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We want to extend our gratitude for the support and guidance we have received over this semester from our advisor, Steven Weber. We are eternally grateful to Tanvi Girotra, whose leadership and coordination in the Delhi NCR field study was vital to the project's success. We thank our partner, Becoming I Foundation for their support of our vision and for their ongoing efforts to improve the lives of children in India's most backward communities. A special thanks to Arushi Awasthi for her tireless efforts in helping us make NGOWaale look appealing and not the work of 8 year old children with crayons. We also want to thank Sihle Dlamani, a fellow UC Berkeley Masters student, for constructively challenging our assumptions and offering her skill and time towards various project milestones. Last but not the least, thanks to all those who were interviewed and answered our calls for "20 minutes" that crept into the hour mark. The feedback was critical and we learnt immensely from every minute spent with you.

The Team

Ramit Malhotra



Ramit Malhotra is a second year Master of Information Management and Systems student at the UC Berkeley School of Information. His focus is on Product Management, User Experience, Data Analysis, and Information Technology in Social Enterprises. His foundational experience is in software development and social entrepreneurship, and therefore holds a unique perspective on technology and its effects on the developing world. His passion for technology and social development enables him to gauge the impact of products, and more importantly, guide the development of products, while keeping in mind their potential impacts on society.

Ashwin Chandak



Ashwin is a second year graduate student at the UC Berkeley School of Information where he is focusing on data-driven decision making and product Management. His experience has been in Business Analysis, Project Management and Product Development. He holds a Bachelor of Engineering in Computer Science from the University of Pune

1. Executive Summary

1.1 Background

On December 16th, 2012 a 23 year old girl boarded a bus in Delhi with her male friend. What happened next is known the world over. This infamous 2012 Delhi gangrape case was the motivation for the NGOWaale platform. The case not only unearthed bigger questions about India's relationship with its social and civic responsibilities, but also allowed us to discover the fragmented nature of information available on the internet about the social development sector in India. The need for a platform that could quickly and intuitively search for NGOs working on a specific cause in a particular geography first came up while our team was researching on NGOs working on combating sexual violence in New Delhi in December, 2014. The search results on Google were unhelpful, and it quickly became apparent that even though a lot of committed NGOs were working hard on the ground, there was little or no information of that work on the web.

Upon more research, we not only realized the immense value in building such a tool, but also understood the benefit of giving a voice to the sector, through a platform, that has been fighting insular battles to survive for far too long.

1.2 Problem

According to a report by the International Center for Not-for-profit Law¹, there are about 3.3 million NGOs operating in India. For a country of 1.2 Billion people, that is 1 NGO for every 400 people. These NGOs are supposed to raise public awareness among people and deliver services that the government agencies can't.

Even with this staggering number, NGOs are constantly challenged by the India's indifference towards common developmental problems; there is a frequent exhibition of severe insensitivity and apathy towards social realities that plague the country. This apathy is normative in the daily life of the middle class that inhumanly employs informal labour, routinely ignores instances of child labour, and sometimes even indulges it, and interacts with disease and poverty everyday without batting an eyelid, among other things. It becomes especially evident in tragic cases like the Delhi gangrape of 2012, where the victim lay on the road for over twenty five minutes calling out for help before a passer by finally called the police and ambulance². The problem of civic disengagement and apathy towards social realities becomes significant because the urban middle class constitutes of about 20% of India's population, or 250 million³.

NGOs in India exist in abundance because the few people who are actually sensitive and compassionate, put in their lives to understand and solve social issues around them. However without the majority of the populating chiming in, this is an uphill battle for the social development sector, and often even their contribution cannot be computed because their impact stories cannot be comprehensively documented.

¹ "India - NGO Law Monitor - Research Center - ICNL." 2015. 1 May.

<<http://www.icnl.org/research/monitor/india.html>>

² "If a single person had helped me that night, things would have been different. ..." 2013. 5 Jan.

<<http://blogs.wsj.com/indiarealtime/2013/01/05/delhi-rape-why-did-no-one-help/>>

³ "India's middle class will hit 250 million or 20 per cent of the country's population ..." 2013. 20 May.

<<http://www.dailymail.co.uk/indiahome/indianews/article-2327182/The-myth-great-Indian-Middle-class-Roughly-30-Indias-population-lives-poverty-line.html>>

Organizations must periodically build capacity to adapt to the changing sociocultural and sociopolitical norms of the country, and this creates unique challenges for different types of NGOs; the bigger ones must add or divert resources to adapt and continue growing, while the smaller ones must acquire additional resources to even think of maintaining status quo. However, the twin challenges of building financial and human capacity to achieve optimum social impact remain the most important for all organizations, and are size-agnostic.

The government continues to be the primary source of funding for the sector, although private giving is an emerging concept in India aided by governmental initiatives like the new mandatory CSR law, and of course the rise of mobile telephony, internet, and social media. Such advances have also resulted in the growth of volunteerism, but it is still to break free from resume building and career advancement motivations; thereby contributing to the dearth of talent in the sector.

The reason for both the aforementioned problems is twofold:

1. Severe information gap: Lack of knowledge of social development organizations operating within a particular geography, the kind of work they do and its value, and consequently
2. Culture of indifference - the Indian social landscape suffers from a culture of blissful indifference and apathy towards the severe social issues in India. Social development work is seen as 'uncool' for the youth.

1.3 Approach

Several methods were used for our research on the Indian social development sector and its interactions with the diverse stakeholders in its ecosystem. After informally talking to a few

organizations including Becoming I Foundation, our partner organization on this project, we decided to research in depth into the problem by speaking to all the stakeholders involved.

To understand the problem, it was imperative to talk to three different personas -

1. NGOs,
2. Corporate Social Responsibility (CSR) divisions of companies, and
3. Internet savvy youth.

We created three dynamic questionnaires and interviewed 20 NGOs, 15 companies, and over 40 young, internet friendly individuals over the course of 2 months. One of our team members also had a chance to go to India and conducted diary studies and contextual interviews with 14 different NGOs. After analysing the wealth of information we had collected through Affinity Diagrams, we noticed several patterns of problems emerge across the board that needed to be looked into. The main findings of our research revealed key insights into visibility, funding, recruiting, trust, credibility, and storytelling challenges faced by Indian non profits. We also reviewed a host of different articles and scholarly findings on the sector and India's technology growth. Lastly, we used an iterative design process to guide our prototyping, which included low, medium, and high fidelity prototypes. All prominent design features of NGOWaale are discussed in this report. Lastly, we conducted several usability tests on these prototypes to improve upon NGOWaale's designs and developed a highly functional web based prototype.

1.4 Solution

India is on its way to becoming the youngest country in the world by 2020, with a median age of 29. Presently, according to a recent survey on internet usage in India, 46% of Indians spend over 6 hours a day on the internet, compared to a meagre global average of 29%. When you combine the implications of all that with the unprecedented rate of smartphone adoption in India, there is only

one conclusion to be drawn: the India of tomorrow is a young, internet savvy, smartphone using nation that will spend a third of its day consuming different services through the internet.

58.7% of the operating NGOs are in rural areas⁴ and the challenge is to capture their work in a coherent way that would allow the young urban middle class of India to get exposed and sensitized to realities surrounding them, consequently motivating them to get involved and do more, which in turn would directly benefit the growth of the social development sector - both in terms of workforce, as well as its avenues of funding.

Any solution to the aforementioned problems must therefore keep the future of India's population in mind, and be designed to adapt to the rapidly changing landscape of the country's relationship with internet technologies.

NGOWaale™ is thus an online content publishing platform that seeks to ultimately glue the social development sector together in a novel way.

NGOWaale™ will

1. Get the social development community onto a common platform, and make its members searchable by name, cause(s) associated with, and within specific geographies,
2. Give a voice to the social development sector by allowing users to generate and consume content associated with specific causes in an effort to increase community interest and investment in the social development sector,
3. Facilitate a unique connection between NGOs and people creating a social network that can then serve as a base for other additional services in the future.

⁴ "NGOs contribute Rs 41,492 crore a year to the country ..." 2012. 1 May.
<<http://www.governancenow.com/news/regular-story/ngos-contribute-rs-41492-crore-year-country>>

2. Research

2.1 Social Publishing Landscape

NGOWaale aims at being an online platform for NGOs and people to share their cause-based stories. In our process of defining our offering, we thoroughly analyzed the social publishing landscape. This was primarily done to understand the competitors' value proposition, identify the gaps and create a unique niche for ourselves. We identified 3 major social publishing platforms - Youth Ki Awaaz, The Better India, and Causes.

Youth Ki Awaaz

Youth Ki Awaaz⁵ is a community based media platform that publishes social literatures created by the youth to engage them in social campaigns in India. Based on a community model, Youth Ki Awaaz has more than thirty five thousand contributors and claims to reach out to more than 2 million readers. People can choose the social issues that concern/interest them the most and are trained by the Youth Ki Awaaz staff before they publish their stories. The platform is self-funded and is based on a sustainable model of helping the nonprofits to initiate targeted campaigns.

⁵ "Youth Ki Awaaz | India's Largest Online Platform For Youth ..." 2008. 5 May. 2015
<<http://www.youthkiawaaz.com/>>

The Better India

The Better India⁶ started off as a online social news publishing company and has amassed a community of over 100 writers who serve to over 500,000 monthly active users today. The platform cleverly leverages social media to drive impact through positive stories. Started by a two an entrepreneurial couple, Dhimant and Anuradha Parekh, The Better India has recently acquired Rs. 1 crore in funding from Intellicap Impact Investment who promise to raise the next round of funding within the next 12 months.

Causes.com

Causes.com is an online campaign platform. Causes.com is driven to mobilize people who are concerned with a common cause through grassroots campaigns. Co-founded by Sean Parker, Cause was first featured as one of the first ten Facebook applications. Unlike the others, Causes is a for-profit business that charges 4% commission on every donation made. Causes is now one of the most powerful and effective tools that NGOs use to fund their campaigns and operations. In 2013, Causes launched The Supporter Network that is targeted to mobilize like-minded organizers, charities and celebrities.

2.2 Interviews

75 user interviews were conducted in India from Feb 12th to April 10th, 2015. For our interviews, we created 3 different user interview templates to accommodate the diverse hypotheses we had constructed for our 3 identified stakeholders.

⁶ "The Better India - Positive news. Happy Stories. Unsung ..." 2008. 5 May. 2015
<<http://www.thebetterindia.com/>>

The template for young adults in India included questions about demography, employment, interest in social development, volunteering experience, and experience searching online for nonprofits for any purpose. We selected a mix of women and men, most of whom had personal experiences with social development - either through philanthropic giving, or through volunteering. 80% of our recruits were women because our preliminary research findings had indicated that young women are more socially conscientious and volunteer more than young men in India. The ages of the users interviewed ranged from eighteen to late twenties. We conducted most of these interviews on Skype, and used Google forms to record answers to our questions. Our interview template for NGOs on the other hand included questions about the type of organization, their social mission, and their funding, recruitment, visibility, scaling, and collaboration challenges. In this regard we chose a variety of NGOs operating with different social missions. We restricted our scope to Delhi, but did interview two out-of-state NGOs just to verify our hypothesis that the problems were more national and not local only to Delhi. Even though we tried to get through to a diverse set of NGOs, most of the ones we interviewed were limited to causes like education, child development, rural development, sexual violence, and women's rights. Even though the evidence is supportive of our hypotheses, we may need to interview other types of NGOs to be sure. Finally our interview template for CSR divisions of companies had questions related their current process of engaging in CSR, how they find partner NGOs, and what sort of social missions they generally donate to. For these interviews we tried to talk to large and small corporate organizations, with varying social portfolios. Once again, we may need more interviews to be fully sure of our conclusions and takeaways.

2.3 Key Findings

Our competitor and user research resulted in a broad range of problem areas, results, behaviors, and opinions on the experience of volunteering, funding, and existing as a social enterprise. However, a few important patterns shared amongst multiple interviewees arose from our interviews, which we then proceeded to group into major themes.

Cause based association

One important finding while talking to the youth of India was how much they connected with certain causes, rather than with the social development sector as an entity. India is at a point in her developmental journey where social media and internet technologies are spreading awareness and opinions like wildfire. In the current context, it is extremely interesting to note the interplay between the youth of India and messaging arising from popular social media platforms like facebook, twitter, youtube etc, and content platforms like youth ki awaaz, scoopwhoop, and a plethora of others. Behavioral nudges towards social sensitization have become commonplace, and the desire to look knowledgeable on social media to contribute effectively is driving information hunts across the landscape. To this end, we noted that most of our interviewees were passionate about causes like women's rights, feminism, education, child rights, etc., and the motivation to volunteer was sourced, in part, from their exposure to content shared on social media. However, when asked about how they search for localized information and activity surrounding their cause of choice, they seemed to hit a roadblock often citing inadequate information available via Google, once again highlighting Google's inability to serve as a targeted search engine.

Discoverability

Various users mentioned how they were not happy with Google's search results when it came to looking for nonprofits for research, donation, or volunteering. The typical user flow for such interactions involved searching for "NGOs working for <cause> in <area>". Google would give search results based on their page rank algorithm, and therefore relevant search results were often scattered across pages, and extra effort would be required to make use of them. This user flow resulted in people being discontent with information available through Google, and created informational barriers that have resulted in lesser participation, both active and passive, in social development.

Desire to digitally express

Most of the NGOs we interviewed had a pressing need to be able to share their stories with the world. In an imbalanced world where an audience with limited attention spans chooses the most convenient content to consume, and therefore sensitization becomes more a result of conveniently and easily available information, we quickly realized that the nonprofit world is also stuck in a loop; the bigger and richer nonprofits with more resources are always at an advantage, and the smaller, lesser known ones struggle everyday to survive. Ironically, it was the founder of one of India's bigger NGOs who expressed the most need, "The sector doesn't have its own voice - a third party needs to come in and disseminate information in a bigger way". This takeaway was the most important for us since it allowed us to prioritize and focus on the problem we wanted to solve.

Inadequate relevant online spaces for discussion

We all know that Google is a great general purpose search engine, and facebook is a great general purpose social media platform. But the boundaries separating professional and personal networks is what gives value to LinkedIn, and the intersection of professional and personal networks is what will give value to NGOWaale. A lot of our interviewees mentioned that one of the challenges towards discussion of social issues on a platform like facebook is that “things get lost in the mess that is facebook”. A platform that can facilitate discussions about developmental issues is likely to increase value in these discussions in terms of translation to action, and will also help in innovation and collaboration in the sector.

Need for feet on the ground

Almost all the NGOs made it very clear that they were very constrained with regards to monetary and personnel bandwidth. Even though there was a clear need for NGOs to voice their stories, it was also clear that they were unable to devote a dedicated person for generating this content.

On the other hand, our interviews with the youth revealed a desire to volunteer and be more involved with social development, if only information was more precise and structured. These revelations, once again, were instrumental in designing our final solution.

The network need

While we were aware of the benefits of networking platforms, the specific features that would be useful to solve the problems in hand were initially unknown. A lot of interviewees demonstrated a need for being able to build a nuanced online profile. Central Square Foundation mentioned, “We would love a nuanced profile of our organization that gives a holistic view; within a geography, I

should be getting a particular view”. It soon corroborated our suspicion that we would need to include certain social networking features like the ability to create and maintain social profiles that would represent niche ‘social development sector’ digital identities of users, and allow connections between users that could later be leveraged to provide even more value through the platform. Some of the value additions like incorporating project level collaboration tools, targeted volunteer engagement, skill matching, and funding gateways, will definitely try and solve sector wide problems and increase impact.

Localization

It became apparent after our interviews that in order for people to translate discussion to action, a lot of the exposure had to be hyper localized; one of the common barriers to volunteering even after nonprofit discovery was the inconvenient location of the project.

Furthermore, even NGOs can benefit greatly from local talent and partnerships to scale impact and add to their headcounts. Finally, the sudden inundation of social development stories, content, and nonprofit discovery to users must be managed in order to contain the consequent cognitive overload, and thus ensure retention.

3. Design Process

3.1 Scoping

Since we were a two member team, it was extremely challenging to scope our project effectively so that we could deliver a compelling feature set that fit in with our value proposition. Our aim was to present our potential users with a unique, simple and effective way to access information. We had validated that people find it hard to acquire caused-related stories and lack the resources and tools to find NGOs and people associated to causes. Furthermore, most NGOs were found to have inadequate web identities to showcase the intricacies of on-ground work they're involved in. Finally, we had found the need for a cause-driven platform to help the community share ideas, stories and contributions, network effects would help achieve the desired engagement. These three needs became the our guide to keeping our project scoped and doable.

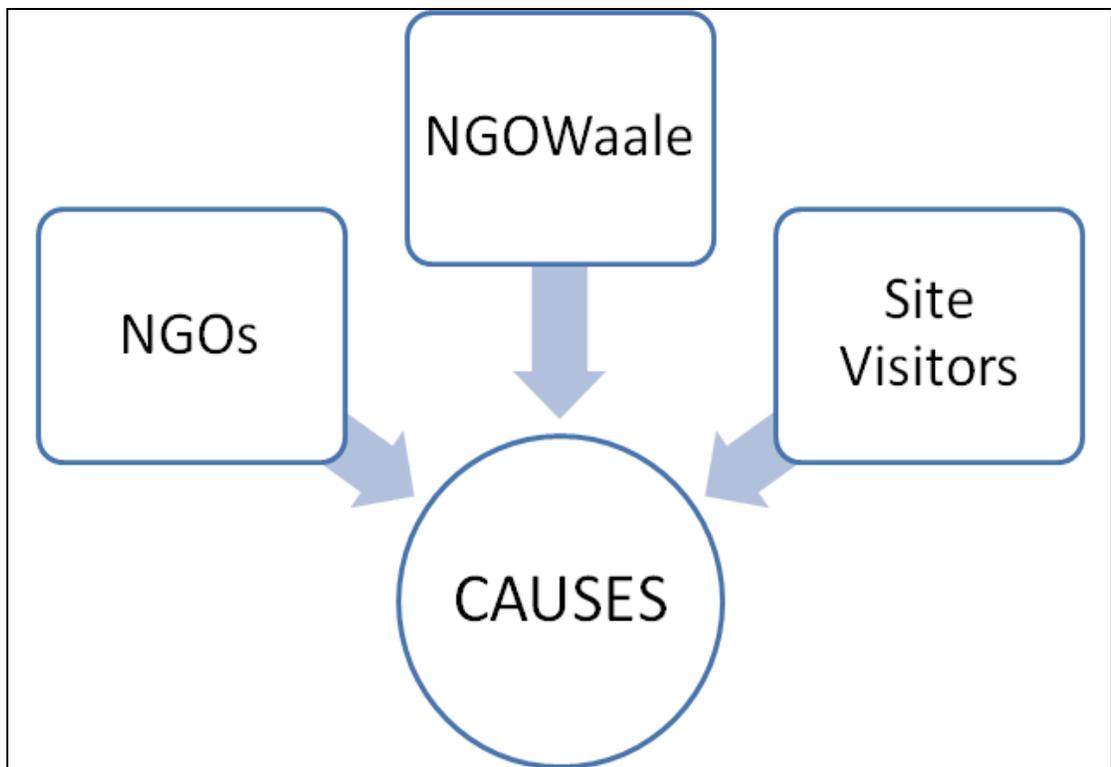
We analyzed existing tools used to access information - Google, Facebook and Twitter along with the media platforms mentioned in 2.1. A search for 'education' on these platforms yielded different yet disassociated results as can be seen below:

<u>Sr. No.</u>	<u>Platform*</u>	<u>Search Results</u>
1.	Google	Search results based on the page-rank of the web pages on education.
2.	Facebook	Search results based on the most referenced facebook pages, profiles and events
3.	Linkedin	Search results include people and organizations that have the keyword 'Education' in them

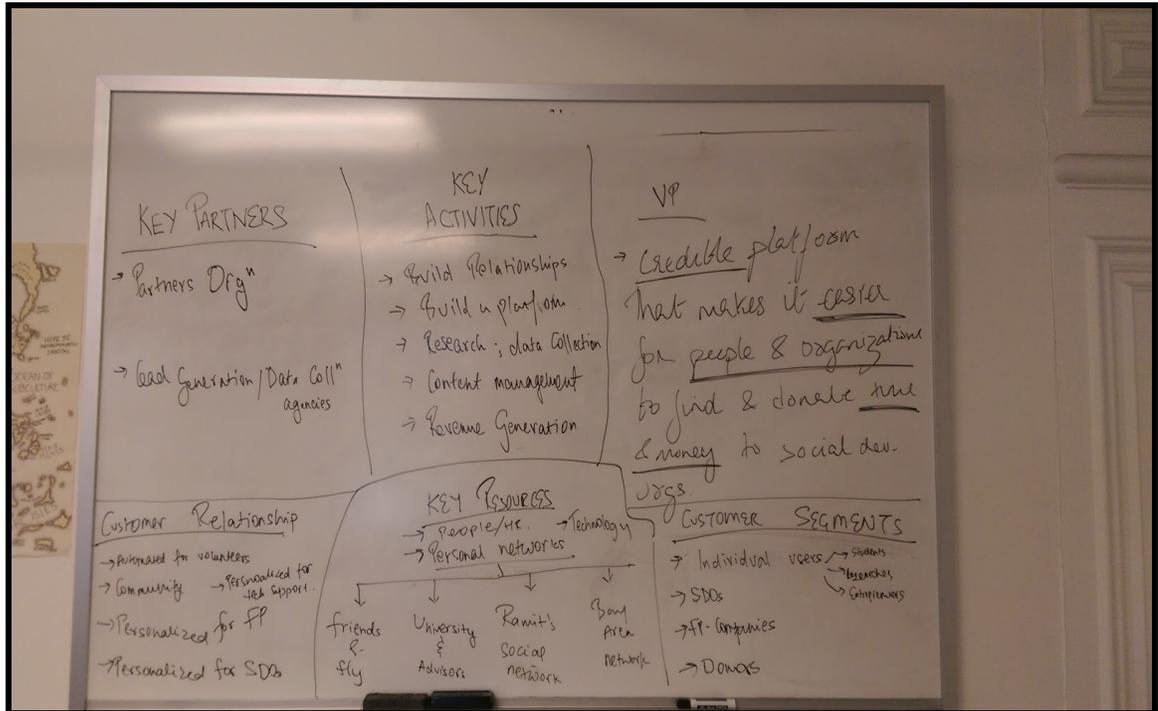
4.	Youth Ki Awaaz	Search results include education-related blogs by authors
5.	The Better India	Search results include education-related blogs by authors
6.	Causes.com	Search results include campaigns, profiles and

* - Based on the most preferred publishing platforms by a survey of users in India

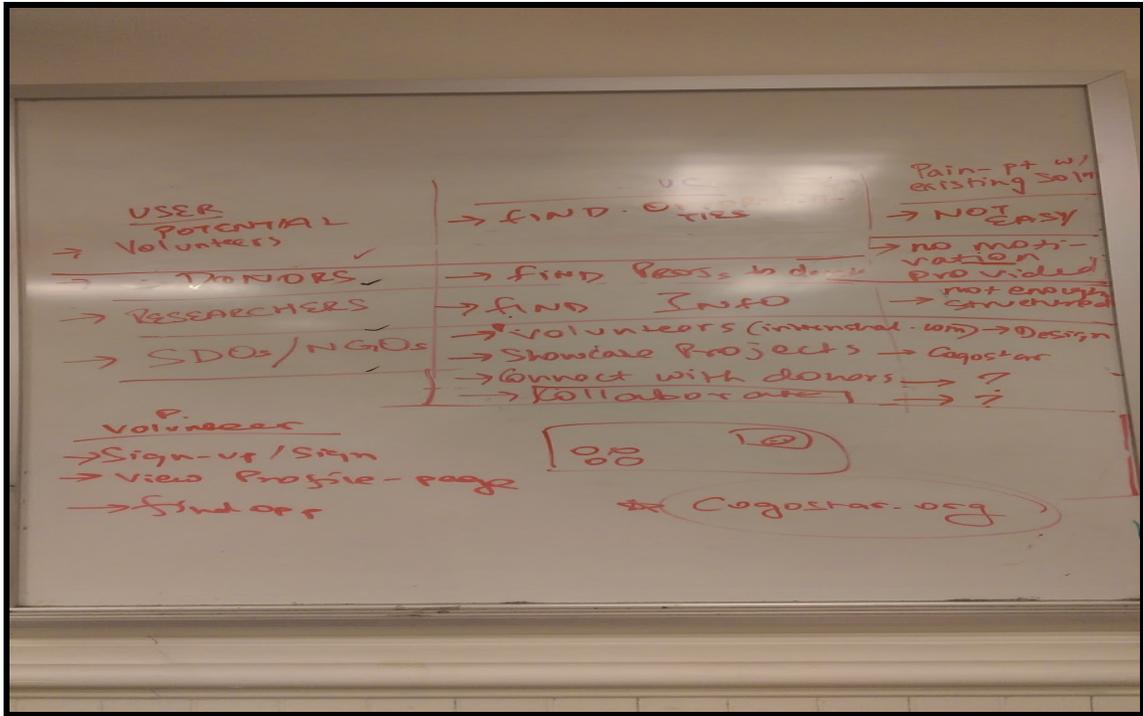
What these platforms commonly lacked was a way to connect the people (potential volunteers, funders or employees) and NGOs through the causes they work for. These stakeholders are isolated and disconnected on the platforms and unable to leverage implicit network effects of these platforms to drive the required impact through increased participation and user engagement.



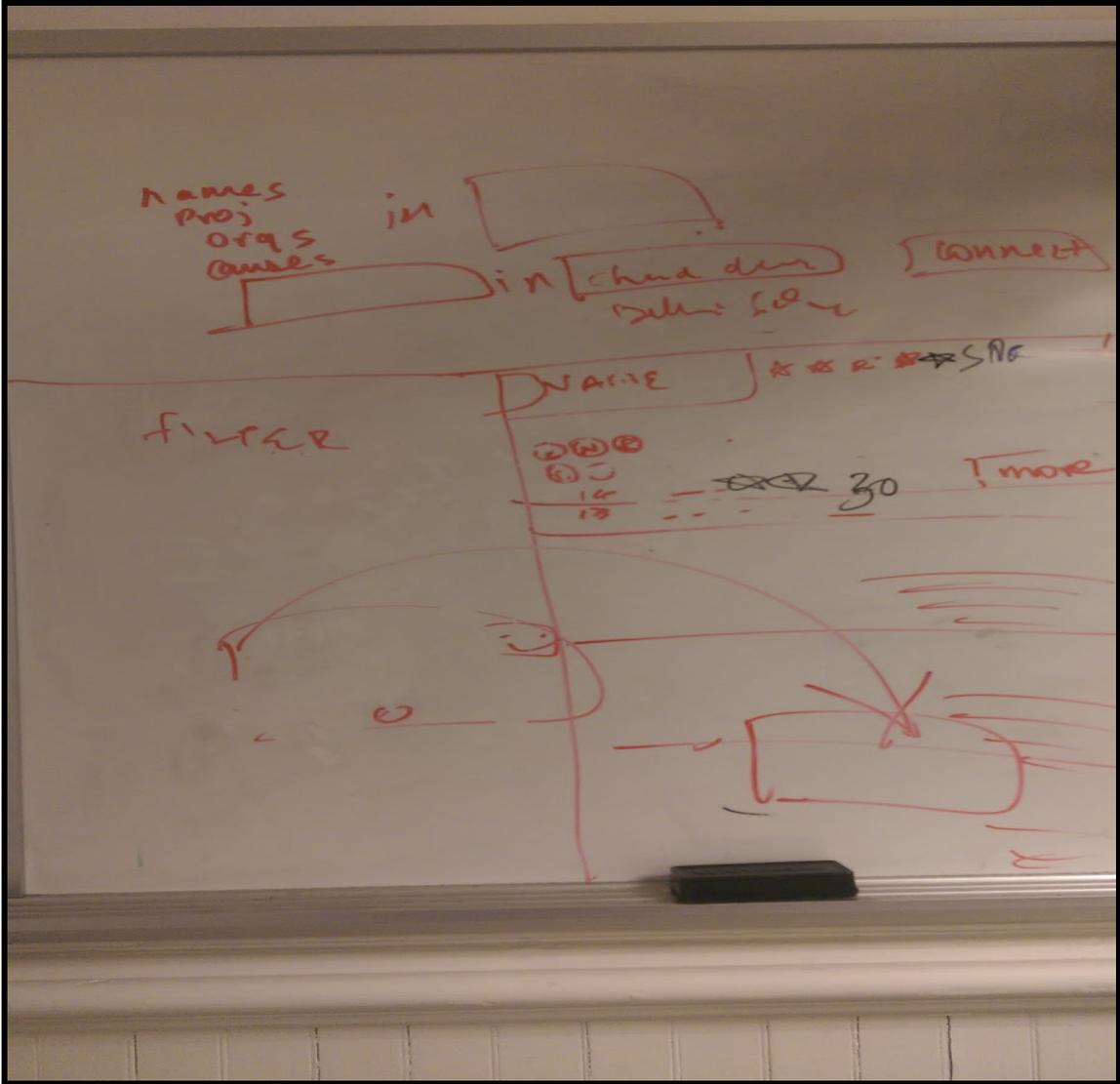
3.2 Design Thinking Process



Having scoped the project and defined the primary users and beneficiaries, it was vital to understand the entire value chain. This included the value proposition, key partners, activities, processes, user relationships, and workflows. The whiteboarding exercise depicted above was pivotal to gather the team's thoughts on the same, and get everyone on to the same page. This exercise was repeated frequently throughout our developmental process to ensure that every pivot away from our initial value proposition did not lose focus from our mission and disillusion the team.



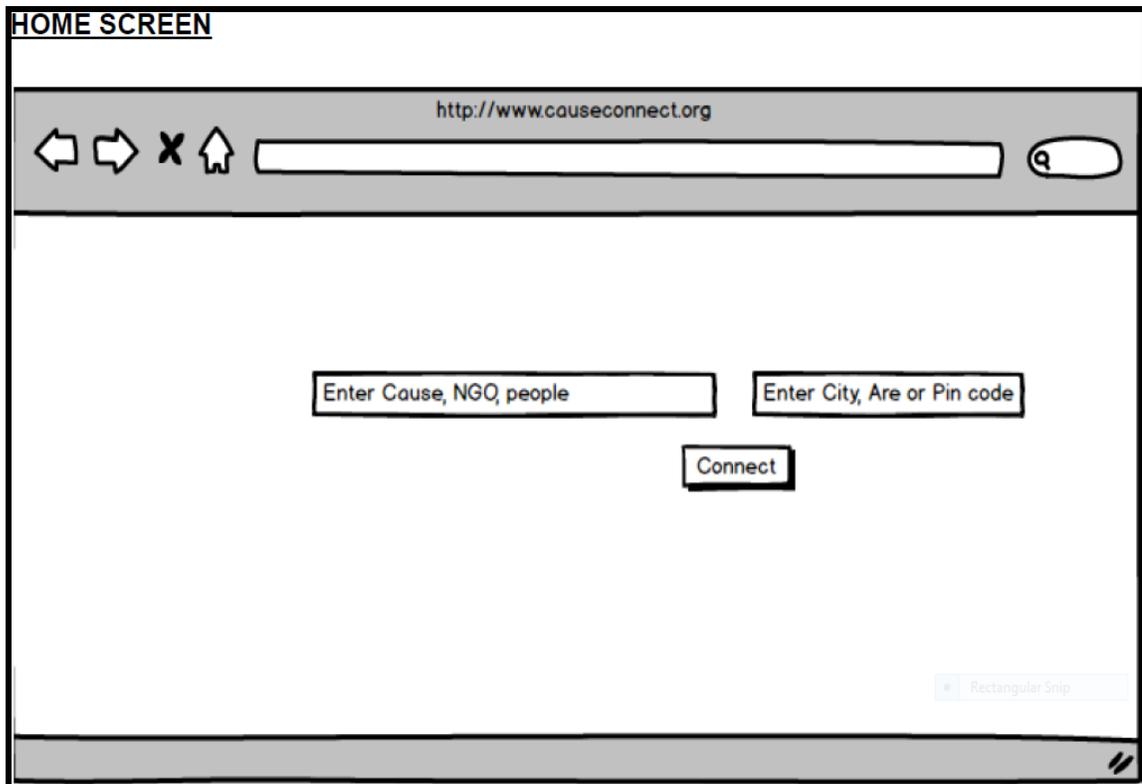
Now that we had clearly defined the user and the workflows, it was essential to clearly chart out the interactions each type of user - NGO, NGOWaala, volunteer, funder and/or a site visitor would be capable of having. The whiteboarding exercise demonstrates the list of interactions each user type could be involved in and what the pain points and frustrations in the existing platforms, NGOWaale would be instrumental in alleviating.



The next stage of the design process was the pre-prototyping process. By then, we had established the user types and the corresponding interaction workflows. Now, we wanted to create a mind map of activities on the platform, so we had each team member create a visual of how they envision a specific workflow (the image above depicts a “search results” workflow). We then collated everyone’s ideas and prioritized the feature set each workflow needed to have to compliment users’ mental models of using a particular function. This exercise was particularly useful since it informed the layout of the prototypes and wireframes.

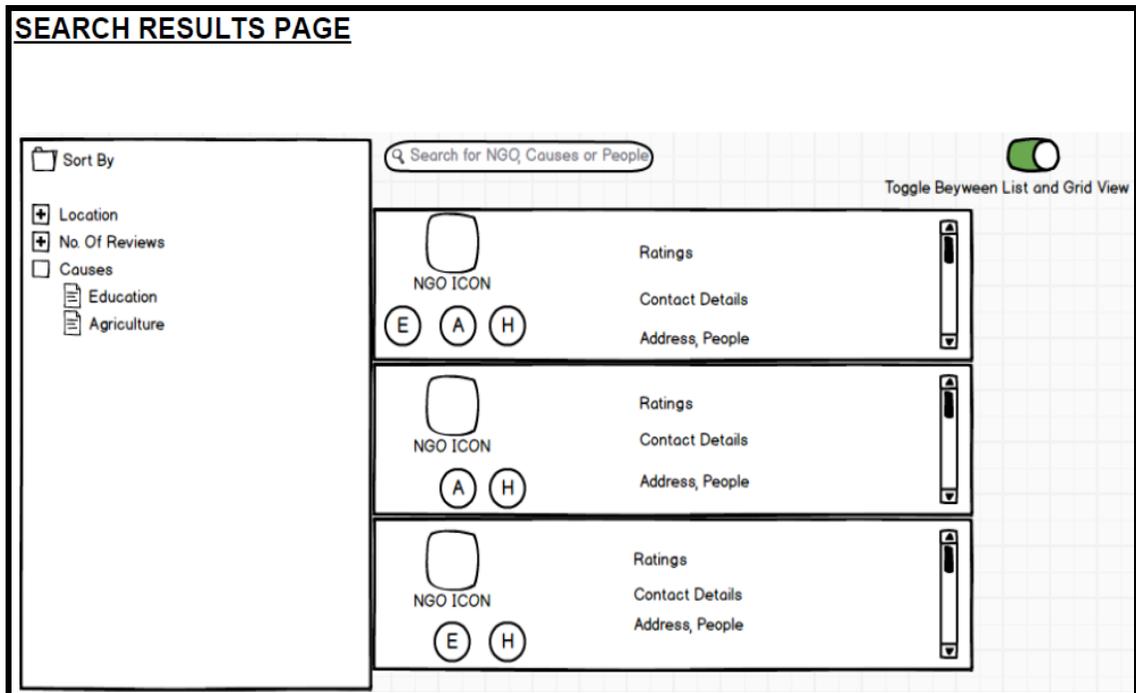
3.3 Lo-fidelity Prototypes

We chose Balsamiq as our prototyping tool. The workflows that we have depicted are the home screen, search results, volunteer profile page and NGO profile. NGOWaale was formerly called CauseConnect.

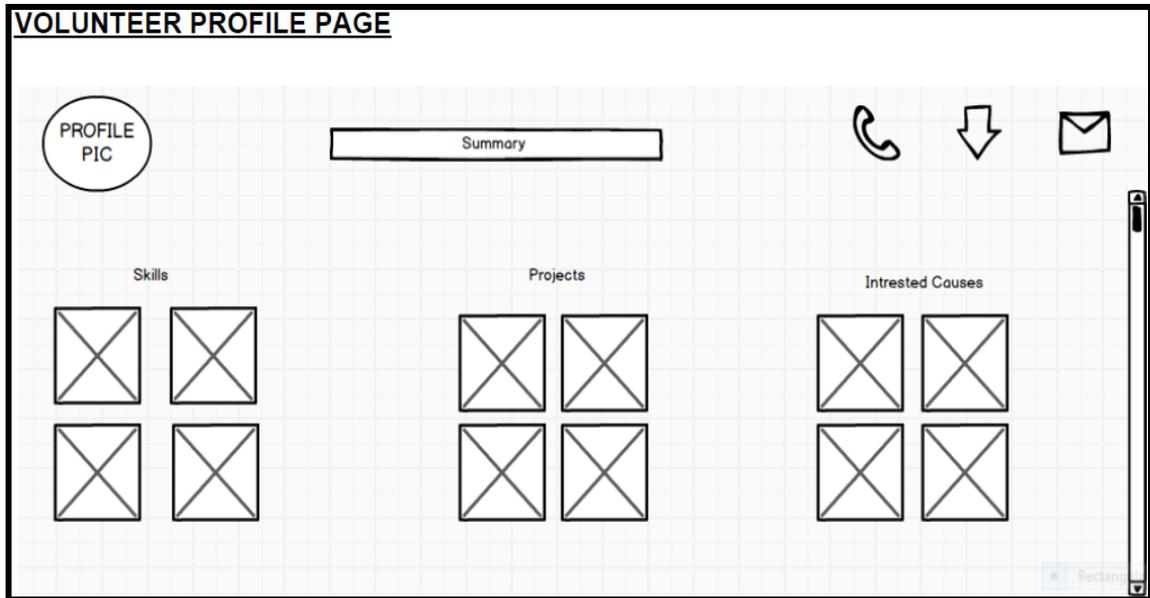


We envisioned that users could ‘connect’ to causes, people and NGOs in any geographical location in a simple interface. Despite the change in name and features, the core value of our product

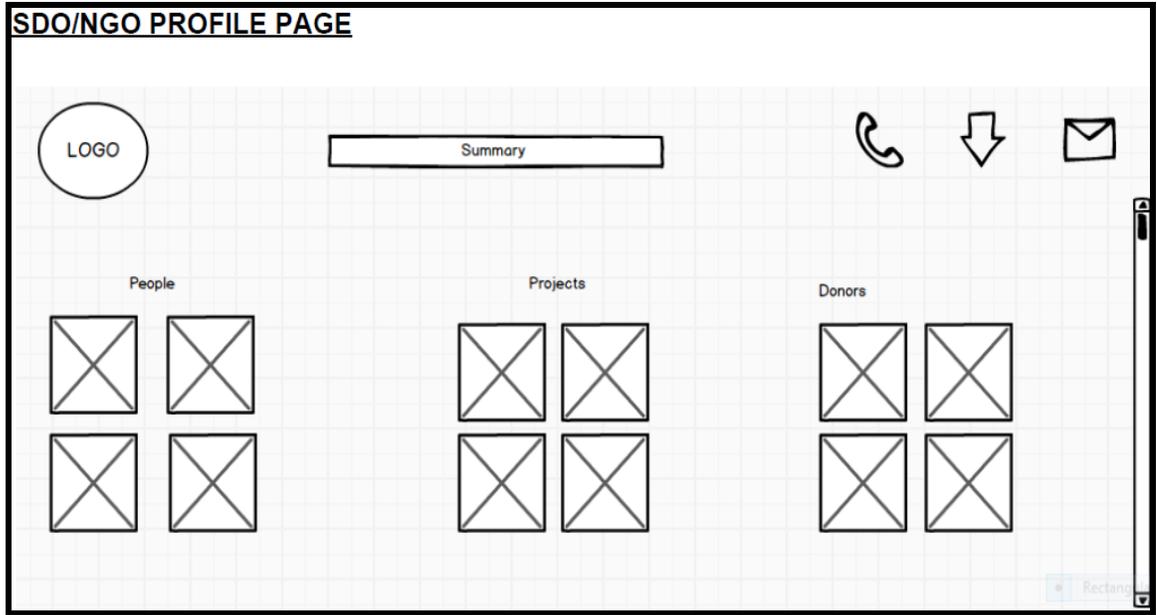
remained - to provide a easy-to-use tool for people and organizations to make cause-based discoveries.



The mockup above shows the first look of our search results page. As shown, the left panel has ‘cause filters’ like Education and Agriculture. NGOs reside within causes. The major change we made in the information hierarchy was to organize people (NGOWaalas) at the same level as the NGOs. The underlying reason was simple - when people want to search for a particular cause, they are interested in multi-faceted information retrieval. Having conducted usability tests, we decided to provide information about NGOWaalas when searching for a related cause. The search results are displayed in the form of cards that provide the basic details of the NGO/NGOWaala or Cause.



The mockup above shows a typical NGOWaala profile page. The page displays the summary, skills, projects, and causes that the NGOWaala is interested in. We had provided 3 call to actions on the screen - Call, Download and Email that allow faster information access mechanisms. It is noteworthy that these low fidelity prototypes were made much before our user research was completed, and therefore was more intuition and hypothesis based, than based in actual collated needs.

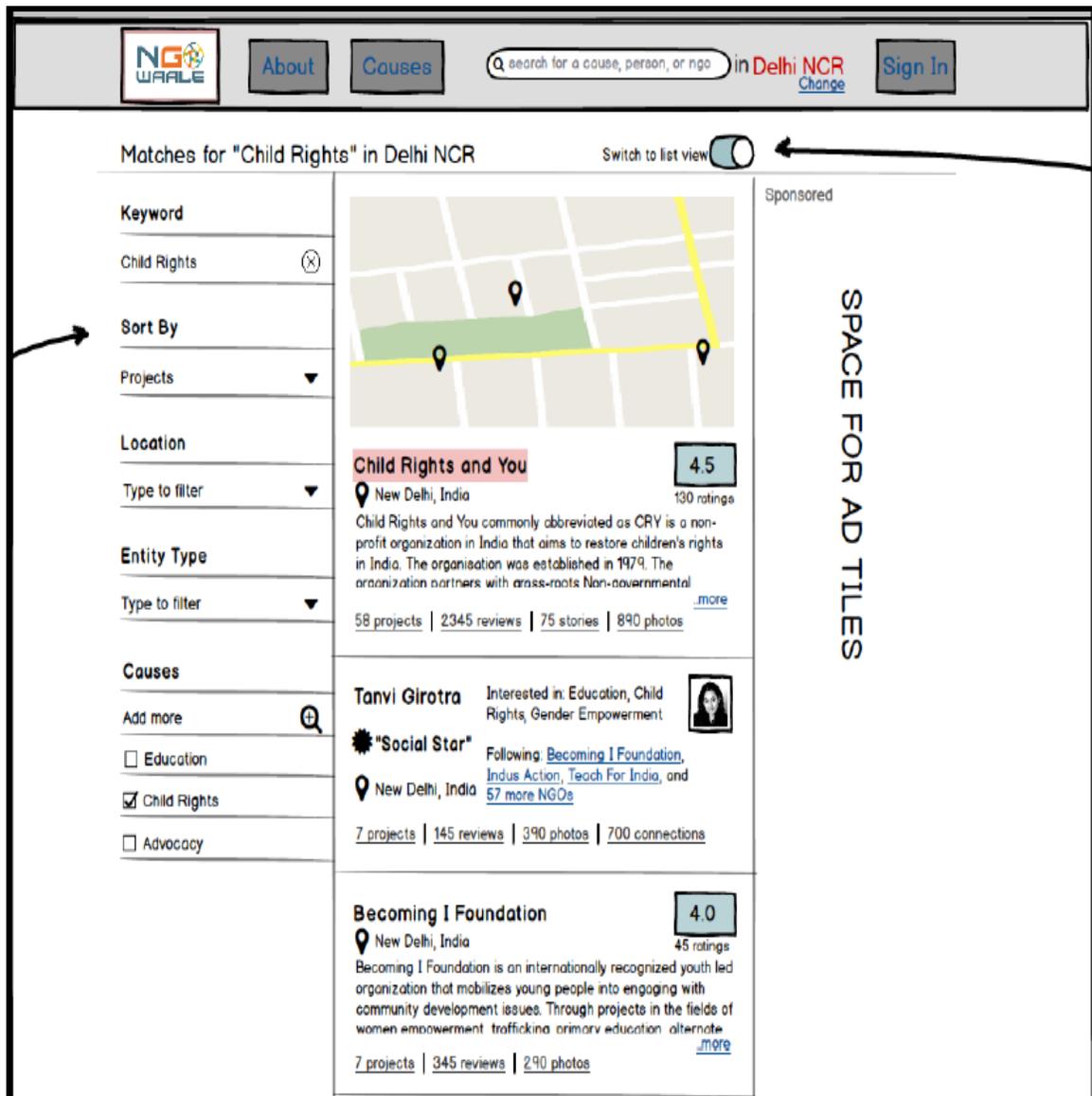


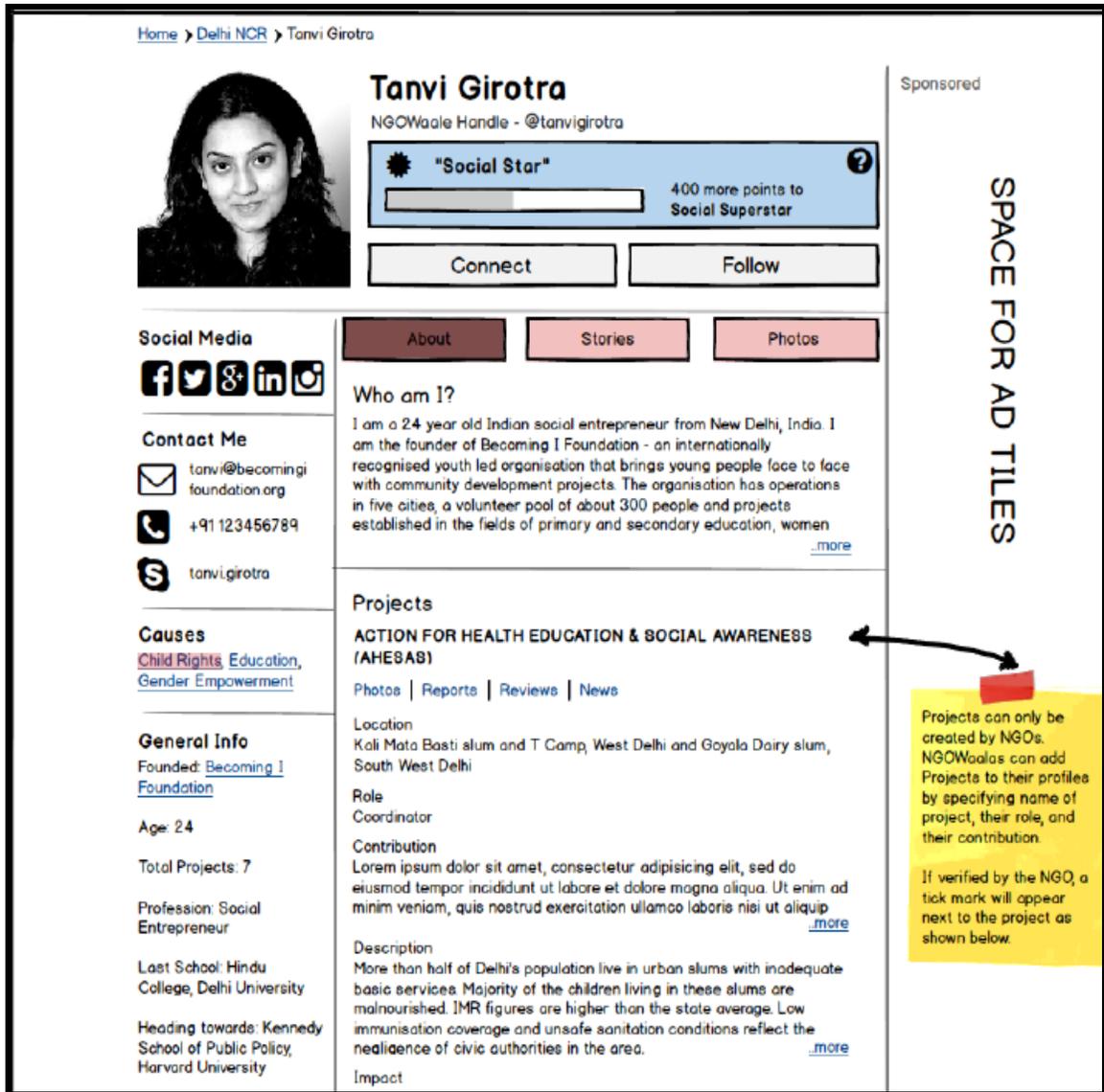
The NGO page is styled in a similar fashion as the NGOWaala page. The only difference is the sections the page include the following sections - projects volunteers(NGOWaale) and the Donors. This was because we had hypothesized that highlighting volunteers and donors in separate sections would positively reinforce volunteering and donations, and would motivate others to do it leveraging implicit network effects.

Similar to the NGOWaala page, the NGO page has the call to actions on the top right of the page.

3.4 Wireframing

The refined iterations of the prototypes were also developed using Balsamiq. The screen below shows the search results page. As can be seen below, the filters allow the users to customize their searches. The results include related causes, NGOs, and people who are associated with the entered keyword or cause in that area. Since we envision our platform to be ad-supported, the space on the right is reserved for advertisements.





The image above is a wireframe of an NGOWaala profile page. The NGOWaala has the general and contact information on the left panel and the default section displays a brief biography along with projects undertaken. The stories section includes articles, blogs, and posts that the user has either written or been tagged in, and the photos section has all the media files that the person documents or was tagged in during their social development journey!

Home > Causes > Child Rights

Sponsored

Share Connect

NGOWaalas

Tanvi Girotra
Ramit Malhotra
Ashwin Chandak
Sidee Dlamini
[1458 more](#)

NGOs

Becoming I
INDUS ACTION

Child Rights and You
2 months ago

There is humanity - It exists in Kali Basti
From: [Kali Basti, Paschim Vihar, Delhi](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

SPACE FOR AD TILES

The cause page is an aggregator of content, projects, organizations, and people. For example, the ‘Child Rights’ page includes a related feed of stories (blogs, posts or photos) sourced from NGOs and NGOWaalas, related NGOs (like Child Rights and You), and related NGOWaalas (like Tanvi, Sidee, Ramit, and Ashwin). Users can subscribe to notifications by connecting to this cause. This page serves as an aggregated abstraction from NGO-level and people-level projects, stories and other content.

Home > Delhi NCR > Saket > Child Rights and You

Child Rights and You
 NGOWaale Handle - @cry
<http://www.cry.org>
 Connect 4.5
130 ratings

Be a CRYwaala | Review us | Rate us ☆☆☆☆☆

+91 11 2953 3451
 Hours | open
 Today 9:00 AM - 6:00 PM

Location
 Saket > 632, 2nd floor,
 Lane No.3, Westend Marg,
 Near Saket Metro Station,
 Sayad-ul-Ajaib, New Delhi,
 Delhi 110030

Causes
[Child Rights](#), [Advocacy](#),
[Empowerment](#)

Cities
[Delhi](#), [Mumbai](#), [Chennai](#),
[Hyderabad](#), [Kochi](#),
[Bhubhaneshwar](#), [Bengaluru](#)
[more](#)

General Info
 Founded: 1979
 Founder: Late Mr. Rippan
 Kapur

About | **Stories** | **Photos**

Who are we?
 CRY is a non-profit organization in India that aims to restore children's rights in India. We were established in 1979. We partner with grass-roots Non-governmental organizations to uplift thousands of Indian children denied basic children's rights. We work towards restoring basic rights to children, especially from India and works across levels from direct action to advocacy, mobilizing public opinion and policy change. [.more](#)

What we do
 CRY's role is that of an enabler between two groups of people – the development organisations working for child rights at the grassroots level and people like you, who come together for child rights. [.more](#)

Our Theory of Change
 Children are the most vulnerable segment of any society. Their situation provides both, the most stringent metric of a society's health and the rallying point with the widest appeal across all parts of society. Ensuring child rights, therefore, provides the most effective, sustainable solution to the myriad social, economic and political issues confronting India and the world in general. [.more](#)

Our Projects
ACTION FOR HEALTH EDUCATION & SOCIAL AWARENESS (AHESAS)
[Photos](#) | [Reports](#) | [Reviews](#) | [News](#)
 Location
 Kali Mata Basti slum and T. Camp, West Delhi and Goyal Dairy slum.

Sponsored

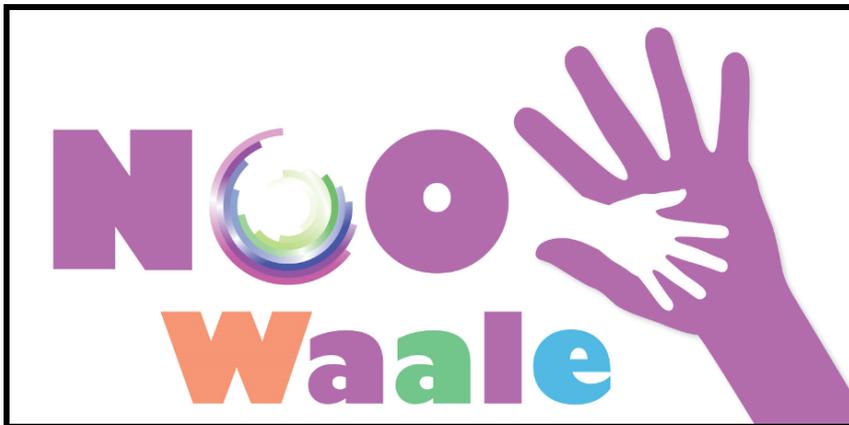
SPACE FOR AD TILES

NGOs can create and upload their projects on their own pages

The image above depicts a typical NGO profile page. The left panel has the NGOWaalas and NGOs associated with this NGO, along with general information, causes associated with, and cities present in. The default section displays a brief biography along with projects undertaken. The stories and photos sections include blogs, posts, and photos either written or uploaded by the NGO, or those that have the NGO tagged.

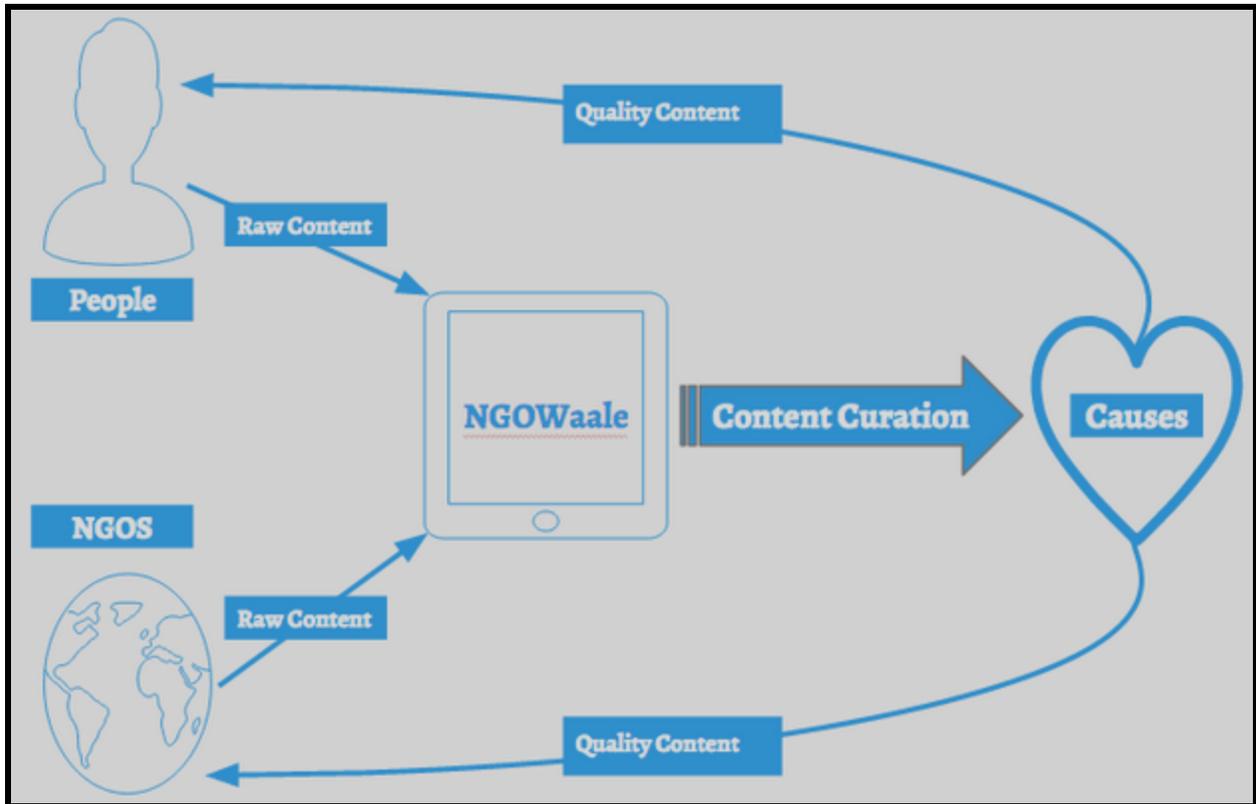
3.5 Visual Design

We had a variety of ideas for the visual design of NGOWaala's logo and interface. We decided to conduct an A/B test of the logo with our prototype and we settled with a purple and orange logo with two connected hands.





4. Product Workflows



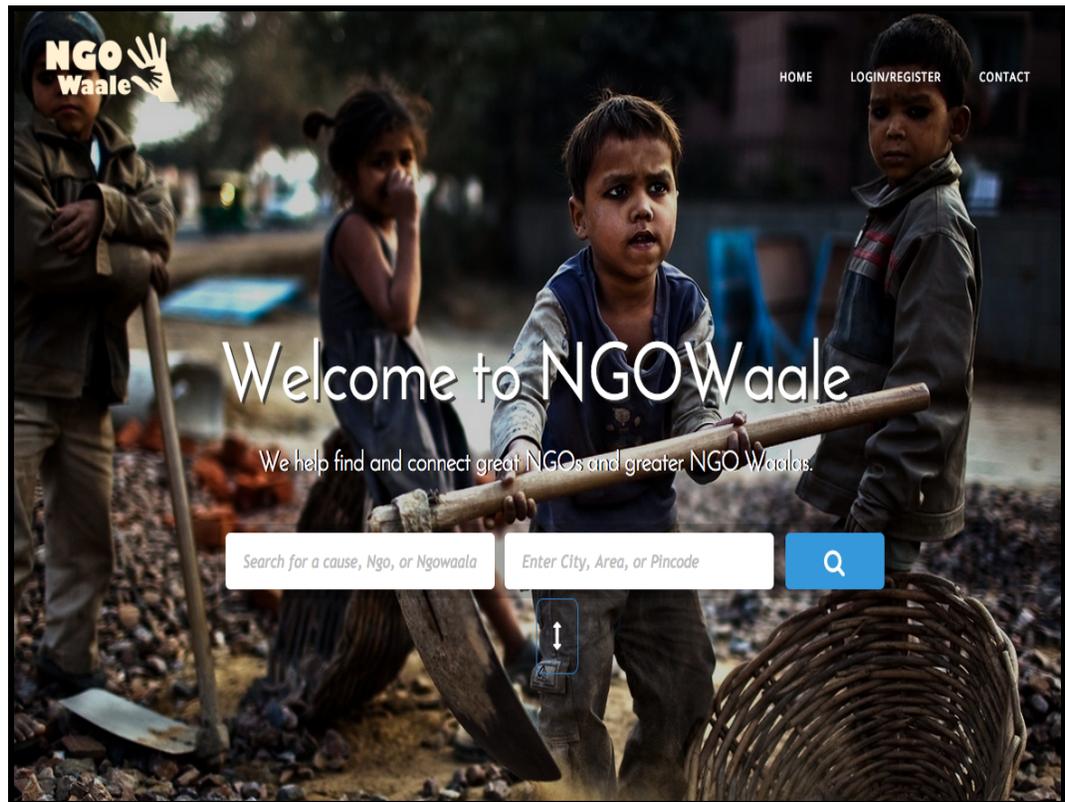
The above diagram explains the working model of the NGOWaale platform. The following steps explain the working:

1. **Procure:** NGOWaale representatives acquire raw content from the people and NGOs within a particular region
2. **Process:** The NGOWaale curators then clean and customize the content for the cause-based audience
3. **Publish:** The staff is then responsible for publishing the high quality, processed stories in the relevant cause page

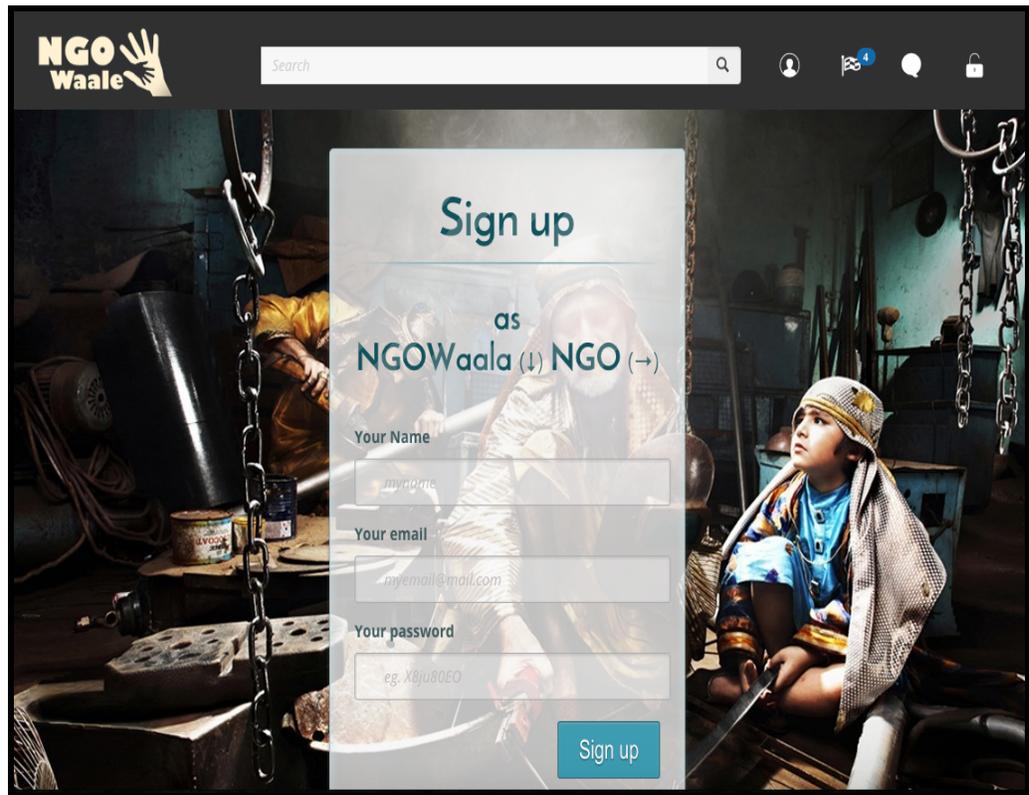
4.1 Site Architecture

NGOWaale being only a functional prototype built to demonstrate primary features and user flows of our offering, was built using HTML5, CSS3, and a little bit of javascript. We decided to go with Bootstrap 3, twitter's front-end framework, to utilize its powerful library that supports quick iterations and deployment, and is even mobile ready. The images on the website are stock images, and the entire theme was built ground up. We drew inspiration for the user interface design from Facebook, Zomato, and LinkedIn.

4.2 Main Features



4.2.1 Signups



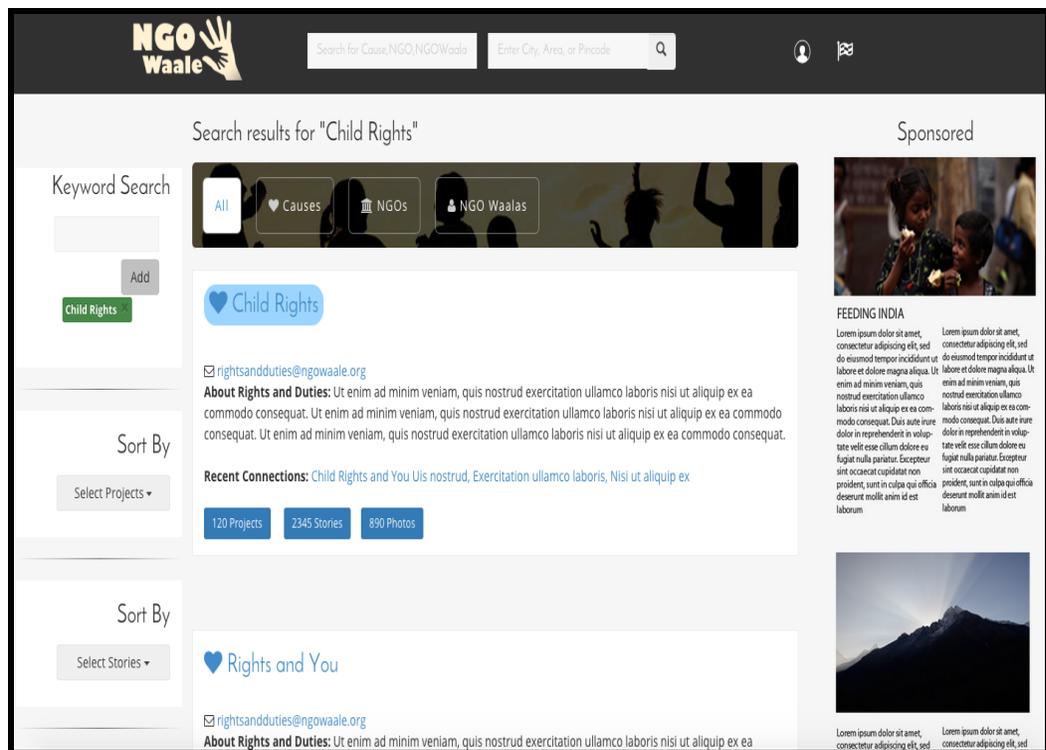
The screenshot shows the NGO Waale website interface. At the top left is the logo "NGO Waale" with a hand icon. A search bar is located at the top center. On the right side of the top navigation bar, there are icons for a user profile, a notification bell with a "4" badge, a speech bubble, and a lock. The main content area features a large, semi-transparent sign-up form overlay. The form is titled "Sign up" and includes a dropdown menu set to "as NGOWaala (↓) NGO (→)". Below this, there are three input fields: "Your Name" with a placeholder "myname", "Your email" with a placeholder "myemail@mail.com", and "Your password" with a placeholder "eg. X&ju80EO". A blue "Sign up" button is positioned at the bottom right of the form. The background image shows a woman in a yellow headscarf and a young child in a blue and white patterned headscarf, both looking towards the camera in a kitchen setting.

The platform accepts registration from two kinds of users: NGOWaalas and the NGOs. The NGOWaalas include any individual, NGO Staff, or volunteer. NGOWaalas register by entering their preferred credentials, causes and NGOs they are associated with.

Once the credentials are verified, they are then redirected to the NGOWaala profile page that contains 3 broad sections - About me, stories and photos. The individuals can fill their profile and connect to the causes they wish to receive updates from. They can also upload stories that include essays, posts or blogs and tag associated causes, NGOs, and other people. Additionally, they can upload media content to convey their message.

The NGO signup process is slightly lengthier and requires more information from the NGO including registration number and type. Upon verification, NGOs can populate their profiles including About us, Stories and Photos. The NGO can add its theory of change, and impact based projects. In addition to that, they can upload photos and videos to demonstrate their work.

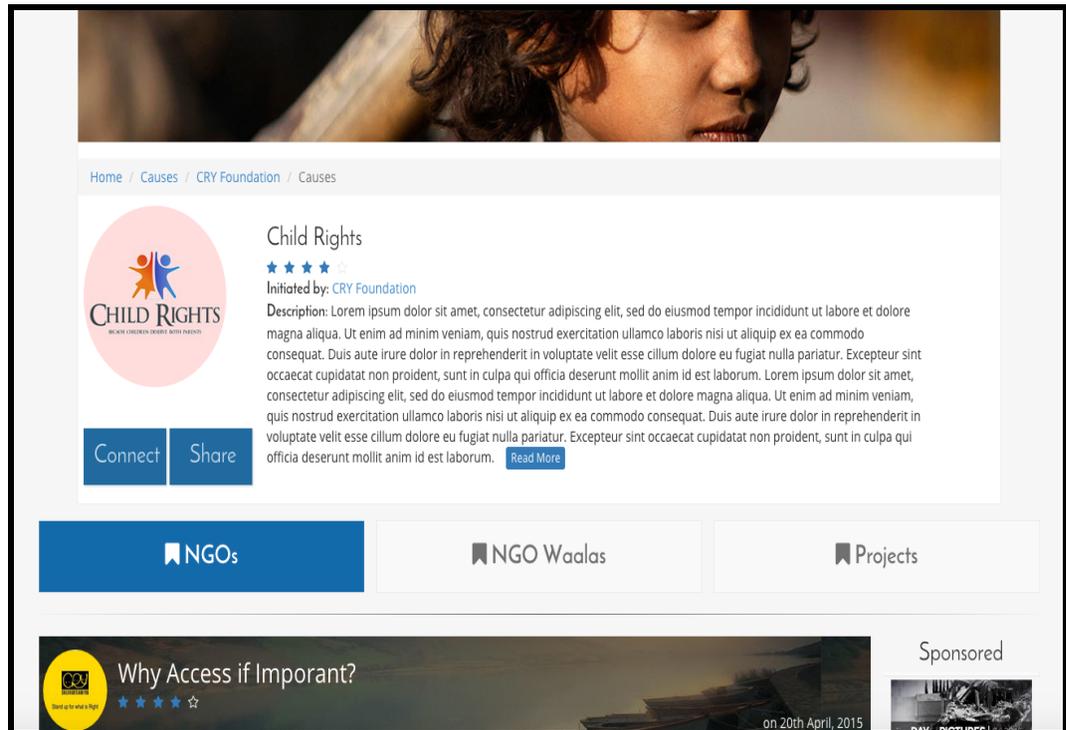
4.2.2 Search



Any site visitor can utilize our search feature and look for causes, NGOs and NGOWaalas to get a glimpse of the social development landscape and activities. For example, when the user or visitor searches for 'Child Rights' they are directed to the cause page, further explained in 4.2.3. The search can be modified based on geographical filtering as well. For example, a user may want to search for Child rights in the Delhi

NCR region, and the results obtained will be the associated NGOs and people in that area who are associated with the child rights cause.

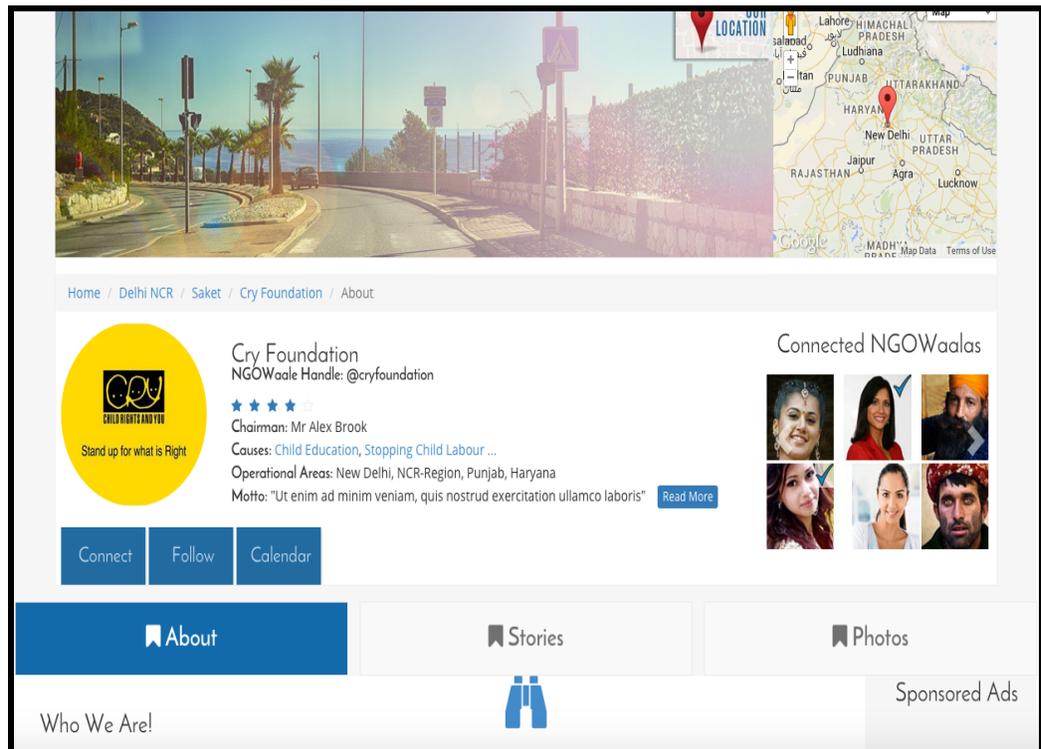
4.2.3 Cause Page



The cause page is the central point of interaction of our NGOWaale platform. It provides the snapshot view of a cause, associated NGOs and NGOWaalas. A user can subscribe to the cause and get updated with customized notifications when:

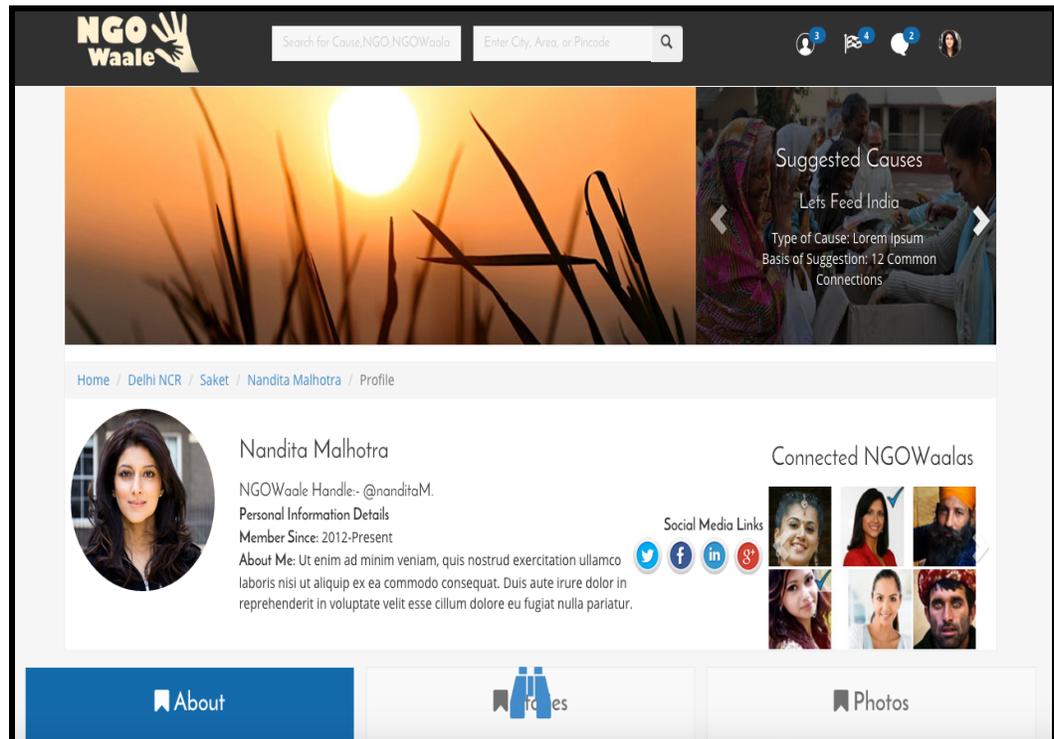
1. A new NGO has associated itself with the cause
2. A local cause-based post or photo has been posted
3. A local project has been added or updated

4.2.4 NGO Page



The NGO page is the NGO social portfolio. This page contains the NGO's biography, stories that include blogs, posts, campaigns and media content that the NGO may upload to share their efforts. This page be be leveraged as a marketing platform for the NGOs that feel the need to make their online presence felt. In addition to these sections, the NGO page also highlights volunteers and donors who have contributed their resources to the NGO and also provides a way for these NGOWaalas to share their experiences via reviews.

4.2.5 NGOWaala Page



The NGOWaala page is the individual user's profile page. This page contains the person's biography, stories that include blogs, posts, campaigns and media content that they may upload to showcase their social development work. This page can be leveraged as a marketing platform to demonstrate social entrepreneurship, and in the future may even be used as social resumes akin to LinkedIn.

5. Challenges

5.1 Research Challenges

The primary challenges we faced were the geographical disparity between the team and the potential users. We were working in Berkeley while the potential users- people and the NGOs were in India at a time difference of 13 hours. Furthermore, the NGOs that operated in the rural areas didn't respond in the given time frame that delayed the user research process. While we could have used proxies to conduct user research in the Bay Area itself, the team knew that the Indian social landscape is culturally unique and must be captured in its essence in order for such a product to be accepted and used. Eventually, the team decided that the best solution to this challenge was by having Ramit travel to India and have face to face, in person interviews. In his 3 week visit to India, he contacted over 25 nonprofits in urban, semi-urban and rural geographies which immensely helped the design and implementation processes.

5.2 Information Organization Challenges

Our interviews provided us with an interesting yet challenging insight - the NGOs have different modes of operations and highly varied organizational structures. Simply put, they have different ways of communicating their stories, different points of contact, different personnel hierarchies, and very different business models. Geography plays a big role in this difference. NGOs that operate in remote and rural areas generally operate without a predefined structure, often organically. Their points of contact are hard to get through to. Therefore, it was important to have a 'feet-on-the-ground' approach to tackle this challenge.

5.3 Design Challenges

One of the design challenges we faced was to design a easy-to-use platform with a clean, minimalist UI that can not only facilitated simple consumption of content but also remained effective and compelling enough to keep the ecosystem loop functioning. The preliminary designs were either too cluttered or did not cover all of the use cases. Affinity diagramming was particularly useful in the prioritization of our entire feature set for every workflow. The process of iterative prototyping coupled with user feedback and usability testing validated and invalidated several of our hypotheses. Thus, a clearly defined design thinking process and prototyping exercises were pivotal in overcoming the design challenges.

5.4 Implementation Challenges

The major challenge was deciding what kind of software artifact we wanted to produce. Considering the feature set we were planning, we decided to go with a web based prototype without any backend to ensure that we go through the entire process of needs assessment through implementation and usability testing without getting stretched too thin. Despite our prioritized scoping, we faced a lot of challenges with the implementation of our prototype. The first challenge was to ensure a simple and intuitive user experience while creating a rich and vibrant ecosystem to facilitate connections between our users. It took a lot of iterations to get to our present offering, and we think this will be a work in progress. Second, it was very hard to showcase all our user flows through a prototype. Since NGOs, site visitors, and NGOWaalas have different flows, it was challenging to incorporate those differences into our prototype. Finally, since our user research

took more time than we had planned, our budgeted development time got cut by more than half, and it was a major challenge to stick to deadlines without compromising on features or quality.

6. Future Considerations

6.1 Targeted Campaigns

One of the pressing needs for NGOs to sustain their operations is a steady supply of funds. For this it is essential for the NGOs to equip themselves with not only the right tools but also the ability to communicate campaigns to the right audiences. With the cause page allowing the NGOs to view the NGOWaalas who are associated with a cause, the NGOs can effectively target these NGOWaalas to achieve its campaign goals. Using paid services the top campaigns will be featured on the Cause page and will be a landing page for the interested NGOWaalas to contribute.

6.2 Targeted Volunteering

Besides gathering funds, our interviews with the NGOs informed us that they need skilled volunteers to help them complete projects. The cause page allows the connection between the NGO and NGOWaalas. We envision a volunteering matching feature that will algorithmically calculate a 'fit score' of the volunteers based on their skills, location, commitment and the requirement of the NGO's. The matching process will ensure needs-based volunteering opportunities to be effectively utilized.

6.3 Mobile Application

India is all set to be the youngest nation by 2020 with a median age of 29. Moreover, India is now one of fastest growing markets for smartphones. Businesses as well as people across socioeconomic boundaries are going mobile. So, the logical extension of our project is to make a mobile version of NGOWaale. This will allow the NGOs and people to use all the services of NGOWaale on a mobile-responsive interface.

7. Launch Strategies and Considerations

7.1 Competitive Analysis and Differentiation

We thoroughly analyzed our two major competitors in the social publishing space - The Better India and Youth Ki Awaaz. The table below reports a detailed analysis of their, mission, value proposition, strengths and weaknesses.

	The Better India	Youth Ki Awaaz
Mission	Media-tech platform that encourages social participation through positive articles	Media-Tech platform designed to encourage youth participation in social issues and thereby engage with NGOs
Value Proposition	Focus on providing positive stories to encourage participation	Strong community of writers, SBI Youth For India Fellowship, 'Take Action' - targeted cause-based campaigns and initiatives
Strengths	Strong Web Presence,	Take Action initiatives and

	dominant player in social publishing, breadth of content, bi-lingual capability	fellowship incentives
Weakness	Cluttered UI, Inability to search on the basis of people, causes	Cluttered UI, lack of robust partnerships

Differentiation

We differentiate ourselves from our major competitors in the following way:

Discoverability based on cause and geography

The foremost differentiator of NGOWaale from other services in the market is that social development organizations are indexed on the basis of cause, type, and geography. This ensures a holistic search landscape of the social sector in India enabling searches based on issues, locations, activities, and more.

High quality curated content marketplace and social network

In the formative period, NGOWaale intends to be a marketplace for high quality curated content from across the sector categorized by causes and geographies. We believe that for any substantial change to occur in the sector, the first step is to change the outlook towards social development by engaging the youth. This can only happen when Indian netizens get exposed to and connected with social realities and how organizations with passionate young people not unlike themselves are working towards mitigating pressing social needs.

Feet-on-the-ground model

In order to ensure continuous high quality content from NGOs across the board, we plan to have a volunteer driven model that delivers raw content from their assigned NGOs to our content team. This not only helps the NGO to participate in our marketplace without the stress of adding resources for content creation, but it also enables us to maintain a personal relationships with NGOs - something that can be leveraged to drive adoption of more impactful features in the future.

Gamified Incentives

For every activity done on the platform, SDOs and people are offered points that accumulate as part of a reward structure. Successful collaborations yield maximum points for SDOs and make an SDOs profile attractive to funding opportunities. Similarly, successfully donating time or money to a project yields maximum points for people, and builds their social resumes as social workers or donors.

Ease of Use

The final differentiator in our offering lies in its simplicity. The existing competitor websites have rich resources of whitepapers, case studies and existing network of stakeholders, but the websites seem too cluttered and do not convey the value proposition in a convincing and simple manner. The human-centric design of our platform makes it accessible and easy-to-navigate, and will serve as an effective tool to provide experiences like discovery.

7.2 Outputs and Outcomes

Outputs

The main output produced by NGOWaale initially is a content platform that will create valuable social connections between NGOs and people interested in social development. This platform will allow efficient cause based searches to be possible in different regions of India. Another output

will be the availability of aggregated information about NGOs in the different regions of India. Lastly there will be a centralized place for people and organizations to connect in different capacities.

Outcomes

The availability of the NGOWaale platform will lead to the outcomes that are briefly described below:

- a. Increased volunteer → NGO connections
- b. Increased donor → NGO connections
- c. Increased NGO → NGO connections, facilitating collaboration
- d. Networked projects leading to bigger impact
- e. Increased interest in the social development sector
- f. Improved networking with individuals interested in same causes

The theory of change associated with these outputs and outcomes is that creating a cause-associated, content based social network, built for discovery and collaboration will make searching for organizations simpler and efficient, and this will result in an increase in interest and investment in the sector which will in turn increase the impact of the work different organizations do.

7.2 Success Metrics, Monitoring & Evaluation

Metrics

Metrics	People	NGOs
Activation	CTR on ads	phone-call inquiries
Acquisition	#Completed Signups	#Completed Signups
Retention	Search:	Search:
	#Cause-based searches	#Cause-based searches
	#location-based NGO searches	#location-based NGO searches
	#people-based searches	#people-based searches
	#NGO name based searches	#NGO name based searches
	Content:	Content:
	#posts created	#posts created
	#posts shared	#posts shared
	#posts liked	#posts liked
	Profiles:	Profiles:
	#incompletes	#incompletes
	#profiles created	#profiles created
	CTR for SDO/People Profiles	CTR for People/SDO profiles
	#calls made	#calls made
	#emails sent	#emails sent
	#Repeat Users	#Repeat Users
	MAU	MAU
Monetization	# Premium Signups	# Premium Signups
	% upgrades	% upgrades
	premium signups/total users	premium signups/total users

The metrics that can and will be measured by NGOWaale are detailed in the table above. The three main segments of interest are in Activation, Acquisition and Retention. NGOWaale will not follow-up on the success of the collaborative projects in its early stages, though it is likely that with the growth of the platform follow through on project collaborations will be tracked. In the initial stages it will be difficult to measure the cause-based impact that is associated with the platform, however tracking number of platform users participating in the sector as new donors or volunteers will be done later on.

Monitoring & Evaluation

NGOWaale's main goal is to make organizations easily accessible to individuals who are interested in the causes they offer, and to increase collaborations between all the stakeholders involved in development work. The metrics stated in the previous section will be the main indicators used to track progress and measure the impact of the platform. All the selected variables are Specific, Measurable, Attainable, Realistic and Timely (SMART). These variables will be measured at the beginning of the project, a few months after launch and monthly thereafter. All data will be collected and saved on the platform, then released to impact evaluators when an impact evaluation is being carried out. The initial indicators will be used as a baseline measurement to be compared with the post-treatment effect. A positive increase will be the main measure of success and thereafter, NGOWaale aims to see a steady increase in all the measure indicators. When the number of users signing up to use the platform begins to increase at a diminishing rate, the main focus for impact will be measure on the number of collaborations. Regressions will be run with a particular focus on a positive change in the collaborations coefficient.

8. Conclusion

Our team has been successful in creating a case for a web-based platform to acquire caused-based knowledge discovery that would provide the impetus for further cooperation and collaboration between NGOs and people, including volunteers, funders and the NGO staff. Fifteen nonprofit organizations have expressed their enthusiasm in using the NGOWaale platform to share their stories, projects, and volunteers' contributions and this fact alone makes our project a significant accomplishment.

More importantly, our platform serves as an effective tool to mobilize the local community of social do-gooders including NGOs and people through hyper localized content and relevant information to trigger impactful action.

Finally, this project allowed us to draw upon diverse skills we have polished and acquired at the School of Information, and leverage them in an effective manner to solve a real-world informational problem. During the research phase, we relied on our knowledge of needs based analysis and contextual inquiries. During the design process, the prototyping, affinity diagramming and wireframing exercise helped us make effective product design decisions. We applied several applied behavioral economics concepts to implement the human-centric design. Finally, the front-end skills we honed in web architecture was essential in developing the functional prototype.

Moreover, we acquired new skills, knowledge, and experience by trying new things, making mistakes, rapidly iterating, changing direction, and working and brainstorming with each other.

9. Appendix

9.1 Interview Templates

Questions for Volunteers

- Name
- Gendera
- Age Range
 - 15 - 18
 - 18 - 21
 - 21 - 25
 - 25 - 30
 - 30 - 40
 - 40+
- City
- Contact Details
- Email and/or Phone
- Employment Status
 - Current Student
 - Full time employee
 - Part time employee
- Unemployed
- Field of interest (Social development fields - causes that person is passionate about)

- Have you ever searched for social organizations (non-profits or social businesses) online?
(for any reason?)

Yes or No

- If yes, what for?

Research

Volunteer opportunities

Other

- How have you searched?

Google Search

Social Media

Word of Mouth

Other

- Are you satisfied with the results you get from your method of searching?

Why/Why not?

- Have you participated in any volunteer work in the past? Please explain

Yes or No

- What is your motivation behind volunteering?

- What was your time commitment?

- Hours per week

- If no, Are you interested in volunteering for a cause that you are passionate about?

- If yes, which sector would you be interested in volunteering in?

- How did you learn about volunteering opportunities?

- Do you have easily available access to information about volunteering opportunities?

- What are the challenges you face in discovering organizations for volunteering/research?

- If there was an easier way to find organizations, would you:

Use it

Volunteer

Volunteer more

Questions for NGOs

- Name

- Role in organization

- Type of organization

Non Profit with Foreign Funding Clearance

Non profit with tax exemption

Non profit without tax exemption

For profit social business

unregistered

other

- Age of organization

- Core Social Mission (checkboxes)

Health

Agriculture

Education

Children's rights

Women's rights

Leadership

Life skills/Employment

Disaster relief

Food Security

Youth Empowerment

Other initiatives

- Number of volunteers currently engaged

Part time (approx. number)

Full time

- How do you market yourself to Potential volunteers, funders, and the general population

Website

Social Media

Social Events (marathon, college/school events, Conferences, Fundraisers)(checkboxes

maybe)

On ground marketing like flyer distribution

Advertisements

Coverage by newspapers or magazines

- Is there any substantial difference in the way you market to these three groups that you want to highlight?

- How do you fund your projects?

Private Donors

Fundraisers

Grants

CSR initiatives

- Were there any challenges in this?

- Problems channelling money

Unresponsive CSR team

Bureaucratic challenges

Time commitment challenges

Other

- What are the challenges you face in scaling your organization in terms of:
 - Impact
 - Financial stability
 - Would it help if there was a platform for your organization to be discovered by potential volunteers, funders, and the general population?
 - Have you ever collaborated with another organization for a social goal?
 - If no, why not?
 - If yes,
 - What was the name of the organization/partner?
 - What was the nature of this collaboration?

- Why did you decide to collaborate?(Checkboxes)
 - Similar social goal
 - Same region
 - Complementary expertise
 - Other

- How did you discover this organization to collaborate with?
- Were you satisfied with the outcomes of this collaboration?
- If no, why not? What were the challenges?
- If yes, what do you think made the partnership successful?

- If No, would you be open to more partnerships in the future?
- Would you be more likely to collaborate if it was easier to find organizations to complement/assist in a common social goal?

9.2 Interviews

Indus Action and Teach For India

People: Tarun and Apoorva

Role: Founders

Tarun - City Head TFI

Theory of Change

“gap between policy and implantation – linkages between government, civil society and privates are weak. Focus is on inclusion – schools are first level for intervention”

example: Preschool summer camps, existing teachers and students to be leveraged.

First Project

Project Eklavya – Entry into private schools for EWS children

Increasing enrollment

Awareness is really low

Model - Information Awareness/ Community awareness

Want to reach a tipping point to automate dissemination of information

Operational challenges:

1. Systemic interventions
2. Blind spots in understanding the problem and reality itself
3. Integrated view of the system
4. Data blindspots – there's no robustness to the data – ex DOE says 92% are filled but only 48% of the schools are participating, SSA has similar data that delhi hasn't filled a single seat
5. 4 to 10 percent numbers with statistical data
6. Bright spots – Maharashtra and Rajasthan – MIS system – they've solved end to end transactions, reimbursements, allocation of seats etc moved online
7. Schools refuse to accept the forms – school asks for additional documents, make up reasons
8. Community nodal points – help families upload documents onto the platform
9. Psychological hurdle after being rejected multiple times also reduces
10. Intuitive intervention after a little consumer research
11. Periodic ethnographic analysis
12. Social and class distance for the parents and their children
13. Deep investment within volunteers – culture of citizenship
14. Human resource challenges – can't follow up on every lead

Uncool for talent – social sector

A lot of people want to do it – parents play a very big role

Career progression

Linkage between money and beneficiary is disconnected

Tarun – if talent wants to be here, how do you unleash talent to generate and create revenue – find a balance between ethos of service and self reliance.

Organizational Challenges:

1. Collective impact – to build collaborative partnership
2. To truly develop a shared agenda
3. Transactional nature of partnerships
4. TFI – struggled to find balance between servicing the school and the children

“Some aggregating platform with some information that shows validation so that you can get basic direction to find and discover”

Brand visibility challenges:

1. Never really thought of it, focusing on work
2. The work should build the brand

Funding:

1. Big grants and corporate funders (3 institution partners need to be managed)
2. TFI - fundraising is diversified so a lot of stuff needs to be done to achieve that target
3. Recruitment – special focus to go to colleges which focus on social service - Apoorva
4. B. El Ed – LSR, preschool summer camp, child protection safeguards

Recruitment:

1. “Collective impact model will increase funding support and impact”
2. Get a few organizations together and create a shared agenda and pool resources
3. London Challenges - Teach for, Save the children etc did what they were good at

Why isn't collaboration happening – Someone has to be the backbone

1. Shared Agenda
2. Shared Metric System
3. Platform to enable ongoing discussion
4. Backbone structure

CSF - the only gap for them is that they're not willing to let go of their agenda.

Goonj

Meeting: Mr. Anshu Gupta

Role: Founder

Why Goonj?

There are issues and there are non issues – issues people are tackling.

There is hardly any work on the kapda part in roti, kapda, and makaan.

People wait for disasters to happen to donate clothes. People die more from lack of clothes in the winter than from disasters. Clothes is also about dignity apart from a basic need. If you say it is a basic need, across the globe when we talk about development subjects, but you'll never find cloth listed.

The idea isn't to create a charitable entity – why can't it become a resource? The biggest asset in villages is dignity and self-respect. It has moved out of charity?

Resources traditionally – Money, human. Where do you find material as resources. We have never treated material as a separate entity.

Theory of Change

Social change – create a dent on the mindset of people. You can bring a commercial product and change the behavior, but not the mindset.

The discard of the city is a tool for us to

1. Fill up the gaps
2. Bring a lot of non issues on the table and tackle those non issues.
3. Create a parallel currency
4. Bring people together
5. Tell people about their rights
6. Make people self-sufficient

Dignity, Health, Water scenario in the village – when people clean a pond, it's about providing safe water.

How do we create a parallel currency? We have brought back the traditional barter system. It is a barter between the labour and the material. Money is for the logistics.

Genesis of a parallel economy that is not cash based not trash based.

Organizational Challenges:

1. Biggest corrupt person from another organization can come and call me corrupt – that is the biggest challenges. If we put together all the scams of the social development sector, it still won't match Satyam fraud.
2. Image management – that the sector is inefficient, corrupt etc. If a disaster happens, if a child needs certificate, the government needs NGOs to implement policies, but still you keep abusing.
3. Information gaps – that's the reason the volunteering sector is not coming up
4. Third party needs to come and disseminate information in a bigger way
5. Why do all the MBAs come only to teach people in this sector, why can't they learn? There is no humility from that side. It's very important to have an equal relationship. We all have our own competencies.
6. "I would rather form a company in retailing etc if I wanted to make money"
7. Volunteer sector doesn't have it's own voice.
8. Corporate services – all services like canteen and taxi services are outsources but they create their own foundations. WHY?

Brand visibility challenges

1. We've never worked on that. We've never approached any media firm to write about us. We're very careful to partner with organization.
2. We're not very active ourselves in talking about work, but we're very respected. Even facebook has picked us as one of the NPOs for disaster management.
3. A large number of people still think we collect and distribute clothes.

4. We need to put in extra effort to break the perception of people associate clothes with charity.

Funding challenges

1. No fund raising department
2. 40%-50% comes from individual donors
3. Some parts are sponsorships, award money, selling our products.
4. We have very good third party endorsement. Word of mouth is very strong
5. 98-2004/2005 it was a huge challenge. Now it is reduced.
6. When a disaster happens, then money becomes earmarked for disasters.
7. “We have potential to sell our products more”
8. Corporate – relationships are strong, but not monetary.
9. Social change has to move out a bit from the number game. If airtel comes and says we have 1 million satisfied customers.
10. What matters is the qualitative aspect more than the quantitative aspect in social change.
11. As of date it isn't a challenge, but yes, we are always on our toes.
12. Corpus – 24 months with buffer, 12 months is secured.

HR challenges

1. Volunteers is not an issue – we have a strict process of selecting interns, but useless people used to enter for the sake of certificates
2. We don't have designations, fortunately we have been able to get good people and retain people.
3. Attrition is not a problem

4. But now the phase is come where we are looking for people who come with some specific skills – mostly tech
5. We also need people for specialized field work.

Organization Structure

Hierarchy isn't in designations but in years spent and knowledge.

Governing body – 5 people

11 offices including Delhi – each have 1 or 2 key people

Lot of local recruitments happen,

Community champions

Head Office – everyone has 1 or 2 key responsibilities.

If a camp has to happen, everyone goes who's available.

Work area is in 21 states – so we need a couple of people that have potential of making 10 different organizations. We need someone to head the sanitary pad division or program wise, we will have 1 or 2 key people sitting in the HO and traveling across.

Collaborations -

We have huge collaborations. We collaborate on EVERY SINGLE THING. You can divide our work in 3 different parts

1. Collection – Benetton to Marks and Spencers to various hospitals, schools and colleges, we don't even go to pick up. They bring it here. When a school becomes a collection center – then they're collaborative
2. Processing
3. Implementation

250 partners - we do proper due diligence, field visits etc. Almost 60-70% implementation happens through these (probably more)

This sector is reducing its own value. Every sector makes sure that it creates its value proposition and communicates that to the world. Indian Dev Sector operates in isolation.

Respect is really important. Whole life is spent proving that they're honest and not corrupt.

Everyone is blowing their own trumpet. We've made it unnecessarily made it too competitive.

Co Branded campaigns –

Their advertising agencies will get involved, and we charge them.

Expertise

1. Efficiency in the supply chain system

2. Very robust system – you deal with so many different varieties of material.
eg: If you talk about urban india women wear jeans, tshirt, rural women wear sari, blouse, petty coat
3. Need based analysis for material goods.
4. Looking beyond – schemes to create new ponds and wells, but none to clean the existing ones.

Value of proposed platform

1. We are very collaborative organization - we are very open
2. The sector will be benefitted a lot – the biggest value as an Ashoka fellow was getting to know like-minded people with radically different approaches on a common platform.
3. Things can NEVER be solved by either/or. ‘And’ philosophy.
4. Good story system – Sharing of stories of how a particular organization did something innovative or different.
5. What is lacking is positive practical stories – things can change with very little effort. Communication and connection is required.

India’s dev sector has also gone into ppt mode. Don’t call us an development organization. Development happens 0-10, because our society lives in the minus. We only bring them to 0. We are more of a survival organization.

9.3 Stories, Interactions, and Use Cases (CauseConnect)

NGO Interactions

As a NGO, I have 4 possible interactions with the solution:

1. **List** my organization with the platform to make it searchable
2. **Recruit** volunteers for my projects
3. **Acquire** funding from individuals or companies
4. **Rate and Review** organizations I have worked for

As an NGO, I want to list my organization, to make it searchable

Present Workflow:

1. I go onto www.google.com and search for the cause that I want to contribute to or any particular organization I want to connect with to volunteer.
2. Google directs me to the index search page of my query - A website and/or a directory of the organization.
3. I access the information I want

Future Workflow:

1. I go onto the CauseConnect website and search for the cause/ organization or people I want to look up
2. I have a curated list of the verified organization that work for a cause (if a cause is searched) or the people involved (in case of a people search)

3. After obtaining the search result that I want, I am directed to a page that displays the verified, up-to-date information about the organization - The organization information, locations(s), project(s), people, contact details, channel partners

As a Potential volunteer, I want to donate my time to a cause or organization so that I can contribute to some social impact

Present Workflow:

1. Once I have obtained the information of an organization, I call the people at the organization
2. After obtaining the information that I need, I either meet the people in person and/or simply apply to volunteer with them
3. The organization contacts me to thrash out the specifics of the volunteering, and to match my skill set to their projects.

Future Workflow:

1. On the organization page, I obtain the most up-to-date and coherent information
2. I read about the organization's work and its reviews by its past volunteers
3. After I am convinced about the organization's authenticity and work, I contact them and apply directly.

As a Potential Volunteer, I want to contact the organization so that I can find out more about the organization and their volunteering opportunities

Present Workflow:

1. Once I have obtained the information of an organization, I call the people at the organization to verify the information obtained on Google, ask questions as to how my money is being invested and for general inquiries like what are the future prospects of the organization

Future Workflow:

1. On the Organizations profile page I can find the projects, people, research papers and the initiatives the organization is currently involved in
2. I can contact the organization via email and/or phone for general inquiries and other information

Individual User Interaction

Researcher Scenario

Volunteer Interactions

1. Search
2. Apply
3. Contact
4. Recommend, Rate, Review

User stories

Template: As a _____ I want to _____ so that _____

1. Search

- a. As a researcher, I want to search for organizations so that I can find information about the different organizations on the ground in India.
- b. *Scenario:*

- i. Akshaya is in Bombay working for India Together Organization. She is interested in finding out which other organizations in India are working on gender related issues in the different parts of India
- ii. Akshaya sits down in a comfortable spot, she opens her laptop, inputs her login information and gets her computer going. She clicks on Google chrome to open the web browser, and types in “cause connect” in the Google search box. Cause Connect loads up the homepage and she sees another search box. She inputs a search for organizations working with gender issues, and clicks on the search button. Since she has not input very specific information, thus a number of organizations come up. She clicks on each organization’s link to expand the view. She reads the brief descriptions and expands the view on each organization that sparks her interest. She clicks the favorite button on all the organizations she would like to refer back to. After she has compiled a satisfactory list of the organizations she has found appealing she prints the comprehensive list through the cause connect website.

2. Apply

- a. As a researcher, I want to search for job openings and apply, so that I can get more experience in the development sector.
- b. Scenario:
 - i. Akshaya is in Bombay working for India Together Organization. Her experience with the organization is no longer teaching her more information so she is interested in finding more opportunities in a slightly different field that will challenge her.

- ii. Akshaya sits down in a comfortable spot, she opens her laptop, inputs her login information and gets her computer going. She clicks on Google chrome to open the web browser, and types in “cause connect” in the Google search box. Cause Connect loads up the homepage and she sees another search box. She inputs a search for organizations working with gender issues, and clicks on the search button. Since she has not input very specific information, thus a number of organizations come up. She clicks on each organization’s link to expand the view. She reads the brief descriptions and expands the view on each organization that sparks her interest. She clicks the favorite button on all the organizations she would like to refer back to. After selecting the top 10 organizations she clicks on the “contact us” button, then on the job openings tab. She reads the openings, clicks on the opens that spark her interest and submits her application.

3. Contact

- a. As a researcher, I want to search for individuals in my field of interest and contact them, so that I can contact them and do knowledge sharing in the field.
- b. Scenario:
 - i. Akshaya is in Bombay working for India Together Organization. She is frustrated with the lack of collaboration amongst organizations working on the same goals in India, thus she would like to search for organizations in her sphere and explore ways to collaborate.
 - ii. Akshaya sits down in a comfortable spot, she opens her laptop, inputs her login information and gets her computer going. She clicks on Google chrome to open the web browser, and types in “cause connect” in the Google search box. Cause Connect loads up the homepage and she sees another search box. She inputs a

search for organizations working with gender issues, and clicks on the search button. Since she has not input very specific information, thus a number of organizations come up. She clicks on each organization's link to expand the view. She reads the brief descriptions and expands the view on each organization that sparks her interest. She clicks the favorite button on all the organizations she would like to refer back to. After selecting the top 3 3 organizations, she clicks on the "contact us" button and begins conversations with the individuals at different organizations.

4. Recommend, Rate & Review

- a. As a researcher, I want to search for organizations working in my field of interest so and evaluate their efforts on publicizing their projects, so that I may recommend, rate and review organizations based on different variables.
- b. Scenario:
 - i. Akshaya is in Bombay working for India Together Organization. Akshaya has in depth experience with different organizations in India. She can easily identify the credible organizations from the less credible ones, especially in her field of interest. Her goal is to share her knowledge with other interested parties through rating organizations and the projects they manage.
 - ii. Akshaya sits down in a comfortable spot, she opens her laptop, inputs her login information and gets her computer going. She clicks on Google chrome to open the web browser, and types in "cause connect" in the Google search box. Cause Connect loads up the homepage and she sees another search box. She inputs the specific names of the organizations she would like to rate, and clicks on the search button. Since she has input very specific information, one organization comes up -

Becoming I Foundation. She clicks on the organization's link to expand the view. Since she is familiar with Becoming I and the Cause Connect platform, she proceeds to clicking on the "rate" option on the company profile. She inputs the information she would like to share about the rating, clicks save, and closes the web browser.