

Ritu Nathani, in her role as the head of Cybage's two CSR arms- CybageAsha and CybageKhushboo has been the driving force behind the company's long-term commitment towards the all-round development of the marginalized sections of the society. Under Ritu's wholehearted guidance and strategic direction, CybageAsha and CybageKhushboo have executed various meaningful educational and socio-economic drives over the years, creating a life-long impact on thousands of families.

CybageAsha operates in three key verticals—Rural Upliftment, Community Development, and Social Welfare. Its long-term projects aim at uplifting rural communities using sustainable intervention. Through meticulously planned drives, its short-term projects enable volunteers to reach out to the visually impaired, youth, widows, women's groups, and senior citizens. CybageKhushboo, in line with its belief in the adage "Give a man a fish; you feed him for a day. Teach him how to fish; you feed him for life", provides financial assistance to economically backward but promising students, enabling them to fulfill their educational aspirations and secure a bright future.

As the Pune Chapter Chair of Yi's (Young Indians—a youth platform of the Confederation of Indian Industry) during 2012-13, Ritu was instrumental in organizing several learning events, along with a leadership summit with former President of India, the honorable Dr. APJ Abdul Kalam.

Ritu has also travelled far and wide to promote causes close to her heart. She was part of the official Indian delegation to G20 Young Entrepreneurs' Alliance Summit at Moscow in June 2013. She followed this up with a delegation to Pakistan in October 2013 for the Pak-India Young Entrepreneurs Bilateral Summit that was organized by the Young Entrepreneurs Forum (YEF) of the Islamabad Chamber of Commerce and Industries (ICCI) in partnership with Yi, and Commonwealth Asia Alliance of Young Entrepreneurs (CAAYE) in association with Aman Ki Asha, a peace initiative between India and Pakistan.

Ritu is a dentist by training, a drama and elocution teacher by passion, and a philanthropist at heart. She has been honored as a 'Leading Consultant' at the third edition of the Women Leaders in India Awards for her contribution to Corporate Social Responsibility (CSR). She was also felicitated at the Times Pune Visionaries organized by Times of India for her work in the field of CSR.