



Implementation of Digital Workspace to manage Donors to simplify the process storing details and communicating with donors

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Mission

Christ University is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment

Vision

Excellence and Service

Core Values

Faith in God | Moral Uprightness
Love of Fellow Beings | Social Responsibility
Pursuit of Excellence

Agenda

- 1. Introduction to the problem**
- 2. Community Details**
- 3. Literature Survey/Need Analysis**
- 4. GeoTag Photos**
- 5. Identification Of problem**
- 6. Confirmation Letter**
- 7. Design Plan evaluation (work plan (with dates) + flow diagram)**
- 8. Methodology: Hardware & Software Requirement**

Introduction to the problem

Why Is CRM Needed?

- Difficulty tracking donor history
- Inefficient communication
- Low engagement
- No automation for follow-ups or reminders
- Manual tracking leads to errors
- Hard to maintain consistent communication
- Lack of data insights leads to poor planning

Community Details

NGO Name: *Prajakirana Seva Charitable Trust*

Contact Person: *Mr. B. H. Gali (Rahul Gali) – +91 78926 66797*

Assigned Work: *Development of Customer Relationship Management Software*

SDGs Aligned:

- **Goal 17** - Partnerships for the Goals
- **Goal 1** - No Poverty

Team Members:

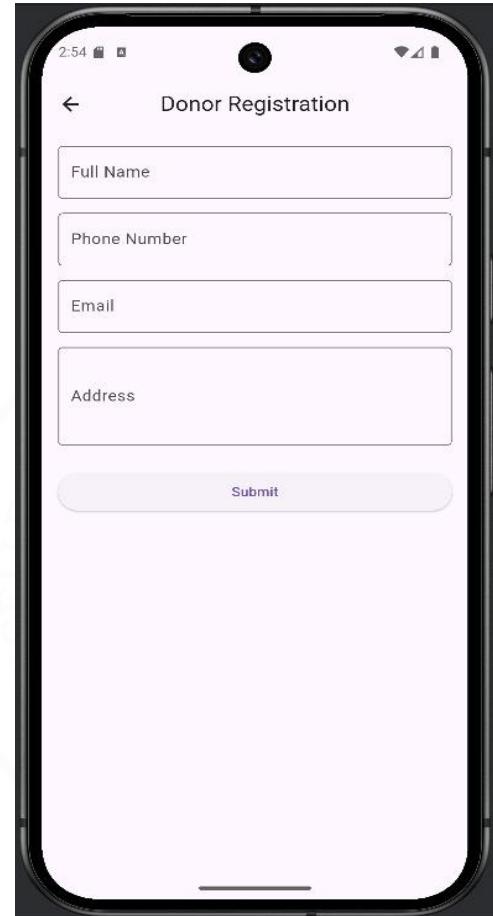
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Literature Survey/Need Analysis

Identified Needs

- A secure platform to store donor and volunteer data
- Automated engagement (emails, WhatsApp messages, reminders)
- Tools to analyse donor behavior and donation trends
- Dashboard for reports, growth metrics, and donor segmentation
- Communication workflows for campaigns and events



GeoTag Photos



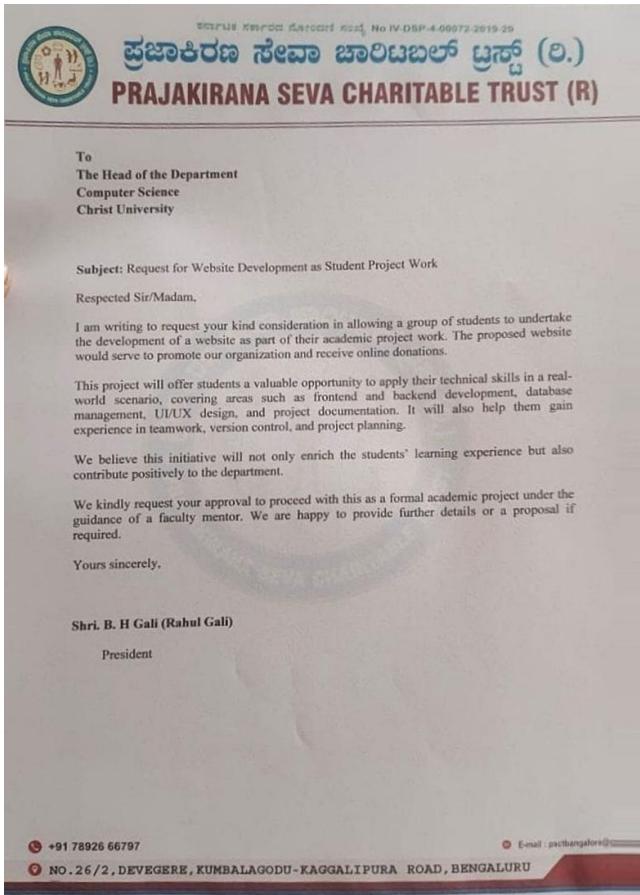
Identification of problem

The NGO faces the following main problems:

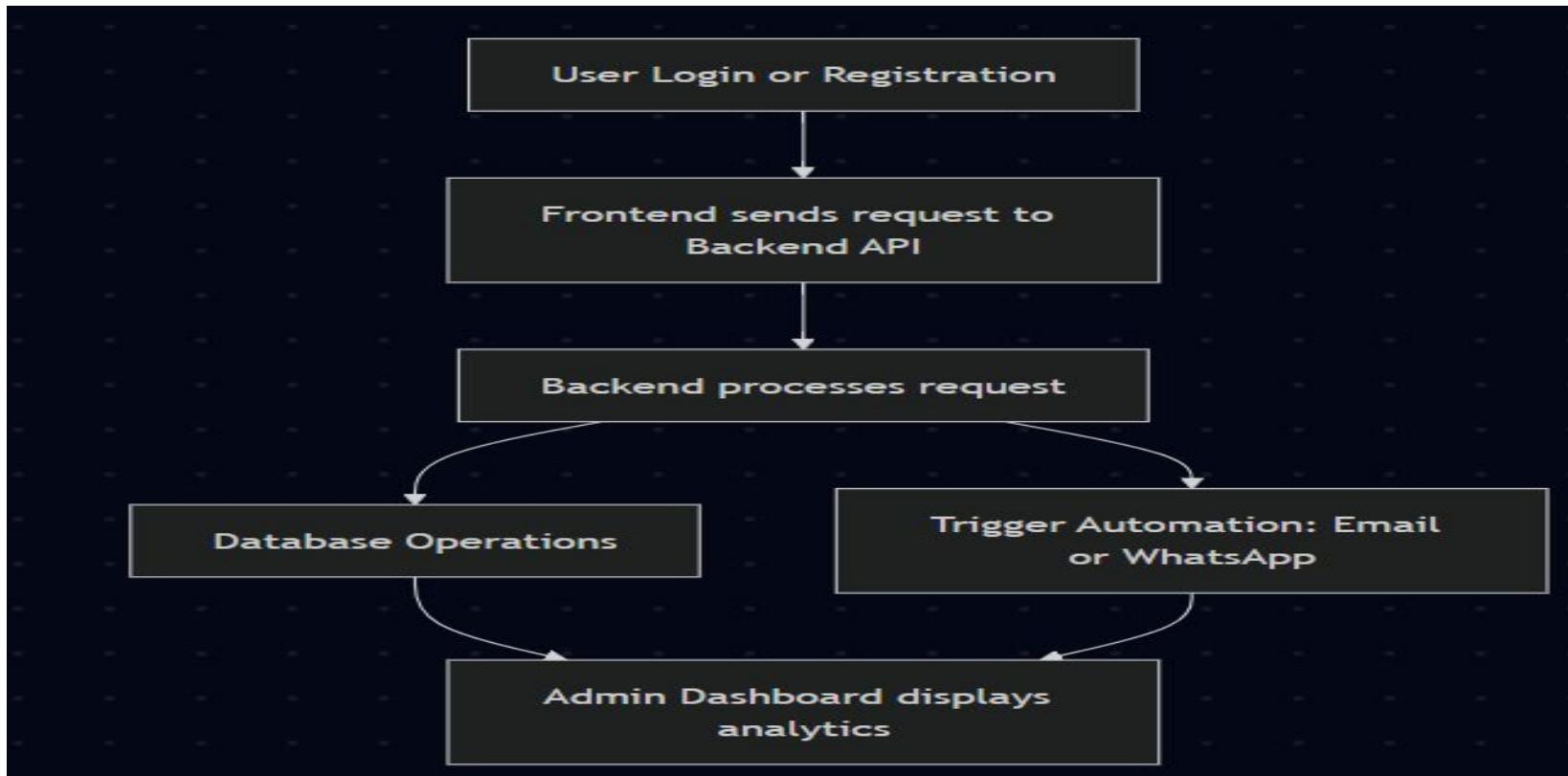
- Manual donor data collection
- No centralized donor database
- No automated communication for follow-ups
- Difficulty in maintaining donor engagement
- No analytics to understand donor contribution patterns

Thus, a web app-based CRM system is required to solve these operational challenges.

Confirmation Letter



Design Plan Evaluation



Phase	Timeline (Months)	Details
Phase 1: Requirement Analysis	August 2025	Identify data needs, NGO workflow, communication channels
Phase 2: System Design	October 2025 - November 2025	Database schema, architecture diagrams, UI mockups
Phase 3: Development	December 2025 - January 2026	Build frontend, backend API, automation systems
Phase 4: Testing	January 2026	Unit testing, integration testing, security testing
Phase 5: Deployment	Early February 2026	Host on cloud, release CRM web portal
Phase 6: Maintenance	Mid-End February 2026	Bug fixes, improvements, performance tuning

Methodology: Hardware & Software Requirements

Hardware Requirements

- Laptop/PC for development (8–16 GB RAM)
- Cloud hosting server (Vercel / AWS / GCP)
- Cloud database storage

Software Requirements

Frontend:

- HTML, CSS, JavaScript
- React/Next.js (any modern framework)
- Tailwind CSS/Bootstrap for UI

Backend: Node.js / Python server

- REST API for donor & communication management
- Authentication & role-based access

Database:

- MySQL / PostgreSQL / Firebase / Supabase
- Stores donor details, donations, logs, user roles

Automation:

- Email: SendGrid / Gmail API
- WhatsApp: WhatsApp Business API / Twilio

Deployment & Tools:

- GitHub for version control
- Postman for testing
- Vercel/AWS for deployment
- SSL, data encryption, backups