**Instructions:** Chapters can edit this section and put in their own instructions. Include chapter email ID and chapter website here as well.

***Project Title:*** Supplementary education of underprivileged children

***Date:*** 29-Dec-2014

*Provide the information for the person who would be the main contact with Asha for Education from your organization. This person would be responsible for communications with AfE for our review and monitoring processes. Provide an alternate contact as well.*

|  |  |  |
| --- | --- | --- |
|  | ***Main Project Contact*** | ***Alternate Contact*** |
| ***Name*** | Vaishnavi Srinivasan | Dr. Prahalathan KK |
| ***Address*** | 13/4, Cenotaph Road, First Lane, Teynampet, Chennai - 600018 | 13/4, Cenotaph Road, First Lane, Teynampet, Chennai - 600018 |
| ***Phone*** | +91-98406-68441 | +91-98942-09741 |
| ***Email*** | vaishnavi@bhumi.org.in | prahalathan@bhumi.org.in |
| ***Affiliation*** | Executive Director | Co-Founder |

***Executive Summary:***

1. ***Demographics*** *- Briefly highlight the project location, target demographics of the project beneficiaries and the surroundings in terms of community size, literacy rate, education levels, monthly income, occupations etc (if relevant)*

Bhumi works in ten cities across India - Chennai, Tiruchirapalli, Coimbatore, Bengaluru, Hyderabad, Pune, Mumbai, Jaipur, Delhi NCR and Kolkata. Our primary beneficiaries are children living in shelter homes [orphanages] in 1st - 10th standard. Secondary beneficiaries are young adults that volunteer on a weekly basis in classrooms.

All children served by Bhumi come from the lowest socio-economic rungs of the society, and while many have atleast one parent or guardian, they are at shelter homes due to their family's inability to provide basic needs such as food, shelter, and schooling.

1st – 5th Standard: English and Mathematics

6th – 8th Standard: Science, arts and sports

9th Standard: Computers and Life skills

1. ***Problem*** *- Briefly highlight the problem that you are trying to address.*

The primary problem being addressed by Bhumi's programmes are academic achievement, with life skills being a close second. Together, they provide a hollistic approach to support children from socio-economically disadvantaged backgrounds.

We know that academic achievement is dependent on engagement, motivation, behavior and attendance. All of these are dependent on children feeling safe and supported and are reflected in literature on academic achievement, and achievement in general. At Bhumi, all children receive personal attention from caring adults, explore new interests, receive academic support, develop a sense of belonging to a group, take on leadership roles and build a sense of self-esteem independent - reflected in better exam scores and classroom behaviors at school.

Additionally, supplementary education controls dropouts, helps in maintaining an interest in education in children, improve innovative and analytical thinking and inculcate long term goal & vision setting.

Low income children that Bhumi works with get little to no exposure to the arts (visual arts, literature, theatre, etc), as they are not provided by schools and shelter homes. Reports suggests that by raising test scores and overall academic achievement, arts education can help close the gap between socioeconomic groups, creating a more level playing field between children who may not be exposed to these enrichment experiences outside of school and some of their more privileged peers. Nakshatra related programs unleash the creative potential of children, youth and communities supported by Bhumi’s work.

1. ***Approach*** *- Briefly highlight the approach your organization is taking towards solving the problem outlined above. What are the main activities that the project wants to do?*

Bhumi’s academic programmes are a way to bridge educational inequities, in a scaleable and cost effective manner. Beyond tutoring, our supplementary education programmes are designed to address a lack of competence in fundamentals of academic subjects, while building life skills. Curriculum is carefully selected to meet regional needs, and reworked yearly to meet the needs of our beneficiaries. Volunteers affiliated with projects receive rigorous training in curriculum, pedagogy and assessment, and year-round support.

Bhumi also addresses a lack of arts and extracurricular activities in the lives of our beneficiaries - school year Reach Out programmes bring art, music, theatre and sports to children. These culminate with Nakshatra, a 2-day celebration of talent, potential and dreams. A common thread among all our projects, beyond learning, is a caring relationship with mentors for all of Bhumi’s children. On the operational front, we believe strongly in measuring our impact and investing in a robust technology platform. The latter allows us to track the progress of individual children, and our volunteers. Our Program Team works year round to keep up to date on innovations in the field of education, teacher education and professional development, and pedagogical practices.

1. ***Effectiveness*** *- Briefly explain why your organization believes that the approach highlighted above would be effective in solving the problem. Provide references to pilot projects or published research that can back up this claim. Provide the ‘Theory of Change’ on how the intervention would lead to a successful outcome.*

Bhumi adopts a professional approach in training its volunteers, who otherwise have limited experience in teaching children. Each volunteer attends a priliminary orientation, followed by three-half day trainings focused on pedagogy, content, and general classroom management. Teaching volunteers are supported throughout the year by the Projects Team to address centre specific issues, boost skills, and made to feel a part of the larger organisation. Bhumi nurtures leadership by engaging volunteers at various levels of project implementation; through project reviews, peer learning sessions, and extra curricular activities.

Although Bhumi's classes are conducted twice a week, volunteers help children retain content through peer learning and other activities.

Finally, like-minded organisations are constantly studied to adopt best practices, and to ensure high quality of our projects. At Bhumi, we seek out leaders in the field of education, and make it a point to learn from those that show great outcomes.

1. ***Alternatives*** *- Briefly highlight the alternate approaches that your organization considered (or other organizations are taking) towards solving the problem outlined above. What are the reasons that the alternates were discarded?*

Until a few years ago, Bhumi's projects (particularly Mathematics and English) were being implemented for children between 6th - 8th standard. However, we realised that the approach was more corrective than preventive. Based on our impact analysis, inputs we received from a few educationalists and other like minded organisations, Bhumi altered the target groups to 1st thru 5th standard. As a result of this change, we gave seen significant difference in the children in regards to language acquasition and comfort in speaking English.

1. ***Outcomes*** *- Briefly highlight the expected concrete outputs and outcomes that you expect at the end of the project. Please provide succinct and exact descriptions.*

Each programme aims to serve a specific number of children through volunteer teachers, based on geographic need, availability of volunteers, and existance of shelter comes in the community. Please see the city-wise numbers in Appendix I for number of children that will be served by Bhumi in various geographies.

Outputs tracked:

Total # of children served during the grant period outlined in the document

Total # of volunteers deployed to classrooms

Mandatory curriculum and pedagogy trainings for teaching volunteers

Volunteers hours contributed per person (average)

# of computers deloyed for Computers

Outcomes across all programme areas:

1. Children learning core concepts, and staying on track with standard-level requirements.

2. Improvement in behavior, with positive impact in the classroom and accelerated pace of learning.

3. Positive association with learning.

#1 is guaged through a Baseline Assessment Test (BAT) administered at the beginning of the year, followed up by an year-end assessment. The BAT is diagnostic in nature, and helps the facilitation team in identifying the learning needs of each child and scope to create individualized plans (if needed). We will follow a continuous comprehensive evaluation by conducting regular summative and formative assessments during the year using worksheets for most of the skills.

See Attachement A with the outcomes chart for Bhumi's Mathematics program, as an example of the way in which track beneficiaries outcomes. All children in Bhumi's programmes are expected to 'approach outcomes' in the level or standard by the end of the school year.

#2 and #3 is guaged through observational data, both by volunteers and site visits by Project Teams, as well as interviews with centre authorities.

1. ***Metrics*** *- Briefly explain what metrics will be used to measure the effectiveness of the project at the end of 2 years. How would you quantify that the outputs are a progression of effects that resulted from the proposed work? Describe the metrics to gauge the outcomes specified above in measurable and quantifiable terms.*

*At the start of the 2015 academic year we are putting an outcome tracking database into place, that will allow us to guage the progress of individual children throughout their involvement in Bhumi's programmes. It will also give us insight into geographic variance, needs, and areas of improvement.*

*In all subjects, we aim to have 70 -75% of children approaching outcomes at their level or standard by the end of the academic year. By the end of the 2017 school year, we will align project activities and trainings to ensure that 85% of children enrolled in academic programmes are approaching outcomes, with atleast 50% meeting outcomes. See Attachment A for Mathematics Outcomes.*

1. ***Long Term Impact*** *- Briefly highlight the potential long term* ***direct*** *impact of the project.*

*Our work directly impacts children's ability to complete secondary school and seek post*-*secondary options. Additionally, by inducting young adults into civic society, we help create a generation that is responsive and makes intential investments in their communities.*

The civic and economic benefits of an educated population are enormous. Adults with greater levels of education earn more; monthly median income of children who have not completed 12th standard - Rs 2,000 - Rs 3,000 per month and those with high school education jumps to Rs 8,000 - Rs 10,000 per month. Graduates of vocational and college programs earn 25-33% more than their high school educated counterparts. The potential for higher earrings is available to those with a postsecondary education - unlike stagnant income growth for those with a 12th standard or lower education.

When people earn enough to meet their basic needs, it opens doors to civic engagement, lowered rates of petty crimes, and stronger communities. An investment in education programmes has the ability to correct the course for entire communities.

During 2015, we will also implement an alumni tracking mechanism to track children after their leave Bhumi's program in the 10th standard.

1. ***Highlights*** *– What makes this project unique?*

• Professional training for volunteers

• Structured curriculum for all programmes

• High quality volunteer teachers - college educated graduates

• Fractional cost of traditional education programmes; most projects cost under Rs. 1000 per child for an entire year of classes

• Volunteers contribute only 2 hours in the weekends and 2 hours in preparation time

• Youth volunteers - high eneregy, motivation levels

1. ***Capacity for Success*** *– Explain how your organization and project personnel are positioned to carry on the proposed activities with a high standard of excellence. Cite any recent project that might demonstrate your capacity to implement this effort successfully.*

Bhumi's project teams comprises professionals with experience in the education sector. Their inputs have been invaluable in not just improving the quality of our projects, but also motivating and training our volunteers in aspects they lack expertise - like pedagogy. Their network in the sector is also wide, thus connecting Bhumi with a number of like-minded organisations that we can adopt best practices from. We believe that its this strong support that has helped Bhumi scale its projects to over ten cities across the country.

Bhumi started conducting Nakshatra an inter-orphanage talent festival in 2009, in the first year the programme benefitted 796 children in Chennai. The event happens in a national level across five cities benefitting over 6,000 each year and consisting of sport, art and literary competitions. The event is completely organised and executed by volunteers.

1. ***Scale*** *– How can this project scale? Is the idea scalable?*

Bhumi has gradually expanded this volunteering model from one city in 2006 to ten cities in 2014. The footprint is being expanded further to two more cities in 2015, and we believe it’s the simpliciy in the model that has allowed us to scale rapidly over the last 2-3 years. Bhumi has identified and capitalised on the immense interest in volunteering among young adults.

1. ***Sustainability*** *– Is this a one-time effort or does it need sustained funds? How do you envision the sustainability of the project?*

The programmes are sustained efforts spanning multiple years requiring sustained funding as well. Each child receives at least 3-5 years of educational intervention and some receive an additional year of mentoring or computer education.

The beneficiaries are primariliy residents of orphanages and shelter homes having no capacity to pay for our programmes. We do not intend to charge any of the children of community centres either. The programme is supported by regular contributions from individual donors, and consistent support from institutional donors like ASHA Berkeley, Tech Mahindra Foundation, IM Gears Pvt. Ltd., and others.

1. *Proposed project start and end dates:*

April 2015 to March 2016

1. *If this funding is for a pilot project or an initiative that hasn’t yet started, do you intend to borrow funds/use personal funds to start it? Or are you waiting for a grant from an organization like AfE or similar to begin the program?*

Ongoing project.

No, we are not awaiting grants from any other organisation.

***Information about your group/organization:***

1. *Name of the group/organization requesting funds:*

Bhumi

1. *Organization website, if any.*

www.bhumi.org.in

1. *When was the group established?*

2006

1. *Briefly describe the mission/goal of the organization/group.*

Bhumi drives social change by fostering an environment where young adults & children learn, lead and thrive.

1. *Briefly describe the short term and long terms aims/goals of the group.*

Current year objectives:

1. To stabilise organisational structure.

2. To improve quality of training and support provided to volunteers across India.

3. To expand volunteering opportunities and volunteer base across India, espeically among young adults.

Coming year objectives:

1. To improve the reach of the organisation to it's beneficiaries, and improve programme quality.

2. To improve processes further and expand into new cities.

3. To expand volunteering opportunities and volunteer base across the world.

Objectives by 2020

1. Impact 1,00,000 children

2. Reach 1,00,000 volunteers through long and short term volunteering opportunities

3. Expand to 40 cities across India

1. *Does your group have any religious or political affiliation? If yes, please describe the type of affiliation and the reason for it.*

No

1. *What are the focus areas of your organization? (Give a rough estimate of the total effort/funding)*

* *Community Development* 20*%*
* *Education* 80*%*
* *Health     %*
* *Other(Please specify)     %*

1. *Is your organization registered as a non-profit trust? Does it have a 80(G) exemption or equivalent?*

Yes

1. *Does your group/organization have FCRA clearance?*

Yes

1. *Does your group have any prior affiliation with Asha for Education? If so, explain.*

Yes. Bhumi received INR 2,60,000 from Asha for Education (Berkeley) in 2010.

1. *Board of Directors/Trustees*

*List the names and background of the directors or trustees of the organization.*

|  |  |
| --- | --- |
| *Name* | *Brief Background* |
| Ayyanar Elumalai | Software Engineer at Cognizant Technological Solutions |
| Ganapathy Krishnan | Deputy Manager, Executive Information Management, TAFE |
| Kathambari Ezhilarasu | System Engineer at Tata Consultancy Services |
|  |  |
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| *Names of others, if any* |  |

1. *List of project personnel*

*List all the main people committed to the overall project and the % of time they spend on this project. Include the project coordinator, leader(s) of various initiatives.*

|  |  |  |  |
| --- | --- | --- | --- |
| *Name* | *Project Role/Responsibilities* | *% Time/ Effort* | *Qualifications* |
| Vaishnavi Srinivasan | Executive Director | 100% | MSc OR, (PGCDM) |
| Vivek Agrawal | Chief Operating Officer | 100% | B.IT (Bachelor of Information Technology) |
| Aparna Rae | Director, Strategy | 100% | M.A. Education [Curriculum and Instruction, M & E] |
| Tanushree Sharma | Regional Manager | 100% | P.G. Diploma in Development Communication; Gandhi Fellow, 2012-2014 |
| Manasi Nafde | Regional Manager | 100% | B.Tech (Chemical), Gandhi Fellow, 2011-2013 |
| Shwetha Selvan | Regional Manager | 100% | M.Sc. Social Work |
| Anusha Mysore Vasu | Project Associate | 100% | India Fellow 2014-15 |
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***Financials:***

1. *Total project amount:*

*What is the total amount of funding (from all sources) that is necessary for implementation and completion of the project. (Use 1 USD = 55 INR for conversions)*

INR 10,00,000.00

1. *Confirmed/Potential funding from other sources towards the project:*

*Provide a list of other funding sources for this project along with the amount of funding. Also indicate the status of these funding requests (proposed/granted etc). Also indicate if these funds are restricted in use or unrestricted funds.*

INR 20,00,000.00

1. *Project Budget:*

*Provide a brief budget for the project per unit (per center/school/group/event) per intervention type in INR. Specifics of these would be asked for in the appendices. Feel free to attach a detailed budget as a separate sheet as well.*

|  |  |  |  |  |  |  |
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| ***Budget Item By type*** | ***INR Amount – Year 1*** | ***INR Amount – Year 2*** | ***Recurring? (Y/N)*** | ***INR Asha funding requested*** | ***INR funds - other sources*** | ***Funding source*** |
| ***School(s)*** | 70,00,000 | 85,00,000 | Y | 10,00,000 | 1,45,00,000 | 1. Bhumi volunteers  2. Friends and Family of Bhumi volunteers  3. Institutional donors - CSR  4. Institutional donors - Foundations |
| ***Teacher Training*** |  |  |  |  |  |  |
| ***Healthcare*** |  |  |  |  |  |  |
| ***Resource Center*** |  |  |  |  |  |  |
| ***Self Help Groups*** |  |  |  |  |  |  |
| ***Awareness/ Advocacy*** |  |  |  |  |  |  |
| ***Working with Government Schools*** |  |  |  |  |  |  |
| ***Other***  *Please Specify* |  |  |  |  |  |  |
| ***Other***  *Please Specify* |  |  |  |  |  |  |
| ***Other***  *Please Specify* |  |  |  |  |  |  |

1. *How do you plan to sustain the project over the long term?*

The programme is supported by regular contributions from individual donors, who are volunteers, friends and family. The programme has also received consistent support from institutional donors.

***Additional Information:***

1. *Please provide letters of reference along with contact information from two people in your community who can describe the impact of your program(s).*

Mr. Sathya Maduranthakam  
Sathya.Madurantakam@nttdata.com

Mob: 9840856253

Ms. Maya Gaitonde  
bmrf83@gmail.com

Landline: +914428341921

1. *If your organization is new, please provide letters of reference from two people along with contact numbers describing the work done by individuals in the group(s). If work related reference is not available, please provide two personal letters of reference.*

N/A

1. *Has the organization approached the Government for funding? If so, what was the outcome? If not, why not?*

No.

Our needs till date have been limited, and fulfilled by individuals and organisations familiar with Bhumi's work.

1. *What community development activities is this particular funding request for?*

*Check the relevant box and submit the corresponding appendix alongwith.*

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| *Appendix 1* | *Formal/Non-Formal/Special Education/Vocational* |  |
| *Appendix 2* | *Healthcare* |  |
| *Appendix 3* | *Resource Centers/Curriculum Development* |  |
| *Appendix 4* | *Promotion of Self Help Groups* |  |
| *Appendix 5* | *Awareness/Advocacy* |  |
| *Appendix 6* | *Working with Government Schools* |  |
| *Appendix 7* | *Teacher Training* |  |
| *Appendix 8* | *Fellowship application* |  |

*If your project focuses on multiple aspects, please fill out ALL relevant appendices.*

1. *What are the other projects that your organization is involved in (completed or current)?*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Name of the project with year(s)* | *Project Location* | *Project Goals/ Achievements* | *# of Benefi-ciaries* | *Project Budget* | *Project Funding Source* |
| Nakshatra | Chennai, Bengaluru, New Delhi and Tiruchirapalli | • To provide a platform for the children to ‘Dream’, exhibit their talents, get competitive exposure, ‘Discover’ their potential, ‘Dazzle’ in an atmosphere of healthy competition and enrich themselves with much needed perspective about their inherent potentials.  • To improve the self confidence of children, contribute to their holistic development through promotion of extra-curricular activities. | 6,500 children | Rs. 13,00,000 | Individual and Corporate Support |
| Hi5 Club | Chennai, Bengaluru, New Delhi, Jaipur, and Pune | Hi5 Club is a social club that aims to engage the volunteering spirit among the young people across India. Volunteers pledge to engage in 5 hours of volunteering for an activity of their choice either through our partner NGOs or on some idea they are passionate about. | 1,078 volunteers | Rs.1,00,000 | Bhumi Volunteers |
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1. *Please attach your last year’s audit report to this application.*
2. *Please attach your latest available annual report, if any.*
3. *Please attach a detailed budget for the funding request.*
4. *Please feel free to attach upto 10 additional A4 size sheets and/or information such as brochures, press reports, photographs etc. relating to your organization and its work.*
5. *Please provide any other information you may consider relevant.*

1. *Your feedback on this application would be valuable. Kindly specify if you have any.*