



# Seniors In Seva

Passion. Purpose. Proficiency.

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## ANNUAL REPORT

2024-25



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# Message from the Founders

Seniors in Seva was established in December 2022, with the objective of harnessing the immense expertise and experience of the retiring and retired professionals, and making it available for various social sector organisations. Nearly three years down the line, we feel strongly reaffirmed in that belief – the win-win now seems established.

The year 2024-25 has been a testament to the dedication of our volunteers, the growing trust of our partner organizations, and the enduring power of leveraging experience for social good. Building on the strong foundation laid in the first two years, 2024-25 saw us make significant strides in expanding our reach, deepening the impact, and solidifying our operational framework.

Our mission to create a robust platform for pro-bono consulting, connecting seasoned senior professionals with grassroots and community-based organizations, fledgling non-profits, and social enterprises, continues to be the driving force behind all our endeavours. We firmly believe that the “Golden Years” of retirement offer a unique opportunity for individuals aged mostly between 50 to 75 years, to contribute their invaluable wisdom and expertise to meaningful causes, helping organizations achieve higher operational efficiencies and sustainable growth.

And not only do our ‘senior’ volunteers bring value to the partner organisations, but quite often, they too come away recharged, having found a new purpose and made new friends.

The year 2024-25 has been particularly rewarding. We have witnessed a sustained expansion in our volunteer and partner networks, leading to a tangible increase in the number of lives touched and communities empowered. Nearly one third of our volunteers continue to serve as Independent Directors in the Independent Directors Development Programme (IDDP), a flagship initiative by National Association for Farmer Producer Organizations (NAFPO).

Overall, during the year, we were able to engage 50 of our experts with 15 social sector organisations (including NAFPO), providing them support in diverse areas including Human Resource Management, MIS, governance, accounts, documentation and communication. A total of 1027 volunteer hours were clocked this year, which is a 114% increase over last year. But much more than these hours, the real story for us lies in the satisfaction stories from both the volunteer and the partner organisation.

Furthermore, our “Masterclass for Good” series has continued to democratize knowledge, making expert insights accessible to a broader audience within the social sector.

While we celebrate these achievements, we are also aware of the vast unutilised potential of our current (and future) volunteers to contribute to building thriving and joyful communities. The road ahead is long but exciting.



We would like to take this opportunity to extend our deepest gratitude to our dedicated volunteers, our supportive partner organizations, and all our stakeholders for their trust and collaboration. It is through these collaborations that Seniors in Seva continues to make a meaningful difference. We look forward to another year of impactful work, building a more equitable and prosperous future for communities across India.

***Gayatri Kapoor***

***Gouri Krishna***

***Neelima Khetan***

***Probal Majumdar***

***S. Devarajan***



# About Seniors in Seva

Seniors in Seva (SIS) was officially registered as a Trust on 5th December, 2022, born from a shared vision among a group of batchmates from the Institute of Rural Management (IRMA). Our shared goal was clear: to harness the wisdom and expertise of retired senior professionals, creating opportunities for them to serve society with passion, purpose, and proficiency.

In our formative stages, the #EveryIndianVolunteering initiative by India Welfare Trust provided crucial support, helping us shape our nascent idea into a concrete concept, assisting with our initial volunteer outreach.

## Our Core Belief

We operate on the fundamental principle that with advancements in health and increased life expectancy, retired or retiring senior professionals, typically aged 50-75 years, still possess many productive years. With often reduced family responsibilities, these post-retirement “Golden Years” present an ideal phase for engaging in meaningful work. By contributing their time and skills, these professionals can significantly assist grassroots organizations, non-profits, and social enterprises in achieving enhanced operational efficiencies, strategic clarity, and sustainable impact.

## The Team

Our core team, comprising individuals with diverse and extensive professional backgrounds, continues to steer SIS towards its objectives.



**Gayatri Kapoor**

*Masters in Rural Management, IRMA;*

*Masters; Delhi School of Economics; CTI Certified Co-Active Coach*

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Over 30 years in marketing research, consumer insights, and branding with international agencies.



**Gouri Krishna**

*Masters in Rural Management, IRMA;*

*Post Graduate Degree in Sciences and LLB from Osmania University*

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Over thirty years in government, media, education, and social sector consulting, with strong grassroots experience.



**Neelima Khetan**

*Masters in Rural Management, IRMA;  
Bachelor in Commerce, Delhi University*

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Over thirty years in leadership roles as CEO, Group CSR Head, and Acting Director at IRMA.

**Probal Majumdar**

*Masters in Rural Management IRMA;  
Masters in Computer Applications, IGNOU*

---

Three decades of experience in MIS, IT, and Business Analysis.

**S. Devarajan**

*Masters in Rural Management, IRMA;  
Master's in Science and Education, REC*

---

Over four decades of experience in public and private sectors.

In 2024-25, we were delighted to welcome a new, highly experienced member to our core team:

**Prashant Shirali**

*Post Graduate Diploma in Rural Management, IRMA;  
Bachelor of Science, Statistics & Operations Research, Mumbai University*

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Prashant brings a wealth of experience and strategic insight to our team, further strengthening our capacity to guide and expand SIS's initiatives. He has a Post-Graduate Diploma in Rural Management, IRMA and an experience of over 30 years in origin & international commodity sourcing, production planning, category management, cost savings, systems & processes, global e-procurement and trade. His recent assignments were in leadership roles, business partnering, driving change management.

Seniors in Seva is ably supported in all these endeavours by **Deepak Jatav**, Bachelors in Computer Science and Engineering (NIT Raipur) and with over 11 years of experience in the development sector, specializing in documentation and design.

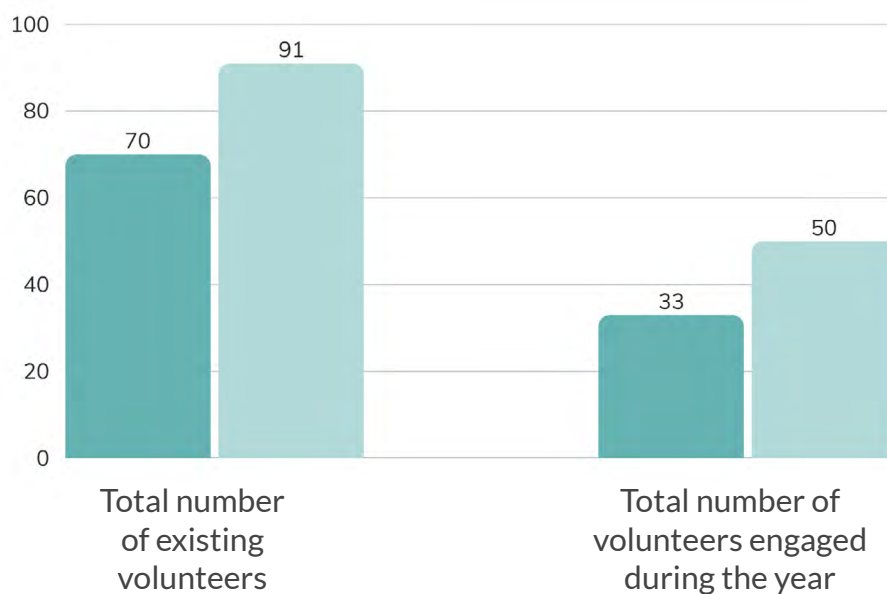


# Our Volunteers

Our volunteer base continues to be the bedrock of our operations. In 2024-25, we focused not only on increasing the number of registered volunteers but also on ensuring a diverse pool of expertise, experience, and geographical representation. This diversification enables us to cater to a broader spectrum of needs for our partner organizations.

As a part of our due diligence process, we conduct one-to-one calls with every new volunteer upon their registration. This crucial step allows us to thoroughly assess their experience, skills, interests, physical location, and willingness and ability to travel for projects. Furthermore, before engaging any volunteer in a project, their explicit consent is obtained for adherence to our comprehensive code of conduct, ensuring professionalism and ethical engagement

## YEAR WISE PROGRESS IN THE VOLUNTEER BASE



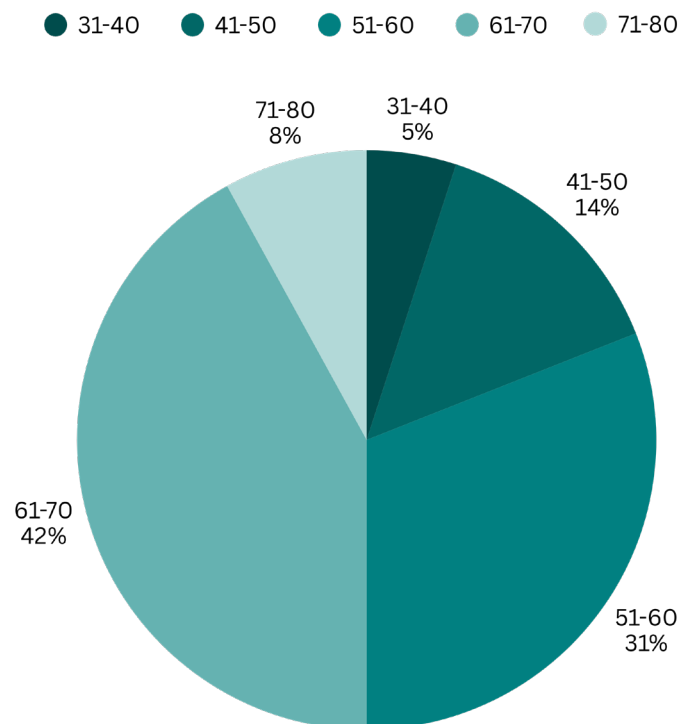
2023-24



2024-25

## Age-wise distribution of volunteers

Our volunteers span various age groups within the 50-75 years bracket, bringing different perspectives and career stages to the table.

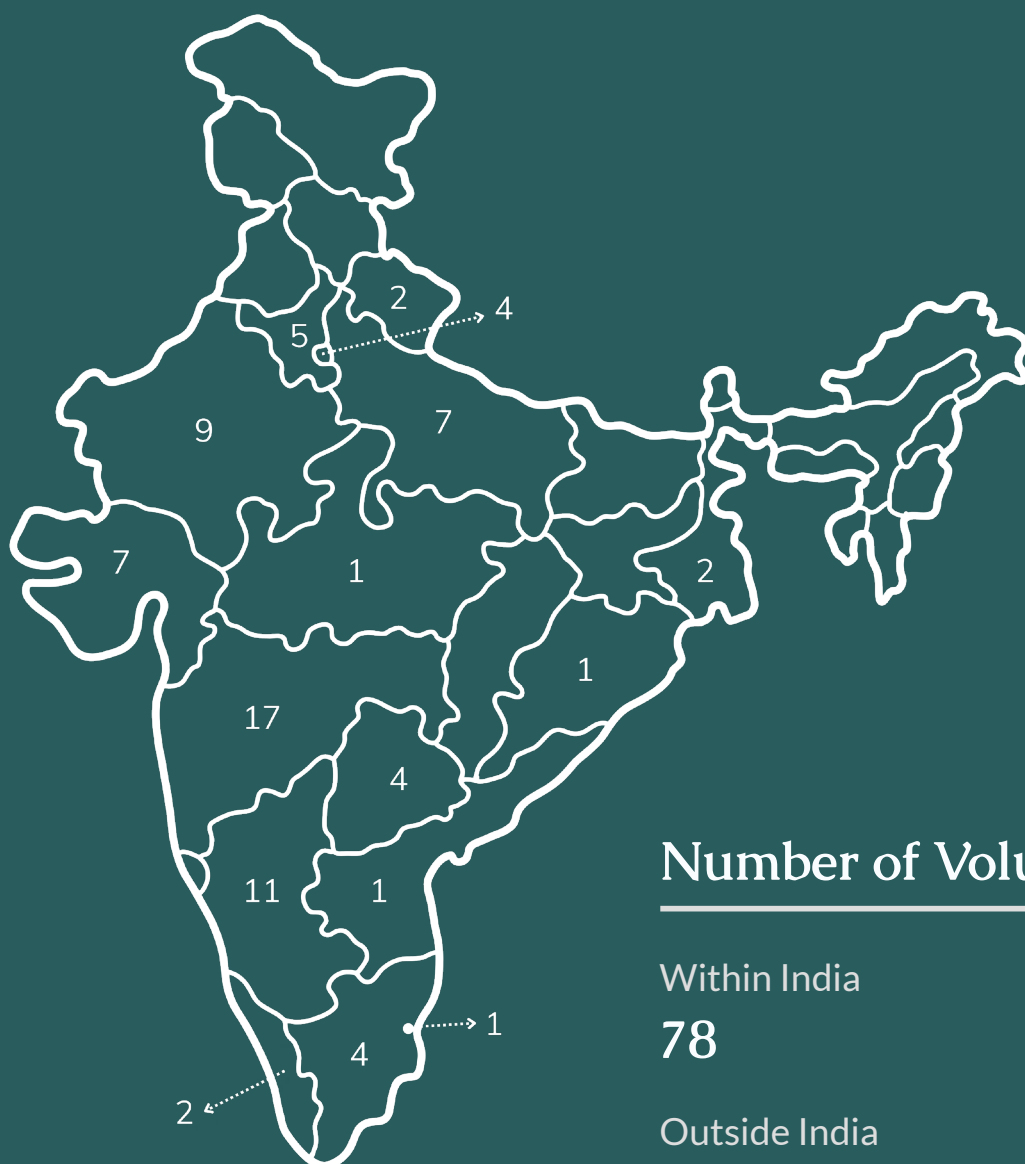


## Geographic distribution of volunteers

The geographical spread of our volunteers, allows us to support organizations in various states and regions across India.

Region	State	Number of volunteers	Male	Female
North India	Delhi	4	1	3
	Haryana	5	5	0
	Uttar Pradesh	7	5	2
	Uttarakhand	2	1	1
South India	Andhra Pradesh	1	1	0
	Karnataka	11	10	1
	Kerala	2	2	0
	Tamil Nadu	4	3	1
	Telangana	4	3	1
	Puducherry	1	0	1
Central India	Madhya Pradesh	1	1	0

East India	Odisha	1	1	0
	West Bengal	2	2	0
West India	Gujarat	7	4	3
	Maharashtra	17	11	6
	Rajasthan	9	7	2
Outside India	Outside India	13	6	7
	<b>Total</b>	<b>91</b>	<b>63</b>	<b>28</b>



## Number of Volunteers

Within India

**78**

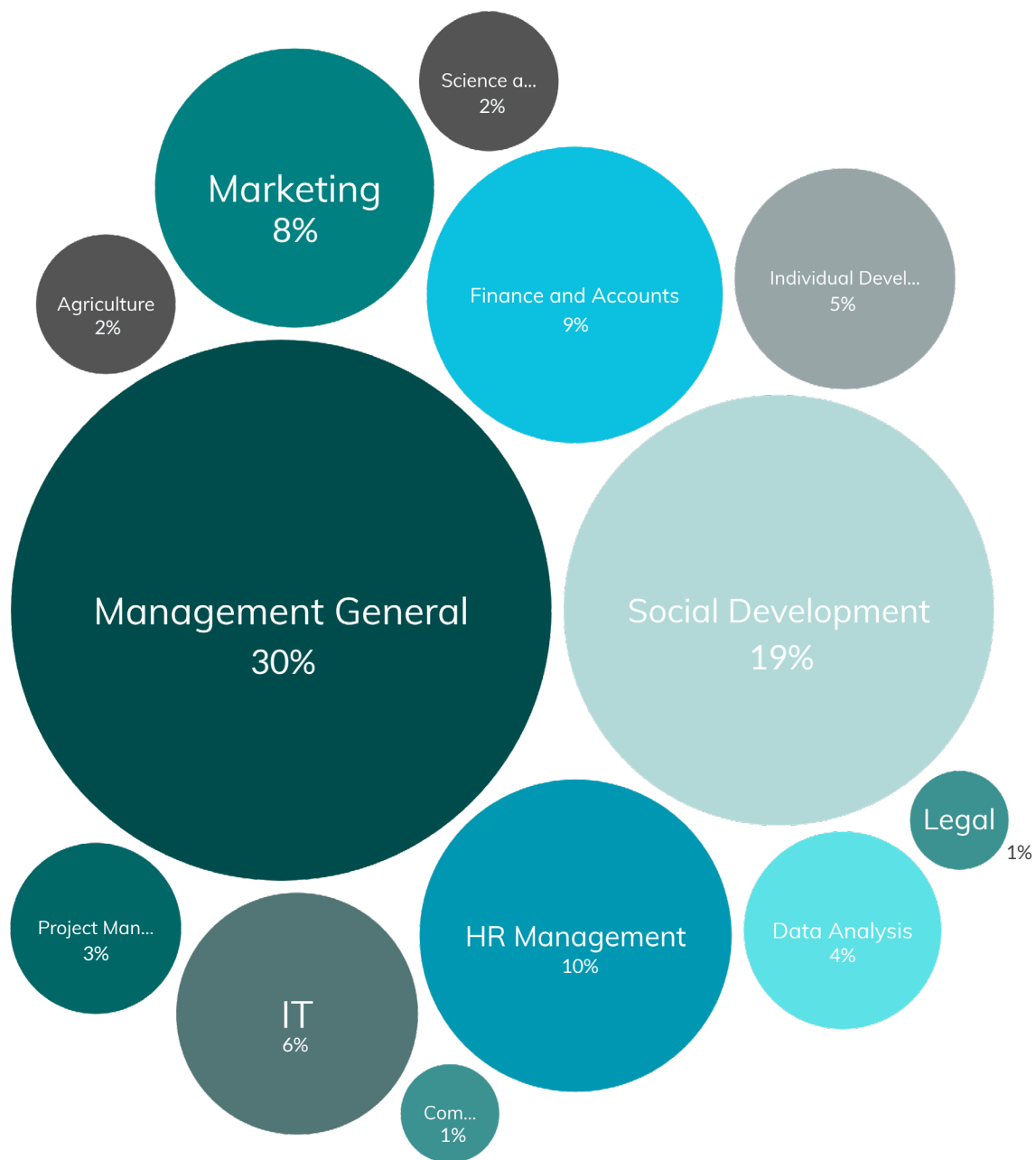
Outside India

**13**



## Domain-wise distribution of volunteers

Our volunteers represent a rich tapestry of professional domains. The distribution of expertise among our volunteers in 2024-25 was notably robust, with significant contributions from various fields. There is strong representation in areas critical to organizational development and social impact, including Human Resource Management, Project Management, Finance & Accounts, and Social Development, alongside specialized fields like Agriculture, Communication, Data Analysis, Information Technology, Legal, Marketing, Science & Engineering, and Individual Development. This diverse skill set is instrumental in addressing the multi-faceted challenges faced by our partner organizations.



# Organizations We Serve

Seniors in Seva is proud to partner with a diverse range of organizations, each working tirelessly to address critical social and developmental challenges across various sectors and geographies. Our collaborations are designed to provide targeted, pro-bono consulting support that enhances their operational capabilities and amplifies the impact of the partner organizations.

The year 2024-25 witnessed a steady expansion and diversification of our partner base – mostly as a result of the word spreading about Seniors in Seva and also as a reflection of the recognition that experienced senior professionals add value. We follow a detailed due diligence process before onboarding new organizations, to ensure that we work with credible partners. Our collaborations span a wide array of social causes and geographical locations, including rural development, education, livelihood generation, women's empowerment, child rights, and environmental sustainability.

## YEAR WISE PROGRESS IN THE PARTNER BASE



Before partnering with any organization, we undertake a thorough due diligence to ensure they are credible, and that they would be able to absorb our volunteers. Our primary source for this assessment is the organisation's website and any secondary material available online. This is supplemented by feedback and insights from any shared acquaintances. If the organization appears reliable after this initial review, we then schedule a one-on-one call with their representatives to further understand the organisation and explore potential areas of collaboration. The organisation is then formally onboarded and encouraged to submit its specific requirements for support from SIS.

When our partners submit their requirements, we first attempt to match the project's scope with the domain expertise of volunteers in our database. A mail is also sent to our volunteer database, informing them of this opportunity. In case a match is not found, we then look for new volunteers with the necessary experience, through platforms like WhatsApp and LinkedIn. In most cases, given our vast networks, we have been able to find a suitable match.

Once a suitable volunteer is identified, he/she is onboarded onto the project with the organization's consent. The volunteer then helps refine the project's scope, if needed, after a few rounds of discussion and deliberation. SIS stays involved throughout the project finalisation process and subsequently as well through periodic reviews set up between the volunteer and the partner organisation.



## Our esteemed partner organizations



WOMEN ON WINGS

## Areas of expertise provided to partners

The breadth and depth of expertise provided by our volunteers to partner organizations in 2024-25 has been comprehensive. Our pro-bono consultants have delivered critical support in various functional areas, directly contributing to the operational efficiency and strategic growth of these entities.

Key areas of engagement during the year included

Category	Organizations supported	Support provided
Human Resource Management (HRM)	Kranti	Developing a strategy for HR policy implementation
	Utthan, Shamayita Math	Developing Performance Appraisal Systems
Management Information Systems (MIS)	Shamayita Math	Developing & helping implement a Monitoring Evaluation & Learning (MEL) System
	Seva Mandir	Developing a set of Standard Operating Procedures (SOPs) to standardize the processes of file storage, file sharing, and easy retrieval of information
Accounts & Financial Management	Shamayita Math	Redesigning the accounting system as per the organization's needs
Documentation and Communications	Gramin Swavlamban Samiti, Pararth Samiti	Streamlining and systematizing internal and external documentation procedures such as annual reports and pitching decks.
	Pararth Samiti	Building the capacity of organizational personnel in documentation & communication
Research and Literature	FEED	Research and Policy Brief to support Marginal Farmers
Resource Mobilization	Pararth Samiti, Prabhat Education Foundation	Advising on fundraising strategies, proposal writing, and donor engagement.

<b>Marketing and Promotion</b>	Bridge4Change	Refining organization vision, goals, and strategy to be able to reach a larger targeted audience/ customers
<b>Social Media Communications</b>	Pararth Samiti, Prabhat Education Foundation	Enhancing digital presence, content strategy, and outreach efforts.
<b>Skill Development/ Coaching</b>	CRY	Offering mentorship and capacity building to staff and volunteers of partner organizations for their professional growth
<b>Teaching</b>	Astytva	Remedial classes for underprivileged children
<b>Board Advisory</b>	NAFPO, Women on Wings	Providing strategic guidance and governance support to the FPO boards.

These partnerships are a testament to the diverse needs within the social sector and SIS's ability to match these needs with the specialized skills of our volunteer pool. We are committed to forging long-term relationships that foster sustainable growth and impactful change for these organizations and the communities they serve.

## **IDDP (Independent Directors Development Programme): A flagship initiative**

The Independent Directors Development Program (IDDP), a flagship alliance with the National Association for Farmer Producer Organizations (NAFPO), has now been running for two years. Farmer Producer Organisations (FPOs) are business enterprises of farmers registered under the Companies Act, 2013. The Board members and CEOs of these FPOs, while having a close involvement in and understanding of agriculture, often lack the skills and expertise required to meet all governance obligations and for efficiently running and expanding operations. This unique collaboration between SIS and NAFPO seeks to place senior retired professionals as Independent Directors and Advisors in FPOs, thus providing vital support for strengthening the governance and strategic direction of these organisations, and thus ultimately benefiting rural women farmers.

Key achievements under the IDDP Programme for 2024-25 include





## 33 Volunteers placed in FPOs as IDs

Successfully placed 33 highly experienced senior volunteers as Independent Directors across FPOs. These individuals bring invaluable corporate and sector-specific governance expertise to the FPOs, ensuring transparency, accountability, and strategic oversight



## Supporting 7700 Farmers

These 33 FPOs have a membership base of over 7700 farmers. We look forward to making a concrete difference to their lives through ensuring improved governance in their institutions and through gradually helping enhance the business returns.



## Across 5 states

The program has its geographical footprint across 5 states - Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Jharkhand, and Assam. This expansion signifies our growing capacity to support FPOs across diverse agricultural landscapes and socio-economic contexts.

# Our Impact



Organizations  
supported

14



Total volunteer hours  
generated

1027



Value saved for our  
organizations

Rs 1,027,000

# Key Milestones

**5th December,  
2022**

Registered as Trust



**28th December,  
2022**

Alliance with NAFPO



**24th  
February,  
2024**

First masterclass  
conducted



**4th  
October,  
2024**

25th organization  
registered



**24th December,  
2024**

100th volunteer  
registered



**24th May,  
2025**

Fourth masterclass  
conducted





# Volunteer Testimonials



**Radhika Bhandari**

*Volunteer expert*

*"I enjoyed interacting with some of the CRY volunteers. Seniors in Seva helped me identify a project I could contribute my expertise to. The paper work was professional managed. IT glitches were also sorted out for me."*



**Malini Johnson**

*Volunteer expert*

*"Enjoyed the project overall; clear brief, regular update meetings with stakeholders, good turnaround/response times. Kranti's work is super impressive and wish them well."*



**Dr. Vrajlal Sapovadia**

*Volunteer expert*

*"Mapped the current accounting system, analysed and redesigned it to produce financial statements for each project and that of the organisation. Advised the organization to buy appropriate software, suggested vendors, helped organisation to select proper vendor, assisted in training personnel and monitoring the end result to the satisfaction of the the organization."*

# Partner Testimonials



## **Bitapi Baruah**

*Senior Manager, Volunteer Engagement, CRY*

*“Radhika is an experienced teacher hence she brought a lot of her practical experience to the table which proves to be helpful for the volunteers. The CRY volunteers do not have any degree or prior experience in teaching and hence her simple way of explaining basic things was liked by all. Most of our volunteers rated her sessions a 4 or 5 which is very good.”*



## **Ashish Agrawal**

*Director, Bridge4Change*

*“Anil sir supported us in clarifying the vision and the pitch of our larger vision. So, we brainstormed and refined the vision document over the period of a few weeks. His expertise around what is to be shared and how seems to be quite deep and elaborate and therefore, we felt fulfilled by the end of our interactions as far as the quality of our documents are concerned.”*



## **Monal Kapadia**

*HR Associate, Utthan*

*“The entire process taken up by the volunteer has been extremely helpful and it is leading /carving a path for us to strengthen our PMS system within the organization. The volunteer has gone out of the way and interacted with each and every team member and helped the team built trust also by carrying out this exercise he has understood the dynamics within the organization which has helped carve the role and responsibilities and make it more clearer.”*

# Other Initiatives

## Masterclass For Good

Building on the successful launch in February 2024, our “Masterclass for Good” series continued to thrive throughout 2024-25. This online platform serves as a vital conduit for our expert volunteers to share their specialized knowledge and best practices with a wider audience of social sector professionals, non-profit leaders, and aspiring change-makers.

In 2024-25, we conducted two masterclasses during the year. These sessions covered two contemporary topics very relevant to the social sector

1. Design for Development by Ashoke Chatterjee
2. Artificial Intelligence for the Social Sector by Shabbir Haider

The masterclasses served the purpose of democratizing knowledge and enhancing the capabilities of organizations working for public benefit. The positive feedback received from participants reaffirmed the value and relevance of this initiative. We are committed to making these masterclasses a regular feature, ensuring continuous learning and capacity building within the ecosystem.



# Future Plans and Goals

As we conclude a successful 2024-25, Seniors in Seva is poised for even greater reach and impact in the upcoming financial year, 2025-26. Our strategic focus will remain on two core pillars: maximizing volunteer engagement and forging meaningful and long-term partnerships with social sector organisations.

Our key objectives for 2025-26 include:

- **Enhanced Volunteer Engagement:** We aim to actively identify and secure a greater number of diverse projects that align with the varied skill sets and interests of our growing volunteer base. Our goal is to significantly increase the engagement rate of our volunteers, ensuring that every senior professional who dedicates their time to SIS finds meaningful and impactful work. This will involve proactive outreach to potential partner organizations and a more granular understanding of volunteer preferences.
- **Strategic Long-Term Partnerships:** We will prioritize forging deeper, multi-year partnerships with organizations where sustained support from groups of seniors can make a difference. This approach will also allow for more comprehensive interventions and measurable long-term impact, moving beyond one-off projects to sustained relationships.
- **Expansion of IDDP Programme:** Building on the initial positive experience and success of 2024-25, we plan to place more volunteers in FPOs across additional states, thereby supporting a larger number of farmers.
- **Continued Masterclass Series:** The “Masterclass for Good” will continue to be a vital component of our knowledge-sharing initiatives. We aim to conduct three masterclasses in 2025-26, focusing on emerging needs and critical areas within the social sector.
- **Strengthening Internal Processes:** We will continue to refine our internal processes for volunteer onboarding, project matching, and impact assessment to ensure operational excellence and efficient resource utilization.
- **Increased Visibility and Outreach:** We plan to enhance our outreach efforts to attract more senior professionals and potential partner organizations, leveraging digital platforms and community engagements to amplify our mission.

We are confident that with the continued passion and proficiency of our volunteers, the trust of our partners, and the dedication of our core team, Seniors in Seva will achieve new heights in its mission to empower communities and drive positive social change in 2025-26



# Financial Overview

SENIORS IN SEVA  
2-B, SUKHDEVI NAGAR  
BEDLA  
UDAIPUR (RAJ.) 313011

## BALANCE SHEET AS AT 31ST MARCH, 2025

Liabilities	F.Yr.24-25	F.Yr.23-24	Assets	F.Yr.24-25	F.Yr.23-24
<b>Corpus Fund :</b>					
Trust Fund received from Settler	11000.00	11000.00	Investments :	11387.00	0.00
			FDR at ICICI Bank		
<b>Reserves &amp; Surplus :</b>					
<b>General Reserve :</b>			<b>Current Assets :</b>		
Opening Balance	29549.81		Bank Balances :		
Add: Transfer from I&E A/c	17012.00		ICICI Bank Current A/c	46174.81	47911.00
	46561.81	29549.81			
<b>Current Liabilities :</b>					
Neelima Khetan Current Account	0.00	7361.19			
<b>Total</b>	<b>57561.81</b>	<b>47911.00</b>	<b>Total</b>	<b>57561.81</b>	<b>47911.00</b>
				0.00	0.00

Significant Accounting Policies  
& Notes on accounts

As per our report of even date

For Seniors in Seva

*N. K. L.*  
(Neelima Khetan)  
Trustee

For B.L. PAGARIA & CO.

Chartered Accountants

FRN: 001821C



*Chaitanya*  
(Chaitanya Pagaria)  
Partner  
M.No. 078977

Place : Udaipur

Dated : 23/06/2025

SENIORS IN SEVA  
2-B, SUKHDEVI NAGAR  
BEDLA  
UDAIPUR (RAJ.) 313011

INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD ENDING 31ST MARCH, 25

Expenditure	F.Yr.24-25	F.Yr.23-24	Income	F.Yr.24-25	F.Yr.23-24
<b>Programme Expenses</b>			<b>By Voluntary Contributions/Donations</b>		
Honorarium Expenses	120000.00	56000.00	Mr.Kappagantula Bala Murali Mohana Krishna	60000.00	0.00
Website Development Charges	83601.00	67260.00	Mrs.Neelima Khetan	37500.00	45000.00
<b>Admin Expenses</b>			Mrs.Gayatri Sikka Kapoor	62500.00	45000.00
Legal & Professional Fees	3400.00	20650.00	Mrs.Kappagantula Venkata Gouri	27500.00	45000.00
Courier Expenses	3026.00	0.00	Mr.Probal Nikhilesh Majumdar	27500.00	25000.00
Printing & Stationery	13653.00	1400.00	Mr.S Devarajan	27500.00	25000.00
Audit Fees	2500.00	1180.00	<b>Other Income</b>		
Legal Expenses	0.00	3880.00	Bank FDR Interest	691.00	0.00
<b>Excess of Income over Expenditure trans. to General Reserve</b>	17012.00	34631.00	Misc. Income	1.00	1.00
<b>Total</b>	<b>243192.00</b>	<b>185001.00</b>	<b>Total</b>	<b>243192.00</b>	<b>185001.00</b>

Significant Accounting Policies  
& Notes on accounts

As per our report of even date

For Seniors in Seva

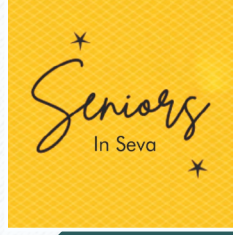
*Neelima Khetan*  
(Neelima Khetan)  
Trustee  
Place : Udaipur  
Dated : 23/06/2025

For B.L. PAGARIA & CO.  
Chartered Accountants  
FRN: 001821C

*Pagaria*  
(Chitranjan Pagaria)  
Partner







Passion. Purpose. Proficiency.

2B, Sukhdevi Nagar,  
Bedla, Udaipur  
Rajasthan - 313011

[www.seniorsinseva.org](http://www.seniorsinseva.org)