

Charitra.

Charity Transformed

What is Charitra?

Charitra an abbreviation of charity transformation, is an online platform that connects volunteers, non-profit bodies and corporations to work together toward social causes and make a difference in their communities. Through Charitra, a social cause however small, gets noticed and auctioned by enabling the various entities to come together and harness their resources for the cause. Charitra aims to bring about efficiency and transparency in the world of charity through the use of best of breed technology and decades of business excellence practices from SAP.

SAP and Charitra

To achieve the vision of Charitra, the fundamental requirement was to have a system that could seamlessly link all entities in the value chain to enable information flow across the system boundaries of individual entities and bring visibility. SAP is uniquely poised to do this, with having over 80% of world's business transactions running through an SAP system and having a customer base of 75000 and through them a billion users who are touched directly or indirectly through an SAP system.

What does Charitra do?

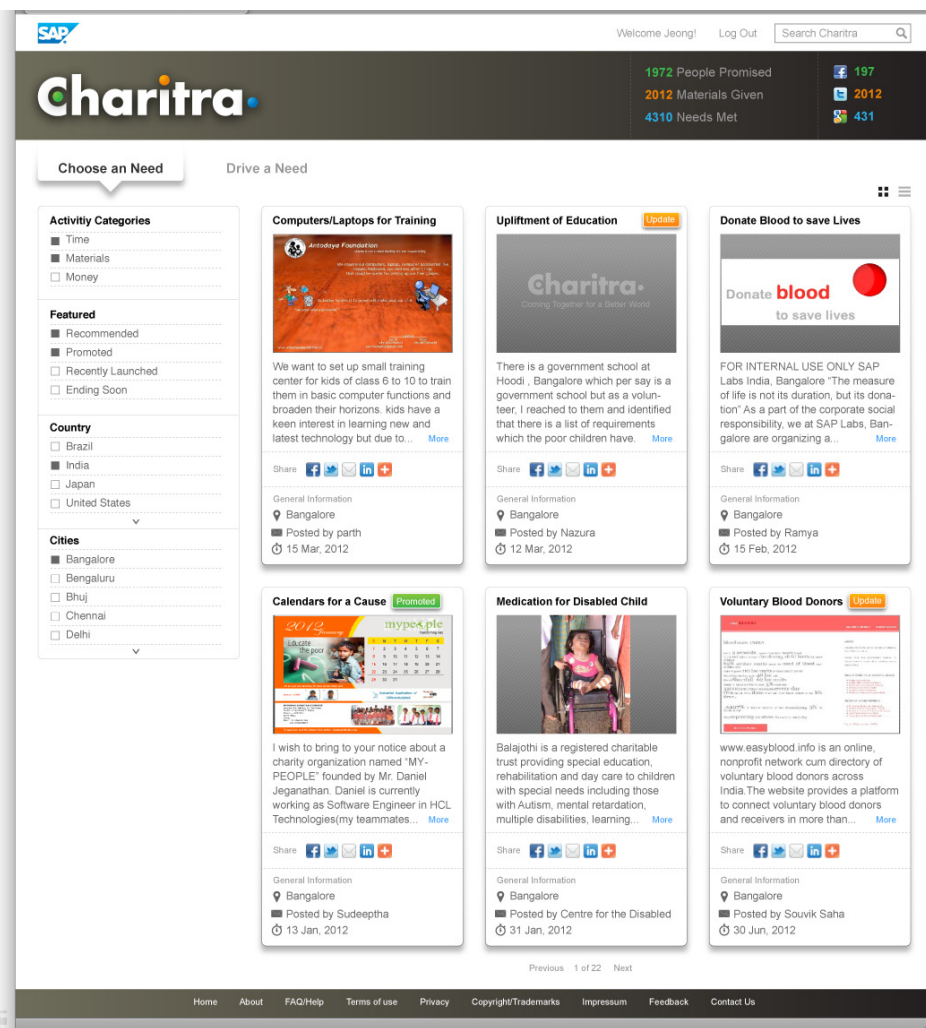
At this point Charitra simply connects volunteers/donors for a social cause. NPOs put up a social cause/need in Charitra and ask the donor community for help in meeting the needs. NPOs, specifically put up what they require (materials e.g. rice, wheat, books, pencils etc –Idea skills copywriting or effort e.g. tree planting), how much they require and for what purpose in the site. Donors/volunteers can view these requirements and choose how best they contribute to the social cause by donating their resources, time or skill. At present the site doesn't support

monetary donations owing to issues like governance, credibility etc. Charitra also makes it easy for individuals to donate or volunteer by classifying needs into categories, enabling search and showing needs based on time lines.

What value does Charitra bring?

For the NPOs, Charitra inherently makes needs actionable by enforcing a timeline, and enabling the NPO to list of the activities pertaining to the need in question. E.g. if an NPO is asking for food item donation from donors, they have to specify by when they need the items and for what purpose the items will be used for, say mid-day meals or evening snacks etc. This brings about great deal of clarity and transparency to the donors who know exactly what they are donating towards and for what purpose. For donors/volunteers, Charitra brings visibility into the requirements of the NPOs and show how best they can contribute towards it. Thus volunteers can search for needs that ask for their specific skill, can contribute towards causes they are passionate about and can donate required quantities of items to the NPO concerned. E.g. Charitra can surface requirements of doctors for a medical camp, which can be volunteered for by medical practitioners







Home Page of the Charitra Website

What impact Charitra has made?

Charitra was launched in India towards end of October and launched globally in November. In the brief time from launch, Charitra has been adopted by 6000 volunteers, around 70 NGOs. It has been used extensively in the Joy of Giving Week (India's "festival of giving", celebrated annually in October to brings together Indians from all walks of life, to celebrate the 'act of giving'.) other social events and has been used to run the entire Month of Service events for SAP India events in 2011. In terms of impact, Charitra has directly and indirectly affected 9000 lives. Charitra has provided for the educational and nutritional needs of underprivileged children, the disabled and elderly. Through Charitra, several environmental programs were conducted resulting in spreading awareness amongst the society. Charitra is aligned to SAP's mission to make the world run better, by enabling social causes to run better and thereby transform the world.

Contact

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Key Highlights

Volunteers first

Charitra makes no distinction between a volunteer and non-governmental organization. We realized that the distinction is superficial. It's ultimately the people helping other people in service of a common need. That is the level at which trust is established. So why create boundaries?

In plain sight

We believe sharing challenges is more valuable than sharing successes. We know volunteering is about human networks - the best networks learn. So everything is transparent in Charitra. You can see someone else's need, activities, profiles and they can see yours. We think being transparent is really important so that everyone remembers that it's not about us - it about them, the people your need is impacting.

Activity focused

Charitra helps to keep the activity in sharp focus. Volunteers are attracted to a need, but work on an activity. The sense of satisfaction you get from volunteering comes from what you did. We wanted to amplify this insight.

Start with can

We believe too much choice is not helpful here. It slows down decision making by giving options but no way of deciding between them. So we decided to start with what you can offer as a volunteer rather than all that is needed. Once you tell us what you can do - your constraints - how much time can you spare, how far can you are willing to travel - we show you activities that match. That way, you know you are only seeing activities you can help with.