

Making an impact in India

Rishi Khosla is CEO and co-founder of Copal Partners, a highly successful global investment organisation based in Delhi. This March, NPC and Copal announced a joint partnership to analyse charities in India. So why did this investment ace decide to enter the world of philanthropy?



When he was just 20 years old, Rishi Khosla joined ABN Amro as an investment banker. He left the company three years later as an associate director and joined GE Capital. While managing a \$50m venture fund for GE Capital, his talent for making money was spotted by the global steel magnate Lakshmi Mittal. He began to manage Mittal's personal portfolio. While still in his early thirties, Rishi set up his own company—Copal Partners. But recently he has decided to focus some of his attention on the charity sector in India—and has joined forces with NPC to help make an even greater impact.

Massive demand exists to give in India.

'We wanted to get involved in philanthropy in India, and explored different ways of doing this,' explains Rishi Khosla.

'We encouraged employees to donate and also gave directly from the company, but we also wanted to play a more strategic role.'

'So we brought together some of our analysts to look at charities in India, to judge their impact and their governance, and ensure they were well run and not corrupt.'

Rishi was introduced to NPC by Tom Singh (founder of the high street fashion chain New Look and one of Britain's wealthiest men). He was impressed with the work NPC had done analysing charities in the UK.

'I felt this could complement the work that we had just started doing in India,' he says.

'As NPC was also in the process of devising its international strategy, it seemed to make sense to see if we could develop a partnership that would draw on both of our strengths.'

Obviously, NPC has developed an expertise and its own framework for analysing charities and producing reports on social issues,' he adds.

'Copal will bring its knowledge of the Indian environment and its own experience of financial analysis and research.'

So does Rishi see any challenges in working hand in hand with NPC to analyse India's charities?

'I think the nature of the Indian voluntary sector will pose some challenges—it is quite fragmented and local,' he says.

'Actually getting the information will be hard, and in many cases the charities lack the capacity and the knowledge to capture massive amounts of data. Also working out which areas to look at first could be tough—when faced with the massive needs in India, it's hard to know where to start.'

But Rishi firmly believes that the potential impact of Copal's partnership with NPC could be enormous.

'Massive demand exists to give in India, yet people worry about things like corruption, and exactly what their money will achieve,' he says.

'This project will address these concerns and introduce donors to effective organisations that they might not have heard of otherwise. Hopefully, not only will money be given more effectively and efficiently, but also donors will be encouraged to give more.'

Adrian Fradd

For more information on NPC's partnership in India please call us on 020 7785 6300.

Charity Insight



Scotland has one of the highest suicide rates in Europe: 1,000 Scots take their own lives each year.

Theatre Nemo is a community theatre company based in Glasgow. It runs workshops in and out of hospitals to tackle boredom, reduce social isolation that can cause patients to relapse and provide therapeutic activity.