



**Development Sector Alerts on WhatsApp
For NGOs and Development professionals in India**



About Tamuku

Tamuku is a Alerts Service that provides up-to-date and credible information, through WhatsApp, on various opportunities for NGOs and Development professionals in India.

*Tamuku/ తమూకూ/தழுக்கு [Telugu/ Tamil.] n.
A drum, a tambourine.
Tamuku means drum/ tambourine
in Telugu / Tamil that is used
in rural areas to announce
events among the villagers.*



www.tamuku.in

Our Vision:

*To be
professional enabler
for NGOs and
Development
Professionals wider
reach and deepen
social impact*

Founders:

Qualified Development Professionals with combined work experience of 20+ years.
Graduates of Tata Dhan Academy,
Teach for India fellowship

Key Activities:

- Sourcing and curating information on various opportunities for NGOs and Development professionals
- Enlisting subscribers on WhatsApp Broadcast list.
- Sharing of Alerts on specific Channels (on a daily basis).
- Premium services for NGOs on organisational development and fundraising
- Knowledge Hub, Helpline, etc
- Customized Services for NGOs.



The Problem

- ✿ There are at least 3 million NGOs in India and more than 25 lakhs people working in these NGOs
- ✿ Plethora of information available over the internet for NGOs/Development Professionals
- ✿ Evident information gap where NGOs/Development professionals unable to find relevant opportunities
- ✿ On the other hand, there is information overload where one is unable to sort and find relevant and credible information about opportunities when in need
- ✿ Due to this, many NGOs and Development Professionals face issues like missing out important deadlines and opportunities
- ✿ This led us to research and collate a wide variety of sources/ resources uniquely useful for an NGO/ development professional. We started sharing the same in our network and this led to formalizing the same into a venture titled '**Tamuku**'



The Solution

Tamuku is an Alerts Service that provides up-to-date and credible information to NGOs and Development professionals. We source information (on funding, jobs, fellowships, events, etc) and deliver it to our subscribers.

3 Services offered:

1. Tamuku WhatsApp Alerts
2. Tamuku Premium Services for NGOs
3. NGO Organisational Essentials Package





Tamuku WhatsApp Alerts Service

Subscription fee

INR.365/
per year

Tamuku WhatsApp Alerts Service provides up-to-date and credible information to NGOs and Development professionals.

5 subscription channels

1

Funds for
NGOs



2

Development
jobs



3

Development Studies/
Scholarships/
Fellowships



4

Events/
Trainings



5

Website/
App of the Week



- > We source information and deliver it via WhatsApp broadcast lists.
- > Alerts in a condensed and appropriate form
- > Source content from 1000+ sources and shared on a daily basis
- > Alerts are sent on a daily basis (except Sundays)



Tamuku Premium Service for NGOs

Tamuku Premium Services for NGOs is a Customized Membership-Based Services for NGOs in India.

Membership fee

INR 19,999

per Year

Funding:

Funding Alerts relevant to your NGO based on your eligibility, priorities and requirements

-

Reminder alerts on upcoming deadlines and funding opportunities

-

Projects and partnerships opportunities matching your priorities & requirements

-

Alerts on potential donor agencies (National and International including Government and CSRs)

Resources & Referrals:

Sample proposals, Concept notes, Annual report, Reading materials, etc

-

Consultants for writing concept notes/ proposals (on demand)

Others:

Post job requirements on Tamuku which will be shared with Tamuku Subscribers

-

Useful websites and Mobile Apps

-

Ask Questions, Get Answers

-

Free Annual subscription to Tamuku WhatsApp Alerts Service, priced at **Rs.365/ year**



NGO Organisational Essentials Package

1 Excel File, 50+ Sheets with various checklists, details, databases, reminders and useful resources

Price

INR 9999

Issues:

Increasing sophistication in fundraising scenario for NGOs (online applications, responding to call for proposals, etc)

-

Growing legal and statutory compliance (like NGO-DARPAN, FCRA receipts, returns and renewals, etc)

-

Lack of systems in NGOs to immediately respond to any 'call for proposals' & funding opportunities requiring stringent due diligence process

-

NGOs lack sustainable strategies and organized effort for fundraising

Benefits to NGOs:

Provides one-place comprehensive and structured information of the Organisation in one place/file

-

Proposal writing becomes easier and faster with all required and relevant information available at one place

-

Develop agility to respond to various RFPs/EOIs and other legal & statutory processes (FCRA receipts and returns, etc)

-

Information & Documents necessary for Due Diligence by donors or any accreditation agencies available at one place in an appropriate form and manne



Journey so far



Started in July 2017



Around 300+ NGOs/ Development Professionals as subscribers



Developed “Organisational Essentials Package” completely in-house; Saves time & money for NGOs



Expansion in South Asian Countries viz.,
Tyamko (Tyamko.org) in Nepal;
Sri Lanka, Bangladesh, Cambodia in progress





Awards & Partnerships

**SANDBOX
SAMVIDHA**
PLATFORM FOR NEXT GEN
SOCIAL IMPACT IDEATORS



Winner of semi-finale at
DF's Samvidha competition



NSRCEL
Meat to Implementation

Mentored at NSRCEL, IIM-B

N/CORE

incubating nonprofits
problem-solving India's greatest challenges the startup way

Partner with Nudge N/Core -
providing support to N/Core incubatees



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www.tamuku.in



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Thank you