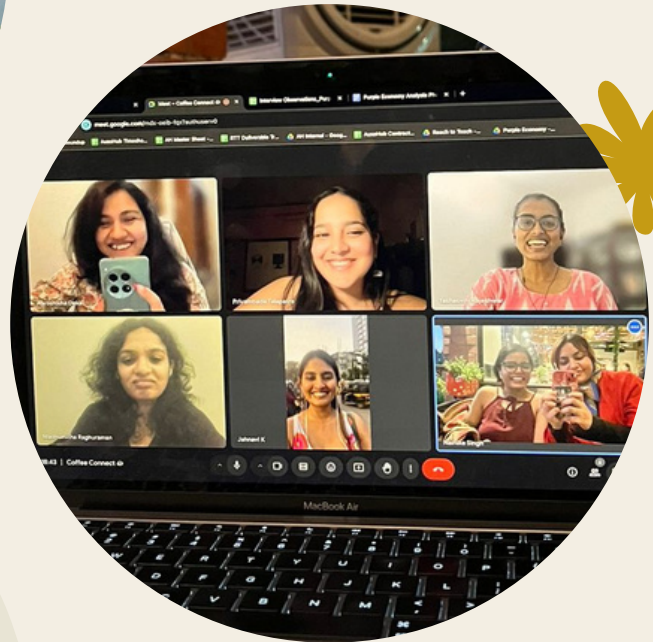




LuxoHub



ANNUAL REPORT 2024-25



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Who We Are About AuxoHub

Founded in 2018, AuxoHub was created to ease the administrative burden faced by non-profit founders and leaders. Over the years, our scope has grown. Today, we work with a wide range of social impact organisations including grantmakers, social enterprises, and CSR departments.

As the sector becomes more formalised, the load of documentation and organisational collateral grows heavier. Meanwhile, most organisations remain rightly focused on implementation and impact. That leaves little time or energy to document the lessons, successes, and nuances behind their work. Together, these challenges not only affect fundability and scale, but also contribute to leadership fatigue and burnout.

At AuxoHub, we step in to support precisely here. We help create organisational memory and help make organisations more fundable. We do this through four key service verticals:

1. Accessibility



Impactful work happens in many languages, but impact communication often gets filtered into just one – English. We aim to change that. Through translations, interpretations, and multilingual report writing, we help make conversations more inclusive and representative. We currently work across ten Indian languages: Tamil, Malayalam, Kannada, Telugu, Marathi, Hindi, Bengali, Assamese, Odia, and Gujarati.

2. Documentation and Collateral Creation



From pitch decks and annual reports to websites and brochures, we create collateral that helps organisations reflect, document, and fundraise. Some of this stays internal, some public-facing - but all of it builds stronger institutions.

3. Funder-driven Services



We work with CSR teams, grantmakers, and NGOs to help them maximise their impact in India. Our work here includes facilitating disbursements, documenting project outcomes, capturing closed-door convenings, and hosting workshops.



4. Research, Evaluations and Assessments

This vertical is where long-term thinking lives. From needs assessments to impact evaluations, we help our partners reflect deeply and document thoroughly. This often results in research reports, case studies, and summary presentations that hold insights for the road ahead.

At the heart of it all are our values there
are 4 Cs that guide us:

Collaborate:

We believe the best outcomes emerge when funders, recipients, and consultants work together.

Commit:

We keep our clients' best interests at the centre of every decision.

Communicate:

We believe in staying connected through transparent, regular interactions.

Care:

Above all, we care about maximising our clients' impact on the ground.

Letter From The Founders

In the years of running AuxoHub, there is one piece of advice that we have found ourselves falling back on regularly. Very early on, a mentor and wellwisher told us, “Every year, step away from the organisation for a couple of weeks. It is good for you but even better for the organisation.” That framed the foundation of a key goal at AuxoHub – the organisation should always be bigger than us.



Yashasvini



Krupa

Building an organisation that is bigger than the founders is a multi-step, multi-year goal. For us, it always started at home, with our team. Through this year, for example, we have consciously fostered spaces and experiences that supported the team in leading and representing the organisation independently. They interacted directly with clients, went to events, pitched our work, and became our ambassadors in every way. And how they have shone! It has been a pleasure to watch our values come alive in voices that are not ours. Witnessing our team take ownership of AuxoHub and make it theirs has been one of the most fulfilling parts of our entrepreneurial journey.

At AuxoHub, though, we do not think these conversations and attempts should be limited to the boundaries of our organisation, and this year, we have also tried to ask ourselves some stickier questions. What does it mean to build an organisation on collaboration instead of competition? How do you convert trust and respect from values to business practices? What does community building look like for an all-remote organisation spread across the country?

This year, these conversations got louder and our commitment to engage in these explorations got stronger. At the core was one key question – how can we co-create AuxoHub?

Between our team and a trusted circle of external consultants, we have had deep conversations and launched the beginnings of some experiments to answer this question. We are excited to see where these paths lead us. When we touch base next year, we look forward to highlighting our experiences from these experiments, and sharing notes on building an organisation rooted in openness, collaboration, and collective ownership.

Until then, we are proud to present to you this reflection on the year gone by – what worked, what did not, and what we carry forward into the next year. Thank you for joining us on this always-evolving experiment.

Yashasvini & Krupa





This Year We Tried

This year's report is a little different.

At AuxoHub, we find ourselves at a point where we can ask deeper questions, not just of the sector, but of ourselves. This year, we were lucky to have some space to explore, to try, and sometimes, to get it a bit wrong before we got it right. Some experiments took off. Others shifted into something entirely unexpected. A few did not land, but they taught us something new. This report hopes to reflect that spirit and that journey. It may not be a list of perfect wins, but it is a documentation of motion.

The past year saw us stretch into new formats and ways of thinking. We decided to lay out a few goals for ourselves. Here is where they stand today:

1. Learning Circle



We are proud to say that this intention took shape meaningfully. We hosted multiple learning sessions, both internally for the team and with external facilitators, which helped us broaden our perspectives on research methodologies, sectoral frameworks, and facilitation techniques. These sessions exposed us to diverse ways of thinking, from participatory research methods to equity-focused approaches, and encouraged us to question our assumptions. It is a practice we plan to carry forward and deepen.

2. Events and In-Person Interactions



While we did not organise large-scale public events as originally envisioned, we were still able to connect meaningfully with our external consultant network through smaller, focused gatherings. We hosted an intimate consultant catch-up in Bangalore and engaged through online spaces like our Feminist Book Club, both of which created room for dialogue, warmth, and reflection. Building out this Book Club remains on the cards, and we hope to explore more intentional in-person engagements in the future.

3. Research Vertical



This year, while sector demand for research remained selective, we used the time to thoughtfully shape what a flagship research identity could look like for AuxoHub. That groundwork is setting the stage for more focused and aligned research offerings in the coming year.

4. Accessibility Vertical

What began as an idea for a language fellowship organically evolved into an idea for more expansive training. Now, we envision a vertical for capacity building, targeting the upskilling of young professionals.

5. CSR and Reach

This year, we chose to focus our energy on deepening collaborations with grassroots organisations, while keeping CSR partnerships as a possibility we continue to explore. Though we haven't expanded geographically yet, we're building towards that with intention seeking partnerships, of all kinds, that align with our values and long-term vision.

In short, the year was exploratory. Some of what we imagined happened. Some of it did not. Some things we never imagined happened anyway. We hope this report offers you a window into that journey. Thank you for being part of our evolving story.





From Screens to Scenes

Annual Team Offsite

Every year, our fully remote team comes together in person for a few precious days - equal parts strategy, bonding, and laughter. In April 2024, we met in Yercaud for our annual offsite, a calm and green escape that provided us the space to reflect, reconnect, and realign. Over these three days, we played, planned, talked, and paused. Games spilled into late nights. Conversations flowed beyond work. Newer team members felt less new. Familiar faces felt even more familiar.

Most importantly, we took time to look at the year that was, what worked, what did not, and what felt meaningful, and we laid down collective goals for the year to come. From processes and policies to new experiments and offerings, this offsite helped us imagine the kind of AuxoHub we want to build next. These were some things that we talked about:

1. Strengthening Internal Organogram



We agreed that since the team has grown bigger, improving decision-making processes is crucial. We discussed the importance of encouraging greater ownership among the team to create a more resilient and empowered organisation.

2. Strengthening Verticals



We explored ways to develop our core verticals including language fellowship initiative, research vertical, and events ensuring each has a distinct identity and clearer goals. These conversations helped us chart how to support their growth while aligning with AuxoHub's broader mission.

3. Strengthening Communications with Clients and External Consultant Network



We discussed the importance of intentional, transparent communication to deepen our relationships with clients and consultants. This includes setting clear expectations and maintaining consistent engagement to foster trust and collaboration.

4. Expanding Our LinkedIn Presence



LinkedIn was another key topic, as we considered how to move beyond posting content to creating meaningful conversations and connections within our community on the platform.



Team Offsite



Humans of AuxoHub

The Minds That Make it Happen

By the end of this year, AuxoHub was a team of eight women from diverse regions across the country – our largest team size yet! This dedicated team, visible in every G-Meet square, pours immense heart into every task. From crafting compelling content to conducting thorough research, managing client interactions to designing engaging Canva boards, they are the driving force that kept the engine running all year.



Auroshikha Deka

Senior Associate Consultant | Kolkata Team

She is the queen of Google sheets and a firm believer in colour-coded spreadsheets – Auroshikha brings method to the madness. She knows every corner of Google Drive. After work you can find her with a book and a cup of Matcha.

“This year wasn’t very project-heavy for me, but working on projects that were research-oriented kept me engaged and learning. Interviewing different individuals during data collection, and capturing their lived experiences was deeply moving, and presenting the findings to the client was a proud moment.”

Top learning:

“I learned to handle large volumes of work under pressure and navigate client communications with clarity. It helped me build resilience and establish stricter QC protocols. I also saw how important it is to pre-empt gaps when clients don’t spell things out.”



Priyambada Talapatra

Senior Associate Consultant | Kolkata Team

Extrovert-in-residence and vibe curator, Priyambada brings energy to even the most routine update calls. Priyambada is your go-to person for sharp edits and honest feedback.

“

I loved working on Women Win impact stories, getting to know these grassroots organisations was inspiring. The RTT fieldwork was also a highlight, giving me a chance to engage with impactful work on the ground.

”

Top learning:

“Set realistic timelines. Communicate more than you think you need to. And always keep your KPIs in sight.”



Jahnavi K

Associate Consultant | Chennai Team

Jahnavi wears many hats – a fieldwork enthusiast, speaks four languages, and is possibly the most enthusiastic among us about LinkedIn. She spends her weekends baking.

“

Vanavil and CAMS were my highlights. The on-ground work, especially with Vanavil’s after-school centres, was humbling. I learned so much just by listening to local narratives and writing honest case studies rooted in lived experiences.

”

Top learning:

“This year taught me that systems matter. Clear internal communication and owning your timelines can change how a project unfolds. Sometimes, all it takes is a quick call to unblock the day.”





Madhumitha Raghuraman

Associate Consultant | Chennai Team

In-house enthusiast for books, films, and curating Spotify playlists. A dancer and an enthusiast for learning new things, Madhumitha brings both rigour and rhythm to the team. She spends her free time falling into these rabbit holes and hopes to juggle them all at once.

“Vanavil was a standout project. The field visits were humbling and reminded me why I care about this work. For the deliverable, we chose every sentence and word so carefully because we knew we were telling a powerful story, and I’m grateful to have been a part of it.”

Top learning:

“This year I learned that conviction comes above all. Good work comes from pursuing ideas we truly believe in. Ask the right questions and find the answers, the rest will follow.”



Nainika Singh

Associate Consultant | Delhi Team

Curious researcher and part-time coffee connoisseur, Nainika is happiest when knee-deep in research questions in the comfort of her house. She is best known for having the most cosy weekends.

“One of my favourite projects last year was a very engaging and reflective research study that we did that is still in progress. It has been an evolving process that values flexibility and reflection. Every phase feels collaborative, not just transactional. It has made me feel deeply involved in shaping the project.”

Top learning:

"I have learned to ask questions, even the small or 'silly' ones. In a remote team, that clarity is crucial, and it's helped me grow both in confidence and connection."



Vindhya

Associate Consultant | Delhi Team

Vindhya brings a mix of creativity and chaos to the team with her unexpected stories. She has a soft spot for research, media and being behind the camera lens.

“

My favourite was documenting the masculinities conclave by Talash and The YP Foundation. Getting to attend such a dynamic space and meet people working in gender was energising.

”

Top learning:

“I have realised that even failed experiments teach us something. That, and the importance of asking questions early. Clear communication saves so much time in remote work.”



Jhalak Jain

Designer | Bangalore Team

Our design sorceress with a soft spot for cosy aesthetics, Jhalak, has a sharp eye for design and an instinct for making the most out of any space. She knows how to keep things clean, engaging, and easy on the eyes.

“

Anything that lets me flex my design brain is a win! I've especially enjoyed LinkedIn content this year; it gave me freedom to explore. Designing reports and presentations across formats also kept things fresh and challenging.

”

Top learning:

“Expectation setting is everything. I juggle multiple tasks, and getting everyone aligned from the start makes the whole process smoother and saner.”

Curious Paths We Took

Experiment. Learn. Grow.

At AuxoHub, we have always believed that learning doesn't just come from reflection; it comes from trying. This year, we leaned into that belief. We experimented across formats, verticals, and platforms. Some ideas are still in motion, some evolved into new forms, and some pointed us to entirely new directions. Here are a few experiments that marked our year:

The Feminist Book Club: A Zone for Conversations

In October 2024, we launched the AuxoHub's Feminist Book Club. We created an online space to read, reflect, and grow together. Over six sessions, held every six weeks on Saturdays, we explored six powerful texts that sparked meaningful conversations around gender, labour, identity, and more. Readings included:

- Men Explain Things to Me by Rebecca Solnit
- Lihaaf by Ismat Chughtai
- Convenience Store Woman by Sayaka Murata
- Sula by Toni Morrison
- My Brilliant Friend by Elena Ferrante
- The Liberation of Sita by Volga

While it started as a means of community engagement, the book club quickly became a valuable space for team learning, community and connection. Though we plan to hold only occasional sessions going forward, we see it as an engaging format. We hope to revisit the book club in different ways as a tool for community building.





TaaS: A Vertical in the Making

What began as an idea for a language fellowship has since evolved into something more expansive. Training as a Service (TaaS) is a new vertical in development, aimed at building capacity across the sector in various areas such as research, evaluation, and communications.

This year, we laid the groundwork for it: structured planning, resource mapping, reaching out to our network and asking hard questions about delivery. TaaS is still in progress, but it already feels promising and more grounded than its earlier versions.

Research Vertical: Flagship Vision

This year, we took a big step toward defining our own flagship study under the research vertical. We began shaping a long-term vision for an in-house study that could reflect not just our research capabilities but our values, positioning, and perspective as a company. We believe our knowledge product will reflect our core values, which will be our way of giving back to the sector. We are working on two flagship studies touching themes that matter to us: Mental health and language accessibility. This is also part of a larger goal: to build original IP, strengthen our brand identity, and contribute meaningfully to conversations in the sector.

LinkedIn: To Connect More

This year, we also experimented with how AuxoHub shows up in the digital world, particularly on LinkedIn. We began showing more of ourselves - our faces, our people, our quirks, our thinking. The idea was simple: make the brand feel more human. It's a small shift, but one that's made a big difference in how people relate to our work. We started with 1000 followers on LinkedIn in April 2024, which grew to a 1,500 followers in April 2025.



Communication Platforms: A Trial That Didn't Land

As a remote team, we are always on the lookout for ways to streamline internal communication and reduce inbox overload. This year, we experimented with moving beyond Gmail, trying out platforms that promised smoother, real-time collaboration.

Despite the potential, the switch didn't quite take off. Between unfamiliar interfaces, uneven adoption across the team, and a few logistical hurdles, we found ourselves slipping back into old habits and eventually, back into Gmail. Even though the trial didn't work out, it helped clarify what we do need in a communication tool: something low-friction, intuitive, and adaptable to different working styles. The experiment may not have lasted, but the learning definitely did.

Events Vertical: The Almost Vertical



One of our early ideas this year was to create a dedicated vertical for events. Build spaces where we could share knowledge and build a community of professionals committed to learning. As a remote-first team, pulling off in-person events consistently proved difficult.

But the idea didn't vanish. Instead, it quietly adapted. Through the work of the TaaS and LinkedIn teams, we managed to host a few online workshops and public sessions, which kept the essence of the original idea alive, accessible, and we collaboratively shared knowledge. While the Events vertical did not fully take shape, this year offered us valuable insight into what is needed to make it work and where it might live more organically within our existing structure.





Where We Have Been

AuxoHub Showing Up, Month by Month

This year, AuxoHub attended conferences, conventions and workshops. We were at Pride streets and panel stages, in conversations and collectives. Some moments were loud, some reflective, some celebratory. However, all of them helped us carry forward our values of care, communication, and curiosity beyond our internal work. Here are some moments from the year that stood out:

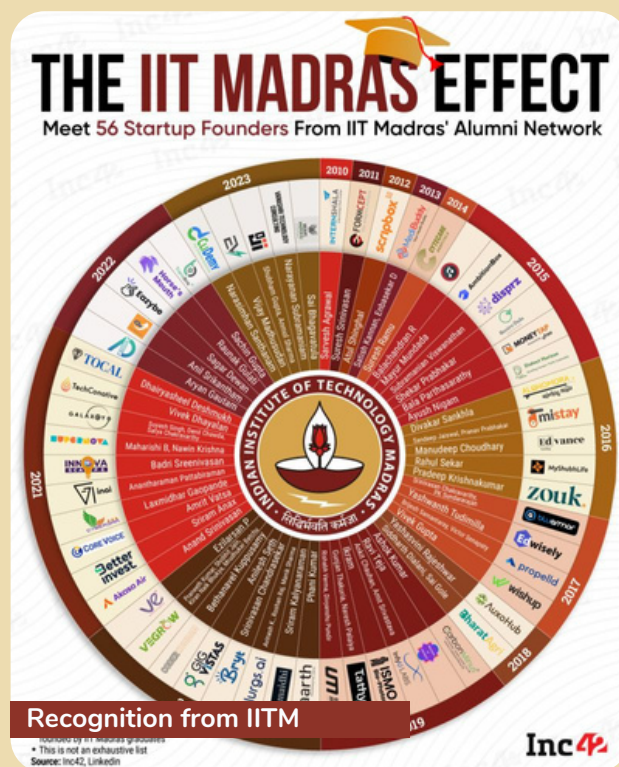
Month	Activity/Event
Apr 2024	TEDx Talk: Reimagining Workspaces Our founder, Yashasvini Rajeshwar, spoke at TEDxCCOEW (Cummins College of Engineering for Women, Pune) on April 20. Her talk centred on reimagining workspaces by prioritising collectives, collaboration, and care.
	Online Consultant Catch-Up On April 17, we hosted an online consultant catch-up to strengthen our relationship with external consultants and get to know our consultants.
May 2024	Phicus Workshop: Strategic Communication Unpacked Yashasvini facilitated a session on unpacking strategic communication for the Phicus Social Solutions team, digging deep into narratives, messaging, and mission alignment.
Jun 2024	Pride, Chennai Our Chennai team joined the Chennai Pride Parade in June, celebrating community, presence, and solidarity.
	Resilience Fund, Nepal Yashasvini, Nainika and our Bangla language consultant Sreya visited Nepal to attend a conference as strategy and accessibility support. This conference was an in-person convening by the Resilience Fund for Women in Global Value Chains.
	Hosted an Online Talk on Elections On June 18th, we hosted a talk titled 'Analysing Elections 2024: Women in the Parliament,' led by Akshi Chawla. This was AuxoHub's first open learning circle. The discussion offered valuable insights into women's representation in Indian politics and the strategies employed by major political parties during the 2024 Indian Elections.



Resilience Fund, Nepal



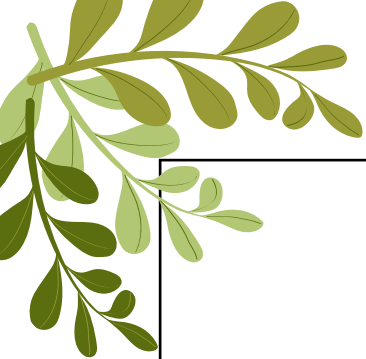
Pride, Delhi



Recognition from IITM



Hosted an Online Talk on Elections

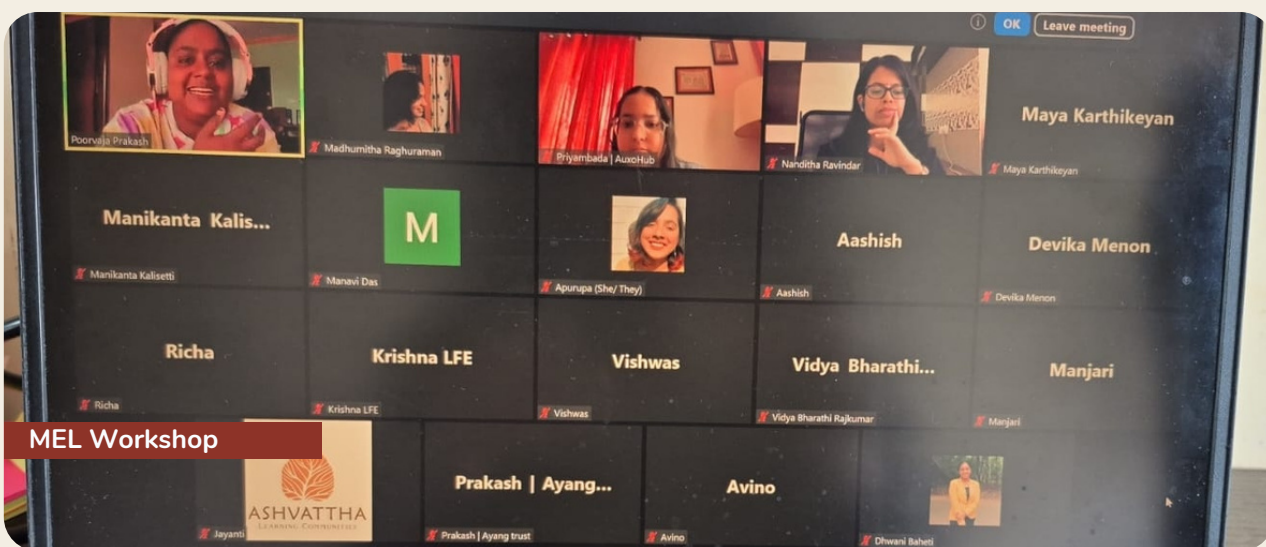


Jul 2024	Recognition from IITM AuxoHub was featured in a list of <u>56 startups from IIT Madras</u> , standing out as the only one from the Department of Humanities and Social Sciences. It was a quiet, proud moment for us.
	TN Women's Summit and Sudar Book Launch On July 30th, we contributed to The Hindu Tamil Nadu Women's Summit 2024, organised in partnership with Guidance Tamil Nadu. We are especially proud of our role in co-creating Sudar: Igniting Dreams, Inspiring Tales, a coffee table book spotlighting powerful women across the state. The book was launched by Dr T R B Rajaa, Tamil Nadu's Minister for Industries.
Aug 2024	Yuva Pavana 2024- SVYM On August 8th, Yashasvini hosted a speech with high school students from the Vedica Scholars programme. Her talk, Working Hard, Dreaming Tall, sparked honest conversations about goal-setting, doubt, motivation, and self-belief. Yashasvini returned to SVYM on August 11th to deliver a second session as part of Yuva Pavana's youth leadership series.
	Qualitative Research Workshop On August 31st, AuxoHub hosted an online workshop, "Making the Data Tell a Story: A qualitative research workshop", led by Rihan Najib, an expert qualitative researcher from our consultant network.
Nov 2024	Pride, Delhi Our Delhi team attended the Delhi Pride Parade on November 24th.
	Belongg Gender Convention In November, the Delhi team also joined conversations at a Belongg-led convention on gender inclusion in the Development Sector.
Dec 2024	MEL Workshop We hosted a Monitoring, Evaluation, and Learning workshop facilitated by Poorvaja Prakash, continuing our internal efforts to reflect and strengthen our systems. This was also a pilot for our TaaS vertical.
Jan 2025	Consultant Catch-up AuxoHub hosted an offline gathering in Bangalore to connect with our extended consultant network. It was informal, fun, and energising, a small but meaningful experiment in staying in touch.
Feb 2025	Speaking at OECD, Paris AuxoHub made its global debut this year. Our founder, Yashasvini Rajeshwar, was invited to speak at a closed door event adjacent to the OECD Forum on Due Diligence in the Garment and Footwear Sector in Paris. She spoke about our work with the Resilience Fund for Women in Global Value Chains and the importance of unrestricted funding in impact-first work.





Consultant Catch-Up



MEL Workshop



OECD, Paris



The Bumps and the Bridges

How We Overcame Challenges

Being a remote-first team gives us the freedom to work from where we are happiest, but it also comes with its fair share of hurdles. Communication delays, uneven bandwidth (literal and metaphorical), and a growing team with differing work rhythms meant that staying on the same page took extra effort this year with an expanded team.

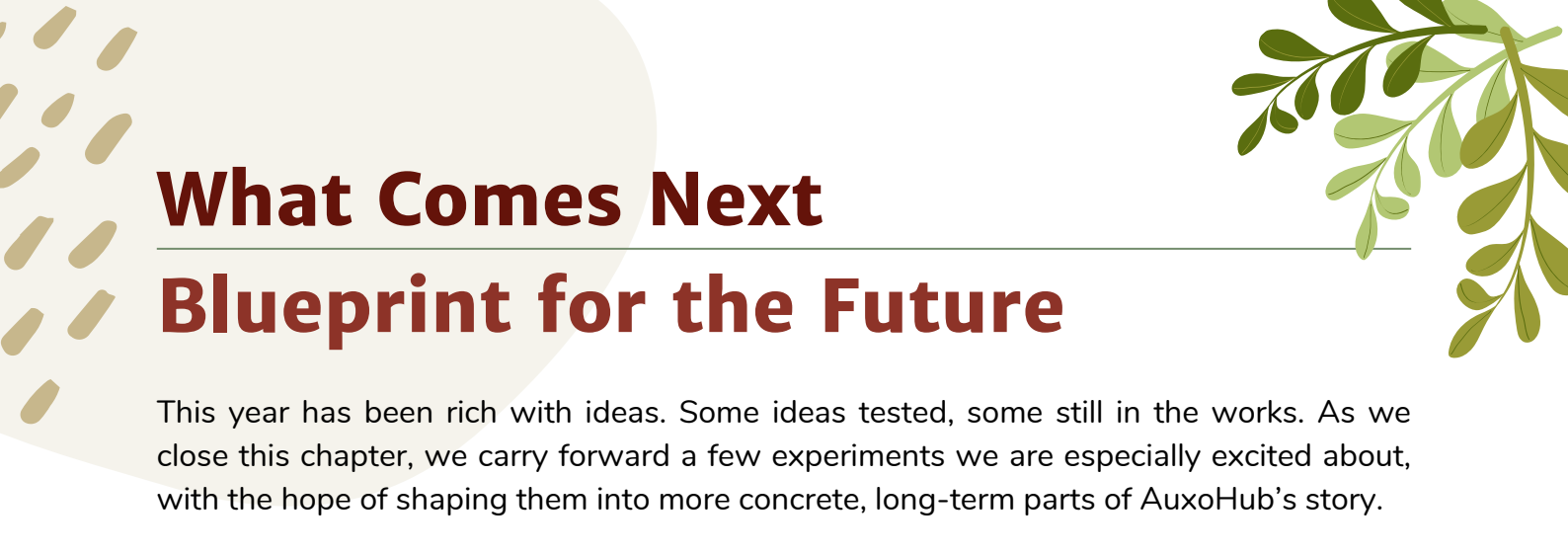
One of our biggest internal challenges was information gaps, especially for the new team members. We noticed that a lot of clarity and context lived in conversations rather than documents, which made consistency tricky.

To fix this, we took a two-pronged approach:

We built SOPs for commonly repeated tasks and workflows, so processes don't rely on memory or individual team members.

We reduced founder dependency by creating clearer delegation systems and building intentional internal ownership. This allowed our founder to step back from micro-level involvement and focus more on strategic work, business development, and external engagements.

These changes are still evolving, but early signs are promising. Like many growing organisations, we are still learning what remote work truly demands, not just tools and policies, but trust, reflexivity, and room for people to speak up when something is not working.



What Comes Next

Blueprint for the Future

This year has been rich with ideas. Some ideas tested, some still in the works. As we close this chapter, we carry forward a few experiments we are especially excited about, with the hope of shaping them into more concrete, long-term parts of AuxoHub's story.

Formalising TaaS as a Vertical



What began as a reimagined version of our fellowship idea has steadily evolved into TaaS, a full-fledged vertical in the making. In the year ahead, we hope to formally launch TaaS and begin offering structured, sector-aligned capacity-building services for individuals and organisations.

Building a Stronger Brand



AuxoHub has always taken a behind-the-scenes approach to impact. But as we grow, we are also committing to stronger brand visibility. This includes developing our intellectual property (IP) and positioning ourselves more clearly as thought partners in the social sector through our studies, our experiments with TaaS, our exploration with intentional design and any new ideas that we come up with.

Launching Our Flagship Study



In line with the above, our Research Vertical has begun groundwork on what we hope will be AuxoHub's first flagship study. The study that reflects both our values and the lens that we bring to the sector. We hope to complete and release the study in the upcoming year, contributing original insights to the sector.

Creating Dialogue on LinkedIn



We have spent the past year experimenting with visibility on LinkedIn, showing up more, and being more human. Going forward, our focus is not just on posting, but on creating meaningful conversations about things that we care about. We want to make our LinkedIn presence a space for dialogue with peers, collaborators, and the wider community we are a part of..



Building Capacity for Business Development

Internally, we are working toward more sustainable structures. One big shift we hope to achieve is sharing business development (BD) across the team. So far, this responsibility has largely rested on our founder, and in order to scale and sustain our work, it's time to build systems that make BD a shared and supported function.

Expanding Learning Circle



We want to make deeper use of a format that has always worked for us – Learning Circles. This year, we experimented with inviting external guests to join these spaces and next year, we plan to explore how we can use Learning Circles more intentionally to upskill our team, deepen our curiosity, and grow in community.

Designing With Intention



In the future, we hope to see design become a more integrated part of AuxoHub's approach, not just an afterthought, but a deliberate tool to enhance clarity, engagement, and storytelling. We want to continue experimenting with design as a core piece of the communications puzzle, embedded meaningfully across different spaces in the sector.

Streamlining Project Flow



As our projects grow in both number and complexity, we have recognised the need for greater clarity and consistency. This year, we began developing a project checklist that outlines key steps, from initial outreach to invoicing. To ensure smoother communication with clients and timely execution. In the coming year, we hope to formalise and adopt this checklist across all projects, while also exploring how we might diversify our portfolio, including taking on more research-led work.

Contact Us



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