**Hostel 7/8/21 construction: Project Bana de**

Update 8: As of 31/7/202

1. **Project Progress:**
2. The project brief has been prepared by the agency 2by3 and approved by the Alumni led Project Planning Committee(PPC) team.
3. A copy of the summary is *attached* with this for your perusal.
4. The PPC worked on shortlisting architects, from the current 15 or so, to a manageable number and subsequently down to four architects’ firms. Currently, 4 architect firms have been sent the detailed project brief and they have been asked to submit their ideas and designs in around 6 weeks. Tentatively, we should expect concept designs by Mid-September/end-September.
5. We hope to have the PPC approve a final design by middle of October.
6. **Fund raising progress (Phase1-design, costs, approvals and pledges ):**
7. We have received pledges of Rs.3.6 crs from 25 “Charter Donors” from H7/,H8, & LH (H10&11).With the opening balance of Rs 24lacs in the HATS account of the three hostels we have nearly reached the initial target of Rs 4 crs. The LH (H10&11) outreach team is working on getting two more pledges of Rs10 lacs to complete the list of Charter Donors.
8. We had a “Thank you” call with all the Charter Donors on 26th June,2021, to update them of the progress.
9. We will be drawing down on those pledges from September to December in a Phased manner.
10. *Attached* is the Annual review of the Alumni Association HATS programme upto 31st March,2021 for your perusal. You may want to go through the many other projects run by HATS .
11. **Fund raising progress (for Phase2-construction):**

*Building the backbone***:**

1. The backbone of the fund raising exercise is the outreach team and networking.
2. Three outreach teams have been formed with volunteers for each batch & hostel. The Team leads for H7 is Raj Mashruwala, class of 1975, for H8 is Kirat Patel class of 1975, and for LH(H10&11) Zenobia Driver, Class of1998.
3. We have over 50 volunteers representing over 30 batches. *Attached* is the list of volunteers, year wise.
4. As you can see we have a long way to go to cover all batches and we need you to help us fill up the gaps in the “vertebrae”. We need to have at least 4 to 6 volunteers for each batch across the three hostels to be able to reach out to the others.
5. So, the first task now is to find well networked Alumni in each of the batches*.* **Please help in finding people from the missing batches or even from your batch who would be happy to help by working the phones.** Contact the hostel leads (Raj, Zen or Kirat) if you have any suggestions.
6. *Attached* is a presentation on the project updated to help you explain the project to potential batch leaders. Feel free to use it to convince people to join in.

*Updating the database*:

1. In the meantime, it would be helpful to upgrade the data about the alumni for each batch. Team leaders can send you the list of your batch mates as per the Alumni Association(AA) records if you need a starting point. Please reach out and ask for it or send them the data you have so we can update our records. The AA and DRF team will help in filling up the gaps.
2. It has been suggested that alumni be prompted to go and update their data on a secure data base and, to overcome hesitancy from giving the data, an accompanying request from the Institute would help. This will be one of the functionalities of the website to be launched shortly.

*Identifying potential donors:*

1. Once we have the outreach teams of each hostel in place, hopefully, no later than end August/mid- September, we shall begin the exercise of identifying the potential donors.
2. For the batch of 1975, six batch mates (including Raj & Kirat) from H8 & H7 got together, virtually, and updated the database. It didn’t have about 10% of the 100+ alumni from the three hostels. We also managed to identify most of the rooms and wings they stayed in and who would be the best people to reach out to them. We also attempted to guess who could be a potential donor for their rooms (Rs10 lacs spread over three annual installments) and who could give more. The total number we came to was quite encouraging. Without the billionaires in the batch (we have two), we crossed an estimate of Rs10 crores. It was fun doing the exercise as we got to figure out where people were and what they had done in life! We are planning to have a virtual reunion of the batch soon to get everyone in touch where we will pitch for the project.

 10. Other batches could try this experiment. It was fun.

1. **Communications and marketing.**
2. Moving on to the next stage of fund raising, the mass communications exercise, we had a brain storming session on how to go about getting pledges for the remainder Rs.130 crs or so with all the volunteers on July 10th.
3. We have, subsequently, decided to work with Salt Brands (a marketing communications company led by Mahesh Chauhan, Class of 1990, H6) for the mass communications exercise which would involve creating and maintaining a website, creating material to promote the project amongst the IITian Alumni over various media.
4. Anuradha Narasimhan ,Class of 1990, H10, a marketing professional, has volunteered to guide the marketing & communications effort. That would include creating a website and material for promoting the project
5. We are working with the DRF and them to come up with a communications plan plus material etc. to be available over the next couple of months.

Kirat Patel Raj Mashruwala Zenobia Driver