



***Understand more about the India fellow professional program from those who have been there and done that!!***



***These case studies show the diverse backgrounds of our volunteers.***

***Each case highlights how our volunteers have contributed to rural India with their skills, and gained so much in the process.***





## **Raised funds... changed lives!!**

### **The Organization**

A voluntary organization promoted by like-minded educationists, doctors, legal experts, technocrats, dynamic entrepreneurs, enthusiastic students and effervescent youth to bring a perceptible change in the present social set-up. It is an endeavor for a better tomorrow. It also holds that the welfare of an individual is ultimately dependant on the welfare of the society as a whole.

### **The Professional**

Brayn Aroz is a Sales, Marketing management professional with over 7 years experience in business development, marketing commnicatins and public relations

### **The project**

Bryan's project brief was to mobilize resources for livelihood and fund raising through various sources.

Using his communications experience Bryan drafted a worthy and weighty proposal for the NGO. He used his spare time to work on three other concurrent projects for the organization including; marketing products made by the local SHG groups, helping in the commercial launch of paper bags made by the organization. Bryan used his expertise to assist in general organization building activities as well. Before leaving for Mumbai he also charted out a comprehensive 'Way Forward' for the organization.

Bryan Aroz on his part has come back rejuvenated. The time he spent with the NGO in his words is truly memorable. Bryan is today motivated and inspired to use his skills where they will make actual, tangible difference!



## **Director at an MNC moonlighting as a volunteer in rural India**

### **The organization**

An NGO undertaking holistic and integrated developmental activities for poverty reduction in resource-fragile and rain-fed areas in India.

### **The Professional**

Janhvi Vyas's last corporate position was as associate director with WNS Global services where her profile included Client and Team Management, Training, Scheduling, Budgeting, Admin tasks like rostering. Janhvi is an erstwhile professor and a postgraduate in Math and has worn many hats in the corporate world.

### **The project**

Janhvi was assigned a project to design HR policies for the host NGO. Having drawn similar policies at her workplace she finished her assigned task in a week. As Janhvi had corporate training and mentoring experience she used it to re-build and re-shape the NGO current training manual. She also gave valuable inputs in donor charting and building the NGO's brand. During her short stay of a month Janhvi also put in place some standard corporate practices in place for the NGO.

- Complete HR policy
- Brand building exercise with key staff
- Computing training ( word, excel, PowerPoint) to staff
- Designed training manual
- Standard admin/HR practices introduced ( timesheet maintenance, MIS maintenance etc)
- Completed a staff satisfaction exercise and trained staff on the same



## **IIT, IIM and then the social sector... Anil yadav's unique journey**

### **The organization**

An NGO that brings together underprivileged communities with teams of social entrepreneurs in order to maximize their potential and bring socio economic change. The organization handles host of issues ranging from gender issues to microfinance to women and child health and community development.

### **The Professional**

Though only 28, Anil Yadav has a mixed bag of experience. In his corporate career of four years he has worked on varied projects of finance, Marketing, software and information technology making him an ideal professional fellow.

### **The project**

An IIT, IIM graduate, Anil yadav was assigned to implement an MIS already built by the NGO. However when he reached the NGO he realized that the software prepared was not ready to go live. So he began training the software team on how to conduct application testing and helped revamp the MIS structure. Anil used his financial acumen to help the team understand and calculate the EMI structure for SHGs. The fact that he had corporate experience in the same field helped him train and explain the concept to the team very well. Anil even used his evening to assist the organization publish books of microfinance impact and women's empowerment. He assisted in editing, drafting and idea generation and structuring them. Though not a part of his project Anil also made case studies on the impact of the credit given by the NGO and change on livelihoods of rural folk because of microfinance. Back from his placement Anil believes that such an experience is a must have for every corporate citizen. It not only adds a fresh perspective to your life but also teaches you a host of skills that you would otherwise never learn.



## **Banker from MDI made a difference with her skills**

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### **The Professional**

A graduate from the prestigious Sri ram college and post graduation from MDI, Gurgaon Neha swetambari was sure she would make a difference with her skills. With over 3 years experience in the financial services filed, she was the perfect candidate for Microfinance implementation.

### **The Project**

Neha's original project brief included implementation of a microfinance program run by the beneficiaries of the NGO. As is the case with most of our fellows Neha did not restrict herself only to the project on hand. Not only did she do her bit in the Microfinance implementation, she also documented the various issues typically seen in such implementations.

The other projects she undertook included:

- Raise funds for the MFI
- Prepare an audit plan for regular audit of the MFI
- Marketing the NGO's products ( Handicrafts, Papers bags etc)
- Extensive documentation (drafted several policies, including an HR policy)

The organization is really hoping they get more enthusiastic volunteers like Neha!



## **The filmmaker's lenses shoot for a cause**

### **The Organisation**

An NGO that focuses on literacy camps for girls combats ailments in the community and works largely on advocacy. The literacy camps are conducted for girls in the age group of 10 to 20 years, who have either never been to school or were pushed out of the schooling system early. The seven-month long camps take the participants through the state board curriculum of the first to the fifth standard

### **The Professional**

Shankar Menon comes from a background of rich corporate experience in international banks for over 4 years. He left a lucrative corporate career to follow his heart and started work as an independent filmmaker. When Shankar got to know of the rural volunteering programme he thought this would be a brilliant platform for him to explore his skills further at the same time add value to an NGO.

### **The Project**

Shankar went to work in Rajasthan with an NGO that does extensive work women and children other than other running an eye hospital in the rural areas. His main project was to make a documentary on one of the programs conducted by NGO on literacy camps for adolescent girls. Shankar's work impressed the organization enough for them to give him three other film making projects. Shankar thought this was brilliant for he was learning and building new skills in film making every day.

By the end of his project Shankar had undertaken four filmmaking projects with the NGO. He documented the eye hospital, the extensive work done in the field of advocacy and also made a film about the NGO its history, origins and its core philosophies.

The four documentaries made by our volunteer help the NGO in many ways from spreading the word to fund raising.



## **From the far lands of North-east to the desert land of Rajasthan read our volunteers journey!**

### **The Organisation**

An NGO that focuses on literacy camps for girls, combats ailments in the community and works largely on advocacy. The literacy camps are conducted for girls in the age group of 10 to 20 years, who have either never been to school or were pushed out of the schooling system early. The seven-month long camps take the participants through the state board curriculum of the first to the fifth standard

### **The Professional**

Ranjit Singh is a journalist by profession with over 10 years experience in reporting, editing and content writing. Ranjit seemed the right candidate for a project which required extensive travelling, recording and reporting.

### **The Project**

Ranjit had to conduct impact assessment for one of the advocacy projects run by the NGO and also prepare the progress report of another project.

His project involved understanding the Right to information act thoroughly and understanding the impact its advocacy by the NGO had on the general population. Ranjit travelled extensively and documented articulately impact of the advocacy programs conducted by the NGO.

Ranjit put his documenting and reporting skills to best use in the project by siting many real life cases and indicating the direct impact RTI had on the community

The hallmark of Ranjit's project was that it highlighted the actual impact the advocacy programs had on the community. The impact assessment project helped the NGO understand that its advocacy programs had aided women's empowerment and upliftment of girl children in the area.

A gist of the reports written by the volunteer:

1. Progress report on the eye hospital of the NGO



2. Impact assessment on the advocacy program on RTI
3. Impact assessment of the literacy camps
4. Progress report on literacy camp for adolescent girls ( bal shivirs)

According to Ranjit the project only honed his reporting skills and he is also immensely happy that his report findings have been so beneficial for the NGO.



## **Farmers in Madhya Pradesh become market savvy thanks to our volunteer**

### **The organisation**

A well renowned organisation working in many developing countries to enable the empowerment of rural communities and groups, particularly the underprivileged and women to take control of their lives and manage their environment to create a better and more equitable society. The organisation's interventions are carried out under the SCALE project: Sustainable Community based Approaches to Livelihood Enhancement. The NGO's channels its support at the community level by supporting the development of Village Institution so that they are empowered to take up the delivery & management of their development activities

### **The Professional**

Amit Singh is an engineer by qualification and a social worker by profession. Amit has worked with NGOs in a consultative capacity working on market research, feasibility studies, process mapping among other things.

### **The Project**

Having done intensive research as a professional, Amit took the project to conduct a market feasibility study. His project required him to not only conduct a study but also suggest recommendations for practical implementation. Amit's project objectives included avoid distress selling for the community, brining about direct linkages for the farming community with the market, increase and expand the avenues to market products and study the role, need and costs of intermediaries in the business.

Amit conducted extensive fieldwork of the region assigned (Khandwa, MP) and drew out a systematic and scientific approach to conduct the study. Amit conducted a crop-wise feasibility study which threw quite a few startling revelations for the community. He stressed on many concepts and structures in marketing which proved beneficial to the community. Amit's zeal and enthusiasm demonstrated in this project spilled on to the next project he volunteered as a professional.



## **"Farmers are smarter than me"**

### **The Organisation**

The organisation works extensively with the tribal community in south India. They started with a hospital facility for the community and have now grown to help the community sustain themselves economically using organic farming techniques.

### **The Professional**

Murugan is an MBA in marketing with over 3 years experience in innovative marketing solutions. Post this stint he decided to dedicate his knowledge and experience for more meaningful endeavors and joined the Avahaan India aids initiative, part of the prestigious Gates foundation. Murugan has a lot to contribute to his project with both corporate and field experience.

### **The Project**

The community was encouraged to do organic farming but had failed to create a market for the products. Murugan's primary task on hand was to streamline marketing operations of this initiative and build a strong market linkage for the farm products. He began conducting a thorough analysis of existing channels and strategies. He then went on to build a revised road map for marketing, initiated new channels and built new customers. One of the key suggestions he made and implemented was to bring the farm products to the wholesale and retail market to increase the customer base. Murugan got so involved in the project that he visited every farmer associated with the organic farming technique in that cluster. He also volunteered to steer the distribution arm for these products. He used his contacts in the city and got visibility for the products even there.



In his words, "All my years of work did not teach me what I learnt in these 2 months as volunteer. Even without formal education the farmers seemed smart and savvy. If not for this project I would have never got a first hand account of the hardships farmers in our country face"

Murugan awaits his second project with iVolunteer and thinks this is his way of contributing to his country.



### **The Organisation**

An NGO based in Rajasthan that focuses on the upliftment of the downtrodden women, children and the aged. It conducts development programs on education, health, immunization and legal rights. It also conducts income generation programs and strives towards self-sustainability

### **The professional**

Amit Singh is an engineer by qualification and a social worker by profession. Amit has worked with NGOs in a consultative capacity working on market research, feasibility studies, process mapping among other things.

### **The Project**

Amit's main project involved developing market linkages for the products manufactured by the organization. Post completing the assigned task Amit also helped the organization in designing and developing communication material for fund raising. He also put together a funding proposal which was meant for international donors. The list doesn't end here. Amit put together content for the NGO website helped them with institutional costing and estimation.