


# How Everything Design used communication design to bring structure to a non-profit's website.



The objective was to showcase the impact Hand in Hand India has made in the world in a way that truly reflects their work as a community-driven, scalable force for lasting change. 

## Project overview

## About Hand in Hand India

Hand in Hand India (HIH) is a non-profit focused on poverty alleviation through sustainable livelihoods, women's empowerment, education, & community development across 20 states in India.

Their approach combines grassroots efforts with scalable solutions, creating self-sustaining ecosystems that empower individuals and foster lasting change.

### Timeline

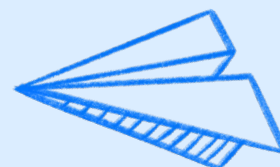
3 Months

### Industry

Non-Profit

### Approach

We shifted the lens from pity to a bold, impact-first communication (verbally and visually). One that showcased results clearly, inspired confidence, and nudged action from partners and volunteers alike.



## Services Provided

Website Strategy | Content Strategy and Copywriting | Visual Design

Custom Illustrations | Website Design | Website Development | Micro Animations

## Website Strategy

### Structuring for clarity and access

We restructured the website to logically group solutions and impact areas, helping donors, partners, and institutions quickly find what's relevant. Dedicated hub pages allow each solution pillar to clearly showcase its depth and impact.

### Navigation as strategy

We introduced a mega menu that presents the full site structure at a glance, offering clear pathways and reducing cognitive load across Hand in Hand's wide range of solutions. Impact stories were mapped to solution pillars using a consistent colour-tagging system, enabling clarity, coherence, and scalability.

Verbal Strategy 

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## Owning a single, powerful narrative

We anchored the entire website communication on one unified idea:

### ***Shaping Tomorrow.***

It was a reflection of what Hand in Hand has always done  
From classrooms to farms, women-led enterprises to self-reliant villages.



## Tone of voice framework

We recommended to carry a confident, empowering, and genuine tone of voice against what they previously had- warm, formal tone in order to support the bold narrative stance throughout the website.



Copy Beats 

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We moved away from pettiness and distilled the idea of empowerment through copy beats and word choices.

Choice, not charity  
Possibility, not poverty  
Dignity, not dependency

People-centric messaging 

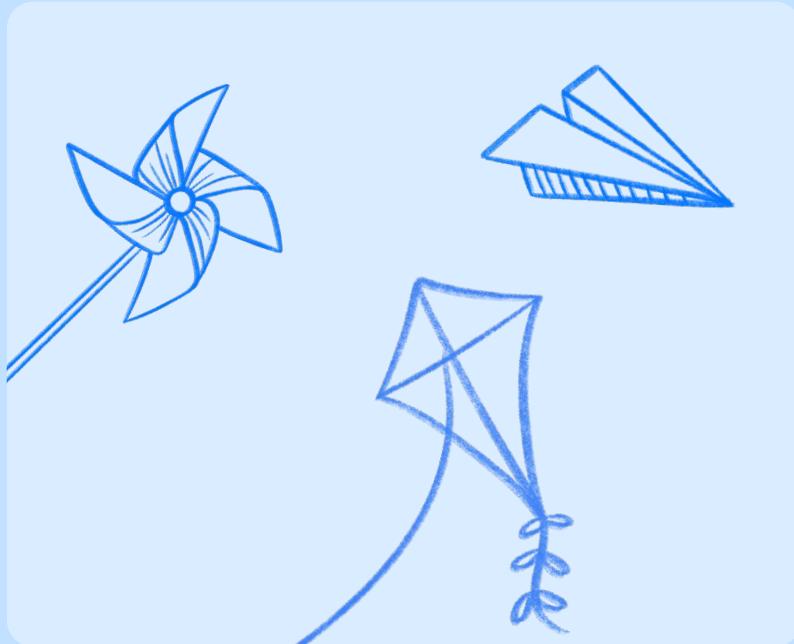
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Tangible metrics and real stories of people and communities were leveraged to strengthen the narrative.

Poverty alleviation  
and job creation can  
go hand in hand.

Illustrations 

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## Evoking hope

We developed custom hand-drawn illustrations style that captured the essence of the brand to help them portray themselves as an outcome oriented force of change.

Visual Strategy 

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### Imagery

We used powerful, people-centric photography and curated all visual elements to symbolically reflect hope, dignity, and choice.

### Illustrations as visual language

To come across as an outcome-oriented force of change, not just an NGO, we developed custom, hand-drawn illustrations.

Each pillar of solution was assigned a distinct colour system, giving every focus area its own identity.



## Celebrate

Celebrate your birthday or a special day with children.

TAKE ACTION [>](#)

Colour System 

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## Each pillar as its own colour

We developed a distinct color system to differentiate each focus area, giving each pillar its own identity while maintaining clarity, coherence, & reinforcing the overall message of empowerment and impact.




Shaping Minds

### Child Labour Elimination and Education Programme

Join a mission-driven team working at the grassroots to create real, lasting impact.

[KNOW MORE >](#)




Shaping Potential

### Skill Development & Technology Centres

Join a mission-driven team working at the grassroots to create real, lasting impact.

[KNOW MORE >](#)




Shaping Future

### Women Empowerment and Job Creation

Keeping children in school meant empowering the women at home, so we helped mothers become earners, leaders, and entrepreneurs.

[KNOW MORE >](#)



Shaping Ecosystems

### Environment-Natural Resource Management

To protect every gain made, we turned to the land restoring water, reviving soil, and building climate resilience so that our communities can thrive for generations to come.

[KNOW MORE >](#)




Shaping Systems

### Access to Affordable Healthcare

Join a mission-driven team working at the grassroots to create real, lasting impact.

[KNOW MORE >](#)



Shaping Environment

### Environment-Sustainable Waste Management

To promote green livelihoods, we offer climate-smart solutions that help tackle waste whilst empowering the workers to carry their work with dignity.

[KNOW MORE >](#)

Before

**10 million Jobs created & over 40 million lives impacted validated by M-CRIL**

**Our Goal**  
To create 10 million jobs by 2025

**What makes us different**

We understand the cause-effect relationship between various dimensions of poverty. This is the reason why we chose not to work with just one sector, instead use a unique integrated approach. Our approach aims to reduce poverty by tackling social, economic and environmental factors. The interventions used are job-creation, access to credit, education, health, livelihood and environment management.

Integrated Approach	Focus on Quality	Global Presence	Community Participation
Academy for social Entrepreneurship	Focus on Sustainability	Private Public Partnerships	UN Sustainable Development Goals

**Our Global Presence**

We are the only international NGO based in India to have our model replicated globally. Our blueprint has been used in Cambodia, Afghanistan, Myanmar, Brazil, South Africa and Sri Lanka. Our work has been acknowledged as one of the best examples of South-South cooperation.

South Africa | Brazil | Afghanistan | Cambodia  
Myanmar | Sri Lanka | Switzerland | India

**Featured On**

THE HINDU | NDTV | CNN NEWS

**About Hand in Hand**

Hand in Hand India is an international NGO based in India and works in a majority of Indian states. The leading NGO works with empowering women, educating children, creating livelihood access, building climate change and creating jobs. The NGO also nurtures social entrepreneurship in India.

**What We Do**  
Child Labour Elimination, Job Creation, Skill Development, Healthcare, Natural Resource Management, Sustainable Waste Management, Village Light Programme

**Why We Are**  
About Us, Co-Founders, Board of Trustees, Our Team, 13 Million Jobs, Global Operations, Global Presence, Health, India

**Resources**  
A Guide to Employer Information, Policy, Climate Resilience Toolkit, Entrepreneurship Toolkit, COVID-19 Update, Annual Reports, Global Presence Action

**Get Involved**  
Career, Internship, Our Partners, Training Programme

Hand in Hand India | 011-46 0241 0200

After

**Shaping Tomorrow, Hand in Hand**

Driving economic growth. Championing inclusive development. Advancing gender equality.

**We fight poverty head-on and create jobs in it's place**

We are an impact-driven, development-focused not-for-profit aiming to promote economic growth by creating jobs, hand in hand with the communities and the people.

**Surpassing our goal**  
Created over 10 million jobs in 2 decades

**Choice, not charity**  
**Possibility, not poverty**  
**Dignity, not dependency**

Read the stories of our impact on the ground, reflecting through the smiles, hopes and futures of the people.

**Sukanya Arora | Madhya Pradesh**  
Side hustle to full time thriving business  
By Lakshmi Kashish

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Side hustle to full time thriving business  
By Lakshmi Kashish

**Women empowerment and job creation**

Empowering women to lead through job, credit, financial and digital literacy skills and training.

Project team



Yash Muley  
Project Owner &  
Mid-Weight Designer



Tanmaya Rao Anala  
Lead Designer



Ekta Manchanda  
Principal Designer  
& Partner



Mejo Kuriachan  
Strategist  
& Partner



Swathi Mohan  
Content  
Writer



Jiyash AK  
Lead Webflow  
Developer



Zakia Ali  
Mid-Weight  
Designer



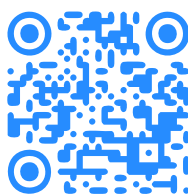
Arpan Sen  
Chief of Staff &  
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Goutham  
Associate  
Developer



Ishita Kala  
Project  
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CLIENTS WE HAVE WORKED WITH



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