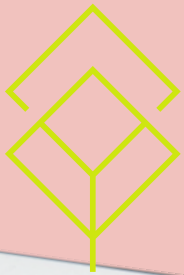


# THE PHOENIX FLYERS

## PURPOSE

HERE AT PHOENIX FLYERS OUR AIM IS TO PRESENT NEWS THAT IS ACCESSIBLE AND APPEALING TO YOUNG ADULTS. WE HOPE TO SHED SOME LIGHT ON ONGOING ISSUES AND SOLUTIONS, ENSURING STORIES THAT MATTER ARE HEARD.



**TAKE THREE**



**Mr. Mayukh Chowdhury**

## Sneak Peek of the CEO

Hailing from a small town in Agartala, Mayukh Choudhury comes from a family, at the time where pursuing a medical or an engineering degree was considered to be a norm. So common that it was believed, that “one decides what they want to do in life after completing their medical or engineering degree” — says Mayukh, who holds a B.Tech. degree in Electrical Engineering at IIT Madras. He deeply values the qualities like integrity, empathy, and discipline, and thinks of it as an honor to hold hands & walk with those in need. The motivation that got him into establishing this organization called ‘Milaap’ was this very realization — “it could be anyone who needs money” — after all emergencies don’t come knocking at our door. According to Mayukh, the entire mindset and the value system behind the establishment of Milaap was never money-oriented but the selfless attitude and the never-dying spirit of wanting to do something positive and impactful for humankind.

# JOURNEY

MILAAP

## MISSION

WE BELIEVE THAT  
HUMANITY IS AT THE  
CORE OF OUR BEING  
AND OUR MISSION IS TO  
AUGMENT THIS.

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## VISSION

OUR VISION IS TO  
MAKE ONLINE GIVING  
THE MOST TRUSTED  
WAY OF HELPING  
SOMEONE IN NEED

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# ALL ABOUT MILAAP

## The Problem We Address

“That could be me” is the realization that prompted the founding of Milaap.

Mayukh, the co-founder and CEO of Milaap, was facilitating the distribution of solar panels in Uttar Pradesh when he saw the grave issue of a lack of funds for development in rural India. Seeing that he didn't have the resources to donate, he “asked the crowd” and that is how Milaap began!

To Mayukh, “People will always give money to people, the cause is a pretext.” The issue then becomes to make this transaction easier on both parties. He has discovered that giving money isn't an issue, “it is difficult to get people to honestly ask for it.” Unfortunately, in today's society “seeking help comes with a social strain” of having to be vulnerable and honest about your situation to the people around you and even strangers. This makes it harder for people to ask for help and therefore, in turn, to get help.

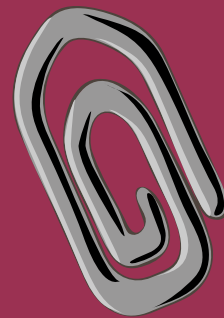
However, it is important to recognize that anyone could need financial help. Mayukh, himself, had “seen causes in (his) own family (and) helped friends.” Seeing these issues himself “closely” made him realize that they are “for real (and) that could be anyone.”



# ALL ABOUT MILAAP

## Contribution So Far

Milaap impact is undeniable. With over Rs. 2300 crore raised, 809,000+ fundraisers hosted, and 92 lakhs+ donations, the platform has empowered countless individuals across India to overcome challenges and achieve their dreams. Stories like Asha's successful liver transplantation, funded by 669+ supporters, and Srabanti's battle against Myasthenia Gravis, backed by 285+ donors, are testaments to the power of collective action. As Mayukh says, 'Every project stands in different times for people. Every single page is an achievement!' These words capture the essence of Milaap's mission: to connect people in need with the resources they need to thrive. The data speaks for itself, but it's the stories of hope and resilience that truly showcase the transformative power of Milaap."

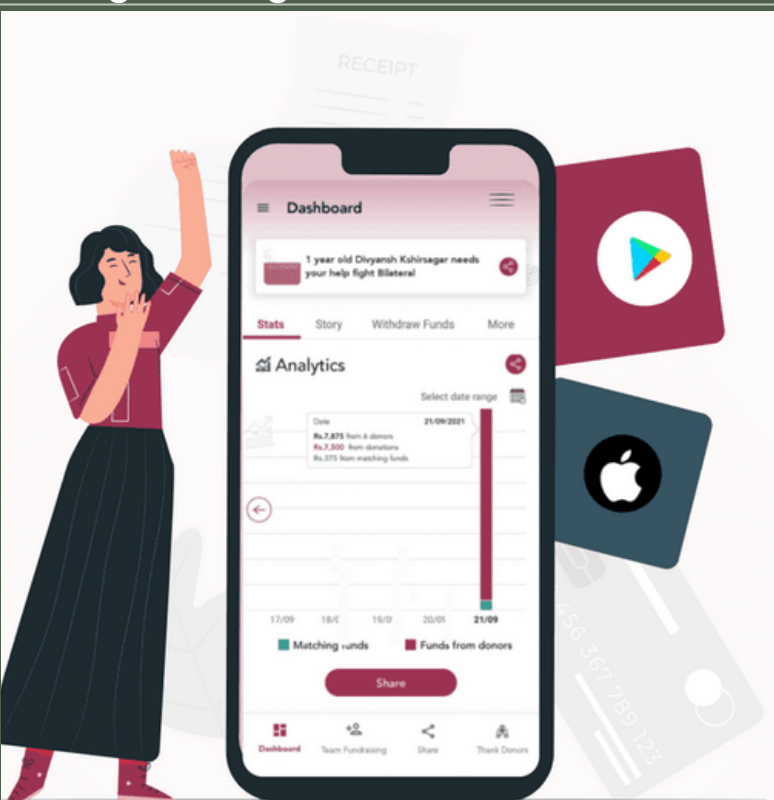


*"On any day consistency and discipline would win over talent"*

Mayukh Chowdhury

## RESPONSE

Milaap started in 2010 targeting the rural population and has grown to become one of the most trusted financial platforms in India. Anyone, regardless of background, can easily start making money with Milaap. So far, Milaap has supported 228,377 health funds and 329,662 other funds. Milaap uses technology to make fundraising easy, fast and transparent. As the name suggests, Milaap brings people together for the greater good!



## LIMITATIONS WE FACED

The main obstacle for organizations using large numbers of users in emergencies is that "sometimes you can't help them get better." Mayukh explained that sometimes even when funds are raised and work is completed, people do not survive or face unexpected problems that can lead to health problems and sometimes even death. The solution to this huge problem is that Milaap provides free advice to all friends who need it.

# INSIGHTS

## Takeaways

- We can never force some one to donate it is the donor choice if they want to donate or not
- At Milaap Empathy is the most important value that makes a difference.
- Because working at milaap is an emotionally draining job we provide counselling to all employees.
- it is totally the donor choice how much they want to donate we we can never force them.

