

# code for <good> 2022

CELEBRATING 10 YEARS

**Organization:** Jhatkaa

**Website:** [www.jhatkaa.org](http://www.jhatkaa.org)

## Mission

Jhatkaa.org uses innovative technology and public mobilization to build an active movement of progressive Indians who take action to affect change that would not be possible if they acted alone – holding government, Corporates, and cultural leaders accountable to our vision.

## Context

Jhatkaa has number of campaigns (challenges like Air pollution, human rights, etc) and campaigners (People who are working for/leading campaigns). They are trying to bridge the gap between citizens and action by using a platform where they can mobilize their volunteers which would help them grow the membership for different campaigns and engage the base by leveraging their skills to take collective action to create progressive change.

## Challenge

Jhatkaa is looking for a platform which will help campaigners reach out and motivate citizens to contribute skill sets, networks, passion to campaigns and mobilize them to act. This will help them easily scale the work and impact of community. This would also require future-enabled platforms that will allow them to leverage their member base to the optimum. In a way, that keeps the individual member at the core of the journey.

## Additional Considerations

- A tool that is easily customizable as per campaign's needs
- Should plug into major payment gateways and manage a single currency although taxation doesn't need to be handled by the platform
- Data security
- Dashboarding capabilities for tracking and visualisations
- Easy adoption by citizens and other organisations

## Technology Baseline

Right now, Jhatkaa has a signup form on their website for volunteers looking to join them for which somebody from the team must reach out for the volunteer manually and onboard. They don't have a sign-in or a platform for volunteers/campaigners where they can interact about campaigns. All of this is through Whatsapp/email and excel

sheets for data.