



Corporate Volunteering with Unnathi

One Year of Service, Impact, and Transformation: An Opportunity

A. Introduction

The Hon'ble President of India, Smt. Draupadi Murmu inaugurated *Unnathi* (Kerala Empowerment Society), the flagship initiative of the Government of Kerala for the empowerment of the SC/ST population in Kerala. The Board of Governor is chaired by the Hon'ble Minister for SC/ST Development Departments and the Special Secretary to the Government is the Chief Executive Officer (CEO). *Unnathi's* collaboration with non-state entities, including academic and civil society actors represents an innovative approach within the public sector, fostering participative governance, transparency, and measurable social impact. *Unnathi* is registered under the Travancore-Cochin Literary, Scientific and Charitable Society Registration Act and actively encourages voluntary offering of services by professionals.

B. The Unnathi Opportunity

Unnathi presents an unparalleled opportunity for corporations to actively engage in social impact and help their executives gain unparalleled growth. By deputing their executives on a voluntary assignment with Unnathi, corporate organizations can contribute to meaningful change while fostering professional growth, innovation, and aligning with their Corporate Social Responsibility (CSR) goals. The assignments undertaken as a team activity help bring real time impact on the ground.

Unnathi, with its global team and diverse projects, invites corporate executives serving in various verticals such as Technology, Innovation & AI, Finance & Resources, Education, Skilling



& Training, and more. This collaboration offers an opportunity to serve the community, involving direct contribution to impactful social welfare projects. The project fosters professional growth, besides enhancing leadership, problem-solving, and collaboration skills. This initiative strengthens CSR initiatives through hands-on involvement.

C. Engagement Model

Engaging with Unnathi by sending executives for an immersive experience presents corporate houses with a multifaceted advantage. This unique partnership not only aligns with corporate social responsibility goals but also fosters leadership, innovation, and global collaboration among the participating executives. The exposure to diverse projects and cross-border teamwork enhances their problem-solving abilities, strategic thinking, and cultural awareness, contributing to their overall professional growth. Furthermore, the organization benefits from the enriched skill set and broader perspectives that these executives bring back upon their return, creating a ripple effect of positive impact within the corporate structure. Such an initiative amplifies the brand's image as a socially conscious and forward-thinking entity, setting a precedent in the industry, and contributing to long-term success and sustainability.

01. One-Year Commitment

The criteria for consideration for selection and modalities of engagement are as follows:

- **Professional Experience:** The program is open to professionals who have a minimum of 2-5 years of work experience. This ensures that seasoned professionals with substantial expertise and insights are onboarded.
- **Educational Background:** Individuals from renowned institutions or those who have worked in reputed companies are encouraged to apply. The quality of education and professional exposure adds value to the collaborative initiatives at Unnathi.
- **One-Year Commitment:** The executives can volunteer on a part-time basis but have to commit their time and resources for one uninterrupted year. It has to be ensured that they can fully commit to working with Unnathi without financial concerns as this is an unpaid activity. (Those who are willing to work exclusively and completely for one year with Unnathi stand to be assigned larger roles and responsibilities).
- **Dedicated Engagement:** During this period, the professionals will engage fully with Unnathi, becoming integral part of various teams and projects. Their commitment is key to the continuity and effectiveness of the initiatives. The modalities of such a full-time engagement is flexible and the quality of service is what is paramount.
- **Alignment with Corporate Goals:** By facilitating a sabbatical or enabling their employees to volunteer for Unnathi on a professional basis, the Company demonstrates



their commitment to social welfare and aligns their actions with broader CSR goals. It's an investment in both social impact and the professional development of their employees.

The orientation and on-boarding is as follows:

- **Induction:** Executives will undergo a comprehensive orientation program that introduces them to Unnathi's mission, values, projects, and working model. This ensures a seamless integration into the organization.
- **Project Briefings:** Detailed briefings on specific projects and initiatives will be provided, allowing executives to understand the scope, objectives, and expected outcomes.
- **Team Integration:** Orientation also includes team integration sessions, where executives meet and interact with their future colleagues. This fosters a sense of camaraderie and ensures smooth collaboration.
- **Customized Training:** Depending on the vertical or team they join, customized training modules may be offered to equip executives with specific skills or knowledge required for their roles at Unnathi.

02. Remote Working & Collaboration

Work flexibility is guaranteed whereas speed/efficacy is insisted upon in the Unnathi administrative system.

- **Options to Work Remotely:** Unnathi's global team model offers executives the flexibility to work remotely. Whether at home, in a different city, or even a different country, executives can integrate seamlessly with Unnathi's teams.
- **Adaptable Work Hours:** The remote working model acknowledges the various time zones and commitments of executives, allowing them to choose work hours that suit their convenience. A robust digital platform enables real-time administrative communication systems that are open 24/7.
- **Technology Integration:** Leveraging state-of-the-art collaboration tools and platforms like Zoho, Unnathi ensures that remote working is as efficient and connected as being physically present in an office.

03. Teamwork



- **Collaboration with Diverse Stakeholders:** Executives will have the opportunity to work closely with a diverse range of stakeholders, including Senior IAS/IPS/IRS Officers, other government officials, professionals, and young interns from world-class institutions.
- **Cross-Functional Integration:** Working across different functional areas and projects, executives will engage in true cross-functional collaboration. They will gain insights into various aspects of public administration, social welfare, innovation, and more.
- **Knowledge Sharing & Skill Enhancement:** Collaboration with such a diverse group fosters a rich exchange of ideas, knowledge, and skills. Executives will not only contribute their expertise but also learn from some of the best minds in the field.
- **Building Global Connections:** The remote collaboration model allows executives to build connections with professionals from different parts of the world. These connections can lead to future collaborations and widen their professional network.

04. Project Involvement & Verticals

- **Diverse Opportunities:** Associates have the freedom to choose from a wide range of verticals within Unnathi. From Administration to Technology, Innovation & AI, Legal Affairs, PR, Marketing, and more, there are multiple avenues to explore and contribute.
- **Alignment with Interests and Skills:** Unnathi's diverse project portfolio ensures that executives can find projects that align with their specific interests, skills, and professional background. Whether it is finance, human resources, data analysis, or entrepreneurship, the options are vast and varied.
- **Customized Roles:** The flexibility to select specific verticals allows associates to craft roles that are tailored to their strengths and career goals. This customization ensures a more engaged and productive experience.
- **Mentorship from Experienced Officers:** Unnathi's team comprises senior IAS/IPS/IRS officers, other senior government functionaries, and other experienced professionals who provide mentorship and guidance. Executives will have the opportunity to learn from these seasoned experts in governance.
- **Collaborative Work Environment:** Unnathi fosters a collaborative work environment where team members actively support and learn from each other. Executives will find a culture that values teamwork, creativity, and shared success.
- **Orientation and Continuous Support:** From a comprehensive introduction to ongoing support, Unnathi ensures that executives have all the information and assistance they



need. Regular check-ins, feedback sessions, and accessible leadership ensure a smooth and enriching experience.

Working with Unnathi offers executives a transformative experience, blending professional enrichment with social impact. They will become part of a visionary organization that operates on a global scale, focusing on welfare administration, education, technology innovation, legal affairs, entrepreneurship, and more. Collaborating with a diverse team of experts from various fields and cultural backgrounds, they will have the opportunity to spearhead impactful projects, leveraging cutting-edge technologies and innovative strategies. The exposure to real-world challenges and the hands-on approach to creating sustainable solutions will deepen their understanding of community needs and organizational dynamics.

C. Positions Considered

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Unnathi is seeking talented and passionate professionals from reputed institutions of higher studies in India, including IITs, IIMs, NITs, AIIMS, and others. Candidates with substantial work experience in top global companies are also encouraged to apply. We are looking for individuals who can commit to our mission and contribute to various verticals as unpaid volunteers.

1. Administration Team

Qualifications: Professional degree/Master's degree in Business Administration or Public Administration; Retired hands with relevant Government experience at leadership levels preferred; Proven ability to lead remote teams; Strong organizational and leadership skills.

2. Human Resources Team

Qualifications: MBA/Master's degree in Human Resources or Organizational Development; experience in HR management/internship program



management or departmental structuring; Expertise in talent acquisition, Experience in remote management and team collaboration.

3. Technology, Innovation & AI Team

Qualifications: Master's degree in Computer Science, Engineering, or related field; experience in technology leadership, innovation, and AI implementation; Experience in remote team collaboration and project management.

4. Legal, Procurement and Documentation Team

Qualifications: BA LLB or masters in Law; experience in legal affairs, procurement and documentation; Expertise in regulatory compliance, corporate law, contract negotiation, and remote team management.

5. Finance & Resources Team

Qualifications: Master's degree in Finance or Accounting; experience in financial management and resource allocation; CA or similar qualification preferred; Ability to lead remote teams.

6. Entrepreneurship & Business Associates' Team

Qualifications: Master's degree in Business, Entrepreneurship, or related field; experience in entrepreneurship development and business collaboration; Mentor entrepreneurs; Experience in remote team leadership and partnership management.

7. PR, Marketing & IEC Team

Qualifications: Master's degree in Marketing, Communications, Journalism, or related field; experience in PR, marketing, and strategic communication; digital media and advertisement experience, Ability to lead remote teams and manage diverse campaigns.

8. Education, Skilling & Training Team

Qualifications: Professional degree/Master's degree in Education, Training, or related field; experience in educational program development, skilling, and training; Experience in remote education delivery and team management.



9. Project Management Team

Qualifications: Professional degree/Master's degree in Project Management or related field; Project Management Professional (PMP) certification; experience in project planning and execution; Experience in remote team collaboration.

10. NGO Collaboration & CSR Team

Qualifications: Professional degree/Master's degree in Social Work, Nonprofit Management, or related field; experience in NGO collaboration and corporate social responsibility; Expertise in remote team management and partnership development.

11. Data Analysis & Project Evaluation (Impact Assessment) Team

Qualifications: Master's degree in Statistics, Data Science, or related field; experience in data analysis and impact assessment; Expertise in remote team collaboration and analytical tools.

These roles foster a dynamic and impactful contribution to Unnathi's various verticals and offer a unique opportunity for professionals to work on world-class solutions to locally identified problems. The flexibility in remote working ensures collaboration across diverse time zones, enhancing efficiency and effectiveness. Apart from the qualifications, the attitude to collaborate and work as a team is paramount. From strategizing with senior IAS/IPS/IRS Officers to mentoring young talents, the experiences gained at Unnathi are multifaceted and inspiring, cultivating a sense of purpose, leadership, empathy, and a global perspective that transcends traditional corporate boundaries.

D. Benefits to partnering Corporates

By allowing their employees to volunteer with Unnathi, corporations can align their actions with their values, engaging in meaningful social responsibility projects that resonate with their mission.

- I. The collaboration facilitates direct involvement for these executives in community development, social welfare, education, and other key areas, leading to tangible positive impacts on society.



- II. The Unnathi verticals manned by the personnel from the parent company becomes a credible execution agency for CSR funds of the parent company.
- III. It enables corporations to strategically channel their CSR funds and efforts, ensuring that the initiatives align with both Unnathi's goals and the corporation's own social commitments.
- IV. Unnathi acknowledges the unique contributions of the partnering corporations, showcasing their efforts through various platforms, including media, events, and publications.
- V. The corporate house from which the maximum number of executives are selected would be designated as the ***“Lead Corporate Partner”*** for that particular year opening up avenues for much deeper collaboration and long term project formulation and execution.
- VI. Corporate houses can enter into a Memorandum of Understanding (MoU) with Unnathi for regular supply of executives as part of their HR training plan. This can be customized with a few weeks of immersive field experience coupled with continued remote work.

The immersive experience at Unnathi offers executives a unique platform to enhance their leadership, strategic thinking, problem-solving, and innovative skills. Working across various verticals, executives can broaden their perspectives, gaining insights into diverse fields such as technology, finance, legal affairs, and community engagement, fostering collaboration and cultural intelligence, enriching the executives' ability to navigate global business environments. The collaboration with Unnathi not only reflects the corporation's commitment to social welfare but also enhances its brand image, setting it apart as a socially responsible entity. By contributing to meaningful social change, corporations build credibility and trust among stakeholders, customers, and the broader community.

This public acknowledgement serves to highlight the corporation's commitment to positive change and can lead to increased recognition and respect in the business community.

E. How to join?

The collaboration between corporate houses and Unnathi offers a win-win scenario. Corporations can align their actions with their CSR goals, foster the professional growth of their executives, and enhance their brand image. At the same time, Unnathi benefits from the expertise and commitment of seasoned professionals, furthering its mission to create a global powerhouse of welfare administration.

Unnathi's one-year engagement program is a trailblazing initiative, inviting corporations to allow their talented executives to serve, innovate, and make a lasting difference. It's a



partnership that combines professional excellence with social consciousness, nurturing leaders who are skilled, compassionate, and visionary. Details of the programme, initiatives and schemes are available on the website <https://unnathikerala.org>.

Corporate entities wishing to enter into a customized arrangement with *Unnathi* can submit the proposal through the **NGO/Corporate Collaboration** tab OR individual executives wishing to volunteer can submit their applications through the **Volunteer** tab. Senior professionals who may wish to fully and voluntarily associate with *Unnathi* and shoulder higher responsibilities, by availing a sabbatical from their present job can register on the **UAS** tab.



NGO/Corporate
collaboration



VOLUNTEERING



UAS