

Glimpses from our Journey



CybageAsha - Spreading smiles

- Rural Upliftment
- Community Development
- Social Welfare



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Designed by Cybage UX Group



CybageAsha, the philanthropic arm of Cybage, was founded in 2005. The Trust meticulously conceptualizes, plans, and executes various projects in and around Pune, under the guidance of Ritu Nathani, Director–Cybage and Head–Cybage CSR and support from a dedicated CSR team and Cybagians who voluntarily participate in several activities driven towards the collective mission of transforming the lives of underprivileged.

Stairway to Success

- 44 villages and more than 40,000 people impacted through holistic rural upliftment initiatives
- 60 NGOs supporting 1,50,000 people partnered with CybageAsha to transform many lives
- 6 districts in the State of Maharashtra were undertaken for desilting projects to revive local water bodies and improve ground water levels
- 100 addicts rehabilitated under community development
- 6 villages comprising of 600 families benefitted through regular cleanliness drives
- More than 1500 patients benefited from health camps

Key Recognitions

- Cybage won the Golden Globe Tigers Award 2017 for the category Best in CSR Practices at the award ceremony held in Kuala Lumpur.
- CybageAsha adopted Karnavadi village of Pune district received the 'Nirmal Gram Puraskar' award from the former President of India, Pratibha Patil.
- Ritu Nathani conferred with India Sustainable Leadership Award 2016, a 'Sustainable Maharashtra' initiative launched by the Hon. Chief Minister of Maharashtra, Shri. Devendra Fadnavis.

Rural Upliftment

CybageAsha identifies rural upliftment as an important step towards national growth. This flagship vertical aims at bridging the gap by adopting villages and implementing various development plans for them to be self-sustainable.

CybageAsha has also partnered with the BAIF Institute for Sustainable Livelihoods and Development to help villages become self-reliant. This initiative focuses on supporting sustainable agriculture practices, livestock development, and imparting training about new skills to women and youth in 11 villages in Maharashtra through cluster development.

Some of the activities conducted in the rural areas include:

- Setting up health camps
- Providing clean portable water
- Performing desilting of rivulets and streams
- Implementing rainwater harvesting
- Constructing toilets and underground drainage systems
- Organizing cleanliness drives
- Providing waste management trainings
- Upgrading schools' infrastructure
- Conducting awareness sessions



A Journey of Hope



Baba Shinde
Resident, Pingori village,
Purandar taluka

"Issues such as climate change and government policies are affecting agricultural activities drastically, leading to the exodus of villagers to cities. Opportunities for education in the rural areas are also low. CybageAsha's intervention to help rural people become self-reliant is commendable. Their efforts to help us village folk are certainly bearing fruit and we can visualize a bright future ahead for us."



Sandip Devkar
Villager, Mavadi

"In Mavadi village, CybageAsha organized health camps and tree plantation drives, conducted desilting activities, and constructed 38 toilets. It also rewarded some of the deserving students of our village with scholarships. As a result of these activities the renowned social worker, Dr. Prakash Amte recognized Mavadi with the 'Ideal Village' award."



Mrs. Pratibha Paygude
Owner, Sevadham Old Age Home

"I'm running an old age home called Sevadham since 1988. CybageAsha volunteers, who visit Sevadham as a part of their social welfare program, are warm and loving. Everyone here truly enjoys the time spent with them. All the infrastructural renovation and refurbishments done by CybageAsha at our old age home is truly beneficial for our residence."



Pradiip Khose
District Supervisor, BAIF

"We at BAIF have recently partnered with CybageAsha to better the lives of people in 6 villages in Bhor and 5 villages in Velhe clusters. The major areas of work include integrated water management, livelihood generation, and livestock management. CybageAsha's ethos of focusing towards income generation activities in villages is truly commendable."



Suhasini Pandagale
Community Leader,
Ambedkar Nagar, Pune.

"I have worked with CybageAsha on a number of projects in the last 3 years. CybageAsha has catered to all age groups to provide sanitation, good health, skills, literacy, and recreation. Their efforts towards women empowerment have especially helped me and various other women build our confidence."



Rajanikaur Arora
CybageAsha volunteer

"CybageAsha has given me the opportunity to experience my inner strength. It helped me reach out to the needy people and bring about a positive change in their lives. This noble work has made me more compassionate towards the society and given me strength and confidence to deal with the difficulties in my life."

Community Development

Under this vertical, CybageAsha focuses on improving the living conditions of people from the economically challenged strata of society by adopting their communities to bring about change. The Trust is working in various communities such as Ambedkar Nagar, Khulewadi, Sanjay Park, Ramwadi, and Bhimnagar in Pune. They have organized various programs that have led to the holistic development of the residents.

Some of the activities conducted in these areas include:

- Setting up de-addiction camps for alcoholics and drug addicts
- Organizing adult literacy and digital literacy programs
- Setting up health checkup camps
- Conducting programs to promote women's empowerment
- Skill development training



Social Welfare

CybageAsha is committed to helping the underprivileged children, women, and senior citizens claim their rightful place in society. The Trust partners with other social welfare organizations to conduct various programs to empower the beneficiaries with education and sound health. This vertical serves as a platform for Cybagians to voluntarily participate in various social activities, thus giving them an opportunity to give back to society.

Some of the activities conducted under this vertical include:

- Planning recreational activities at orphanages and old age homes
- Organizing blood donation camps
- Organizing books, toys, and clothes donation drives
- Donating special hardware to schools for the visually impaired
- Teaching in low-income private schools
- Executing Go-Green initiatives

