

**indiacsrconnect**



**Digital NGO™**

*CSR Lifecycle Management Solution*

By



**CALLIDUS**

Creating Shared Value

[WWW.INDIACSRCONNECT.COM](http://WWW.INDIACSRCONNECT.COM)

# About Us

Callidus Social Enterprises Pvt Ltd, is a Bangalore based CSR consulting and implementation start up, leveraging technology to resolve the pain points of the CSR life cycle and ecosystem by designing a collaborative platform for effective strategy formulation and efficient implementation.

Indiacsrconnect is our humble attempt to bring all the CSR ecosystem partners on a neutral technology enabled SaaS platform to discover partners to fulfill CSR projects execution and monitoring to create impact and also engage with each other on a long term sustainable basis to ensure impact at a scale.

Our collaboration in successful execution of the FKCCI CSR Awards 2018 as the Knowledge Partner and our deep insights in CSR lifecycle has propelled us to design the offering of Digital NGO



# Our vision

We are looking at building the right capability of the NGO. It is important for all of us to be in line with technological development happenings in our surroundings. Our vision is to see that all our partner NGOs are capable enough to get the CSR funds for their projects. This will help to sustain and grow at the same time. We can build this capability in stages as follows.

1. Digitalize In this, every NGO will have a website capable enough to raise the funds online and manage the CSR project.
2. Proposal Building In this, every NGO will have Digital capability and they will also have a right and structured proposal to get the CSR fund.
3. Sustain In this, every NGO will have Digital capability, Proposal for Fund raising and in addition the knowledge and intelligence to get the funds from corporate to execute the project.



**DIGITALIZE**



**PROPOSAL**



**FUND RAISING**

# Digital NGO Offerings

## DIGITALIZE

- Creation of Website if not available
- If available, Re design to make it CSR Friendly
- Online Fund Raising if needed and applicable
- Integration with indiacsrconnect for CSR Management



## PROPOSAL PREPARATION

- Guidance on proposal compliance checklist
- Budget Preparation
- Building the right, structured and complete proposal.
- Use of Standard Project Management Methodology
- Use of Diagrams and Infographics at right points.
- Use of Technology in CSR Project Management



## FUND RAISING SUPPORT

- Identification of potential corporates for Funding
- Design of Cover Page for Proposal Summary
- Digital Support to reach out max no. of corporates.
- Create right presentation for corporates
- Support in Corporate meetings to explain the proposal



## POST FUNDING SUPPORT

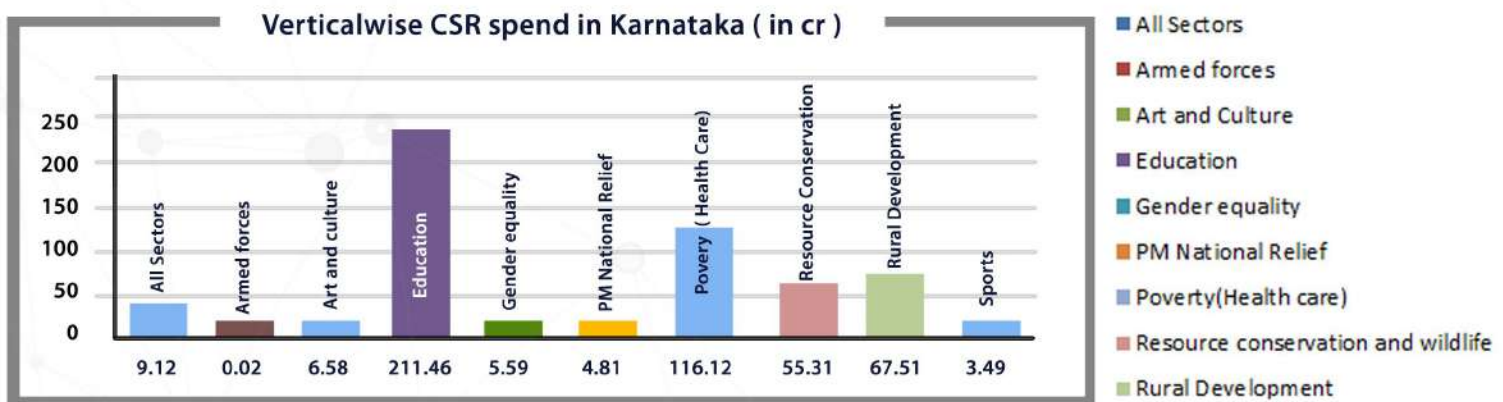
- Training to use online project management platform
- Support to use the online project management
- Support to use Reports Generation
- Support to use the platform to use it for Branding



# Digital NGO Offerings

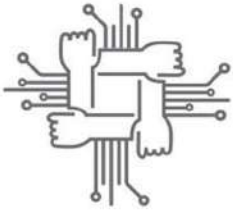
## CSR SPEND ANALYSIS

- Education and Healthcare are top gainers
- Close to 400 Cr was unspent



## CHALLENGES

- Right Proposal
- Right Implementation Methodology

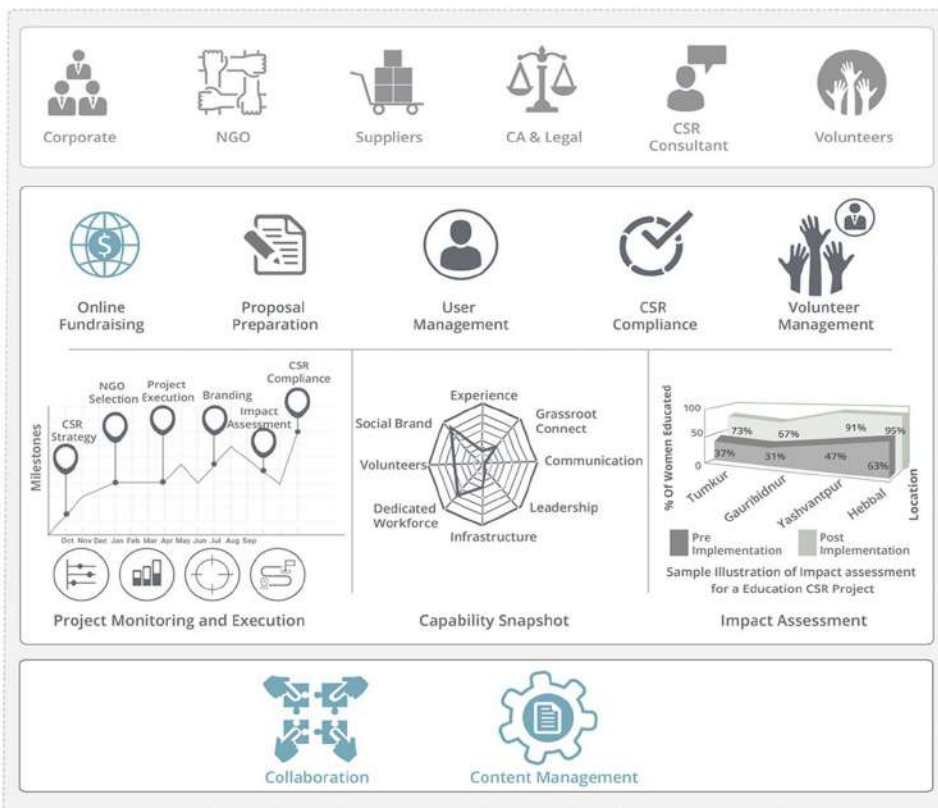


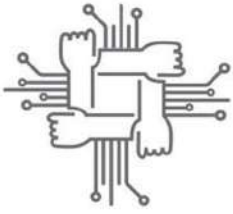
• Digitalization for NGO is all about having the right presence on the internet in the form of functional website. This will help in raising the funds from individuals and philanthropist. The website will also have right capability to manage the CSR projects so that corporate will get a right visibility and expected transparency in execution.

# DIGITALIZE

• First, we shall develop a website for you with online fundraising module customized for your projects. Then We shall integrate this website with indiacsrconnect platform to have the CSR life cycle management capability.

As a example out of 10 modules, only report management and governance is explained in subsequent slides . All other modules can be explained in live interactive demo. Please feel free to reach out to us.





## DIGITALIZE ONLINE FUND RAISING

Indiacsrconnect helps the NGO's to transform their existing website into an effective online fundraising platform.

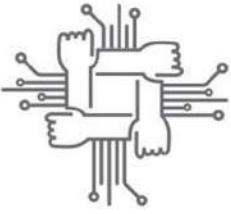
Online fundraising using the indiacsrconnect tools helps the NGO to quickly and effectively raise funds while projecting the transparency of the whole project through their website.

It also covers detailed statistics of the fund utilization, impact assessment, real life case studies of the beneficiaries, routine inspection reports of the project from all verticals and a detailed audit report.

One School raised 8.75 lakh for girl education using our online fund raising modules and more to come.

One NGO raising fund for their project national and international level using online fund raising module.





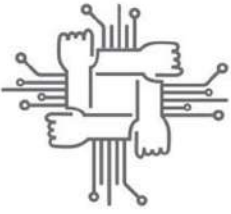
# DIGITALIZE REPORT MANAGEMENT

- We have end to end CSR life cycle management engine on the cloud in a SaaS model. Transparency and online governance are some of key features of this engine.
- The best part is, this entire engine is integrated with NGO website, so that all standard dashboards, trackers and reports can be easily made available to corporate as well as to NGO for their internal reference.

The dashboard interface is organized into several sections:

- Users:** Corporate, NGO, Suppliers, CA & Legal, CSR Consultant, Volunteers.
- Users (Left Panel):** Authentication, Authorization, Template Management, Search filter.
- Canned Report (Center):**
  - Canned Report:** 1. Impact Assessment, 2. Inspection, 3. Fund Utilization.
  - Routine Inspection:** 1. MOM Report, 2. Team Mobilization, 3. Credit Report.
  - Audit Closure:** 1. Credit Report, 2. Expense, 3. Audit Report, 4. Fund Utilization.
  - Annual Closure:** 1. Census Report, 2. Appraisal, 3. Experience, 4. Progress.
  - Annual Closure:** 1. Milestones, 2. Project Status, 3. Event Report, 4. Team Report.
  - Compliance:** 1. Current / Benchmark Report, 2. Demographic, 3. Impact Assessment.
  - Branding:** 1. Digital Branding, 2. Non-Digital, 3. Branding.
  - Impact Assessment:** 1. Governance, 2. Enrollment, 3. Compliance.
  - Policy Closure:** 1. Policy Report.
- AD-HOC Report (Right Panel):** 1. Quarter Closure, 2. Annual Closure, 3. Branding, 4. Routine Inspection, 5. Project Monitoring, 6. Impact Assessment, 7. Audit Closure, 8. Compliance, 9. Policy Closure.
- Infographics Management (Right Panel):** Publish (1. Mail, 2. Internet, 3. Social Media).
- Footer (NGO Website):** User Management, General Report, Archival, Content Management.





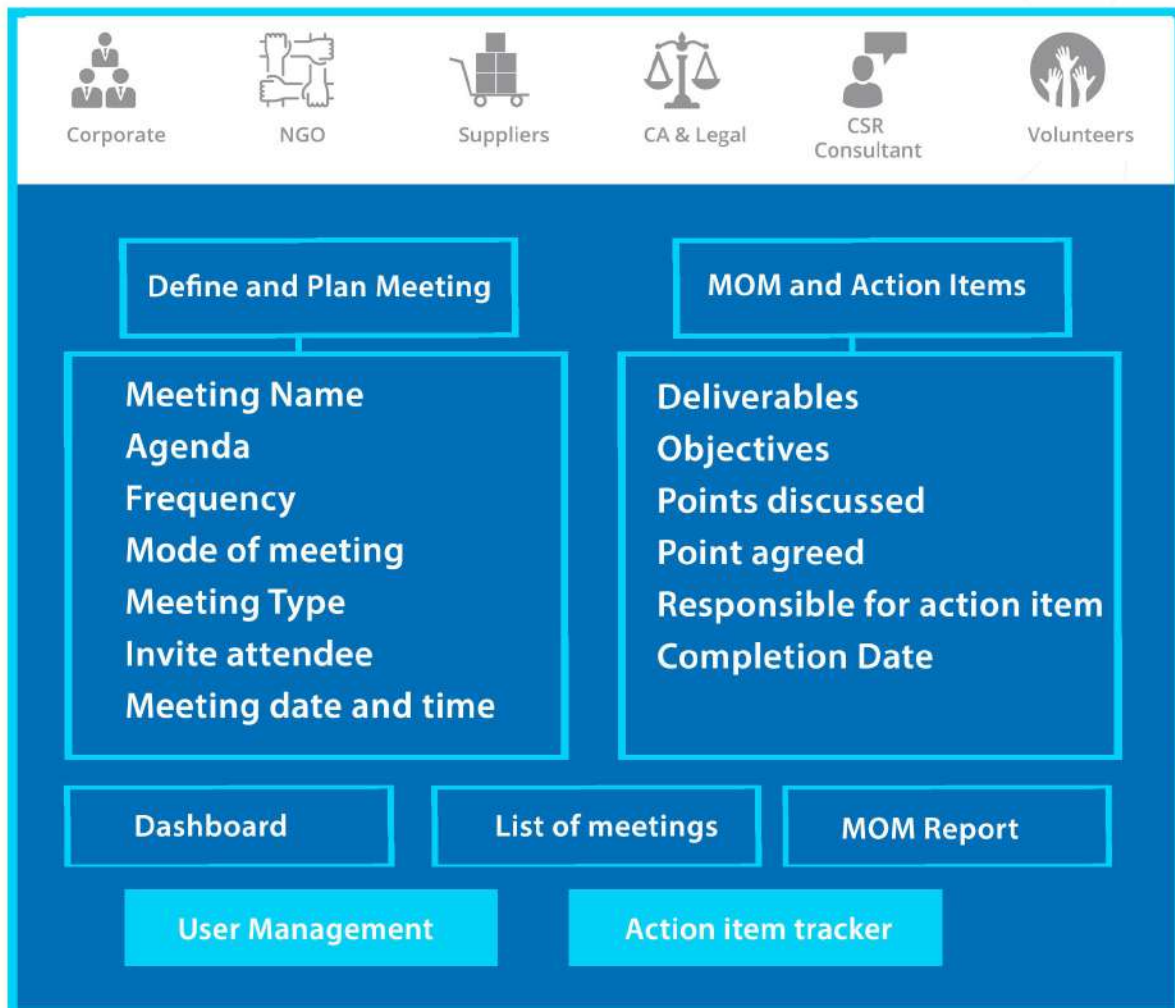
# DIGITALIZE

## GOVERNANCE MANAGEMENT

Governance Management keeps all stake holders into same understanding about the project status.

It helps in planning the meeting, invite attendee, capturing MOM and defining action items in online platform.

user can also track the status of each action item such as % of completion, owner of task and completion date etc.



# Proposal Preparation



Guidance on proposal compliance checklist

Budget Preparation

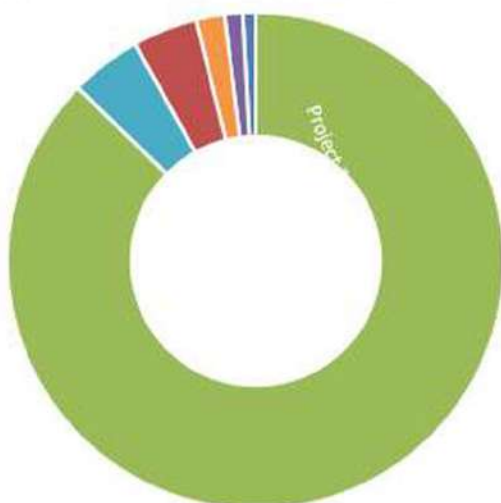
Building the right, structured and complete proposal.

Use of Standard Project Management Methodology

Use of Diagrams and Infographics at right points.

Use of Technology in CSR Project Management

## Budget Infographics



## Proposal cover page



## Compliance Checklist

S.N.	Checklist Category	No. Of Items
1	Document about NGO Organization	7
2	Project Details	4
3	Justification for Project	7
4	Project Execution Details	10
5	Budget Details	5
6	Capabilities And Experience	6
7	Audit Reports	4
<b>Total</b>		<b>43</b>

## Proposal TOC

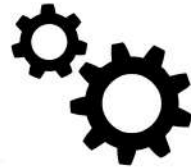
Table of Contents		
<b>1.0</b>	<b>Project Description</b>	<b>1</b>
1.1	Project Summary/Abstract	1
1.2	Outcomes/Expected	2
<b>2.0</b>	<b>Project Approach</b>	<b>6</b>
2.1	Overall Approach and Philosophy	6
2.2	Innovations	11
2.3	Obstacles and Challenges	12
2.3.1	Paradigm Shift	12
2.3.2	Technical Design Challenges	13
2.3.3	Parental Resistance	13
2.3.4	Scope Creep	14
<b>3.0</b>	<b>Understanding of Technical Approach</b>	<b>15</b>
3.1	Behavioral Science Focus	15
3.2	Training Careworkers	16
3.2.1	Motivational Interviewing	17
3.2.2	A Framework for Understanding Poverty	18
3.2.3	Win-Win Negotiation	18
3.3	Detailed Scope	20
3.3.1	Data Collection	21
3.3.2	Process and Target Population	22
3.3.3	Overview of Proposed Engagement Process	22
3.3.4	Services	24
3.3.5	Careworker Skills and Accountability	27
3.4	Teaming	33
3.5	Data Gathering	34
<b>4.0</b>	<b>Personnel and Resources</b>	<b>35</b>
4.1	Staffing Plan	35
4.1.1	BICS Advisory Board	35
4.1.2	Qualified Personnel	36

# Fund Raising Support

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# Post Funding Support

Training to use online project management platform  
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Support to use Reports Generation  
Support to use the platform to use it for Branding





# CONTACT US

*Just get in touch with our team to get this going for a context specific proposal*

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