

## Site Visit Report Nirmaan Organization, Hyderabad

**Location: Nirmaan Organization, Makro Towers, Kavuri Hills, Madhapur, Hyderabad, Telangana 500033, India**

**Site Visit by: Ranjeet Kumar, Asha for Education, Madison Chapter**

**Date of Site Visit: Thursday, January 9, 2025**

On January 9, 2025, I visited the Nirmaan Organisation's Hyderabad center located in the Madhapur area of Hyderabad. This was a new office of Nirmaan Organization that they had inaugurated and moved their operations to just a week ago. This new and bigger office space allows them to accommodate all their team members and volunteers to operate their Vidya HelpLine and all tele-counselling services from a single location instead of multiple buildings across different locations in Hyderabad. This will help them coordinate their operations more efficiently across different teams as all the teams across various functions of the organization are located there, leading to savings in cost and time.

The team of volunteers presented to me their recent tele-counseling call analysis for the months of October to December 2024. Nirmaan continues to impress with its commitment to bridging the gap in career guidance for students from rural and underserved communities. The Vidya Helpline (VHL) remains a cornerstone of this effort, providing free, accessible, and timely guidance to students and even graduates who seek direction in education and career pathways.

The Hyderabad office operates from a modest independent building, with dedicated spaces for tele-counselors, data analysis, and storing educational resources. During my visit, I saw first-hand how the team uses data not just for reporting, but also for improving operations. The Nirmaan team including Nikhil Gampa, Mayur Patnala, Madhuri Kankanala, Rama Rao, Sasidhar, Srihari Raju, and Ram Srinivas presented a slide deck describing the impact and measurable metrics of their tele-counselling program that Asha for Education - Madison chapter supports through annual funds disbursements. The data from the call analysis that they keep track of includes caller demographics, location, education levels, and type of queries, and many other quantitative and qualitative metrics. The call analysis report reflected a total of **14,996 calls** successfully addressed in the last three months of 2024, with **jobs (41%)** and **scholarships (11%)** emerging as the most sought-after topics. Other important points to note were that the data showed that **39% of callers were graduates** seeking next steps in their careers, and **14% of callers were girls** which Nirmaan is striving to grow further.

The social impact metrics shared were striking. In just three months, the team resolved **3,059 queries with expert guidance**, saved over **194,000 hours** of students' time, eliminated over **25,000 km** of travel, and collectively saved beneficiaries over **Rs 90,000** in costs. These numbers bring to life the tangible difference VHL makes, turning what could be days of travel and research into just a few minutes of a well-informed phone call.

The presentation also offered insight into how people find Nirmaan. Nearly **42% of callers heard about VHL through friends**, while other sources included stickers, posters, WhatsApp, and school career books. The service reaches far beyond Hyderabad. They showed a district-wise analysis for Telangana and Andhra Pradesh which revealed significant participation from Vikarabad, Suryapet, Nalgonda, Prakasam, Khammam, Warangal, and many others across Telangana and Andhra Pradesh.

The Nirmaan team also organized a virtual interaction from some of the beneficiaries of the **Career Saathi Program** - a one-on-one student-mentoring program from 12th grade to graduation and securing a job, which is the second program that Asha for Education - Madison Chapter supports through our annual funds disbursements. In the past 6 years, **Asha Madison has supported 25 Career Saathi students**, 10 of which have graduated with Bachelors degrees and either secured a job or moved on to further studies, and we are currently supporting a batch of 15 Career Saathi students who are in their 1st or 2nd years of their respective Bachelor degree programs. The interaction included some students who graduated from Asha Madison's first supported batch of 10 Career Saathi students. They described the huge positive impact of the Career Saathi mentor assigned to them throughout their college who assisted them through vital guidance to cope up with the demands of college education, in addition to the timely monetary support from Nirmaan in the form of scholarships from the Career Saathi funds allocated for each student. Those students who have already graduated from college and are no longer officially part of the Career Saathi Program still keep in touch with their mentors, highlighting that the mentor-mentee relationship will continue to flourish and this shows the success of the program. The current students selected as part of the Career Saathi program supported by Asha Madison also interacted with us virtually as they were attending their colleges in their first or second years. They also spoke very highly about the impact that their assigned mentors have been making in college life with guidance for personal development, skill development and also in academic matters such as courses to consider for different career options in their streams of studies from time to time.

Walking into the tele-counseling room, I saw about a dozen computer stations, each manned by focused tele-counselors fielding calls. I could sense a clear sense of purpose in the tele-counselors receiving the calls and every conversation was a step toward giving a student or job seeker clarity, resources, and hope. The team's ability to maintain updated databases of scholarships, job openings, admission notifications, and exam results, while also addressing each query with empathy, reflects their dual focus on efficiency and human connection. They gave a **demonstration of all the functionalities in their CRM software** and showed how carefully they input the data from their conversation with a caller in their system. After every call, they create a record of the caller and his/her queries in the CRM software which helps them to keep track of the caller's queries and follow up with them in future. This stored data also helps them measure the impact metrics in terms of what benefits the caller received from the tele-counseling and how they can improve their impact.

This visit reaffirmed my impression of Nirmaan as a deeply data-driven yet compassion-led organization. Their ability to translate numbers into real-world outcomes, such as saved time, reduced costs, and improved opportunities, shows that impact is not only measured, but also

actively created every day. With such dedication, Nirmaan continues to be a lifeline for those navigating the complexities of education and career in rural and semi-urban India.

**Here are some pictures from my visit to the Nirmaan Organization's office in Hyderabad on January 9, 2025.**













