

MANUVIKASA

About the organization

Manuvikasa is a non-governmental organization working in northern Karnataka since 2003. Manuvikasa focuses on livelihood development, as it plays a crucial role in improving family income. Once income increases, addressing other aspects of life, such as education, health, and nutrition, can be made simpler. Most of the target communities rely on agriculture and forests for their livelihood. Improving the economic standing of these communities using natural resources is a major goal for the organization.

The GROW Fund's impact

The MANUVIKASA embarked on a transformative journey fuelled by the GROW Fund, focusing on enhancing its operational capacity, infrastructure, and human resource capabilities. The project is initiated in April 2022. This impact study delves into the key initiatives undertaken across quarters and the resultant impact on organizational development.

Under the GROW Fund project, significant strides have been made to enhance the operational efficiency and technological infrastructure of our organization. This report outlines the key initiatives undertaken and achievements accomplished during the implementation phase.

Enhancing Foundational Capacity of the organization:

MANUVIKASA initiated foundational activities supported by the GROW Fund. A total of 3 new offices were established in different geographical locations to facilitate core operations, equipped with essential amenities including laptops, furniture, and a printer and power backup system.

The first major accomplishment was the establishment of a branch office in Sirsi. This initiative aimed to decentralize operations and facilitate better outreach in the target area. Newly appointed staff members, alongside Project staff from Operations, Human Resources, and Fundraising departments, have been stationed here to oversee project activities and organizational functions, these branch offices are completely equipped with all necessary infrastructures and devices. The hiring of skilled employees is made possible through the GRIOW Fund.

Capacity Building Workshops:

Till date witnessed 14 focused capacity-building efforts, particularly in communication and fundraising domains. Tailored workshops were conducted for administrative staff, empowering them with skills in proposal writing, donor identification, and effective communication strategies. Additionally, strategic planning sessions involving the board, advisory members, and core staff were conducted to chart the organization's future trajectory. Staff capacity building sessions were organized, covering various aspects such as fundraising, organizational vision, and SWOT analysis, Risk assessment, Management, and mitigation. The technical skill development workshop enhanced the staff capability in system handling, Facebook and other social media platforms handling, advertisement running, and posting of impact focused designs, the trainings also help to the staff to gather in a place where they can share and exchange their knowledge and learning.

Fundraising:

Our fundraising endeavours have yielded significant results, enabling us to secure vital resources for our interventions and initiatives. Through strategic planning and targeted outreach, we have successfully garnered support from various esteemed organizations.

We are proud to have received a generous contribution of ₹37,27,800 from the Ashraya Hastha Trust Bangalore. This funding has played a crucial role in sustaining and expanding our programs, allowing us to reach more individuals and communities in need.

In addition, we have secured a substantial grant of ₹79,14,400 from NABARD for our Non-Wadi Tribal Projects. This funding has empowered us to implement tailored interventions aimed at addressing the specific challenges faced by tribal communities, fostering their socio-economic development and well-being.

Furthermore, our partnership with HDB Financial Services has proven fruitful, resulting in a significant contribution of ₹1.19 Crores. This substantial support has bolstered our efforts to scale up our initiatives and make a lasting impact on the ground.

In line with our commitment to exploring diverse funding sources, we have also submitted a proposal to the HCL Foundation. We are pleased to announce that we are currently at the final stage of the selection process, signalling a promising opportunity to further strengthen our financial sustainability and expand our reach.

These successful fundraising efforts underscore our dedication to resource mobilization and sustainable development. As we continue to forge new partnerships and explore innovative avenues for funding, we remain steadfast in our mission to create positive change and uplift communities in need.

Adoption of Tally ERP Gold:

To streamline financial operations and ensure seamless accounting processes, the organization has invested in Tally ERP Gold. This software allows multiple users to make entries simultaneously, improving efficiency, monitoring, and accuracy in financial management.

Collaboration with Dhvani Foundation:

In line with our commitment to leveraging technology for social good, we have collaborated with the Dhvani Foundation to address our technological needs. Together, we have developed new data management software named 'Goonjan,' tailored to meet the specific requirements of our organization regarding MIS and beneficiary data etc.

Procurement of Equipment:

To equip our teams with the necessary tools for success, we have procured essential equipment including chairs, tables, cupboards, four laptops, inkjet, and LaserJet printers, and mirror less cameras and camera storage cabinets etc. These resources enhance our operational capabilities and support the execution of various project activities.

Produced Profile and Promotional Videos:

Under the GROW Fund Support, we have undertaken a significant initiative to produce four videos aimed at enhancing our outreach and impact. These include two profile videos crafted in both Kannada and English, along with two promotional videos showcasing our activities. The primary objective of these videos is to effectively communicate our mission, values, and achievements to a broader audience, thereby increasing awareness and support for our cause.

To ensure the production of high-quality content, we engaged an external expert consultancy specializing in storytelling and impact assessment. Through their expertise, we have developed over 25 case studies, documenting the transformative impact of our initiatives in both English and Kannada

languages. These success stories serve as powerful testimonies to the positive changes brought about by our organization within the communities we serve.

By harnessing the power of audio-visual mediums, we aim to reach every individual within our community, regardless of language barriers or literacy levels. These videos not only convey information but also evoke emotions and inspire action, thereby enhancing the quality, transparency, and credibility of our organization. Through authentic storytelling and compelling visuals, we strive to foster greater trust and engagement among stakeholders, donors, and the wider community. Production of these videos represents a significant milestone in our efforts to amplify our impact and reach. Moving forward, we remain committed to leveraging innovative communication strategies to drive positive change and empower communities for a better future.

Website development:

The development of a new website www.manuvikasa.org for MANUVIKASA has had a profound impact on its outreach efforts. By leveraging modern design and user-friendly interfaces, the organization has expanded its reach to a broader audience, attracting stakeholders and donors from diverse geographical locations. The website serves as a powerful platform to showcase our mission, projects, and impact stories, fostering greater transparency and credibility. The website is now loaded with the images, videos and impact stories. Through enhanced visibility and accessibility, MANUVIKASA has strengthened its connections with supporters worldwide, facilitating increased engagement, collaboration, and financial contributions essential for advancing its humanitarian initiatives and empowering communities in need.

The HUB Platform:

The EdelGive Foundation with The GROW Fund has launched an innovative online learning platform called 'The HUB'. Recognizing the challenges faced by staff members in attending all workshops and training programs, both internal and external, and the need for repeated exposure to essential skills and topics, The HUB has emerged as a solution to address these limitations.

The HUB offers a flexible and accessible learning environment where employees can delve into specific topics such as financial management skills, fundraising strategies, and technical skills like Canva designing and website development. Moreover, it extends beyond these boundaries by providing access to a series dedicated to NGOs, where members share their experiences, challenges, and key learnings, fostering a rich exchange of knowledge and insights.

This online platform has revolutionized our learning experience, enabling us to accelerate our skill and knowledge acquisition. The convenience of accessing The HUB from anywhere has significantly enhanced our learning agility, allowing us to engage with content at our own place and convenience.

We are deeply grateful for the opportunities that The HUB has unlocked for us, enabling continuous learning and growth within our organization. Its user-friendly interface and diverse range of resources have empowered us to stay abreast of industry trends, develop new competencies, and drive positive change in our communities.

Impact:

- The establishment of a dedicated office space and strategic planning sessions fostered cohesion among stakeholders, laying the groundwork for future initiatives.
- Infrastructure enhancements, such as the procurement of furniture and technological tools, further augmented workplace efficiency.
- Strengthened communication channels and enhanced fundraising capabilities improved organizational efficiency and responsiveness.

- Streamlined operational processes and strategic partnerships bolstered organizational resilience and adaptability.
- Technological upgrades, including the adoption of biometric and on field attendance systems, streamlined operational processes and enhanced employee accountability.
- The SOP, Employee Manual and HR policy manuals able to guide the employees of the organization.
- Enhanced performance management frameworks and robust marketing strategies positioned MANUVIKASA for sustained growth and impact.
- Strategic partnerships were forged with external consultants to bolster research initiatives and mitigate potential risks.
- The experience and learning gleaned from The HUB platform have led to a gradual enhancement of staff skills, particularly in communication. The unique beauty of this module lies in its ability to facilitate not only the acquisition of technical knowledge but also the development of soft skills.

Key Outcomes and Learning:

- Strengthened employee friendly ambience and technological capabilities improved operational efficiency.
- Enhanced communication and fundraising skills empowered staff to drive sustainable growth of the organization; an average of 45% fundraising capacity has been increased.
- Increased Social media presence, the employee skills gradually increased by taking the support from external consultants, even though field level staff members also now creating Canva posts soon after completing the program or any activity.
- Strategic partnerships and policy frameworks fortified organizational resilience and governance, we are collaborated with external consultants for Human Resource and strategic and fund loss analysis, and this made optimize the organizational efficiency.
- The organizational Planning and Strategy and risk mitigation was impact fully helped the board as well as the employees of the organization to minimize the risk from both the external and employee individual side.
- The Standard Operational Process manual was prepared.
- Human resources and policy manual prepared, with the guidance of external consultant.
- Overall, there is a significant development in creating second line Leadership.

Sustained Growth

We are now witnessed the culmination of efforts aimed at sustaining organizational growth. Continued capacity-building initiatives focused on operational processes and performance management, supported by comprehensive assessments and policy development. As the fundraising is concerned, MANUVIKASAs' ability for Marketing and branding endeavours, including the creation of promotional videos and website development, amplified MANUVIKASA's visibility and outreach.

Conclusion:

The journey facilitated by the GROW Fund towards organizational development underscores the significant impact of strategic investments. MANUVIKASA's trajectory, from its inception to its sustained growth, serves as a prime example of the efficacy of focused interventions in fostering social change and empowering communities. Now, as second-line leadership begins to emerge, we stand at a pivotal juncture in our evolution. This transition signifies our commitment to nurturing internal talent and ensuring the continuity of our organization's impact. With the support of the GROW Fund, we are well-positioned to capitalize on our achievements and expand our reach. This marks a crucial phase in our journey, as we continue to drive positive change and resilience within the communities we serve.

Testimonial 1

Mr. Surya Gundu, Communication and Fundraising Officer

I have discovered that there are so many ways in which the GROW workshop has changed me positively. First, it constituted a self-learning tool for understanding the technology essence and how to work with it in the current need of the organization. For each session, the best practices were shared which allowed for tailoring to the challenges of the real-world from perfecting the fundraising strategies. Based on this training, we were able to write concept notes and project proposals at the key stages. Besides, the workshop was beneficial in integrating a holistic view of professional development. By means of GROW's immersive training sessions, which were led by their seasoned staff, I trained myself and created a conducive working environment within my organization. Every training opportunity became a rocket for me to accelerate my personal and organizational development since I learned from diverse fields with utmost care. Overall, the capacity building module has been the best source of learning to me. It has provided me with multi-faceted knowledge and skills I will need to be successful in my endeavours.

Testimonial 2

Mrs. Geeta Pandit, Operations Head

The GROW Fund initiative has been a lifesaver for our organization in the developmental phase. The office layout that they have done for us has greatly improved our way of working, which has enabled us to be more flexible and productive. Further, through GROW's risk management training, we have acquired the critical tools and information to guide us through obstacles in the field. Thanks to this knowledge of risks, we predict and handle these situations more effectively, which help us to run the project more smoothly. Moreover, the strategy and long-term scenario planning training has changed our methodology from planning to decision-making. Through developing strategic thinking abilities and taking the long-term view into consideration while planning, we are in a better position to foresee future challenges and opportunities, which ensures our ability to become more effective and sustainable. GROW's all-encompassing support not only boosts our operational abilities but also gives us a head start over our competitors in the rapidly changing business environment.

Snapshots

