



LuxoHub



ANNUAL REPORT
2022 - 2023

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Rooted In Dedication

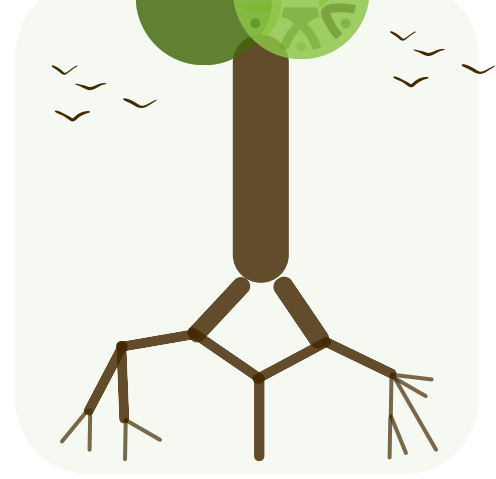
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ROOTED IN PURPOSE

REFLECTIONS FROM THE FOUNDERS



Krupa Varghese



Yashasvini Rajeshwar

Looking back at a year is always an interesting exercise, tinged in equal part by nostalgia and self-reflection. It is an excuse to revisit everything that has happened, celebrate the successes, and deep dive into the learnings. Looking back at 2022-23, AuxoHub's picture is tinged with many colors.

This past year saw some significant growth. We celebrated our fourth anniversary by reflecting on our values and culture, and charting out the path we hope to walk. The first step towards this was revamping our visual aesthetic and launching a new logo. Our new design identity reflects our organisational commitment to shared growth and community building. Our revamped logo pays homage to our original design by a dear friend and cheerleader of AuxoHub but with a sleeker and more minimalist feel. It marks a shift in our own growth as an organisation and our commitment to holding on to our core values even as we change to accommodate our growth.

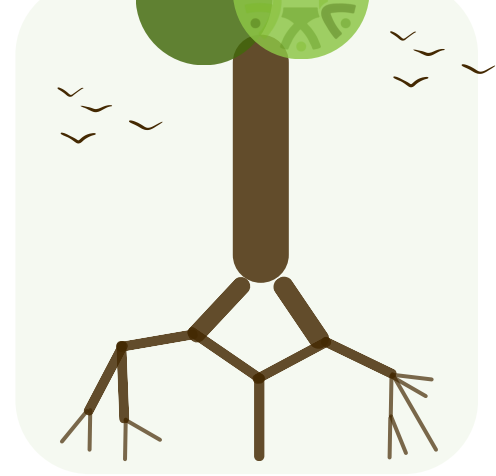
We completed close to 75 projects this year and have expanded to new geographies, new languages, and new formats of work. We strengthened relationships with older clients and created new ones with wonderful collaborators doing exciting work around the country. Our team grew exponentially, with consultants from all over the country joining the AuxoHub network. As of March 2023, we have over 90 consultants working with us; more than double from the 40+ network we had at the beginning of this year. We empaneled some of them and have been working with this team quite closely to improve the quality and range of our services.





ROOTED IN PURPOSE

REFLECTIONS FROM THE FOUNDERS



At the end of last year, we wrote about four key focus areas going into 2022-23. We were committed to exploring new geographies, strengthening our accessibility vertical, building our external consultant pool and strengthening corporate collaborations.

One year later, we have worked with organisations in three new states – Haryana, Uttar Pradesh and Jharkhand, and have expanded our project locations to include Arunachal Pradesh as well. Our accessibility vertical has grown to span seven languages – Hindi, Marathi, Bengali, Tamil, Malayalam, Kannada and Telugu – and one project even involved Sinhala! Our consultant network has been crucial to this growth. We have also expanded our corporate focus this year. While we continue to work within CSR departments, we have also launched our work with social enterprises committed to enabling access and impact. We look forward to exploring newer collaborations in this space.

At the heart of this growth – in projects, networks, team – is a strong sense of community. From the very beginning, we have been steadfast in the belief that the people make the organisation and its impact. From the processes that guide our projects to the work culture within the core team, this year has provided the canvas to revisit each part of our organisation and make sure our practices reflect our intent. We have no doubt that our growth is driven by our people, and this year is a reflection of that. Over the last year, our core team has grown steadily, bringing together a group of young, ambitious and empathetic professionals who think deeply about the kind of work they would like to contribute to. This introspection and reflection has always been key to the AuxoHub process and our growth has been carried on their shoulders.

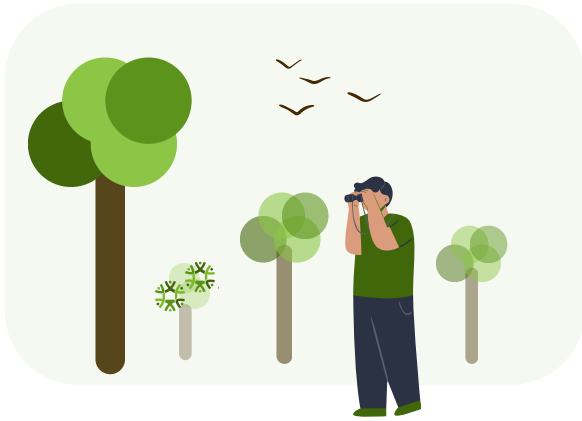
As we look forward into the next year, there are some key questions on our minds. How can we expand our service offerings and organisational processes to reflect the heterogeneity of this sector? How can we build internal rigour and strengthen processes to expand to newer languages and geographies? What gaps within communication and documentation exist in hyper-local contexts can AuxoHub fill and how? These questions excite us and have led to many hours of internal debate and discussion. We look forward to engaging deeper and discovering the new pathways that emerge. For now, we look forward to doing more and doing better.



THE BANYAN

ABOUT AUXOHUB

The core of our work is an effort to promote accountability and create organisational memory among our clients. Every project we work on is rooted in the belief that clarity of communication and enabling each stakeholder's strengths is key to maximising social impact.



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

OUR VALUES



Collaborate



Commit



Communicate

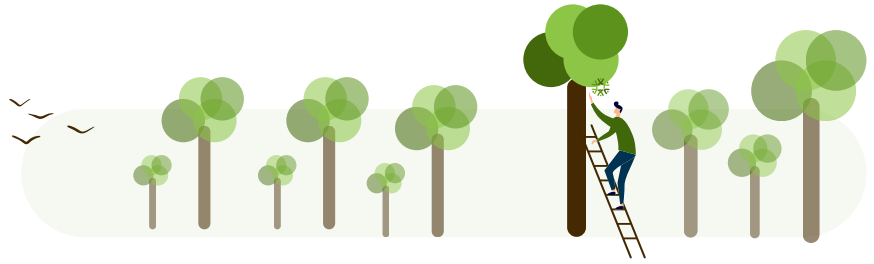


Care

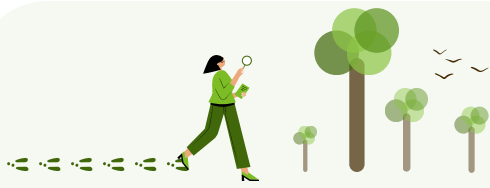


FROM A SAPLING TO A TREE

PROJECT REACH



OUR FOOTPRINTS

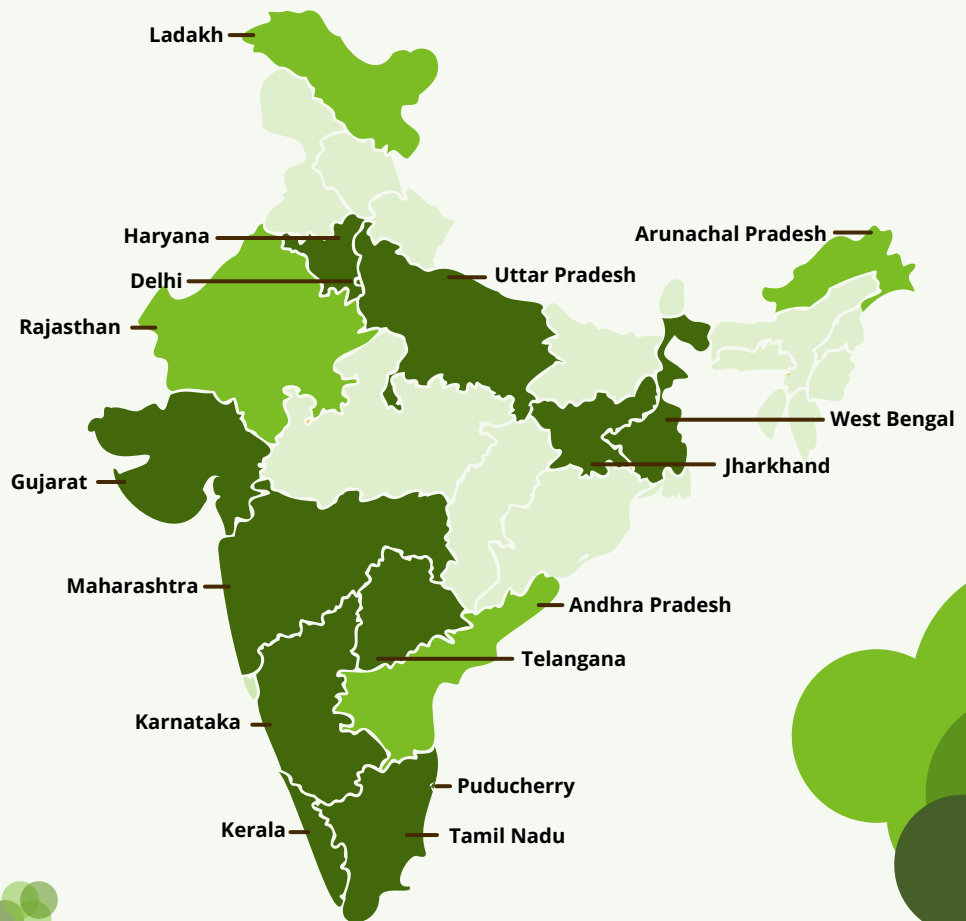


180+
Projects

16
States

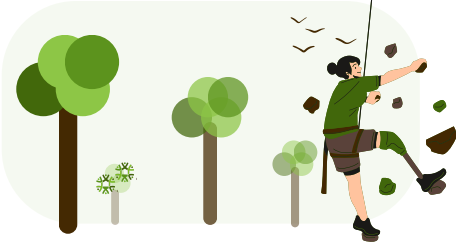
10+
Districts in TN

- Client Location
- Additional Project Locations



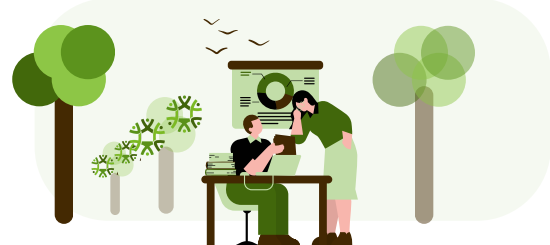
OUR THRIVING BRANCHES

SERVICE VERTICALS



ACCESSIBILITY

We enable linguistic accessibility through simultaneous and consecutive interpretation, translation as well as content generation in regional languages



ASSESSMENTS & EVALUATION

We work with funders and beneficiaries to conduct needs assessments, project monitoring, evaluations and impact assessments



RESEARCH

We undertake sector-specific as well as thematic research projects for clients, providing services from data collection to report compilation



DOCUMENTATION AND CONTENT CREATION

We create collateral including pitch decks, websites, social media material, impact stories and brochures



ADVISORY

We facilitate impactful CSR projects & work with NGOs to strengthen internal systems

TURNING A LEAF

AUXOHUB REBRANDED



AuxoHub rebranded in 2022 by launching a new logo that signified and brought to the forefront the organisation's core values. The logo features a captivating circular design with six stylised human figures forming a seamless chain of interconnected hands, emphasising togetherness and trust. The various shades of green for each figure symbolise AuxoHub's diverse set of clientele and the inclusivity that we seek to ensure in our work. The white space calls attention to the idea of 'hub' - a home.

The new minimal font brings a creative twist to the brand name - the 'A' without its 'dash' becomes an upward arrow symbolising growth. The design retains the earthy tones of green and brown, reiterating our commitment to creating impact at the grassroots level. The logo embodies a vision of community and accessibility, the guiding values that propel us forward.



Shriya Nagarajan (Visual Designer)

AuxoHub's commitment to inclusivity and diversity at each step is something that I wanted the logo to reflect. The idea of community and collective growth is core to the organisation. My mind was instantly filled with images of hands holding, caring and uplifting each other.



BRANCHING INTO THE SKIES

PROJECTS SPOTLIGHT 2022-23



Reach to Teach

Reach to Teach

In the Documentation and Content Creation vertical, our collaboration with Reach to Teach was one of the biggest and most rewarding endeavors of the year. RTT has been making strides in the field of education through its partnership with state governments and extensive work with communities for over a decade. As an organisation, process documentation and institutional memory building are key to fulfilling their objectives. In October 2022, we started as documentation partners for RTT in building institutional memory and organisational legacy. We conducted extensive field visits as part of RTT's ongoing project in association with the Government of Arunachal Pradesh.

Our team successfully captured the internal and external learnings, challenges, processes, and reflections of the organisation's projects in Arunachal Pradesh in the past year. Our relationship with the organisation enabled us to encapsulate the nuance and empathy-led vision of RTT in the documentation process.

"Considering the objectives that RTT serves to drive, process documentation and institutional memory building are key to the organisation. As experts in the domain of process documentation and report writing, AuxoHub's role in Reach to Teach's work and growth is necessary and useful in capturing our internal and external learnings, challenges, processes, and reflections. Their valuable insights as partners and the reports drawn up by them help us course-correct and become stronger as an organisation. The way the AuxoHub team has immersed itself at different program venues, both at the field level and at the central program level, has been very valuable. The AuxoHub team is committed and constantly willing to accept and offer constructive feedback and truly ideate and partner with us every step of the way. As we move forward, we look forward to partnering with AuxoHub to come up with solid documentation that builds institutional memory and consolidates and visibly documents the progress of our strategy."

- Sudarshana Srinivasan, RTT





Satya Special School

Satya Special School is an organisation committed to empowering individuals with special needs by facilitating inclusion in education, employment, and society. Our team assisted Satya Special School in documenting the status of People with Disabilities (PwDs) for the Government of Puducherry. The lack of data on the categorisation of disabilities posed a major hurdle in identifying issues PwDs faced and making policy action possible. Satya Special School conducted a union territory-wide survey of PwDs to collect information, which our team used to analyse and understand their quality of life. The key areas of focus of the analysis were demographics, socioeconomic factors, experiences of discrimination, and self-sustenance needs, among others. The analysis served as the base of the research report we created, which included data assessment and policy recommendations for the Local and State Governments.



Pinky Promise

Pinky Promise is an organisation dedicated to transforming women's healthcare in India. The team created a mobile application that makes reproductive and sexual health resources accessible. We provided translation services for chatbot data, where the content was translated into Hindi, Tamil, and Marathi languages. The process involved challenges such as translating sensitive information contextually, which we successfully addressed through several rounds of quality checks.



Women Win

Women Win is an organisation committed to advancing girls' and women's rights through creating collective funds based on shared governance. We partnered with Women Win to ensure linguistic accessibility for its participants across the globe. Language interpretation services were provided for Learning Hub calls and other key discussions in Hindi, Tamil, and Bangla. Through the creation of a Key Learnings Document after every call, knowledge sharing was made accessible to the beneficiaries in regional languages.





eVidyaloka

eVidyaloka is an educational social enterprise that enables quality education for the children of rural India. The organisation hosts a National Partner Summit, 'Roshni,' a knowledge-sharing and networking event every year for their partner organisations, bringing all stakeholders, including NGOs, technology service providers, and beneficiaries together. Roshni Summit 2022, organised on 26th August 2022, witnessed the participation of over 400 NGOs across 12 states. We provided live language interpretation services for the event in Hindi, Marathi, Kannada, Tamil, and Telugu.



The George Institute (TGI)

In ensuring accessibility in communication, AuxoHub continued its collaboration with The George Institute (TGI) team in transcribing and translating conversations with various healthcare sector stakeholders. This included the creation of translated transcriptions of focus group discussions with various stakeholders, translating participants' information sheets, consent forms, and interviews. Our team of translators ensured that the transcription was carried out with sensitivity. The quality check process went beyond grammar checks and proofreading to maximise context and readability.



TiE Chennai

We assisted TiE Chennai with content creation for their TIECON 2022 event for young entrepreneurs. This involved creating social media posts, funding proposals, mailers, templates, and emceeing for the conference. Alongside this, we also engaged with TiE Chennai in creating a funding proposal. In ensuring the accessibility of TiE Catalyst, a program for budding entrepreneurs on personality development, we translated a recording of 1-100 Catalyst messages from Tamil to English.





AID India

AID India aims to uplift the marginalised communities, by providing quality education, healthcare, shelter, and sustainable livelihoods. Along with providing documentation services for two of their important projects last year, we created funding proposals for their Eureka Homes, and Focus Villages projects. We also assisted AID India in creating their Annual Report and multiple impact reports through the year.



Computer Age Management Services (CAMS)

Our collaboration with CAMS continued to successfully document the impact of their CSR projects. With a fundamental focus on sectors like Education, Healthcare and Palliative Services, CAMS collaborates with numerous leading NGOs to ensure social change. We have collaborated with CAMS over the years to create multiple CSR impact assessment reports and this year we contributed to the list by assessing their impact on four organisations. The impact of these projects was evaluated by conducting personal interviews with various stakeholders. This year, we modelled an evaluation criterion that weighed various aspects of the project on key scales and indicators in order to gauge the impact effectively and accurately.



Diya Ghar

Diya Ghar provides preschool education, and early childhood care for children from migrant communities in Bangalore. We assisted the organisation by creating and designing their Annual Report for 2021-22. From the raw data provided by the team, we designed the report to include consolidated project updates and incorporated key developments, project milestones and achievements of the organisation.





Disabilities NGO Alliance (DNA)

Disabilities NGO Alliance Foundation is a network of NGOs in the disability sector that works towards building an ecosystem required for an inclusive and just society for people with disabilities across India. The foundation enables NGOs to maximise their impact through mentoring, capacity building, advocacy and administrative support. We worked with them in the past year to create a pitch deck for fundraising. The pitch deck successfully encapsulated the organisation's impact and its initiatives to promote visibility and inclusivity in the sector.



Rotary Club of Madras East (RCME)

RCME is an active member of the international Rotary community, particularly through the Club's involvement in Global Grants. This platform allows RCME to undertake meaningful community-based interventions in a range of sectors such as education and healthcare. We were able to support this mission by undertaking community needs assessments, mapping the felt needs of the beneficiaries with the intended project plans of RCME. Together, we were able to maximise the impact of the project on the ground.



NURTURING CONNECTIONS

EVENTS WE ATTENDED



Panel Moderation

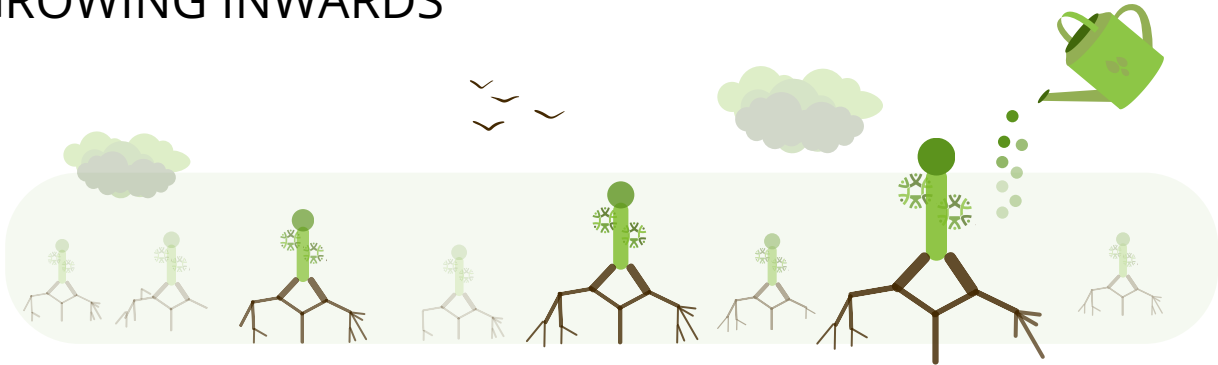
Vidya Vanam, Coimbatore (Tamil Nadu)



On May 27-28th, 2022, Yashasvini Rajeshwar, Founder and CEO of AuxoHub, participated in the National Conference on Education 2022 hosted by Vidya Vanam. Yashasvini moderated a panel discussion on 'Technology in Education'. The speakers on the panel included Sudarshana Srinivasan, a former teacher who now works at an education non-profit and Dr. Rishikesh BS, Head of Hub for Education, Law, and Policy at Azim Premji University. The illuminating discussion explored the digital divide in education and the role of technology in classrooms.

BUILDING RESILIENT ROOTS

GROWING INWARDS



Team Offsite



As an organisation that works remotely, it was imperative to create avenues for the team to come together and get to know each other to foster community building and team bonding. Building on the momentum of several online strategic conversations, AuxoHub kick-started the new financial year with an offsite meetup between 29 April and 1 May 2022. The team spent two days engaging in lively discussions about the year ahead, sharing knowledge, and having fun team-building activities.





Prevention of Sexual Harassment (POSH) Training

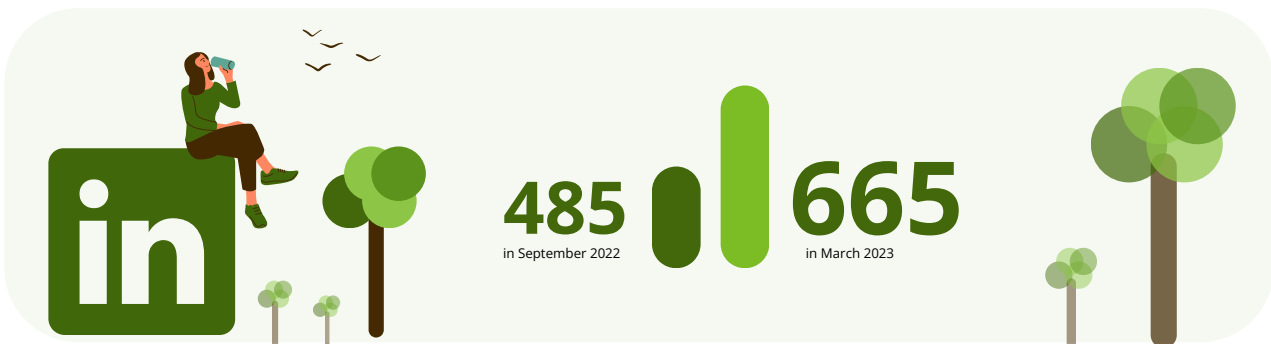
On January 6, 2022, the AuxoHub team participated in a POSH training workshop conducted by Trustin, a social enterprise that enables safety at workplaces. The workshop provided sensitisation on workplace misconduct and fair and effective redressal mechanisms. AuxoHub incorporated these learnings into our internal POSH policy.

Internal Capacity Building

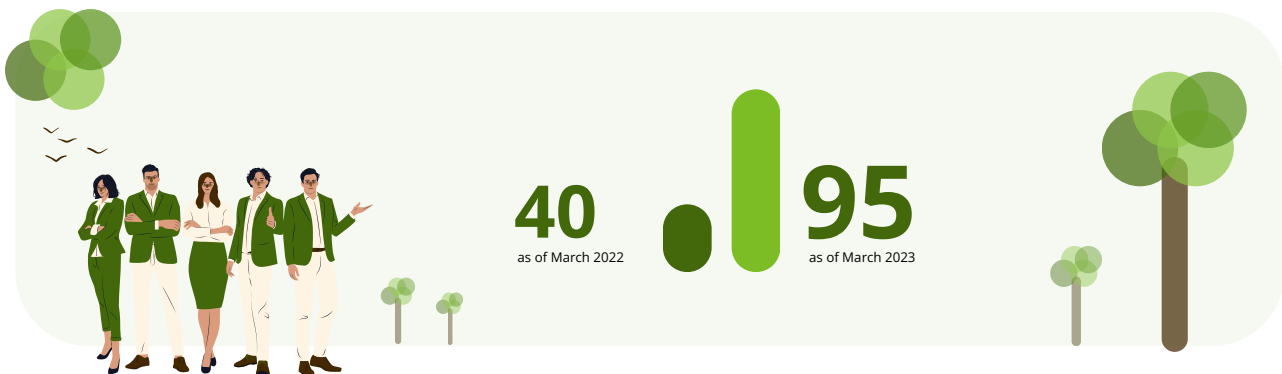
Between February and June 2022, AuxoHub conducted internal writing workshops for the core team. As we grow in scale and scope of projects, continuing to sharpen our skills is necessary for us to adapt to new opportunities and innovate better communication. The workshop involved small writing exercises that mimicked our projects, followed by peer review and group feedback.



LinkedIn Growth



External Consultant Growth and Empanelment



SEEDS OF TOMORROW

OUR FUTURE PLANS



Strengthening team capacity & client relationships

As we move forward, working towards ambitious projects and newer terrains, we aim to build stronger organisational mechanisms that enable us to branch out as well as anchor our roots in the social sector. We are strengthening our commitment to quality across languages and establishing processes that help us with scaling and growth. Building organisational strength is something that we believe requires ample attention and focus in the coming years.

Our team remains our greatest strength. We intend to promote professional development for the core team through regular workshops and knowledge-sharing sessions that equip them with the skills required to respond to a constantly evolving professional landscape. With every project we undertake, we aim to ensure mutual growth for clients as well as our team. Given the nature of our workspace, we plan to respond to the need for connectedness. We intend to build on measures that impart a sense of belonging to our team members and help overcome loneliness. Going forward, we intend to set up structures to adapt to the scale of our growth.

Improving accessibility of communications

Staying true to our roots, we embrace our growing buds and branches. Taking one step ahead in accessibility, we plan to present our work in more regional languages in the coming years. This would enable us to expand and reach more stakeholders.

In tandem with this, we continue to explore newer and better methods of communication. We are looking at ways in which communication can better reflect the value systems of organisations. Is it possible to create frameworks and methodologies derived from our own experience? How do we ensure that our conversations reflect us? This forces us to look inward as well. As another actor in the social sector, how do we ensure that our own communication becomes more approachable?

These questions accompany us on the road ahead. Together, we continue to build an environment of strength and resilience for our little community to grow!



ROOTED IN DEDICATION

MEET OUR TEAM

As of March 2023



Srinidhi Hariharan (Associate Consultant)

“It's been an amazing journey at AuxoHub. Through the past year, I was given several opportunities to grow and learn—some challenging and everything exciting. We made new partnerships this year. We have not only expanded geographies but also identified different ways to extend meaningful support to actors in the social sector. It's heartening to have been a part of AuxoHub in this crucial year when it has scaled up on many levels.”



Parnika Thummala (Associate Consultant)

“I joined AuxoHub with little exposure or practical knowledge about the development sector. In my time here, I've not only had the opportunity to deepen my insights on the sector and the challenges it faces but also develop myself as an acute professional. I got the chance to be a part of many projects across verticals, travel to new places, and make the acquaintance of so many new people. But of all things, what stands out for me is the humanity and kindness that AuxoHub embodies through its people. The team truly gives collaborative effort the due it deserves. I am glad to have found a workplace that is almost like a family :)”



ROOTED IN DEDICATION

MEET OUR TEAM

As of March 2023



Shyam Mohan (Associate Consultant)

“ Working with AuxoHub has been an enriching experience, especially since this is my first job. Being involved in varied projects, I have learned so much in my time here - skills as well as attitudes that helped me grow as a person. I wanted to be a part of an organisation that works towards making a difference and over the past year, our dedication to social impact has only inspired me further. It has been a truly fulfilling experience, and I am thankful to be part of this dynamic team making a difference. ”



Ranjani Srinivasan (Senior Associate Consultant)

“ My experience working with the team was short but meaningful. My fieldwork experience, both on-ground and virtual, was memorable -- something that hasn't changed since I began working with the team in a much smaller capacity in November 2020. Working on external-heavy projects was both challenging and fun. Although I did none of the project delivery work myself, checking in with the consultants on a daily basis helped create a bond and understand their issues better. ”





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