PYXERA Global facilitates Global Pro Bono programs that empower women with tools and resources so they can overcome barriers and participate fully in society. Women’s empowerment is a process that seeks to bridge the inequalities between men and women—strengthening women’s ability to make choices about their own lives. Women and girls are critical to the success of the Sustainable Development Goals (SDGs) and PYXERA Global’s goal of improving lives and livelihoods. Investing in women and girls leads to increased productivity, re-investment in families, reduced hunger, improved health, strengthened economies, and more sustainable nations.

**AT A GLANCE**

- **179** women-focused GPB projects
- **150** client organizations
- **23 million** women beneficiaries
- **35** countries

*For these 179 projects, 43% of the employees trained were women*

**REGIONAL INFORMATION**

Countries with the highest number of projects directly benefiting women:

1. **India**
2. **Ghana**
3. **Brazil**
4. **South Africa**
5. **Morocco**

*37% of all projects directly benefiting women were in India*

**SECTOR FOCUS**

PYXERA Global has facilitated projects directly benefiting women in five sectors:

- **37%** entrepreneurship & employment
- **36%** health & nutrition
- **12%** community development
- **10%** education
- **5%** environment & agriculture

*Data from GPB programs 2008-2017. For more information, please visit pyxeraglobal.org.*
CASE STUDY: Vasavya Mahila Mandali

CSC India 33 – Vijayawada – February 2017

In February 2017, IBM deployed a Corporate Service Corps (CSC) team to work with Vasavya Mahila Mandali (VMM), a female-led nonprofit in Vijayawada, India. Founded in 1969 by nine women to advance women’s welfare through skills development, VMM empowers women to become community role models. VMM now serves 472,000 individuals, primarily women and children, in the Andhra Pradesh and Telangana regions of India.

While VMM had successfully expanded its holistic approach to address issues related to women’s health, nutrition, economic development, and education, the organization lacked capacity and funding to dedicate to organizational processes and strategic development. The CSC team’s objective during its month-long engagement was to review VMM’s organizational processes, programs, mission, and vision to formulate a long-term strategic plan. The support was critical for the organization, whose leadership felt that receiving an IBM CSC team provided “an opportunity for us to plan and shape our women-led NGO into a professional organization with systems in place to achieve sustainability, scalability, and visibility.”

With a new strategic plan in place, VMM is pursuing its mission with renewed direction, enhanced capacity, additional partnerships, and increased funding. VMM’s technical manager highlighted the value of the team’s support, declaring that their most significant contribution was the “development of a professionalized strategy planning for VMM and building the capacity of the staff.”

The CSC team also organized workshops with VMM staff, training 15 employees on useful tools including stakeholder analyses and needs assessments, which the staff now use to better understand and support their beneficiaries’ needs and articulate their story to prospective donors.

Based on the CSC team’s recommendations, VMM modified its vision statement and in January 2018, launched two social enterprises targeting infant and maternal health to ensure that its interventions truly are sustainable. Since the assignment, VMM has formed new alliances, including partnerships with the U.S. Consulate and the World Bank, and attracted additional funding of approximately $240,000 USD. The organization anticipates that 600,000 people will benefit from the CSC team’s support, including 400,000 women and 200,000 children.

“The training was a significant milestone, especially for the women managers and executives who often cannot spare the time to pursue capacity building opportunities. The staff, especially female staff, benefited by learning skills through workshops conducted by CSC participants, such as organizational development, stakeholder analysis, and risk analysis.”

— TECHNICAL MANAGER, VMM