Ritanya Sanstha

A decade-old effort connecting India's alumni and professional communities

ritanyasanstha.in · alumbond.in · openear.in

Subject: An invitation to build a volunteer-run virtual family for your alumni community

Dear Sir / Madam,

Alumni of IIT Roorkee have long been known for an affinity often compared to that of a close-knit family. As batches grew several times over and social life moved online, that warmth became harder to sustain. Connection is not the same as care, and the usual directories, fundraisers and occasional events fell well short of what alumni can truly do for one another.

A community of IIT Roorkee volunteers set out to close that gap. What began as a handful of WhatsApp groups grew, over several years, into AlumBond (Website): a rules and algorithm based platform for instant help, mentoring, jobs, start ups and think tanks. It now connects over 10,000 alumni, entirely free of cost, and entirely volunteer run. You can view the AlumBond brochure here.

> **OUR OFFER TO YOU**
>
> If your alumni carry the same volunteer energy, we will provide our entire technology platform to you, white labelled, private and closed, exclusively for your alumni, completely free of cost.
>
> If a purely volunteer model is not sustainable for your community, we are also open to a membership supported model, on different terms.

We ask only this: please circulate this letter among your alumni, and let those who are interested come find us independently. The enclosed note explains our experience and approach in more detail.

Vishnu Kant

linkedin.com/in/vishnu-kant-0aa1b6208

Founder, ritanyasanstha.in, alumbond.in, nyaykendra.in and openear.in

ritanyasanstha.in · admin@ritanyasanstha.in

Enclosed: a three page note on what this has proven at IIT Roorkee, why an unofficial community matters alongside official channels, and how this could work for your institute.

What This Has Proven at IIT Roorkee

10,000+	Rs 0	100%	12 Houses
alumni connected on one deployment	cost to any member, ever	volunteer run, no paid staff	of activity, from 70 WhatsApp groups

Why WhatsApp alone was not enough

WhatsApp groups gave IIT Roorkee alumni instant conversation, but with real limits. Group size was capped. A few vocal, highly energetic members often crowded out quieter, more sincere ones. Heavy admin control sometimes meant a group simply reflected the personality of whoever ran it. And official forums, whether run by the institute or a formal alumni body, faced a familiar problem: much like a residents' welfare association, new initiatives tended to fade the moment office bearers changed.

The Virtual Family

After several years of experimenting with different models, a community of IIT Roorkee volunteers set out to build an unofficial "virtual family": a community ready for instant help, conducive to personal and professional support, and strong enough to enable real collective effort.

What began as a few WhatsApp groups soon grew into a dozen communities housing about 70 groups, covering both personal and professional needs. With loud, attention seeking posts brought under control, this became, by far, the community's most successful experience. Even so, WhatsApp remained a suboptimal home for work of this scale.

From WhatsApp to a platform

That is how AlumBond was born. Built with sustained investment of time and effort by the volunteer community, it grew into a rules and algorithm based platform covering instant help, mentoring, jobs, start ups, think tanks and several other areas of mutual support, all running on one shared, purpose built technology.

Why an Unofficial Community Matters

Not every alumni community will have the exact volunteer energy that inspired AlumBond at IIT Roorkee. Yet the underlying need is shared far more widely. In today's India, nuclear families are more fragmented and urban life is busier than ever, making it harder for youth, young professionals and seniors alike to stay connected the way an extended family once did. A living, functioning community can help close that gap, for any institute willing to build one.

Official channels alone are not enough

Directories, fundraisers and occasional physical events create a sense of contact, but they rarely deliver the everyday help, sharing and sustained caring that alumni are capable of offering one another. Official forums also carry a structural weakness: run by an institute or a formal alumni body, they tend to reflect whichever agenda is current, and new initiatives commonly fade with a change of office bearers, much as they do in a residents' welfare association.

> *An unofficial community, running in parallel to the official one, is essential if the full social potential of an alumni group is to emerge. Left only to official channels, that potential stays limited to whatever the current agenda allows.*

What a parallel, volunteer run community offers

A community built and run by alumni themselves, for each other, without being bound to any single office bearer's tenure or agenda, is free to focus purely on what members actually need: instant help when someone asks for it, mentoring across generations, job and internship referrals, support for start ups, and a space for serious, ongoing think tank and advocacy work. This is precisely what emerged at IIT Roorkee once the community had a proper platform to work with, and it is what we believe can emerge at your institute too.

How This Could Work for Your Institute

Two paths, your leaders' choice

Free, volunteer run

If your alumni leaders are willing to run the community purely as a voluntary service, we provide the entire technology platform, white labelled and private, exclusively for your alumni, at no cost.

Membership supported

If a purely volunteer model does not look sustainable for your community, and some hired support is needed, we can discuss a membership contribution based model, on terms suited to your community.

Our commitment to your institute

100% private, always

Your alumni data stays within your own community, never shared without consent.

White label, private

This becomes your institute's own community, under your own name, not a smaller version of AlumBond.

Any bridge stays optional

Any future cross institute connection is entirely your community's choice, never assumed or automatic.

Governance stays with you

Your community runs independently, never dictated by Ritanya Sanstha or any outside body.

Getting started

1. Interested alumni can **register here**, choosing your institute from the list.
2. They simultaneously join a WhatsApp community created specifically for your institute.
3. Everything that follows is shaped together with interested alumni from your institute.

We would be glad to speak with your alumni leaders at any time. Please write to us at **admin@ritanyasanstha.in**.