



citiesRISE
Reference

CITIESRISE

Partner	citiesRISE	Year	2018 – Present
Practice	Health	Geography	India

THE OPPORTUNITY

Complex markets like India require a thorough understanding of the local context before new organisations can begin establishing a meaningful footprint in these countries. However, it can be expensive to build a local team and to identify the appropriate launch and growth strategies without access to the right resources and networks. citiesRISE is a global platform headquartered in New York, that works with young people towards improving their mental health and making mental health-friendly cities. citiesRISE partnered with Ennovent to implement its youth initiatives in India, looking to Ennovent to bring its knowledge of the market and regulatory frameworks, as well as the capacity to build and manage country networks.

OUR SOLUTION

Ennovent partnered with citiesRISE in Chennai, one of the cities that citiesRISE is working in. Over a partnership spanning more than five years, Ennovent has worked with citiesRISE to conduct market research and set up its India program, providing strategic and operations support to identify local partners, hire the team, and launch projects in Chennai, including the Youth Challenge Award (YCA). Ennovent also provided catalysation support to the YCA awardees, helping them address specific gaps in their business models, refine their value proposition, and fine-tune their offerings for their target audience. Ennovent has also supported citiesRISE Chennai with its communications strategy, to design and roll out appropriate social media content.

THE BENEFITS

Through its partnership with Ennovent, citiesRISE has established operations in India and strengthened its team as well as networks, and is working actively towards improving youth mental well-being in different settings. Young mental health innovators associated with citiesRISE have received capacity building support to improve their strategy and reach. citiesRISE is set to expand its operations and expand its collaboration with young people and relevant stakeholders in the country, as part of its India strategy.

“Since 2018, Ennovent has played a formative role in helping citiesRISE implement key initiatives on youth mental health in India and support the management of projects and partnerships in the country. This included crucial contributions to landscape assessments, strategy development and the capacity building of youth entrepreneurs. Through their support, Ennovent helped us strengthen our footprint in India and we look forward to continuing our fruitful collaboration with them.” **Moitreyee Sinha (CEO and Founder, citiesRISE)**