



AuxoHub

WE EACH GIVE, WE ALL GROW

Annual Report



2020 - 2021

From the Founders' Desk

There are many stories that have emerged from the pandemic; stories of resilience and strength of will, stories of loss and hardship, stories of uncertainty and fear. The AuxoHub pandemic story is the story of community and the strength of trust.



When the pandemic hit at the beginning of the last financial year, we were on the same boat as many others in this sector – unsure of what lay ahead, unclear how long it would last and uncertain what we could do in response. As our clients committed themselves to relief efforts and supporting their communities, we shifted our focus to the one goal that helped us through this last year. Throughout 2020-21, we focused on supporting our clients and strengthening our relationships. This experience has led to rich learnings and mountains of gratitude as we look back on the year.

Although the lockdown restrictions meant business as usual took a hit, it also pushed us to innovate and shift our focus to what we could do to support organisations working on ground. Through the first two quarters of the year, AuxoHub's focus was on building connections and communities online, especially as everyone was struggling with limited physical mobility. Hosting the Roadmap Series and co-hosting Kural 2020 were efforts in that direction and their success taught us the importance of creating common platforms for sharing and growth. These platforms led us to explore other growth opportunities and through the year, this exploration led to the identification of new avenues of work. AuxoHub now has a full-fledged research vertical, working with clients in formalising organisational knowledge and learnings. Further, given the adoption of work-from-home and technology, we grew from being a Chennai-centric team to being geographically dispersed, helping us expand our footprint to clients spread across seven states in the country!

Perhaps one of the most exciting highlights of this last year was our selection into the second cohort of the STEP community; a cohort of women entrepreneurs from all over India. After a rigorous, multi-round selection process, we participated in a six-month incubation program that consisted of knowledge sharing sessions, one-on-one mentoring, pitching practices, and leadership coaching. Yet again, it was an exercise in understanding, appreciating and benefiting from the power of communities!

As we step into the new year and the uncertainty of the pandemic continues, we are looking ahead. We hope to be able to return to the field later this year, meet clients face to face and bring back the human interface of our work through the course of this year. We have our sights set on ambitious growth targets, both in terms of revenue and geography. We look forward to collaborating with incubators and other networking organisations to build on our initial experiences with community building. As we bid goodbye to one of the hardest years for the sector and many others, we hope to take our learnings from this year into the next – the importance of relationships, communities and trust. We hope to walk further down this path of collaborative growth.

Yashasvini Rajeswar, *Founder and CEO*
Krupa Varghese, *Co-Founder*

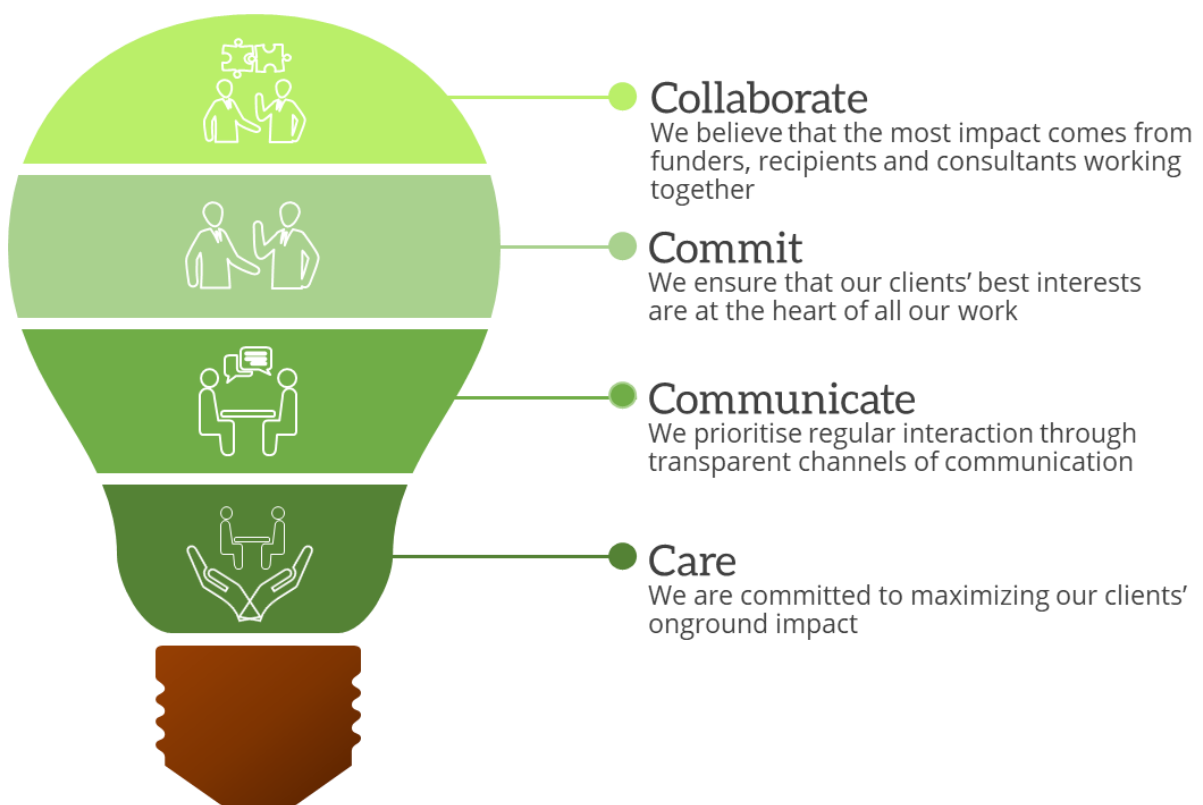
Vision

To enable social sector actors to achieve maximum potential by providing support structures and services

Mission

- Assisting NGOs in documentation, assessments and impact measurement to increase accountability and organisational memory
- Enabling more effective CSR by verifying potential beneficiaries, monitoring and reporting on behalf of corporates
- Undertaking research and large-scale documentation processes to catalyse knowledge creation in social sector

Values



Administrative Highlights

AuxoHub has a new and improved [website](#) that better reflects our service offerings and work so far!

Legalities

The year 2020-21 brought with it a lot of change and growth for AuxoHub as an organisation. Some of the most important updates pertain to legality and formalisation, allowing us to now focus on growing and chasing bigger milestones.

- In May 2020, we were officially registered as a partnership, allowing us to move away from a sole proprietorship.
- In November 2020, we received our GST registration, allowing us to focus more on growing our footprint beyond Tamil Nadu and work with clients in other states.

Incubations & Workshops

The year also saw us being accepted into two incubation/workshop programs dedicated to social enterprises and social impact leaders.

- Shakti The Empathy Project is a Delhi-based organisation that seeks to support and empower women in the social sector. Their second cohort consisted of 17 women who spearheaded their respective organisations. Following a rigorous selection process, AuxoHub was selected to participate in the cohort. Between October and March, we were able to partake in knowledge sharing sessions, benefit from one-on-one mentorship opportunities, and build relationships with others in the sector.
- SoCh for Social Change is a Hyderabad-based social enterprise that hosted the E4 program targeted towards women social change leaders. Through a six-month program, they trained select changemakers in specific tools to identify social problems and ideate relevant solutions.



Team Growth

Much of the growth and scale that we have been able to achieve this year would not have been possible without the growth of our team. Over the last year, we have been able to build a network of freelancers and part-timers who work with us to go that extra mile in serving our clients.

- We currently have a network of 10 individual freelancers who work with us on a project-basis. All of them are women and are spread across districts in Tamil Nadu including Coimbatore, Trichy and Chennai as well as cities including Bengaluru, Mumbai and Delhi. This has been made possible by the ability and willingness to work remotely.
- We were joined by a part-time team member between January and March to work on project deliverables as well as internal strategy, strengthening our capacity building vertical. Early in the first quarter of FY21-22 we look forward to welcome interns to the team and launching some interesting initiatives!



AuxoHub in the pandemic

The Impact of COVID-19

It would be untrue to say the pandemic did not affect us, as it did all others across the world. When the lockdown was announced at the end of March 2020, AuxoHub like many other small businesses was unsure of the path ahead. As the social sector adjusted to changed circumstances over the next few months, there were some significant changes in our work.

- As an organisation that prided itself on undertaking fieldwork for a vast majority of our projects, the immediate impact of the pandemic was our inability to travel to the on ground communities where our clients worked. Across our projects, we had to devise means of collecting data online. Over the last year, this has grown to involve a combination of means including WhatsApp calls and voice notes, Google Meet, Zoom, and phone calls. The ability to adopt these methods has allowed us to continue engaging with the final beneficiaries in a majority of our projects.
- The COVID-19 pandemic impacted many of our NGO and non-profit quite severely, restricting their ability to undertake on ground interventions and projects. While this meant that organisations were regrouping and restrategising in the first few months of the pandemic, this led to the emergence of new opportunities later in the year. Many of our clients chose to shift focus to research and collateral creation, taking this downtime from projects as an opportunity to consolidate the knowledge they had collected so far. Thus, AuxoHub’s research portfolio and offerings grew during the pandemic, illustrating a new vertical of untapped potential for our growth.
- Apart from regular projects, AuxoHub also launched two COVID-19-specific interventions in April and May 2020.
 - The Pro Bono week allowed us to support our client community during a time of uncertainty and distress by creating specific forms of collateral for free. This also helped broaden AuxoHub’s network of organisations.
 - AuxoHub’s Roadmap Series was a series of webinars that sought to address specific concerns of small- and mid-sized NGOs. Sessions spanned legal aspects such as CSR laws as well as hands-on subjects such as communications and project monitoring. The Series also went a step further to discuss some of the key concerns in the social sector such as addressing mental health and enabling intersectional development. The Series saw participation from over 120 individuals and organisations from across the country, reaffirming the need for content specifically catering to grassroots organisations.



Project Highlights

From April 2020 to March 2021, AuxoHub has undertaken **33 projects** spanning our categories of work.

NGO Support

These projects are any commissioned directly by grassroots organisations and other NGOs.

Constituting a majority of our work, these projects involve working with NGOs directly in the provision of support services. This has ranged from developing websites and basic organisational collateral and planning online campaigns to creating impact documentation for funder communications.

Disbursements

These projects involve the identification of NGO projects for CSR funding, followed by monitoring, documentation and reporting of the project.

We coordinated the disbursement of corporate CSR projects in the sector and geography of the client's interest, supporting education of students with disability in Chennai, community development of nomadic populations in Nagapattinam and school leader transformation programs in Chennai.

Corporate Support

These projects are any commissioned by corporates or funding organisations, in an effort to support partner NGOs. This does not include CSR fund disbursements.

This vertical of AuxoHub's work involves the management and monitoring of CSR funds for select corporate clients. We work with the client to understand their preferences (of geography and/or sector) and present them with a curated list of projects that cater to this preference. Once the project is approved, AuxoHub undertakes all monitoring and reporting on behalf of the client. In situations where the projects are already underway, AuxoHub steps in to conduct end-year qualitative impact assessments, allowing corporate clients to make informed decisions about continued support.

Working with organisations like the Rotary network has evolved as an important vertical of our work. Given their role as funding partners for many social sector organisations, AuxoHub has partnered with multiple clubs to conduct community assessments. This ensures that projects that get funded through the Rotary network truly cater to the needs expressed by the beneficiary communities.

Introducing AuxoHub's MET Kit

This year also saw the launch of our Monitoring & Evaluation Toolkit (MET Kit), a unique offering especially catering to corporates who are interested in measuring and monitoring the impact of the CSR disbursements. It offers a menu of monitoring and evaluation methodologies that can be personalised to suit the nature, scale and size of individual CSR projects, allowing clients to continue supporting organisations they have established relationships with, while outsourcing their monitoring to us. The MET Kit details options to undertake year-long monitoring and/or year-end evaluations. Thus, the Kit supplements our offering of year-end project reports, contributing to our effort to decouple disbursement support and monitoring support in our service offerings.

AuxoHub Highlights

Geography

This year saw AuxoHub growing beyond Tamil Nadu to undertake projects across the country. Currently, we have a presence in 10 districts in Tamil Nadu and 8 states in the country.

In Tamil Nadu:

1. Chennai
2. Coimbatore
3. Cuddalore
4. Kanchipuram
5. Madurai
6. Nagappatinam
7. Tiruvallur
8. Tiruvannamalai
9. Vellore
10. Vizhupuram

In India:

1. Delhi
2. Gujarat
3. Karnataka
4. Kerala
5. Tamil Nadu
6. Maharashtra
7. Rajasthan
8. West Bengal



Sectors

AuxoHub has collaborated on projects across sectors including:

1. Adolescent Rights
2. Child Development
3. Disability
4. Disaster Management
5. Education
6. Entrepreneurship
7. Gender
8. Healthcare
9. Livelihoods
10. WASH

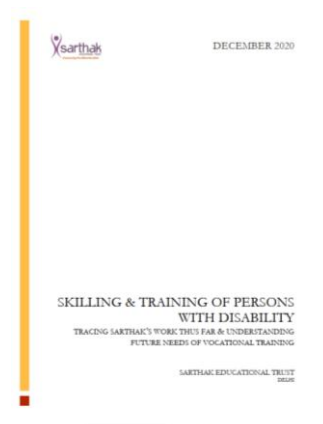


Select Project Highlights

Client: Sarthak Educational Trust
Project: Project reports

AuxoHub was engaged in helping Delhi-based Sarthak compile in-depth research reports for five key projects pertaining to the organisation's work in the disability sector. These projects covered significant areas of intervention such as sustainable employment, vocational skilling as well as early intervention for Children with Disabilities.

AuxoHub undertook secondary data collection, report writing as well as design for the project.



Client: Soulfree
Project: Pitch deck creation

AuxoHub worked with Tiruvannamalai-based organisation, Soulfree, in creating a pitch deck aimed at raising funds towards a rehabilitation centre for Persons with Spinal Cord Injury in non-metropolitan environments. The presentation sought to establish the need and importance of the intervention as well as create fund-ready packages to approach corporates for support.

AuxoHub undertook content creation and design for this project.



Client: Partners for Law in Development
Project: Website content

Delhi-based Partners for Law in Development (PLD) were seeking to create an online resource platform that focused on adolescent concerns. AuxoHub was involved in the formulation of content for this website, including limited secondary research.

Client: Quest Alliance
Project: Beneficiary storytelling

Quest Alliance is a Bengaluru-based organisation that sought to document select impact stories. AuxoHub worked to create 30 beneficiary stories for the MyQuest program that provides soft skills training to students enrolled in government and national ITI centres. These stories sought to capture the lives of each of the beneficiaries, drawing specific attention to the role of MyQuest and the Quest Alliance mentors in their professional and personal journeys.



Select Project Highlights

Client: CAMS

Project: End-of-year project reports

AuxoHub was engaged by CAMS to prepare end-of-year project evaluation reports for 11 of their CSR projects in the financial year 2020-21. These reports sought to establish the impact of the projects as well as judge the merit in continuing funding for future years.

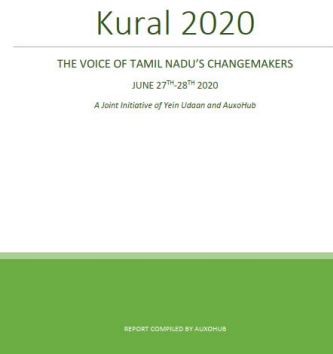
AuxoHub undertook primary data collection, relevant secondary research, report writing and design services for 11 individual reports.



Collaboration: Kural 2020

AuxoHub partnered with Chennai-based NGO Yein Udaan in order to host a 2-day conference dedicated to the questions pertinent to Tamil Nadu's social sector. Kural 2020 received registrations from over 500 interested participants and hosted close to 50 speakers across conversations that ranged from organisational questions of scaling and growth to sector-specific conversations pertaining to gender, disability and education.

AuxoHub was responsible for ensuring the accessibility of the conference, creating large font versions of all material as well as ensuring the available of English-Tamil-English translations of all sessions. At the end of the event, the AuxoHub team also created an event report capturing key takeaways and suggestions from the event.



AuxoHub and Sustainable Development Goals

While AuxoHub is focused on Goal 17 of the Sustainable Development Goals, building partnerships to enable development, we have been able to indirectly contribute to work that reflects multiple other SDGs as well.



Future Plans



While future plans of any startup are often unpredictable, a post-COVID environment in the social sector only makes it more so. This is a detailing of our strategy as it stands today, even as we account for the need to be flexible in our business approaches this year.

NGO Support

With AuxoHub intentionally expanding our project repertoire to include both smaller projects and bigger ticket projects over the last year, the pandemic has revealed new business opportunities. These particularly refer to research-related projects. Thus, AuxoHub seeks to extend its service offerings to build a stronger presence in research reports, white papers, and other forms of knowledge creation.

In the AuxoHub context

This growth in service offerings provides us with the platform to reach out to a more diverse client base. This includes both larger organisations with an inhouse body of knowledge as well as smaller organisations seeking to build this knowledge base through their work.

NGO Outreach

The success of the Roadmap Series as well as Kural 2020 has taught us the importance of providing spaces for contextual conversations catering to the needs and concerns of organisations working directly with their beneficiary communities. Towards this end, AuxoHub is in the process of ideating a follow up to the Roadmap Series, focusing on building a platform that will enable longer-term engagement with some key areas of concern for NGOs and non-profit.

In the AuxoHub context

In the year 2021-22, we look forward to focusing on our commitment towards capacity building of our clients. Through the envisioned second phase of the Roadmap Series, we hope to commit longer periods of time to skill building, knowledge sharing and capacity creation.

Future Plans

Corporate Support

While AuxoHub launched the MET Kit this year, we hope to be able to scale up its use and adoption over the next year. Through this, we seek to grow our corporate client base. We also look forward to exploring options of being empaneled by corporates to undertake the monitoring, evaluation and reporting for their CSR disbursements on their behalf, ensuring the ability to engage with the projects from the beginning of the year and maximise the robustness of the exercise.

In the AuxoHub context

Given the context of the pandemic as well as the amendments in the Companies Act, the CSR environment in the country is one of flux. In this uncertainty, however, the emerging focus on impact assessment and project monitoring is an avenue we are keen to explore. Thus, we look forward to decoupling our corporate offerings into specific services, customisable to the corporate's size and sector of interest while incorporating an element of flexibility to respond to the larger environment of corporate funding.

Collaborations

Even as we embark on the next phase of growth, we are seeking avenues to collaborate with other likeminded organisations. Our experience with cohorts like STEP and E4 in 2020-21 has reinstilled our belief in participating and contributing to the larger social sector community, seeking ways in which we can each benefit from these spaces. Thus, through this next year, we will focus on building relationships with incubators and support communities dedicated to the social sector, exploring opportunities of collaboration with these platforms.

In the AuxoHub context

Collaboration with incubators and other social sector communities offers us the opportunity to expand our client base while also consistently benefiting from feedback on client needs and trends in the sector. Through these collaborations, we will also be able to provide specialised, customised services to specific groups of organisations, reiterating our commitment to providing relevant, contextual services.

Internal growth

With our sights set on ambitious growth plans and the intent to scale rapidly, we seek to enable these goals by expanding our team.

- We are looking to grow our core team by at least one individual by the beginning of the FY 2021-22.
- AuxoHub will also hire at least two interns in the first quarter of FY 2021-22 to help specifically with internal communications, impact assessment, and marketing.
- We seek to strengthen our online presence with a specific focus on our website and LinkedIn profile in an effort to reach newer audiences and more potential clients. This is currently intended through content generation and organic growth.

In the AuxoHub context

Collaborations allow AuxoHub to reach out to a larger number of organisations and scale our service offerings on shorter timelines. By partnering with other organisations that share AuxoHub's NGO-first attitude, AuxoHub hopes to deepen its footprint in South India over the course of the year 2020-21.

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