

# Case Study: Avana – IIT Indore's Social Welfare Club



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# Introduction

Avana, the social welfare club of IIT Indore, is a student-driven initiative dedicated to promoting community service, sustainability, and social responsibility. Founded on the belief that “small acts create big impact,” Avana strives to bridge IIT Indore’s technical excellence with social consciousness, inspiring students to make meaningful contributions to society.

One of Avana’s flagship initiatives, the One Rupee Miracle (ORM), is a collective effort by the IIT Indore community to support various social causes through small yet impactful contributions. This case study presents a comprehensive overview of ORM’s progress over the past five years, including insights into fund collection, utilization, beneficiary outreach, and volunteer engagement, highlighting Avana’s growing impact and commitment to social welfare.

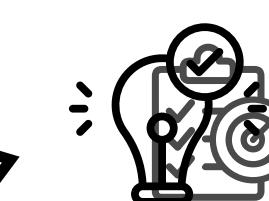
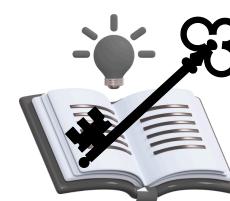
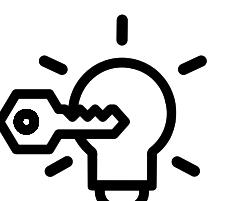
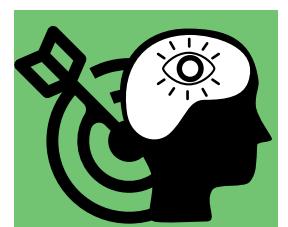
## Vision & Mission

### Vision:

- To create a compassionate and socially responsible student community at IIT Indore.
- To actively contribute toward societal welfare and sustainable development through collective student efforts.

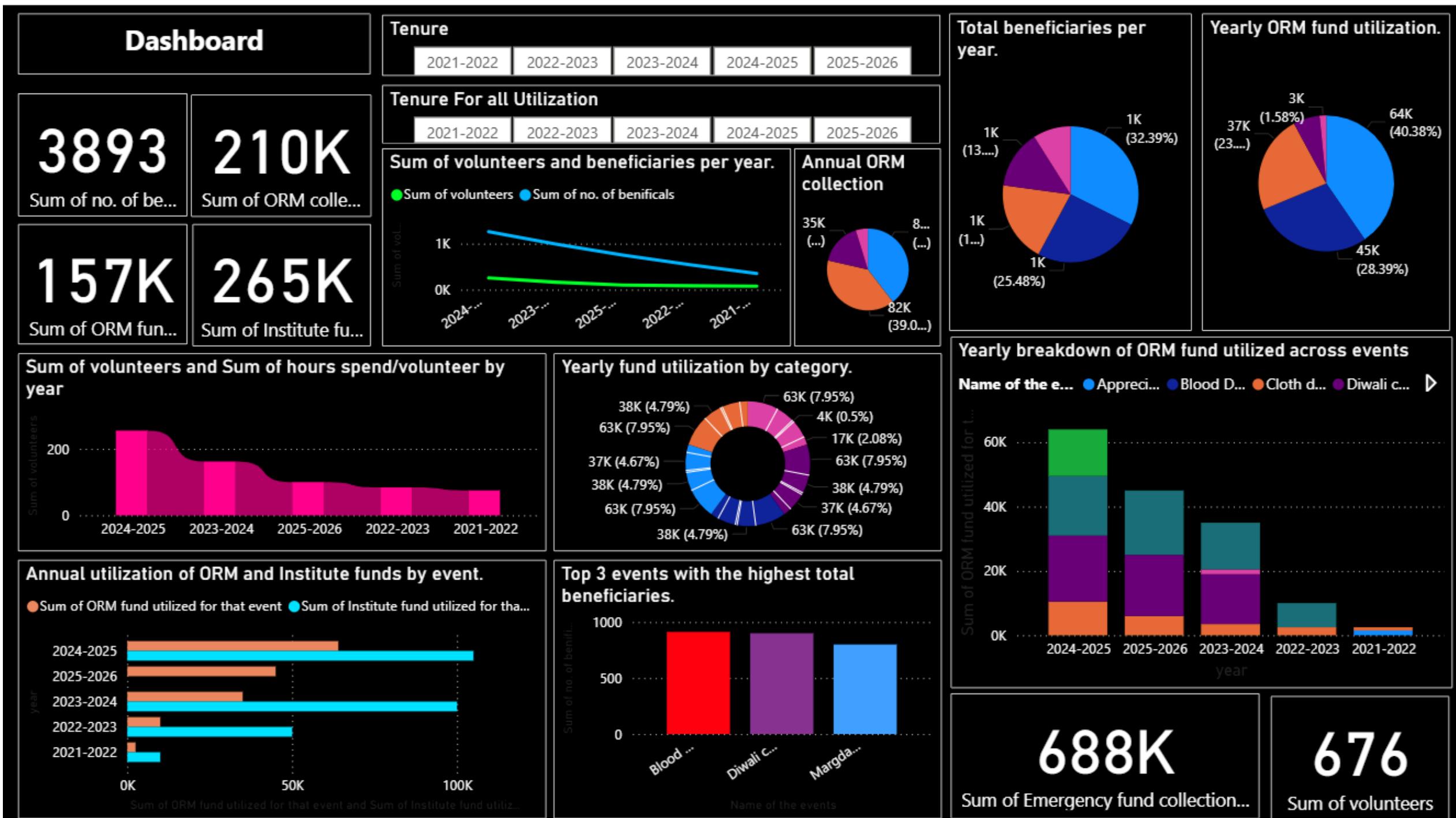
### Mission:

- Encourage IIT Indore students to engage in meaningful, hands-on social welfare projects.
- Foster long-term relationships with local communities, schools, and NGOs for sustained impact.
- Promote awareness and action on key issues like education, environment, and equality.
- Empower students to recognize that small contributions can create big change, reflecting the spirit of ORM (One Rupee Miracle).
- Strive to make Avana a model of student-led social responsibility and innovation within IIT Indore.



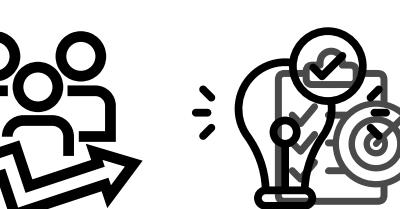
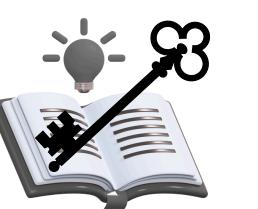
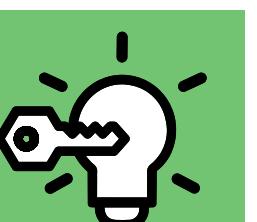
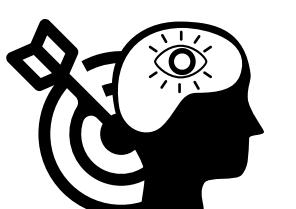
# Key Highlights:

The Power BI dashboard visualizes Avana's five-year impact through data-driven insights on funds, volunteers, and beneficiaries.



## Key Highlights:

- 3,893 total beneficiaries across all years.
  - 676 volunteers contributing to outreach activities.
  - ₹157K ORM funds and ₹265K Institute funds utilized.
  - ₹688K Emergency Fund raised between 2021–2024 to support IIT Indore community members and their blood relatives for major medical issues.
  - Major utilization in 2024–2025, indicating expanded operations and engagement.
  - ORM funds distributed across events such as Appreciation Day, Diwali Celebration, and Cloth Donation Drive, while Institute funds supported the Blood Donation Camp.
  - Consistent year-on-year rise in both fund collection and beneficiary outreach.
- Consistent year-on-year rise in both fund collection and beneficiary outreach



# Key Initiatives and Events

## (a) Cloth Donation Drive



Collected wearable clothes from 6 hostels and faculty residences; recently distributed to 200 villagers and 70+ campus staff → Promoted sustainability through reuse.



## (b) Diwali Celebration at Simrol Government Schools

Engaged 350+ students through cultural activities, gifts, and refreshments this year i.e. 2025.



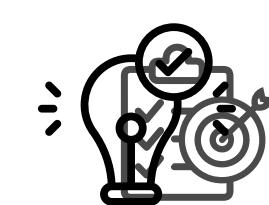
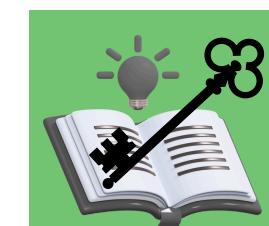
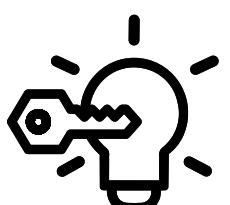
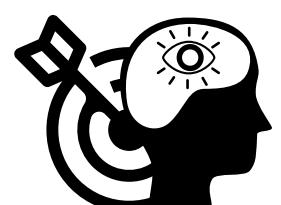
## (c) Old Age Home Visit

Celebrate Diwali with more than 15+ residents, shared gifts, fruits, and groceries, fostering emotional well-being every year.



## (d) Orphanage

Conducted fun, educational, and donation activities to engage children and elders alike.

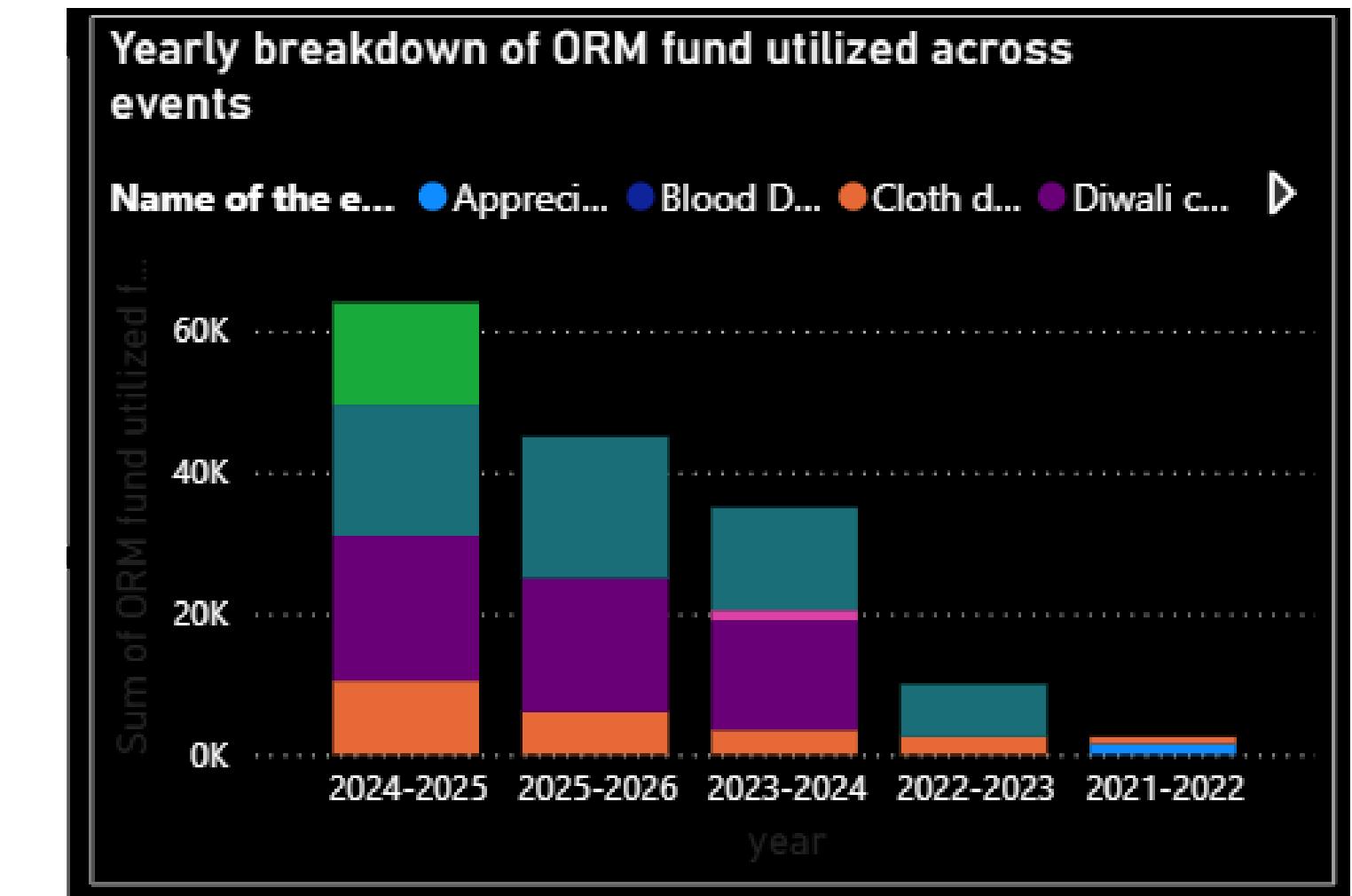


## (e) ORM (One Rupee Miracle)

Biannual campus-wide fundraising drive encouraging ₹1 donations.

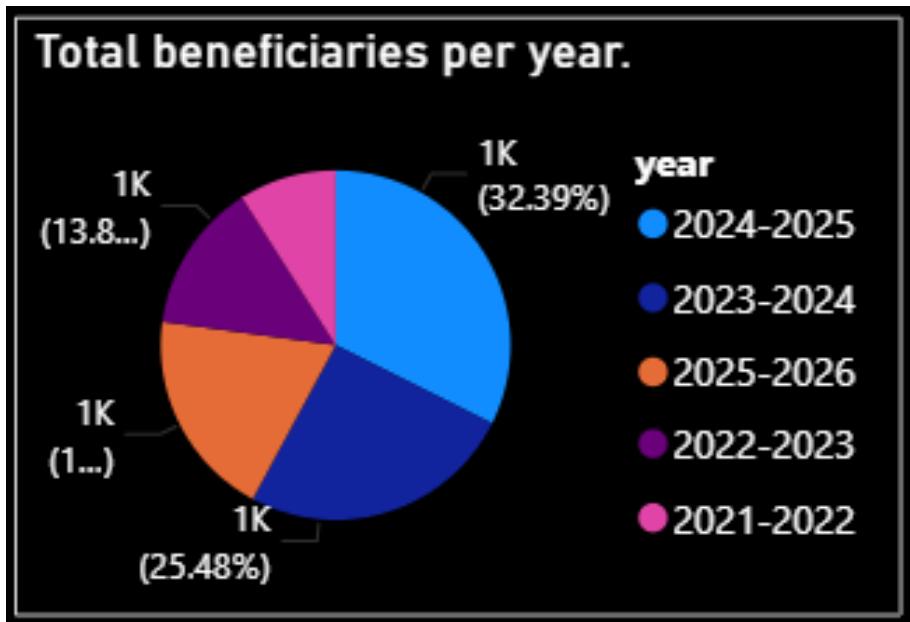
→ Financed education, healthcare, and village development projects.

→ Strengthened unity and social responsibility.

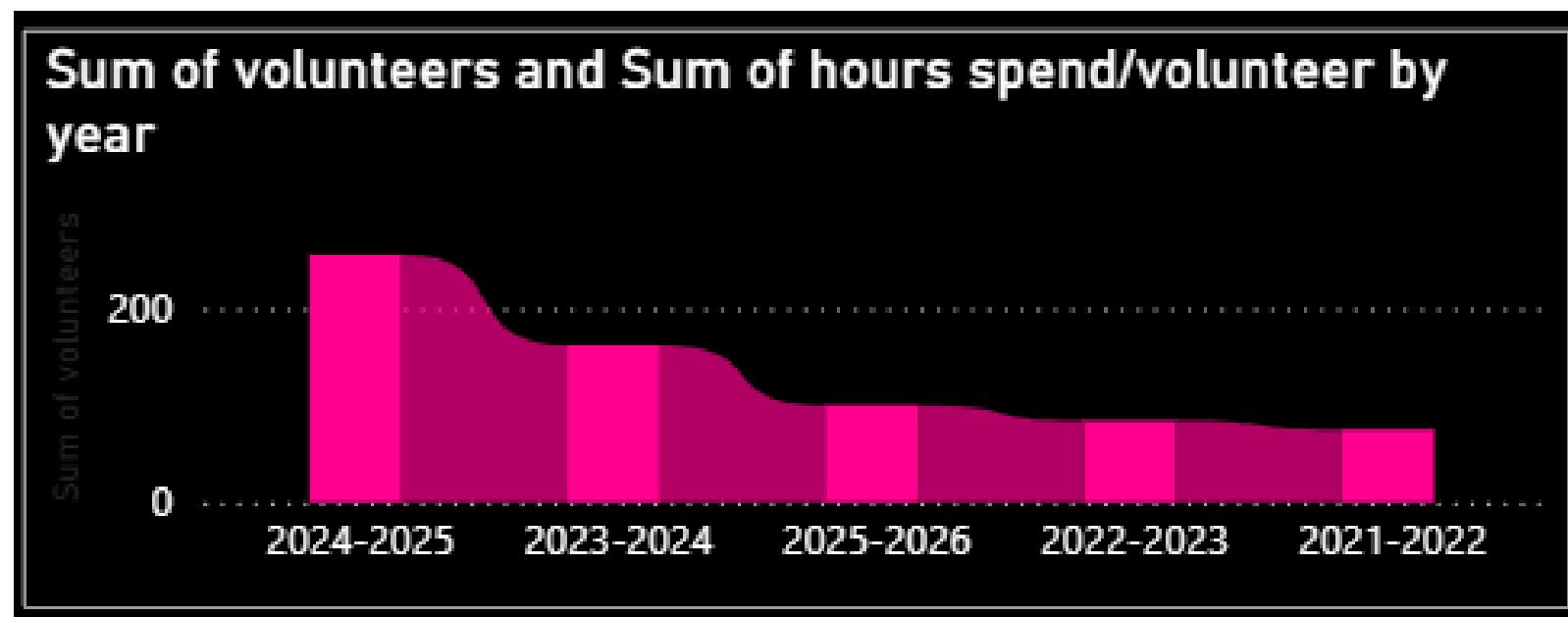


# Impact Analysis

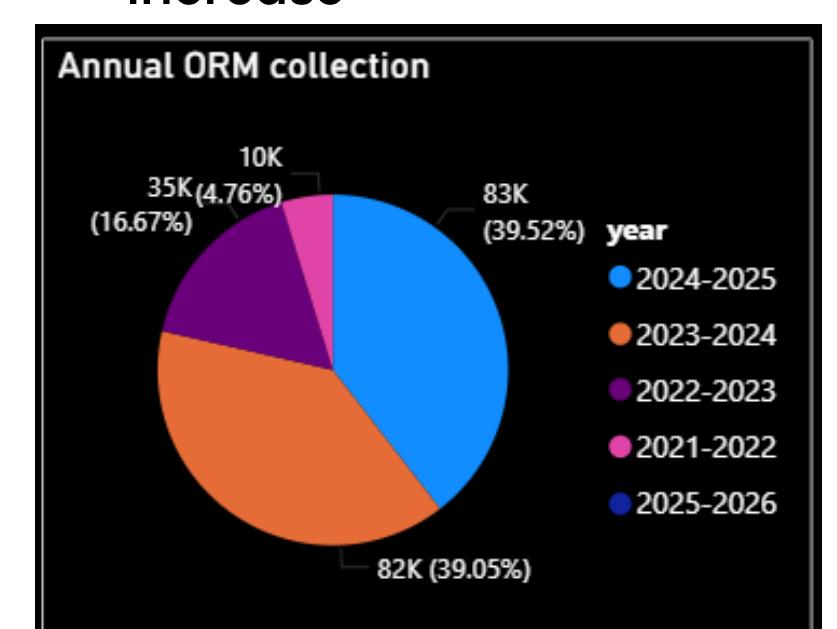
- **Beneficiaries (2024–25):** 500+ individuals reached



- **Volunteer Base:** 70+ active members



- **Funds Raised via ORM:** Significant annual increase

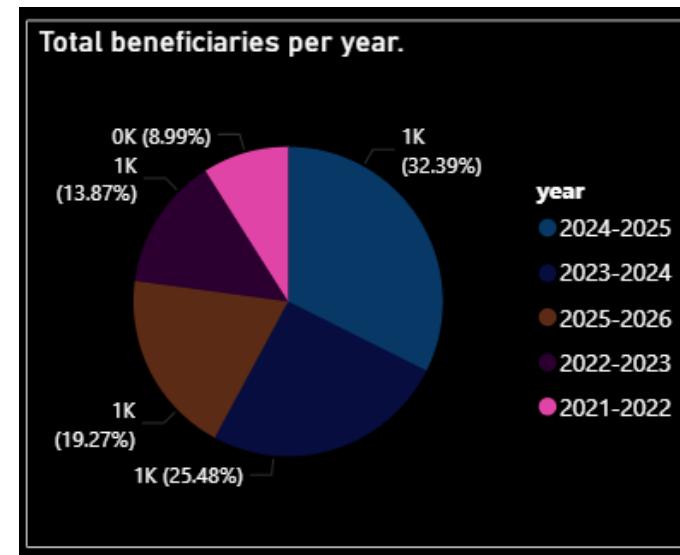


- **Beneficiaries:** The number of beneficiaries rose in 2023–2024, reaching the highest count of 1,261 in 2024–2025, showing greater outreach and impact.
- **Volunteers:** Volunteer participation increased in 2023–2024 and peaked in 2024–2025, reflecting stronger engagement and involvement.
- **ORM Collection:** The ORM collection remained consistent, with about ₹82,000–₹83,000 raised in both 2023–2024 and 2024–2025, indicating steady financial support.

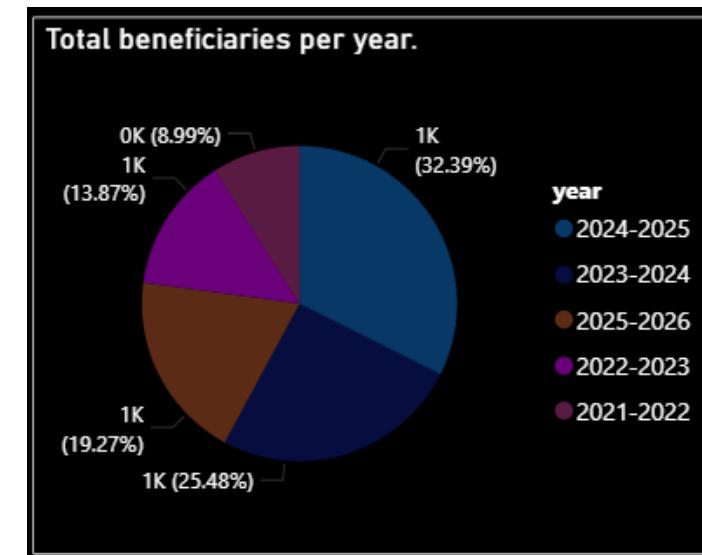


# Year-over-Year Growth of Beneficiaries

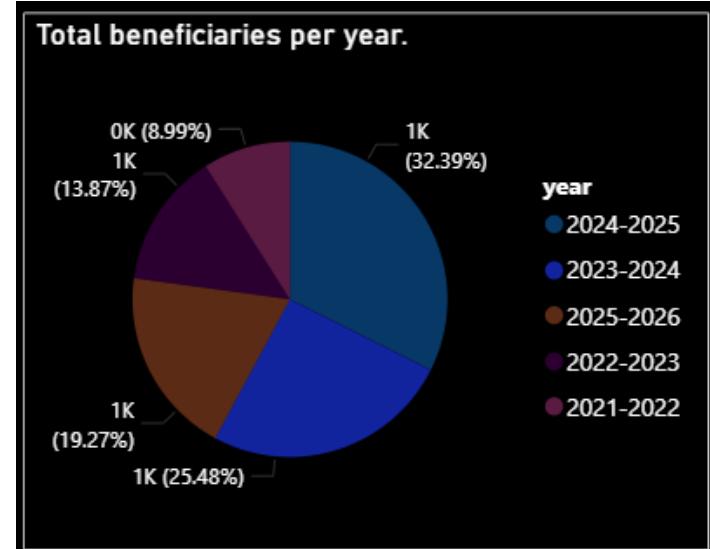
Steady expansion of Avana's social outreach from 2021 to 2026.



2021-2022  
350 beneficiaries

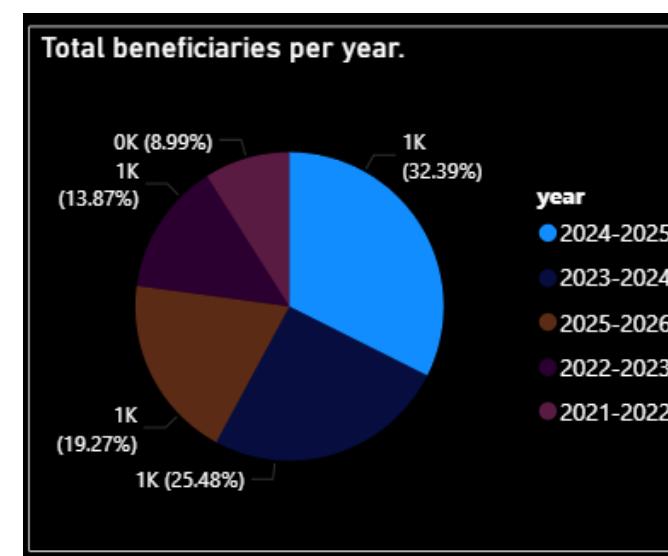


2022-2023  
540 beneficiaries

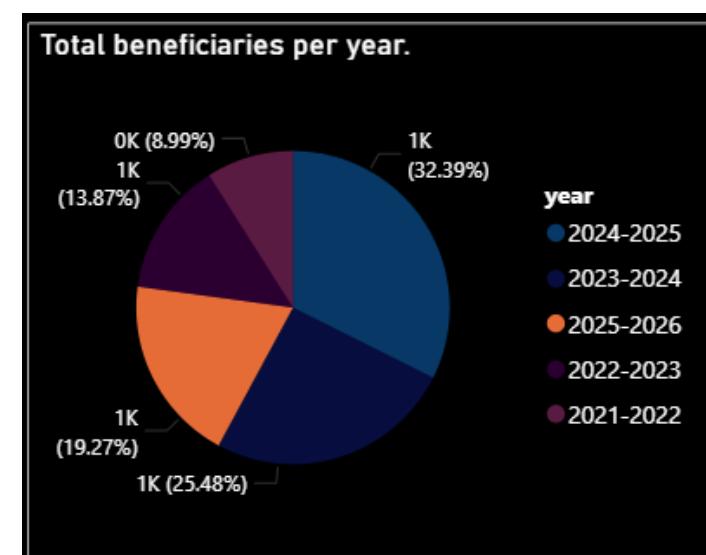


2022-2023  
992 beneficiaries

As of the  
ongoing year  
2025-2026,  
Avana has  
reached 750  
beneficiaries.



2024-2025  
1261 beneficiaries



# Year-over-Year Growth Analysis

To evaluate Avana's expanding social impact, the year-over-year growth in beneficiaries is calculated using the formula:

$$\text{Growth (\%)} = (\text{New Value} - \text{Previous Value}) / \text{Previous Value} * 100$$

This helps track how rapidly our outreach is increasing each year and highlights the effectiveness of our initiatives. For 2025–26, the beneficiaries are expected to reach 1400, indicating continued positive momentum and steady expansion of Avana's impact. Notably, the highest growth occurred in 2023–24, marking a major boom in Avana's community reach and showcasing the success of intensified engagement efforts. The year 2024–25 further set a new benchmark, recording the highest number of beneficiaries to date and establishing a strong foundation for future growth.

Financially, Avana has consistently maintained ORM collections in the range of ₹82,000–₹83,000 over the past years, demonstrating stable support and trust from the community. For 2025–26, the collection is projected to increase to approximately ₹90,000, indicating a healthy financial growth trajectory of around 10%. This upward trend reflects improved donor confidence, stronger outreach initiatives, and effective financial management.

## Beneficiary Growth Trends (2021–2026)

- 2021–22 → 2022–23: 54.29%
- 2022–23 → 2023–24: 83.70% (Highest Growth)
- 2023–24 → 2024–25: 27.12%
- 2024–25 → 2025–26 (expected 1400): **11.02%**

2024–25 marks the benchmark year with the highest beneficiary count (1261).



# Future Goals



## Avana: Aims and Strategy for Growth

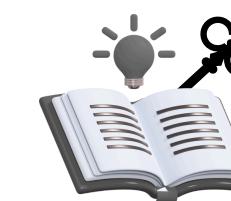
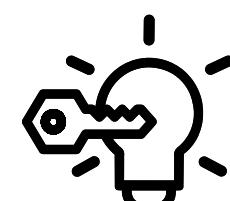
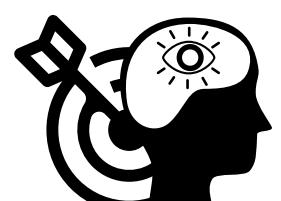
Avana envisions evolving into a student-led social enterprise that creates a lasting community impact. The club aims to achieve this through:

- Collaborations with institutions like IIM Indore and DAVV Indore, along with outreach programs in poor villages and Adivasi areas to support and uplift needy communities.
- Establishing CSR partnerships within IIT Indore to strengthen institutional support for social welfare initiatives.
- Enhancing social media presence by creating impactful and engaging content to reach a wider audience.
- Launching long-term sustainable projects focusing on education, health, and the environment for consistent community development.
- Expanding the ORM initiative to be conducted twice a year, ensuring greater participation and contribution.



## Conclusion

Avana has demonstrated significant growth and impact over the years, with **3,893 beneficiaries** and **676 active volunteers** contributing to its outreach efforts. The year **2024–2025** recorded the highest achievements across all fronts — **1,261 beneficiaries**, the maximum number of volunteers, and an ORM collection of ₹83,000. In addition, an **Emergency Fund of ₹688K** was raised between 2021 and 2024 to support IIT Indore community members and their blood relatives during major medical issues. Alongside the effective utilization of ₹157K **ORM funds** and ₹265K **institute funds**, these efforts reflect Avana's efficient management and deep commitment to social welfare. Overall, Avana continues to progress toward its vision of becoming a sustainable, student-led social enterprise that creates meaningful and lasting social change.



THANKYOU