



LuxoHub

ANNUAL REPORT | 2021 - 2022

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COLLABORATION

IMPACT

FUNDING

ACCESSIBILITY

COMMUNICATION

STORIES

RESEARCH

LETTER FROM THE FOUNDERS



**YASHASVINI
RAJESHWAR**
(*Founder & CEO*)



**KRUPA
VARGHESE**
(*Co-Founder*)

Much like for many others, the year 2021-22 was largely about stepping out of the pandemic's shadow and embracing new possibilities. With fieldwork slowly restarting and in-person meetings becoming an option once again, things at AuxoHub got more exciting. As an organisation, our focus for the year was on stabilising and strengthening.

The year witnessed many successes. We participated in the Yunus & Youth Fellowship program, an incubation program based on Nobel Laureate Md Yunus' vision for social entrepreneurship. We worked on our first international project with the United Nations Foundation – an experience that was meaningful and allowed us to truly explore the depths of accessibility work. We onboarded more external consultants and grew the AuxoHub community beyond the confines of the core team. We were onboarded as empanelled consultants for the first time and built long-term relationships with clients. Even as the world reopened and travel restarted, we found new and exciting ways to engage with our clients and our community. We stayed busy this year.

Many things have happened over these past twelve months, but looking back, it is easy to pick the top two highlights.

In June 2022, AuxoHub participated in a project that would seed the thought of a new vertical of work and world of opportunity. We provided simultaneous interpretation (Tamil – English – Tamil) for a closed-door conversation and those two hours sparked a powerful realisation. While the Indian development sector works in the vernacular, its stories are often told in English. This mismatch creates a chasm between who we work with and who we speak to. We began asking ourselves how we can bridge the chasm. In July 2022, we launched our accessibility vertical, providing interpretation and translation in regional languages to make sure everyone can participate in the conversation. We're excited by what is to come.

While accessibility is the brightest highlight with regard to clients and projects, we have also spent time looking inwards and strengthening AuxoHub as an organisation. Our team has grown and we have had the opportunity to work with bright, driven young women and strengthen the foundation of AuxoHub together. An important part of this work has involved coming to terms with and recognising the impact working in the sector has on its employees. As is common in smaller organisations, our team too works hard juggling multiple projects, often engaging with content describing some of society's most complex problems. Being burnt out and feeling overwhelmed are experiences we believe development sector organisations need to be able to address. In a first step towards this, we partnered with Mithra Trust to organise a "Doodling for the Meh" session for our employees and their families. The wonderful team from Mithra Trust facilitated the session and we hope this is the first of more regular conversations and platforms of support around mental health.

The year 2021-22 was one of stabilising and strengthening for AuxoHub. We are thrilled at the progress we have made towards these goals. Over the next year, we look forward to scaling and expanding. We are excited for what is to come.

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

VALUES



Collaborate



Commit



Communicate



Care

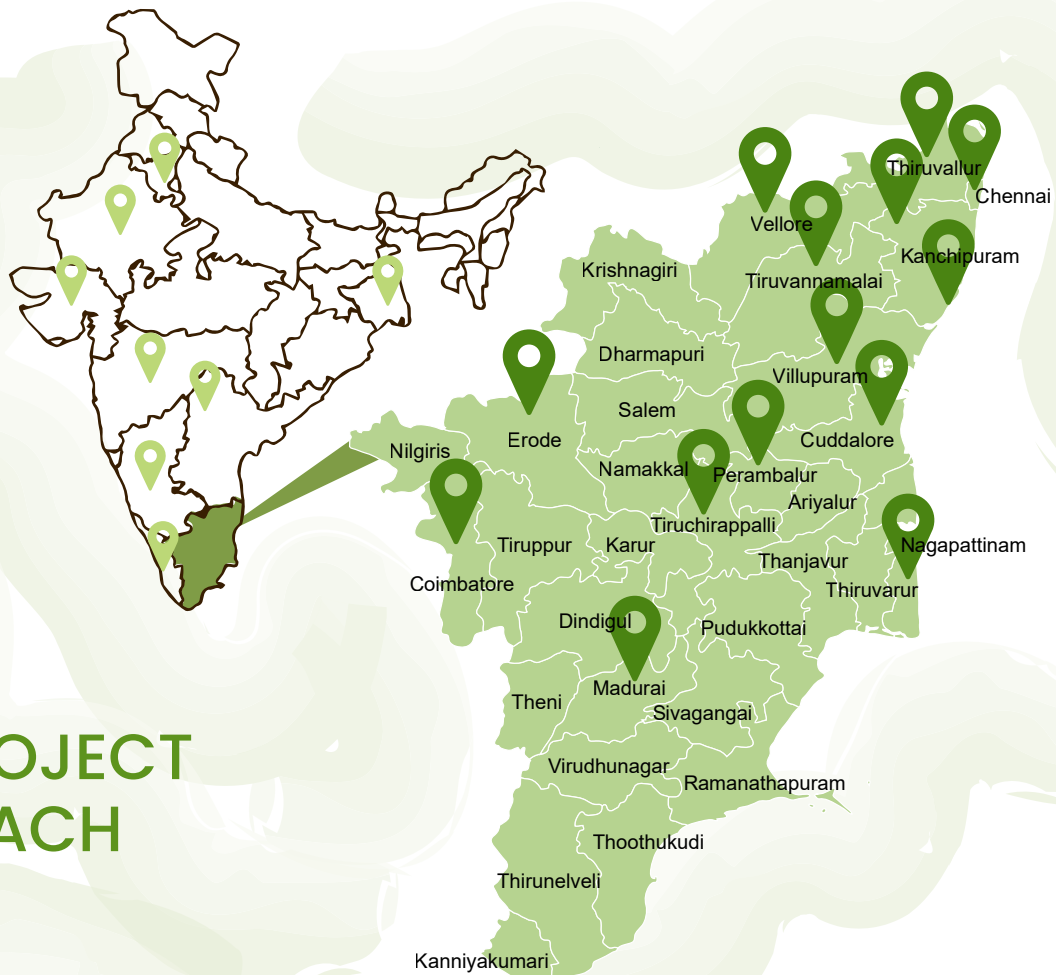
SDGs

CORE
SDG

17 PARTNERSHIPS
FOR THE GOALS



PROJECT REACH



SERVICE VERTICALS

ACCESSIBILITY

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

ASSESSMENT

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

ADVISORY

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

DOCUMENTATION

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

RESEARCH

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

53 Projects Completed ✨

2021-2022 AT A GLANCE

INTRODUCING OUR ACCESSIBILITY VERTICAL

In our work with corporate donors and NGOs, we realised the significant gap in access that affected this sector. While much of the implementation (and therefore impact) was happening in regional languages, the development sector presented and shared knowledge primarily in English. This gap, we realised, meant that the communities we worked with could not access the conferences and seminars in which their voices and stories were shared. AuxoHub's Accessibility Vertical, launched in June 2022, was our response to bridging this gap.

Through our Accessibility Vertical, AuxoHub provides interpretation and translation support to non-profits, corporate donors and other development sector stakeholders who are invested in making conversations and knowledge sharing more democratic. We have provided simultaneous interpretation during live events as well as translation support to research projects. We have also integrated the principles of accessibility into our processes, moving away from English emails to multi-modal and multi-lingual communication channels with our clients. We look forward to strengthening this work next year.

PROJECT SPOTLIGHT

It was a milestone to be able to work as the **Accessibility Partner with the United Nations Foundation** for the Resilience Fund for Women in Global Value Chains. The goal of the partnership was to enhance language justice and democratise the grant application process. AuxoHub provided support including a telephonic helpline, translation as well as remote application submission. We were also involved in ensuring the application form and other collateral were available in regional languages. All support was available in Hindi, Bengali, Kannada, Punjabi, and Tamil. The project gave rise to significant learnings that we hope to grow from over the course of future engagements.

SELECTED PROJECT HIGHLIGHTS

ACCESSIBILITY

At AuxoHub, we work with clients to make sure the greatest number of stakeholders have access to the largest amount of information. Recognising the language diversity in the country, we focus on incorporating linguistic accessibility into conferences, seminars and other live events as well as research material, reports and other written content.



The George Institute: AuxoHub transcribed and translated conversations that The George Institute (TGI) team had with various stakeholders of the public health system in Kerala. This included Witness Seminars and one-on-one interviews with public health officials and community members. We also transcribed conversations that the TGI team had with various stakeholders of the public health system in Delhi. This included public health officials, leaders of health-related NGOs, lactating mothers, and the homeless in Delhi, as well as with a few stakeholders associated with homeless shelters. The transcriptions took into account the cultural context of the geography and language (Kerala and Delhi) and the topics being spoken about (public health, homelessness, maternal health). We built a team that had relevant expertise and so could be sensitive in their transcription. Our quality check process also went beyond simple grammar checks and proofreading to make the transcriptions readable and contextual. By doing so, we could create clean documents that could be used for further analysis and also be preserved in archives and libraries.



Women Win: AuxoHub partnered with Women Win as a continuation of our work with the Resilience Fund for Women in Global Value Chain. AuxoHub sought to ensure linguistic accessibility in a pre-defined set of regional languages for the launch of the Fund's Learning Hub. This involved simultaneous interpretation in Hindi, Tamil and Bangla. Through this, we were able to make the launch accessible to the beneficiaries in regional languages.



eVidyaloka: AuxoHub assisted eVidyaloka in ensuring that National Partner Summit “Roshni 2021” was linguistically accessible by providing simultaneous interpretation services. This involved the participation of simultaneous interpreters from the AuxoHub team in open sessions of Roshni 2021 in Hindi, Tamil, Telugu & Kannada. We also submitted a key learnings report following Roshni 2021 detailing the process of ensuring linguistic accessibility in open sessions and takeaways for future events.

ADVISORY

We believe that the most effective change is possible only if funders and beneficiaries work together. At AuxoHub, we work with corporates to identify and verify organisations that best align with internal CSR policies. Through the course of the funding, our team monitors and reports on project progress to ensure funders are kept abreast of impact. We work with our NGO partners to help strategise growth and expansion plans, focusing on sustainability and efficiency.



Mithra Trust: AuxoHub undertook in-depth interviews with select community members pre-determined by Mithra based on interest, willingness and availability. This was done to understand the idea of “depth.” This involved open-ended and exploratory interviews with the selected community members. The information gathered was collated from respondents into a key learnings document, detailing thematic learnings and recommendations.



Arvind Foundation: AuxoHub presented a proposal from Arvind Foundation for funding to a corporate client. After project approval, AuxoHub facilitated disbursement and acted as the Monitoring & Evaluation partner for the project’s duration, evaluating project impact and collating the endline donor report. This involved providing support services for the creation of proposal, coordination and facilitation of proposal approval between CSR and recipient teams, multi-stakeholder interactions to understand project impact and creation of impact report for the donor organisation.

ASSESSMENTS & EVALUATION

We work with both funders as well as beneficiaries to conduct needs assessments, project monitoring, evaluations, and impact assessments. All our reports adopt a multi-stakeholder approach which is designed to capture both intended as well as collateral impacts of any intervention. These evaluations help ascertain the need for interventions as well as the impact of projects.



Computer Age Management Services: AuxoHub collaborated with Computer Age Management Services (CAMS) to document pre-existing, ongoing CSR projects to ensure and enable maximum impact. Over the past year, we have produced 16 impact assessment reports. With a fundamental focus on sectors like education, healthcare and palliative services, the company collaborates with numerous leading NGOs to ensure social change. AuxoHub partnered with CAMS to document their pre-existing, ongoing CSR projects to ensure and enable maximum impact. This documentation spanned operational details of the project, financial reporting on expenditure as well as reporting of the project impact through primary data collection, data collation and analysis.



- **Olympic Gold Quest:** AuxoHub assisted the Foundation for Promotion of Sports and Games in their donor reporting to Acsys Investments Pvt Ltd for their "Olympic Gold Quest" project, whose mission is to support Indian athletes in winning Olympic Gold medals. This involved primary data collection through online interviews and creating a midline and endline report.



- **TiE Chennai:** AuxoHub undertook midline and endline impact assessment for two of TiE Chennai's projects - "Business Kadha Kekalaam Vanga" and "A to Z of Bakery." This involved primary data collection through online interviews, data analysis of feedback collected from participants and the creation of a midline and endline report.

CONTENT CREATION

We work with our NGO clients to create a host of collateral, including pitch decks, websites, social media material, impact stories and brochures. Through these services, we hope to improve organisational memory as well as help clients put their best foot forward to potential funders.



Quest Alliance: AuxoHub assisted Quest Alliance for their impact documentation requirement. We undertook two projects for them this year, with 27 impact stories created for their intervention in Gujarat, and 25 stories created for their intervention in Delhi, Gujarat, Rajasthan, Tamil Nadu and Kerala. This involved data collection via phone interviews, data collation and analysis to find the anchors for each story, and creation and designing of 52 impact stories. These impact stories were used by Quest Alliance to document the impact of their interventions and were also shared with their funding partners.



Vanavil Trust: AuxoHub assisted Vanavil Trust in compiling and designing the organisation's quarterly newsletters. From the raw data provided by the Vanavil team, we revamped documents that included consolidated project updates supported by pictures and graphics as necessary. We also designed the document in a newsletter format. One document per quarter was created incorporating key developments, project milestones and achievements at Vanavil Trust.



◦ **Samvada:** AuxoHub assisted Samvada in creating event documentation for their National Consultation. We assigned a two-member team to be passive observers of the deliberations at the Consultation and undertook a data collation and analysis exercise of these conference notes to identify key themes and takeaways that formed the skeleton of the report. A detailed skeleton was shared with the Samvada team for approval, following which the event report was created.

RESEARCH

We work with our clients to synthesise on-ground learnings and organisational knowledge. We undertake sector-specific and thematic research projects for clients, covering the whole gamut from primary data collection through secondary research and data analysis, culminating in comprehensive report compilation. This spans quantitative and qualitative projects across sectors, allowing clients to create knowledge bases in areas allied to their core interventions.



- **Sarothak Educational Trust:** AuxoHub provided consultancy services to Sarothak Educational Trust for researching and creating five independent project reports for Sarothak's different projects. This involved undertaking research about Sarothak's programs and interventions, and compiling and documenting this data as designed project reports. Five draft reports detailing individual projects - sustainable employment, vocational skill building, early intervention, inclusive education and advocacy - were written and designed.



- **Venture Village:** Auxohub assisted Venture Village in creating scripts for their young professionals' curriculum. Venture Village provided a broad skeleton of what they wanted each script to cover. With this framework in place, we created detailed research notes, which were shared with the Venture Village team. Feedback was incorporated, and the final script was written. These scripts will later be converted into videos for their young professionals' program.

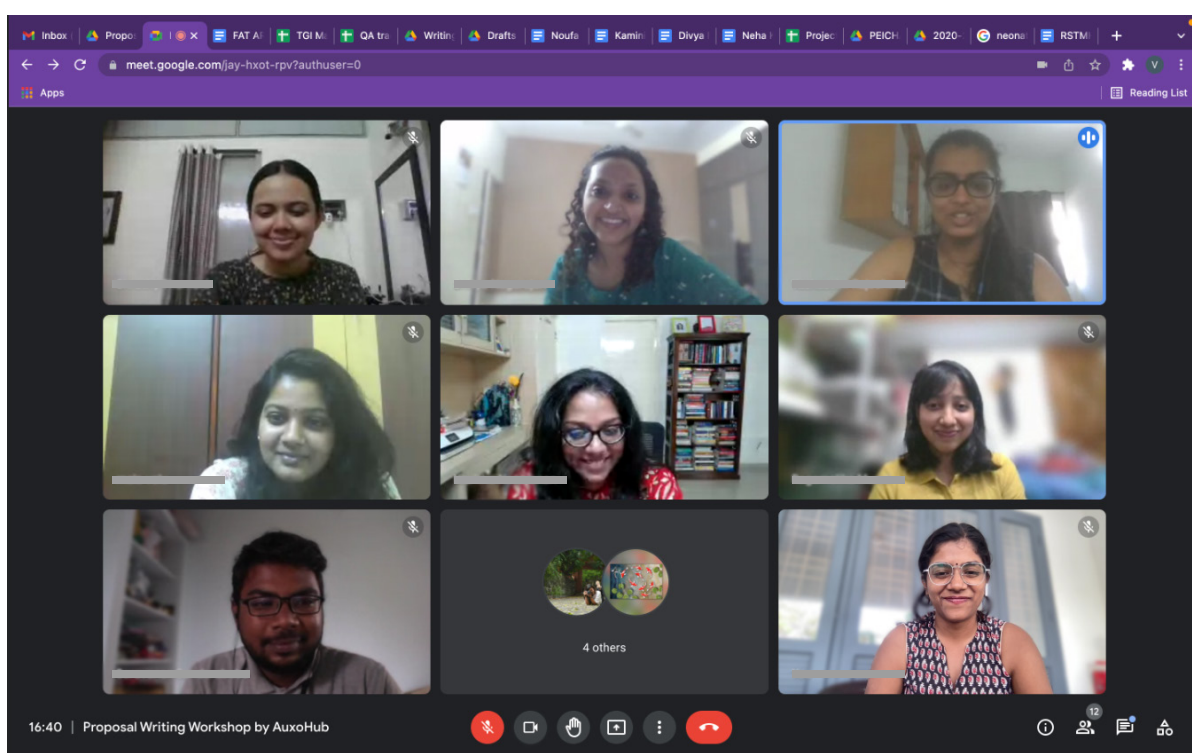
COMMUNITY BUILDING EVENTS

ROADMAP SERIES

In December 2021, AuxoHub hosted a series of conversations with eminent speakers themed around ethics, empathy and compassion in the social sector. This included a session on “Ethical Storytelling” led by Ameen Haque from Storywallahs, “Creating Compassionate Workspaces” with Bhavana Issar from Caregiver Saathi, and “Empathetic Leadership” with Krithika Ram. These sessions were open to core members of the AuxoHub team as well as others in our network.

PROPOSAL WRITING WORKSHOP

On January 28th 2022, AuxoHub organised a workshop specifically for organisations working in the education and the healthcare sector. In this workshop, we went through the basics of proposal writing. We had experts from the education and healthcare sectors available for one-on-one support, and also had a short session to learn basic design principles for creating proposals. The session also provided space and time for the organisations to draft a working proposal to use for fundraising. By the end of the workshop, the participants had been exposed to the fundamentals of proposal writing and had created a draft proposal for their organisations customised to emphasise the fit with different funders.

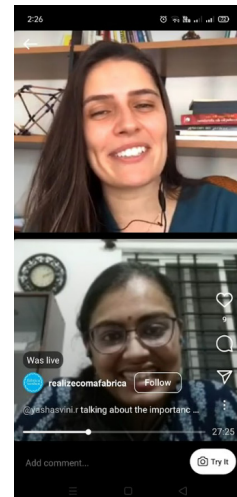


EXTERNAL ENGAGEMENTS

Yashasvini Rajeshwar, our Founder and CEO, represented AuxoHub in multiple webinars and panel discussions that happened over the course of the year.

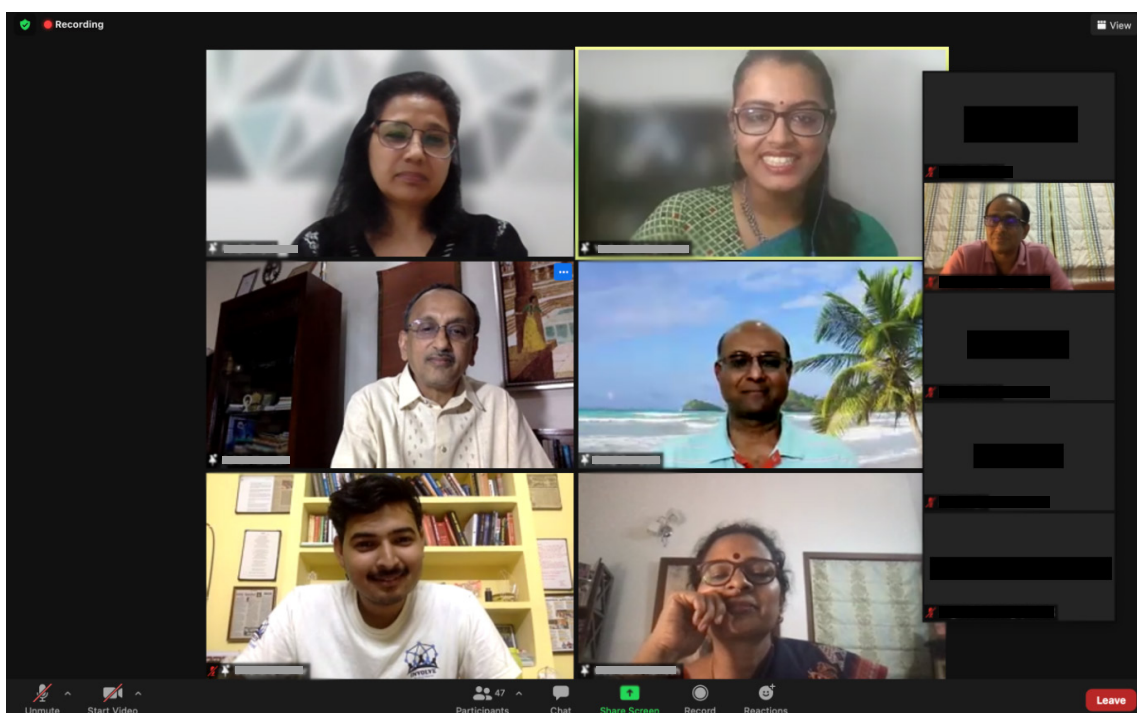
Instagram Live: Dream Week with Fabrica dos Sonhos

On September 22nd, 2021, AuxoHub interacted with Myrian Castello, Co-Founder and Executive Director of Fabrica dos Sonhos, a Brazilian NGO that promotes the right to dream. During the conversation, Yashasvini spoke about her fascination for stories and the importance of listening in doing meaningful work that brings about change.



Panel Discussion: IITians for Impact

On October 2nd 2021, Yashasvini Rajeshwar participated in an online panel discussion "IITians for impact" hosted by IIT Madras Alumni Association. An alumna of IIT Madras, Yashasvini participated in a spirited discussion with other alumni on the needs of the non-profit sector and lessons from success stories that have emerged over the years.



Webinar: My Story: An Accidental Entrepreneur

On December 7th, 2021, Yashasvini addressed the students from Sri Kanyaka Parameswari Arts and Science College for Women. She shared anecdotal stories of accidental entrepreneurs and the lessons she drew from them in building AuxoHub since 2018.

ORGANISATION BUILDING

Planning for the year ahead

In February and March 2022, the core team at AuxoHub participated in two brainstorming sessions to chart out a plan of action for the following year. This involved looking back at the successes and challenges of the year past, setting targets, mapping every individual contribution, discussing possible roadblocks and articulating mitigation plans. As a small organisation, these conversations provided the platform to take stock, look inwards and reflect even as we gear up for the new year.

Doodles for the Meh session

After two years of the pandemic, we all recognised the need to pause and recognise the emotional toll it had taken on each of our lives. AuxoHub hosted a “Doodles for the Meh” session for its employees and their families in an effort to support the emotional and mental well-being of our community. Hosted by Mithra Trust on September 29th 2021, the session was a small reminder that it is just as important to take care of ourselves as it is to cater to the needs of the larger ecosystem.



Internal Building Capacity

Between February 2022 and June 2022, AuxoHub conducted multiple internal writing workshops for the core team. As an organisation engaged primarily with documentation, we recognised the need to continuously sharpen our skills and exposure to help us innovate and grow as service providers. Through these workshops, the team practised and discussed various nuances of writing, participated in numerous small exercises, and shared peer feedback with one another.



TEAM TALK

AuxoHub has expanded from a three-person organisation to one with six core employees over the course of this year. This gave me the incredible chance to watch from the front row as an organisation grows. While working remotely, we developed methods and procedures for interacting with this expanding team and learned how to assign tasks and collaborate. I saw how people work together to form an organisation and how a kind workplace culture develops. I also watched firsthand as AuxoHub's accessibility vertical grew into one of our most important work verticals.

Growing the organisation, collaborating on projects with grassroots and international organisations, and establishing solid foundations and relationships with our clients and external consultants have all been priorities this year. As I begin my second year at AuxoHub, I'm eager to learn, work on ambitious projects with clients who care about making an impact and contribute to the company's upward trajectory.

VANDANA

WE WERE A YUNUS & YOUTH INCUBATEE!

Yunus & Youth is an incubation program mentored by Nobel Laureate Muhammad Yunus. The program seeks to provide young social entrepreneurs the tools, resources and networks they need to build their businesses. AuxoHub was one of ~3,000 applicants to be chosen for the Class of 2021.



TEAM TALK

When the Yunus & Youth Fellowship began, AuxoHub was doing very well. We had exciting clients, large projects, and it felt like we were at the cusp of something new. The responsibility of building our organisational capacity to leverage these opportunities fell on me. It was a challenging time as an entrepreneur - onboarding new talent, creating systems and processes that support growth, communicating with clients, and the many other tasks that go into running a small business. It would not be an exaggeration to say Yunus & Youth provided me with exactly what I needed at that stage - community and guidance. Through the Fellowship, I met other entrepreneurs on similar paths fighting similar battles. We exchanged notes, swapped success stories and commiserated over failed attempts. From those conversations, we all grew in confidence. For the questions we did not have the answers for among us, I had Priya and Mandalyn, my phenomenal mentors who encouraged, supported and guided me in the kindest, gentlest way possible. They were my cheerleaders from across the world, and breaking down our challenges with them was exactly the roadmap I needed to drive AuxoHub's growth forward. The six months of the Fellowship were momentous, both for AuxoHub as an enterprise and for me as an entrepreneur."

YASHASVINI



MENTOR SPEAK

In working with the team over the last 6 months, I've seen them execute at a high quality and efficiency while never losing the focus on continuous improvement. I'm inspired by their vision for the company's trajectory, and to see how they continue to scale and amplify their already meaningful impact in the coming years.

PRIYA ACHAIBAR



[About Us](#) [Social Entrepreneurs](#) [Partner With Us](#) [Y&Y Blog](#)

Yashasvini Rajeshwar

Nationality: India

Organization Name: AuxoHub

Impact Region: Asia

About the Social Business: AuxoHub is in the business of facilitating impact. An Indian development sector consultancy, we provide support services to non-profits, corporates and funding agencies across the country. This includes working on documentation and collateral creation,

yandvouth.com



LOOKING AHEAD

EXPLORING NEWER GEOGRAPHIES

With the COVID-19 pandemic shifting the ways we have been traditionally working, it has created opportunities for us to explore new geographies across India. Having set a strong foot in Tamil Nadu and other southern states, we plan to expand our services across newer geographies in India over the next year.

BUILDING EXTERNAL CONSULTANT POOL

Alongside exploring newer geographies, AuxoHub has also been growing its external consultant network for various projects. In the upcoming year, we aim to continue this expansion and create opportunities to collaborate with many more external consultants diversifying and strengthening our expertise and skillsets across sectors.

STRENGTHENING ACCESSIBILITY VERTICAL

This year AuxoHub launched the accessibility vertical recognising the language diversity in our country and the need for incorporating linguistic accessibility into conferences, seminars and other live events as well as research material, reports and other written content. Over the upcoming year, we intend to strengthen this new vertical, expanding it to different regional languages as well as project types.

STRENGTHENING CORPORATE COLLABORATIONS

Born with the intent to bring corporates and NGOs closer together, we have grown to provide a host of support services. While AuxoHub has been extending its services to all the stakeholders striving to create impact, we would like to strengthen our collaborations with corporates. The aim is to ensure that the strengths of corporates are utilised in the right way to maximise impact at the grassroots.

OUR PEOPLE

TEAM



Yashasvini Rajeshwar
Founder & CEO



Krupa Varghese
Co-Founder



Vandana Devi
Senior Associate Consultant



Ragamalika Muralidharan
Associate Consultant



Shruthy Thamara
Associate Consultant



Shriya Nagarajan
Visual Designer

MENTORS



V. Shankar
Mentor



David Nash
Mentor



Akhila Rajeshwar
Mentor

WE HAVE 40+ CONSULTANTS IN

Anand, Bengaluru, Bhubaneswar, Chennai, Chicago, Delhi, Firozpur, Hyderabad, Kharagpur, Kochi, Kolkata, Kollam, Kottayam, Mumbai Salem, Thiruvananthapuram, Trichy, Thrissur, Varanasi



AuxoHub

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