Bhumi

Fri, Jul 11 | Virtual Event

"Data Changemakers x Bhumi: Powering Impact with Data"
We're teaming up with Bhumi, one of India's largest volunteer-driven nonprofits, to turn data into action. Together, we're supporting Bhumi's mission to educate 150,000+ children and mobilise 200,000+ volunteers for social good.

Registration is closed
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Data ChangeMakers

What we do   Who we are   Get Involved   Projects   Contact Us   🔔

Time & Location

Jul 11, 2025, 4:00 p.m. – 5:00 p.m. IST
Virtual Event

Guests

N M A O M 👤 👤 See All

Members Chat

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About the event

About Bhumi
Founded in 2006, **Bhumi** is one of India's largest independent volunteer-driven non-profit organisations. Their work focuses on two core areas:

- Providing quality education to underprivileged children
- Promoting civic volunteering to tackle complex social challenges

In 2023–24, **Bhumi's** education programmes supported over 150,000 children across India, helping them build a brighter future. Through their civic volunteering platform, more than 200,000 volunteers in over 12 cities contributed to causes such as education, the environment, animal welfare, and community development.

Key Goals for This Project
The main objectives of the visualisation will be:

- To show the impact created by volunteers in a manner that's inspiring and validating for them
- To show the impact created by volunteers in a way that donors find meaningful and impactful
- To understand what activities engage volunteers best, and what volunteers find meaningful and inspiring
- To derive insights from trends in volunteering—by time of year, location, etc.

Support Sought
Bhumi is seeking support with data visualisation for multiple initiatives:

Bhumi Fellowship
Part of their Whole School Transformation Programme, the Fellowship develops future change leaders through capacity building, training, and grassroots engagement. It addresses immediate educational needs in government schools while laying the foundation for long-term systemic change.

Bhumi Catalyse
Their civic volunteering programme, Catalyse, promotes deeper civic participation as a means to address India's complex social issues. The programme also includes a leadership track to empower volunteers to lead positive change in their communities.

Key Metrics / KPIs
- Outputs and outcomes driven by volunteers
- Insights on volunteering trends

Design Preferences
Please see Bhumi's brand guidelines <u>here</u>.

Future Use and Impact
The visualisations will be used by:

- **Bhumi's** Fundraising teams, to showcase the impact of volunteering programmes and help raise funds
- **Bhumi's** Volunteer teams, to highlight achievements, boost morale, and increase volunteer engagement

Timeline and Milestones
- **Daan Utsav**, a festival of giving celebrated in India in the first week of October, would be an ideal time to showcase volunteer achievements.
- The donor renewal process begins around **December**, so having material on volunteer impact available by then would be beneficial.

Current Use of Data for Decision-Making
In the **Fellowship** programme, **Bhumi** uses a Red-Amber-Green (RAG) dashboard to identify underperforming schools and define action plans aimed at improving outcomes.

For **Catalyse**, they analyse engagement levels across events to scale successful formats and improve low-performing ones. Currently, programme managers and the executive management committee use this data to guide operational decisions.

Alignment with the UN Sustainable Development Goals (SDGs)
Bhumi contributes to the SDGs by:

- **Advancing Quality Education and Reducing Inequality**: Their education programmes aim to ensure that all children, regardless of background, have access to meaningful learning opportunities and pathways to sustainable livelihoods.
- **Promoting Sustainable Cities and Communities**: Their civic engagement activities include cleanups, tree planting, and raising awareness on sustainability.

Available data
- **Source**: Data comes from internal systems, through a data collection process followed by Bhumi's teams and volunteers.
- **Updates**: The data is regularly updated—mostly through additions rather than changes to existing records.
- **Data Quality**: The primary issues relate to absent or uncaptured data. Captured data is generally of decent quality, t' there may be incomplete rows.

- **Content**:
  - For volunteering, the dataset includes details from various events—such as when and where the event happened, its duration, and volunteer participation (including hours, outputs, and roles).
  - Some data is also available for volunteer leaders, including their roles, geography, and hours of contribution.

Bhumi notes that the data is not overly complicated and does not require a formal dictionary. Most terms are self-explanatory, and clarifications will be provided when needed via Slack.

Download data

Key Dates
- **Project Kickoff**: 11 July 4pm India Time, Join the live call. (recorded)
- **Deadline to submit**: 17 Aug 5pm India Time
- **Live volunteer showcase:** 22 August 4pm India Time (see below how Bhumi will select the top 4 project)

Project Submission
- Submit your data story.

Bhumi's Project Selection Process
- In the upcoming presentation, Bhumi will undertake the important task of selecting their top four projects to showcase. This selection process is crucial, as it will not only highlight the most impactful and innovative initiatives but also serve as a reflection of Bhumi's mission and values.

- Criteria for Selection
  - To ensure a comprehensive evaluation, Bhumi will consider several criteria when choosing these projects. First and foremost, the relevance of each project to Bhumi's overarching goals will be assessed. Projects that align closely with the organization's mission of sustainability, community development, and social impact will be prioritized.
  - Additionally, the potential impact of each project will be a key factor. Bhumi will look for initiatives that demonstrate measurable outcomes, whether that be in terms of environmental conservation, educational advancement, or community empowerment. The scalability of the projects will also be examined, as Bhumi aims to highlight initiatives that have the potential for broader application and influence.

Support and collaboration
- Join our Slack #project-collaboration channel to ask Bhumi questions, exchange ideas, or collaborate with fellow volunteers.

Website and Social Media
- Website: https://www.bhumi.ngo/
- Instagram: @bhumiorg
- LinkedIn: Bhumi on LinkedIn
- Twitter/X: @BhumiOrg

Type of Activity
- Data Visualisation
- Light touch data wrangling

Bhumi was selected following a partnership between Data Changemakers and 10x Impact Labs to support Indian non-profits in harnessing the power of data visualization to drive meaningful change - Email contact

Show Less

Schedule

4:00 p.m. - 4:10 p.m.   **Welcome from DataChange Makers**
10 minutes

4:10 p.m. - 4:40 p.m.   **Bhumi presents the project**
30 minutes

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