



INGO Trust

2025

ANNUAL NEWSLETTER

Presenting a year of growth, innovation, and impact. This annual newsletter encapsulates our journey, milestones achieved and, aspirations for a brighter, more sustainable future.





A Year in Review

The year 2025 marked a period of recognition, scale, and deepened impact for INGO. We were honoured as one of the **Top 5 Best NGOs of the Year 2025** by the Indian CSR Awards. We were further acknowledged as **“Recognizing Change Makers in Digital Inclusion and Women Empowerment”** at an ICSSR-funded national seminar on empowering rural women through digital inclusion.

Across the year, our team created websites for more than **500** NGOs, expanding our community to **1936** NGOs. We strengthened regional engagement by coordinating with 5 NGO federations across 3 districts in Tamil Nadu and Telangana, and kept digital engagement for our partners active through 5 social media campaigns, including **Photo of the Month, Video of the Month, and Compliance Champion**. In addition, we completed the appraisals for 15 NGOs based on their impact, compliance, and project management;

We conducted **75 webinars**, raising our cumulative tally to **404 sessions** and **6,600+ participants**; and completed content quality reviews for 1,600+ NGOs. Our social media presence grew substantially, with the launch of our new Instagram channel. On the technology front, we launched a new website template, introduced a donation feature, and automated key elements of website creation and scoring.

Our long-standing partnership with Dhvani Foundation continued to be central to our mission of strengthening the digital readiness of India’s nonprofit ecosystem.

As we close the year, INGO stands committed to innovation, scale, and service—advancing our mission to provide every NGO in India with the digital foundation they need to thrive.



Jashosree Sen

Operations Manager

INGO Trust



INGO TRUST



From the Co-Founder's Desk

Priya Karnik - Co-Founder and President

This year reaffirmed my belief that technology, when applied with intent, can meaningfully strengthen the nonprofit ecosystem. One of our key focus areas was automating the website scoring mechanism to better understand NGO engagement and ensure continuous improvement across our platform. The team successfully onboarded **500 new NGOs**, expanding access to structured, credible digital visibility through INGO. Our work and impact were further validated through national recognition, including being named among the **Top 5 Best NGOs of the Year 2025** and being recognised as change makers in digital inclusion and women empowerment.

I have consistently advocated for strengthening the sector by enabling collaboration between large-scale and small-scale NGOs.

Smaller organisations possess deep community knowledge and agility, while larger NGOs bring scale and resources—INGO plays a vital role in enabling this partnership by creating digital readiness and trust. Collaborating with capable grassroots organisations not only builds capacity but also amplifies impact on the ground.

As we move forward, my focus remains on mentoring our team, strengthening systems, and ensuring that every NGO—regardless of size—has the tools, visibility, and confidence to grow and create meaningful change.



Priya Karnik
Co-Founder & President

From the Co-Founder's Desk

Gururaj Potnis, Co-Founder, Secretary-cum-Treasurer

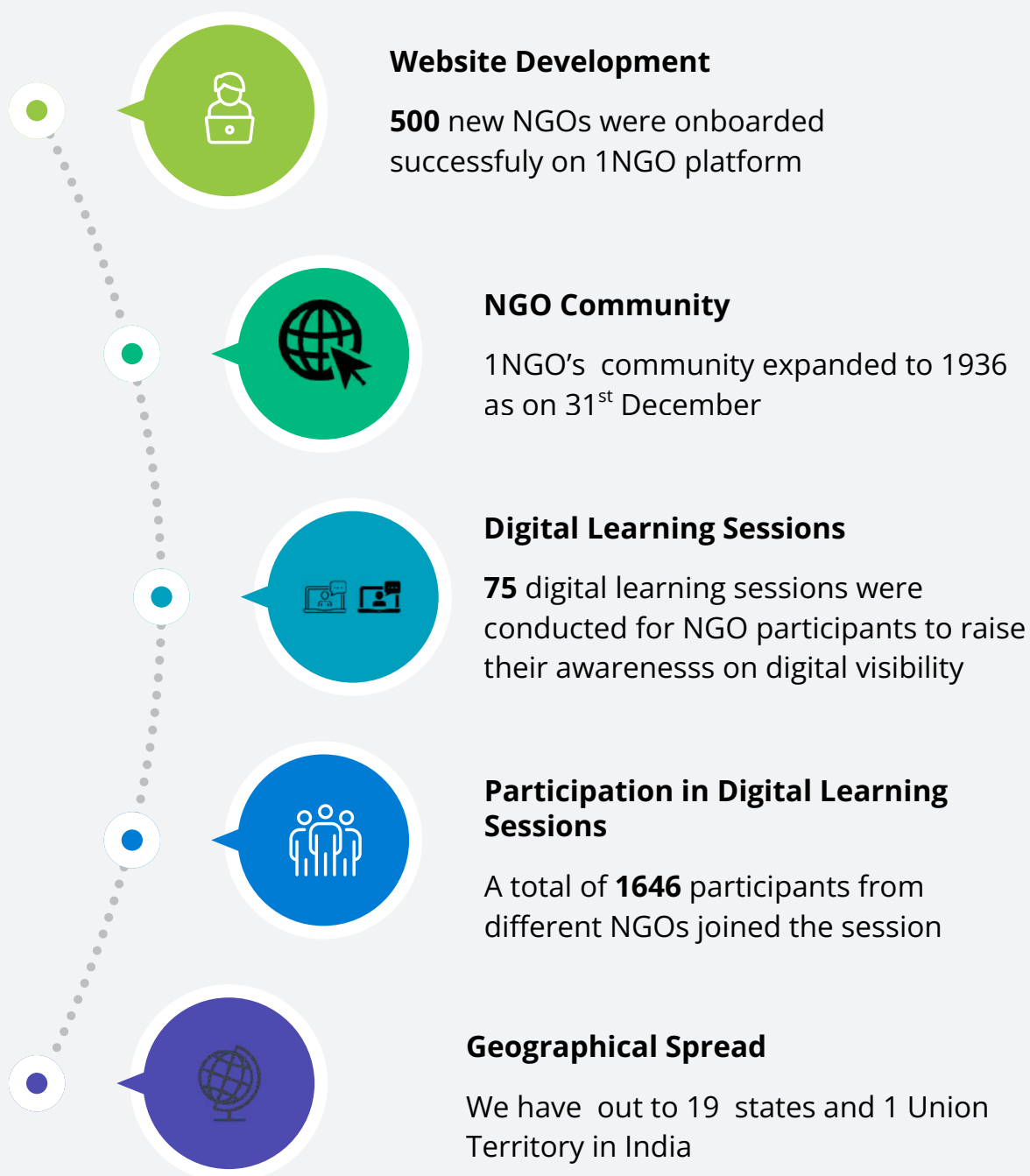
My mission has always been to build a robust and future-ready digital infrastructure for India's social sector, and this belief continues to guide our work at INGO. I consistently emphasise the importance of adapting to technology, particularly in the age of AI, and encourage our team to integrate AI tools into day-to-day operations to make processes simpler, faster, and more efficient. Automation, in my view, is no longer optional—it is essential, which led to the partial automation of our website creation process this year. I have also been closely exploring the introduction of chatbot-based support systems to assist NGOs in building and managing their websites more independently.

While congratulating the team for successfully achieving their targets, I reiterated that quality must always take precedence over quantity. I remain deeply grateful to Dhvani Foundation for their continued trust and support throughout the year, which has enabled us to innovate, scale, and strengthen our impact across the sector.



Gururaj Potnis
Co-founder, Secretary-cum-Treasurer

Celebrating a Year of Impactful Journeys





Partnership with Dhvani Foundation

Our partnership with Dhvani Foundation has evolved into a deep, multi-layered collaboration rooted in trust, shared learning, and sector-wide impact. We worked closely across three strategic layers—first, with Dhvani Foundation's support, we onboarded more than **230 NGOs** from across India onto the 1NGO platform. Second, under their **VOICE programme**, we partnered to build five websites for NGO federations in Tamil Nadu and Andhra Pradesh, while also managing the social media presence of these federations and creating over 500 social media pages for their member organisations. Third, throughout the year.

1NGO serves as the digital partner for Dhvani Foundation's Niranthara and Saksham programmes, managing the digital requirements of seven batches comprising 191 NGOs. Among these, more than 40 percent have created websites on our platform, and over 73 percent have subscribed to our social media services. This partnership has been a continuous learning experience for our team, strengthened by the constant support and collaboration of the Dhvani Foundation team. We are grateful to the team for their guidance, responsiveness, and unwavering encouragement.

"It's been an inspiring growth of 1NGO in the space of enhancing visibility of the social sector through Website Development and Social Media. As a reliable partner of Dhvani Foundation, 1NGO has been a huge support in promoting Credibility and Vibrancy of on Indian social sector, they have really made good inroads into grassroots NGOs"

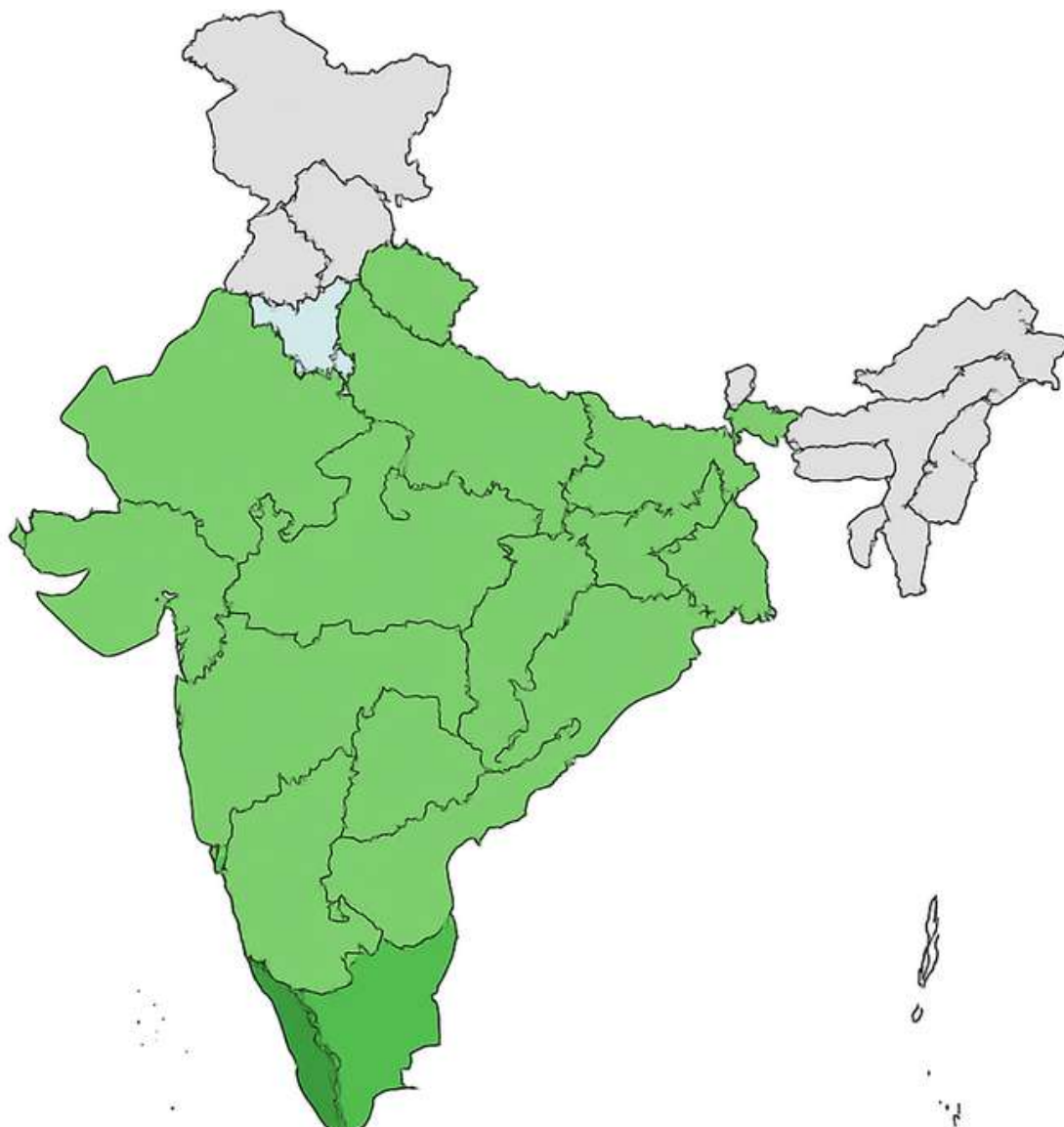


KN Gopinath
Executive Director
Dhvani Foundation

INGO's Digital Reach Across India- 2025



INGO TRUST



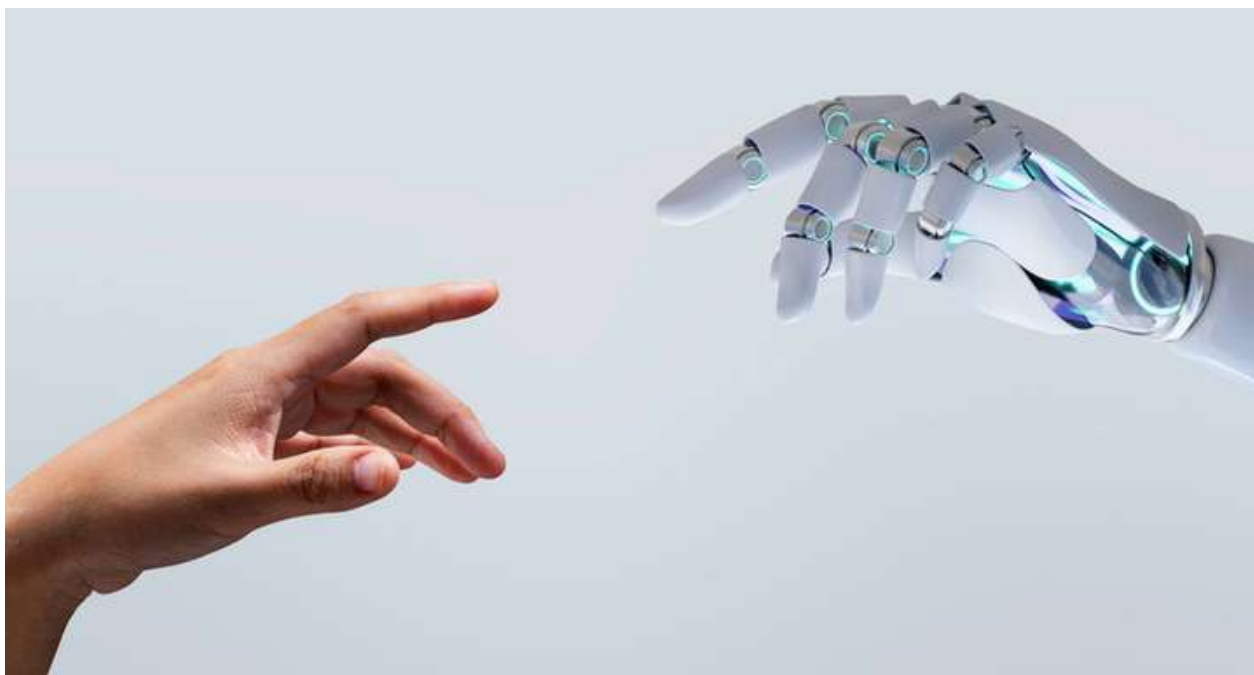
In 2025, INGO enabled **501** NGOs across 19 **states** and one Union Territory to establish their digital presence through dedicated websites. This national spread reflects our commitment to make NGOs visible, credible, and accessible—irrespective of geography. **Karnataka and Tamil Nadu** led this expansion, with **133 and 122 NGOs** respectively gaining structured digital visibility. Collectively, these organisations now form part of a growing national ecosystem of NGOs equipped to engage donors, partners, and communities through technology.



Webinar and Digital Learning Initiatives

Webinars and digital learning sessions continue to be a core pillar of INGO's mission to make NGOs digitally aware and confident in navigating the online ecosystem. In 2025, we conducted **75 webinars**, engaging over **1600 participants** from NGOs across diverse geographies. These sessions were designed to be practical and action-oriented, addressing real operational challenges faced by nonprofit teams. Topics ranged from updating and maintaining NGO websites to effective LinkedIn page creation and management. Each session focused on simplifying digital concepts and enabling immediate application.

To further strengthen learning continuity, we also developed **22 structured video tutorials tailored for NGO partners**. These resources were shared through our YouTube channel and WhatsApp community, ensuring easy access and sustained engagement. Through consistent learning opportunities, we strengthened the digital capacity of NGOs and reinforced our commitment to continuous, accessible capacity building for the social sector.



New Tech Initiatives Launched during 2025: Technology and Platform Enhancements

In 2025, INGO introduced several key technology upgrades aimed at strengthening digital access and usability for partner NGOs. **A newly launched website template now offers organisations a wider range of design options**, enabling them to build more dynamic and customised digital identities. To support fundraising efforts, we introduced a cause-wise donation feature, allowing NGOs to raise funds for specific projects with greater transparency. We also partnered with **Cashfree Payment Gateway** to ensure a secure and seamless donation experience.

Automation was integrated into key components of the platform to improve website performance and reduce turnaround time. The mobile user experience was significantly enhanced to ensure smoother access across devices. Additionally, a **content-based auto-ranking system** was implemented to assess website quality, and **LinkedIn RSS feed** integration was enabled to automatically reflect organisational updates. Together, these initiatives reinforce our commitment to building a smarter, faster, and more impactful digital ecosystem for NGOs.



NGO Appraisals and Ratings Initiative

As part of our commitment to strengthening transparency and accountability in the social sector, 1NGO conducted structured appraisals for **14 partner NGOs** during the year. The appraisal process began with NGOs submitting their compliance documents and project budgets, forming the foundation for detailed evaluation. This was followed by a half-day on-site visit, during which our team met with beneficiaries, founder members, and project teams to assess governance practices and project management effectiveness.

Upon completion, a comprehensive appraisal report was prepared, and ratings were awarded based on defined parameters. Each NGO also received certification along with a star rating, valid for a period of two years. The appraisals were conducted with great enthusiasm and rigour by a two-member team—Shobha and Yashaswini. To enable scale and wider reach, the appraisal process was subsequently adapted for online implementation, ensuring continuity and accessibility without compromising quality.

Our value added service: Content Creation and Quality Review Services

Beyond website creation, 1NGO offers content development and quality review as an additional service to ensure NGOs present themselves clearly, credibly, and compliantly in the digital space. Our team supports NGOs in drafting and structuring website content that accurately reflects their mission, programs, and impact. We also conduct systematic quality checks of NGO websites, reviewing content for clarity, consistency, completeness, and basic compliance requirements. By combining content creation with rigorous review, we enable NGOs to maintain high standards of digital communication while focusing on their core social work.



Our Social Media Journey

Social Media Campaigns for NGO Engagement

Throughout the year, the INGO social media team conducted four focused campaigns exclusively for our NGO partners, aimed at encouraging active and meaningful use of social media. These included the **Photo of the Month**, **Video of the Month**, and **Compliance Champion** campaigns, each designed to build confidence and digital skills among participating NGOs. By introducing a healthy competitive element, the campaigns motivated organisations to engage, experiment, and learn the nuances of effective social media usage. The Photo of the Month campaign was conducted three times during the year and was exclusively rolled out for NGO partners under the Niranthara programme of Dhwani Foundation.

The outcomes were encouraging, with several high-quality and impactful photographs submitted during the campaigns. Our experience clearly demonstrated that when NGOs receive the right training, guidance, and platform, they are capable of producing remarkable digital content. These campaigns reinforced our belief in learning-by-doing as a powerful approach to digital capacity building.

WHAT OUR PARTNERS SAY ABOUT INGO



INGO TRUST



VERONICA DUNG DUNG
SECRETARY

STRENGTHENING OUR DIGITAL PRESENCE

INGO's support significantly improved the digital visibility of **Samajik Seva Sadan** by strengthening our social media presence and building our team's capacity to manage platforms like Facebook and LinkedIn. Their guidance helped us share our work and impact more effectively, leading to our organisation being featured among the Top 5 in the Photo of the Month challenge. We sincerely appreciate INGO's contribution to enhancing our digital communication and outreach.



AKHIL RAJAN PANDA
GENERAL SECRETARY

BUILDING STRONGER SYSTEMS TOGETHER

Shakti Organisation, Rayagada, Odisha, sincerely appreciates the valuable support provided by INGO during 2025. Their expertise in digital enablement and structured support significantly strengthened our programme implementation, reporting processes, and internal systems.



G.S. MISHRA
SECRETARY

EMPOWERING NGOS DIGITALLY

SACAL (Social Action for Community Alternative Learning), Berhampur, sincerely acknowledges INGO, Bengaluru, for their continued learning and handholding support. Their guidance in digital empowerment, social media, and website design has significantly strengthened our visibility and enabled us to communicate our grassroots work more confidently online.

Said *about* INGO



Shobha Arun

NGO ADMINISTRATOR

"The year 2025 was a exciting year with achievable targets. I enjoyed this year by reaching the targets. Thanks to INGO team, for the co operation all through the year. Special shout out to Mgmt for their encouragement and their support".



Priyanka Hiremanipatil

TECHNICAL ADMINISTRATOR

"I work in a supportive and collaborative environment that motivates me to make a meaningful difference each day while improving digital support for our NGO partners".



Yasaswini Sundar

SOCIAL MEDIA MANAGER (FORMER)

"2025 at INGO has been a defining phase in my leadership journey. It strengthened my decision-making abilities and sharpened my stakeholder management skills, while reinforcing the importance of leading with clarity, responsibility, and empathy. Navigating diverse expectations while staying aligned with the organisation's mission has been a rewarding and growth-enabling experience."



Aasth Mehrotra

SENIOR EXECUTIVE -MARKETING

"Working at INGO Trust has been a valuable professional experience. The organization provides a supportive environment that encourages thoughtful experimentation and independent decision-making. With a focus on impact, I was able to contribute meaningfully to social change as a Senior Social Media Executive"

Said *about* INGO



G Sirisha

NGO ENGAGEMENT ASSOCIATE

"This year with INGO has been a wonderful learning experience, giving me the opportunity to support NGOs and contribute to meaningful social impact. Working with diverse organizations helped me grow in communication, coordination, and content development".



Dharshini R

NGO ENGAGEMENT ASSOCIATE

"Joining this wonderful team on January 1, 2024 has been a truly meaningful journey. Over the year, I've strengthened NGO engagement, helped shape impactful initiatives, and supported our website and digital work. It's been a year full of learning, teamwork, and growth — made special by an inspiring team I'm grateful to be part of".



Shailesh PI

SOCIAL MEDIA ASSOCIATE

"Coming from a different professional background, I initially felt uncertain about how I would contribute at INGO. The trust placed in me by the founders and the constant encouragement from my colleagues helped me transition confidently into the digital space. Today, as a content writer, my work focuses on helping NGOs amplify their voices and bring their grassroots stories into the public domain. This journey has been about learning, growth, and using storytelling as a tool to create visibility, connection, and meaningful change".



Komal Jani

SOCIAL MEDIA ASSOCIATE

"I am grateful to INGO for giving me the opportunity to begin my professional journey. The constant support, patience, and encouragement from my colleagues helped me grow in confidence and capability. Being part of an organisation committed to uplifting communities through digital literacy has been truly inspiring, and it gives me immense pride to be part of the INGO team".

NEW MEMBER

at 1NGO



1NGO TRUST



Rajani G

SOCIAL MEDIA MANAGER

Rajani has joined 1NGO as social media manager. She brings with her seven years of rich experience spanning over various industry from sports to education. At 1NGO she will take care of the social media management of our NGO partners. We welcome her to the team.

DIGITAL EMPOWERMENT

Looking Ahead: Plans for 2026

As we move into the next year, INGO has set an ambitious yet strategic roadmap to further expand its reach and impact. We plan to onboard 600 new NGOs onto our platform, with a focused outreach across eastern, northeastern, and northern regions of India. A key priority will be engaging with NGO federations to enable collective digital transformation through the creation of new websites and shared digital assets.

Alongside expansion, we aim to build new partnerships that strengthen our presence and deepen sector collaboration. We also plan to scale and diversify our social media services, helping more NGOs build consistent digital visibility and engagement. With a strong foundation in place, the year ahead will be centred on inclusive growth, regional balance, and deeper digital capacity building for the social sector.

Thank you for support.

If you have any queries please mail us at help@ingo.in

