

PLUSTRUST

NEWSLETTER



The past 5 months have been challenging as well as exciting for Plustrust. Most of our energy and focus during the months of April and May were on COVID relief work.

However, as the situation eased, June and July kept the team busy with the launch of our new brand identity, organising workshops and coaching sessions, working on collaborations and planning activities for the next quarter.

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EMERGENCY COVID RELIEF

Many of our anchors and alumni have been a part of COVID relief work since the pandemic began in 2020. As the second wave posed a different set of challenges, they proactively raised funds to procure oxygen concentrators, PPE kits, oximeters, and oxygen masks for COVID patients and distributed rations to those in need.

These efforts were further enhanced with the support of Plustrust and its donor network to reach more than **700** people in remote locations.

They began their work with initial support from Plustrust, which in turn brought in more aid.



OUR COVID WARRIORS

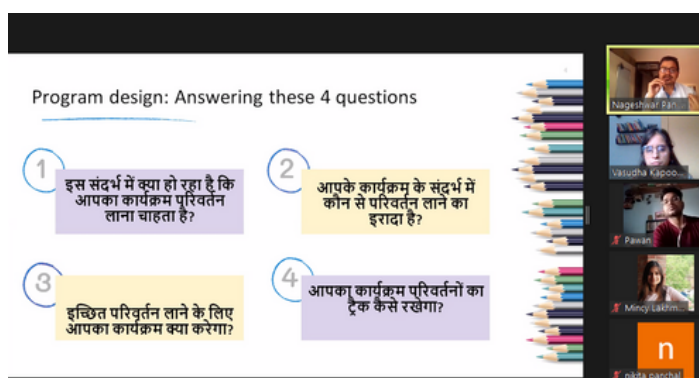


VIRTUAL HUB ACTIVITIES

Despite the lack of physical contact, hub manager and anchor Vasudha Kapoor and Priyanshi Sharma, our programme manager, are making constant efforts to reach out and engage with our fellows, anchors and alumni. They have been organising virtual skill development workshops at the hubs in Madhya Pradesh and Rajasthan.

With their enthusiastic efforts, we organised two virtual workshops at the Ujjain and Udaipur hubs during the months of June and July.

Designing a Programme, conducted by our anchors, Vasudha Kapoor and Nageshwar Panchal was the first series of virtual workshops organised through our recently launched **'Plustrust Caring Friends Adda'**, Ujjain, Madhya Pradesh.



With the enthusiastic participation of **16** fellows and alumni, two workshops were held covering the process of change, designing activities based on stakeholders' requirements and assessing impact through a series of **7** sessions on **'Programme Design'** and **'Session Design'**. In these sessions, the participants got an opportunity to engage and implement the knowledge at their individual programme level. They could design and share a 15-minute session with the group including learning through detailed feedback.

Interactive Coaching Sessions for anchors by Mr Sachin Kotangle, Leadership Team, Cult. fit was organised by Priyanshi Sharma, from our Udaipur hub. The purpose of these sessions is to help the anchors to build and develop their own organisations. The introductory session was held in June. The anchors also had the opportunity to interact with Mr Sachin Kotangle at an individual level to discuss areas of improvement.

Some of the topics discussed by individual anchors were: **programme effectiveness and deeper impact, business modelling for rural communities, defining a suitable ask for every potential funder and connecting to the right network.**

Mr Sachin Kotangle's unique method of mentoring by asking the participants relevant questions and encouraging them to seek answers for themselves made these sessions very interesting.

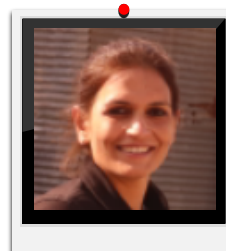
PLUSTRUST FELLOWS - APRIL 2021

With the onset of the second COVID wave, the new batch of our **Rural Women Edupreneurs, Return to Roots** and **Changemaker Fellowships** due to start in April was delayed by 2 months. However, as things improved our anchors Vasudha Kapoor and Nageshwar Panchal, Ujjain, Madhya Pradesh, Poonam Kumari, Bihar, Simmi Moziz and Afaq Ullah, Uttar Pradesh and Pramod Kumar, Karnataka, geared up to resume mentoring their batches.

RURAL WOMEN EDUPRENEURS FELLOWSHIPS



Aarati Porwal
Ratlam, Madhya Pradesh
Preparing young women in villages (who are unable to travel to towns) to join the police force.



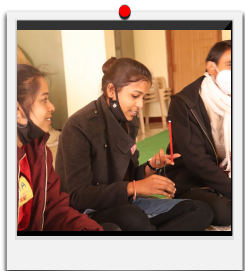
Manisha Payak
Indore, Madhya Pradesh
Counselling centre for capacity building and empowerment for women victims of domestic violence.



Nikita Panchal
Ujjain, Madhya Pradesh
Working with adolescent girls on building their self-esteem, finding their inner voice and stimulating their interest in development opportunities.



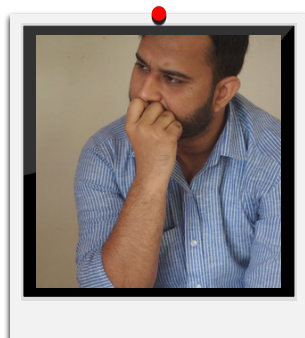
Neha Patidar
Badnawar (Dhar), Madhya Pradesh
Working with out-of-school and government school children on holistic development through sports and play.



Sarnawali Panchal
Jaora, Madhya Pradesh
Opening a centre for developing functional literacy skills for women in her village.



Sona and Radha Kharadi
Ratlam, Madhya Pradesh
Opening an inclusive learning centre for children in their village so that everyone gets the opportunity to learn.



Vikash Sharma and Ananya Pathak
Editors, The New Leam, Madhopur, Bihar
To stabilise their Shiksha Swaraj (library, learning and resource) centre to bring creative pedagogies and learning to underserved communities primarily Dalit and Maha-Dalit students in Madhopur village in Bihar.

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RETURN TO ROOTS FELLOWSHIPS



Ghanshyam Verma
Ujjain, Madhya Pradesh
Establishing a digital learning centre for children in his village to provide training in foundational computer skills.



Riddhima Shrivastava
Bhopal, Madhya Pradesh
Teaching supplementary income generation methods to potters, farmers, fishermen and artisans in the villages around Bhopal.



Shweta Pal, Nagda
Ujjain, Madhya Pradesh
Organising women-led groups to manufacture local handloom products for local use.

CHANGEMAKER FELLOWSHIPS

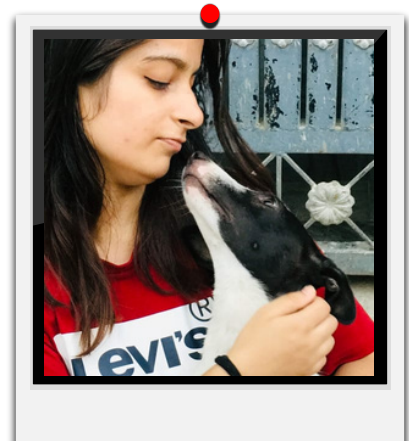


Rosemary
Ramnagar, Karnataka
An artist and activist by profession who uses folk art as an instrument to address social issues. Through her changemaker fellowship, she wants to revive and spread awareness about the traditional folk art from Karnataka known as '**Kamsale**' (a musical instrument made of brass). She also wants to use this unique art form for engaging children from marginalised communities in theatre, folk art and music to build and enhance their self-confidence.

Mincy Lakhmani, PAWssible Foundation
Faizabad, Uttar Pradesh

She is passionate about the well-being of animals, particularly strays and abandoned pets. Mincy leads a team of young people - Pururawa Madhav, Muskan Lakhmani Aryan Khanna and Vanshika Katal who support her efforts, and have worked for over a year to set up a shelter in Faizabad. She has been offered a fellowship for the next few months as she builds her team at the animal shelter.

Her mentor Ms Shakuntala Majumdar, is a well-known animal rights activist who has been running the Society for the Prevention of Cruelty to Animals (SPCA), Thane chapter, Maharashtra for 20 years. Ms Majumdar is also a national Trustee of the Federation of Indian Animal Protection Organisations (FIAPO), India's only umbrella organisation for animal welfare NGOs. She was introduced to us by Mr Nimesh Sumati.



NEW BRAND IDENTITY

The Plustrust journey started in 2008, to provide pre-incubation support to young people through the Young Changemakers Fellowship in inclusive education and animal welfare. Our work from 2009-2015 gave us the impetus to evolve into an NGO with a socially relevant agenda. In 2016, we mentored our first batch of Rural Women Edupreneurs. Our work has now evolved and broadened to inspire and nurture changemakers by supporting micro-incubation of social ventures with special focus on women.

After an incredible 12-year journey, we decided to relaunch our brand with a new logo and colours to convey our vision, mission, values and orientation for growth and to better reflect who we are today.



Our Vision: A world where all people, especially those from resource-poor communities, have the opportunity to create an impact for themselves and others.

Our Mission: To build an ecosystem to inspire and nurture women as changemakers and entrepreneurs.

Our Values: Compassion, Equality, Courage, Dialogue and Freedom to innovate and experiment.

To know more about our logo visit: <https://plustrust.org/>

We are delighted to share that the team was able to carry out the logo launch campaign video and the website redesign completely inhouse.

PARTNERSHIPS AND COLLABORATIONS

Plustrust has always been open to partnerships and collaborations for research and analysis. We are now stepping into a new project and have partnered with the **Centre for Development Policy and Practice** (CDPP) to understand the culture of Philanthropy in India with an emphasis on micro-funding for smaller organisations.

Building The Ecosystem for Philanthropy in India

We are keen to strengthen and expand the ecosystem to provide resource support for grassroots work especially around education and basic services. We see this as an important element to help our alumni and anchors to widen their horizons.

We are fortunate to have found an enthusiastic partner in the Centre for Development Policy and Practice (CDPP) for a study of '**Philanthropy in India- Understanding the Landscape**' to identify approaches and practices which can contribute to building the culture of philanthropy.

Philanthropy in India has mostly been viewed from a '**giver's perspective**'. Through our collaboration with CDPP, we hope to touch upon and focus on 3 areas that have not been talked about but have a potential to grow - Focus on the '**recipients**' who receive the funds, **micro-funding** by individuals, HNIs and small families who are supporting grassroots level NGOs and **linking** micro-funding '**recipients**' and the '**givers**'.

The study focuses on ways to make it easier for small NGOs (<20 lakhs pa), family offices and small foundations to work together and improve access and availability of resources for community initiatives through outreach, publication, and dialogue platforms.

Our methodology involves desk research, online surveys and weekly talks. The talks have helped us to gain perspectives from people who have been a part of the sector and set the theme to progress in our research. The first 3 months were exciting with weekly talks by thought leaders like **Mr Osama Manzar, Founder Director, Digital Empowerment Foundation, Mr Ved Arya, Social Development Entrepreneur and Author, Mr Azhar Maqsusi, Social Worker, Founder and President, Sani Welfare Association, Hyderabad and Ms Neelima Khetan, CSR and Social Sector Advisor** to name a few. CDPP also organised a round table discussion on 'CSR and Philanthropy in India-The Way Forward'.

PARTNERSHIPS AND COLLABORATIONS

The conversations dwelt upon questions like Who, why, and where do people give? Does philanthropic funding reach the small NGOs? What are the challenges in raising funds and sustaining initiatives at a smaller scale? Philanthropy is an age-old tradition and there is a prevalence of religious giving in the country but the development of philanthropy as a formal sector is still in its nascent stage. The talks were well attended with donor agencies as well as NGOs joining in the conversations.

Through our online surveys, we have reached out to **135 organisations** in Udaipur, Ujjain, Indore, Muzaffarpur and Faizabad and **127 donors** (individual and family foundations). We have also created opportunities for our network members to present their proposals to interested donors and we look forward to the emergence of an exchange platform soon.

Dr Amir Ullah Khan, Research Director, CDPP moderated the advisory board meeting and Rukmini Dutta, Social Sector Consultant and member of the Plustrust project team presented some early insights into the study. Ms Anjana Divakar, Research Associate, CDPP spoke about the weekly talks and roundtables they have been doing and invited the advisory board members to present their thoughts about the study.

Mr Rishabh Lalani spoke about the importance of differentiating between fundraising and philanthropy, a need for capacity building among philanthropists and the scope to shape new philanthropists under 50, as they are still figuring out what to do with their wealth. Mr Nimesh Sumati spoke about how CSR has changed the way NGOs look at a project and stressed the importance of recognising the difference between development and growth. **“Philanthropists should look at charity as an investment and not just charity.”** Ms Neelima Khetan spoke on the need to understand the character and nature of small philanthropy and feels there is not enough understanding from the receiver's perspective. **“There is an inversion of whose priority is setting the agenda and the agenda is now set by the philanthropist rather than the organisation that is actually doing the work.”** Priority setting is happening from the top and they might not understand enough about the grassroots situation.

PARTNERSHIPS AND COLLABORATIONS

Mr Ved Arya spoke about the Social Stock Exchange and the registration of smaller NGOs on it. He also spoke about the '**trust deficit**' in the larger ecosystem and the need to break it. He emphasised the need to attract the younger generation to public service. **“To grow philanthropy we also need to identify people who are excited about philanthropy,”** he said. Some of the other issues he touched upon were: What is the scope of existing philanthropists to grow? Will the government be interested in what we are doing and how do we excite individual donors to support these very, very small causes?

A special thanks to Ms Neelima Khetan for her interest and support in this project.

Our Incredible and Enthusiastic Research Team

Rukmini Datta, Social Sector Consultant, has over two decades of experience on issues of social change and sustainable development. She has anchored implementation projects in both rural and urban non-government organisations. She has also created and executed support agendas in a private philanthropy and a Corporate Social Responsibility (CSR) team. As a consultant with Plustrust, she is currently leading the research project.

Anurag Vyas is a Freelance Consultant with more than 4 years of experience in Sales and Marketing. He is an engineer and an MBA from the Faculty of Management Studies (FMS), Udaipur. He has a keen interest in HRM and Research & Data analysis projects. He has written project reports for Prayas, Chittorgarh as a freelance consultant. He is currently working with us as a Research Associate and is involved in research based on data analysis.

Lalitha Iyer, Managing Trustee, Plustrust who is overlooking the entire collaboration.

PARTNERSHIPS AND COLLABORATIONS

Project Udaan, Manjari Foundation

Plustrust collaborated with Manjari Foundation on a pilot project '**Applying Human-Centric Design for Sexual and Reproductive Health Awareness and Services for Adolescents**'. Plustrust's role was to prepare process documentation through research and interviews and group discussions with project partners, facilitators and users of the Udaan – 2 scheme.

Priyanshi Sharma, Programme Manager, Udaipur, Plustrust spoke to students and principals from 8 schools and a counsellor from Rashtriya Kishor Swasthya Karyakram (RKSK) - an initiative by the Ministry of Health and Family Welfare, and block-level government officials. The data was used to understand their learnings and the outcomes of the Udaan programme and plan the interventions for the subsequent modules.

This project gave us the impetus, confidence and opportunities to collaborate with other organisations on similar projects.

Scoping for expansion of 'Comprehensive Sexuality Education in India' for Jharkhand, Development Solutions Inc.

We collaborated with Development Solutions Inc., an organisation that provides consulting and research services to maximize social impact. Plustrust was engaged to conduct an opinion analysis to support the project 'Expansion of Comprehensive Sexuality Education in India' for Jharkhand.

Plustrust supported the project with qualitative interactions and conducted an opinion analysis on Comprehensive Sex Education (CSE) in Jharkhand. The purpose of the research was to understand the Knowledge, Attitude and Practices (KAP) of various stakeholders (government officials, bureaucrats, academic experts) on Comprehensive Sex Education.

TEAM UPDATE

Aastha Harlalka joined Plustrust as an intern in June. She is a student of Oberoi International School, JVLR in Mumbai. She is an avid reader and writer and usually has her head up in the clouds when her nose isn't buried into a book. She helped us to record the incredible work and stories of our anchors.

HEARTFELT GRATITUDE

We would like to thank our donors for their continuous support and their generous individual contributions towards COVID relief work.

Hope you enjoyed reading the newsletter.

If you would like to contribute to our **Micro-incubation Hubs For Rural Women Changemakers**, please click on the given link : <https://lnkd.in/esiyCRA8>