



**Madhura Kapdi**  
***Director- Recourse Mobilisation***

Madhura Kapdi helms the fundraising and communication portfolio at HSTP as Director - Resource Mobilisation. Her role is to establish and grow the organization's Fundraising, Marketing, Brand Management, PR, and Communication portfolios.

Madhura is an experienced Marketing Specialist with extensive knowledge of the development sector, having spent 19 years advancing health, child rights, WASH, and wildlife conservation agendas with reputable non-profit organisations such as CRY, WaterAid, WTI, and Save the Children. She is a dynamic leader who is recognised for driving strategic planning, nurturing new initiatives, building efficiencies, innovating, and leading change management. Her accomplishments include fast-tracking corporate business for CRY, establishing WaterAid fundraising in India, raising funds for, and driving large-scale conservation and child rights campaigns, refreshing brand for CRY and Save the Children in India, and was invited to contribute to the global rebranding and media management efforts during her tenure. She has successfully curated the Child Champions programme for Save the Children, which is a unique mentoring programme for children's leadership. This programme went on to receive two rounds of funding in its first year.

Through her work within the social sector and Mindshare Fulcrum managing Unilever brands, she has diverse experience in business development, communications, campaigns, media advocacy, and organisational planning.