

IIDE

INDIAN INSTITUTE OF DIGITAL EDUCATION

CLIENT STORY

Mahindra Partners

June 2019





#WalkForUmmeed



OVERVIEW

Mahindra Partners is the Corporate Capital and Private Equity division of the Mahindra Group. They combine the Mahindra Group's unique strengths of innovation, prudence and creative business models with a mandate of incubating new ventures. Mahindra Partners provide capital to help their portfolio companies in different phases of development. They also provide strategic assistance & help them execute growth opportunities.

Aim: Create an omnichannel customer experience to raise funds for an NGO (Ummeed Foundation) that is integrated across digital platforms & leverage social media engagement as a means of reaching more funders.

-  Estimated annual revenue of 1 Billion USD
-  Employing over 200 Million people

TRAINING SYNOPSIS

Equip their employees to be digital savvy and generate funds for the 55km Walk by Ummeed Foundation via Social Media platforms.

INITIATIVE

Mahindra Partners collaborated with Ummeed Foundation for their Flagship Annual fundraising event. Their aim was to not only raise awareness about developmental disabilities amongst children but also raise funds to help the Foundation advocate children with disabilities.

No of people trained: 34



Trainees

Mix of Managers and Senior Managers across divisions



Mode of Training

Classroom training

Mahindra Partners collaborated with IIDE to train their Managers in:

Personal
Branding

Social Media
Marketing

THE RESULT

Successfully generated twice the amount of funds as last year with the help of social media platforms.

80%
Employees

believed that the training helped them create a social impact about disabilities amongst children.

What they loved the most?

Introduction to various social media platforms helped them emerge as thought leaders & social change makers.