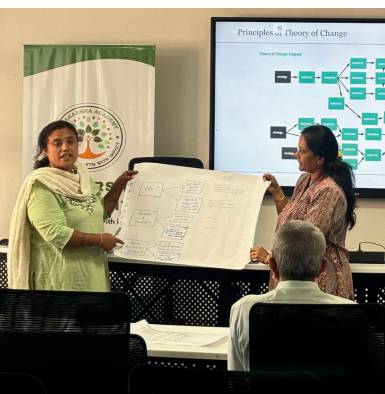




**PRAKARSHA ACADEMY**  
ENABLING GROWTH WITH IMPACT

# Annual Report 2024 - 25



# Table of Content:

<b>01.</b>	From the President's Desk	<b>01</b>
<b>02.</b>	About Prakarsha Academy	<b>02</b>
<b>03.</b>	Governance and team	<b>03</b>
<b>04.</b>	Our Impact	<b>04</b>
<b>05.</b>	Arohanam Cohort 1	<b>05</b>
<b>06.</b>	Leadership Conclave	<b>08</b>
<b>07.</b>	One-day workshops	<b>09</b>
<b>08.</b>	Participants Feedback	<b>10</b>
<b>09.</b>	Partnerships	<b>11</b>

# From the President's Desk:

I am very proud of everything we have accomplished, not just in the last year but since our inception three years ago. We began with individual training sessions, which laid the foundation for our journey. What started as a simple idea to offer training programs eventually took shape as Arohanam, a full-fledged initiative that integrates all the key learnings from our earlier efforts.

It gives me great joy to see the impact we've been able to create. The results speak for themselves. We've built focused, meaningful capacity-building programs for dedicated NGOs. Over time, we've expanded our reach to include more organizations and leaders in the social sector through initiatives like Sadhakarondige Samvada and the Leadership Conclave. We take pride in having set up a platform that is both effective and innovative, and one that continues to enable and support changemakers.

Even so, this is just the beginning. We are still in the early stages of our journey and have many ideas ahead of us. While we started in Karnataka, we are excited to expand our reach nationwide. We welcome individuals to join us, whether as volunteers, collaborators, or thought partners. Your inputs, feedback, and experiences are invaluable in helping us grow in this still-evolving space of NGO capacity building.

This space is ripe with innovation. In the age of AI and technology, we're proud to have sustained a strong sense of human connection because we believe that tech and people must grow together. It is not either-or. Our hope is that the engagements we're fostering will lead to deeper value and stronger bonds within the social sector.

At our core, our goal remains simple but powerful: to help NGOs become stronger so they, in turn, can uplift communities and contribute to the growth of our nation.

**Sri Jagadeesh Maiya**

*President, Prakarsha Academy*



# About Prakarsha Academy:

At Prakarsha Academy, our mission is to strengthen the capabilities of NGOs, enabling them to address pressing social challenges with confidence, compassion, and clarity. We believe that when organizations are rooted in strong systems and guided by timeless human values, they can create sustainable and transformative change in the communities they serve.

## Our Vision:

Fostering Capable Changemakers to drive Sustainable Social Impact



## Our Mission:

- Providing training, consulting, and mentorship to empower individuals and organizations to achieve their full potential.
- Creating a dynamic knowledge platform to facilitate continuous learning.
- Building strategic partnerships with knowledge leaders to amplify social impact



## Our Values:



### Indic Wisdom

*All of our programs are rooted in Bharateeya philosophy.*



### Excellence & Innovation

*We are committed to create high-quality, enhanced learning experience and innovative approaches in training and development.*



### Perseverance

*Our goal to create capable organisations does not end with a session, we believe in creating long-term impact.*



### Openness

*Embracing transparency, curiosity, and receptiveness to new ideas, perspectives, and feedback.*



### Shared Purpose

*Aligning with partners to co-create meaningful impact*

# Governance and Team:

## Board of Trustees:



**Sri Jagadeesh Maiya,**  
*President*



**Sri Srinivasan H S,**  
*Secretary*



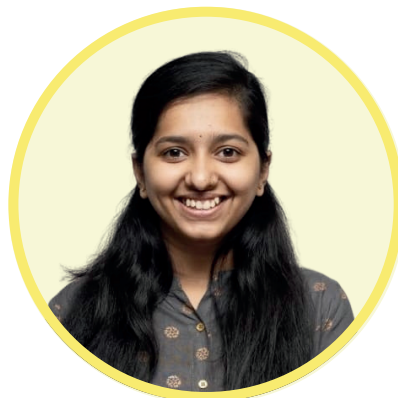
**Sri Sudarshan Swamy,**  
*Trustee*

## Mentor:



**Sri Venkatesha Murthy,**  
*Mentor*

## Executive Team:



**Keerthana Hegde,**  
*Program Manager*



**Karishma Deb,**  
*Communication Lead*



# Our Impact



71

**Total trainings  
conducted**



148

**NGOs  
Empowered**



1345

**People equipped  
with new skills**



26

**Knowledge  
partners**

Since our inauguration, Prakarsha Academy has been dedicated to strengthening the social sector through meaningful engagement, capacity-building, and value-based development. We have conducted over 71 training sessions, each carefully designed to address real-world challenges faced by NGOs. Through these sessions, we have connected with 148 NGOs across various regions, building a vibrant network of organizations committed to social impact.

Our programs have engaged more than 1,345 participants, including grassroots leaders, volunteers, and NGO professionals, empowering them with the tools, knowledge, and values needed to lead with clarity and compassion. We are proud to have collaborated with 26 knowledge partners — experts, institutions, and practitioners who have contributed their wisdom and experience to co-create high-quality learning experiences.

Together, these efforts reflect our unwavering commitment to building capable changemakers who are equipped to drive sustainable social transformation.



# Arohanam Cohort -1

The Arohanam 2024–25 Cohort, implemented by Prakarsha Academy in partnership with Rashtriya Sewa Bharati, was a year-long capacity-building program designed to strengthen the operational and strategic capabilities of grassroots NGOs.

With the participation of 11 organizations, the program delivered 22 in-person workshops focusing on three critical areas:

- Project management
- Legal and Compliance
- Fundraising.

## Exposure Visit:

An exposure visit to the Swami Vivekananda Youth Movement (SVYM), Mysuru, was organized to help participants understand how institution-based programs like the Tribal School are structured and integrated with community initiatives.

The visit offered insights into SVYM's approach to education, healthcare, and livelihoods, and how they ensure impact through strong monitoring and evaluation systems. It also highlighted how projects foster collective development. A total of 27 participants from 9 of the 11 Arohanam partner organizations took part.



## Panel Presentation:

The panel presentation marked the culmination of the Arohanam journey, offering participating NGOs an opportunity to present their learnings and strategic plans. Designed to simulate a real-time pitching environment, it enabled organizations to receive direct, actionable feedback from an esteemed panel.

The panel included **Sri Deepak Prabhu Matti** (CEO, Cognizant Foundation), **Sri Gururaj Torvi** (Head of Delivery Management, Ericsson), and **Sri Vinodh Kumar** (Sustainability Lead, IBM), each bringing invaluable insights from corporate philanthropy and strategic leadership.

## Sadhakarondige Samvada/ Conversations with Achievers

Sadhakarondige Samvada, meaning "Conversations with Achievers," was a special online series integrated into the Arohanam program to foster inspiration and reflective learning. These sessions provided a platform for participants to engage with leaders who have made significant contributions in social impact and public service.

Notable speakers included **Smt. Tejaswini Anantkumar** (Founder, Adamyia Chetana), **Dr. Mahantesh G.K.** (Founder, Samarthanam Trust), and **Smt. Savita Sulugodu** (CEO, SVYM), each shared their journeys, values, and insights on leading with purpose and resilience.

## Note of Thanks:

We extend our heartfelt gratitude to the **Azim Premji Foundation** for their generous support and funding of the Arohanam program. Your belief in our vision to build the capacities of grassroots organizations has played a crucial role in making this initiative impactful and far-reaching. Thank you for investing in our mission and enabling us to serve more effectively.

We also sincerely thank **Rashtriya Sewa Bharati** for their continued collaboration and guidance. Your partnership has been instrumental in shaping the success of the Arohanam sessions and in reaching committed organizations across the country.

## Thanks to the Trainers:

At the heart of the Arohanam program's success lies the contribution of passionate and knowledgeable trainers who generously shared their time and expertise with our participating NGOs. Their sessions were not only informative but also deeply practical—helping organizations strengthen core aspects of their functioning.

- **Sri Vijay Paul & Team** (Founder, Prkalpa Soujanya Foundation)

Led the sessions on Project Life Cycle, equipping participants with tools and frameworks to design and manage programs effectively. His team's structured facilitation enabled NGOs to view their projects with greater clarity and purpose.

- **Sri Gujjadi Prabhakara Nayak** (Chartered Accountant with over 40 years of experience)

Conducted sessions on Legal & Compliance, Accounts & Audit. His decades of professional experience brought unmatched depth to the discussions, enabling NGOs to understand and adopt critical regulatory practices with confidence.

- **Sri Ramesh Balasundaram** (Director, Bal Utsav & ManyHands)

Delivered a high-impact session on Fundraising, helping organizations explore strategic approaches to resource mobilization. His insights on donor engagement and storytelling were particularly appreciated by participants.



# Leadership Conclave:

The Leadership Conclave 2025, organized by Prakarsha Academy in collaboration with Youth for Seva, was held on April 26, 2025, at the Samarthanam Art Centre in HSR Layout. This impactful gathering brought together 62 participants representing 45 NGOs with the shared vision of strengthening NGO leadership for scalable social impact.

The conclave aimed to foster collaboration among leaders, introduce effective frameworks for project design and implementation, explore diverse funding ecosystems, and enhance leadership and governance capacities within the development sector. The event featured sessions from distinguished speakers including **Dr. Mahantesh G. Kivadasannavar** on organizational development, **Smt. Savita Sulugodu** on designing impactful and community-driven projects, **Sri Pankaj Singh** on innovative funding models, and **Sri Venkatesha Murthy** on leadership roles and team structure.

Discussions highlighted the importance of sustainable systems, community participation, diversified funding, and leadership competencies. The conclave also served as a platform for networking, knowledge-sharing, and collective vision-building. Feedback emphasized the desire for more interactive formats, including group discussions, extended Q&A sessions, and regional language workshops. The conclave reaffirmed Prakarsha Academy's commitment to empowering NGO leaders and promoting structured, scalable, and community-rooted social change.

## Objectives:

- Foster collaboration among NGO leaders
- Introduce effective frameworks for project design and scalability
- Explore funding ecosystems including CSR, grants, and diversified models
- Strengthen leadership structures and governance within NGOs

# One Day Workshops:

## Social Media Mastery for NGOs:

The session was led by Karishma Deb (Marketing Strategist) and was designed to help NGOs optimize their online presence and enhance their impact through strategic digital engagement. The session also emphasized the importance of choosing the right platform for specific goals, using platform-specific features, and posting at optimal times for audience engagement. Live demos and interactive activities helped attendees draft sample posts and choose between organizational and personal accounts based on message goals. In addition, the workshop covered influencer marketing for social causes and participants were also introduced to tools like Canva, Freepik, Grammarly, and ChatGPT for content creation.



## The Essentials of Effective Fundraising:

Facilitated by Sri Venkatesha Murthy (Youth for Seva) and Sri Milind Gokhale (Hindu Seva Pratishthana), this workshop provided a deep dive into sustainable and values-driven fundraising strategies for NGOs. It covered a spectrum of funding sources—including HNIs, small donors, CSR, crowdfunding, and in-kind contributions—while emphasizing that fundraising success is deeply rooted in credibility, trust, storytelling, and consistent engagement.

Participants learned how to strengthen their organizational readiness by building a credible board, leveraging advisory networks, and showcasing work through strong online presence. The session also addressed the structure and psychology behind effective proposals, the importance of aligning with donor priorities, and preparing for mandatory CSR impact assessments.

A significant highlight was the exploration of crowdfunding and corporate volunteer engagement, where facilitators shared actionable tips to involve supporters meaningfully and build long-term donor relationships. The session promoted the idea that relationship-building, emotional appeal, and clarity of execution are the pillars of any successful fundraising strategy.

# Participants Feedback:



“Through the Arohanam Program, Prakarsha Academy has helped us understand how to conduct CSR Activities. The workshops help us how to plan, conduct activities and how to allocate funds. We are really grateful to Prakarsha Academy.”

- **Smt. Arshitha N, Jana Kalyana Trust**



“I have been attending the sessions for Arohanam that includes Project Management, Legal and Compliance and Fundraising. These sessions are quite interesting I learnt quite a few new concepts that are quite new to NGOs. I learnt topics specific to fundraising for NGOs that I would like to go back and apply these lessons to our projects.”

- **Sri Sathyanarayana, Samarpaka Seva Trust**



“We were very good at the community engagement, but we were lacking at the documentation process. We were lacking with the visibility on how to get in touch with the CSR or with the HNIs. So all the aspects which Arohanam taught us made a pathway of what has to be followed and what is required for the grassroot NGOs. So each and every topic we covered was very insightful for us.”

- **Sri Charan Kumar, Seva Bharathi Kanyady**



“We have learnt quite a lot from cross learning from our peers. We got different perspectives on how to implement tasks. With the help of trainers we got to understand what kind of activities we need to do based on what we want to achieve. What skills we need to develop. How to use technologies, exposure to NGOs through Sadhakarondige Samvada and meaningful discussions helped us a lot. ”

- **Sri Guruprasad, Yuvaka Sangha**

# Partnerships:

## Partner NGOs:



## Venue partners:



## Participating NGOs:



## Office space:

Shri. Karan Kumar



[www.prakarshaacademy.org](http://www.prakarshaacademy.org)



9606951406



'Jnanagiri', # 75/76, 4th Cross, 2nd Main, Soudamini Layout,  
Konanakunte, Bengaluru - 560062