



आंकलन और कार्य निष्पादन मूल्यांकन परिषद

COUNCIL FOR ACADEMIC AND PERFORMANCE APPRAISAL (CAPA)

*A Public Charitable Trust*

### HOW WE DEVELOP EARNING OPPORTUNITIES

Council for Academic and Performance Appraisal (CAPA) develops earning opportunities through various means to sustain their operations and fund their initiatives. Here are some strategies that CAPA can employ to generate revenue:

**Social Enterprises:** Establishing social enterprises that align with the CAPA's mission can provide sustainable income streams. These enterprises can include ventures such as fair trade product sales, artisanal goods, eco-tourism initiatives, or sustainable agriculture projects. Profits generated from these enterprises can be reinvested into the CAPA's programs and activities.

**Fee-for-Service Programs:** Offering fee-based services or programs that provide value to individuals or organizations. This includes consulting services, training workshops, capacity-building programs, skill development, or educational courses. CAPA charges a fee for these services, which contributes to our revenue stream.

**Product Sales:** Develop and sell products related to the CAPA's mission or cause. This could include merchandise such as t-shirts, bags, or other branded items, as well as informational materials such as books, reports, or toolkits. Income generated from product sales supports the CAPA's activities and initiatives.

**Membership Fees:** Established a membership program where individuals or organizations can become members of the CAPA for a fee. Members may receive benefits such as access to exclusive events, resources, or discounts on services. Membership fees provide us a steady source of revenue for our activities.

**Grants and Funding:** In process for grants, donations, and funding opportunities from government agencies, foundations, corporations, and individuals. We are developing strong grant proposals and fundraising campaigns to secure financial support for specific projects, programs, or operational expenses.

**Crowd funding Campaigns:** Launches crowd funding campaigns to raise funds for specific projects, initiatives, or campaigns. Platforms such as Kick-starter, Indiegogo, or GoFundMe can be used to solicit donations from a broad audience of supporters who believe in the CAPA's mission and want to contribute to its success.

**Partnerships and Sponsorships:** Forge partnerships with businesses, corporations, and other organizations that share the CAPA's values and objectives. Seek sponsorships for events, programs, or initiatives in exchange for promotional opportunities, branding exposure, or other benefits.

**Consulting Services:** Offers consulting services to government agencies, businesses, or other NGOs in areas related to the NGO's expertise, other institutions, training centres, and assistance to get UGC accreditation, etc. This includes providing technical assistance, conducting research or evaluations, or offering training and capacity-building support.

## EARNING OPPORTUNITIES

**Investment Income:** Invests surplus funds in ethical investments or financial instruments that generate returns over time. CAPA explores options such as socially responsible investing, impact investing, or community development finance to grow their financial resources while aligning with their values.

**Diversification of Income Streams:** Developing a diversified portfolio of income streams to reduce reliance on any single source of funding. By diversifying revenue sources, CAPA builds financial resilience and sustainability over the long term.

Overall, developing earning opportunities requires creativity, strategic planning, and resourcefulness. By exploring a variety of revenue-generating strategies and adapting to changing circumstances, CAPA generates the financial resources needed to support our mission and make a positive impact in our communities.