

New Project Proposal Template

Project Name: Nirmaan Vidya Helpline

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Referred By: Abhilash Sawant

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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 organization.

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.	ANURADHA PULLA	<ul style="list-style-type: none"> • Anuradha serves as the COO and leads all the project operations at Nirmaan • She has many years of experience working in the social sector • She joined Nirmaan in Dec 2019, previously she was working as a consultant with Department of Education, Government of Andhra Pradesh
3.	B. AKASH Founder of Bhoomgaadi – an Organic Farmer’s Producer company & Previous Governing Board Member	<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 8+ years of experience in the development sector.
4.	SWATI VEMPATI	<ul style="list-style-type: none"> • Swati serves as the Chief Impact Officer at Nirmaan • She has 12+ years of experience in social sector • Alumnus of TISS Mumbai, with Master’s in Social Entrepreneurship • Joined Nirmaan in 2015 • Responsible for fundraising and program design

5.	UMA KESANI	<ul style="list-style-type: none"> • Uma serves as the Co-CEO at Nirmaan • Joined Nirmaan as a volunteer in 2010 after her graduation in engineering • Brings in 12 Years of non-profit and volunteering experience in leading the programs, projects and campaigns. • Instrumental in establishing placement linked skilling programs in Nirmaan • Also involved in Fundraising
6.	MOUNIKA KONATHAM	<ul style="list-style-type: none"> • Mounika serves as the Chief Global Partnerships Officer at Nirmaan • Joined Nirmaan in 2014 • Alumnus of Osmania University, with Master of Business Administration (MBA) in Human Resources/ Personnel Management • Instrumental in initiating Digital Lab/ Innovation centers in Government Schools • Also involved in Fundraising

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 works on 10 verticals: Education, Youth Empowerment, Women Empowerment, Sustainable Agriculture, Health, Environment, Community Development, Tribal Welfare, Diversity and Inclusion, and Social Leadership. The non-education programs include:

Youth Empowerment: Placement linked skilling for underprivileged youth of 18-27 years age group in IT based courses

Women Empowerment: Economically empower women (illiterate to literate) from underprivileged backgrounds in vocational skills and IT based courses and hand hold them in earning income through placements or business setup incubation support

Sustainable Agriculture: Provide end-to-end support to small farmers for implementing organic farming

Health: Initiated during COVID pandemic times, and setup 1700+ ICU beds and critical medical infrastructure at Government hospitals across 5 states of the country. Now expanding the scope to work directly with communities to diagnose, screen and prevent health concerns.

Environment: Initiatives under Environmental awareness, Afforestation, Urban Farming being implemented.

Community Development & Tribal Welfare: Adopted 4 villages especially those of PVTGs (Particularly Vulnerable Tribal Groups) and facilitating the development process under health, education, livelihoods and cultural preservation, in collaboration with village committees. Secondly, implementing Food Bank project to provide basic food and nutrition to homeless and shelter homes.

Diversity and Inclusion: Conducting skilling programs for marginalized communities/ groups like Persons with Disabilities (PwDs), LGBTQ+ and supporting in getting placements. Additionally, working with the groups to create greater awareness and acceptance in society.

Social Leadership: Encouraging general public to #GiveBack to Nation through opportunities for Volunteering and Internships. Have 5 student chapters, along with collaborations with many corporates for employee volunteering.

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

Nirmaan has 4 main education-based programs:

1. School Adoption Program

Nirmaan adopts Government schools with the objective of converting them into model schools in 3-5 years through interventions for infrastructure improvements, academic excellence and

holistic development of children. We implement a 10-point framework and work with the school staff and School Management Committee to implement these initiatives:

10-POINT COMMITMENTS TO A GOVERNMENT SCHOOL		
S.No.	Commitment	Impact Indicator
1	No Teacher Shortage	Ensures Child Learning
2	Clean & Separate Toilets	Decreases Girl Dropout & Ensures Health
3	Safe Drinking Water	Ensures Good Health
4	Classrooms with Basic Amenities	Enhances Child Learning
5	Safe Building and Good Playground	Ensures Physical Safety
6	Computer Lab and Career Counselling	Enhances Child Learning
7	Library and Language Proficiency	Enhances Child Learning
8	Arts Materials and other support	Enhances Child Learning
9	Science and Other Labs	Enhances Child Learning
10	Sports and Physical Education	Encourage Physical Health

2. Digital Lab Intervention

Nirmaan Organization initiated the Digital Lab Intervention project to provide a motivating and encouraging environment for high school students from socio-economically marginalised sections of the society, to make them Digitally Literate and help nurture a culture of innovation. To further this objective, it is proposed to establish a Digital Lab at Government High Schools (with supportive school managements and good student strength).

The project is intended to help in:

- Bridging the digital divide among the students of Govt. high schools and private schools
- Create learning interest, and improve attendance and retention
- Improve learning processes and pedagogy

NIRMAAN COMMITMENTS TO A GOVERNMENT HIGH SCHOOL THROUGH SETUP OF DIGITAL LAB

S.No.	Identified Problem in Govt. High Schools	Commitment	Impact Indicator
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1	Many schools are not having computers. Hence, students do not have access/exposure to computers	1:3 computer-student ratio i.e. every student would get 15 minutes of time during the lab	Every Child will have good access to computer facility
2	Few schools have computers given by Corporates/NGOs/Govt, but students not able to utilise as there is no skilled Computer Trainer	A Computer Trainer/Coordinator	Every Child will have access to a good Teacher and hence learning is ensured
3	In many schools, computers become non-functional due to repairs in hardware or software	Annual Maintenance	Downtime of computers is minimal
4	Schools, especially, in rural areas have frequent power cuts. This is one of the major ground level issue which is a hindrance for students learning.	A power backup(UPS/Inverter)	Maximum system utilization
5	Students are not able to utilise the online learning facilities. They are not able to use internet for education purpose as secondary source of learning.	A high-speed broadband internet connectivity; Projector/LED TV and audio facility	Online teaching through live streaming and recorded video lessons. Students using educational websites

3. Nirmaan Scholarship and Mentorship (NSMP)

Nirmaan Scholarship and Mentorship Program (NSMP) started in the year 2008, aims to provide monetary help and career guidance to the meritorious but financially constrained students to pursue their professional degrees. Nirmaan identifies the students on merit cum need basis for scholarships and provides financial assistance and mentorship to guide the students in the right direction to realize their dreams. Mentorship is done through workshops, career counselling sessions, and interaction with professionals in respective fields. Till date, we have supported more than 1,000 students under this program.

4. 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 **31st March 2021**, Vidya HelpLine has supported about **15.5 Lakhs+** students/dropouts through various interventions such as **Tele Counseling (10,49,183+ calls)**, **Career Workshops (11,256+ Government Schools** reaching out to **9,93,782+ Students)**, **Train the trainers (2381)** and has impacted students in the states of Telangana, Andhra Pradesh, Karnataka, Assam, Odisha, Tamilnadu & Jammu & Kashmir. The project has received various National and International awards from organizations such as IBM, Vodafone, NASSCOM Foundation, US Consulate etc.

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 Programs under VHL:

Sno	Project	Description
1	Tele Counselling	A toll free tele helpline to provide Career related information and guidance on aspects such as courses, colleges, scholarships, admissions, free trainings, exams and results etc., in the local language.
2	Career Counselling Workshops	The objective of the workshops is to assist the students choose a Career Goal and exposing them to various careers, their career paths, latest notifications on Scholarships, admissions post Grade 10 etc., and connect to the HelpLine for further counselling. Each student is also provided with a Career Book.
3	Career Book	A comprehensive digest providing information about Careers, Scholarships, Colleges, etc, in different multiple languages viz., English, Telugu, Kannada etc.,
4	Career Chart in School	A detailed career chart showcasing various career choices right from 10th grade to graduation in a robust frame.

5	Psychometric Assessment	A scientific tool to assist the student in choosing the most appropriate career choice based on Interest, Personality and Aptitude. Specially designed for people from a lower financial background providing Professional & Vocational Careers. A 12-page report detailing Interest, Personality & Aptitude will be generated
6	Sahi kadam	Assisting the students in taking the right course and college after their 10th Grade where the career paths need to be chosen. This includes a comprehensive discussion with the students, if needed with the parents, along with the follow-up.
7	Career Saathi Program	An ambitious and comprehensive, selective student support program for 3 to 6 years of time to help the students from humble backgrounds pursue their Dream careers with the support of various interventions of one-one mentoring, financial assistance, capacity building, Career guidance, Parental guidance and more till successful employment.
8	Personal Counselling (One-on-One)	Nirmaan offices at various locations are open for personal counseling where visitors like students, youth, unemployed directly walk in. Then an experienced trained professional counsels the student and parents whoneeds more direction on their careers, goals, colleges, scholarships, jobs, training, etc.,
9	Motivational Workshops	To provide instant inspiration to students and give some tools/ideas for continuous motivation. Each student is also provided with a book titled “Naa Spoorthy ki” at the end of the workshop.
10	Train The Trainer (Teachers training)	"TTT" is training teachers, counselors, aimed at building the capacity on career counseling within the schools wherein the teacher/counselor, once trained, would implement the curriculum in their respective schools.
11	Career Help Desk	Setting up small career desks in the villages with the help of local NGOs & orient the students & youth about the present active notifications, resolve their career queries, provides guidance & conduct personal counseling to a few of the needy students/youth.
12	Workshop for Parents	An interaction session with the parents & orient them about parenting, relation with their children, motivation through success stories, creating awareness on the importance of their children education & careers. Overall 10 sessions were conducted.
13	Parents books	Books provide information especially to parents on how they can support their children in education & also gives them information about Career planning, financials, Colleges, etc, in different Indian languages viz., English, Hindi, Telugu, etc.,
14	Career Advancement Portal (CAP) for Students	An online Information platform and Mobile app exclusively built for students and Facilitators with state specific database on numerous Career specific information such as Scholarships, Colleges, Hostels, Exams, Admissions etc. giving free access to students. (www.cap.vidyahelpline.org). It also has components of Psychometric Assessment, Mentorship, Career Mitra and Resources for students and volunteers to access.
15	Career Message Alerts	Personal mobile alerts to students and facilitators on update on latest Scholarships, Notifications, Admissions, Entrance exams, Courses, Career pathways, Free trainings and Motivational aspects. We send these notifications as alerts to WhatsApp for students, facilitators and Career Mitras (volunteers of Nirmaan).



16	Mobile Career Lab (MCL)	A mobile Career lab is a unit where the Students and youth from very interior parts of our country would have access to quality information and guidance thereby making them choose effective career choices
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Details about the projects proposed to Asha Madison:

Project 1 – Toll-free Tele-Counseling:

The toll-free service of Vidya Help Line assists student callers in queries related to career guidance, admissions counselling, examination results, scholarships, education loans, training institutes etc. So far, **over 10,49,183+** call queries have been addressed, as on **31st March 2021**.

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

Operational Model



Project 2 - 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.

Key Support areas:

- Career assistance (College admissions, Scholarships, Hostels support, Relevant Entrance Exams Coaching)
- One to one mentoring assistance
- Residential camps for capacity building
- Skill enhancement support
- Exposure Visits
- Career Advancement Fund for supporting their higher education

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.



Year -1	Year -2	Year -3	Year -4 &5	<u>Year -6</u>
Outcome: 1.Continuation of education. 2.Appropriate course selection. 3.Confidence building	Outcome: 1. Career Foundation Program 2.Academic excellence. 3.Aspiration for higher education	Outcome: 1.Career section & Admission based on their interests 2. Improved Academics	Outcome: 1.Academic excellence 2. Skill enhancements	Outcome: 1. Academic Excellence 2. Skills enhancement 3. Career readiness

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 2019 selection conference, we had 141 students, Parents, Volunteers and the Nirmaan team, involved in the event. The entire 141 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 year-on-year.

This year, we are expanding the scope of the program to include students/ persons with disabilities (PwDs) in collaboration with the Women Development and Child Welfare Dept. Government of Telangana (the nodal agency working for the development of PwDs in Telangana).

Proposal to Asha Madison Chapter for April 2023 to March 2024

The proposal is to support **2 key projects** of Nirmaan Vidya HelpLine – the Career Guidance Help Line and Career Saathi Program. About **4,015 students** would be benefitted with the current proposal. Below is the snapshot of impact and finances for the period of April 2023 to March 2024.

Service	Beneficiaries	Tenure	Support requested
Career Guidance Help Line - 1	12,000 Calls (~4000 unique students)	1 year	5,75,000
Career Saathi Program	15	1 Year	3,75,000
Total**	4015		9,50,000

**Detailed split of finances is given below

1) Split of Expenses to run single Tele Help Line for one year (April 2023 to March 2024).

Snapshot of Proposal for implementing one line for Tele Counselling				
Activity	Details	Monthly Cost	No. of Months	Amount
Career Guidance Centre - Technology	Renewing 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		10,000
Tele counsellor (Salary)	1 Tele counsellor to pick the calls per line to counsel the students	22,000	12	264,000
Coordinator (Salary) - Shared	A coordinator to implement and monitor the project	10,000	12	120,000
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 3-6 minutes. About 12,000 calls are estimated per line. Further charges for monthly rentals and abandoned calls. Overall considering as (12000 calls *Rs 1.60) + 18 % GST	8227	12	98727
Technology and Training	Training, Technology and other operational expenses involved for the team and project	2,500	12	30,000
About 10% Research and Admin charges	Research, Management, finance and administrative expenditure	-		52273
Total per Line per Year				5,75,000



Additional notes

The shared resource of coordinator is to ensure the project is being implemented as per the plan and is monitored to ensure that the impact is being achieved.

10% admin charges include the costs for auditing and accounting (incl. CA fees), program design, impact assessment, resources who are working as shared resources across the projects of Vidya Helpline like Finance, HR, overall management.

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 Support 15 students for Career Saathi Program (previously supported + request for 5 new students)**

Snapshot of Proposal for 15 Students in Career Saathi Program			
S No	Expenses	Details	1 Student
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.	Pro bono
2	Residential/ Virtual Camps for soft skills	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	2,000
3	Skill Enhancement	Support for building their technical and/ or soft skills for better placement opportunities	4,000
4	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.	10,000
5	Training to Mentors & Team	Training program for the mentors & team for effective student mentoring & implementation of program.	Pro bono
7	Resource Person	Remuneration for various resource persons for organizing, counseling, implementation & monitoring.	6,100
8	Students Monitoring cost & any other Miscellaneous	Application assistance, Psychometric tests, Travel to office, posts to students, mobile bills for calling students, mentors etc.	550
9	Administrative expense	About 10% of total cost	2,350
Total Funding Required for 1 student per year			25,000
Total Funding Required for 15 students per year			375,000

Please note that, there are 30 students in the cohort 4. The total expense to implement the project for one year is about 7,50,000 INR. The cost per student is averaged to 25,000 INR. The remaining funds are being raised from other contributors.