

# Virtual Visit Report

## Nirmaan Organization

### September 24, 2022

**Organization:** Nirmaan Organization (<https://nirmaan.org/>)  
(<https://www.facebook.com/nirmaanorg/>)

**Project:** Nirmaan Organization - Nirmaan Vidya Helpline  
(<https://ashanet.org/project/?pid=1291>)

**Type of project:** Non-formal Educational Centers

**Supporting Asha Chapter:** Madison (<https://madison.ashanet.org/>)

**Type of visit:** Virtual via Zoom

**Date:** September 23<sup>rd</sup>, 2022

**Time:** 8-9 am CDT, 6:30 PM IST, 1 hours

#### Goals:

1. To interact with the project partners for understanding the project's specific impact across programs over the past year.
2. To discuss budget proposal for the upcoming year and ask for in-depth explanations for expenses wherever necessary.

#### Asha Madison volunteers attending the meeting:

1. Abhilash Sawant (Asha Madison volunteer and steward for Nirmaan project)  
([abhilashsawant18@gmail.com](mailto:abhilashsawant18@gmail.com))
2. Ranjeet Kumar

#### Nirmaan members attending the meeting:

1. Swati Vempati (Nirmaan Organization's Chief Impact Officer and our point of contact)  
([swati.vempati@nirmaan.org](mailto:swati.vempati@nirmaan.org))
2. Srihari Raju
3. Prasad Cherukuri
4. Nikhil Gampa
5. Ram Srinivas

#### About Nirmaan:

Nirmaan Organization, 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. It started with a very small number of around five to six members with 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 like-minded people for the cause. It identifies with these key objectives:

- 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 innovation; primarily in the fields of Education and Livelihoods

### **About Nirmaan Vidya Helpline:**

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 leading to economic empowerment. As on 31st March 2022 Vidya Helpline has supported about **14,44,050+ students/dropouts** through various interventions such as **Tele Counseling (8,81,050+ calls)**, **Career Workshops ( 11,256+ Government Schools** reaching out to **9,91,278+ Students**) and trained **2381 trainers**.

The Nirmaan Vidya Helpline project has three main components:

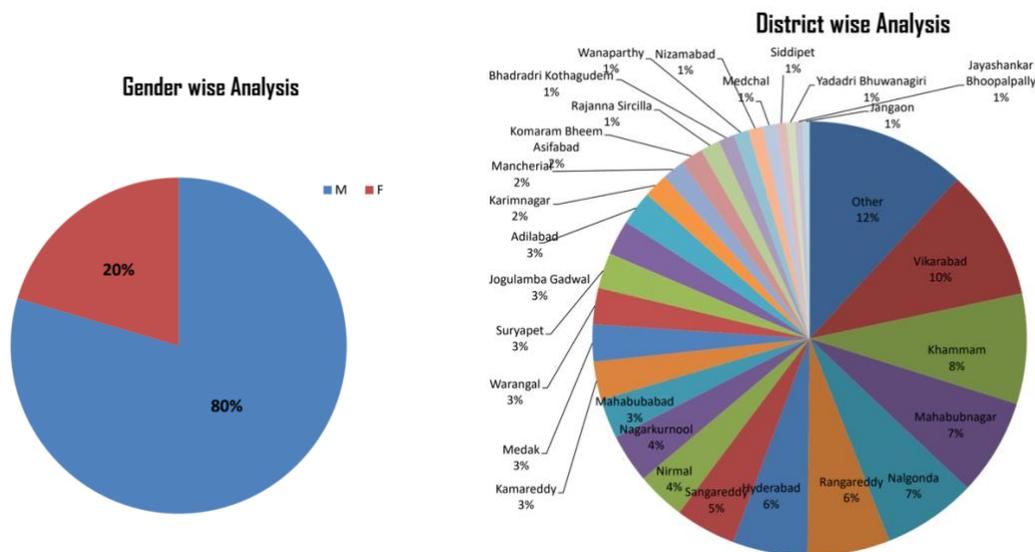
- 1. Toll free-Tele-Counseling:** The toll free service of Vidya Help Line assists student callers in queries related to career guidance, admissions counselling, examination results, scholarships, education loans, training institutes etc. So far, over 8,81,050+ call queries have been addressed, as on 31st March 2022.
- 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.
- 3. Mobile Career Lab:** Mobile lab career counseling is done on wheels. The Mobile unit helps students staying in interior parts of country get right career information and guidance. Several services such as Psychometric test, Mobile app, Personal counseling, application assistance and connecting them to the Tele-counseling helpline can be done through this.

## The Virtual Visit:

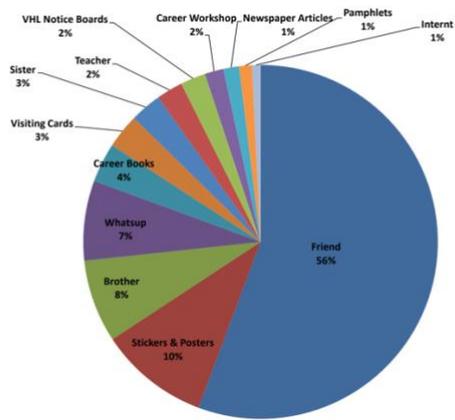
### Agenda:

- Update from Nirmaan regarding past year's activities and impact across Asha Madison's supported programs.
- Budget proposal presentation from Nirmaan for the upcoming year.
- Q&A from Madison volunteers regarding project impact and proposal.
- Logistics and wrap up.

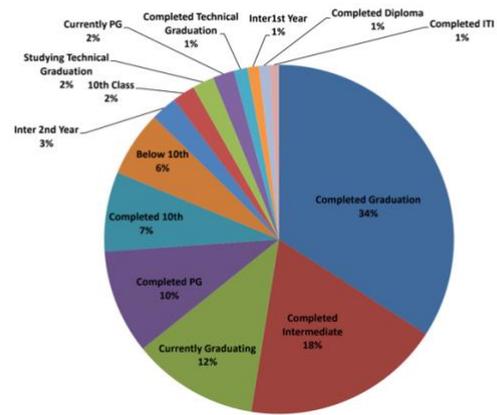
The site visit started with Srihari Raju outlining the impact of Nirmaan Vidya Helpline's tele-counseling program supported by Asha Madison. Asha supports the funding for 1 tele-counseling line, who typically handles about ~12,000 calls a year from students across rural areas from various states. One tele-counselor receives calls from about 4000 children, and informs them about queries regarding career options, entrance examinations, vocational training, jobs, scholarships, free courses etc. Srihari shared some broad statistical and demographic analysis of impact over the past year (refer images below), and also presented some wonderful success stories of students whose lives changed dramatically just because of calling through Nirmaan tele-counseling helpline. These 4 students belonged to labor/agricultural families and wouldn't have been able to complete their education due to lack of financial resources. Having received guidance from Nirmaan tele-counselor, they became aware of state-wide scholarships available for students and secured funds through those for completing their education (refer images below for details).



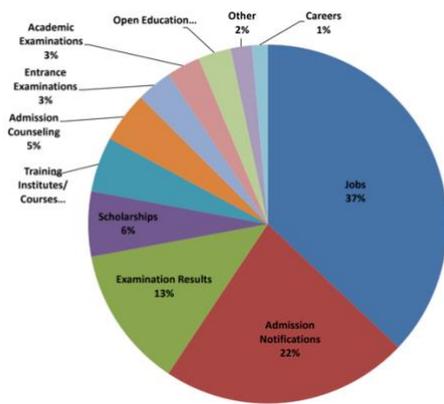
Publicity wise Analysis



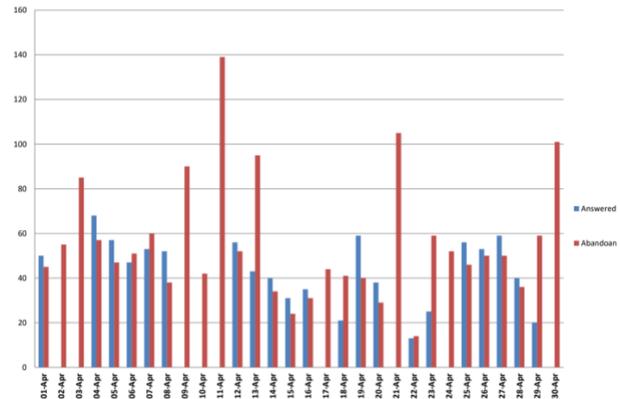
Academic Level wise Analysis



Calls Category Wise Analysis



Answered Vs Abandon Calls - April



SELECTED FOR KEEP INDIA SMILING FOUNDATION



**Name:- Sampath**  
**District :- Medak**  
**Father Occupation:- Agriculture**

HE SELECTED FOR KEEP INDIA SMILING FOUNDATIONAL SCHOLARSHIP AND HE GOT SCHOLARSHIP WORTH OF 20,000 EACH YEAR FOR 2 YEARS.

GOT SEAT IN OSMANIA MEDICAL COLLEGE



**Name:- Shankar**  
**District :- Narayanpet**  
**Father Occupation:- Agriculture**

HE GOT SEAT IN BSC MLT COURSE IN OSMANIA MEDICAL COLLEGE. HE IS VERY HAPPY TO CONTINUE TO HIS EDUCATION



After presentation by Srihari about tele-counseling program's impact assessment, Prasad Cherukuri and Ram Srinivas presented the progress on Career Saathi Program's supported students by Asha Madison. Nirmaan identified crucial areas where students would be affected due to social isolation induced by the pandemic and set up weekly virtual sessions with psychologists/counselors for fighting anxiety/stress. Nirmaan also conducted motivation seminars from accomplished IPS officer (G. Chandeesh), Doctor (Dr. Alok Agarwal, Nephrologist, MD) to encourage students toward their career goals. The 10 students supported by Asha Madison stood the test of time and now are in renowned colleges pursuing bachelor's degree in the profession they desired (see image below for specific details). Nirmaan selects students for Career Saathi Program based on their economic background, academic merit, etc., who need monetary support from time to time for meeting educational needs such as books, laptop, college fees, course fees, etc. The details of how Nirmaan supported each student with these requirements are detailed in the table below.

S.No	Name	Mentee goal	Present Academic	College name
1	U.Akshayasree	I.A.S	Btech 2nd year CSE	Stanley college of engineering (CSE)
2	A.Hema Sri	I.A.S	Btech 2nd year CSE	RVR & JC College of engineering
3	B.Veera Babu	I.A.S	B-Pharmacy 2nd year	Vijaya Pharmacy college
4	A.Saiteja	Software Engineer	Integrated Btech +MBA	Atal Bihari Vajpayee Indian institute of Technology and Management
5	V.Swetha	I.A.S	Degree 2nd year BA	University college for women
6	G.Sravani	I.A.S	Btech 2nd year ECE	Sri Venkateswara college
7	M.Anusha	Doctor	NEET long term	Vision Academy
8	K.Harish	I.A.S	Btech 2nd year ECE	IIIT Basara
9	Sindhu Subhasini	Engineer	Btech 2nd year ECE	IIIT Nuzvid
10	K.Madhan kumar	Pharmacist	B-Pharmacy 2nd year	Bharath college of engineering & Pharmacy

**Details of Career Advancement Fund and Financial Assistance:**

S.No	Name	Amount	Purpose	Donor
1	B.Veerababu	4000	Exam fee and books	Asha Madison
2	A. Hemasree	20000	College fee	Asha Madison
3	M.Anusha	10000	NEET Coaching fee	Asha Madison
4	A. Hemasree	10000	Laptop	Asha Madison
5	Uppu Akshayasree	30000	Laptop	Asha Madison
6	Swetha Vennacheti	6000	College fee	Asha Madison
7	GUNDEBOINA SRAVANI	6000	College fee	Asha Madison
8	Kottam Hareesh	4000	College fee	Asha Madison
	<b>Total</b>	<b>90000</b>		

**Q&A session and logistics:**

Asha Madison volunteers took the opportunity to discuss in detail some of the grassroots level activities by questioning various aspects of the projects. Specifically, we asked about the residential structure of biannual camps and how Nirmaan manages the logistics of these events given that their students are spread across various geographical locations. The team mentioned that these events are usually carried out in summer and winter vacations or holidays, when students are available. We also asked about the frequency of contact between Nirmaan's team and their mentors with the students, which is multiple times in a month throughout the year. Regarding the budget proposal, we scrutinized some of the points where the reason for expenditure wasn't clear, such as "coordinator salary", where the roles and tasks of the coordinator weren't mentioned. In addition, there were multiple sections (section 2 and 3 in the Career Saathi Program's budget requirements) which appeared to be redundant. These queries were clarified and elaborated by Nirmaan's team in more detail, which have been modified and added in the latest budget proposal. For all of the Q&A we did during the site visit, please refer to the video recording (link at the bottom).

**General impression:**

From the visit, the volunteers from Asha Madison chapter seem to be very satisfied with the progress that has been made by Nirmaan through the project. We deeply appreciated not only the impact Nirmaan is creating through counseling students towards successful careers, but also the extent to which they measure impact of such a widescale outreach effort (the tele-counseling program). Due to the covid-19 pandemic, most organizations faced a setback in terms of keeping in touch with people and in-person/offline activities became difficult. However, we found that Nirmaan did a pretty good job in adapting to the circumstances posed by the pandemic and navigated well with the virtual platforms. Lastly, it is worth pointing out that Asha Madison has been supporting the 10 students from Career Saathi Program since they joined high school, and now they are successfully pursuing bachelor's degree in their desired disciplines.

**Further information:**

Recording of the videoconference meeting and budget proposal can be found here:

[https://drive.google.com/drive/u/0/folders/1UyRCmr5kqbN6MTFVMUXBOxJWchG\\_nOaB](https://drive.google.com/drive/u/0/folders/1UyRCmr5kqbN6MTFVMUXBOxJWchG_nOaB)

