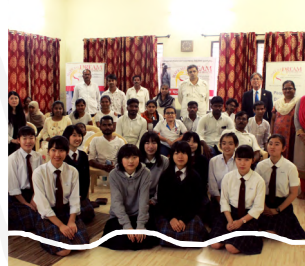


सेवावर्धिनी



# सेवावर्धिनी

ISSUE 3

2025-26

Sevavardhini- A Trusted Partner!

# Index

1. Seva Tarang: A Heartfelt Dialogue
2. Social Organizations and Their Impact
  - 2.1 Seva Sahyog Foundation
  - 2.2 Make My Dream Foundation
3. Beyond Compliance : A Practical guide to budgeting for NGOs
4. Beekeeping as a Sustainable Livelihood
5. Seva-Vrati:
  - 5.1 From Revolution to Annapurna: The Empowered Prematai
  - 5.2 Pushpatai Nade: A Journey of Social Service Born from Struggle
6. Seva News - Videography: A Powerful Voice for Social Service



# Seva Tarang: A Heartfelt Dialogue

## Greetings everyone,

It's hard to believe how quickly the year has flown by. Over the past year, we have consistently published the 'Seva Varta' issues and organized training sessions on various subjects. The response you gave to the insightful online training on 'Videography' conducted by Abha Sandeep Shauche was truly commendable. Several organizations have shared their feedback with Sevavardhini; we sincerely thank you for that.

Our very own platform, the 'Seva Tarang' convention, was held with great enthusiasm in Pune on February 28 and March 1, 2026.

In this issue, we have featured an article on the crucial topic of 'Financial Management.' However, we shouldn't just stop at reading; we must put these principles into practice. Detailed training on this and many other topics was conducted during the 'Seva Tarang' annual convention. We will certainly provide a comprehensive review of those sessions in our next issue.

Last year, we laid the foundation for the 'NGO Accreditation' process. I am delighted to share that the accreditation process for the 25 registered organizations has now been successfully completed. What Sevavardhini learned through this journey and the experiences of the participating organizations were presented directly during the convention. Furthermore, detailed guidance was provided on defining the future roadmap for these organizations and integrating new institutions into this process.

It is only because of your active participation the convention was held with such grace and tradition once again this year. Your spirited and spontaneous participation made this convention a grand success.



**- Somadatta Patwardhan  
Karayavah, Sevavardhini.**

## 2 - Social Organizations and Their Impact

### 2.1 - Seva Sahayog Foundation - A Legacy of Compassion and Collective Action

The Seva Sahayog Foundation (SSF) began at a simple family gathering. Driven by a shared resolve to uplift the vulnerable, what started as a noble idea has blossomed into a powerful movement dedicated to empowering India's socio-economically disadvantaged communities.

Founded in 2005 and formally registered in 2009, SSF has evolved into a trusted bridge between "struggling humankind" and "aspiring humankind." Today, it stands as a premier volunteer-driven organization that transforms social consciousness into tangible grassroots impact.

#### A Vision for 2030: Impacting Millions

SSF is guided by a clear, ambitious roadmap:

- **The Vision:** To celebrate humanity by narrowing the divide between those in need and those with the means to help.
- **The Mission:** To build a global network of committed individuals and institutions to positively impact three million lives by 2030.

#### The Power of Numbers (2024–2025)

The scale of SSF's operations reflects its deep-rooted commitment to social transformation. In the last year alone, the foundation achieved:

Metric	Achievement
Total Beneficiaries	4,67,834+ individuals
Active Volunteers	29,054 dedicated change-makers
Programs Implemented	36 distinct social initiatives
Schools Reached	1,871 across urban and rural landscapes
CSR Partnerships	167 corporate entities

## Core Areas of Intervention

SSF operates through three strategic pillars, ensuring that development is holistic and sustainable.

### 1. Education: Lighting the Path to Knowledge

SSF focuses on reducing dropout rates and enhancing learning quality through:

- **Samutkarsh Centres:** Community learning hubs providing mentorship and academic support.
- **Knowledge on Wheels:** Bringing science labs and libraries to the doorsteps of rural students.
- **Digital Literacy:** Equipping the next generation with essential computer skills and infrastructure.

### 2. Empowerment: Building Self-Reliance

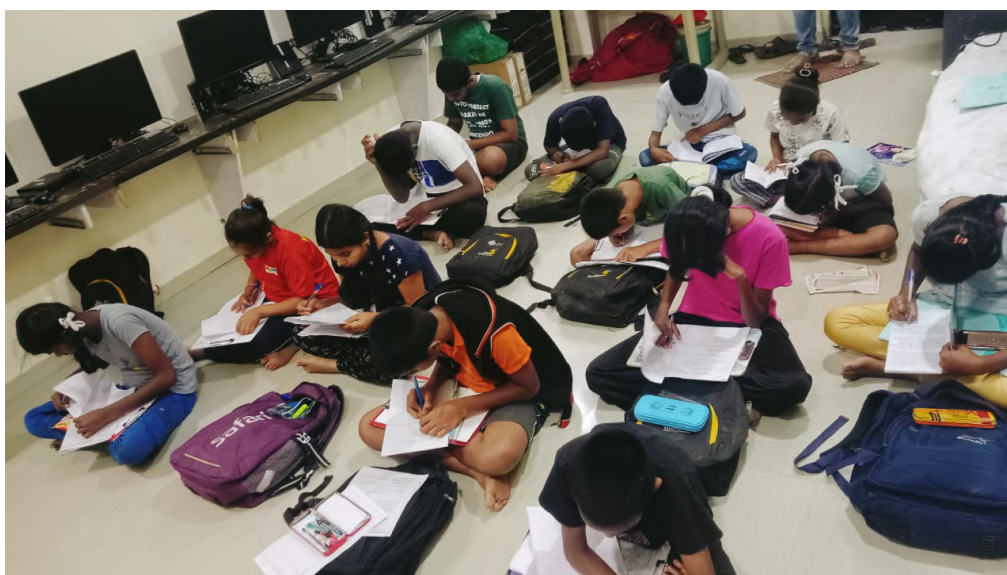
Empowerment at SSF is about dignity and livelihood:

- **Skill Development:** Vocational training for women and youth to ensure financial independence.
- **Health & Hygiene:** Special focus on menstrual health awareness for adolescent girls.
- **Gram Vikas:** Rural development projects involving community-managed water harvesting and farmer capacity building.

### 3. Environment: Protecting the Future

Sustainability is woven into the foundation's DNA

- **Solar Kiran:** Implementing solar energy solutions in schools.
- **Sanitation:** Building toilets and promoting hygiene to create "Nirmal" (clean) communities.
- **Afforestation:** Massive tree-planting drives to restore local ecosystems.



## Governance and Transparency

What sets SSF apart is its Hybrid Delivery Model. By combining a core professional staff with a massive network of trained volunteers, the foundation ensures that every rupee and every hour donated is utilized effectively.

**All projects undergo rigorous Monitoring and Evaluation (M&E), featuring:**

- Pre- and post-intervention assessments.
- Academic performance tracking for students.
- Strict statutory compliance and transparent financial auditing.

"Meaningful change is possible when compassion meets collaboration."

## Recognition of Excellence

SSF's tireless work has earned prestigious accolades, including the Significant Social Impact Award (2023) and the Padmashri Dr. Su. Vi. Mapusakar Nirmal Seva Puraskar (2025) for its contributions to sanitation and rural service.

## Join the Movement

Seva Sahayog Foundation is more than an NGO; it is a platform for every socially conscious citizen to contribute their time, skills, or resources. Whether through a Systematic Donation Plan or active volunteering, you can help build a more equitable society.

"One mission, one society, and one life at a time... we have the power to transform them all. This is more than a foundation; it is a sacred journey of service, dedicated to giving back to society and celebrating the essence of humanity."



# "The Great Leap: From Self-Reliance to Self-Respect"

## 2.2 - 'Make My Dream Foundation' - A Glorious Celebration of Human Dignity

"Manjile unhi ko milti hain, jinke sapno mein jaan hoti hai, pankhon se kuch nahi hota, hauslo se udaan hoti hai!"

("Success belongs to those who breathe life into their dreams; it is not wings that fly, but the unwavering courage within.")

There is no greater sorrow than a child dreaming of a bright future, only to have nature or circumstances strip the strength from their wings. However, when society and an institution infuse these young souls with the power of self-confidence, they gain the strength to touch the sky. This is exactly the resilience and hope that 'Make My Dream Foundation' has been nurturing with unwavering dedication for the past 15 years.

"Disability is of the body, not of the mind." Rather than keeping this motto limited to paper, the Foundation has been working tirelessly to bring a new dawn into the lives of hundreds of Divyang (specially-abled) children. Established in 2009, this organization has today become a beacon of hope for thousands.

Ms. Medha Kulkarni laid the cornerstone of this Foundation. Having faced physical challenges herself, she realized through experience that the specially-abled do not need sympathy—they need equal opportunity and respect. It was from this core philosophy that 'Make My Dream' was born. Today, the organization walks an 'untrodden path' to safeguard the fundamental rights of education, livelihood, self-respect, and social inclusion..



**While most organizations focus solely on financial aid or distributing equipment, 'Make My Dream' goes beyond. The Foundation's vision is one of 'Holistic Development':**

- **Education and Empowerment:** Children are enrolled in regular schools and colleges based on their interests. The Foundation does not stop at paying fees; it provides hostel facilities, transportation, and academic mentoring through dedicated volunteers.
- **Healthcare and Mobility:** Annual health camps are organized. Whether it is complex corrective surgeries or providing calipers, crutches, and prosthetic aids, every intervention is backed by research and expert medical advice. Furthermore, to ensure their progress never halts, self-reliant youths are provided with interest-free loans to acquire modified two-wheelers.

- **Mental Fortitude:** To eliminate the complex of inferiority, the Foundation organizes trekking expeditions, yoga sessions, music competitions, and quizzes. Initiatives like the 2015 'Walkathon' and the 2024 State-level Swimming Competition have proved that given the opportunity, these 'special' athletes are second to none.

The greatest strength of the Foundation is its alumni. These young individuals, now standing firmly on their own feet, have established the 'Dream Vision Fund.' To ensure others receive the same support they once did, they contribute a portion of their monthly earnings back to the Foundation. This cycle of gratitude and giving is the true success of the Foundation's values.



Now, 'Make My Dream Foundation' is taking the most significant step in its journey—'Gurukul: An Independent Beginning.' Spanning 1.25 acres near Pune city, a state-of-the-art 'Residential Rehabilitation Centre' covering 35 thousand sq. ft. is being built. This will be the 'home of dreams' for the specially-abled.

1. **Barrier-Free Infrastructure:** The entire campus is designed with 'Universal Access,' keeping the specific needs of the disabled in mind.
2. **Education and Skill Centre:** It will feature a vocational training center, computer lab, Braille library, and music-art studios.
3. **Healthcare and Therapy:** In-house physiotherapy, hydrotherapy (water therapy), and a Prosthetic Unit (artificial limb manufacturing) will be available on-site.
4. **Eco-Friendly Management:** Through solar energy, rainwater harvesting, and biogas projects, the campus will protect the environment while teaching 'Green Skills.'
5. **Income Generation:** For those with severe disabilities who cannot seek employment outside, the campus will create dedicated in-house livelihood opportunities.

To date, the Foundation has transformed the lives of over 767 beneficiaries, including those with locomotor disabilities, hearing impairment, visual impairment, and cerebral palsy. Students from Okayama Gakugeikan High School, Japan, have visited the project twice, marking its impact on an international level.

The Foundation's selfless service has been honored with the 'Swayamsiddha Award,' 'Apang Seva Sanman,' and accolades from Rotary and various prestigious institutions. "Impossible" itself says "I Am Possible." This is the faith that 'Make My Dream Foundation' instills in every heart. Through 'Gurukul,' this mission will become even more expansive. It is the need of the hour for society to join this movement—not just as a helping hand, but to ensure that the specially-abled receive the dignity they deserve.



Those whom society perceives as 'incomplete' find their journey toward 'completeness' through this Foundation. We often see the disabled as faces seeking help; this organization has turned them into 'doers.' When Gurukul stands tall, every youth walking out of its gates will not be a burden on society, but a pillar of strength for it.

The resilience in the eyes of these children and the satisfaction on their faces is the true earning of this Foundation. Let us become part of this sacred mission and prove that humanity is still very much alive!

## 3 - Beyond Compliance -

# A Practical guide to budgeting for NGOs

For many NGOs, the annual budget preparation exercise begins quietly in December and suddenly becomes urgent by January–February, when budgets need to be finalised, presented to the Board and submitted to statutory authorities such as the Charity Commissioner. In practice, budgeting in social development organisations is often treated as a financial or compliance-driven activity. However, when done thoughtfully, budgeting can become one of the most powerful planning and decision-making tools for an organisation.

The basic idea behind writing this article is to help NGOs to develop an understanding about how they can approach budget preparation more strategically, who should be involved, what projects should be considered, how budgets should be consolidated and how learning from previous years can improve realism and sustainability.



### 1. Budgeting is Organisational Planning, Not Just Accounting

A common misconception is that budgets are the responsibility of the finance or accounts team alone. While financial teams play a critical role, an NGO's budget is fundamentally a reflection of its mission, priorities and implementation capacity.

**A meaningful budget answers questions such as:**

- What social change do we want to prioritise in the coming year?
- Which communities, themes, or geographies will we focus on?
- Do we have the staff, systems and partnerships required to deliver?

If budgeting is disconnected from program planning, organisations often face challenges later like unfunded activities, overstretched teams or unrealistic expectations from donors and Boards. Hence, budgeting must be seen as a cross-functional process involving program, finance, leadership and governance teams.

### 2. Budget Preparation: From Ground Realities to Financial Planning

In most charitable trusts and other social development organisations, the budget preparation process typically begins in January, rather than earlier in the year. This timing is not accidental. It reflects the point at which programmatic clarity, funding visibility, and ground-level learning begin to converge. By January, Program Managers and Thematic Leads are usually clear on several critical aspects that are essential for realistic budgeting.

**First, there is clarity on the status of ongoing projects:**

- Which projects are concluding by March
- Which multi-year projects will continue into the next financial year
- What expenditures are already committed through signed agreements

**Second, there is better visibility on sanctioned and near-sanctioned projects for the coming year:**

- Projects already approved by donors or CSR partners
- Projects where sanction letters are expected shortly
- Renewals or scale-up of existing partnerships
- Where there is demand for replication or expansion
- Which models may need redesign or additional support based on field experience

At the same time, CSR donor agencies also begin finalising their plans for the next financial year during this period. This includes identifying priority thematic areas and geographies, onboarding new NGO partners and initiating processes such as impact assessments, baseline studies and due diligence for fresh projects.

**Translating Program Inputs into Budgets**

- Ask each program head/thematic head to prepare activity-wise budgets for their projects.
- Use simple templates that break costs into:
  - Programmatic cost
  - Personnel cost
  - Travel and logistics
  - Monitoring, Documentation and reporting
  - Administrative and Overhead cost

**Conduct internal discussions where teams explain why certain costs are needed.**

This bottom-up approach not only improves accuracy but also builds ownership and accountability, as teams understand the financial implications of their plans.

### **3. From Thematic Planning to Organisational Budgeting**

Recognising this reality, senior management teams in trusts and other NGOs usually formally call for budgets from each thematic or program lead during January. A good practice is to structure these budget submissions clearly under categories such as:

- Already Sanctioned Projects (confirmed funding, committed spend)
- Ongoing Multi-Year Projects (carry-forward costs only)
- Pipeline Projects (under discussion or proposal stage)
- New / Strategic Proposals (aligned with organisational vision but not yet funded)

**This exercise can be conducted:**

- At the thematic level (education, health, livelihoods, environment, etc.), or
- At the program level, especially in organisations with large flagship projects

**Once these inputs are received, the role of senior management or the resource mobilisation team becomes critical. At this stage, budgets are:**

- Reviewed against previous years' experience
- Adjusted based on fund mobilisation trends
- Aligned with the organisation's strategic vision, staffing capacity and systems

#### 4. Consolidation, Trustee Approval and Statutory Submission

After internal consolidation, the draft organisational budget is typically:

- Reviewed by the CEO / Secretary / Senior Leadership
- Presented to the Trustees or Board for discussion and approval

**Trustee review is not merely procedural. It often focuses on:**

- Whether growth ambitions are financially sustainable
- Risk exposure due to uncertain funding
- Alignment with the trust's long-term mission and values

Once approved, the budget must be translated into the prescribed format of the Charity Commissioner and submitted on or before 28th/29th February.

#### Understanding the Charity Commissioner Budget Format

- **The Charity Commissioner's budget format typically requires NGOs to present:**  
Estimated Receipts for the coming financial year  
(donations, grants, interest, other sources)
- **Proposed expenditure, broadly classified under:**
  - Program or charitable activities
  - Establishment and staff-related expenses
  - Administrative and office expenses



#### Project-wise or activity-wise outlays, where applicable

Clear alignment with the organisation's objects and purposes as stated in the Trust Deed or Memorandum

This statutory format is designed for transparency and regulatory oversight, not for internal planning. Therefore, budgets prepared only at this stage without a strong internal process often fail to reflect actual implementation realities.

## 5. Why Robust Internal Preparation Matters

This step is often underestimated. Simply “filling figures” into the statutory format without evidence from program plans, funding visibility or past experience can result in:

- Unrealistic expenditure projections
- Large gaps between budgeted outlay and actual project implementation
- Credibility issues during audits, inspections or reviews

In smaller organisations especially, where budgets are sometimes prepared purely as a compliance formality, the difference between budgeted figures and actual funds mobilised can be significant.

**Following a structured, evidence-based budget preparation process is not just about compliance. It ensures that:**

- The organisation enters the new financial year with clarity and confidence
- Action plans are grounded in realistic financial assumptions
- Delays, penalties or explanations to the Charity Commissioner are avoided
- Leadership teams are prepared for informed engagement with donors and partners

Timely and thoughtful budget submission also sets the tone for the year ahead, allowing NGOs to focus on implementation and impact, rather than firefighting compliance gaps.

**CA. Somdutt Laad**  
**Social Impact Assessor| CFA(ESG)**  
**Co-Founder, Transunifyy Solutions Pvt. Ltd.**  
**9850844500**  
**[www.transunifyy.com](http://www.transunifyy.com)**

# 4 - Beekeeping as a Sustainable Livelihood

## Beekeeping as a Livelihood Activity

Beekeeping, also known as apiculture, is the practice of rearing honeybees for honey, wax, and other valuable products. In India, honey collection has been a traditional practice in rural and tribal communities. However, with the introduction of scientific beekeeping methods, it has now become a structured livelihood activity. Unlike other forms of farming, beekeeping does not require large landholdings or heavy investments. This makes it especially suitable for small farmers, tribal families, and women's groups who are looking for supplementary sources of income.

## Importance of Beekeeping

Beekeeping is important not only because of the honey it produces, but also for the crucial role it plays in agriculture. Honeybees improve pollination in crops like fruits, vegetables, and oilseeds. Research shows that crop yields can increase by 20–30% due to proper bee pollination. This means that beekeeping benefits farmers in two ways: by providing a direct source of income from honey and related products, and by indirectly improving farm productivity.



## Opportunities and Benefits

Beekeeping offers many opportunities for rural communities. Honey has a strong demand in both domestic and international markets, while beeswax is used in candles, cosmetics, and medicines. Farmers can also earn income by renting out their hives for pollination services in agricultural fields. Women and youth can take up beekeeping at a household level, while Self Help Groups (SHGs) and Farmer Producer Organizations (FPOs) can scale it into collective enterprises.

Some of the benefits of beekeeping include low investment with high returns, suitability for landless families, availability of nutritious food in the form of honey, and a reduction in rural migration due to village-based income generation. Beekeeping also supports women's empowerment and helps preserve the environment by enhancing biodiversity.

## How to Start Beekeeping

Starting beekeeping is not very difficult if done step by step. First, it is important to receive basic training in bee management, hive handling, and honey extraction. Institutions like CBRTI Pune, KVIC, state agricultural departments, and NGOs provide such training. The main materials required are bee boxes with frames, bee colonies, protective clothing, smokers, and honey extractors. Hives should be placed in shaded areas near flowering plants, and they need regular care to ensure healthy colonies. Beginners can start with 5–10 bee boxes and gradually expand to larger units once they gain experience.

## Government Support

The Indian government has recognized the potential of beekeeping and provides strong institutional support. The Khadi and Village Industries Commission (KVIC) helps with training and distribution of bee boxes. The Central Bee Research and Training Institute (CBRTI), Pune, provides advanced training and guidance. Under the National Beekeeping and Honey Mission (NBHM), subsidies and financial support are available for large-scale promotion. NABARD also supports beekeeping projects with credit and financial assistance, while state governments distribute bee boxes and promote awareness at the village level.



## Role of Sevavardhini

For the past 27 years, Sevavardhini has been working in rural and tribal regions to promote sustainable livelihoods, women's empowerment, and skill development. Through initiatives like beekeeping, the organization provides farmers with training, resources, and market linkages. In this way, Sevavardhini aims to reduce migration and ensure economic growth for rural families.

## Way Forward

Beekeeping has immense potential to transform rural livelihoods. A family managing 50–100 bee boxes can earn an additional ₹50,000 to ₹1,00,000 annually. It not only creates income but also improves crop yields, promotes women's empowerment, and strengthens ecological balance. With proper training, input support, and market linkages, beekeeping can become a pillar of sustainable rural development.

- Dipak Avhad  
- Project Manager

## 5 - Seva-Vrati

### 5.1 - From Revolution to Annapurna - The Saga of Ranragini Prematai



The life story of Prematai Purav (formerly Prema Tendulkar) is so thrilling and filled with struggle that even a high-octane Bollywood script might pale in comparison. Born into an affluent and reformist family in Goa, Prematai's childhood, instead of being spent in comfort, was forged in the fiery flames of revolution. Today, as the founder of the 'Annapurna' organization, she has brought the light of hope into the lives of thousands of women.

#### **Revolutionary Roots and a Rugged Childhood**

The Tendulkar residence was a secret sanctuary for revolutionaries during the **Goa Liberation Movement**. Many clandestine strategies to free Goa from Portuguese rule were plotted within those walls. Fearless and sharp-witted by nature, Prematai began participating in revolutionary activities from the tender age of seven.

In 1948, when a massive crackdown and arrests began in her village, she chose to leave her home at the age of 14. This difficult decision was made to protect her elderly parents from harassment and to safeguard against imposters posing as revolutionaries. Under the guardianship of a Railway Station Master named Bapat, she continued her education, but the spirit of revolution in her blood would not let her rest.

#### **The Bullet and the Bond with Communism**

In 1952, Portuguese soldiers attacked Panjim. While supplying provisions to the Goa liberation fighters, Prematai was shot and seriously injured. During her recovery, she was cared for by Communist activists, sparking a lifelong bond with Marxist ideology. Later, after moving to Mumbai, despite having no roof over her head, she threw herself into the **Samyukta Maharashtra Movement** and party work. During this journey, she met her life partner, Narendra (Dada) Purav.

## The Rise of 'Annapurna'

Alongside her work for the Goa Liberation and Samyukta Maharashtra movements, she opened a massive gateway for women's empowerment by starting the 'Annapurna' chapter. Through Dada Purav, Prematai closely observed the lives of mill workers. Inspired by him, she took decisive steps to solve the economic hardships of the women who ran 'Khanavals' (tiny eateries/mess services) for mill workers. To end their exploitation and organize them, Prematai united these women. With the help of bank loans, these sisters were organized under the name 'Annapurna.'

Over time, while addressing various grievances of women, Prematai launched several new initiatives, laying the foundation of the Annapurna movement. In 1975, the 'Annapurna Mahila Mandal' was officially established. Prematai turned the constitution written by Comrade Dange and his 15 proposed schemes into a living reality. Overcoming Crisis and Expanding the Mission.

The 1981 mill strike snatched the livelihood away from many women. In response, Prematai started a 'Dabba' (tiffin) service from her own home. To scale this business, she secured help from financial institutions and constructed a massive 3 thousand -square-foot building named 'Shraddha' in Dadar.

'Annapurna Nagar' in Vashi and 'Shraddha' in Dadar are the fruits of her relentless hard work. Through collective kitchens, nearly 7 to 8 thousand tiffins were supplied daily to corporate companies. In 1986, the Annapurna Mahila Co-operative Credit Society was established. Additionally, she ensured that members received benefits from LIC's 'Jansree Bima Yojana' (insurance scheme). She also provided a path of dignity to exploited and victimized girls in society.

## Evolving with the Times

Recognizing the changing era, Prematai and her daughter, Dr. Medha Samant, evolved the organization's structure. Annapurna is no longer limited to food services; it has made significant strides in micro-finance, micro-insurance, daycare centers, and education.

- **Artha Udyam Purna:** Credit supply institution in Pune.
- **Swasthya Purna:** Health security/insurance.
- **Vatsalya Purna:** Daycare centers (Creches).
- **Vidya Purna:** Educational assistance.

The same hands that once bore the scars of Portuguese bullets eventually ignited an economic revolution for thousands of women. Without losing sight of the organization's core objectives, she consistently improved its methodology. Prematai ensured that the Annapurna Mahila Mandal never became stagnant, leading its progress with constant innovation.

Even today, without a shred of ego regarding her power or achievements, Prematai continues to work tirelessly. This "Banyan tree" of service will continue to provide shelter to generations of women to come.

**A triple salute to such a warrior and devoted servant of society.**

**(The above details are taken from the book 'Kartya Karvitya' by Baya Karve Stree Abhyas Kendra, Maharshi Karve Stree Shikshan Sanstha Pune).**

## 5.2 - Pushpatai Nade - A Legacy of Social Transformation Born from Struggle



**Seva Parmo Dharmah** this isn't just a motto but a living reality in the breath and actions of **Pushpatai Nade**. Currently serving as the Joint Secretary of the renowned 'Swa'-Roopwardhini institution in Pune, Pushpatai chose not to capitalize on her personal tragedies. Instead, she turned her pain into a blueprint for societal well-being. Her life journey is a beacon of hope, proving that one can overcome the darkest adversities to light up the lives of thousands.

### **Resilience Born from Adversity**

She born in Pune. Her father Marutrao Nade, a PMT employee, and a homemaker mother. Pushpatai's life took a difficult turn early on. She was married in 1969 at the tender age of 17. At an age when most dream of a happy future, she faced immense hardship and domestic harassment. However, her willpower remained unshaken. Driven by the resolve to complete her matriculation, she continued her studies and succeeded in 1976. When the ordeal at her in-laws' house became unbearable, she returned to her father's home, marking a decisive turning point in her life.

### **Expanding Motherhood: From Balgram to Swa-Roopwardhini**

Even when a stable government job came her way, Pushpatai's spirit could not be confined to a clerical desk. The urge to do something substantial for society kept her restless. Defying family opposition, she began her service at 'Balgram' in Yerwada in 1982. There, she became a 'mother' to orphaned and destitute children, making their holistic development her sole mission.

In 1987, to enhance her skills, she completed courses in preschool education (Balwadi), horticulture, and tailoring. With the support of her mentors, Nana Joshi and his wife, she joined 'Swa-Roopwardhini'. Under the guidance of founder Kishabhau Patwardhan, she started evening branches where education was seamlessly integrated with moral values (Sanskar).

### **The Flight of 'Pakoli' and the Sharadamani Division**

In 1988, she initiated a Balwadi within Swa-Roopwardhini. Despite initial resistance, she remained steadfast and launched the preschool on July 15th, naming it "Pakoli" Just as a small bird takes flight once its wings gain strength, over 4 thousand 800 students from this Balwadi have since soared to great heights in their lives.

To empower women, she took charge of the 'Sharadamani Division.' She reached out to women in the remote areas of Mulshi taluka and organized them through 'Prerana Shibir' (Inspiration Camps). The 'Nursing Assistant' course she introduced has provided employment to countless girls. Remarkably, this noble work continues today without charging any fees, sustained entirely by voluntary donations.

### **Multifaceted Initiatives and a Vow of Service**

**Under Pushpatai's supervision, several projects were established to meet societal needs:**

- **Aajol:** A safe "home away from home" for children of working parents.
- **Economic Empowerment:** Providing training in catering, chocolate making, fabric painting, and upcycling old sarees into bags to make women financially independent.
- **Adult Literacy:** Special classes for those who were deprived of education in their youth.

Pushpatai Nade's life is an extraordinary blend of courage and compassion. She didn't let the storms of her personal life break her; instead, she redirected the wind to power the sails of social welfare. Even at the age of 70, her energy puts the youth to shame. By keeping the flame of social service burning in her heart, she has truly become a pillar of support for the marginalized.

Her life teaches us that no matter how dire the circumstances, with determination and honesty, one can illuminate not just their own life, but the lives of thousands.

**A salute to Tai's incredible work and indomitable spirit.**

**(The above details are taken from the book 'Kartya Karvitya' by Baya Karve Stree Abhyas Kendra, Maharshi Karve Stree Shikshan Sanstha Pune).**

# 6 - Seva News

## Videography - The Voice of Service and Impact

"The one who speaks can even sell inferior grain, but the one who stays silent cannot sell even the finest wheat." This traditional proverb holds absolute truth in today's digital age.

The work carried out by our various social organizations is invaluable and of high quality. We work on the ground, put in immense effort, and transform lives; yet, we often fall short in presenting this work to the world. In today's era, it is equally important that the work is 'seen' and 'told' effectively.

In this digital era, video has emerged as the most powerful medium for outreach. Social media is dominated by audio and video content. A single video can accomplish what thousands of words cannot. Sight and sound strike a direct chord with the viewer's heart. Transcending the barriers of literacy and language, video can seamlessly convey a message to everyone. Platforms like Facebook, WhatsApp, and Instagram prioritize video formats, leading to rapid dissemination. Video is the best medium to showcase the depth and scale of your work in the shortest time.

Today, an NGO's impact shouldn't just be on the ground; it must be effectively projected to the world. Videography and editing are powerful tools to connect donors and society with your cause. Through well-crafted videos, we can present our mission more compellingly. Based on the insightful online training recently conducted by Abha Sandeep Shauche, here is an informative guide:

### 1. Pre-filming Preparation

Before picking up the camera, the objective must be crystal clear.

- **Audience Segmentation:** Who is your target audience? Is it CSR departments, individual donors, government officials, or the general public? Decide this first.
- **Storytelling:** Every non-profit has a heart-touching story to tell. Your video should not just provide information; it must tell a 'story.'
- **Planning:** Define the core message and the narrative before you begin. Write down exactly what you want to convey.

### 2. Technical Filming Techniques

A good video must be technically sound.

- **Angle and Orientation:** Use **Vertical** mode (Portrait) for Instagram/Facebook Reels or YouTube Shorts. Use **Horizontal** mode (Landscape) for documentaries, news features, or detailed YouTube videos.
- **Stability:** Ensure the phone is steady. Shaky footage ruins quality. Use a tripod or a selfie stick whenever possible.
- **Framing and Focus:** Enable 'Grid Lines' in camera settings. Keep the subject in the center frame. Pay special attention to 'Headroom' (space above the head) and 'Noseroom' (space in the direction the person is looking).

### 3. Lighting and Settings

- Focus -Tap the center of the screen to lock focus before filming to keep the frame sharp.
- Lighting- In low light, adjust the exposure after focusing.
- Flash -Do not use the filming phone's flash in the dark; instead, use another phone's torch as an external light source.

### 4. Video Editing

Choosing the right software gives your video a professional touch.

- **Canva:** Very user-friendly with good visual effects, but has limitations for professional detailing and free features.
- **DaVinci Resolve:** A free, professional-grade software. It is excellent for detailing and subtitling. Though it has a learning curve, the results look highly professional.



### The Path Forward

To begin, choose one ongoing project of your organization. Draft the script and define the target audience. Create a short video or a Reel based on it. Practice editing, preferably on DaVinci Resolve.

Audio-visual content serves as an inspiring historical archive for future generations. Technology-driven, high-quality videos build a professional and modern identity for your organization. A video showcasing your 'Seva-Yagna' (mission) is a gesture of gratitude to donors and a source of inspiration for the new generation.

When we create a short video of our service, it provides donors with a direct glimpse of our hardships and the eventual impact. It gives them a sense of fulfillment and inspires new volunteers to join the cause. Let us all draw inspiration from this and make videography a powerful medium to amplify our impact.

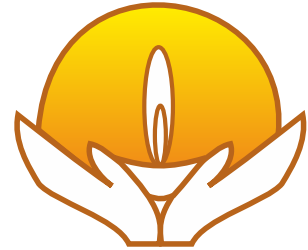
- Anjali Tagde  
-Volunteer



**SEVA VARTA**

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