TRANSFORMING INDIA, BIT BY BIT

Adobe Pro-Bono Residency Report
Key Findings 2020
Adobe and NASSCOM Foundation came together for the second year in a row to conduct the unique program that pairs two to three volunteers with an NGO partner. The Pro Bono residency program engaged with the volunteers to employ their skills in helping NGOs thus creating a sustainable and impactful difference to the NGO partners and communities they serve.

In Numbers

- **20** NGO Clients
- **3** Strategic Goals
- **53** Adobe Consultants
- **90+** Days of volunteering
NGO Project Highlights
<table>
<thead>
<tr>
<th>Organization</th>
<th>Deliverable</th>
<th>Potential indirect Impact</th>
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<tbody>
<tr>
<td>Headstreams</td>
<td>Creation of an Interactive Portal with 3D design capabilities to help the non profit give a virtual experience of ‘Kattoos’ for enhancing creative thinking capabilities among children</td>
<td>6,000+ children</td>
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<td>Silver Linings</td>
<td>A 36 month product based business plan for Silver Linings to help them become sustainable</td>
<td>22,500 people</td>
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<tr>
<td>Dream School Foundation</td>
<td>Product marketing strategy creation for their products created under their Livelihood and Employment Assistance Programme (LEAP)</td>
<td>Complete high school education of 50 students each year</td>
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<tr>
<td>Vidya Poshak</td>
<td>Creation of an interactive mentorship portal</td>
<td>2000 students</td>
</tr>
<tr>
<td>Keshav Kripa</td>
<td>A performance metrics dashboard creation comprising around 50 data points per student</td>
<td>3600 students</td>
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The following findings and recommendations are a result of information collected from post program surveys, informal feedback, and NASSCOM Foundation’s observations throughout the program.

**SURVEY RESPONSE RATES**

- 14 of 20 NGO partners are represented in the data (70%)
- 26 of 53 consultants are represented in the data (50%)
# Key Trends from Non-Profit Feedback

The overall nonprofit feedback was found to be consistently positive with all reporting high levels of satisfaction across project outcomes, program oversight and skill matching.

## Overall Experience
- **92%** The Program Met / exceeded expectations
- **92%** If needed, will take part in it again
- **100%** Will recommend it to other NGOs

## Process & Program Support
- **92%** Pre Program scoping call was helpful
- **100%** Project scope was clear and actionable
- **92%** The skills matched well with project needs

## Consultant Feedback
- **100%** Competence
- **100%** Commitment
- **100%** Professionalism
- **92%** Collaboration
Non Profit Comments

We are truly grateful to the team of Adobe expert volunteers, who quickly gauged the problem, and helped put into place a workable business strategy! Through the entire span of three months, they remained in close communication with us and explained all the nuances and processes as they went along with designing and helping us understand the complete plan they had created! In the long run, with this business plan now with us, Silver Linings will not only be able to move towards self-sustainability, but we will also be able to train and possibly employ many visually impaired in our business, making them into productive and dignified citizens! Self-sustainability will also help us to reach our services to many more visually impaired!

Keshava kripa samvardhana samiti is very happy to be associated with Nasscom foundation and Adobe team. Rudrakanta Ghosh and Ketki Joshi from Adobe team did a outstanding job in getting this application built within a short span of time. Adobe team were able to understand quickly our need and the cause of our NGO. They both were committed, punctual and comes with a good technical background. Everymeeting we had was fruitful and in everymeeting they had made a progress and demonstrated to KKSS team. Eventhough all our meetings were on weekends, it was dealt with details. Happy to be working with a high performing team.

Vidya Poshak was struggling to manage the Mentoring Program with 250 mentors & 250 Mentors. With the help of mentoring portal created by the Adobe team we can manage the mentoring program at one place.

In future we are going to cover 2000 mentors and student data in this portal. This will be helpful to track their monthly calls and assignments.

We at DSF found it very fruitful and encouraging to work with the Adobe Probono team. The project was a perfect example of collaborative work and we found true partners in the Adobe volunteers to brainstorm and discuss the big and small aspects of our Aarohi program. Apart from accomplishing the key objectives of the project, this initiative has provided the much needed impetus to help us drive Aarohi to another level. The work done during these three months is already bearing fruit and we have several enquiries and orders for the Aarohi products. Our social media pages/sites are now alive and kicking and we are also working on our web page as per the inputs and recommendations of the Adobe team.
Program Recommendations
## Recommendations

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<tr>
<th>Phase of Work</th>
<th>Recommendations</th>
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<tr>
<td>Program Logistics</td>
<td>• Flexibility on team size depending on the project requirements</td>
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<td>• NGOs with larger impact footprint to be included</td>
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<td>Employee recruitment, matching and experience</td>
<td>• Improve forms to get further clarity on skills of employees they wish to sharpen</td>
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<td>• Engage with the managers to help guide employees for better outcomes</td>
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<tr>
<td>Preparation and scoping</td>
<td>• A pre-launch scoping workshop for NGOs</td>
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<tr>
<td>Project Management</td>
<td>• NASSCOM Foundation to get more closely involved throughout each project management</td>
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<td>• Marketing the successful projects internally and externally</td>
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Thank you!