www.brac.in
CORPORATE WEBSITE

brac

HUMANITY • DIGNITY • COMPASSION

BRAC
LIBERTY
EQUAL RIGHTS
JUSTICE

OUR IDENTITY. OUR PURPOSE.

We Are The Changemakers

United by the belief that every individual deserves dignity, opportunity and a voice that truly matters.

ENVIRONMENT
Sustainable Future

HEALTHCARE
Dignity in Care

EDUCATION
Knowledge for All

HUMAN RIGHTS
Justice & Equality

EST. 2015 — MUMBAI, MAHARASHTRA, INDIA



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PEOPLE • PURPOSE • CHANGE • FOREVER

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PEOPLE
PURPOSE
CHANGE
FOREVER

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The BRAC Royal Legacy

PEOPLE • PURPOSE • CHANGE • FOREVER

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WELCOME TO BRAC

Where Compassion Meets Purpose,
and Purpose Inspires Change.

A COMMITMENT TO PEOPLE.
A VISION FOR CHANGE.

Founded in Mumbai in 2015, BRAC is a not-for-profit organisation working to advance awareness, dignity, opportunity and social responsibility.

Our purpose is rooted in a simple belief: meaningful change begins when people come together with compassion, knowledge and determination.

Through our four focus areas and growing digital initiatives, we seek to encourage participation, strengthen awareness and support a more inclusive society.



OUR VISION

A society where every individual can live with dignity, access opportunities and participate in shaping a better future.

OUR MISSION

To promote awareness, encourage responsible action and connect people with knowledge, opportunities and initiatives that support positive social change.

OUR FOUR FOCUS AREAS

ENVIRONMENT
Sustainable Future

HEALTHCARE
Dignity in Care

EDUCATION
Knowledge for All

HUMAN RIGHTS
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A MESSAGE FROM OUR FOUNDER

A Vision Rooted in Humanity



M. Shehbaz Shaikh
Founder, Chairman & Managing Director

Dear Friends,

Every meaningful change begins with a simple belief — that humanity grows stronger when we stand together.

When BRAC was founded in Mumbai in 2015, our vision was to build an organisation guided by compassion, dignity, equality and a commitment to serving society.

I have always believed that lasting progress is not measured only by what we achieve for ourselves, but also by the opportunities we help create for others.

Through our four focus areas — Environment, Healthcare, Education and Human Rights — we seek to encourage awareness, inspire responsible action and contribute to a society where every individual is treated with dignity and respect.

Our journey is also shaped by the values of public service, integrity and compassion passed down through generations. These principles continue to guide BRAC's purpose and aspirations.

As we look toward the future, our commitment remains clear: to strengthen awareness, encourage collaboration and create meaningful opportunities for people to participate in positive social change.

I invite individuals, communities, institutions and corporate partners to join us in this journey. Together, we can transform compassion into action and purpose into lasting progress.

Because a better tomorrow begins with what we choose to do today.

With warm regards,





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Our Identity

Decoding the BRAC

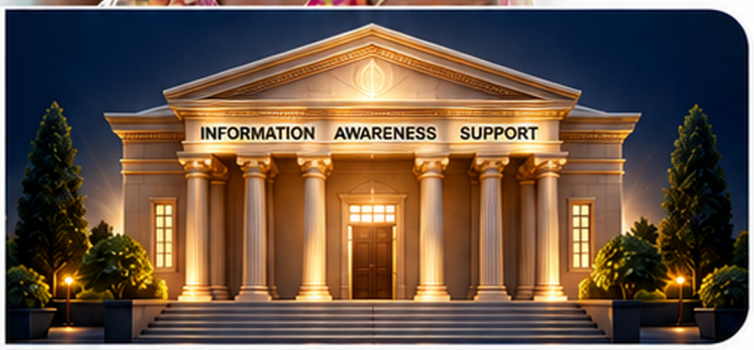
BRAC is more than a name. It represents our approach, our commitment and our belief in a fairer, more compassionate and inclusive India. Each letter in BRAC reflects a key part of our identity and the way we work.



STRONGER
PEOPLE
BRIGHTER
TOMORROWS

B — Bureau of

We act as a dedicated bureau that connects people with information, awareness and support on important social issues. We work to bridge gaps, share knowledge and help individuals access the right resources.



RA — Randomly Active

We remain actively engaged at the grassroots, responding to emerging needs and taking up issues that may not always get attention. We stay flexible and proactive, reaching out where help and awareness are needed most.



C — Committee

We work as a committed committee of like-minded people, partners and supporters who believe in liberty, equal rights and justice. Together, we plan, collaborate and take forward initiatives for long-term, people-centred change.





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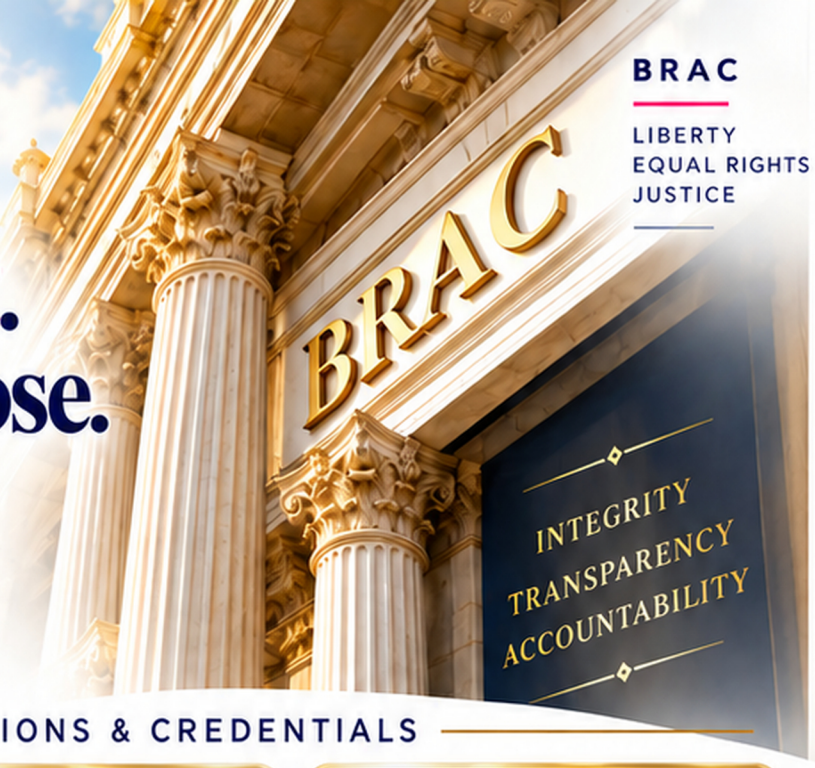
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BRAC
LIBERTY
EQUAL RIGHTS
JUSTICE



Built on Trust. Driven by Purpose.

Established in 2015. Committed to responsible governance, transparency and lasting social impact.

OUR REGISTRATIONS & CREDENTIALS

EST. 2015
A decade of purpose and service

SECTION 8
Registered not-for-profit company under the Companies Act, 2013

12AB REGISTRATION
Income-tax registration under Section 12AB

80G APPROVAL
50% Tax Exemption for Donors

CSR-1 REGISTERED
Registration for CSR implementation under MCA rules

NGO DARPAN
Registered on the NGO Darpan portal (NITI Aayog)

OUR COMMITMENT TO ACCOUNTABILITY

Financial Transparency
Donation receipts and periodic disclosures.

Responsible Governance
Compliance with legal requirements and organisational accountability.

People First
Community-centred social initiatives for lasting impact.



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MUMBAI, MAHARASHTRA, INDIA

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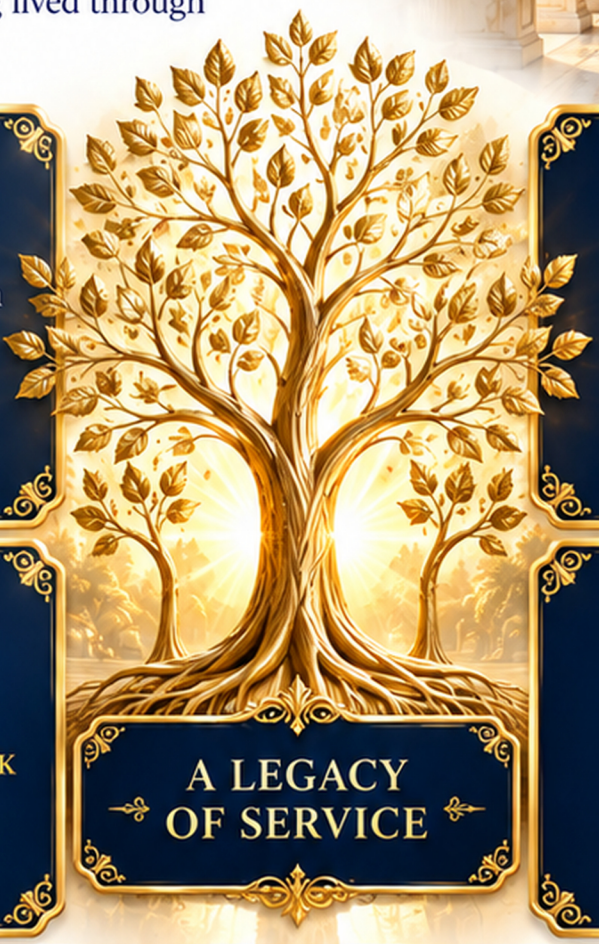
People • Purpose • Change • Forever



OUR HERITAGE

Rooted in Service. Built for Generations.

Before BRAC became an organisation, the values behind it were already being lived through generations of service.



Mr. Sayed Mohd. Ibrahim
ARMY DOCTOR

Served at Pachora Military Base, dedicating his professional life to caring for those serving the nation.

Mr. Mohd. Ilyas Sayed
ACP, BOMBAY

A legacy of public safety, law enforcement and responsibility.

Mr. Mohd. Yusuf Sayed
EXCISE INSPECTOR, NASHIK

Remembered for public service, fairness and commitment to duty.

Mrs. Feroza B. Shaikh
SOCIAL ACTIVIST

A compassionate advocate whose commitment to helping others continues to inspire BRAC.

A LEGACY OF SERVICE

Four Lives. One Legacy. A Continuing Commitment to Humanity.

Inspired by generations of service, M. Shehbaz Shaikh founded BRAC in 2015 to carry these values forward through organised social action.



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LEADERSHIP & GOVERNANCE

Guided by Integrity. United by Purpose.

Our leadership provides strategic direction, upholds strong governance and ensures BRAC remains true to its mission of a more just, compassionate and equitable society.

M. Shehbaz Shaikh
Managing Director

A. Khalique Shaikh
Director

Nida Andleeb
Director

Manaswini G.
Assistant Director

Tarnikant Ghai
Assistant Director

Anthony V.
Assistant Director

Responsible Governance
Clear roles, responsible oversight and a commitment to ethical leadership.

Integrity & Ethics
Fairness, transparency and ethical decision-making in all that we do.

Accountability
A shared commitment to transparency, responsible stewardship and continuous improvement.



OUR FOUR PILLARS OF CHANGE

Four Causes. One Humanity.

Working together for a healthier planet, stronger communities and a more just, compassionate and equitable society.



ENVIRONMENT
Sustainable Future

Encouraging environmental awareness and responsible choices for future generations.



HEALTHCARE
Dignity in Care

Promoting awareness, wellbeing and dignity in access to care.



EDUCATION
Knowledge for All

Supporting the belief that knowledge and opportunity should be accessible to everyone.



HUMAN RIGHTS
Justice & Equality

Encouraging awareness of rights, equality, fairness and human dignity.

ONE SHARED COMMITMENT

Advancing dignity, opportunity and a better future for all.



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BRAC DIGITAL PLATFORM

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BRAC DIGITAL ECOSYSTEM

Technology for Humanity. Access for Everyone.

Connecting People. Empowering Communities. Inspiring Change.

A digital platform bringing people, information and opportunities together for a more informed, compassionate and equitable society.



SOS & COMMUNITY ASSISTANCE

GPS-enabled emergency alerts connect users with BRAC's Task Force for coordination with appropriate authorities.

FUNDRAISING & GIVING

Opportunities for supporters to contribute to meaningful causes and fundraising initiatives.

MENTAL HEALTH & WELLBEING

Information and resources that encourage understanding, awareness and wellbeing.

PETITIONS & PUBLIC VOICE

Digital tools that encourage awareness, public participation and responsible civic engagement.

KNOWLEDGE & LEARNING

Educational resources, legal information and accessible learning materials.

DIGITAL TOOLS & OPPORTUNITIES

Useful online tools, government information links, grants and other opportunities.

ONE PLATFORM. MANY POSSIBILITIES.

BRAC Digital Platform brings together awareness, public participation, fundraising, information and community-focused resources in one accessible digital space. Our aim is to make useful information and opportunities for meaningful engagement easier to discover and explore.

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BRAC SOS & EMERGENCY RESPONSE SYSTEM

When Every Second Matters, Every Connection Counts.

Connecting Emergency Alerts with Those Empowered to Respond.

BRAC's SOS platform enables individuals facing danger to submit an emergency alert with their situation, contact information and available GPS location. Alerts are delivered to the BRAC Task Force, with the aim of facilitating timely communication with the appropriate police or emergency authorities. BRAC's role is to support alert communication and coordination, while official authorities remain responsible for emergency intervention and legal action.

In an Emergency, Also Call 112

For immediate assistance, contact 112 (Police, Fire, Ambulance). BRAC's SOS platform is a support channel to help share information and coordinate with the appropriate authorities.



BRAC TASK FORCE

Alert Received with Situation Details and Location

APPROPRIATE AUTHORITIES

Information Shared with the Nearest Police Station or Relevant Emergency Authority

1. ACTIVATE SOS ALERT

Press and hold the panic button for 3 seconds and select your emergency type. Provide your mobile number.

2. SHARE YOUR LOCATION

We capture your exact GPS coordinates when you allow location access to help identify your whereabouts.

3. ALERT BRAC TASK FORCE

Your alert is received by the BRAC Task Force with your situation details, contact information and available location data.

4. COORDINATION WITH AUTHORITIES

BRAC aims to forward or escalate the information to the appropriate nearby police station or competent emergency authority.

A SAFER TOMORROW, TOGETHER.

Through technology, awareness and collaboration, BRAC works to help people in need reach the right authorities and support a safer, more compassionate society.

BRAC DIGITAL ECOSYSTEM

Fundraising & Giving

Every Cause Has a Story. Every Contribution Has a Purpose.

Create. Verify. Publish. Support.



Through Donate BRAC, we connect compassionate people with meaningful causes, enabling individuals, communities, NGOs and corporate partners to support initiatives that promote humanity, dignity and positive change.

The Journey of a Fundraising Campaign

From a Cause to Collective Support

01 Create a Campaign
Users begin a fundraiser for a meaningful cause.

02 Submit Documents
Campaign information and supporting documents are provided.

03 BRAC Review
The campaign undergoes verification and review.

04 Campaign Published
Approved campaigns become available on the platform.

05 Supporters Donate
People can contribute to published fundraising campaigns.

Every Campaign Tells Its Story

Transparent Information for Informed Giving

Story
Understand the cause and its background.

Updates
Follow the latest developments.

Verified Documents
View supporting documents.

Live Ledger
See published transaction details.

Statistics
Track progress and campaign milestones.

Campaign pages bring together essential information so supporters can explore the cause, review available documentation and follow published activity.

Who Can Participate?

A Platform for Individuals, Communities and Organisations

General Users
Create campaigns, support causes and spread awareness.

Fundraisers
Raise funds for meaningful initiatives.

Donors
Contribute to campaigns they care about.

NGOs
Share initiatives and engage with supporters.

CSR Participants
Explore opportunities for responsible collaboration.



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EQUAL RIGHTS
JUSTICE

BRAC FOREVER FUND

A Legacy Beyond a Lifetime.

A long-term vision for sustainable humanitarian support.

ENVIRONMENT

EDUCATION

HEALTHCARE

HUMAN RIGHTS



BRAC 1
The ₹10 Movement
- ₹10 (Contribution)
- 1 crore (Planned capacity)

Smallest Gift. Biggest Movement.

BRAC 2
The ₹100 Fund
- ₹100 (Contribution)
- 10 lakh (Planned capacity)

Give Once. Help Forever.

BRAC 3
Impact Circle
- ₹1,000 (Contribution)
- 1 lakh (Planned capacity)

BRAC 4
Founders Circle
- ₹10,000 (Contribution)
- 10,000 (Planned capacity)

BRAC 5
Legacy Partners Circle
- ₹1 lakh (Contribution)
- 1,000 (Planned capacity)

BRAC 6
Nation Builders Circle
- ₹10 lakh (Contribution)
- 100 (Planned capacity)

BRAC 7
National Visionaries Circle
- ₹1 crore (Contribution)
- 10 (Planned capacity)

BRAC 8
The Forever Founder
- ₹10 crore (Contribution)
- 1 (Planned capacity)

POTENTIAL PER LEVEL AT FULL PARTICIPATION

₹10 crore

8 levels × ₹10 crore = ₹80 crore

HOW THE FUND IS INTENDED TO WORK

Contributions
Build the fund

→

Stewardship
Preserve and manage capital responsibly

→

Available Earnings
Use earnings generated from responsibly managed funds to support humanitarian causes

→

Humanitarian Support
Create lasting social impact

→

Reinvestment
Reinvest a portion of earnings to help protect long-term purchasing power

ILLUSTRATIVE EXAMPLE (FOR BETTER UNDERSTANDING)

₹80 crore
Potential Fund
(at full participation)

→

6%
Illustrative
annual return

→

₹4.80 crore
Potential annual earnings
(before taxes, fees and other costs)

Our vision is to preserve the original fund capital and use available earnings to support humanitarian causes, with a portion reinvested for long-term sustainability.

The figures above are illustrative examples only. Returns and capital preservation are not guaranteed and may vary depending on actual financial arrangements, market conditions, applicable costs, taxes and other factors.

The BRAC Forever Fund represents our vision of compassion that lasts beyond a single lifetime. Designed around long-term stewardship, the concept aims to build and preserve a lasting pool of resources to support humanitarian initiatives over time. By combining thoughtful giving with responsible financial planning, BRAC hopes to create opportunities for future generations to benefit from generosity shown today.

Eight Levels. One Shared Legacy.

A Future Built to Last.

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PETITIONS & PUBLIC VOICE

One Voice Can Begin a Movement.

A platform for awareness, participation and responsible civic expression.



CREATE. SIGN. SHARE. INSPIRE CHANGE.

CREATE
Start your own petition and bring a concern to public attention.

→

SIGN
Invite others to add their signatures and show support.

→

SHARE
Spread your petition to reach more people and build awareness.

→

INSPIRE CHANGE
Encourage informed discussion and responsible collective action.

THE POWER OF PEOPLE

Every meaningful change begins when someone chooses to speak up. Through Donate BRAC's petition platform, individuals can create their own petitions, collect signatures directly and share them to reach more people. By bringing voices together, BRAC aims to promote awareness, responsible civic engagement and a more compassionate society.

AWARENESS
Highlight important social issues.

PARTICIPATION
Empower individuals to take action.

RESPONSIBILITY
Promote peaceful and lawful public engagement.

CHANGE
Build a fairer, safer and more inclusive society.

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KNOW YOUR RIGHTS

The Law Is Not a Weapon. It Is Your Shield.

BRAC's Practical Guide to Everyday Legal Rights in India.



ARREST & DETENTION
Understanding rights and safeguards.



WOMEN & CHILD PROTECTION
Awareness of legal protections.



POLICE PROCEDURES
Knowing what to expect.



EMPLOYMENT RIGHTS
Workplace rights and responsibilities.



TRAFFIC MATTERS
Everyday road and vehicle rules.



CYBER LAW & SAFETY
Online fraud, privacy and digital risks.



PROPERTY & HOUSING
Common ownership and tenancy concerns.



EVERYDAY LEGAL SITUATIONS
Other practical legal questions.



40 ORGANISED LEGAL CATEGORIES

Practical information for everyday situations across India.

Knowing your rights can make a difference. BRAC's *Know Your Rights* guide brings together practical legal information across 40 organised categories, helping people understand common situations involving arrests, police procedures, traffic matters, women and child protection, property, employment, cyber law and more. Written to encourage awareness and informed decisions, the guide aims to make everyday legal knowledge easier to access.

KNOWLEDGE
Easy-to-understand legal information.

AWARENESS
Greater understanding of your rights.

DIGNITY
Empowering informed decisions.

PROTECTION
A safer, fairer and more informed society.

This guide provides general legal information, not personalised legal advice. Laws and procedures may change.

MENTAL HEALTH GUIDE

A Universal Guide Because Every Mind Deserves Peace.

Understanding emotions. Finding support. Encouraging healing.



ANXIETY & WORRY
Understanding fear, overthinking and emotional unease.



FAMILY & RELATIONSHIPS
Navigating conflict, expectations and emotional strain.



SADNESS & LONELINESS
Making sense of difficult feelings and isolation.



TRAUMA & RECOVERY
Exploring difficult experiences and pathways to support.



STRESS & BURNOUT
Recognising exhaustion and the importance of rest.



HEALING & SELF-CARE
Encouraging healthy coping and seeking appropriate help.



42 PRACTICAL MENTAL HEALTH TOPICS

Covering every emotional struggle — anxiety, trauma, family stress, burnout and healing — for every human being on this planet.

Every mind experiences challenges, and no one should feel alone in understanding them. BRAC's Mental Health Guide brings together 42 practical topics covering anxiety, trauma, family stress, burnout, emotional wellbeing and healing. Designed as an accessible resource for people everywhere, it encourages understanding, healthy coping and informed decisions about seeking support.

AWARENESS
Greater understanding of feelings and mental health.

COPING
Practical ideas for everyday challenges.

SUPPORT
Guidance on when and where to seek further help.

HOPE
Encouraging wellbeing and a brighter tomorrow.

This guide provides general mental health information, not a diagnosis, treatment or substitute for professional care.

DIGITAL TOOLS & RESOURCES

Technology That Simplifies. Resources That Empower.

Useful Tools. Trusted Information. Everyday Convenience.



90+
DIGITAL TOOLS
Practical online utilities for everyday tasks.

1,000+
GOVERNMENT LINKS
Organised access to public information and services.

Useful information should be easier to find. Through its Digital Tools & Resources section, Donate BRAC aims to bring practical online utilities and organised government information links together in one accessible space. By simplifying the discovery of useful digital resources, the platform encourages convenience, awareness and more informed everyday decisions.

CONVENIENCE
Everyday digital tools in one place.

AWARENESS
Access to trusted government information.

EMPOWERMENT
Helping people make informed decisions.

OPPORTUNITIES
Supporting education, work, wellbeing and community growth.

Government websites and services remain the property and responsibility of their respective authorities. BRAC provides access to links and resources and does not issue official government documents or approvals.

GRANTS & OPPORTUNITIES

Opening Doors. Creating Possibilities.

Because every dream deserves an opportunity to grow.



EDUCATION & SCHOLARSHIPS

Explore learning-related opportunities for students and individuals.

GRANTS & FUNDING

Discover potential funding programmes for individuals and organisations.

SKILLS & DEVELOPMENT

Find opportunities for learning, training and professional growth.

COMMUNITY INITIATIVES

Explore programmes that support social development and positive change.

Opportunity should not remain hidden behind complicated information. Through its Grants & Opportunities section, Donate BRAC aims to help visitors discover relevant funding programmes, scholarships, development initiatives and other useful opportunities. By bringing information together in an accessible format, the platform encourages people and organisations to explore possibilities, understand requirements and take informed next steps.

DISCOVER
Find relevant grants and opportunities.

UNDERSTAND
Learn about eligibility and requirements.

EXPLORE
Get useful information and guidance.

TAKE ACTION
Move forward with confidence towards your goals.

BRAC shares information about grants and opportunities from various organisations for awareness and convenience.
BRAC does not guarantee grant approval, funding, selection or eligibility. Decisions remain with the respective programme providers.



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TOGETHER, WE SHAPE TOMORROW

Connecting People. Inspiring Change. Building Trust. Creating a Better Future.



COMMUNITY CONNECTIONS

People. Ideas. Collaboration.
Stronger Communities.

AWARENESS & SOCIAL CHANGE

Knowledge. Participation.
A Kinder, More Informed Society.

TRANSPARENCY & ACCOUNTABILITY

Responsible Governance.
Open Communication.
Greater Trust.

OUR VISION FOR THE FUTURE

Inclusive Growth. Lasting Impact.
A Brighter Tomorrow.

COMMUNITY CONNECTIONS

Encouraging meaningful connections, shared knowledge and collaboration among individuals and organisations to build stronger, more inclusive communities.

AWARENESS & SOCIAL CHANGE

Making useful information more accessible and inspiring informed, compassionate participation in social issues and community initiatives.

TRANSPARENCY & ACCOUNTABILITY

Upholding responsible governance, clear communication and accountability in BRAC's work, with a continued commitment to integrity and trust.

OUR VISION FOR THE FUTURE

Working towards a society where dignity, opportunity and collective responsibility help shape lasting progress for people and communities.

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CORPORATE SOCIAL RESPONSIBILITY

Where Corporate Purpose Meets Human Progress.

Meaningful Partnerships. Responsible Giving. Lasting Possibilities.



Corporate responsibility becomes more meaningful when businesses and social organisations work towards shared goals. BRAC welcomes opportunities to explore responsible CSR collaborations across Environment, Healthcare, Education and Human Rights. Through thoughtful planning, clear communication and appropriate governance, we seek to build partnerships that contribute to positive and sustainable social progress.

CORPORATE PARTNERSHIPS

Exploring opportunities for businesses and BRAC to work towards shared social objectives.

GOVERNANCE & CREDIBILITY

A Section 8 nonprofit with 12AB, 80G and CSR-1 registrations.

FOUR HUMANITARIAN CAUSES

Environment, Healthcare, Education and Human Rights.

RESPONSIBLE COLLABORATION

Clear objectives, appropriate documentation and accountable implementation.

BRAC is a Section 8 company, registered under 12AB and 80G, and has CSR-1 registration.

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PARTNERSHIPS & COLLABORATION

Different Strengths. One Shared Purpose.

Building Connections. Sharing Knowledge. Creating Possibilities.



Progress becomes more meaningful when people and organisations bring their strengths together. BRAC welcomes opportunities to explore partnerships with institutions, businesses, professionals, community groups and other organisations that share a commitment to social progress. Through knowledge-sharing, responsible coordination and mutual respect, we aim to encourage collaboration across Environment, Healthcare, Education and Human Rights.

INSTITUTIONS & ORGANISATIONS

Exploring opportunities to share expertise, resources and knowledge with educational institutions, nonprofits and other organisations.

CORPORATE & PROFESSIONAL NETWORKS

Encouraging responsible collaboration with businesses, professionals and industry networks around shared social goals.

COMMUNITIES & LOCAL INITIATIVES

Supporting connections, participation and the exchange of useful information among communities and local initiatives.

KNOWLEDGE & DIGITAL COLLABORATION

Exploring ways to improve access to information, digital resources, awareness and learning opportunities.

A partnership begins with a conversation.
Meaningful change begins with a shared commitment.

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JOIN THE CHANGE

Your Participation. Our Shared Purpose. A Better Tomorrow.

People. Partnerships. Possibilities.



CORPORATE CSR COLLABORATION

Explore responsible CSR collaboration opportunities to support shared social goals.

VOLUNTEER & CONTRIBUTE

Share your time, knowledge and professional skills to make a difference.

SUPPORT A CAUSE

Contribute towards BRAC's humanitarian objectives and help create opportunities for a better tomorrow.

SPREAD AWARENESS

Share information, participate in campaigns and encourage positive change in your community.

Every meaningful change begins when someone chooses to care. Whether you contribute your time, knowledge, resources or voice, your participation can help create possibilities for others. BRAC welcomes individuals and organisations who believe in working together for a more compassionate society.

The Next Chapter of Change Begins With You.



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CONTACT & CONNECT

Every Meaningful Connection Begins with a Conversation.

We welcome your queries, suggestions, partnership ideas and support. Reach out to our Head Office or any of our regional offices across India.





BRAC HEAD OFFICE

1001, 10th Floor, Jasmine Building,
H Wing, Lodha Crown, Palava Phase 2,
Dombivli (E) – 421204,
Thane, Maharashtra, India.



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info@donatebrac.org

NORTH ZONE OFFICE

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Punjab, India.



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CENTRAL ZONE OFFICE

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Our Legacy Is Not What We Leave Behind.
It Is What We Inspire Others to Carry Forward.

OUR LEGAL IDENTITY

BRAC Global Social Foundation
CIN: U85100MH2015NPL270633
Date of Incorporation: 02/12/2015
NGO: Registered under Section 8
Companies Act, 2013
Ministry of Corporate Affairs (MCA)

BANK DETAILS

Account Name:
BRAC Global Social Foundation
Account Number: 50200119076076
IFSC Code: HDFC0009768
Bank Name: HDFC Bank
Branch: Khoni Palava

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INTERNATIONAL RECOGNITION

Listed in the United Nations
NGO Database

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