



180Degrees
CONSULTING
Jamia Millia Islamia

"INDIA'S CHILDREN?"

A FIGHT AGAINST
HUMAN RIGHTS VIOLATION

PROJECT REPORT: JULY - AUGUST 2022



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WHAT IS 180 DEGREES CONSULTING?

180 Degrees Consulting is the world's largest student-driven university-based consultancy providing very affordable and high-quality consulting services to non-profits, social enterprises, and socially-minded corporations. While most consulting firms charge tens or hundreds of thousands of sums of money, we offer high-quality yet uniquely affordable consulting services.

AT JAMIA MILLIA ISLAMIA

Branch of 180 Degrees Consulting, our mission is to strengthen the social impact of socially conscious organisations through innovative, practical, and sustainable solutions. We bring top university talent to the professional arena in order to cater to the well-being of non-profit sector, helping great organisations to achieve their full potential and have an ever greater social impact and expand their services.

WHERE WE WORK



www.180dc.org/branch/jamia-millia-islamia



@180dcjmi



@180dcjmi



@180-degrees-consulting-jamia-millia-islamia



Operating in
40+ countries



Successfully completed
7000+ projects



Working from
150+ branches

CLIENT OVERVIEW

Background

The client started his career as a location manager and then stepped into the shoes of a Line Producer, the client has been involved in various TVCs with brands like Honda, KIA, Hero etcetera. Films like Dolly Kitty Aur Chamakte Sitaare, Attack, Tiger 3, web series like Jugaadistaan, and YouTube channels manage TVF and other digital and music videos. With over 6+ years of experience, the client then moved on the mission to produce visual content that resonates with viewers, regardless of genre, scale, or platform. The Client is currently producing a short movie called "India's Children?" which will be focusing on the human rights violation in our day-to-day life and will be sent as an entry for the National Human Rights Commission's Annual Short Film Festival

Objectives

- Produce a short film on **human rights violations among children in India**
- "India's Children?" would be the official submission for **National Human Rights Commission's (NHRC)** annual short movie competition
- Send the movie to various national and international film festivals to create a **worldwide impact**
- Film would then finally release on some of the most prestigious **OTT platforms** in the country
- Film will focus on the sole vision that human rights are the **foundation of freedom, justice and peace** and respecting these rights can only allow us and the society to fully develop and maintain **harmony and peace**
- The most important outcome of this idea is to **instil a sense of care, accountability, and awareness of one's rights** not just at the individual level but also in social structures

EXECUTIVE SUMMARY

1,02,539

human rights violation cases reported in India in 2021-22 according to National Human Rights Commission

56 million

Indians suffer from depression

24,00,000

reported child sexual abuse cases during three year period between 2017-20 with 80 per cent of the victims being girls below the age of 14 years

1 in 7

Indians suffer from mental disorders

1.03 trillion dollars

worth of economic loss, due to mental health conditions, between 2012-2030, in India

Objectives



Formulate fundraising strategies



Implementation of strategies



Selecting fundraising platform

Our client aims to create a short film in an attempt to raise awareness around human rights violations among children in India. The film explores various scenarios of how 'normal' acts, which happen around us every single day, cause discomfort, anxiety and create a hostile environment for the people facing them. It examines how phrases that seem normal and their impact inconsequential often pave the way for an insensitive generation, escalating the scope of anti-social activities. The stereotypical ideas restrict people into various roles limiting their right to express themselves, and their right to a life with dignity and respect.

Plan of action

1. Partnering up with NGOs and FMCGs
2. Collaborating with college societies and production houses
3. Reaching out to personal/ professional connections
4. Starting an on- campus offline campaign

FINANCIAL STRATEGY & PATHWAYS IMPLEMENTED



Approach towards Crowdfunding

The crowd was segregated into 10 categories:



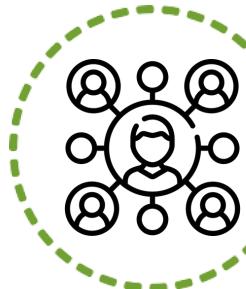
Impact Investors



NGOs



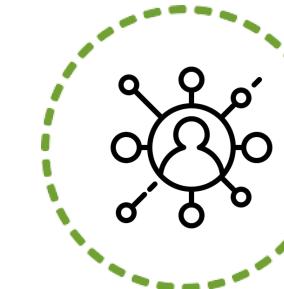
Cinephile and Production Houses



College Societies



Working Professionals



Personal Connections



International Support



FMCGs



Alumni Network



Offline Campaign

Crowdfunding Platforms :

- Crowdfunding is the practice of **funding a project** or venture by raising money from a large number of people who each contribute a relatively small amount, typically via the internet.
- Crowdfunding sites are sometimes referred to as platforms because they provide a venue for all aspects of a campaign, such as creation of the **public interface**, campaign and **project tracking**, a **payment mechanism** and **disbursement of funds**.
- Social justice causes, funding new business, catering medical needs etc. are the major purposes targeted through these platforms.
- The client's project "India's Children?" falls under the category of **social justice** highlighting the issue of human rights violation. Certain crowdfunding platforms are analyzed on the basis of parameters set up by clients further narrowing down to single one to run a full fledged crowdfunding campaign.

PARAMETERS CONSIDERED FOR PLATFORM SELECTION

- International currency
- Withdrawal mechanism
- Documents verification
- Nominal fees

International Currency

- International currency is accepted but the platform
- Have to pay additional charges as per their bank criteria.

Nominal Fees

Normal campaigns:

- Advance processing charges: INR 3000 plus GST (18%) per campaign(non-refundable) .
- Contract charge: 6% of the total amount collected in the course of a campaign is charged.
- This is for both-Keep what you get (KwyG) campaigns and All or nothing (AON) campaigns.
- Payment processing charges: 3% of the total amount collected in the course of a campaign will be charged as a reimbursement of payment processing costs.

Additional Charges:

- The government charges a GST of 18% on all services provided.
- For group campaigns on a 9% contract charge and 3% payment processing charge it adds up to approximately 2.16% extra.

Withdrawal

- Our Campaign falls under All and none category.
- Partial amount can't be withdrawn

Documents

Documents for KYC

- Bank details if as organization.
- For Individuals- Indian nationals, 18 years or above, with identity proof (upload a Passport copy / Driving license /Aadhar card)
- Holding an Indian bank account in his or her name
- Having an active FB account in their name
- Mobile number

International Currency

Yes

Nominal Fees

Zero platform fees

Withdrawal

Can withdraw partial amount when reached 80% money transfer tenure

Documents

- Required to be a US or Canadian citizen.
- If not LLC terms are there where the project can be international but the donations should be from US and Canada only.
- LLC must be 18 years older with a bank account in US.

Milaap



International Currency

International currency accepted

Nominal Fees

Zero platform fees

Withdrawal

- Partial amount-yes at any time
- Money transfer tenure is 5-10 minutes

Documents

- Government Id proof
- Bank account details

International Currency

- Yes, They pledge International Projects also.
- The pledge will be collected in the project's native currency.

Nominal Fees

- Kickstarter fee - 5% of total funds raised.
- Payment processing fees - 3% + \$0.20 per pledge

Withdrawal

- Withdrawal - You can only withdraw the money after the 14 day window.
- Money Disbursement - There is a 14 day window following the project's deadline where the pledge will be collected and processed.
- Funding on Kickstarter is all-or-nothing. No one will be charged for a pledge towards a project unless it reaches its funding goal.

Documents

- If raising funds as a Individual, need government issued IDs.
- If raising funds as an entity (business or nonprofit), need government issued IDs and tax documents.

GoFundMe

International Currency

International currency accepted

Nominal Fees

No fee required to start a fundraiser but 2.9% + \$0.30 per donation deducted

Withdrawal

- Partial amount can be withdraw once donations are received
- Money transfer tenure - takes 2-5 business days

Documents

Bank details



International Currency

International currency acceptance -

Nominal Fees

Indiegogo charges 5% Platform fees and 3-4% processing fees.

Withdrawal

- Partial amount - No
- Money transfer tenure - within 15 working business days.
- Indiegogo gives an option to choose between flexible or fixed funding.
- Flexible funding allows the campaigner to keep what is raised.
- Fixed funding returns money to back when the goal isn't met

Documents

- For Individual - Government issued IDs.
- For an Entity (business or nonprofit) - Government issued IDs and Tax Documents.

Impact Guru



International Currency

International currency accepted

Nominal Fees

It provides 3 types of Fundraisers:

- Self Driven - No Fee
- Assisted - 5% Fee
- Collaborate - 8% Fee

Withdrawal

- Partial amount - Yes
- Money transferred in 1-3 working days after request has been approved. For FCRA Registered NGOs raising foreign funds, fund transfers take 5-7 working days after the request has been made.

Documents

- For personal Causes- Identity proof & Bank account details.
- Any estimates/documents that will support the cause

International Currency

Yes, It accepts but only after the verification process which requires the latest FCRA certificate.

Nominal Fees

Standard - 0% Ketto Success Fee
Premium - 5% Ketto Success Fee

Withdrawal

Partial amount - no info
Money transfer tenure - 5minutes

Documents

Government issued IDs.

Just Giving

JustGiving™

International Currency

International currency accepted

Nominal Fees

- JustGiving does not charge fees for using the platform when donating to UK or Ireland charities.
- It deduct the payment processing cost on each donation of 1.9% + 20p.
- If the donation is made in a currency other than GBP, the processing fee becomes 2.9% + 20p.

Withdrawal

- Partial amount - can withdraw.
- Money transfer tenure - need to wait 14 days before you can withdraw your funds.
- Please note, it can take 4-6 working days for the funds to reach your chosen bank account.

Documents

Bank details.

FINAL ANALYSIS

Platform	International Currency	Nominal Fees	Withdrawal Fees	Document Verification
 FUEL A DREAM THE CROWDFUNDING PLATFORM	✓	✗	✗	✓
SEED&SPARK	✓	✓	✗	✗
 Milaap	✓	✓	✓	✓
 KICKSTARTER	✓	✗	✗	✗
 gofundme™	✓	✗	✗	✓
 INDIEGOGO	✓	✓	✗	✗
 ImpactGuru.com	✓	✓	✓	✗
 Ketto 10 YEARS	✗	✗	✗	✗
 JustGiving™	✓	✗	✓	✓

Milaap was recommended to the client

Vision

To be the world's most trusted online giving platform

Mission

We believe that humanity is at the core of our being. And our mission is to augment this through crowdfunding.

Services

We make crowdfunding accessible for all. Pressing financial needs arising out of unprecedented emergencies can almost always be demanding. We enable anyone across India to raise funds for medical, environmental, educational, memorial, animal welfare, sports, community causes and more.

Note

Payment Gateway charges: Whenever you purchase or make an online payment, it needs to be securely processed and verified by a third party payment processor. These processors include Banks (for netbanking, IMPS, NEFT, RTGS transactions), Visa, Mastercard, AMEX, Rupay etc. (for credit and debit card transactions), Paytm, UPI apps and other payment wallets who charge a small fee for this service ('payment gateway charges'). These charges on crowdfunding websites are unavoidable. This is NOT Milaap fees. These fees go directly to the payment processor and help us keep Milaap a safe place to donate. Payment gateways charge their fees as a % of donation amount made. It varies based on the mode of payment and service provider.

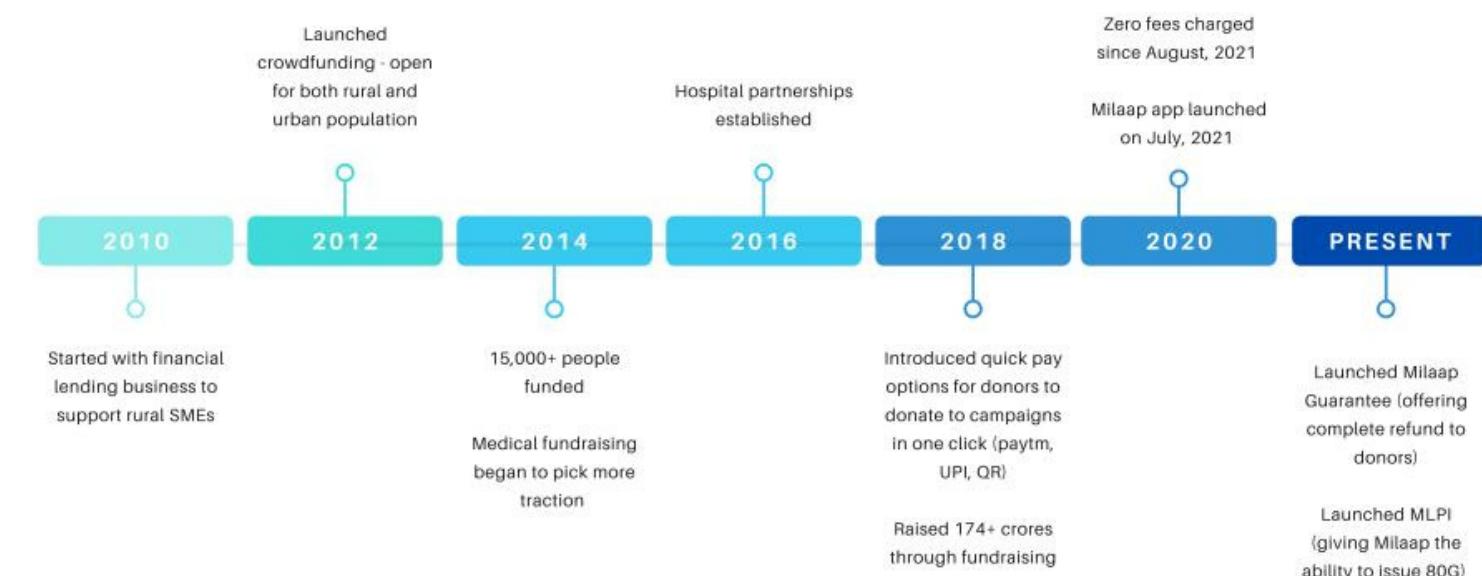
For donations made in Indian Rupees (INR)

UPI apps - 0.75% to 2.45%

For donations made in US Dollars using a card issued in the USA (USD): 2.9% + 30cents per donation

For donations made in other foreign currencies or in USD using a card issued outside the USA: 3.9% + 30cents per donation

Milaap's Journey



Why Milaap

12 years of honest, transparent and empathetic service

Milaap charges no fees for the platform

Seemless Crowdfunding Experience

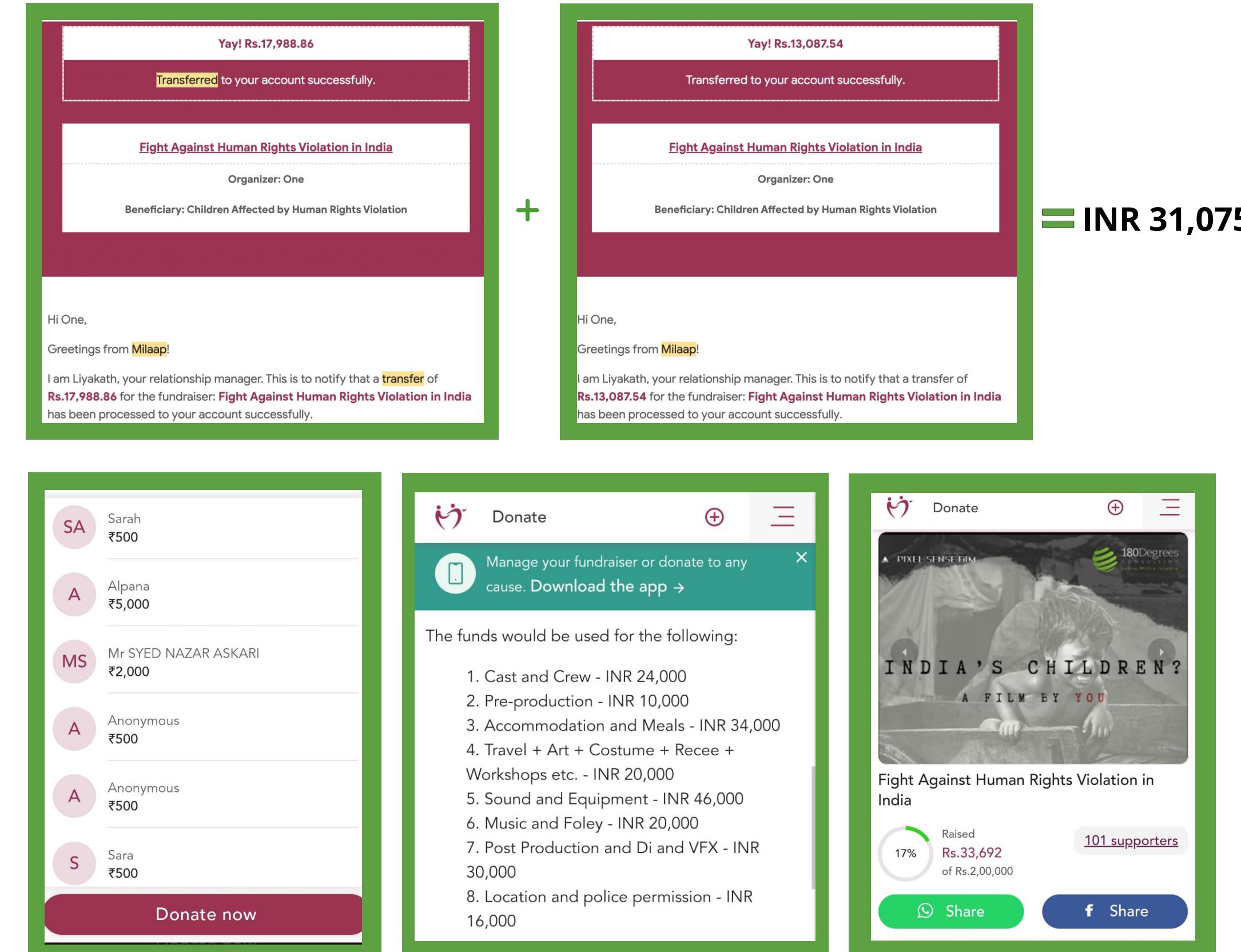
623000 +
Fundraisers

INR 1850 +
Crores Raised

77 Lakh
Donations

Milaap : Our Campaign

- All the necessary details regarding Milaap was collected with the research done by the consultants.
- Framed a fundraiser campaign.
- Formulated a story around the campaign considering all the details and highlighting the very purpose of the issue.
- Formulation of a brochure mentioning all the information regarding campaign and is further attached.
- Till now, **INR 33,692/-** so far has been raised on Milaap.
- **INR 31,075/-** has already been withdrawn and transferred to client.
- Campaign is live for the further funds to be raised.



The image displays several screenshots from the Milaap platform illustrating the campaign process:

- Transfer Confirmation:** Two notifications show successful transfers of Rs.17,988.86 and Rs.13,087.54 to the account of "One". Both notifications mention the cause: "Fight Against Human Rights Violation in India".
- Donation History:** A screenshot shows a list of recent donations from users with initials SA, A, MS, and S, each amounting to ₹500.
- Donate Page:** A screenshot of the "Donate" page for the campaign, which includes a summary of the funds raised (₹33,692) and the target (₹2,00,000), and a list of expenses for the film production.
- Campaign Details:** A screenshot of the campaign page for "Fight Against Human Rights Violation in India", featuring a thumbnail for "INDIA'S CHILDREN? A FILM BY YOU" and details about the 17% raised.

Collaborating with College Societies & Clubs

- Reached out to college societies for collaboration. We targeted societies working for social-entrepreneurship causes or drama clubs of different colleges.
- The societies were divided into two categories:
 - 1.Internal societies - within Jamia Millia Islamia
 - 2.External Societies- Outside Jamia Millia Islamia
- A database of relevant point of contacts was created.
- An offer for collaboration was extended along with the request to amplify the fundraiser in exchange for the following deliverables:
 - 1.The top 3 societies raising the maximum amount will get a special mention in the credits of the film.
 - 2.The EB members/Core Team members of societies raising at least INR 5,000 will get e-certificates signed by the set director of the Amazon original ‘Made in Heaven’ and Badhai Ho.



Some Societies & Clubs Contacted

Name of Society	POC	Email
Enactus Aryabhatta	Mehak Ramdev	enactusaryabhatta@gmail.com
Enactus Kirori Mal	Aanya Singhal	enactuskmc@gmail.com
Enactus JMC	Arshiya Batra	enactusjmc.18@gmail.com
Enactus DDUC	Tanishka Arora	enactus@ddu.du.ac.in
E-Cell LSR	Disha Arora	lsr.ecell.union@gmail.com
MUTBI E-Cell	Varun Mehta	mutbi.mit@manipal.edu
CDF SRCC	Shital Agarwal	connectingdreams.srcc@gmail.com
CDF LSR	Vani Bhasin	cdflsr2014@gmail.com
CDF MLNC	Deepali Gupta	cdf.mlnc@gmail.com
CDF Hansraj	Trishi Chawla	hansraj.cdf@gmail.com

Name of Society	POC	Email
The Commerce Association Gargi College	Himanshi Chhabra	gargi.comascent@gmail.com
The Book Club SRCC	Sanskriti Sunderum	bookclubsrcc2021@gmail.com
Enactus IIT Delhi	Jasmeet Kaur Bhatia	apurvkaushal@gmail.com, sjainiitd@gmail.com
Enactus SRCC	K.R. Nisha	aaditya.anand@enactussrcc.org
Enactus DCAC	Akshat Bahuguna	enactusdcac@gmail.com
Enactus SomaIya Social Cell	Sejal Chordiya	somaIyasocialcell.simsr@somaIya.edu
Enactus Dyal Singh College	Amisha Kataria	enactusds@gmail.com
Enactus St Stephens College	Jerrin Jossy	enactusssc@gmail.com
Enactus SXC Kolkata	Ronak Sethia	enactus.sxckol@gmail.com
Enactus LSR	Sanskriti Pattnaik	enactusunion@gmail.com

COLLEGE SOCIETIES

MAIL FOR COLLABORATION

Greetings from **180 Degrees Consulting Jamia Millia Islamia**,

Human Rights violation is a threat faced by almost every individual. The United Nations has verified over 19100 children as victims of violation in only the **armed conflict category**. Humanity is suffering and social awareness is the need of the hour. Resonating with this grave social evil, 180 degrees consulting Jamia Millia Islamia has partnered up with PixelSense films productions.

We have with us **Imtiyaz Khalid** as **Director** and **Avickk** as **Art Director**. Their works include famous Bollywood films like **Chapaak, Made in Heaven, Bard of Blood, Badhai Ho**. These people have taken the initiative to make a short film that will enter **the NATIONAL HUMAN RIGHTS COMMISSION'S ANNUAL FILM FESTIVAL** titled "**India's children?**" and many other **national and international film awards**.

We are collaborating with college societies to help raise funds for the production of this short film. The societies would be required to raise funds through their network. This is your opportunity to get featured on **national and international platforms**.

- The **top 3 societies** raising the maximum amount will get a special mention in the credits of the film.
- The **EB members/Core Team members** of societies raising at least **INR 5,000** will get **e-certificates** signed by the set director of the **Amazon original 'Made in Heaven' and Badhai Ho - Avickk**.
- The **QR code** attached in the brochure redirects you to **PixelSense Films Productions' account**.
- The societies are requested to share the payment screenshots as a proof with the details of the donors in the **google form** attached platform.

Form - <https://forms.gle/jjmtFdncmPhGwpBu7>

Looking forward to your participation.
Do reach out to us if you have any query.
Thank you in advance for your support.

Regards,
Executive Board
180 Degrees Consulting
Jamia Millia Islamia

COLLEGE SOCIETIES- CERTIFICATES OFFERED



CONTACTING FMCGS

What are FMCGs? - Fast-moving consumer goods (FMCG) are non-durable consumer goods that sell like hotcakes as they usually come with a low price and high usability. Their examples include toothpaste, ready-to-make food, soap, cookie, notebook, chocolate, etc.

These products are usually stacked up on the shelves of the supermarkets like Walmart. Less durability, high demand, and low price are some FMCG traits that enable them to be sold off quickly.

The FMCG sector's popularity is far-reaching. The fast-moving consumer goods industry provides affordable solutions to everyday problems, from packaged daily necessities that can be easily grabbed from a store to ready-to-make food.

For example, hostel students prefer packaged food like instant noodles as it does not require elaborate cooking. In addition, packaged food helps individuals who live alone and cannot arrange home-cooked meals.

Likewise, the industry has been helping consumers by providing medicines, masks, cosmetics, personal care, and hygiene products.

FMCGs

In 2017, the value of the Global FMCG market size was \$10,020.0 billion, with its 2025 growth projections being \$ 15,361.8 billion. Asia is one of the largest markets for these products. Many studies have found that FMCG brands have succeeded in using innovation, localization, value-oriented products, better customer targeting, and product diversification.

Effective Corporate Social Responsibilities (CSR) initiatives are those which are taken keeping all the stakeholder's issues in mind including the legal, ethical, commercial and other expectations society has for business. There are many definitions of CSRs available.

Many factors have led to companies paying attention to the CSR activities. These include:

- Sustainable development
- Globalization
- Governance
- Corporate sector impact
- Communications
- Finance
- Ethics
- Consistency and Community
- Leadership
- Business Tool

CSR initiatives in India are now taken by many companies. Especially for the FMCG companies, where the major challenge is reduction of packaging materials, these companies are doing work in the field of Environment, Health care, Education, Community welfare, Women's empowerment and Girl Child care. Companies like Hindustan Unilever started CO2 reduction also

FMCGs

Company	POC	Email
Vadilal Industries		vadilalicecreams@gmail.com
Patanjali Ayurved Limited	Veda Venkatesh	veda.vnktsh@gmail.com
Asian Paints	Diksha Singh	singh.diksha9870@gmail.com
Titan Company Limited	Tanasha Amlani	tanashaa09@gmail.com
ITC	Reza Hussain	reza.hussain04@gmail.com
ITC	Aamir Hafeez Khan	aamir.mahk2k@gmail.com
ITC	Ayaz Ahmad	ayazahmad11@gmail.com
Dabur	Anubhav Sehgal	anubhavsehgal15@gmail.com
Godrej	Azmat Ali	azmat011@gmail.com
Maggi		wecare@in.nestle.com
GSK Pharmaceuticals		askus@gsk.com
Parle		cs@parle.biz

Company	POC	Email
Vadilal Industries		info@vadilalgroup.com
nakoda group of industries		info@nakodas.com
Hatsun Agro Product Ltd		info@hap.in
Dabur India		daburcares@dabur.com
Marico Ltd		investor@marico.com
Nestle		communication@in.nestle.com
Lotus Chocolate Co Ltd		info@lotuschocolate.com
Emami Ltd		contact@emamigroup.com
Himalaya Food Company		contact@himalyainternational.com
Flex Foods Ltd		info@flexfoodsltd.com
Anjali Foods Ltd		info@anjanifoods.in
Amrit Corp Ltd		info@amritcorp.com

OUR APPROACH

CURATED A LIST OF FMCGs

COLLECTED CONTACT INFORMATION

ESTABLISHED CONNECTIONS VIA MAIL

FOLLOWED UP VIA CALL

Why FMCGs?

Due to the crash in the US stock market, investments in sectors such as EdTech are down. Most startups are facing a cash crunch issue. However, FMCG companies continue to perform well and most FMCGs have good cash surplus.

This sector showed most potential for donations and CSR

Pitch for Fundraising

Greetings!

We hope this email finds you well!

We are 180 Degrees Consulting Jamia Millia Islamia, a student-run organisation that provides affordable and quality consulting services to socially conscious organisations.

In 2021-2022, the National Human Rights Commission registered as many as 1,02,539 human rights violation cases in India. India has performed worse than average in providing social and economic rights to its citizens when compared with its South Asian peers. PixelSense Films is making a short film titled “India’s Children?” which will examine many instances of how seemingly typical behaviours, which occur all the time, make children feel uneasy and unwelcome and foster an aggressive environment. 180DC Jamia Millia Islamia with the help of Milaap has started a fundraising campaign which will help in the production of this film.

The film aims to spread awareness about the ignorance towards the violation of human rights among children in India and is being made as an entry for the National Human Rights Commission's Annual Film Festival. It will also be sent to over 100 national and international film awards.

The team

Director: Imtiyaz Khalid

<https://www.imdb.com/name/nm12773819/>

Art Director: Avickk

<https://www.imdb.com/name/nm12899243/>

Producer: Vedant Sharma

Their previous work includes famous Bollywood films like Made in Heaven, Bard of Blood and Badhai Ho.

Your kind donation would help us to successfully complete the production of this film. Any donation would go a long way in helping us fight against human rights violations among children.

Link to the fundraiser - <https://tinyurl.com/35jra47w>

To know more - <https://tinyurl.com/55h97tzd>

We look forward to a positive response.

If you have any further queries, please reach out to us. We will be happy to provide you with any additional information that you may require and also any suggestions or inputs that you might have.

Telephonic Conversation for Follow up

Our consultant had a conversation with the HR executive of ITC Company. After general greetings, the representative was told him that we are helping PixelSense Films to raise funds for a short film to spread awareness about human rights violation among children in India. The short film titled "India's Children? " will be an entry for the National Human Rights Commission's Annual Film Festival. This film would also go for 100 national and international film festivals to create worldwide impact. He was also informed that we have with us on board Imtiyaz Khalid as Director and Avickk as Art Director. Their previous works include Bollywood films like Badhai ho, Bard of Blood and the famous series Made in Heaven.

He was very interested in the whole idea behind the short film that is being made. He responded that he will get back to the mail which was sent to him before and will amplify this among his personal/ professional connections so that we could get some donations for this cause.

PARTNERING UP WITH NGOs

A non-governmental organization (NGO) is an organization that generally is formed independent from government.

They are typically nonprofit entities, and many of them are active in humanitarianism or the social sciences; they can also include clubs and associations that provide services to their members and others.

Surveys indicate that NGOs have a high degree of public trust, which can make them a useful proxy for the concerns of society and stakeholders.

However, NGOs can also be lobby groups for corporations, such as the World Economic Forum. NGOs vary by method; some are primarily advocacy groups, and others conduct programs and activities.

The World Bank has classified NGO activity into two general categories:

- Operational NGOs

Primary function is the design and implementation of development-related projects.

- Advocacy NGOs

Primary function is to defend or promote a particular cause and who seek to influence the policies and practices of International governmental organisations (IGOs).

OUR APPROACH

CREATED A LIST OF NGOs WHOSE VISION ALLIGNS WITH OUR PROJECT

COLLECTED CONTACT INFORMATION

ESTABLISHED CONNECTIONS VIA PERSONALISED MAIL FOR DIFFERENT NGOs

FOLLOWED UP VIA CALL

Why NGOs?

We aimed to partner up with NGOs working towards a similar cause. NGOs are comparatively more open and understanding when it comes to relevant social issues. The project aims to build a more aware and socially conscious society. This objective somewhere aligns with the vision of these NGOs

LIST OF SOME NGOs

Organisation	POC	Number	General Email	Email
Delhi Council For Child Welfare	Shanti Pradhan		delhi.council@gmail.com	
Snehalaya	Apurva Anant Mahajan		give@snehalaya.org	apurva.mahajan@sandipuniversity.edu.in
Shraddhanand Mahilashram (giveindia)	Karuna K.	708-826-8955	hwwws@rediffmail.com	karunakorg@hotmail.com ; careers@giveindia.org
Bhumi	Sruthi S Kumar		contact@bhumi.ngo	sruthi.kumar@bhumi.ngo
Make a difference	Muskan Assudani		contact@makeadiff.in	
SOS Children's villages of India	Kauntey Kumar Rai		sosindia.info@soscvindia.org	
Society of friends of the sassoon hospitals	prerna		admin@sofosh.org	
El Shaddai	Agnel Dsouza	92259 01196	ukoffice@childrescue.net	agnel@childrescue.net
Sahaara's Mahima Children's Home			wings@mahimahome.org	
Catalysts for Social Action	Jajati Satapathy		lucy.mathews@csa.org.in	jajati.satapathy@csa.org.in

NGOs : Contact Establishment

Mail Sent

Help us Fight Against Human Rights Violation-Villgro

R Ridha Bazaz <ridhabazaz@180dc.org>
to srinivas ▾

Greetings!
We hope this email finds you well!

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In 2021-2022, the National Human Rights Commission registered as many as 1,02,539 human rights violation cases in India. India has performed worse than average in providing social and economic rights to its citizens when compared with its South Asian peers. **PixelSense Films** is making a short film titled "**India's Children?**" which will examine many instances of how seemingly typical behaviors, which occur all the time, **make children feel uneasy and unwelcome and foster an aggressive environment**. 180DC Jamia Millia Islamia with the help of Milaap has started a fundraising campaign which will help in the production of this film.

The film aims to **spread awareness** about the **ignorance towards the violation of human rights among children in India** and is being made as an entry for the **National Human Rights Commission's Annual Film Festival**. It will also be sent to over 100 national and international film awards. We have with us onboard **Imtiyaz Khalid** as director and **Avickk** as Art Director. Their previous work includes famous Bollywood films like **Made in Heaven, Bard of Blood** and **Badhai Ho**.

Your kind donation would help us to **successfully complete** the production of this film. Any donation would go a long way in helping us fight against human rights violations among children.

Link to the fundraiser - <https://tinyurl.com/35jra47w>
To know more - <https://tinyurl.com/55h97zd>

We look forward to a positive response.

If you have any further queries, please reach out to us. We will be happy to provide you with any additional information that you may require and also any suggestions or inputs that you might have.

Yours faithfully,
Ridha Bazaz
HR Director
180 Degrees Consulting
Jamia Millia Islamia
contact: +918899765670
E-mail: ridhabazaz@180dc.org

Reply

180 Degrees Consulting
Jamia Millia Islamia



G Geeta Lama
to me ▾

Hi,

Thanks for your mail. We could get on a call in the second half tomorrow to discuss more details and understand this better. I'm reachable on the number given below

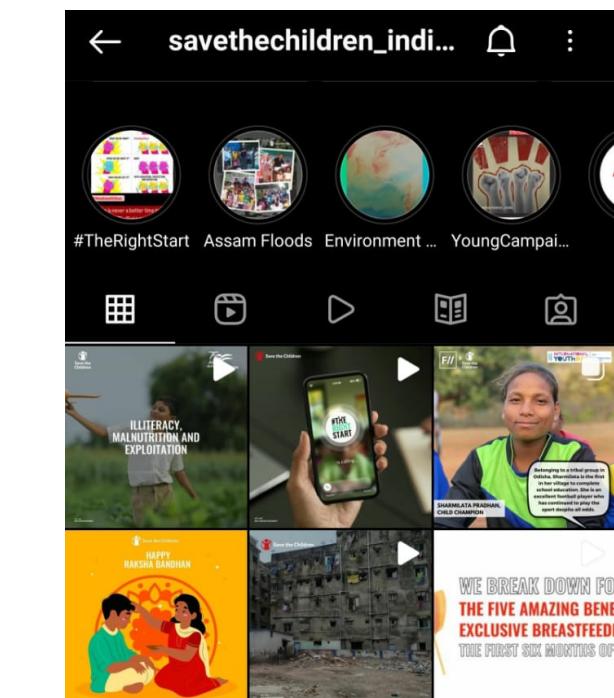
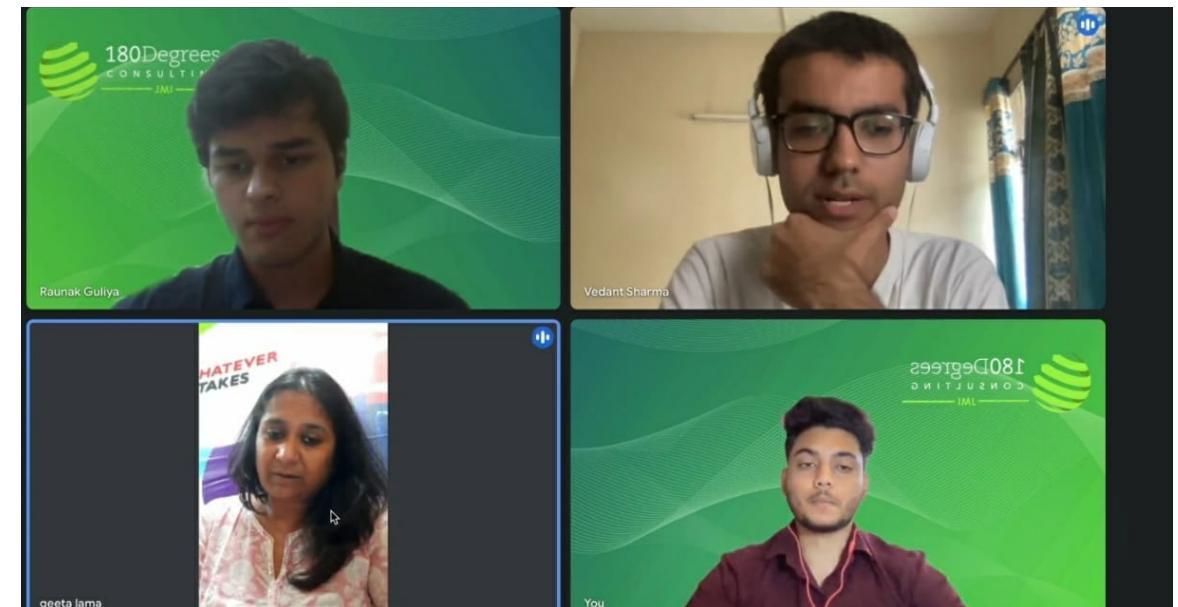
Talk to you soon!

Regards,
Geeta Lama
M: 7708655058
E: geeta.lama@savelthechildren.in

Jul 28, 2022, 6:36 PM ⚡ ↻ ⋮

Save The Children India

The conversation began with the client brief. They previously worked together with Jamia as an NGO. For the Center for Innovation and Entrepreneurship, we have worked together. They were seriously interested in our project and were prepared to totally fund us. And for that, they didn't even require any credits. After that, they had a briefing with the customer to discuss the synopsis and learn more about the short film that was being produced. We also discussed the film's concept. Moving ahead, it might be submitted to the Bombay Film Festival, OTT platforms. They also expressed interest in collaborating with 180DC JMI on further projects and are open to doing so in the future. After that, they said they would get back to us after they had determined if they could fund the project or not, and they kept in touch with our client afterwards.



REACHING OUT TO PERSONAL/PROFESSIONAL CONNECTIONS

Personal fundraising allows people to ask their friends and family members to help them raise funds for practically any reason. Individuals in need of money can create a personal fundraising campaign, share their page, and accept donations online.

The great thing about personal fundraising is that anyone can create a fundraising page to raise money for themselves or someone in need. People all over the world are creating fundraising pages to help cover tuition, medical expenses, and so much more.

With personal fundraising, individuals are empowered to share their stories and ask for help. The social sharing component helps raise awareness and encourages communities to support someone in need.

There are no restrictions on what projects, life events, or causes you can fundraise for. As long as you can create a page and ask people to donate, the possibilities are endless!

Benefits of Personal Connections

- Raise Money Quickly
- Spread Awareness
- Bring communities together
- Empower individuals

PERSONAL CONNECTIONS :

Whatsapp Message to Personal Connections

180 Degrees Consulting Jamia Millia Islamia is helping PixelSense Films to raise funds for a short film to spread awareness about human rights violations among children in India. The short film titled “India’s Children?” will be an entry for the National Human Rights Commission’s annual film festival. The film would also go for over 100 national and international film festivals to create a worldwide impact.

Read more - <https://tinyurl.com/55h97tzd>

Donate - <https://tinyurl.com/35jra47w>

The team

Director: Imtiyaz Khalid

<https://www.imdb.com/name/nm12773819/>

Art Director: Avickk

<https://www.imdb.com/name/nm12899243/>

Producer: Vedant Sharma

Their previous work includes famous Bollywood films like Amazon India original - Made in Heaven, Bard of Blood and Badhaai Ho.

We'd be really grateful if you would donate to the cause and help us raise funds for the production of the film. Any sizable contribution would earn a mention in the credits of the film.

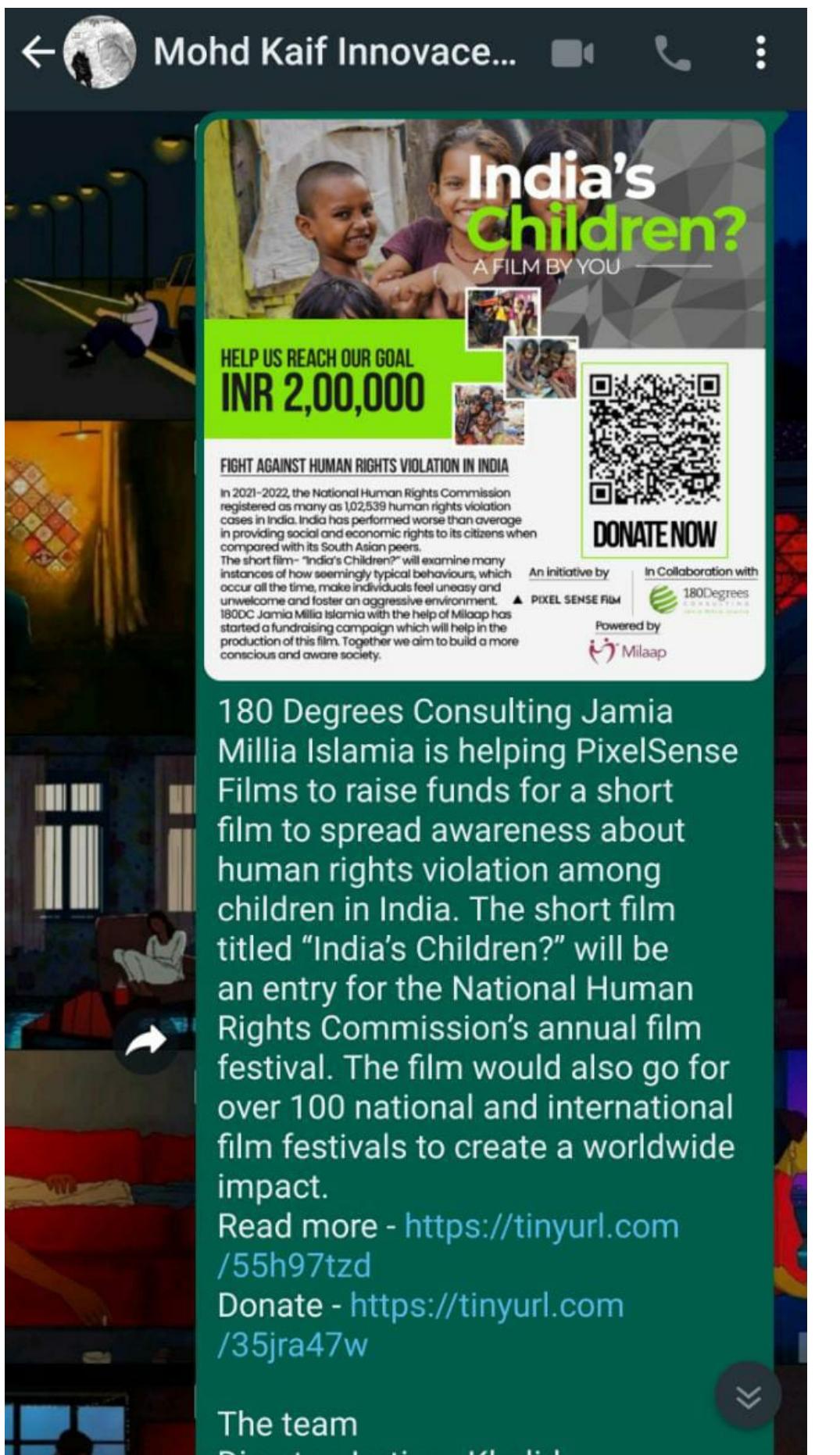
Thank you in advance for your support.

SAMPLE TEXTS SENT TO PROFESSIONALS

Reached out to working professionals via online platforms such as WhatsApp and LinkedIn

What we accomplished:

- Raised 2% of the total amount in the fundraiser
- Created awareness about our clients work
- Introduced 180 Degrees Consulting to professionals
- Established connections with working professionals



- ← Syed Shahnawaz Nizami ⋮ +
- Zeeshan Ahmad • 4:31 PM
180 Degrees Consulting Jamia Millia Islamia is helping PixelSense Films to raise funds for a short film to spread awareness about human rights violations among children in India. The short film titled "India's Children?" will be an entry for the National Human Rights Commission's annual film festival. The film would also go for over 100 national and international film festivals to create a worldwide impact.
Read more - <https://tinyurl.com/55h97tzd>
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- The team
Director: Imtiyaz Khalid
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- We'd be really grateful if you would donate to the cause and help us raise funds for the production of the film. Any sizable contribution would earn a mention in the credits of the film.
- Thank you in advance for your support.

IMPACT INVESTORS :

Impact investing refers to investments "made into companies, organizations, and funds with the intention to generate a measurable, beneficial social or environmental impact alongside a financial return". At its core, impact investing is about an alignment of an investor's beliefs and values with the allocation of capital to address social and/or environmental issues.

The UN estimates that to achieve the SDGs by 2030, developing nations must invest about US\$3.9 trillion annually, while the private and public sectors must invest only US\$1.4 trillion, implying an investment gap of US\$2.5 trillion. Social impact investments are expected to fill this gap. Impact investments pre-empt changes in the way financial decisions were made in the past to now incorporate social and environmental concerns in generating financial returns. By examining India's progress on the various SDGs through the NITI Aayog's SDG India Index (see Conclusion), this report reiterates the need for impact investments to complement the government's efforts towards achieving the goals by 2030.

The birth of India's impact investment sector can be traced to the launch of the milk co-operative Amul and the priority lending exercise by the banking sector. Impact investment emerged as a systematic investment strategy when Aavishkaar and Acumen were set up in 2001. Soon, India became one of the most active destinations for impact investment in South Asia.

IMPACT INVESTORS :

The Impact Investors' Council is the central organisation representing impact investors in the country. This council currently consists of 30 members, including Aavishkaar, Acumen, Ankur Capital, Asha Impact, Ananya Finance, Omidyar Network, Unitus Ventures, Elevar Equity, MacArthur Foundation, KKR, Oiko Credit and Tata Capital.

India has about two million social enterprises and at least 75 active impact investors. India's impact investors can be classified into three categories: fund managers (such as Aavishkaar, Acumen and Elevar); development finance institutions (such as National Bank for Agriculture and Rural Development and FMO Entrepreneurial Development Bank); and foundations, high-net-worth individuals and family offices (such as Omidyar Network, Michael and Susan Dell Foundation).

India's impact investment sector garnered over US\$5.2 billion between 2010 and 2016. As of 2015, development finance institutions (DFIs) accounted for over 90 percent of impact investments in India, determining the sector's trends in the process.

DFIs have invested nearly US\$5 billion in India, as of 2015, while other impact investors have invested only US\$438 million. Impact investments from non-DI sources rose substantially since then. As of 2017, endowment funds (US\$5.5 million), DFIs (US\$5.3 million) and banks (US\$4.6 million) are the dominant sources of impact investments in the country.

IMPACT INVESTORS

Organisation	POC	Title	Email ID	Mobile Number
Aavishkaar VC	Vineet Rai	Founder & CEO	vineet@aavishkaar.in	+91 98206 45736
	Anurag Agarwal	Partner	anurag@aavishkaar.in	+91 9885857739
	Ajay Maniar	Partner	ajay_maniar@aavishkaar.in	+91 98191 19555
Accion	Abhishek Agrawal	Chief Regional Officer, India	aagrawal@accion.org	
Accion Venture Lab	Ishan Mishra	India Investment Officer	imishra@accion.org	+91 9833681623
Acumen Fund	Mahesh Yagnaraman	India Director	myagnaraman@acumen.org	+91 99754 12343
	Parag Sabhlok	Portfolio Associate	psabhlok@acumen.org	+91 9620333367
	Rishi Razdan	Sector Lead - Livelihoods	RRazdan@acumen.org	+91 98194 63282
Ankur Capital	Rema Subramanian	Cofounder and Managing Partner	rema@ankurcapital.com	+91 9833888669
	Ritu Verma	Cofounder and Managing Partner	ritu@ankurcapital.com	
Artha Invest/Rianta Capital	Cladius Gutemann	Manager - Impact Investments	claudius.gutemann@riantacapital.ch	+41797968398
Asha Impact Fund	Kartik Desai	Executive Director	kartik@ashaimpact.com	
	Venkatraghavan TT	Sr Investment Associate	ttvenkat@ashaimpact.com	+91 9953618639
Aspada	Kartik Srivatsa	Managing Partner	kartik@aspada.com	+91 9652991212
	Thomas Hyland	Venture Advisor	thomas@aspada.com	
	Anoop Polavaram	Director	anoop@aspada.com	+91 9840844705

Organisation	POC	Title	Email ID	Mobile Number
Avendus ESG Fund (Public Markets fund)	Abhay Laijawala	Managing Director, Avendus Capital Public Markets		
	Ranu Vohra	MD & CEO	Ranu.Vohra@avendus.com	
Baytree Capital	Abhay Garg	CEO	abhay.garg@baytree.in	+91 9987795139
Beyond Capital	Eva Yazhari	Co-Founder & CEO	eva@beyondcapitalfund.org	
Caspian	B V Narasimham (Ravi)	Investment Director	ravinarasimham@caspian.in	
	Shilpa Sudhakar	Director	shilpa@caspian.in	+91 99660 65361
CDC Group	Alagappan Murugappan (Muru)	Managing Director, Funds and Capital Partnerships (Asia Funds)	amurugappan@cdcgroupp.com	+44 2070421501
	Srini Nagarajan	Managing Director and Head of Asia	nsrinivasan@cdcgroupp.com	
	Parul Hariharan	Manager, Financial Institutions		+91 99800 91872
	Gaurav Malhotra	Director - Financial Institutions	gmalhotra@cdcgroupp.com	+91 98715 99139
	Rahul Shah	Director - Debt, South Asia	rshah@cdcgroupp.com	+91 98921 87160
Central Square Foundation	Ashish Dhavan	Founder and Chairman	ashish@centsquarefoundation.org	
Contrarian Drishti	Somak Ghosh	Managing Partner	somak.ghosh@contrariancapindia.com	+91 9867039240
Dia Vikas Capital	Saneesh Singh	MD & CEO	saneesh.singh@dia-vikas.org	

IMPACT INVESTORS

Organisation	POC	Title	Email ID	Mobile No.
IFMR Trust	Puneet Gupta	Cofounder	puneet.gupta@ifmr.co.in	
Incfin	Aditya Bhandari	Partner & Co Regional Director - Asia	aditya.bhandari@incfin.com	+91 99406 58276
Infuse Ventures	Kunal Upadhyay	CEO	kunal@infuseventures.in	
Insistor Fund	Karan Gupta	India Head	kgupta@insitormanagement.com	
	Gurmeet Kaur	Head, Impact Investments	g.kaur@insitorimpactasifund.com	+44 7920 859134
	Abhijit Nath	Country Manager		
KOIS	Francois de Borchgrave	Managing Director	francois@koisinvest.com	0474.83.22.44
Lok Capital	Rajesh Babu	Director	rbabu@lokcapital.com	+91 9840539136
	Venky Natarajan	Cofounder and Partner	vnatarajan@lokcapital.com	
	Vishal Mehta	Cofounder and Partner	vmehta@lokcapital.com	+91 9811991275
Menterra Impact Fund	Mukesh Sharma	Cofounder and Managing Director	mukesh@menterra.com	080 41631523 / 9662378372
	Paul Basil	CoFounder & Partner	paul@menterra.com	
Michael & Susan Dell Foundation	Rahil Rangwala	Director, India	Rahil.Rangwala@msdf.org	+91 97172 14555/+91 (11) 4920-6314

Organisation	POC	Title	Email ID	Mobile No.
Elevate Equity	Sandeep Farias	Founder and Managing Director	sandeep@elevateequity.com	+91 98860 50564
	Rajat Arora	Director	rajat@elevateequity.com	+91 9833763666
Ennovent	Karan Chandran	Strategy Director	karan.chandran@gmail.com	
FactorE	Morgan DeFoort	Co-founder and Managing Principal	morgan@factore.com	
Grameen Capital	Royston Braganza	CEO	royston.braganza@grameencapital.in	+91 98210 69693
Grassroots Business Fund	Jaime Ramirez	Chief Investment Officer, USA	jramirez@gbfund.org	
Gray Ghost Ventures	Shashaank Awasthi	India Advisor	sawasthi@grayghostvenues.com	
	Arun Gore	President and CEO	agore@grayghostvenues.com	
Grey Matters Capital	Bob Pattillo	Founder	bpattillo@graymatterscap.com	
	Raunak Singhvi	CFO	rchaudhary@graymatterscap.com	+91 95027 00922
IAN - Impact	Padmaja Ruparel	Co Founder	padmaja@indianangelnetwork.com	
IFC	Hemalata Mahalingam	Regional Industry Manager, Financial Institutions Group	hmahalingam@ifc.org	+91 90040 62453
	Shrividya Jagannathan	Principal Investment Officer; Sector Head – Pharma	sjagannathan1@ifc.org	+91 90043 51296/+1 202 766 3682
	Pravan Malhotra	Principal Investment Officer	pmalhotra1@ifc.org	
	Anup Agarwal	South Asia Equity Lead - FIG and Fintech	aagarwal1@ifc.org	+91 99200 56778

IMPACT INVESTORS

Organisation	POC	Title	Email ID	Mobile No.
Nirvana Ventures	Rajan Mehra	Managing Director	rajanm@nirvanaventures.in	
Omidyar Network	Mahesh Krishnamurthy	Investment Partner	mahesh@omidyarnetwork.in	+91 9967638286
	Siddharth Nautiyal	Partner	siddharth@omidyarnetwork.in	+91 9820413374
	Roopa Kudva	Managing Director	roopa.kudva@omidyarnetwork.in	
	Sarvesh Kanodia	Associate	sarvesh.kanodia@omidyarnetwork.in	+91 88792 53553
Orios Venture Partners	Rehan Yar Khan	Managing Partner	rehan@oriosvp.com	+91 9820086616
Peak ventures	Samir Shah	Managing Partner		
Quona Capital	Ganesh Rengaswamy	Partner	ganesh@quona.com	
	Varun Malhotra	Principal	varun@quona.com	
Responsability	Akshay Dua	Head of Private Equity - Asia Pac Agri and Food	akshay.dua@responsability.com	
	Henning Haugerudbraten	Principal, Private Equity	henning.haugerudbraten@responsability.com	
	Michael Fiebig	Chief Operating Officer	michael.fiebig@responsability.com	
	Suhasini Singh	Head - Agriculture Debt Investments		+91 99300 08806

Organisation	POC	Title	Email ID	Mobile No.
Sangam Ventures	Karthik Chandrasekar	Founder	karthik@sangam.vc	
Tata Social Alpha	Manoj Kumar	Co-Founder & CEO	manoj@socialalpha.org	
Unitus Seed Fund	Will Poole	Cofounder and Managing Partner	willp@capria.vc	+1 425-443-3123
	Surya Mantha	Senior Partner	suryam@unitus.vc	+91 9833422995
	Radha Kizhanattam	Investment Director	radhak@unitus.vc	
	Srikrishna Ramamoorthy	Partner	sri@usf.vc	
Village Capital	Deepak Menon	Chief Program Officer	deepak@vilcap.com	
Villgro	Srinivas Ramanujam	CEO	srinivas@villgro.org	
	Ramanathan V	Practice Leader- Healthcare	ramv@villgro.org	+91 9900098547
Yunus Social Business	Suresh Krishna	Co-founder and CEO	suresh@yunussb.com	
	Priya Shah	Prinicpal	priya@yunussb.com	+91 93220 25000

OUR APPROACH

FORMULATED A LIST OF INVESTORS

COLLECTED CONTACT INFORMATION

ESTABLISHED CONNECTIONS VIA MAIL

FOLLOWED UP VIA CALL

Why Investors?

Keeping in mind the requirements of our client, we focused on finding the best potential national and international investors. Our list of investors is a combination of 5 types of investor categorised as:

- General Investors
- Impact Investments
- Healthcare
- Bankers
- Priority

Based on our hypothesis, the priority list consists of Impact investors which may be most interested to donate for a cause like ours based on their previous investment pattern.

IMPACT INVESTORS :

Mail to Investors

Good Evening Madam/Sir,
We hope this email finds you well.

We are 180 Degrees Consulting, Jamia Millia Islamia, New Delhi, a student run organization that provides easily available and affordable consulting services to socially conscious organizations.

In India, a significant number of children are denied the basic rights of education, healthcare, nutrition, shelter and security from exploitation. Humanity is suffering and the need of the hour is social awareness. We at 180 Degrees Consulting, JMI, keeping this goal in mind, are partnering up with PixelSense Films Production. We believe that Education and Social Awareness are the most important catalyst for social change and resonating with this thought are helping in raising funds for the production of a short film as an entry for the NATIONAL HUMAN RIGHTS COMMISSION'S ANNUAL FILM FESTIVAL titled 'India's children?' We have with us onboard Imtiyaz Khalid as director and Avickk as Art Director. Their previous work includes famous Bollywood films like Chapaak, Made in Heaven, Bard of Blood and Badhai Ho. The film would be sent to various national and international film festivals to create a worldwide impact.

We would be beyond ecstatic if you help in making this project come to life by donating to this cause of spreading awareness about this social evil. Every contribution counts and we truly believe any small step taken in the right direction would help make the world a slightly more humane place to live in.

We are running out of time to raise funds for this project and have only 15 days left before we pull the plug. Your kind donation would help us to successfully complete the production of this film. Any donation would go a long way in helping us fight against human rights violations.

Note, a sizable contribution would be given a mention in the credits of the film.

We look forward to a positive confirmation.

If you have any further queries, please reach out to us. We will be happy to provide you with any additional information that you may require and also any suggestions or inputs that you might have.

Yours faithfully,
Client Relations and Outreach Manager
180 Degrees Consulting JMI

PRODUCTION HOUSES:

180DC JMI, established association with Idiotic media, the production house parent company of **Log kya kahenge**.

After a few telephonic conversations, we established a connection based on mutual interest. While we got the offer for partial funding from them, the client had some concerns related to the creative differences between the two production houses which is why we did not go through with it



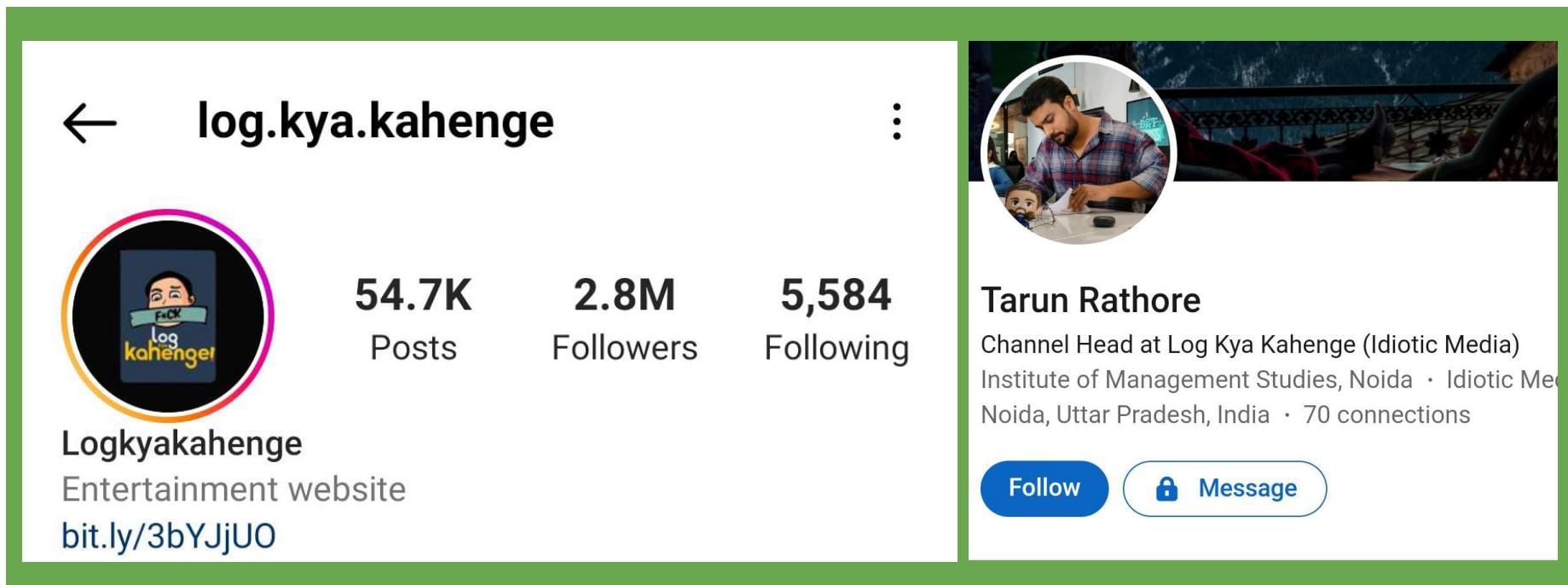
The screenshot shows the Instagram profile of 'idiotic.media'. The profile picture is a circular logo for 'LOG KYA KAHENG'. The bio reads: 'Idiotic Media Advertising/Marketing Empowering brands in marketing with the best of Memes, Influencers and Content Curation.' Statistics: 270 Posts, 11.3K Followers, 21 Following.

← idiotic.media

IDOTICMEDIA

270 Posts 11.3K Followers 21 Following

Idiotic Media
Advertising/Marketing
Empowering brands in marketing with the best of
Memes, Influencers and Content Curation.



The screenshot shows the Instagram profile of 'log.kya.kahenge'. The profile picture is a circular logo for 'LOG KYA KAHENG'. The bio reads: 'Logkyakahenge Entertainment website bit.ly/3bYJjUO'. Statistics: 54.7K Posts, 2.8M Followers, 5,584 Following.

← log.kya.kahenge

54.7K Posts 2.8M Followers 5,584 Following

Logkyakahenge
Entertainment website
bit.ly/3bYJjUO

Tarun Rathore
Channel Head at Log Kya Kahenge (Idiotic Media)
Institute of Management Studies, Noida • Idiotic Media
Noida, Uttar Pradesh, India • 70 connections

Follow Message

SHORT FILM MAKERS :

A short film refers to a film that is generally anywhere under 1 hour in length. Short film makers generally work towards a cause that they could connect with the society.

Similarly for this project 180DC JMI is working with PixelSense Films who are making a short film titled, "India's Children?" which is based on human rights violations in India.

OUR APPROACH:

Researching about prominent Short film makers

Procuring their social media handles and contacts

Establishing contact (via mails)

Highlighting our goal

SHORT FILM MAKERS :

Name	Contact	Social Media
Zain Anwar	contactzainanwar@gmail.com https://www.linkedin.com/in/zain-anwar-94513718b	https://instagram.com/zainanwarr?igshid=YmMyMTA2M2Y=
Sanjeev K Jha	cinesanjeev@gmail.com https://www.linkedin.com/in/cinesanjeev	https://instagram.com/cinesanjeev?igshid=YmMyMTA2M2Y=
Neeraj Ghaywan	https://mobile.twitter.com/ghaywan	https://www.instagram.com/neeraj.ghaywan/
Ram Kamal Mukherjee	https://twitter.com/Ramkamal?t=W4OGbnxdPbvVLUmhVEsTQ&s=09	https://instagram.com/ramkamalmukherjee?igshid=YmMyMTA2M2Y=
Shaan Vyas	https://www.linkedin.com/in/shaan-vyas-9b78a214	https://instagram.com/shaanvs?igshid=YmMyMTA2M2Y=
Tannishtha Chaterjee	https://twitter.com/TannishthaC?t=cgFt72mpWmA0nfdmzUtSQg&s=09	https://instagram.com/tannishtha_c?igshid=YmMyMTA2M2Y=
Priyanka Banerjee	https://instagram.com/priyankabans?igshid=YmMyMTA2M2Y=	https://instagram.com/leogirlproductions?igshid=YmMyMTA2M2Y=
Tathagat Ghosh	https://twitter.com/ghosh_tathagat?t=XlyVPJ_4jUpJj7_WD72iMw&s=09	https://instagram.com/tathagataghosh?igshid=YmMyMTA2M2Y=
Tiyash Sen	https://www.linkedin.com/in/tiyash-sen-5721a685	https://instagram.com/sennistic?igshid=YmMyMTA2M2Y=
Debojit Bhowmick	https://twitter.com/debojit7?t=c_O7cObP3RUgUXTjcl58KA&s=09	https://m.facebook.com/1499523313/

SOCIAL MEDIA X OFFLINE CAMPAIGN

Social media has become synonymous with nonprofit marketing. More nonprofits have depended on social media fundraising to share their mission and raise funds than ever before.

Social media is popular with nonprofits mainly because of the limited costs involved. Nonprofits can create numerous accounts on Facebook, Twitter, Pinterest, and YouTube for no extra cost. They can post daily and even raise funds through the apps. Social media has also become one of the best ways to connect with new donors. 55% of people who learn about an organization on social media end up taking action in some way. That is a 50% return on an essentially free activity!

When social media first gained traction, nonprofits assumed it would be the best way to connect with younger donors. Organizations that did not have a strong younger donor base may have felt social media wasn't worth the trouble. Today, social media has become an essential tool for the majority of the population. In fact, 72% of people use some social media today.

Social media can offer several benefits for nonprofits. Whether your organization wants to spread the word about your nonprofit's mission and programs, find more donors, or increase your website's search engine optimization (SEO), social media is one of the best ways to reach your goals at no to little extra cost.

Benefits:

- Reach larger audience
- Keep donors engaged
- Help for recruitment of volunteers
- Increase SEO

SOCIAL MEDIA : OUR CAMPAIGN

- A buzz was created before the campaign started on different social media platforms primarily Instagram to seize the attention of students.
- The offline campaign for this project was initiated.
- Placards were made with the QR codes for the fundraiser and displayed in the University Campus.
- Members of 180DC JMI connected with the students and professors on the campus and informed them about the cause and were able to collect a handsome donation.



OFFLINE CAMPAIGN : OUR APPROACH

Towards the end of the project, 180 DC JMI organised an offline fundraising Campaign.

Strategizing the offline campaign

Selecting Volunteers

Creating a pitch deck

Dividing volunteers into groups

Assigning spots and targets with more traction

Collecting updates

Reviewing updates



SOCIAL MEDIA CAMPAIGN

Platforms

- Instagram
- LinkedIn
- WhatsApp

Hashtags

#indiaschildren
#humanrightsviolations
#fightagainsthumanrightsViolation
#awareness

Instagram Post Analytics

Reach: 3034

Shares: 214

Accounts engaged: 1073

Outcome

Our social media campaign's aim was to attract people towards the fundraiser and garner mutually benefitting partnerships

We were able to collaborate with various organisations that helped us amplify our fundraiser

Campaign Analytics

- Reached out to 10,000+ people through various platforms
- Partnered with 20+ organisations
- Gathered 100+ supporters for the fundraiser

Post insights



August 19 at 9:17 AM

137

59

214

45

Overview ⓘ

Accounts reached 3034

Accounts engaged 1073

Profile activity 119

Reach ⓘ

3034

Accounts reached

SOCIAL MEDIA : OUR CAMPAIGN



TESTIMONIAL

180Degrees CONSULTING Jamia Millia Islamia

Hello! This is Aqsa from Marketing Team of 180DC JMI.

Best experience: The best experience was undoubtedly when we were able to persuade people to donate or share it with their connections.

Worst experience: The worst experience was when we started talking to this particular group, it seemed as though they had little interest in what we had to say. It kind of knocked our confidence down and led us to believe that we were the ones who were lacking. Nevertheless, it motivated us more to work harder.

PS.: I have very bad speaking skills

...
Hello! This is Wajah Ahmad. I am part of the Graphics team of 180DC JMI.

My best experience was when i got my first donation. The person was genuinely interested and listened to everything i had to say. I was very nervous initially, but this interaction made me feel better and i was more confident after.

My worst experience was when an outsider from college, who has no interest or will to donate wasted our time by asking irrelevant questions.

PS.: I have very bad speaking skills

...
Hello!

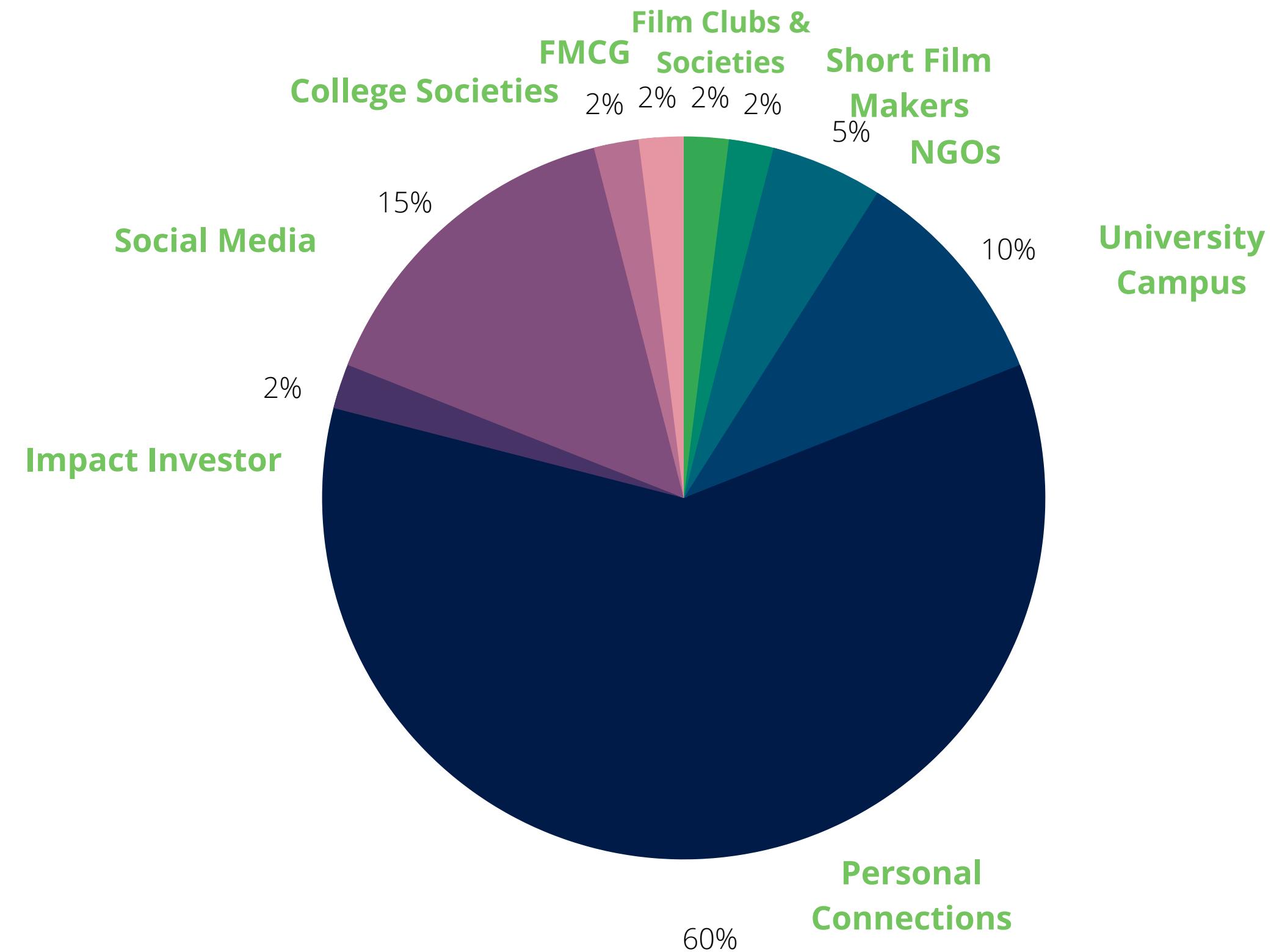


- The offline campaign for this project was initiated.
- Placards were made with the QR codes for the fundraiser and displayed in the University Campus.
- A buzz was created before the campaign started on different social media platforms to seize the attention of students.
- Members of 180DC JMI connected with the students and professors on the campus and informed them about the cause and were able to collect a handsome donation.



IMPACT ASSESSMENT

Crowd funding platform majorly contributed to the overall fund and all the related elements catered to this only.



IMPLEMENTATION TIMELINE



PROGRESS AND SGDs COVERED

PROGRESS

- The project is distinctive as a whole since the consultants were able to strategize the plans and implement the strategies simultaneously.
- The 180DC JMI fundraiser in collaboration with Pixel Sense Film Production, is currently active and has raised almost 35K so far.
- Production has begun simultaneously with the process of obtaining funds, and prompt withdrawal of the funds has been scheduled.
- 180 DC JMI was able to build useful networks and experiences thanks to our affiliation with many corporate and nonprofit organisations.

INDIRECT SGDS COVERED



CONCLUSION



180Degrees
CONSULTING
Jamia Millia Islamia

We at 180 Degrees Consulting Jamia Millia Islamia shook hands and partnered with Pixel Sense Films to launch a consulting project with the intention of helping the client raise funds for the short film titled "India's Children" which aims to raise awareness about the human rights violations among children in India. Our team of talented student consultants worked relentlessly on devising and implementing marketing and outreach strategies for Pixel Sense Films so that they can meet the expenditure of the short film



Five of our consultants have worked exclusively on this project together with our branch executives. They have devoted over 150 hours to come up with some fresh project ideas presented earlier.

We believe that the suggestions and frameworks tailor-made by our trained consultants will help the organization maximize its social impact, and we are grateful to have gotten this opportunity to help the organization achieve the same.

Thank you!

Contact us if there are any questions.

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