



1NGO

Digital Empowerment

OCTOBER-DECEMBER, 2021-22

QUARTERLY REPORT

www.1ngo.in

Prepared by: Jashosree Sen, Operations Manager

12th January 2022.

Contents

Contents

1. Overviews:	3
2. Cumulative KPI Summary	3
3. Quarterly Summary:	4
4. Donate button in NGO websites :	4
5. New NGO websites built :	4
6. New Website Image Gallery:	6
7. Webinars by INGO	7
Webinars Pictures	7
8. Current Team	9
9. Initiatives	9
10. Priorities for Jan-Mar 2022	10

1. Overviews:

- In Quarter 3 (Oct- Dec, 2021-22), INGO built 42 websites for 42 new NGOs.
- The total count of websites on INGO platform is 625 as on 31st December, 2021.
- During this quarter the technical team added 84 QR codes (scanning through mobile payment apps for donation purpose).
- The tech team also added 10 payment gateways (linked via Instamojo) for donation purpose on the websites.
- During this quarter 9 webinars were conducted on different topics, how to update your website, benefits of digital marketing.
- Other initiatives taken during this quarter are:
 - Creation of a donation page on INGO website
 - Donation campaign created on INGO social media handle on the occasion of Christmas and New Year.
- Increase of followers of INGO on social media handle. (Facebook and LinkedIn).
- Partnership with NGO- Federation: Disability Network Alliance (DNA); Freshwater Action South Asia (FANSA); Federation of Voluntary Organisation for Rural Development in Karnataka.

2. Cumulative KPI Summary

MONTH	Total No. of existing NGOs	Active NGOs	Donate Button (Instamojo)	QR code created	New NGO websites created
October, 2021	588	294	03	00	05
November, 2021	600	330	02	33	12
December, 2021	625	375	05	51	25

- During this quarter with the help of new intern 99 existing NGOs' content has been evaluated. The evaluated content included the following sections:-
 - About us
 - Mission and vision
 - Activities and programmes
 - Impact
 - Layout and style.

After the evaluation the updation in the content on respective websites are being carried on.

3. Quarterly Summary:

I. Websites

- Number of NGO websites as of 1st October, 2021=583
- Number of NGO websites as of 31st December= 625
- Hence, total NGO websites added in the Oct-Dec, 2021 quarter= 42

II. Donate Buttons

- Number of Donate buttons created through QR codes (from Nov-Dec, 2021) = 84
- Number of Donate buttons created through payment gateways (instamojo)= 10

III. Webinars

- During this quarter total no. of webinars conducted on Zoom Cloud Meetings = 8
- The themes covered in these webinars are:
 - How to update your website
 - Why do you need to be in the digital world.
- No. participants participated in each webinars at an average of 10 NGOs per webinars.

4. Donate button in NGO websites :

During the quarter one of one of the key focus on enabling the donate buttons for websites. With a new tech person adding to our team the no. of donate buttons increased. The no. of QR codes which were created as on 31st December, 2021 is 284. As on 31st December, 2021 237 websites have a payment gateway link.

5. New NGO websites built :

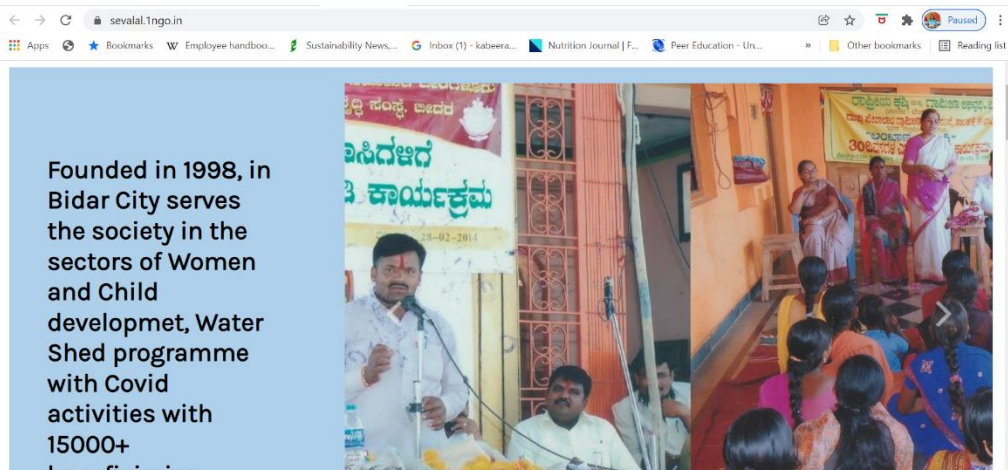
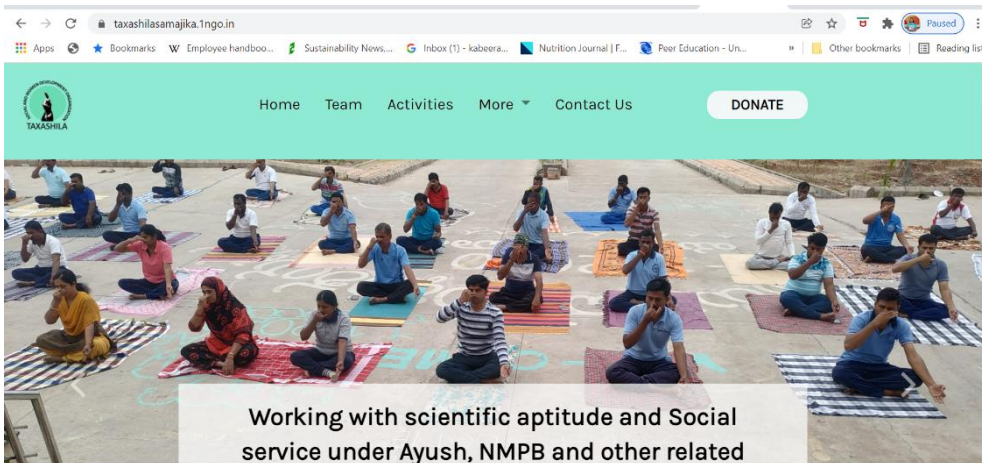
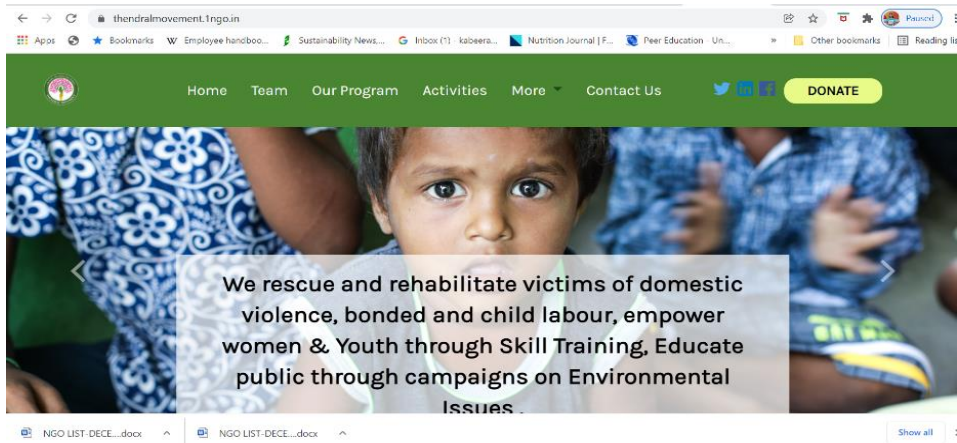
Below is the list of organisation websites built during this quarter.

	Name of the NGO	Website Link	State
1	Belaku Trust	Karnataka	https://belakustrust.1ngo.in/
2	Vaishnav Mahila Mandal	Karnataka	https://vaishnavi.1ngo.in/
3	Vathsalya Social and Charitable Trust	Karnataka	https://vatsalya.1ngo.in/
4	Sharane Shreemati Gonimathada Eeramma Veeranna Seva Samsthe	Karnataka	https://sharaneshreemati.1ngo.in/
5	Moon Web Zone	Karnataka	https://moon.1ngo.in/

6	Karunya Special School	Karnataka	https://karunyaspschool.1ngo.in/
7	Riddhi Foundation Trust	Karnataka	https://riddhi.1ngo.in/
8	Manju Education Society	Karnataka	https://manju.1ngo.in/
9	Sri Radhakrishnan Grameen abhivruddi Samsthe Mattu Kalyan Samsthe(R)	Karnataka	https://sriradhakrishnan.1ngo.in/
10	National Corruption and Crime Prevention Board of Trust	Karnataka	https://nccpbt.1ngo.in/
11	Institute for Rural Development (IRD)	Karnataka	https://irdvijayapur.1ngo.in/
12	Sarvodaya Mahila and Gramin Abhivruddi Samste	Karnataka	https://smgas.1ngo.in/
13	Poonam Education Society	Karnataka	https://poonam.1ngo.in/
14	Vathsalya Trust	Telangana	https://vathsalyatrust.1ngo.in/
15	Nischinta Foundation	Karnataka	https://nischinta.1ngo.in/
16	Jagruti Samsthe	Karnataka	https://jagrutisamsthe.1ngo.in/
17	Gramodaya society	Karnataka	https://gramodaya.1ngo.in/
18	Savidhan Shilpi Dr.B.R. Ambedkar ERDS	Karnataka	https://savidhanshilpi.1ngo.in/
19	Divya Prarthana Education and Charitable Trust, Bidar	Karnataka	https://divyaprarthana.1ngo.in/
20	TAXASHILA SAMAJIKA HAGU MAHILA ABHIVRADDHI SANSTHE @,	Karnataka	https://taxashilasamajika.1ngo.in/
21	Sevalal Rural Development Society	Karnataka	https://sevalal.1ngo.in/
22	Sahara Rural Development & Education Society(R)	Karnataka	https://karunyaspschool.1ngo.in/
23	Shruti Samskruti Samsthe	Karnataka	https://shrutisamskrutisamsthe.1ngo.in/
24	Gautambuddha Seva Samste, Shegunashi	Karnataka	https://gautambuddha.1ngo.in/
25	Grameena Vikasa Prathishtan Samsthe, Hiremannapur	Karnataka	https://gvpsh.1ngo.in/
26	Sadana Rural Development Society, Sindagi	Karnataka	https://srdss.1ngo.in/
27	Vanavil Trust	Karnataka	https://vanaviltrust.1ngo.in/
28	Thendral Movement	Karnataka	https://thendralmovement.1ngo.in/
29	Peace Foundation	Karnataka	https://peacefounrdation.1ngo.in/
30	INGRID	Karnataka	https://ingrid.1ngo.in/
31	Divanapu Tirupati Charitable Trust	Karnataka	https://dtct.1ngo.in/
32	Tavarumane Organization	Karnataka	https://tavarumane.1ngo.in/
33	Nagarika Mithra Samsthe	Karnataka	https://nagarika.1ngo.in/
34	Srusti Pavitra Education Society	Karnataka	https://srustipavitra.1ngo.in/
35	Vishwabharati	Karnataka	https://vishwabharati.1ngo.in/
36	Sadbhavna Seva Samsthe	Karnataka	https://sss.1ngo.in/
37	Samarth Vividoddeshagala Samagra Seva Sangh, Gadag	Karnataka	https://svsssg.1ngo.in/
38	ISM	Tamil Nadu	https://ism.1ngo.in/

39	RWDT	Tamil Nadu	https://rwdt.Ingo.in/
40	Deepam	Tamil Nadu	https://deepam.Ingo.in/
41	WEEDS	Tamil Nadu	https://weeds.Ingo.in/
42	Salem People Trust	Tamil Nadu	https://salemtrust.Ingo.in/

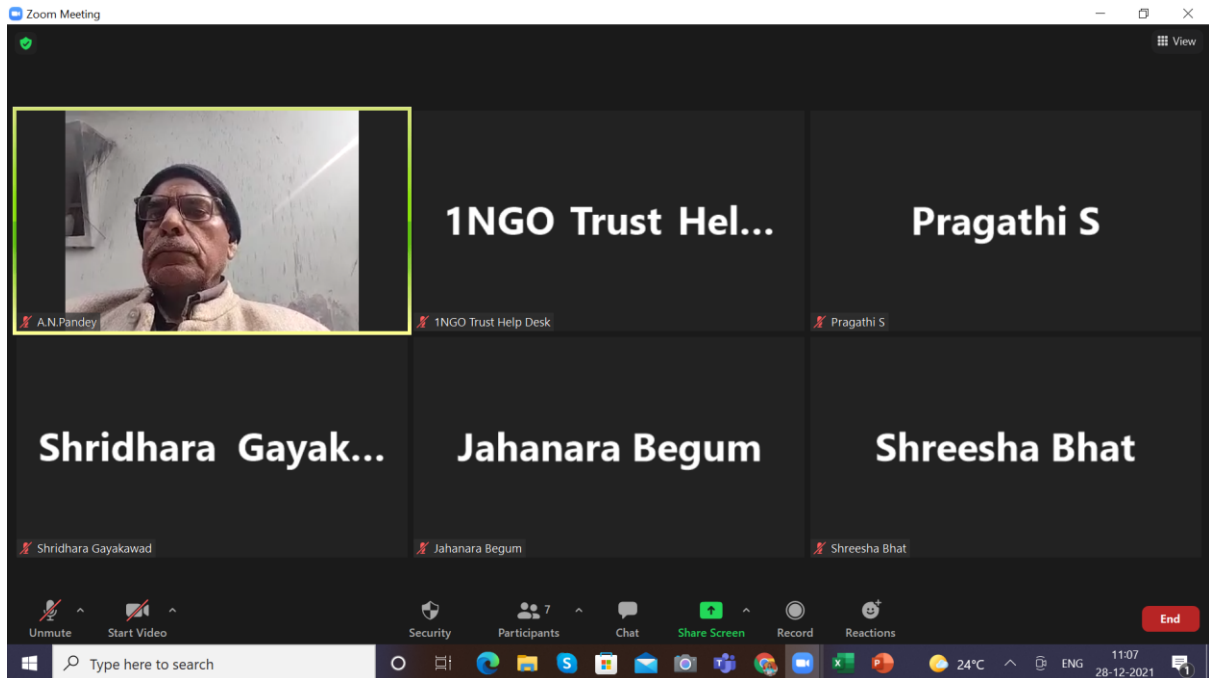
6. New Website Image Gallery:

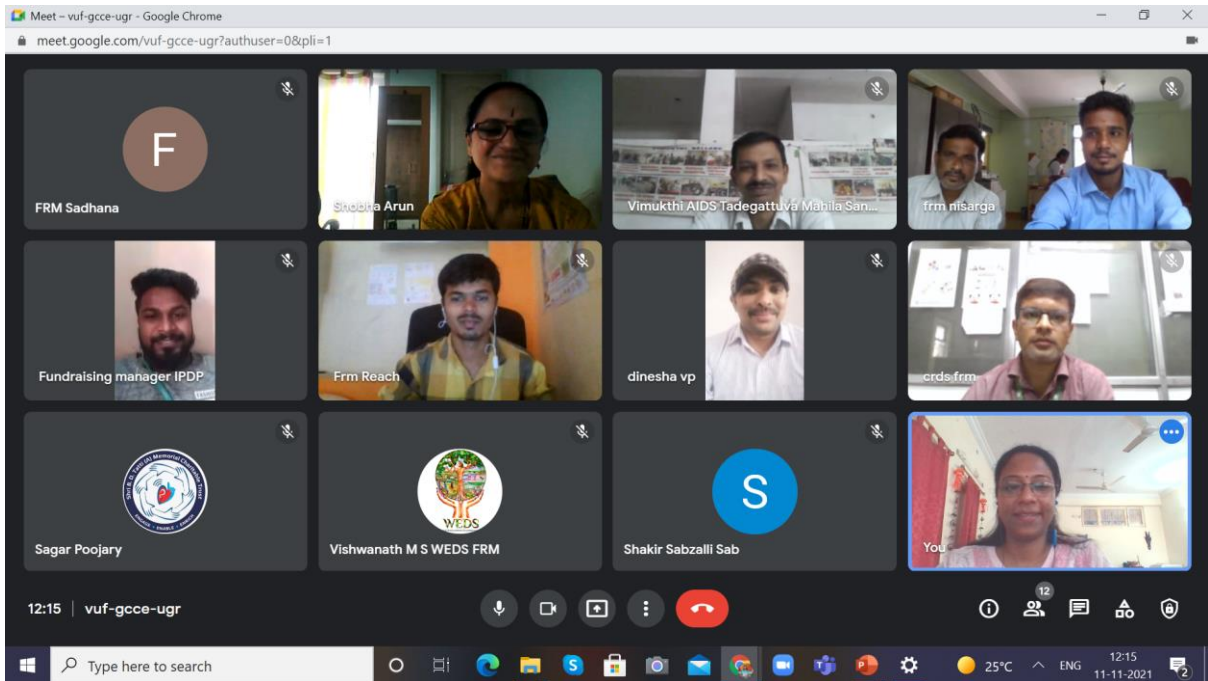
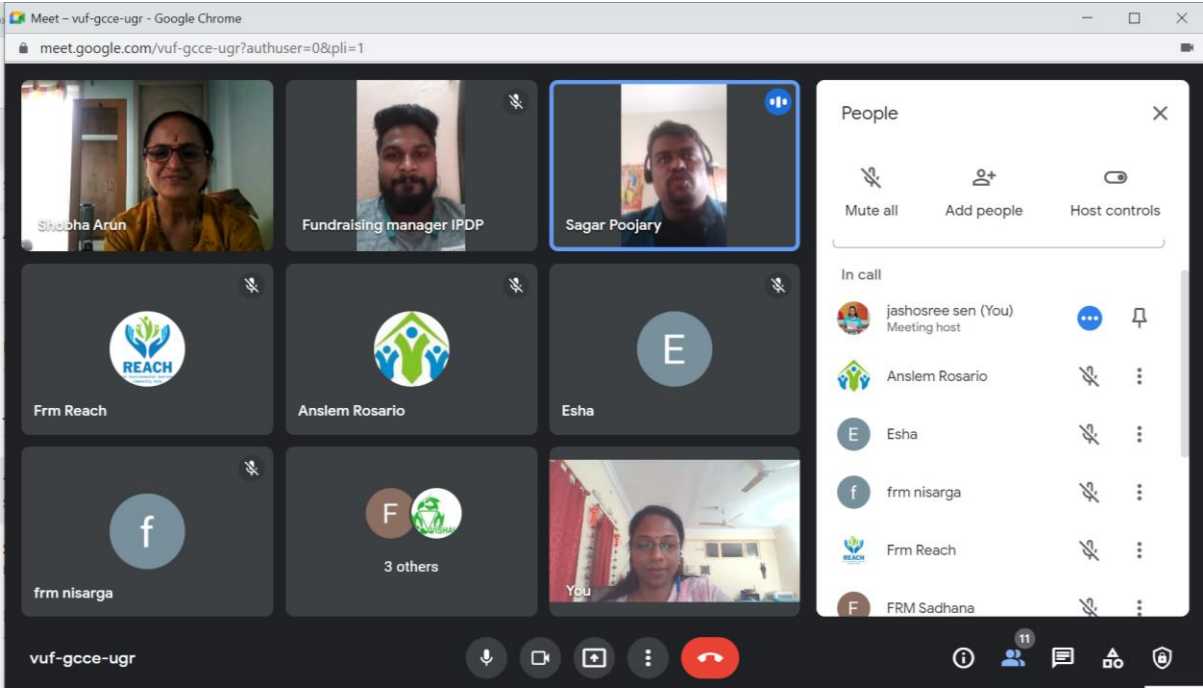


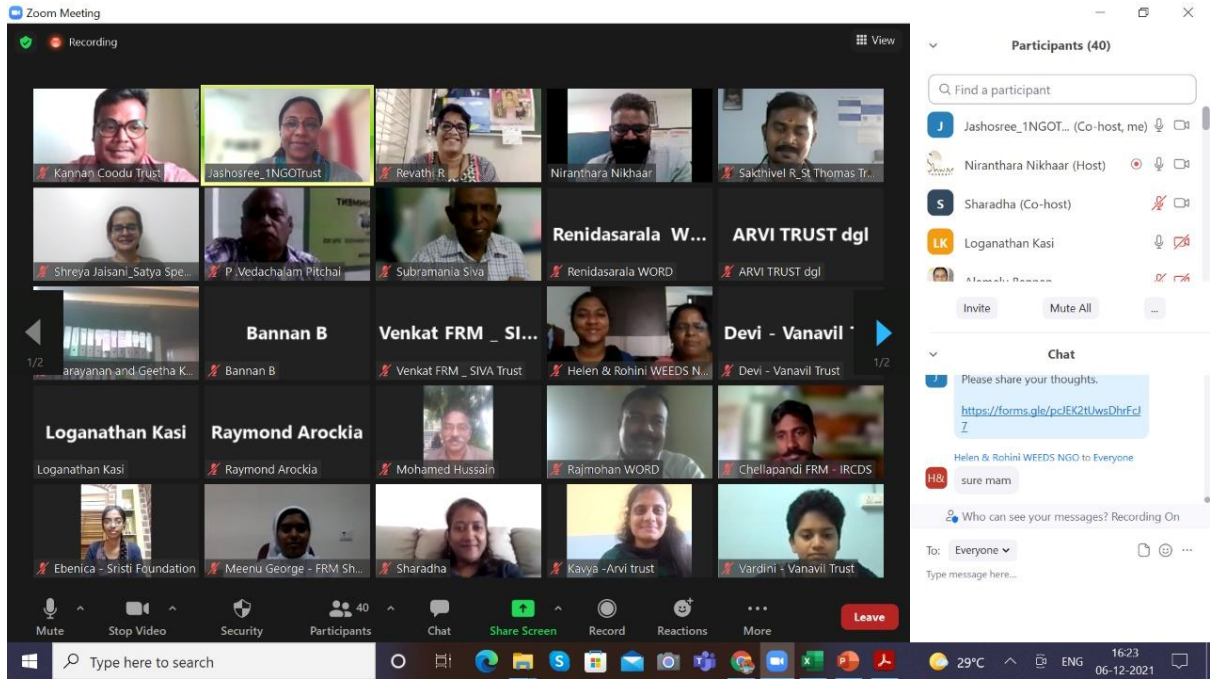
7. Webinars by 1NGO

Dates	Webinar theme	No. of participants	Group
29-10-2021	How to update the details from backend in website	10	Karnataka NGOs
11-11-2021	How to update your websites	10	Niranthara batch- 2
16-11-2021	Why do you need to be in the digital world	08	Freshwater Action in South Asia- AP
18-11-2021	Why do you need to be in the digital world	08	Freshwater Action in South Asia- Odisha
23-11-2021	How to update your websites	10	Niranthara batch- 2
27-11-2021	Why do you need to be in the digital world	10	Karnataka NGOs
06-12-2021	Why do you need to be in the digital world	47	Niranthara batch- 3
28-12-2021	How to update your websites	12	NGOs from Karnataka/Bihar/Jharkhand

Webinars Pictures







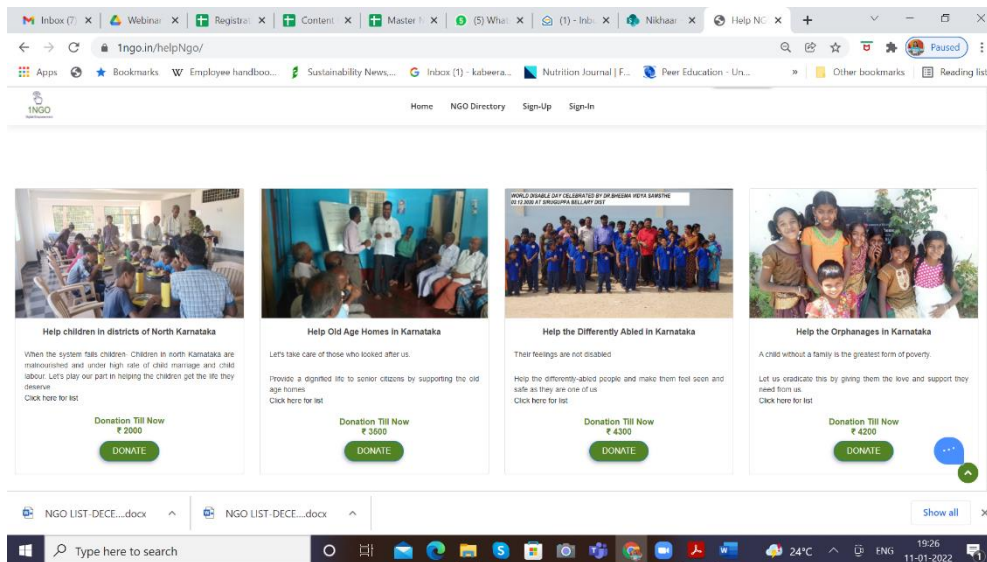
8. Current Team

Jashosree Sen	Operations Manager
Shobha Arun	NGO Engagement Lead
Priyanka Hiremani Patil	Technical Associate
Esha Mulay	Social Media Associate
Kartik Naik	Social Media Associate
Pragati Sriram	Intern
Sanjana Gupta	Intern

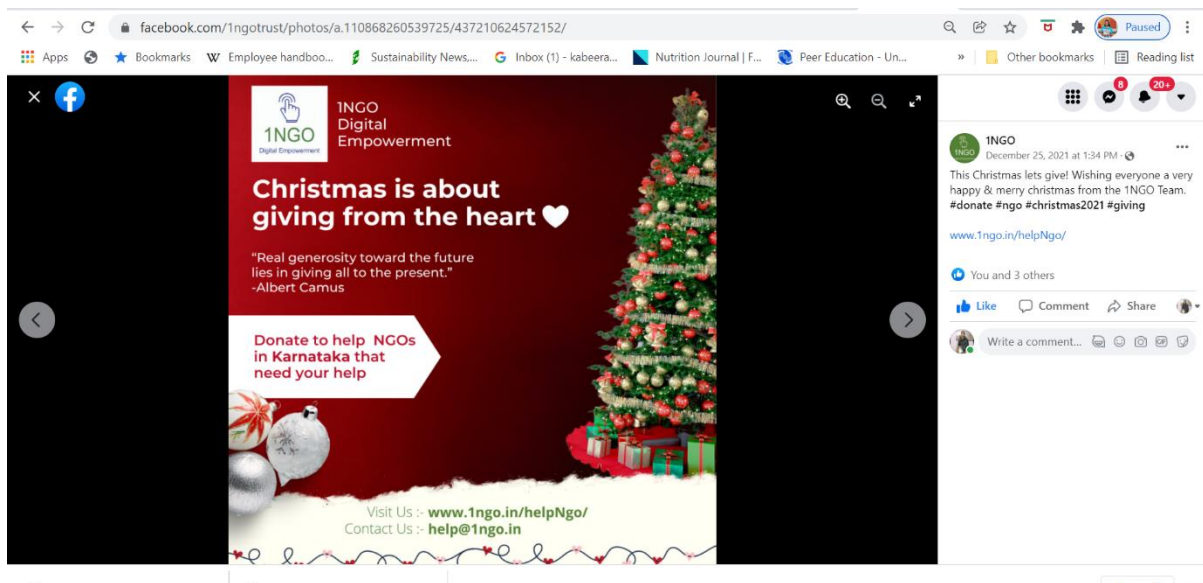
Technology management is outsourced to Scrapenext team lead by Mihir and Saurabh Zote

9. Initiatives

Creation of a donation page on INGO website: In the month of November,21 an exclusive donation page was created for selected NGOs in Karnataka. The causes which are selected are old age homes, orphanages, and disability.



Donation campaign created on 1NGO social media handle on the occasion of Christmas and New Year: The donation campaign was launched on Christmas eve and continued till New Year. The campaign was launched on Facebook and LinkedIn. The campaign has given quite good reach to 1NGO. Follower on Facebook and LinkedIn increased more than 100%.



10. Priorities for Jan-Mar 2022

1. Building websites for 125 more new NGOs.
2. Conducting 28 webinars.
3. Targeting Followers on Facebook = 900
4. Targeting Followers on LinkedIn = 200

5. Targeting Followers on Twitter = 200
6. Completing the creation of donate button for rest of the organisations
7. Running donation campaigns.
8. Running mailing campaigns on the occasion on New Year; Republic Day; Social Justice Day; International Women's Day.
9. Mega webinar on 27th February, 2022.

XXXXXXXXXXXXXXXXXXXX