

# THE DISCOURSE

Edition 7, Volume 22, Jan'2022



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## EDITORIAL

**Uttama Pandit**

Head of Operations  
INDIAAdonates

Yet another year has gone by, and it fills us with jubilation, grace, and love to welcome this new year with open arms. On behalf of INDIAAdonates, I wish you all a very Happy New Year 2022. The countless unspoken acts of kindness and compassion has made us sail through the previous year whose memories were scarred by the raging pandemic. As the pandemic still pose challenges before us, exposing our vulnerabilities, and dividing the world, we are not bereft of hope. Every act of kindness, thoughtful action, innovation & policy changes should be driven to create pathways for disentangling ourselves from disparity and normalising equality.

The last quarter of 2021, we witnessed global intervention at the United Nation COP26 summit, as nations aimed to turn the 2020s into a decade of climate action and support. India also pledged to achieve net-zero emission by 2070. While at the home front, India achieved a tremendous feat inoculating 1 billion people with COVID vaccine, as the economy showed recovery, post the devastating second wave.

INDIAAdonates through its multiple interventions working with marginalised communities has been at the forefront of responding to the ever changing social-economic landscape of India, by working on innovative campaigns in rural areas, making collaborations across sectors, strengthening the capacities of civil society organisations, and bringing them closer to their Vision.

Through our multi-dimensional efforts, we have also ventured to explore various models of low-cost fundraising, through our selected NGOs, which would have the potential to disrupt the landscape of fundraising, as we understand today. More of which has been delved and covered in this edition, through our cover story "NGO Sustainability- Which Way? Heading strong with our pledge to 'Rebuild Communities' in the last quarter of 2021, we worked and continued to support children with the need of education and nutrition. Today, INDIAAdonates is able to drive great initiatives at micro and macro level because of the belief and trust laid upon us by our partner NGOs, our most trusted donors, who have kept us buoyant, volunteers who have steered our effort, and the motivation of our entire staff.

I am extremely grateful to all of you, who continue to trust us and in the process help us to behold our values of transparency and accountability.

# NGO Sustainability- Which Way?

**Sandeep Sharma**

*Founder, INDIA donates*



Since the onset of the pandemic in 2020, much like the whole world, the civil society organisations working at the grassroots level are going through a massive churning, not only at their work, but also how they work, public perception, delivery models, impact, lobbying, technology, funding, to name a few.

A similar tectonic shift is happening in the territory of individual charity giving. According to Charities Aid Foundation World Giving Index 2018, India has the most number of people donating money in the world (191 m), ahead of the USA (158 m) and China (156 m). Online citizen engagement has grown rapidly, more so during the last 2 years, as remarkably displayed during the COVID crisis. Twitter and Instagram became the go-to source to not only raise funds but provide critical information on hospital beds, concentrators, drugs etc. The digital donation proved the most competent, accessible and acceptable medium to raise funds overnight, thanks to rapid digitisation, and millennials spearheading the movement of free information. However, much to our chagrin this invasive technological evolution has left out a large chunk of small and mid-sized NGOs and adaption to technological advancement has been wanting.

By and large fundraising landscape in India is predominantly occupied by a handful of big NGOs, who has international descent. This international affiliation has provided a distinct advantage in terms of access to technical know-how; adaption of proven international fundraising models and most importantly sizeable financial resources. Unarguably, they had the first movers advantage in trying different methods of fundraising, starting from face to face, retail, digital, door-to-door, legacy giving etc. These select few NGOs have created diversified fundraising funnels to champion social causes. Starting from service delivery, advocacy, branding, corporate association, volunteering, fundraising, they are doing it all.

They are at the checkout counters, retail stores, on the face of the packaged goods, even airline tickets, at malls. It is hard to dismiss their ubiquitous presence, from day to day lives. Of course, my objective is not to malign or renege their effort. They have earned their reputation after years of hard work, and they deserve appreciation and applause. Unfortunately, no serious attempt has been made to explore alternative fundraising approaches at the grassroots level.

It is baffling to see smaller NGO with every bit of worth, STRUGGLE to enter the fundraising arena. Although, their appetite for change and development is equally sweeping; global know-how, access to technology, bureaucratic encumbrance, networking gaps, geographical detachment, all adds to their struggle. Into the bargain, the FCRA modifications in September 2020 has made sweeping changes, flattening the funding curve for smaller NGOs. Right now, many of them are facing an existential dread. The hullabaloo surrounding incurring expenses around Fundraising has given rise to angst and trepidation in the minds of smaller NGOs, leaving it completely unexplored.

To be fair, Fundraising in its totality used to be an extremely cost intensive method, with cost of fundraising nearing around 50-60% of funds raised. Thankfully, COVID-19 has radically changed how individuals perceive and experience giving, and how NGOs interact with potential donors, at a much cheaper cost than imagined. Even then, smaller NGOs are struggling to enter the market & seem to be stuck in this lamentable cycle of lack of funding = lack of visibility/branding, and vice versa.

If we are to believe in data, donations have increased, donors have equally increased, and the market is ripe with people wanting to give. #GivingTuesdayIndia grew between 2017 to 2018 to collect 9.03 crores over a week in 2018. Corporates donations have also opened new avenues for funding. There is a new sense of social stimulation happening within the corporate sector, Paytm collected 30 cr from 12 lakh users for Kerala flood relief. On the other hand, conventional source of funding the foreign institutional donor has slowed down over last 5-6 years.

For a country like India, the space occupied by NGOs provides the necessary substratum for our society. Their relevance became even more poignant with the ongoing COVID19 battle. As the cases recedes, but the pandemic lingers, India faces a USD 8.5 trillion (INR 533 lakh crore) funding shortfall in realising Sustainable Development Goals (SDGs) according to the National Institution for Transforming India (NITI) Aayog. While in an ideal world, all shapes and sizes of NGOs should have the right to exist, in reality the landscape has become lopsided, due to the above mentioned reasons.

Honestly, there is no right answer to deal with it, it is a larger question that thousands are struggling to answer. And so are we at INDIA donates. However, as a small NGO ourselves we have devised an experiential program to disrupt the existing market of fundraising by exploring and innovating low-cost Fundraising methods, that can potentially burst the bubble around how fundraising can be conducted by even smaller NGOs and help them to diversify their funding base. Our three-year intensive program Centre of Excellence focusses on select few small and mid-sized NGOs, who can become power centres in low-cost fundraising and create a ripple effect in their adjoining geographical areas. The idea behind Centre of Excellence was rooted in our vision for INDIA donates, to provide a pathway for robust and diverse fundraising for small and mid-sized NGOs. This one-of-a-kind intellectual lab of Fundraising, hopes to imbibe and inculcate fundraising structures across existing systems and processes of an NGO. While we are hopeful that different models of charity are likely to emerge and excel from within the cohort, we also intend to release the learnings from Centre of Excellence, that can act as a fundraising playbook in the longer run.

While this research-led action is limited to few NGOs, there is no limit to exploring fundraising, by others who are already experiencing a funding lull. For starters NGOs need to make digital noise, be more present, topical, get more volunteers, leverage technology and importantly believe low cost fundraising is possible and is not limited to a select few.



# What We Did?



## Rebuild the Lives of Domestic Violence Survivors through Employment

In India, the pandemic, subsequent lockdowns and the deep economic crisis that arose as a fallout of COVID-19 has resulted in a significant increase in the number of domestic violence cases across the country. Data suggests that over 40% of domestic violence cases are reported in Bihar, Karnataka and Manipur. Having witnessed first hand the despair and devastation this has caused in the urban slums of Patna, our partners at Bihar Voluntary Health Association (BVHA) will work with 30 women survivors across 5 slums in Patna. They will receive skill development training on sewing, embroidery and other skills related to making, mending and beautifying clothes that will help them gain financial independence. At the end of the training program, each of the women will be provided with a sewing machine to make and mend clothes from their homes. Additionally, they will receive an intensive 5 day workshop on Financial Literacy, Entrepreneurship, Book-keeping and building a small business.

Read more about the campaign [here](#)

## Help Adolescent Girls Achieve their Dreams

A study conducted by our partner Apnalaya in the Shivaji Nagar area of Mumbai, revealed that 38% of girls drop out of school and get married before the age of 18, alarming figure that requires immediate attention. Through their intensive work amongst adolescent girls in the community, Apnalaya wants to ensure that no girl is denied their right to education. To curb the dwindling number of girls receiving an education, they wish to deepen their 'School Saheli' program. Through this program they want to ensure that for 50 adolescent girls between the age group of 14-18, education does not come to a screeching halt. These girls belong to the poorest of poor families that are dependent on daily wages. These girls will be provided with a scholarship of Rs. 500 each month over the course of 10 months, conditional to them remaining in school. The project will also incorporate awareness sessions with parents to change mindsets and inculcate the importance of girls' education.

Read more about the campaign [here](#)





## Give Girls from Underprivileged Families a Chance to Continue their Studies

School closure across the country has had a devastating effect on girls' education across the country, often pushing these girls to devote their time to household chores, sparing little time for learning. According to UNICEF, millions of girls are likely to drop out of school once the schools open. INDIAdonates' partner, Rajasthan Samagrah Kalyan Sansthan (RSKS) has so far identified 250 girls between the age of 11-15 from 20 villages in Ajmer district of Rajasthan who do not have basic school supplies, hygiene material or knowledge of hygiene and sanitation. The severe financial plight of the families has led to food insecurity, and reduced health status for them, further preventing them from reaching their full potential with studies. The girls are now looking at an uncertain future with the high likelihood of child marriage. To ease the process of their return to school, RSKS will be providing these girl-children with school supplies for a year, hygiene material including sanitizers, soaps as well as menstrual hygiene products for the next 6 months and ensure their right to education is upheld.

Read more about the campaign [here](#)

## Ensuring Quality Primary Education For Children in Remote Manipur Villages

The Right to Education (RTE) Act, 2009, talks of free and compulsory education for all children in India. However, the ground reality is very different. In villages of Manipur, a non-functional Government Primary school is a common sight. For the rural communities, their children's only hope at quality education is from private schools. This creates a disparity for children from underprivileged households whose parents cannot afford the fees for private schooling. Widening the gap in the quality of education in public and private schools often alters the future for children from resource poor households. INDIAdonates partner, Participatory Action for Sustainable Development Organization (PASDO) promotes community action and responsibility in ensuring effective functioning of public education system in Manipur. PASDO has identified five villages with 5 government primary schools that need to be strengthened in Phungyar block of Kamjong District, Manipur. They will work to optimise children's learning in these schools in a two-fold approach; making learning interactive and promoting extracurricular activities as well as activity based learning.

Read more about the campaign [here](#)







## Prevent Malnourishment of Children in Deprived Musahar Community

In our work with multitudes of communities over the past year, we have realised the need to continue our unwavering support to them, to help them build back better. The Musahar community in Uttar Pradesh is one of the poorest of the poor communities in India. Due to their identity, historically the community had been relegated to living in forest areas and catching rats for livelihood, often denied any other work or source of income. Sheer deprivation historically had led to the community surviving on a subsistence diet of rats and other rodents which is where the name 'Musahar' stems from. Due to the rampant stigma and discrimination present even today, the community, living in various hamlets across eastern Uttar Pradesh, are still victims of abject poverty and destitution. Our partner ROSA has initiated community kitchens in 26 Musahar hamlets that will be equipped with dry grains and food items to cater to children below the age of 5. One volunteer from the community will be assigned the responsibility of providing the children this midday meal.

Read more about the campaign [here](#)



# Impact 2021



**10,250\***

Individuals benefited from distribution of grocery kits across 12 states



**3,527**

COVID Patients treated across 9 Rural Hospitals in 6 states



**24**

Children provided shelter & education in foster homes located in New Delhi and Karnataka



**76**

Women in rural Chhatisgarh ensured improved health status



**02**

Survivors of Human Trafficking trained in essential life skills



**120**

DevPro INDIA donates Partners attended 8 Workshops to build Organisational Capacity

\*2,050 Families

# Collaboration and Partnerships

## NGO Onboarding

### SAMVAD



**State** : Jharkhand  
**Area of Intervention** : Income Generation  
**Website** : [www.samvad.net](http://www.samvad.net)



### Kokan Kala Va Shikshan Vikas Sanstha

**State** : Maharashtra  
**Areas of Intervention** : Disaster & Response, Education, Health  
**Website** : [www.kokan-ngo.org](http://www.kokan-ngo.org)

### People's Resource Development Association (PRDA)



**State** : Manipur  
**Areas of Intervention** : Disaster and Response, Education, Environment  
**Website** : [www.prda.in](http://www.prda.in)



### Centre for Social Markets

**State** : Karnataka  
**Area of Intervention** : Environment  
**Website** : [www.csmworld.org](http://www.csmworld.org)

### APNALAYA



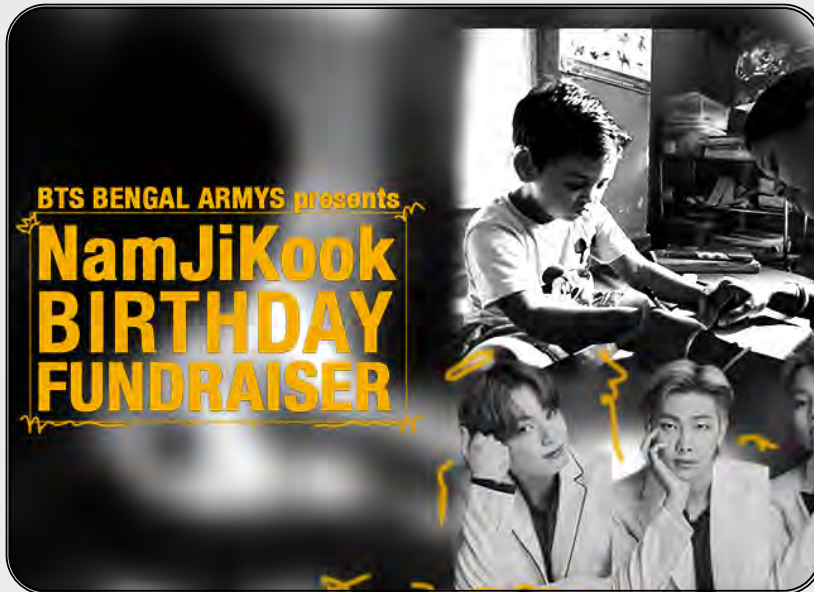
**State** : Maharashtra  
**Areas of Intervention** : Disability, Disaster & Response, Education, Health  
**Website** : [www.apnalaya.org](http://www.apnalaya.org)



### RIGHT TRACK

**State** : West Bengal  
**Areas of Intervention** : Disaster & Response, Education, Health, Water & Sanitation  
**Website** : [www.righttrack-cal.org](http://www.righttrack-cal.org)

## Strategic Partnership



INDIA donates collaborated with BTS Bengal Armys for the NamJiKook Fundraiser from September to November. BTS Bengal Armys is the Indian fandom of the popular Korean band-BTS. Inspired by the message of inclusivity in their latest single 'Permission to Dance' and to celebrate the NamJiKook birthday they collaborated with INDIA donates and raised funds for hearing impaired children between the ages of 2-15 living in Kolkata and Guwahati and ensured holistic education and development.

## Volunteering



“By volunteering with INDIA donates I wanted to become an active member of the community and contribute to the society in a positive manner, no matter how small. I raised money to help victims of domestic violence. After the onset of the pandemic the number of cases increased and the donations helped victims of domestic violence gain some financial independence.”

- Meera Jain

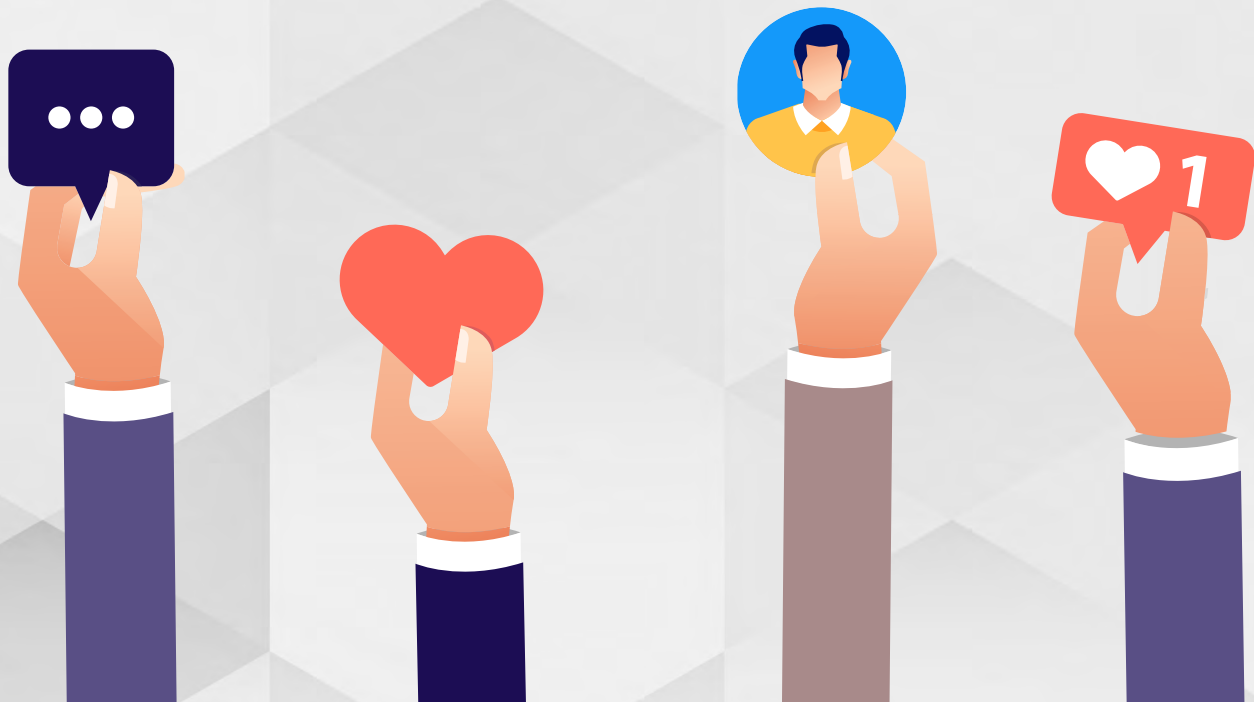
*(Meera is currently a Class 12 student of Modern School, Barakhamba)*



# Events Hub



INDIA donates conducted a Capacity Building workshop titled 'Using Social Media for Social Good' on 4th and 5th October. The workshop was designed to discover the world of Social Media for branding, visibility and Fundraising. Conducted by Social Media Expert, Mr. Sunil Agarwal, the workshop covered the topics of Why use Social Media, Tools for Social Media impact, How to enter the digital space and the areas that you can explore, etc.



# Media Interface

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Posted at: Dec 1 2021 8:49AM

**UNI Photo**

**COVID-19 brought about paradigm shift in how NGOs fund raising process: Sandeep Sharma**

By Anil Mishra  
Panaji, Dec 1 (UNI) COVID-19 has brought about a paradigm shift in how NGOs undertook the fundraising process, sapping out the face to face individual fundraising model completely, INDIA donates Co-Founder Sandeep Sharma said on Tuesday.

Speaking exclusively to UNI, Mr Sharma said Twitter and Instagram became

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**INDIA donates has devised an experiential program to disrupt the existing market fundraising**

November 22, 2021 Ms.Surya Pillai news

Source:Lion Entertainment Category:General

INDIA donates has devised an experiential program to disrupt the existing market of fundraising

13/11/2021

**INDIA donates has devised an experiential program to disrupt the existing market of fundraising**

Sandeep Sharma, Co-Founder, INDIA donates explains the crucial nuances of the NGO sustainability in India. Since the onset of the pandemic in 2020, much like the whole world, the civil society organisations working at the grassroots level are going through a massive churning, not only at their work, but also how they work, public perception, delivery models, impact, lobbying, technology, funding, to name a few.

A similar tectonic shift is happening in the territory of individual charity. According to Charities Aid Foundation World Giving Index 2018, India has the most number of people donating money in the world. Online citizen engagement has grown rapidly, more so during the last 2 years, as remarkably displayed during the COVID crisis. Twitter and Instagram became the go-to source to not only raise funds but provide critical information on hospital beds, concentrators, drugs etc. The digital donation proved the most competent, accessible and acceptable medium to raise funds overnight, thanks to rapid digitisation, and millennials spearheading the movement of free information. However, much to our chagrin this invasive technological evolution has left out a large chunk of small and mid-sized NGOs and adoption to technological advancement has been wanting.

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**INDIA donates has devised an experiential program to disrupt the existing market of fundraising**

Our three-year intensive program Centre of Excellence focusses on select few small and mid-sized NGOs, who can become power centres in lowest cost fundraising and create a ripple effect in their adjoining geographical areas.

INDIA donates A movement to change lives

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**INDIA donates has devised an experiential program to disrupt the existing market of fundraising**

#India #Covid

By PTI

Sandeep Sharma, Co-Founder, INDIA donates explains the crucial nuances of the NGO sustainability in India. Since the onset of the pandemic in 2020, much like the whole world, the civil society organisations working at the grassroots level are going through a massive churning, not only at their work, but also how they work, public perception, delivery models, impact, lobbying, technology, funding, to name a few.

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**'Fundraising landscape in India dominated by handful of NGOs'**

| NT BUREAU | Chennai, Dec 7:

'By and large fundraising landscape in India is predominantly occupied by a handful of big NGOs, that have international descents,' said Sandeep Sharma, co-founder, INDIA donates.

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According to Charities Aid Foundation World Giving Index 2018, India has the most number of people donating money in the world.

INDIA donates' founder Mr.Sandeep Sharma in an exclusive interview with United News of India spoke about the paradigm shift the world of fundraising has witnessed in the wake of COVID-19. He also talks about the unique experiential program INDIA donates has spearheaded for a select few NGOs called the Centre of Excellence (CoE) which aims to deeply question the existing market of fundraising.

Read [here](#)

# 2021- 'Through the Lens'





*Join the movement to change lives!*



If you want to share your Ideas of Change on The Discourse or on our Website do write to us directly at [communications@indiadonates.org](mailto:communications@indiadonates.org)

# Thank You!

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