



Seniors In Seva

Passion. Purpose. Proficiency.

Annual Report
2022-23

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From the Founders

We are proud to present the first Annual Report of Seniors in Seva (SIS), an organisation and a platform to facilitate pro-bono consulting by experienced professionals, connecting them with grassroots nonprofits, community-based organizations, social enterprises, and Farmer-Producer Organizations (FPOs).

While Seniors in Seva was formally registered as a charitable trust on 5th December 2022, it is an idea with which we had been working for almost two years prior. The first post that was published was via LinkedIn in December 2021, calling out to Seniors to enrol for this new initiative. During these early years, the support and guidance received from Dharmaraj, Megha, and Venkat of the India Welfare Trust were invaluable. As were the inputs that Ulhas Vairagkar provided.

However, the idea truly began to come alive when the five of us, all from the same batch of the Institute of Rural Management (IRMA), got together. The idea of Seniors in Seva resonated very strongly with our own life stages, and somehow the shared IRMA DNA made it easy to align on the purpose. This year, 2022-23, marks the formal beginning of that shared dream – to channel the expertise and passion of senior professionals towards purposeful engagements in India's social sector.

In this foundational year, we focused on building the vision, structure, and systems to bring the idea to life. We spent time consulting with ecosystem leaders, talking to potential volunteers and civil society actors, and understanding the real needs on both sides. We also focused on the backbone work – registering the Trust, defining our mission and operating principles, and initiating early outreach through conversations and connections.

Towards the end of the year, we began seeing the first signs of traction: senior professionals expressing interest in volunteering, and grassroots organizations beginning to articulate projects where such support could be valuable. This response affirmed our belief that there is a strong appetite for meaningful volunteering, especially post-retirement or in transitional career phases. We are grateful to our friends and families who provided the early support and contributions, enabling us to take the first few steps with courage and clarity. Their trust helped us set up essential systems and lay the groundwork for what SIS is becoming today.

Looking ahead, we recognize the immense potential of this idea — and the hard work needed to make it sustainable, scalable, and impactful. We remain committed to building a platform of integrity, empathy, and effectiveness, one that enables skilled senior professionals to serve, learn, and grow alongside India's vibrant community-based initiatives.

We thank every supporter, advisor, and well-wisher who stood by us in this first year. Together, we are building a bridge between wisdom and social change.

**Gayatri Kapoor, Gouri Krishna, Neelima Khetan, Probal Majumdar,
S. Devarajan**

About Seniors in Seva

Seniors in Seva (SIS), is an initiative rooted in a shared desire to give back. The idea took shape when five long-time friends and batchmates from the Class of 1984, Institute of Rural Management Anand (IRMA) – Gayatri Kapoor, Gouri Krishna, Neelima Khetan, Probal Majumdar, and S. Devarajan – came together around the following question:

Could experienced professionals nearing or post-retirement be a resource for India's development sector?

Each of us had spent decades working across rural development, finance, marketing, IT, human resources, etc, in both corporate and nonprofit sectors. As we approached a new life stage, we saw an opportunity to channel our experience toward meaningful engagements with grassroots organizations. This vision gave rise to Seniors in Seva – a platform to connect skilled senior professionals with nonprofits and social enterprises in need of strategic, technical, and/or managerial support.

With encouragement and guidance from the India Welfare Trust's #EveryIndianVolunteering initiative, the concept was refined and formalized. Their support played a catalytic role – from helping design SIS's first volunteer survey to suggesting its name and connecting the team to the larger volunteering ecosystem.

On December 5, 2022, Seniors in Seva was officially registered as a Trust.

The core belief behind SIS is that professionals who are near and post-retirement, between the ages of 50 to 75, can convert these years into a period of renewed societal contribution. With improved health, fewer responsibilities, and decades of insight, senior professionals bring invaluable skills that could strengthen India's grassroots institutions. By facilitating pro bono consulting opportunities, SIS aims to bridge the gap between knowledge and need, passion and purpose.

This report captures the journey of our very first year.

Our Team

Gayatri Kapoor

**Masters in Rural Management, IRMA,
Masters; Delhi School of Economics; CTI Certified Co-Active
Coach**

Gayatri has over 30 years of experience in marketing research, consumer insights, and branding with international agencies. She has advised local and multinational brands in the Middle East, China, and Singapore, and has published white papers on cross-cultural consumer behavior. Gayatri has recently become a certified coach.



Gouri Krishna

**Masters in Rural Management, IRMA;
Post Graduate Degree in Sciences from Osmania University.**

Gouri brings over thirty years of experience in government, media, education, and social sector consulting. She has strong grassroots experience with cooperatives, Self-Help Groups, and FPOs. She serves on the Board of AP Mahila Abhivruddhi Society and has published many case-study-based articles in the FPO space.

Neelima Khetan

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

Neelima has held leadership roles as CEO, CSR Head in large multinationals, non-profits, and Acting Director at IRMA, Anand. She currently serves on several non-profit boards and is the Managing Partner at Nous Consultants. Neelima recently co-edited the acclaimed book “Anchoring Change” published by Penguin Books.



Our Team



Probal Majumdar

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

With three decades of experience in MIS, IT and Business Analysis, he spearheaded projects in large government and semi-government organizations including setting up a computer and network center. Probal has also designed and implemented a spectrum of automated management and MIS systems for a variety of business needs.

S. Devarajan

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

With over four decades of experience in public and private sectors, including a multinational start-up, Deva transitioned from education to business management roles in QC, process development, administration, and HR management. Deva has also established a financial empowerment venture for destitute rural women and supported village children to improve their learning performance.



Foundational Partnerships

Our Early Collaborations (2022–23):

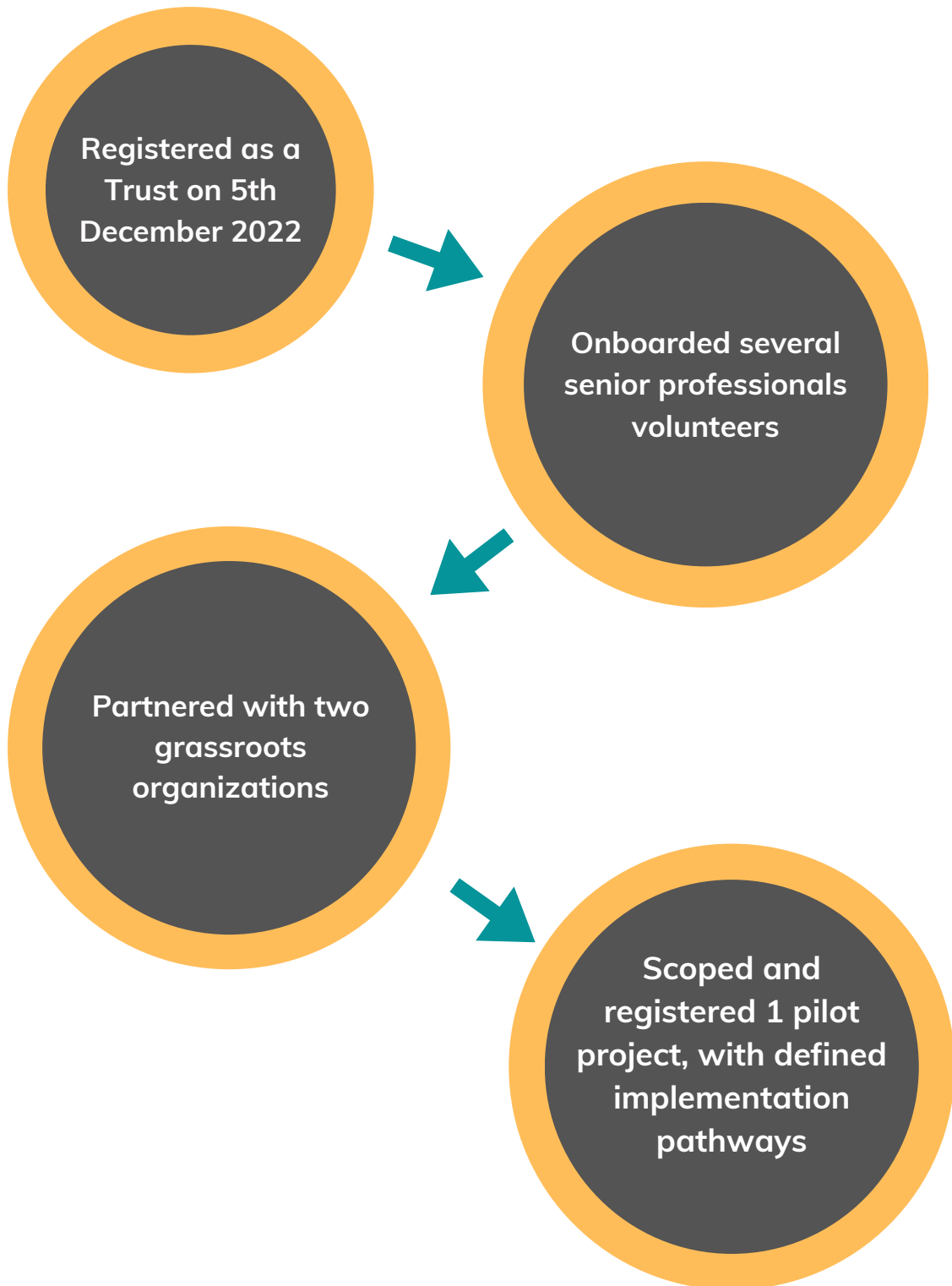


A multi-stakeholder platform building governance and institutional strength for FPOs in the country. SIS has initiated a partnership with NAFPO to bring senior volunteers to provide professional support to the FPOs, through NAFPO's Independent Directors Development Program.



Jan Sahas, meaning 'People's Courage,' is an organization with over two decades of experience working in more than 14,000 villages across India. Their core focus areas include safe migration and worker protection, alongside the prevention of sexual violence against women and children.

Achievements



Future Plans and Goals



The year ahead will focus on translating intent into action. With experienced volunteers and three founding partner organizations—NAFPO, and Gramin Swavlamban Samiti (through Jan Sahas)—onboarded in the first year, the groundwork has been laid.



Widening Our Community of Practice

We aim to onboard a wider and more diverse set of civil society organizations and social enterprises in the coming year. Simultaneously, we will reach out to motivated senior professionals across India and beyond, ensuring more projects emerge from this growing ecosystem.



Strengthen Internal Systems

Refine volunteer registration and categorization systems, including clearer skill mapping, simplified onboarding, and options such as uploading resumes for better role alignment



Document and Learn

Capture stories, feedback, and learning from initial engagements to shape future strategies, and to communicate SiS's value proposition more effectively to potential partners and supporters.

Financial Overview

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

BALANCE SHEET AS AT 31ST MARCH, 2023

Liabilities	Amount	Assets	Amount
Corpus Fund :		Current Assets :	
Trust Fund received from Settler	11000.00	Cash in hand	11000.00
Reserves & Surplus :			
Opening Balance	0.00		
Add: Transfer from Income & Exp A/c	-5081.19		
	-5081.19		
Current Liabilities :			
Neelima Khetan	5081.19		
Total	11000.00	Total	11000.00

Significant Accounting Policies
& Notes on accounts

Sch-III

For Seniors in Seva

N. Khetan

(Neelima Khetan)
Trustee

Place : Udaipur
Dated : 23rd May, 2023

*Seniors
In Seva*

As per our report of even date

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

Pagaria
(Chitranjan Pagaria)
Partner
M.No. 078977



Financial Overview

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

INCOME AND EXPENDITURE ACCOUNT 01-04-2022 TO 31-03-2023

Particulars	Amount	Particulars	Amount
Indirect Expenses		Indirect Incomes	
Software Expenses	5081.19	Grants/Donations	0.00
Excess of Income over Expenditure Transferred to General Reserves	-5081.19		
Total	0.00	Total	0.00

Significant Accounting Policies & Notes on accounts

Sch-III

For Seniors in Seva

N. Kethan
(Neelima Khetan)
Trustee

Place : Udaipur
Dated : 23rd May, 2023

As per our report of even date

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

(Chitransh Pagaria)
Partner
M.No. 078977



Seniors
In Seva



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Rajasthan - 313011

www.seniorsinseva.org