Wingify CSR policy and FY21-22 Action Plan

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Mission

Build a non-profit institution that uses technology to create a leveraged impact on India and is differentiated from other non-profits.

Why leveraged impact?

Because our funding is limited in nature, and hence we need to focus on areas that give maximum bang-for-the-buck.

Why differentiated?

To attract non-Wingify CSR funding into our sponsored projects, we need a focus which enables us to seek and raise funds from interested funders. Essentially, we need to do non-commoditized non-profit work.

Project selection criteria

We will fund projects that satisfy following three criteria:
- Differentiated - is it unique?
- Leveraged impact - is there a multiplicative impact from our effort?
- Technology - does it use technology to scale its impact?

Prioritized themes

In line with govt prescribed areas of spending for CSR, Wingify aims to prioritize following areas for impact:

- Promotion of education
- Promoting gender equality and empowering women
- Ensuring environmental sustainability

Wingify CSR committee

Wingify CSR committee comprises of following individuals:
- Anil Chopra, director at Wingify
- Paras Chopra, director at Wingify
- Sparsh Gupta, director at Wingify

Action plan for FY21-22 and proposed projects

Wingify CSR will fund Wingify Foundation to undertake projects that satisfy its project selection criteria. Existing projects that are funded will be gracefully completed.

Several projects are being considered right now, with the first project as follows. More projects will be proposed soon and updated in this document.

Project LearningCircle (name TBD)

This project aims to distribute knowledge transformative books to students across India who are expected to most benefit from such books, but aren't able to afford them. Books are one of the highest ROI impact instruments one can imagine. In the hands of a curious child, the right book can literally change his/her life for the better.

A pilot was done by Paras Chopra (founder and chairman of Wingify) who at his personal expense sent 200+ copies of the book Factfulness to students across the nation. He received overwhelming feedback from both students who loved the book and other founders who wanted to do the same. Hence, it seems scaling the pilot and running it as an ongoing project makes a lot of sense.

Plan:
- An online learning community where students can win free books every month
  - Free books is the hook to bring students onboard
  - Multiplicative effect is the peer-driven learning that can happen on the community
- We will setup an online forum where monthly or weekly book giveaways will be announced

- ○ Each giveaway will be a post on the forum specifying the number of copies being given
  - There will also a short questionnaire that students need to answer as a reply to the announcement post
  - This questionnaire will try to assess who is expected to benefit most from the book
    - For example, for a science related book, assessing love for science, and so on
  - Answers can be in English or Hindi or Hinglish. In future, we will try to include more languages so knowledge of English or Hindi doesn't remain a barrier to participation
- ○ Students can interact with each other on the forum to create a multiplicative effect beyond the books
  - They can post notes from the book and give each other feedback
  - They can share new learning resources with each other
  - They can ask questions and get answers from the community
- ○ Once enough replies have been collected on the post or a maximum time period of over, winners of the copies of book will be selected by applying 3 criteria
  - Quality of their response (indicating how good book sponsor thinks is the answer)
  - Upvotes they got from other students on their response (indicating how good other students think is their response)
  - Total upvotes they have (indicating their contribution to other students)
- ○ Finally, we will ship the books to the winners
- How will we get students discover this community:
  - ○ Via Paras Chopra's twitter (lots of students follow him)
  - ○ Via school and college mailing lists
  - ○ Organic traffic on community posts
- Multiplicative effects:
  - ○ Other book sponsors beyond Wingify CSR are likely to join the effort
    - Once we make the platform, it can keep growing by itself in terms of sponsors and students