative costs, due to which human resources in private & rural areas.
- Government funding can be restrictive.
- Eligibility criteria as donor interest appears to reside in areas where there are existing business and resources to better promote sustainable livelihood efforts.
- Communication between donor and donee can determine the points of learning and strengthen the sustainable livelihood space.

RISE OF INNOVATION AND ENTREPRENEURSHIP

- Due to the inability of grass, organisations are increasingly moving towards market based models of funding.
- Donors prefer scaling, but the current approach to exit development is flawed.
- Entrepreneurship is a critical source of employment generation.
- Donors are wary of risks, but the livelihoods sector needs space to innovate.

SOCIAL INVESTMENT LANDSCAPE IN INDIA 2017 - 2018



DEVELOPMENT CONTEXT



THE SOCIAL INVESTMENT LANDSCAPE



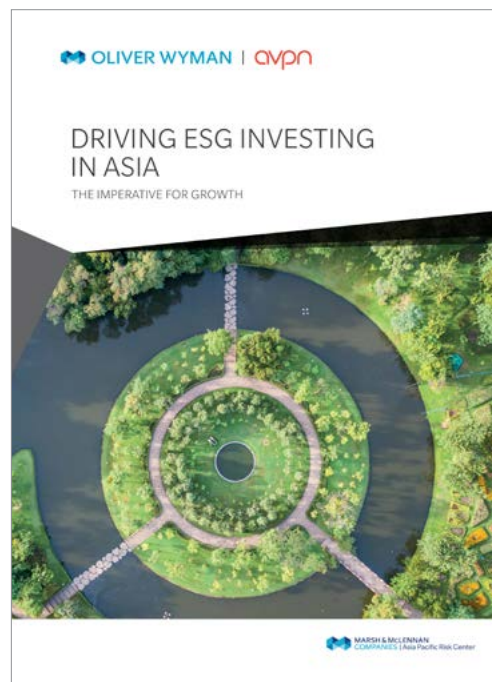
CATEGORY	FACTORS	RATING	DESCRIPTION
SOCIAL PURPOSE ORGANISATIONS (SPOs)	Provision and quality of services	●	The number of SPOs and their quality are estimated at 12 million and 1 million, respectively. SPOs are present in a wide range of sectors. They provide essential services to the poor.
INVESTORS	Investment in SPOs	●	Investment in SPOs is growing, but it is still low compared to other sectors. The total investment in SPOs is estimated at 1000 crore in 2017-18.
CHALLENGES AND OPPORTUNITIES	Challenges and opportunities	●	Challenges include lack of funding, lack of skilled labour, and lack of market linkages. Opportunities include government support, growing demand for SPOs, and growing awareness of SPOs.

RECOMMENDATIONS
<ul style="list-style-type: none"> Government should support SPOs through funding, policy, and regulation. Private sector should invest in SPOs through CSR and other means. Academia should research and develop SPOs through research and innovation. Media should promote SPOs through news and opinion. Donors should support SPOs through funding and expertise.

KNOWLEDGE PRODUCTS



FUNDING EDUCATION WITH IMPACT
A GUIDE FOR SOCIAL INVESTMENT IN INDIA



COUNTRY CONTEXT FOR INVESTORS

Factor	India Score	Description
GDP Growth (2016)	7.6%	The economy grew 7.6% in 2016, and 7.1% in 2017. Forecast of GDP growth is between 7.5 and 8%
Governance (2015)	4.2	India ranked about 49th of all the countries.
Consumer Market (2015)	5.05 4th	Consumer spending is projected to increase due to the growth of household incomes, emerging cities, and nuclear families.
Labour Force (2016)	511 million	The labour force to population ratio for India is 54% and low in comparison to the rest of the world due to low female labour force participation rate (LFPR, at 31%).
Infrastructure (2016)	4.6	India was ranked 81 among 156 countries in terms of infrastructure. "The biggest threat to the country's transportation, education, power and telecommunications infrastructure."
Financial Access (2016)	53% 10th	53% of the population above 15 years of age had a bank account in 2014. "Financial inclusion of people in poverty, in rural areas and women are major areas for development."
Digital Access (2015)	26% 10th million	In 2015, 26% of the population had access to the internet. "Mobile cellular subscriptions stands at 78 subscriptions per 100 inhabitants."
Ease of Doing Business (2016)	139/190	Indian Ease of Doing Business rank improved slightly from 131 in 2014 to 139 in 2016. Significant challenges remain in terms of enforcing contracts, paying taxes, dealing with construction permits and starting a business."

Source: ICA, International Telecommunication Union (2010), 2013-2015, 2017-2019; World Bank (2012).
Note: Comparison in this section is described in the methodology.

DEVELOPMENT GAPS IN INDIA

India has leveraged the framework of the United Nations' Sustainable Development Goals (SDGs) Agenda 2030 to chart out comprehensive socio-economic environmental development plans and targets to achieve the goals.¹⁷

Goals for education outcomes, skill development, housing, water, power for all, and sanitation, constitute the foundations of India's social welfare plans. Poverty alleviation is about inclusion and empowerment of the poor through financial access, digital access, direct transfer of benefits, and insurance and pension for the elderly. Drawing on the rapid growth of digital and mobile applications

India seeks to strengthen the sector of individual enterprises, micro-entrepreneurs and micro-finance while increasing agricultural productivity, market linkages, manufacturing and services which will propel the engines of growth and prosperity. Environmental goals focus on a new capacity of 175 GW of renewable energy over the next seven years starting 2016, energy efficiency, a tax on coal, a huge afforestation programme, reforming transportation, and cleaning up cities and rivers.¹⁰

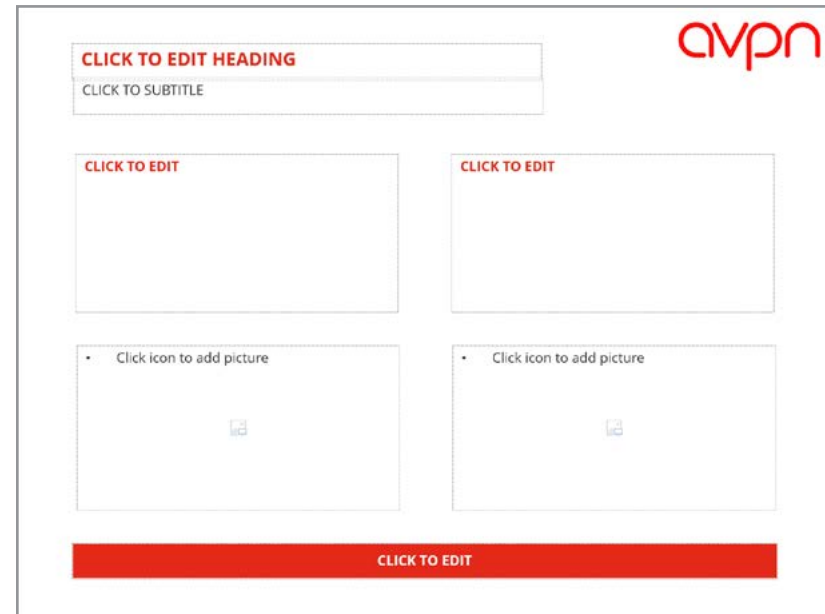
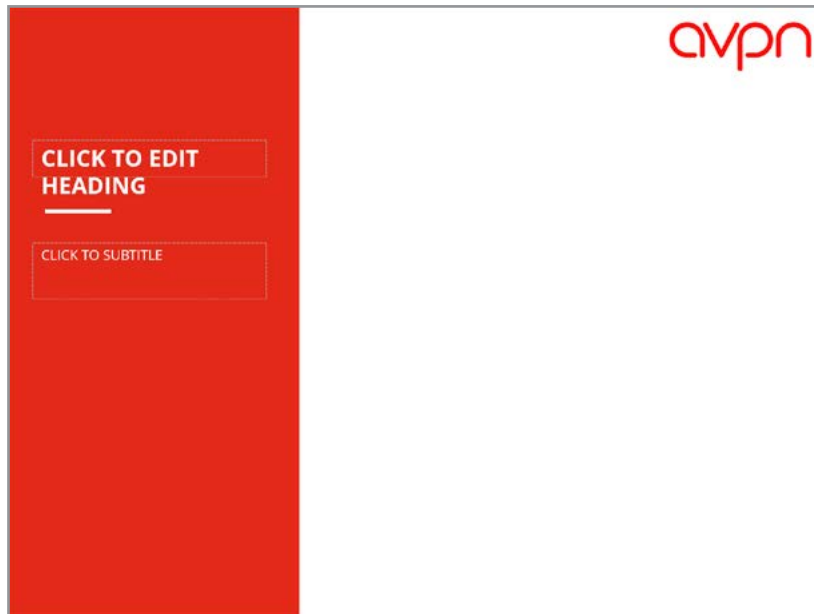
Prime Minister Narendra Modi has launched schemes such as Skill India, Digital India, Make in India, and Startup India on the growth side, with programmes on education, gender sensitivity, sanitation, and financial inclusion on the social welfare front.¹²

SDG DASHBOARD



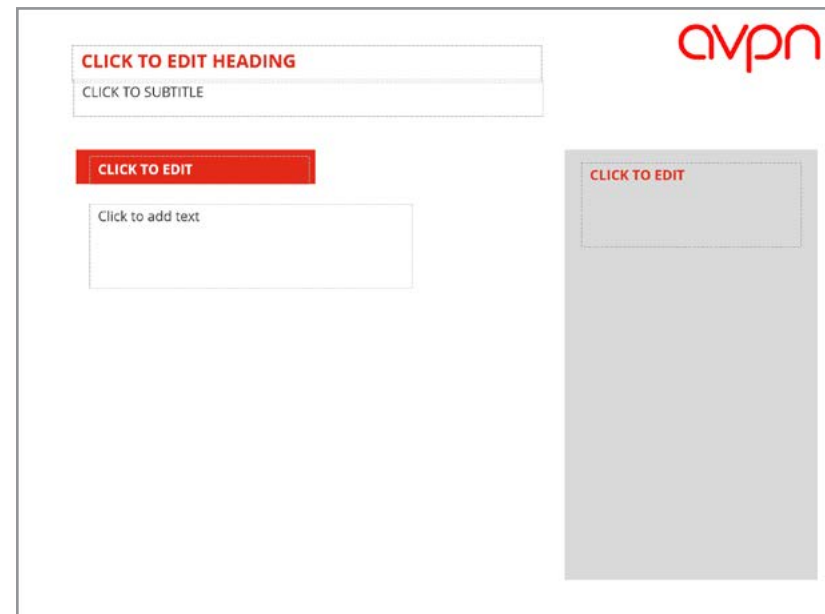
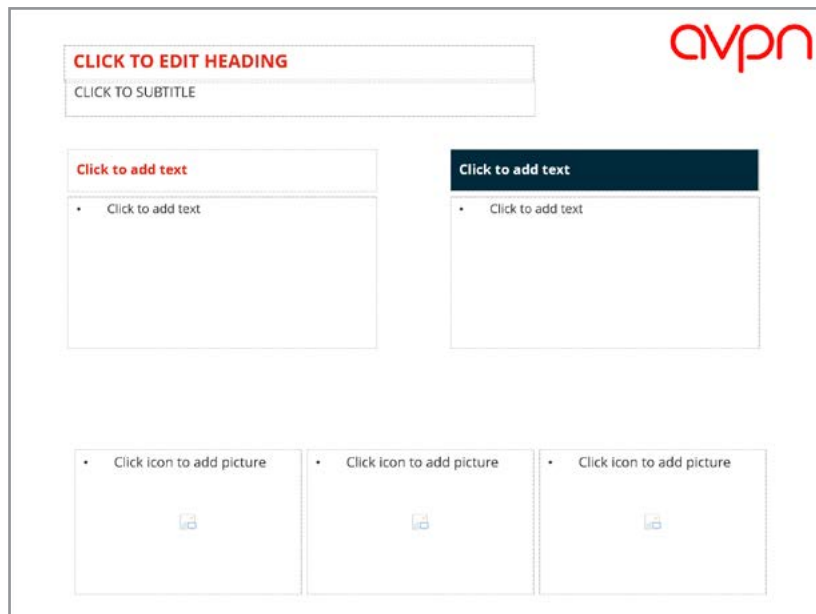
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PRESENTATION DECKS



Red and grey colour palette with minimal midnight blue

- Header no more than 20pt font, and keep it concise
- Sub-header should function as a summarizing statement about the slide content below
- Be sure that all text is kept consistent in terms of colour, font, and font size



Ensure no more than 2 types of text colour, font, and font size, based on type of information presented

Body text no more than 18pt font

Try to limit text heavy slides – use infographics where possible

Text heavy slides should always have a picture and some visual containment for text (outline or shape to draw the eye)

Overall attention to detail is key

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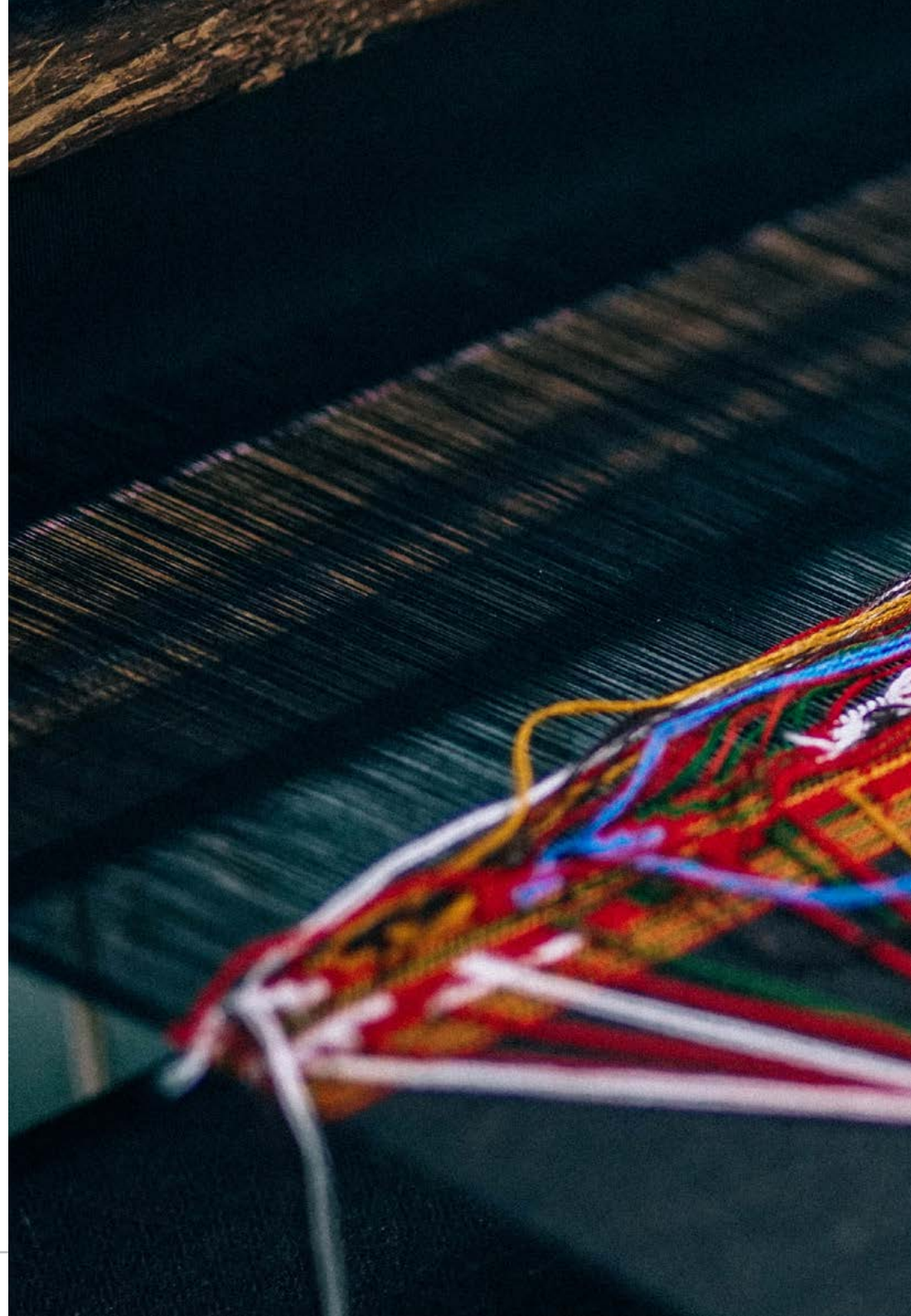
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