

New Project Proposal Template

Project Name: Nirmaan Vidya Helpline

Date Received:

Referred By: Thanu Shree

	Project Contact Information	Asha Contact
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Part I: Information about your group/organization

Please feel free to attach any additional sheets and/or information such as brochures, press reports etc.

1. Name of the group/organization requesting funds.

Nirmaan Organization

2. When was the group established?

2005

3. Briefly describe the motivation for starting this group.

Nirmaan, which was initially known as **My INDIA** is a thought that emerged from the usual discussions on national issues that used to take place in the hostels of BITS, Pilani. During one such usual discussion, few participants put up a thought that the idea of every citizen working towards a common goal of making India a developed Nation can alone solve the problems that the nation is facing. That powerful thought gave the birth for our organization which is now called **Nirmaan**.

Then, the plan was to craft a robust strategy to create a platform where everyone can work towards the common goal. Started with a very small number of around five to six members with its several initiatives like Gyanbodh, an evening school for underprivileged, libraries in villages, awareness programs in the campus on conservation of natural resources etc. in a short time, it gained the confidence of fellow BITSians and the faculty and gathered all likeminded people for the cause. Apart from initiation of such programs, soon after My INDIA was started, its members met and participated in discussions with various professors, businessmen and eminent social workers to craft a strategy for the organisation.

It took around one year of time to identify that three factored education and creation of livelihood opportunities as the focus areas, to craft such strategy and to give a proper vision to the organization. During this one year time, all its initial members who are called the members of founding team put numerous night outs faced many hardships to take the message of My INDIA to the BITSians, to the faculty and the beneficiaries around Pilani.

4. Name the key people running the organization and describe their background

S.No	Member Name	Profile
1.	MAYUR PATNALA CEO – Nirmaan & President of Governing Board of Nirmaan	<ul style="list-style-type: none"> • Mayur Patnala is a full time Social Worker at Nirmaan serving as CEO and is passionate about Social Innovation. He is also the Co-founder of Nirmaan Organization. • Served as State Mission Manager, Rajiv Yuva Kiranalu, Skill Development Mission, trained 5000 economically backward youth and employed 2500 of them in AP state. • Served as a software engineer for IBM for over 5 years • He is also Founder & President of Yuva Varadhi (www.yuvavaradhi.com), a federation of Youth Social Clubs in 30+ colleges which sensitized 600+ youth towards social causes. He served as a member of BITS.AID as well.
2.	CHANDRA SEKHAR .P CEO-Vidya HelpLine Previous president of Governing Board of Nirmaan	<ul style="list-style-type: none"> • Chandra Sekhar Putchakayala is an alumnus of BITS, Pilani and has 4+ years of corporate experience and 6.5 years of full time experience in development sector serving as CEO of Nirmaan Vidya HelpLine project. Chandra is one of the initial members of Nirmaan working on various projects on a voluntary basis before contributing full time to Nirmaan. • Chandra quit his job as a manager from JP Morgan, Mumbai, and has been serving as CEO of Vidya Help Line project, which is now providing career counseling to over 1 lakh students annually. career counselling to more than a lakh student. • He is very passionate about imparting value based Education and started a Play school named FLY and a social enterprise Ed-Lead educational services to assist low income private schools.
3.	NAGESH PALLA COO – Vidya HelpLine & Governing Board member of Nirmaan	<ul style="list-style-type: none"> • Nagesh Started as a volunteer for various NGOs, with good grassroots experience and driving many projects impacting lives. Ahead of his MCA, out of his social passion, he moved to the social sector and sought a full time employment in Nirmaan and is now serving as the Governing Board member of Nirmaan. It has been 8+ years of full time engagement with Nirmaan driving good scale projects and also serving as executive board of Nirmaan Organisation. He has also been on the board of another NGO, Yuva Varadhi.



4.	<p>B. AKASH</p> <p>Founder of Bhoomgaadi – an Organic Farmer’s Producer company & Previous Governing Board Member</p>	<ul style="list-style-type: none"> • Akash is driving the Agriculture wing of Nirmaan Organization, making about 2000 farmers in Dantewada adopt organic farming and initiated a farmers producer company to sustain it. He was also Prime Minister's Rural Development Fellow (PMRDF) working in the most development deprived and naxal affected areas of the country. He is an alumnus of Bits-Pilani and had 7+ years of experience in the development sector.
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5. Briefly describe the aims of your group.

- To provide and facilitate quality education to the underprivileged children and youth and thus empower them with character and confidence.
- To create livelihood opportunities to the financially/socially backward, yet motivated, unemployed people especially the youth
- To promote social leadership among the youth through exposure to grass roots challenges, volunteerism, active citizenship, participative community development and implementation of social projects
- To solve grassroots problems through social innovations; primarily in the fields of Education and Livelihoods

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

No

7. What non education-related community development activities is your group involved in?

Nirmaan mainly works on three verticals; Education, Livelihoods and Social Leadership. Under Livelihood operations we have 2 key projects: **Vocational training centre (VTC)** and **Youth employment program (YEP)**. **Vocational Training Centre** was initiated in 2010, with an aim to provide skills and confidence to women from economically backward families and help them achieve economic and social independence. A 3 month training program is carried out for women from financially constrained families. The selected women beneficiaries can choose to be trained in vocations like Tailoring, Embroidery, Bag Making and Mehendi. The training is carried out on a daily basis by experienced faculty. After completion of the training, trainees are certified by a recognized government organization. In YEP, unemployed youth are trained on essential employability skills like Soft skills, Computer skills, communication skills etc.

8. Does your organization have FCRA (Foreign Contribution Regulation Act of 1976) clearance from the Indian government? This is required for you to receive foreign funds. If yes, please provide FCRA details. If no, have you applied for Prior Permission (one time acceptance of foreign funds)? If yes, when was the application submitted?

YES, FCRA Registration Number: 010220268

Part II: Details about your educational project/s

Introduction to Vidya Helpline (VHL)

Vidya Helpline is one of the flagship projects of Nirmaan started in **2010** with a **focus on career guidance** to economically backward students and dropouts, especially from rural areas, enabling them to make effective educational and career choices thereby helping them achieve eventual economic empowerment.

As on OCT 2017 Vidya Helpline has benefitted **3,00,000+ students /dropouts** through various interventions such as **Tele Counseling (5,00,00+ calls)**, **Career Workshops (2,100+Sessions, reaching out to 1,31,139+ students.)**, Train the trainers etc., and has been operational in the states of Telangana, Andhra Pradesh, Odisha and Assam. The project has received various awards from organizations such as Vodafone, NASSCOM Foundation, US Consulate etc., with a theme of solving social problems innovatively through mobiles and technology.

Vision:

“Every student to obtain excellent guidance and appropriate ways to obtain monetary support to pursue the right education of their choice”

Objectives of VHL:

- To guide students in their careers to take up **right choice of career**
- To provide **information** about various aids like Scholarships, training institutes, loans, etc., to continue their education
- Access to **free, direct and authentic information** and guidance on demand
- To show opportunities to **students for them to grow to their full potential.**

Key Services of the project



Project 1 - Toll free-Tele-Counseling:

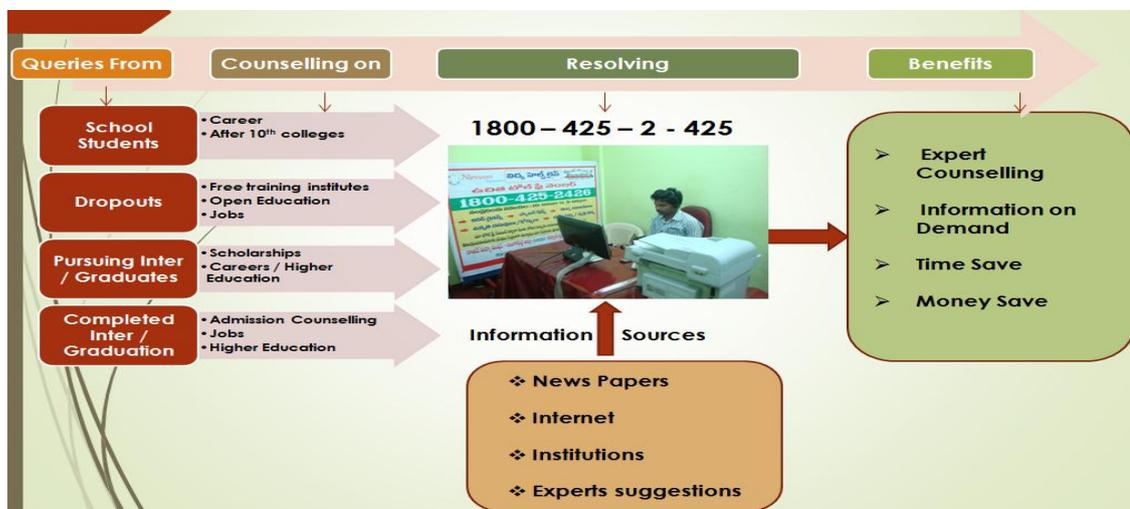
The toll free service of Vidya HelpLine assists student callers in queries related to career guidance, admissions counselling, examination results, scholarships, education loans, training institutes etc. So far, **over 5,00,000+** call queries have been addressed, as on October 2017.

Key Objectives of the Career Guidance centre are



1. Provide authentic and complete information and guidance to school students & dropouts in the following categories:
 - Careers
 - Courses
 - Examinations & Institutions
 - Scholarships & Loans, etc.
2. To act as life-time academic counselor for all students and dropouts across the state.
3. Access to **free, direct and authentic information** and guidance on demand
4. To show opportunities to students to grow to their full potential.

Operational Model



There is a call center software for effective analysis and quality checks. The software name is C-Zentrix from TVT World Company. The software has an inhouse server at Hyderabad and can be accessed globally. About 5 to 6 Lakhs has been invested on it so far as one time investments and annually charges of about 40K + license renewal charges based on number of lines for the maintenance. With the current system, we can extend upto 30 parallel lines.

Goal Setting and Career counseling workshops:

Goal setting and Career Workshop is a face to face counselling wherein the trainers directly reach out to the students and inspire them to aspire for greater heights in life there by making them DREAM BIG. A huge spectrum of opportunities is then laid before them to choose. The purpose of conducting career workshop and Skill building workshop is to ensure that each and every child Grade 10 sets himself a goal not out of ignorance or need but out of interest and conscience.

The objectives of these workshops are:

1. Goal setting
2. Importance of Dignity of Labour.
3. Exposure to key career opportunities.
4. Personalized career counselling-charting maps to the dream careers.
5. Connecting students to tele-helpline centre for life time counselling.

It takes 3 Hours to conduct a workshop for about 60 students and each school. The Workshop includes personalized Career Baseline and end line, Inspirational session followed by exposure to hundreds of career options, scholarships, colleges etc., so that each student is able to choose a career and lay a career road map by himself/herself at the end of the session. Each student would also be provided a booklet, career chart, assessments etc., explaining about several courses / careers and scholarships. The Work shop consists of various phases as follows:



Career Saathi Program:

A selective student support program for the meritorious students but economically weak in assisting, mentoring and tracking them till successful employment. The support to each child ranges from administering a psychometric test, aiding in admission into the course of their choice, various bridge programs for medium switch, assistance in applications for higher studies, entrance exams, scholarships etc, equipping with employability skills etc.

The overall idea of the project is to groom each student into a productive employable resource.

Steps involved in Career Saathi Program:

- Step-1: Selection* of the best students through a selection conference organized between all the lists of meritorious students pooled in by various resources.
- Step-2: Psychometric assessment test and personal counseling:* Career assessment test suggesting ideal career based on his aptitude, interest, ability and personality type, briefly explaining his strength and weaknesses and helping him make career decisions.
- Step-3: Assist in application:* Assist in applications to various institutions, scholarships, hostels and etc.
- Step-4: Camps for soft skills and personality development:* Camps providing orientation on different careers, Soft skills, motivation and personality enhancement.
- Step-5: CAF (Career Advancement Fund) Program:* Providing a career advancement fund to meritorious but needy student that will enable him to pursue his education/career of his choice. This fund will cover the admission fees, maintenance fee and expenses for books.
- Step-6: Mentors connect:* Connect the students with the experts in their domains of aspirations and helping them in knowing the careers, scope, a routine day of their lives, in order to provide better insights.
- Step-7: Training to Mentors:* Training program for the mentors on the mentoring and tracking providing mentoring, tracking.
- Step-8: Looping back to the organization:* The students are mentored till employment and are then looped back to the organization for sustenance that will enable more students in the same program. However, none of the students would be forced to give back but voluntarily.



Selection process of the students

There are two key selection steps: Level 1 - Identifying the merit students from schools and Level 2 - Performance on the day of selection conference, their grades and family background.

Level 1: Nirmaan Vidya HelpLine Career Workshop Team during the scheduled **career workshop period in Government schools** across Telangana and Andhra Pradesh districts pools the **merit students into Bright 5 student database**.

Level 2: **Bright 5 students and various NGO nominated students** are invited to attend **one day CSP selection conference** since its inception 2015, each year students are screened at Hyderabad venue. For 2017 selection conference, we had 137 students, 70+ Parents, 70 Volunteers and the Nirmaan team, involved in the event. The entire 137 students were evaluated based on 5 parameters mentioned below -

- CGPA grade(10th standard)
- Interview
- Group discussion rounds,
- SOP (Statement of purpose writing)
- Family backgrounds giving preferences to Orphan and semi-orphan students.

All of them are rated and the top 30 are selected.

Qualifications of staff involved with the project:

The project's core team comprises of professionals hailing from diverse backgrounds of management, engineering, psychology, teaching, pharmacy, journalism, social sector etc., they are also supported by volunteers from several corporates. The minimum qualification for any resource is a graduate with good academics and passion to help the disadvantaged sector.

Proposal to Asha Madison Chapter

The proposal is to Support three key projects of Nirmaan Vidya HelpLine – the Career Guidance HelpLine, Career Counselling workshops and Career Saathi Program. About 7,000 students would

S.No	Services	Beneficiaries	Tenure	Amount in INR
1	One Career Guidance Help Line	12,000 Calls (4,000 unique callers)	1 Year	3,60,000
2	Goal setting & Career Counseling workshops for 50 schools	3,000 Govt. School students	1 Year	4,50,000
3	Career Saathi Program	10 students	1 Year	2,00,000
	Total	7,010		10,10,000

be benefitted with the current proposal. Below is the snapshot of impact and finances.

**Detailed split of finances is given below

1) Split of Expenses to run single Tele HelpLine for one year.

Activity	Description	Monthly	Amount
Career Guidance Centre-Technology	Procuring 1 License for call center software dedicated to desired audience and mapping to support picking the calls simultaneously and any other technology cost	One time	12,000
Tele counselor (Salary)	1 Tele counselor to pick the calls per line to counsel the students	14,000	168,000
Toll Free expenditure & any BSNL expenses	Each call received to toll free number cost about Rs 1.20 per min and each call on an average lasts about 6 minutes. About 12,000 calls are estimated per line. Further INR 1000 per month as rental charges for using Toll Free services. (Abandoned calls 25% calls (3000 calls)*Rs 1.20) + 18 % CST	10,030	120360
Technology, Training, Office Maintenance & Utilities	Training, Technology, Miscellaneous expenditures including repairs and other operational expenses	2,500	30,000
About 10% Research and Admin charges	Research, Management, finance and administrative expenditure.	-	29,640
Total per Line per Year			360,000 INR

Additional notes

Technology, training, office maintenance and utilities - These are all shared resources which are required to run the tele helpline operations. The shared resources include - a person to troubleshoot technology issues with Software provider, BSNL - for toll free & PRI line. Training programs to team members for their growth leading to organizations growth, Office maintenance and utilities are for rent, electricity, general repairs, stationery etc.,

10% research and admin charges – It is largely used for departments including Finance, Human Resource, the CA (Chartered Accountant) fees, Research for constant improvement in the models and any miscellaneous expenses which are basically working as shared resources across the projects of Vidya Helpline.

The cost for PRI, the software procurement, global IP etc., is not included in the proposal as we already have funds from other donors.

2) Split of Expenses to conduct 50 Career Counseling workshops

Particulars	Details	Per Workshop	Total for 50 Workshops
Career Booklet, base line end line, certificates etc.,	A booklet providing details about various courses available after 10th Standard, the fees particulars, location, admission procedure, opportunities available in that course etc., This is given to each student.	1,500	75000
Career chart and career banner	A chart briefing all the career options and career route map and a 6*4 feet banner to be pasted in each School	400	20,000
Travel and daily allowance & Misc	Resource persons along to travel to areas to conduct workshop [Visit by 2 persons]	800	40000
Counselors - 2	Remuneration for 2-counselors to conduct career workshops	4,000	200000
Coordination, Research and Training	Cost incurred for research of career material and to impart training to counselors and skill up gradation	1,500	75,000
Administration	About 10 % of the total expenditure	800	40000
Total outreach program expenditure		9,000	450000 INR

Additional notes - The resource person for career workshop who implement are Counselors and it has to be coordinated by a project coordinator. However, we don't need a dedicated project coordinator for 50 workshops. The amount mentioned is largely for the coordinators salary. The coordinator work would be on getting permissions and speaking to school authorities, planning dates, training team, getting material, post workshop works etc., A small portion of this amount would also be used for training and research part for constant enhancement of the models and the yearly changes in the material.

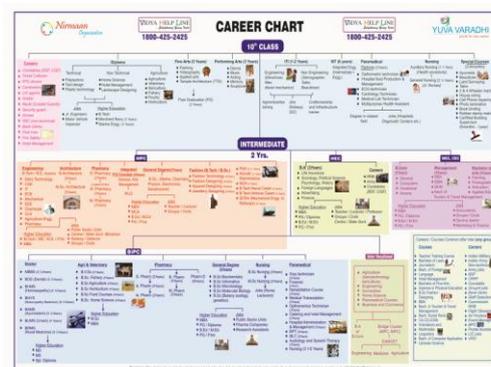
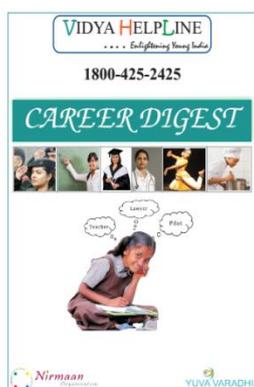
3) Split of Expenses to Support 10 students for Career Saathi Program

Sl No	Expenses	Details	Cost Per Year
1	Skill building, career exposure & Student short listing session	Students to have a skill building cum selection conference where students would be guided on Statement of purpose writing, Group discussion, and Interviews & undergo them with volunteers. 120+ students along with their parents, 60+ volunteers & VHL team would be part of the whole day selection event.	33000
2	Residential Camps for soft skills, motivation, personality development	About 3 Day to 5 Day residential Camps providing Soft skills, motivation, personality enhancement and many more age appropriate sessions. 2 camps in an year	40000
3	CAF (Career advancement fund) Program	Having a pool of career advancement fund to meritorious but needy student that will enable him to pursue his education/career of his choice. This fund will cover the admission fees, maintenance fee, hostel, Room expenses, books etc., This would be provided on a need basis.	20000
4	Training to Mentors & Team	Training program for the mentors & team for effective student mentoring & implementation of program.	5000
5	Resource Person	Remuneration for various resource persons for organizing, counseling, implementation & monitoring.	80000
6	Students Monitoring cost & any other Miscellaneous	Application assistance, Psychometric tests, Travel to office, posts to students, mobile bills for calling students, mentors etc.,	5000
7	Administrative expense	About 10% of total cost	17000
	Total		200000

Further split of expenses for Career Saathi Program is provided in the attachment.

Appendix 1: Material provided at workshops to students:

Stationery	Provided to	Particulars
Career Booklets	To all students	Books enclosing information on Careers, course, Colleges, Scholarships
Goal and Path forms	To all students	Baseline test for the assessment of students
Career Charts	3 per school	A quick overview of career spectrum
Career Notice Boards	1 per school	Notice Boards to schools for regular career related notifications
Career chart banner	1 per school	A live size career chart for display in school



Career Digest: An exhaustive material on various career opportunities.

Career Chart: A student friendly career chart in Local Language for a quick reference.

Appendix 2: Pictures from Career Workshops



Ice breaking session



Goal setting session –Importance of goal in life, assisting in choosing a goal



Motivation Session: Inspiring students to aspire for greater heights in life.



Career Exposure Session: Students being exposed to various career opportunities using career chart



Personalized Counseling: Routing career charts to the dream careers of the students



Group shot at a school in Medak district.