

Vita & Jalaj Dani

Where compassion meets impact



Vita Dani, a sports entrepreneur and philanthropist, is driven by passion and ambition to create meaningful impact in India through sports and philanthropy, and **Jalaj Dani**, co-promoter of Asian Paints, has long been committed to creating sustainable, impactful change in society.

➡ Early Roots of Giving

The Dani family's philanthropic roots trace back to **Kapadwanj**, where Jalaj Dani's grandfather, S.C. Dani, studied before founding Asian Paints. Vita, influenced by her father Rasiklal Meswani, comes from a family devoted to community service.

Their festivals were marked by lighting up the lives of underprivileged children—Vita's **greatest joy** came from personally feeding them.

➡ Deep Roots, Bold Vision

In the early 2010s, Vita and her husband felt a profound calling to give back to their community. Partnering with the 80-year-old foundation Kapadwanj Kelavani Mandal, they focused on providing affordable education to local citizens, marking the inception of the Dani Foundation.

For the Dani family, **philanthropy** has always been a **way of life**. Giving back to society has been deeply ingrained in their **values**, and they have consistently contributed to causes that uplift communities. **Philanthropy**, for the Dani family, is not transactional but **transformational**. They believe in actively contributing their time, expertise, networks, and resources to maximize impact.

"We are truly privileged. We are blessed in life and I think if we do not go about making the change then we need to think and give life a serious thought."



Key Principles of Strategic Philanthropy

Their approach is rooted in these guiding principles:

- **Collaborative Partnerships:** They join forces with established organizations to avoid duplication and maximize impact through collective action. By fostering synergies, embracing shared learning, and viewing failures as stepping stones to progress, they strengthen the ecosystem for lasting change.
- **Building Institutions:** Establishing and supporting educational and sports institutions that create a lasting legacy. By investing in infrastructure, knowledge-sharing, and leadership development, they help organizations scale and sustain impact over time.
- **Engaged Giving:** For them, philanthropy goes beyond funding, it is an active commitment of time, expertise, and mentorship.

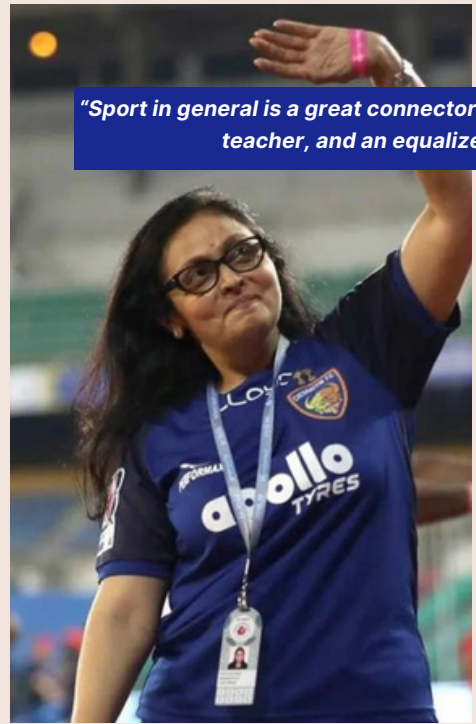
“Our grandfather used to go to a polytechnic school there before he came to Mumbai and started Asian Paints. We always said, we will go back there and do something there because that's where we have come from. That's where our roots are. And it's only appropriate to start there.”

➡ Turning Obstacles into Opportunities

Recognizing the **gaps** in the sports ecosystem—limited access, lack of infrastructure, and unequal opportunities—Dani family saw not just a challenge, but a chance to create lasting impact.

Acknowledging the profound **impact** sports have on developing leadership, teamwork, and resilience, they emphasize the importance of a solid sports foundation to positively channel the energy of India's **young population**.

They believe that sports participation keeps youth focused and disciplined, mitigating social issues like drug and alcohol abuse. Vita and Jalaj underscore that sports teach valuable lessons about dealing with setbacks, viewing them as opportunities for learning and growth rather than failures..



"Sport in general is a great connector, a teacher, and an equalizer"

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"We have enough talent but not the right platform. We are a country of a billion people. How can we not create champions?"

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Fueling Decisions with Trusted Insights: Partnerships to Prosper

Dani family makes decisions based on the expertise and insights provided by trusted team members and local partners.

The collective approach ensures that the philanthropic initiatives are well-informed, aligned with the ground reality & need; and strategically planned for maximum impact.



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I believe we shouldn't reinvent the wheel. When somebody already has an initiative running, we should be joining hands with them rather than doing it all over again.

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Key team members of the Dani Foundation play a critical role in managing and implementing philanthropic projects for them. The family considers them as their ear & eyes for understanding the ground reality. Their judgment and recommendations are highly trusted by them, enabling a shared sense of passion.

Together, they've transformed the Dani Foundation's approach.



Philanthropy in Action

Dani Family's Philanthropic initiatives

1 Million+ student lives impacted positively through sports learning
19,000+ PE Teachers Trained
3,000+ Educators Skilled to deliver sports that empower children
230,000+ Individuals Treated through Dani Foundation & KKM healthcare
₹100+ Million worth of infrastructure support
300+ Cumulative Medals were Won by Athletes

The Dani family's philanthropy rests on four pillars:

Education: Enhancing access to holistic learning by strengthening institutions, infrastructure, and educator training.

Healthcare & Well-being: Promoting affordable care through partnerships focused on prevention, maternal and child health, mental wellness, and nutrition.

Livelihood Development: Empowering communities through entrepreneurship, vocational training, and job creation.

Sports & Physical Literacy: Building life skills and leadership through grassroots sports, coaching, and talent development.

The Dani Foundation partners with **Kapadwanj Kelavani Mandal (KKM)** Trust to offer affordable education, healthcare, livelihood, and sports programs in Kapadwanj Taluka. It also works across **Kheda, Anand, and Mahisagar** districts, focusing on healthcare, livelihoods, and heritage conservation.

Our Journey

2010

Dani Foundation initiated a comprehensive diagnostic to strengthen governance at the **Kapadwanj Kelavani Mandal (KKM) Trust**

2017

Vita and Jalaj Dani **founded ELMS Sports Foundation** to promote physical literacy and high-performance sport in India
Partnership established with the Sports Authority of Gujarat (SAG) in Nadiad, Gujarat, to train athletes across multiple sports

2018

ELMS launched **“Train the Trainer”** workshops for PE teachers, training over **150 teachers** in physical literacy, child development, and lesson planning

2019

Kapadwanj Trust achieved **platinum certification** from GuideStar India
Athletes won 119 medals in FY 2018–19, including 12 medals at international events.

2020

Over 19,000 PE teachers trained, with partners like Ambuja Cement, Tata Trusts, SBI Foundation, and state governments.
First High-Performance Leadership Programme in sports launched, in collaboration with Abhinav Bindra Foundation and Loughborough University.

2022

Flagship school sports program launched in Pune with **35 schools**
Project Chhalaang, a grassroots physical literacy program, launched with Aspirational Bharat Collaborative and nonprofits, **reaching 500K+ students**

2023

Collaboration with Sports Authority of India (SAI) for the advancement of boxing, to produce players of international caliber
Launch of **Sports for Transformation Fellowship** - a 2-year program designed to foster sports-driven social impact and leadership

2024

ELMS Sports Foundation **rebranded as Dani Sports Foundation (DSF)**
Launch of **Table Tennis development program** to nurture young talent, onboarding 14-year-old prospect Divyanshi Bhowmick.

2025

Launch of **Chhalaang Fund** to build capacities of grassroots sports organizations by scaling impact through strategic partnerships
Impact Evaluation Study for elite sports academies and organizations to identify existing gaps and develop a roadmap for performance enhancement

➔ Stories of Impact

Serving at the last mile

To avoid duplication, the Danis partner with established organizations like Annamrita Foundation, Pratham, and Project Mumbai.

Annamrita serves over **1 million meals daily** in **6,500 schools** across **seven states**. With Dani Foundation's support, it aims to scale up to 1.5 million meals, boosting nutrition and school attendance.

Through its partnership with KKM Trust since 2010, the Foundation runs 13 institutions serving **7,000+ students** with **holistic education**.

Beyond funding, the Dani Foundation connects NGOs with other philanthropists, fosters knowledge-sharing, and offers strategic advisory support—strengthening last-mile program delivery.



"We don't believe in passive philanthropy. We want to make a difference and only when we can do that, we will be different than the others."

Breaking Barriers: Rukmani's Journey to Inclusion

In a remote tribal village in Gujarat, **Rukmani**, a **10-year-old** with an **intellectual disability**, once sat quietly on the sidelines, excluded from play and learning.

Through **Project Chhalaang's** inclusive physical literacy program, led by trained PE teachers, Rukmani slowly began participating in games, developing confidence, motor skills, and friendships.

Launched in 2022, Project Chhalaang has reached over **half a million children** across **2,300 schools** in **23 districts**, with a strong focus on inclusion and girl participation. Rukmani's transformation is a testament to how sport can dismantle barriers and create space for every child to thrive.



"For the first time, I saw her laugh and run with others. Sports gave my daughter a new life," says Rukmani's mother, eyes welling with joy.



Give More
Give Sooner
Give Better

Vita and Jalaj Dani strongly advocate for shared learning & achieving impact by working at the grassroots. Community knowledge is a great resource to leverage while reaching impact at scale.

They find immense value in leveraging each stakeholder's strength and then collectively building a team of driven people, both at the leadership level as well as the people on the ground executing the program.

They believe that meaningful community engagement is a necessity that leads to more equitable decisions. They advocate for working alongside community leaders to design for social change. Beneficiaries act as equal stakeholders in influencing decision-making that at the end affects their lives.

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“When you go to the field, you realise a small contribution or a grant can really go a long way, if the program is designed keeping in mind people's needs & local context”

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“May your dreams be big enough
to include everybody”



Creators of positive change that endures

For more information contact:
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