



Organization profile

Bhagavatham Village Trust is a registered charitable institution having its own office functioning in Cochin city near Ernakulam South Railway Station. The trust is headed by Swami Udith Chaithanya. Bhagavatham Village is situated at Munipara, Chalakudy, near Kalady, the birth place of Jagathguru Adi Sankara. Bhagavatham Village is easily accessible by railway, road, and air. The Kochi International Airport is just a few kilometers away.

Before BluSynergy

As with any trust/NGO, BVT used the traditional form of receiving the payment which was through Cheques/DD in their fainto their bank and did not have a plan based collection of donations. BVT had a very had time tracking donations since they had to rely on details received through wire transfers which were not enough- the trust did not know what cause the donations were made towards, and sometimes the details of the donors were not available for proper record keeping. They had very poor social media visibility.and no ability to accept payments online from donors dispersed all over the world.

BluSynergy Impact

BluSynergy, through its sophisticated collections platform, helped BVT set up causes both one time and recurring. These causes are very flexible in terms of the amount of donation and the number of donations. BlySynergy also set up and integrated with a payment to enable collections from all over the globe. This increased their reach due to which more and more donors could now donate easily through their site and supported a facebook based donation campaign which helped tremendously by not only increasing donations but also creditbility in causes espoused by the trust.