#Tech4Good
AMPLIFYING SOCIAL IMPACT

**PROBLEM**

There is an abundance of NGOs in India who are solving some of the toughest problems faced by our country today. They are unable to scale beyond their communities or geographical boundaries due to lack of manpower, money, capacity, etc.

**OPPORTUNITY**

What if NGOs could work smarter, do more good and increase quality of their outcomes with the same resources by leveraging an amplifier?

**TECHNOLOGY AS AN ENABLER!**

We believe technology can be a force multiplier for NGOs to reach greater IMPACT by

- **Increase in CAPABILITY** of NGOs to manage their programs, day to day operations, work with data, communicate with stakeholders, report back to donors.
- **Increase in QUALITY** of services delivered to beneficiaries through data driven decisions, granular data about programs and activities. This leads to high quality outcomes for beneficiaries.
- **Increase in ACCESS** to funds, donors, supporters.

But, NGOs lack awareness, IT budget & capability to do this.

**OUR SOLUTION**

Our unique programs help small & growing NGOs amplify their impact by leveraging technology to

- Operate efficiently
- Fund-raise smartly
- Measure effortlessly
- Scale effectively

We do this through:

**Accelerator** - a 6 month fully assisted program amplifying 10 NGOs/yr

**Academy** - helps NGOs assess their needs & self implement with community support

**IMPACT**:

- **2018-19**:
  - 5 NGOs in accelerator.
  - 120 NGOs in academy.

- **2022**:
  - Accelerate 50 NGOs who in turn amplify 250 NGOs near them.
  - 1000 NGOs helped in academy.

**IMPACT STORY**

Jagrutha Mahila Sanghatane (JMS) is a small & growing community based organization run by dalit women agricultural workers in rural Karnataka. (ongoing work)

- Salesforce MIS for program, beneficiary management
- 3x quality of service
- 3x capability to manage program
- better outcomes at lower manpower & cost

- Data collection, analysis, reporting to donors, on-line donations, crowd funding
- 5x access to funds
- 150+ Lakh INR

- Website, social media, on-line site to sell handmade jewelry
- discoverability & visibility
- 4x sales via multiple channels
- 35+ Lakh INR

**ABOUT US**

We are a nonprofit organisation run by a small group of committed people, passionate about the potential of technology for amplifying social impact

- Rinju Rajan
  - Founder
  - IIT Madras
  - Ex Amnesty International

- Akhileshwari Somnath
  - Director
  - Bangalore University
  - Ex The Nudge Foundation

- Anusha Meher Bhargava
  - Director
  - University of Sussex
  - Ex Women’s Fund Asia

**SPONSORS & MENTORS**

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- N/CORE

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