

Company Brief:

Samhita Social Ventures Pvt. Ltd. aims to provide social organizations with access to funds, people, knowledge, networks and customers. Samhita is supported by Nadathur S. Raghvan, founder and former Joint MD of Infosys. Samhita was incorporated on November 2009.



Samhita is building a social marketplace that will be the one-stop location for all information, interaction and resource mobilization in the development space. The portal will:

- Feature the work and needs of thousands of credible social organizations
- Create a strong network of donors and investors who will have a wide menu of giving options ranging from grants, loans, equity investments to volunteer and pro bono opportunities
- Build an extensive database of reliable service providers and professionals that offer legal, accounting, capacity building and fund raising services
- Provide robust feedback and rating mechanisms that allow funders to track their donations and evaluate the impact that their investments have created

Immersion Experiences:

Location: Mumbai

Report to: Sarabjeet Singh, Associate

Did you know that there are 1.2 million non-profits in India that struggle to receive support and funding? Have you thought about what it takes to set up and scale social enterprises that deliver critical goods and services to bottom of the pyramid communities and make a substantial profit? Did you hear about the millions of dollars that were raised through the use of technology and online social media in response to the Haiti earthquake?

Samhita is a smart one-stop portal that combines great user experience with thought-provoking content to give anyone and everyone, interested in making impact, the ability to do so effectively. Our first event is an online giving challenge where social organizations create online profiles (similar to Facebook) to showcase their work, credibility, projects and needs. Samhita will provide them a variety of online tools and resources to help them raise funds, find volunteers and access a wide range of support resources. The Challenge will run from March to June.

We are looking for motivated individuals who will understand the needs of social organizations and the problems faced by donors and volunteers.

The interns will do a thorough study of the Samhita's social marketplace, create a robust framework for understanding the challenges faced by the users, record data using an effective feedback mechanism and use smart evaluation metrics to suggest changes and improvements in the portal. After finalizing of a plan of action, the students would work with the Samhita team to implement their plan with the aim of creating large scale impact. This project would run parallel to the challenge and will continue beyond it.

Key Learning Points and Takeaways from the internship include:

- Strong understanding of the non-profit and the for-profit social enterprise sector and challenges faced by them.
- Product-Testing skills involving working with people to understand their problems.
- Research skills for strategy and planning.
- Skills in understanding the life-cycles of product development and enhancement.
- Thorough understanding of user experience and features of online portals Information Security