
APARTMENTS

toolkit





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#DaanUtsav?

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WHY CELEBRATE #daanutsav?

Residential complexes across India celebrate #DaanUtsav in a variety of interesting ways. It helps them bond together as a community, thus enhancing trust and the sense of safety and well being, while also strengthening their gratitude muscles and contributing money, material or time to a cause.



APARTMENTS ideas

Aa Gaye Raste Pe

Apartment residents set up a “street food festival” and sell food made in their homes. All proceeds from the sale of food are given to charity.

Ados-Pados

Residents host an evening for a neighbour in their society, in which they do a small show about themselves and serve dinner. The visitors pay for the experience. The arrangement is reversed within the week. All money raised goes to charity.

Do Rights By Them

Residents organise a camp for all domestic help and support them in getting various govt documentation (PAN, A^tadhar, caste or birth or residency certificates, etc.) and benefit from Govt schemes.

Jaano Ya Na Jaano

A quiz for residents where questions are about the personal lives of the support staff of the apartment- the security guards’ families and places of origin, the gardener’s childhood dreams, the sweeper’s height, weight, etc. Residents pay to participate, proceeds used to give gifts to the staff and some residents provide excess gifts from their homes as prizes for the winners.

Cycle/ Bike/Car Rally for a cause

A rally for a cause, where participants donate and fundraise to support the chosen cause.



APARTMENTS ideas

Environmental Action

Apartments use #DaanUtsav as a platform to launch environment friendly initiatives like Garbage segregation & composting, energy audits & conservation, water harvesting structures and water conservation methods.

Fistful of joy

Schools, colleges, offices, apartments, clubs encourage students, employees & members to donate a fistful of grain/ sugar which is collected and given to an NGO of their choice.

Clean up drive

Organise an event to clean up public spaces like beaches, lakes, bus stands, stations, parks, govt hospitals, etc.

Gandhi For Gram

Identify a village nearby and get students/employees/members to visit and volunteer there for a day, to promote greater understanding of the challenges of rural life in modern times.

Wish Tree

Set up a "Wish Tree" and allow members to fulfill wishes sourced from a local nonprofit that you wish to support.



APARTMENTS ideas

DaanDe March

Organise a march/walk involving your students/employees/members and also other organisations near your institution, raising awareness about causes and inviting the public to contribute in cash and kind.

Tree plantation

Carry out tree plantation campaigns in nearby school/college campuses and grounds, parks, office campuses or in nearby plantation areas identified by environmental NGOs. Plantation can also be done in nearby rural areas.

Beautification Drive

Organise an event to beautify public spaces like compound walls, bus stands, stations, parks and gardens, govt schools & hospitals, shelter homes, etc.

Plog Run

Get participants to go on a run and collect all the plastic they encounter on the run, from the streets. The collected plastic is given to a recycler.

Collection Drive

A drive to collect and donate new or old books, toys, bags, stationery, uniform, newspapers, shoes, clothes and other stuff and donate them to NGOs.



APARTMENTS ideas

Run/Walk for a cause

A walk/ run for a cause, where participants donate and fundraise to support the chosen cause.

Seva Mela- NGO stalls

In a school, college, corporate, club or large apartment complex, NGOs put up stalls showcasing their cause and selling their products.

Seva Mela- Fun for a Cause

In a school, college, corporate, club or large apartment complex, NGOs put up stalls with food and games, and all proceeds go to charity.

Jail & Bail

Leaders (CXOs, Principals, Directors, Trustees, Office bearers) are “jailed for doing good” and others have to “bail them out” by donating to a charity of their choice.

Charity Raffle / Housie

A raffle, housie or “tambola” where members donate items as prizes (spare new phones, crockery, travel accessories, bags, watches, etc.), and everyone buys tickets with the proceeds going to charity.

Card Carrying Membership

Poker, rummy, bridge or other card games where everyone “buys in” and nominates a charity, money goes to the winners’ nominated charities.



APARTMENTS ideas

Visits to NGOs

Visits to nearby shelter, old age home, orphanage, special needs org, etc.

MasterChef Kaun?

in schools, offices, clubs, apartments, a Masterchef contest, where each participant creates, others "buy" food coupons, proceeds go to charity. The winner's charity gets a special prize. Can focus on men cooking to change stereotypes.

Date Auction

In colleges, offices, clubs, gyms, a lunch or safe dinner date with the popular members is auctioned and proceeds go to the charity of their choice.

Blood donation camps

In association with nearby blood banks and hospitals or groups like Lions that conduct such camps.

Kuch Achha Karao-ke

Sing for a cause on karaoke, the audience buys tickets to listen, proceeds go to charity.

Food drive

Preparing, collecting and distributing food to those in need on the streets or at shelter and care homes, or even to auto drivers at a stand, etc.



APARTMENTS ideas

Seva Sandwich

Individuals in a group contribute various ingredients of a sandwich, get together and make sandwiches and distribute them to those in need.

Kindness Fridge

Set up a "kindness fridge" in a public place like an apartment, school, college, hospital and create groups of people who will ensure the fridge is stocked.

Thank'Em

Thank class 4 staff of school, college, corp, club, apt, etc. – serve them, have fun WITH them, treat them as equals.

Record Audio Books

Everyone records an audio book for the blind.

Change Festival

In colleges, clubs, theatres, large corporates, large apartments, a TEDx/ Litfest type format featuring social enterprises, ticket donations to charity.

Bake Sale/ Art Sale

People exhibit their talents in baking/ other arts and sell their products, proceeds go to charity.

Adopt an Institution

Help a govt school, bus shelter, night shelter, newspaper stand, park get a complete makeover and take care of it through the year.



APARTMENTS ideas

The Tiny Flea Garage Sale

Flea market within school, college, corp, apartment, club etc. where members bring items and others buy them, all proceeds go to charity.

7 Days 7 Givings

Pick 7 different acts of giving, 1 for each day of the #DaanUtsav week and get students/residents/employees/members to contribute. The 7 acts could simply be 7 different items to be given (books on 1 day, clothes on another, etc.) or 7 types of activities (money, material, time, blood, skills, etc.).

Street Store

Organise a collection drive for items in good condition, clean, mend and pack the donated items nicely and set up a "store" on a street nearby. Offer "coupons" to potential beneficiaries which they can use to "buy" the items that THEY choose from the street store, instead of being handed over something that someone else chose for them.

#DaanUtsav Booths

Pop-up #DaanUtsav booths in public spaces provide opportunities to donate for a particular NGO/cause.

APARTMENTS ideas

MKG 150 festival

Organise a festival in your school, college, office, club, group, association or apartment to celebrate Gandhi's 150th birth anniversary. The festival can include debates, essay contests, Khadi shows, films and other activities that represent Gandhi's values. Audience/ participants donate to take part and the proceeds go to Gandhian charities.





APARTMENTS faqs

Why should apartments and societies celebrate #DaanUtsav?

Celebrating #DaanUtsav in an apartment, society, RWA or ALM creates an interesting opportunity for residents to get to know each other well by working together on an event. This helps deepen relationships between residents, strengthens bonds and thus builds a safer community for everyone.

#DaanUtsav can also become a platform for every apartment, society, ALM or RWA to show gratitude to the people who make their lives comfortable, safe and happy- such as maids, drivers, liftmen, security guards, etc. It can also be an opportunity for a community to get together and show that they care.

How does one get more residents to help in organizing the event?

Most residential areas have a few “influential” and “popular” members- the ones that everyone looks up to, and who are often the glue that binds people together. Tapping into them and sharing your ideas is a great way to find fellow champions. You can also talk to your immediate neighbors or your friends.

Some large societies or associations have a “youth wing” or club and involving them could also be useful. If there’s a professional Manager, s/he can also be roped in, especially to help with a lot of the follow-up, logistics, and coordination.



APARTMENTS faqs

In some large ALMs, RWAs and societies, there are WhatsApp groups of members as well as other online communication platforms that can be used to reach out and get volunteers.

Who can one approach for permissions to do this in their society/apartment?

It is best to approach the office bearers of the society or association, such as the President, Chairperson, Secretary or Treasurer for the necessary permissions.

How can one pitch the concept of DaanUtsav to the residents/members?

Before approaching the office bearers, it is always good to have a small group of fellow volunteers in place and a clear idea of the kind of event(s) you plan to organize. Once you have this, seek a meeting with the office bearers as a group- it is easier to get permissions and approvals if there is significant support from a diverse group of members.

What are some of the objections/questions raised?

Societies & RWAs will typically have concerns around inconvenience that may be caused to other residents by your planned event(s), e.g., if there's loud music to be played or a lot of tidying up is required after your event, etc.



APARTMENTS faqs

Be prepared with solutions for those objections (e.g., we will ensure all the activity will happen in the clubhouse/ we are arranging boxes into which people will put the material being collected and it will be picked up each evening, etc.).

Some societies/ RWAs have rules against going door to door to collect material or money, though they tend to worry less if it is residents going around. Permissions for external people (e.g., staff from an NGO, etc.) will be a little more difficult to get for such activities, given growing concerns around safety..

Office bearers will want to know if the society/RWA is expected to bear any expenses related to the event, or forego any normal charges (e.g., club house rentals) to support the event. Be clear about your expectations of them.

How do you address them?

Being prepared for the questions and objections helps address them. The easiest way to address any concerns is to demonstrate interest from a majority of residents to participate in your event- if most people want to take part, it is likely to be automatically supported by the officials. You can demonstrate this through a signature campaign, or WhatsApp messages or emails from members supporting the event idea.



APARTMENTS faqs

How can one get participation of residents in their event?

The easiest thing is to first form a group of residents, they can be your neighbors, your friends, the other people you know well in your apartment.

Once your small group is going, you can divide work between all of you and each person starts reaching out to all the members and then we see that there are many WhatsApp groups in the Apartments so you just circulating around groups and encouraging more people to take part will automatically give you a result.

Another thing that works well is to get a lot of young people in society to take initiative and drive it.

In addition to that see if the society can send out a circular to all members if the society is on a platform like common floor or complexes or any other thing like the apartments owns like the software then you can send out messages and last but not the least; posters and notice boards often still work.

So a whole range of things like these that can help you get the people on board.



APARTMENTS faqs

How can one follow up with participants and keep them updated?

So, once you have your plan, you should have a clear sense of when you need the participants to get involved and what you want them to do. A simple timeline is here are the 5 people involved and these are the roles they have to play and due dates for reach of those activities is very very useful, one you have that list, use all form of communications-WhatsApp, Calls, just going to their homes and knocking the doors.

Another good way to follow up is to keep providing updates to yourself. So if there is a core team of people who are involved, creating a group of those core team members on WhatsApp or any other tool and you proactively sending updates saying, Hey, here is what I have done today or sharing updates of others saying, hey, this is what she has done. Today she was able to get this local store to give us these 14 pieces of crockery as gifts for our event; does anybody else have an update?

Often works very very well, when people see others being praised, they often get motivated enough to do those tasks that were assigned to them.



APARTMENTS faqs

How much time does it take to plan an event?

It is completely dependent on the nature of the event. So if you decide to do something as simple as Raffle or a Housie or a Tambola event, all you need to do is start a week before, identify 4 people who have - most of us have extra items lying around at home like, spare crockery set somebody gifted us, or a watch, new pair of woollens that we never planned to use ourselves.

if you can quickly check around with a few friends who will be able to find out these items that are directly available to be given away as prizes. WhatsApp messages reach people very quickly, you can easily schedule an event within a weeks span.

Sometimes if it's a much more complex event like for eg. If you are planning to host a dinner for all the house help across all apartments, then you will probably need a lot more time because then you will need to fix a date, communicate it to everybody, make sure everybody is free, you need to give yourself enough time to collect money from all the houses and get permissions from the societies, etc. Sometimes events like these might take as much as a month or two months.



APARTMENTS faqs

Any other tips have for people planning events in apartments, societies, RWAs or ALMs?

So one of the most important things to remember is that these little events are fabulous opportunities to bring people together, increasingly our societies are becoming more and more isolated, so it is an opportunity for you to build an interesting event where people get to know each other, get to like each other & play with each other, building a community within an apartment.

But one of the biggest reasons why societies should celebrate is; in terms of tips I think anything that will bring people together, so try and enjoin as many people as you can sometimes.

There are always trouble makers in every society like the people who will always take objections, see if you have a chance to talk to some of those people early enough and get them to become members of your core team. Because once the trouble makers are on you have slight chances of your event is gonna go smooth.



APARTMENTS **contact**

To know more, write to
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