



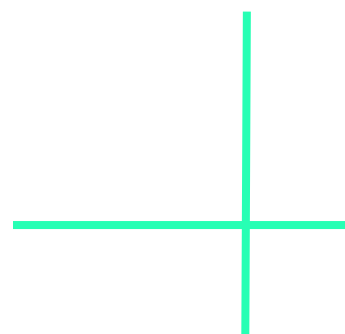
# ***Annual Report 2017-18***



**A T M A**  
AN ACCELERATOR FOR EDUCATION

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## MESSAGE FROM THE CEO

To say a lot has happened this year would be an understatement. From rebooting one of our programmes to expanding to a new city, and developing policies in areas which needed urgent intervention to setting up new systems and processes, this was a year of many

firsts for Atma. In 2017-18, we onboarded 5 new partners – Life-Lab and Step up Foundation in Pune, and Educo, Rishi Valmiki Eco School, and Sunshine School in Mumbai. I can proudly say that we have grown and diversified exponentially, and most importantly, impacted the lives of 61 thousand young children.

At the organisational level, we went through a structural change to accommodate future plans. An Operations team, consisting of the Impact, Finance, and Expansion verticals, was created to bring in structure and streamline processes. Another key upgrade for this year was the data migration to Salesforce, an interface which provides a single location for data input, management and mining. We also rebooted our project, Gati's model in November 2017 to attempt to support mainstream schools in creating and implementing inclusive policy and practice.

The most exciting milestone, however, at Atma was the establishment of our Pune office on February 2017. It has been an exhilarating journey to widen our wings and explore new avenues in a new city! As we have only just started building partnerships in Pune, we have 2 members, Abishek Maroli, City Lead Consultant and Swarnava Gupta, Consultant; who have a vast experience in setting up effective processes for organisations.

With each passing year, we get associated with an increasing number of local and international volunteers who are passionate, highly skilled and align themselves with Atma's vision and mission. This year too we had volunteers representing more countries than we had ever before from Australia, Belgium, Canada, Finland, France, Germany, Netherlands, South Africa, UAE, USA, and UK. I have also been fortunate to have the most dedicated and passionate team members to back me up, and who work tirelessly with our partners.

I'm proud to announce that 9 of our partners will be graduating from the Accelerator in 2018-19. It has been an honour to watch them grow and flourish in the past 2 years. Lastly, I want to thank our supporters, new and existing, who have continued to believe in the work we do to bring quality education to every child. And to our donors, who recognise the role our programmes play in the education ecosystem towards affecting a lasting change.

**- Mary Ellen Matsui**



# ABOUT ATMA

Atma is an Accelerator for Education NGOs and Social Enterprises in India. Currently, the organisation operates in Mumbai and Pune.

Faced by a lack of resources and expertise, high-potential education organisations are often unable to maximise their impact. We help NGOs become bigger, better and stronger by helping them solve their daily operational challenges and plan for their future growth through our flagship 3-year Atma Accelerator Programme, the Atma Network, and Gati. Through the Accelerator Programme, Atma has worked with 57 educational NGOs and reached out to over 16.48 lakh beneficiaries from communities in the Mumbai and Pune region (as of April, 2018).

## OUR VISION

Quality Education for All Children

## OUR MISSION

To build the capacity of education NGOs to achieve organisational sustainability and scalability thereby enabling delivery of quality education



# OUR VALUES

***Alone we can do so little. Together we can do so much.*** ~Helen Keller

Atma believes in the power of collaboration and idea sharing. An open and supportive work environment has enabled us to establish long lasting relationships within and outside the organisation. It is only through working together, that we as education organisations can multiply our impact and bring about real education reform.

**(Partnership:** Collaboration, sharing ideas, support, team work, long term/equal relationship, trust)

***Excellence is never an accident.*** ~Aristotle

At Atma, we like to get it right and then get better at it. We understand that this can only be achieved through a commitment to learning and continuous improvement. We set the highest standards for ourselves and the people we work with, to ensure the best quality of work.

**(Excellence:** Learning, continuous improvement, innovation, quality, vision, pioneering, big dreams, leadership)

***Strength lies in differences not in similarities.*** ~Stephen Covey

We believe in diversity, being open to varied perspectives and making the most of our differences. Through bringing together individuals from and with different backgrounds, experience and skills, we can create the best possible solutions for the challenges faced by Atma and its portfolio.

**(Diversity:** Adaptability, flexibility, open-mindedness, sharing, tolerance, acceptance, sensitivity, broad horizon)

***If you say you're going to do something, do it. If you start something, finish it.*** ~Epictetus

A commitment to who we are, what we believe in, and what we set out to do is the foundation of this organisation. We are accountable to ourselves, to our supporters, to the organisations we work with and to their beneficiaries. Only through transparency and consistency, will we be able to do impactful work in education.

**(Integrity:** Accountability, transparency, commitment, consistency, impact)

## Focus Area

- Special Education
- School Reform
- Before & After School Programme & Life Skills
- Population: Children, 6-21 years

## Funding & Reach

- **Annual Expenditure:** INR 1,88,91,752
- **Funds Raised:** INR 2,29,39,086
- **Team Size:** 19 Full & 2 Part-time
- **Total Beneficiary Reach:** 16,48,566
- **Number of Partners:** 19

# BOARD MEMBERS

## **Amit Murugkar, Chairperson**

Mr. Murugkar is the Founder & Director at Evolve, an organisation that provides training and consultancy services to improve personal and managerial effectiveness. A motivational trainer, Amit received his post-graduate degree in Sales and Marketing from Tack Training International, UK. He has previously worked with Pfizer, Baxter and Johnson & Johnson in various leadership roles. Amit's association with Atma began in 2007 as a volunteer. Over the years, his commitment to Atma and the cause of quality education deepened, with him donning various hats as a volunteer, advisor and now a board member.

## **Dr. Rahul Sood, Trustee**

Dr. Sood is a Mumbai native. He studied Economics at Elphinstone College, Mumbai. Later, he earned his BA in Film at Stanford University, a MS in TV-Radio at Syracuse University, and a PhD in Communication Research from Stanford University. After returning to Mumbai from the US in the mid-90s, he focused his career on pro-social TV serials.

## **Gayatri Nair Lobo, Trustee**

Gayatri Nair Lobo is the Executive Director at the India School Leadership Institute (ISLI), established in 2013, which is a project of the Akanksha Foundation. ISLI is one of the first initiatives in India to focus on developing the skills of school leaders, seeking to drive excellent outcomes from underserved schools in India. Gayatri brings to Atma, and her own team, a mix of strategy consulting and education experience, having worked most recently as a Senior Project Manager at Dalberg Global Development Advisors. Prior to Dalberg, Gayatri was the Chief Operating Officer at Teach For India. Gayatri has a Masters in Management Studies and a Bachelor's in Commerce from Mumbai University.

## **Sonali Saini, Trustee**

Sonali Saini is the Founder of Sol's ARC, an organisation with a vision to transform special education and one of the very few to scale up in the sector. Apart from a Master's in Special Education and expertise in pedagogy for inclusive education, she has also studied Social Entrepreneurship from Narsee Monjee Institute and The Indian School of Business. Sonali joined the Atma board, bringing her experience of consulting with both public and private enterprises for quality education, including the Maharashtra state board, NCTE, Pratham, Ekstep, Educate Girls and UNICEF.

# ACCELERATOR

Atma was founded in 2007 to support and strengthen education organisations. We believe that these organisations can lead the way in reforming education; but, faced with a severe lack of financial and human resources, they are unable to realise their true potential. To this end, Atma developed the Accelerator Programme which consists of a three-year partnership designed to resolve the organisational challenges the partner organisations are facing, thus allowing them to become better, stronger and more sustainable. Today, Atma is fulfilling on our founding mission by supporting 19 NGOs across Mumbai and Pune through our Accelerator Programme.

Upon joining the Accelerator Programme, the leader(s) of the education organisation work in close collaboration with a Partnership Manager who will provide ongoing guidance and support throughout the partnership. Together, they will:

- Identify the crucial challenges the organisation is facing and develop a concrete plan linked to the organisation's goals to resolve them.
- Design and implement projects to put in place strong systems and processes that will resolve the difficulties the organisation is encountering one-by-one.
- Reinforce the strategy planning of the organisation by clarifying the vision and long-term plans of their leaders.

In addition to the Partnership Managers, Atma recruits expert volunteers who have the skills and experience to support the managers during the implementation of projects.

Atma also aims to develop the organisation's network of funders, partners and consultants by providing resource linkages and by marketing the organisations.

Overall, the Accelerator Programme provides a holistic approach to capacity-building for education organisations, enabling them to become sustainable and impactful so that as a consequence, they become better equipped to resolve the education needs of India.



# ATMA PARTNERS

## **The Accelerator Programme in Numbers:**

- 1200 hours of support provided per year by the Partnership Managers and Atma team members to the organisation's leaders
- At least 3 expert volunteers per year to implement the projects designed during the partnership
- Advice and expertise provided across 10 Organisational Development Areas to answer the variety of challenges the organisations are facing

## **Atma Graduation Goals:**

Atma graduation goals are the goalposts for what we strive to achieve for our partners in the 3-year partnership period as part of the Accelerator.

There are 4 graduation goals:

- Ability to Articulate Impact
- Strong Fundraising Capacity
- Developing Leadership Capacity
- Strengthening Systems & Processes

<b>Organisation</b>	<b>Onboarding</b>	<b>Status</b>	<b>City</b>
AB Foundation (Sai Sweekar)	November 2015	Current Partner	Mumbai
Karunya	December 2015	Current Partner	Mumbai
Gharkul	December 2015	Discontinued	Mumbai
Spark-A-Change	January 2016	Current Partner	Mumbai
Urja Trust	January 2016	Current Partner	Mumbai
Anandi	February 2016	Current Partner	Mumbai
Maharashtra Dyslexia Association	March 2016	Current Partner	Mumbai
MREC	April 2016	Current Partner	Mumbai
Mentor Me India	April 2016	Current Partner	Mumbai
Sunshine School	April 2016	Current Partner	Mumbai
VASS	April 2017	Current Partner	Mumbai
Suryoday	June 2016	Current Partner	Mumbai
Peepal Foundation	June 2017	Current Partner	Pune
Life-Lab	June 2017	Current Partner	Pune
Educo	July 2017	Current Partner	Mumbai
Shyamchi Aai Foundation	June 2017	Current Partner	Pune
iTeach	June 2017	On Hold	Pune
Rishi Valmiki Eco School	July 2017	Current Partner	Mumbai
Step Up Foundation	March 2018	Current Partner	Pune



# ATMA PARTNERS

## AB Foundation (Sai Sweekar)



Sai Sweekar Child Development Center is a special education organisation that caters to young learners with special needs. Being professionals in the field of special education and rehabilitation, Mrs. Meena Nikam and Mrs. Neha Chimbalkar understood the need for quality special education services in the suburban part of Thane and thus, Sai Sweekar was set up in Virar.

**Date of Onboarding:** November 2015

**Partnership Status:** Current

**Beneficiaries Reached:** 30

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Monitoring & Evaluation	<ul style="list-style-type: none"><li>• Develop Indicators to Track Programme</li><li>• Create Data Management &amp; Data Collection System</li><li>• Create a Reporting System for Data Collected</li></ul>	Ability to Articulate Impact
Fundraising	<ul style="list-style-type: none"><li>• Pitch Deck Creation</li></ul>	Strong Fundraising Capacity

# ATMA PARTNERS

## Karunya Trust



Karunya Trust is a multi-religious non governmental organisation, formed in May 1998. They partner for the development of the society with children at its core. Karunya aims at providing a safety net to thousands of vulnerable children deprived of basic necessities and developmental opportunities.

**Date of Onboarding:** December 2015

**Partnership Status:** Current

**Beneficiaries Reached:** 1315

Organisational Development Areas	Projects	Progress towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Mumbai Marathon-Corporate Challenge Pitch</li> <li>Proposal for Construction</li> <li>Proposal for Pure Water Disposal</li> <li>Elevator Pitch Training</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Review of Impact Assessment for Saavli</li> </ul>	Articulated Impact Of Programme
Human Resources	<ul style="list-style-type: none"> <li>Capacity-building &amp; Training with Saavli Employees</li> <li>POSH Training for Employees</li> <li>HR Manual Creation</li> <li>Employee Handbook Creation</li> <li>HR SOP Creation</li> </ul>	Strengthening Systems & Processes
Marketing	<ul style="list-style-type: none"> <li>One-pager &amp; Brochure for Saavli, Gyaan Saathi</li> <li>Design Online Fundraising Brochure</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>



# ATMA PARTNERS

## Gharkul



Gharkul’s work began in 2006 to provide education to children from the lower socio-economic groups. In the process, the team at Gharkul identified an alarming number of children with special needs who were neglected and doubly disadvantaged due to lack of parent awareness about their needs, social stigma and poor financial access to special education and therapy. Gharkul’s programme was therefore birthed in February of 2007 and designed to give these children an opportunity for a brighter future.

**Date of Onboarding:** December 2015

**Partnership Status:** Discontinued (The organisation did not have the bandwidth to continue the partnership)

**Beneficiaries Reached:** 48

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Fundraising	<ul style="list-style-type: none"><li>• Employee Engagement – Diwali</li><li>• Pitch Deck Creation</li></ul>	Strong Fundraising Capacity
Finance	<ul style="list-style-type: none"><li>• Budget Review</li></ul>	Strengthening Systems & Processes
Human Resources	<ul style="list-style-type: none"><li>• Create a Programme Volunteer JD</li><li>• Organisation Values Workshop with Leadership</li></ul>	Developing Leadership Capacity
Marketing	<ul style="list-style-type: none"><li>• Annual Report 2016-17</li><li>• Branding Guideline Creation</li><li>• Communication Plan Creation</li></ul>	<ul style="list-style-type: none"><li>• Strengthening Systems &amp; Processes</li><li>• Strong Fundraising Capacity</li></ul>



# ATMA PARTNERS

## Spark-A-Change Foundation



Spark-A-Change Foundation was born out of the conviction that meaningful literacy enables transformation of lives and is imperative to progress, both individual and societal. Every child, regardless of socio-economic strata, has a right to quality education, mentorship and equal opportunities to realise and maximise his potential.

**Date of Onboarding:** January 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 350

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Deutsche Bank Volunteer Engagement Plan</li> <li>One-pager for Government Tie-ups</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Analyse Attendance Using Apps &amp; Trackers</li> <li>Volunteer Feedback Form Creation</li> <li>Session with Volunteers on M&amp;E</li> <li>Creation of Volunteer Monitoring System</li> </ul>	Ability to Articulate Impact
Human Resources	<ul style="list-style-type: none"> <li>Conduct Beginning of the Year Training for Volunteers to Introduce them to Changes &amp; Training Methods</li> <li>Volunteer Recruitment Manual Creation</li> </ul>	Strengthening Systems & Processes
Marketing	<ul style="list-style-type: none"> <li>Creating Annual Marketing &amp; Communication Strategy</li> <li>Social Media Strategy for Daan Utsav</li> <li>Social Media Strategy for Marathon &amp; Joy of Giving Week</li> <li>Social Media Training for Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Administration	<ul style="list-style-type: none"> <li>Annual Calendar Creation</li> </ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Urja Trust



Urja is a catalytic organisation for young homeless women, supporting their fundamental needs and focusing on a life full of dignity when all other avenues are closed. Most of these women coming from marginalised communities have been sexually, physically or emotionally abused and mustered ample courage to step out of their homes. As they arrive bruised and battered at Urja's doorstep, it becomes their responsibility to transform them into bright and independent women who can live with their chin up.

**Date of Onboarding:** January 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 24

Organisational Development Areas	Projects	Progress towards Graduation Goals
Organisation Development	<ul style="list-style-type: none"> <li>Strategy &amp; AIP Workshop</li> </ul>	Strengthening Systems & Processes
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Logic Model Creation for Education Programme</li> </ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"> <li>Annual Report Creation For 2016-17</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>HR Appraisal System</li> <li>Planning Workshop, Digital Literacy Workshop for Capacity Building of Employees</li> <li>Onboarding &amp; Induction Manual</li> <li>Transition Document &amp; Exit Interview</li> <li>HR Policy Creation</li> </ul>	Strengthening Systems & Processes
Programme Development	<ul style="list-style-type: none"> <li>Create Life Skills Curriculum</li> <li>Recruitment Manual</li> <li>SOP for Orientation &amp; Induction</li> </ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Anandi



Anandi is a non-profit school which aims to provide inclusive learning environment to children with developmental, learning and multiple disabilities. Their mission is to provide the opportunity to children with developmental disabilities to become independent and grow in life through a holistic environment and treatment.

**Date of Onboarding:** February 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 42

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Monitoring & Evaluation	<ul style="list-style-type: none"><li>• M&amp;E Audit</li><li>• Define Key Indicators for the Programme</li><li>• Build Data Collection Tool</li></ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"><li>• Annual Report 2016-17</li></ul>	Strong Fundraising Capacity



# ATMA PARTNERS

## Maharashtra Dyslexia Association



Maharashtra Dyslexia Association (MDA) is a not-for-profit organisation committed to securing the rights of students with Dyslexia to an appropriate education. MDA was started in March 1996 by a group of parents and professionals with a view to creating awareness about dyslexia within the educational community and the general public, and advocating the rights of these students.

**Date of Onboarding:** March 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 1083

Organisational Development Areas	Projects	Progress towards Graduation Goals
Human Resources	<ul style="list-style-type: none"> <li>• HR Audit</li> <li>• Define Salary Slabs for MDA Staff</li> <li>• Employee Handbook Creation</li> <li>• Leave Tracker Creation</li> <li>• Performance Appraisal Form Creation</li> <li>• Staff Performance Indicators</li> </ul>	Strengthening Systems & Processes
Fundraising	<ul style="list-style-type: none"> <li>• Proposal Writing Training</li> </ul>	Strong Fundraising Capacity
Leadership	<ul style="list-style-type: none"> <li>• Role Mapping for CEO &amp; Administrator</li> <li>• Training Plan for CEO &amp; Administrator with Role Handover from Founder President</li> </ul>	Developing Leadership Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>• Logic Model for Awareness &amp; Advocacy</li> <li>• Tools for Assessment, Study Skills, Awareness &amp; Advocacy</li> <li>• Trackers for Awareness &amp; Advocacy, Apprenticeship Programme</li> <li>• Parent Report Structure for Remediation</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to Articulate Impact</li> <li>• Strengthening Systems &amp; Processes</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>• Collaterals for MDA Conclave</li> <li>• Branding Guidelines</li> <li>• Annual Report</li> </ul>	Strong Fundraising Capacity



# ATMA PARTNERS

## Mona Remedial Education Centre (MREC)



By providing comprehensive and need-based educational training and therapies and spreading awareness of opportunities MREC trains special children in academics and life-based education, guiding students to become as productive and independent as possible. MREC's staff comprises of Special Educators, Psychologists, Occupational Therapists, Music Therapists, Physical Education teacher, Tabla Teacher, Computer teacher, Dance teacher, Art and Craft teacher and Singing teacher.

**Date of Onboarding:** April 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 71

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Pitch Deck Creation &amp; Practice</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Logic Model Creation for Vocation Programme</li> </ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"> <li>Annual Report</li> <li>Presentation for Awareness On Disabilities</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>Volunteer Manual &amp; Handbook Creation</li> <li>Organogram Creation</li> <li>HR Employee Handbook Review</li> </ul>	Strengthening Systems & Processes
Programme Development	<ul style="list-style-type: none"> <li>Create a List of Psychologists in the Area for Collaboration</li> <li>Session on Shelter Home SOP</li> </ul>	Strengthening Systems & Processes





# ATMA PARTNERS

## Mentor Me India



Mentor Me India is one-of-its-kind program that connects professionals from different walks of life (mentors) with children from low-income communities (mentees). Their aim is to bring the two close to each other and provide them a platform to learn from each other. The children find a mentor who inspires them, believes in them and guides them, whilst mentors find an opportunity to explore a different side of themselves.

**Date of Onboarding:** April 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 500

Organisational Development Areas	Projects	Progress towards Graduation Goals
Organisation Development	<ul style="list-style-type: none"><li>• Strategy Workshop</li></ul>	Strengthening Systems & Processes
Marketing	<ul style="list-style-type: none"><li>• Communication Calendar</li><li>• Digital Platform Review</li></ul>	<ul style="list-style-type: none"><li>• Strengthening Systems &amp; Processes</li><li>• Strong Fundraising Capacity</li></ul>
Human Resources	<ul style="list-style-type: none"><li>• Employee Handbook Creation</li><li>• Hiring Support for Community Coordinator</li><li>• Leave Policy Creation</li><li>• HR Audit</li></ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Sunshine School



Sunshine School is a centre for autistic spectrum disorder that caters to the need of individuals who lie in the spectrum. Therefore, services range from diagnosis and early intervention to pre-vocational training. The team consists of 6 special educators, 3 occupational therapists, 1 speech therapist, 1 art & craft teacher, 1 sports instructor with 5 assistant teachers, 1 psychologist, and a parent counselor who works in collaboration for the development of the child.

**Date of Onboarding:** April 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 89

Organisational Development Areas	Projects	Progress towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Pitch Deck Creation</li> <li>Fundraising Strategy for 2017-18</li> <li>Collaterals for Fundraising</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Create Logic Model for Sheltered Workshops</li> <li>Create Tools to Capture Outputs &amp; Outcomes</li> <li>Staff Training to Use Tools &amp; Trackers</li> <li>M&amp;E Audit</li> <li>Create an M&amp;E Manual</li> <li>Create Tools for Focus Group Discussion</li> <li>Monthly Report Template Creation</li> </ul>	Ability to Articulate Impact
Human Resources	<ul style="list-style-type: none"> <li>HR Audit Survey Report</li> </ul>	Strengthening Systems & Processes
Marketing	<ul style="list-style-type: none"> <li>Video Shoot</li> <li>Review &amp; Create Website Content</li> <li>Create Style &amp; Branding Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Finance	<ul style="list-style-type: none"> <li>Budget for 2017-18</li> </ul>	Strong Fundraising Capacity
Marketing	<ul style="list-style-type: none"> <li>Video Shoot</li> <li>Review &amp; Create Website Content</li> <li>Create Style &amp; Branding Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>

# ATMA PARTNERS

## Vardayini Apang Seva Sanstha (VASS)



Vardayini Apang Seva Sanstha provides free remedial education and therapy to children with disabilities studying in BMC schools in collaboration with the Sarva Shiksha Abhiyan. Their mission is to provide individualised support to children with disabilities through services such as speech therapy, language therapy, physiotherapy, occupational therapy, remedial teaching, educational guidance, and counseling to parents.

**Date of Onboarding:** April 2017

**Partnership Status:** Current

**Beneficiaries Reached:** 150

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Pitch Deck Creation</li> <li>Proposal Template Creation</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Logic Model Creation</li> <li>Tracker Creation for Attendance, Student Progress</li> <li>Manual for Attendance Tracker</li> <li>Indicators for Physiotherapy</li> </ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"> <li>Branding Guidelines</li> <li>Logo Design</li> <li>One-pager for VASS</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Organisation Development	<ul style="list-style-type: none"> <li>Pre Partnership Workshop</li> <li>Strategy Planning Workshop</li> <li>Stakeholder Mapping</li> </ul>	Strengthening Systems & Processes
Programme Development	<ul style="list-style-type: none"> <li>Programme Documentation</li> </ul>	Strengthening Systems & Processes
Finance	<ul style="list-style-type: none"> <li>Budget for 2017-18</li> </ul>	Strengthening Systems & Processes

# ATMA PARTNERS

## Suryoday



Suryoday Trust is the first non-profit in Nallasopara that is dedicated to the cause of providing education to children with intellectual disabilities with a view to making them functionally independent adults who are well-integrated into the society. Founded in 2010 by members with decades of corporate experience, it currently works with 44 children, borrowing its working style from the founders' rigorous corporate work ethic, discipline, and network.

**Date of Onboarding:** June 2016

**Partnership Status:** Current

**Beneficiaries Reached:** 44

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Grant Application Creation</li> <li>NGO &amp; Stakeholder Mapping</li> <li>Fundraising Strategy for Individuals &amp; International Foundations</li> <li>Fundraising Collaterals Creation</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>IEP Tool Creation</li> <li>Student Tracker Creation</li> <li>M&amp;E Manual</li> <li>Tool &amp; Tracker Training</li> </ul>	Ability to Articulate Impact
Human Resources	<ul style="list-style-type: none"> <li>Project Manager Hiring &amp; Induction</li> <li>Staff Training Calendar</li> <li>Communication Workshop for Staff</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Developing Leadership Capacity</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>Branding Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Organisation Development	<ul style="list-style-type: none"> <li>Updates to Long-term Strategy-based on Vision</li> </ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Peepal Foundation



Peepal Foundation began as the brain-child of a few altruistically inclined professionals from different walks of life. Their mission is to work for the empowerment of underprivileged groups (children, aged, abused women and AIDS afflicted).

**Date of Onboarding:** June 2017

**Partnership Status:** Current

**Beneficiaries Reached:** 500

Organisational Development Areas	Projects	Progress towards Graduation Goals
Marketing	<ul style="list-style-type: none"><li>• Workshop on PowerPoint</li></ul>	Strengthening Systems & Processes
Governance	<ul style="list-style-type: none"><li>• Advisory Board Needs Assessment</li><li>• Governance Document Needs Assessment</li></ul>	<ul style="list-style-type: none"><li>• Strengthening Systems &amp; Processes</li><li>• Strong Fundraising Capacity</li></ul>
Human Resources	<ul style="list-style-type: none"><li>• Project Coordinator Hiring Support – Pre-work &amp; Screening, JD</li><li>• Induction Plan for New Employees</li></ul>	Strengthening Systems & Processes
Administration	<ul style="list-style-type: none"><li>• Admin System Audit</li><li>• Student Database Management</li><li>• Admin Process Overhaul &amp; Templatisation</li></ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Life-Lab



Life-Lab has been working in India for over 5 years, focusing on numerous pedagogical experiments based on the foundations of fun, engagement, conceptual understanding, creativity, innovation and problem-solving. They have adopted a threefold strategy to achieve science education for all.

**Date of Onboarding:** June 2017

**Partnership Status:** Current

**Beneficiaries Reached:** 37,550

Organisational Development Areas	Projects	Progress towards Graduation Goals
Fundraising	<ul style="list-style-type: none"><li>Fundraising Channel Research</li></ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"><li>Parameter Identification for Assessment Design</li></ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"><li>Communication Plan</li><li>Stakeholder Mapping</li><li>Rebranding &amp; Defining Process to Onboard Different Stakeholders</li><li>Creation of Marketing Tools</li></ul>	Strengthening Systems & Processes
Human Resources	<ul style="list-style-type: none"><li>Recruitment Source Identification Research</li><li>Role Review &amp; Organogram</li></ul>	Strengthening Systems & Processes





# ATMA PARTNERS

## Educo



Educo is registered as a charity, since 2009. Located in Central Mumbai, they manage a school in partnership with the MCGM under the School Support Program. Their curriculum is focused on providing high quality, contemporary, English medium education to all students. They lay equal emphasis on imparting structured value education in order to build the student's character. With active parent engagement, they are able to impact the local community thereby being catalysts for social change.

**Date of Onboarding:** July 2017

**Partnership Status:** Current

**Beneficiaries Reached:** 732

Organisational Development Areas	Projects	Progress towards Graduation Goals
Organisational Development	<ul style="list-style-type: none"> <li>Pre Partnership Workshop</li> <li>Strategy Planning Workshop</li> </ul>	Strengthening Systems & Processes
Human Resources	<ul style="list-style-type: none"> <li>JDs for Leadership Roles</li> <li>HR Audit</li> </ul>	<ul style="list-style-type: none"> <li>Developing Leadership Capacity</li> <li>Strengthening Systems &amp; Processes</li> </ul>
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Logic Model</li> </ul>	Ability to Articulate Impact
Programme Development	<ul style="list-style-type: none"> <li>Define Employability Skills</li> <li>Refine Structures of School Management Committee Meetings</li> <li>Parent Engagement Process</li> <li>Create a Structure For Home Visits</li> <li>Refine Structures of Open Forums</li> </ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Shyamchi Aai Foundation

Shyamchi Aai Foundation seeks to build a sustainable ecosystem with the collaborative action of the government, corporate and community. Through Ability Tests, basic Life Skills, counselling, and direct intervention, their ecosystem will enable adolescents to create their own career pathways.

**Date of Onboarding:** June 2017

**Partnership Status:** Current Partner

**Beneficiaries Reached:** 16,00,000

Organisational Development Areas	Projects	Progress Towards Graduation Goals
Programme Development	<ul style="list-style-type: none"><li>• Teacher Training</li></ul>	Systems & Process to Scale
Monitoring & Evaluation	<ul style="list-style-type: none"><li>• Logic Model Workshop</li><li>• Defining M &amp; E Parameters for the Interest Test</li></ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"><li>• Team Photoshoot</li></ul>	Systems & Process to Scale
Human Resources	<ul style="list-style-type: none"><li>• Job Description For New Recruits And Existing Staff Members</li><li>• Leave Request Form Creation</li><li>• HR Audit (Recruitment, Performance Appraisal, Induction)</li><li>• Recruitment Process Overhaul - Roles, Skills, Rubrics</li><li>• Performance Appraisal System</li><li>• Compensation Design &amp; Research</li><li>• Management Best Practices Training</li><li>• Organogram</li></ul>	Systems & Process to Scale



# ATMA PARTNERS

## iTeach



It was found that 90% of all Pune Municipal Corporation (PMC) public schools only go up to Grade VII, leading to a massive dropout of students before completing their Grade X. This is not only a massive educational problem, but a danger to the city's social fabric itself. The iTeach Schools initiative is an attempt to start addressing this problem, one step at a time, by creating schools where these students can attend Grades VIII through X.

**Date of Onboarding:** June 2017

**Partnership Status:** On Hold

**Beneficiaries Reached:** 1,083

Organisational Development Areas	Projects	Progress towards Graduation Goals
Marketing	<ul style="list-style-type: none"> <li>School &amp; Team Photoshoot</li> <li>Marketing, Recruitment, Fundraising Audit</li> <li>Communication Plan</li> <li>Stakeholder Mapping</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Ability to Articulate Impact</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>Recruitment Source Research</li> <li>Recruitment &amp; Selection Process</li> </ul>	Strengthening Systems & Processes
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Impact Workshop</li> </ul>	<ul style="list-style-type: none"> <li>Ability to Articulate Impact</li> </ul>
Programme Development	<ul style="list-style-type: none"> <li>SOPs for all Schools</li> <li>School Operations - Best Practices SOP</li> </ul>	Strengthening Systems & Processes



# ATMA PARTNERS

## Rishi Valmiki Eco School



Rishi Valmiki Eco School, an English medium school, was conceptualised in 2010 by Shri Prakash Pimple, Shrimati Pranita Pimple and his daughter Nikita Pimple under the umbrella of Dnyansadhana Education Society (DES). Their mission is to provide quality education to children belonging to a weaker financial background using best possible methods in the best possible way through a team of well-trained faculty adopting maximum usage of quality and modern educational aids. Thus, developing their emotional quotient and helping each child emerge as a smart, confident and a good human being.

**Date of Onboarding:** July 2017

**Partnership Status:** Current

**Beneficiaries Reached:** 440

Organisational Development Areas	Projects	Progress towards Graduation Goals
Fundraising	<ul style="list-style-type: none"> <li>Elevator Pitch</li> <li>Fundraising Strategy</li> </ul>	Strong Fundraising Capacity
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>Logic Model for Nature Books</li> <li>Creation of Activity/Events Tracker</li> <li>Success Stories Capture</li> <li>Teacher Training on Lesson Plan Creation</li> </ul>	Ability to Articulate Impact
Human Resources	<ul style="list-style-type: none"> <li>Create Organogram for RVES</li> <li>HR Report</li> <li>HR Audit</li> </ul>	Strengthening Systems & Processes
Marketing	<ul style="list-style-type: none"> <li>Branding Guidelines</li> <li>Communication Plan</li> <li>Stakeholder Mapping Workshop</li> <li>Training for Using Online Editing Tool - Canva</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening Systems &amp; Processes</li> <li>Strong Fundraising Capacity</li> </ul>
Organisation Development	<ul style="list-style-type: none"> <li>Pre Partnership Workshop</li> <li>Strategy Planning Workshop</li> </ul>	Strengthening Systems & Processes
Programme Development	<ul style="list-style-type: none"> <li>Lesson Plan Template for Teachers at RVES</li> </ul>	Strengthening Systems & Processes
Finance	<ul style="list-style-type: none"> <li>Finance Management Documentation</li> </ul>	Strengthening Systems & Processes

# ATMA PARTNERS

## Step Up Foundation



Step Up Foundation aims at improving the emotional and physical health of adolescents and equipping them with the critical skills to become leaders of change. Their programmes are tailored to address an average teenager’s questions and build leadership skills, forming well-rounded and educated leaders for generations to come.

**Date of Onboarding:** March 2018

**Partnership Status:** Current

**Beneficiaries Reached:** 5500

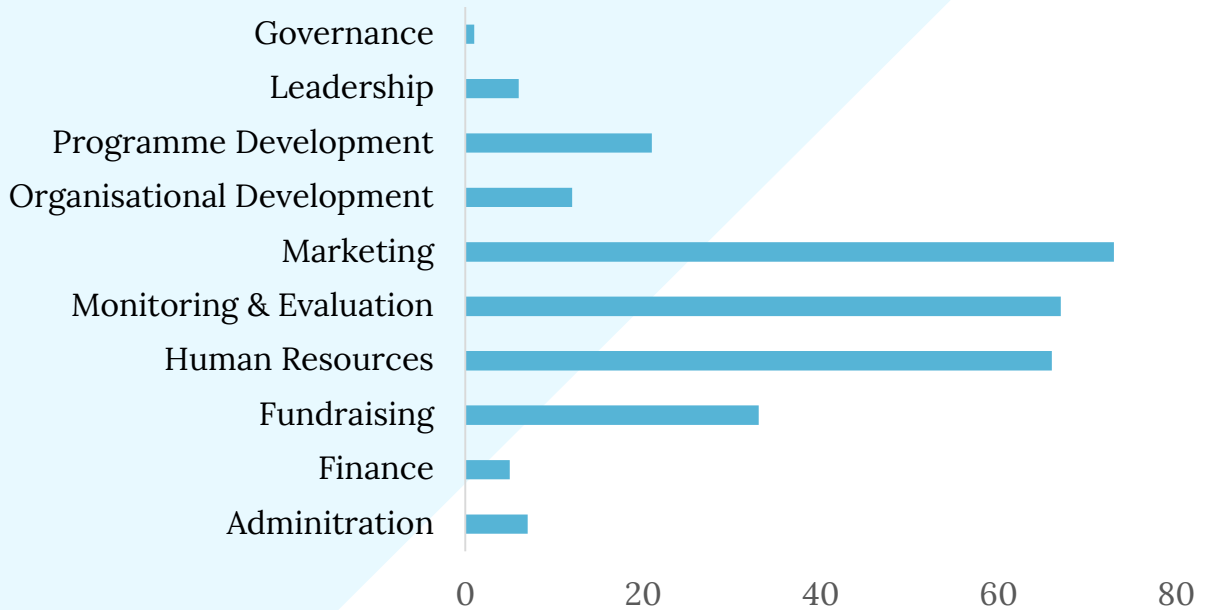
Organisational Development Areas	Projects	Progress towards Graduation Goals
Organisation Development	<ul style="list-style-type: none"><li>• Pre Partnership Workshop</li><li>• Strategy Workshop</li></ul>	Strengthening Systems & Processes
Monitoring & Evaluation	<ul style="list-style-type: none"><li>• Logic Model for Flagship Programme</li></ul>	Ability to Articulate Impact
Marketing	<ul style="list-style-type: none"><li>• Stakeholder Mapping</li></ul>	<ul style="list-style-type: none"><li>• Strengthening Systems &amp; Processes</li><li>• Strong Fundraising Capacity</li></ul>





# OVERVIEW OF PROJECTS

*Number of projects per OD area in 2017-18  
(300 projects)*





# VOLUNTEER PROGRAMME

Atma provides volunteering opportunities to talented candidates across the world to apply their skills in a challenging work environment in Mumbai and Pune. Volunteers are an integral part of Atma's workforce contributing to over 70% of our work with education NGOs and social enterprises.

By matching skill sets and interests with the needs of organisations in the Atma portfolio, we identify exciting projects for volunteers. Through these projects, volunteers under Atma's guidance bring in expertise and experience to put in place much needed systems and processes in our partner organisations.

## **Atma Volunteers**

- Have several years of professional experience
- Help in management aspects of the organisation
- Interface with multiple stakeholders of the organisation, including board members, external consultants and staff

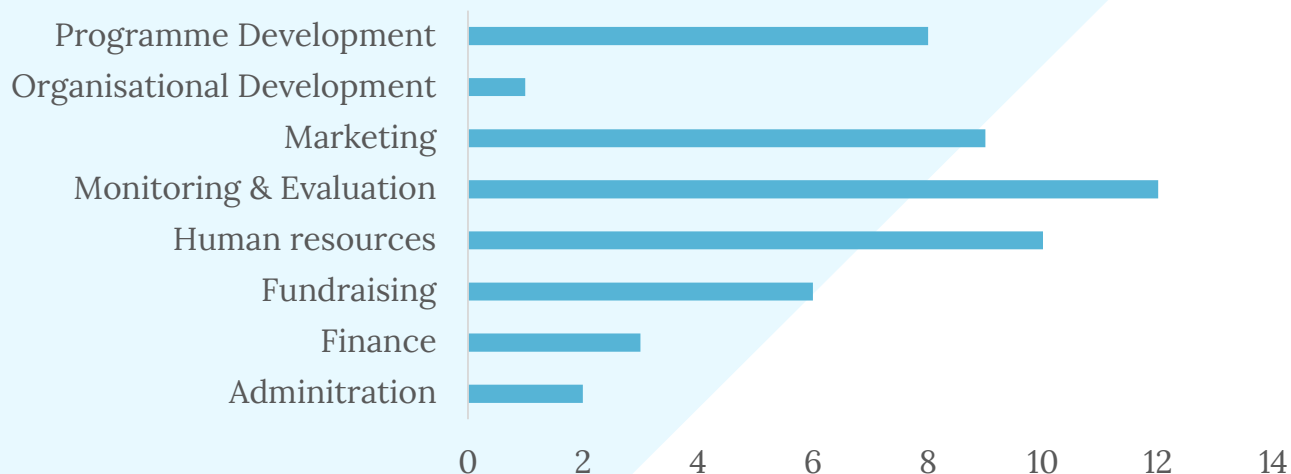
## **Atma Interns**

- Are students at the university or recent graduates
- Are closely managed by Atma and the Atma portfolio organisations
- Use their Atma internships to fulfill course requirements

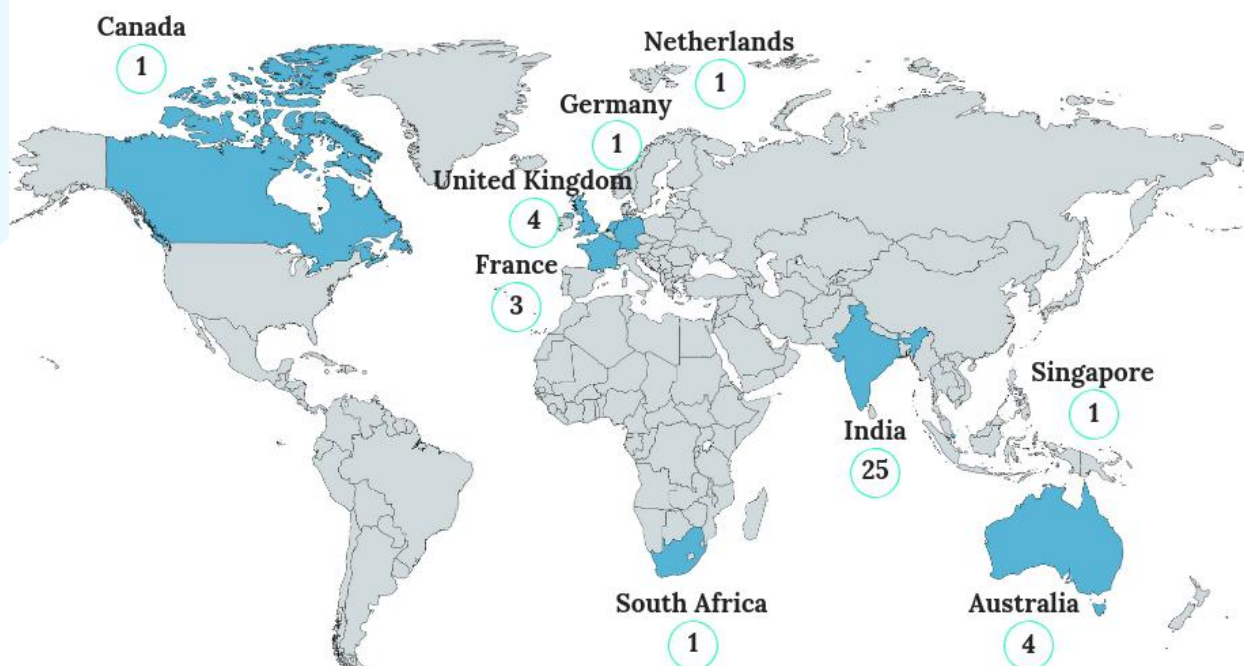
Between 2017 to 2018, around 662 candidates applied for the Atma Volunteer Programme. Only 41 highly skilled volunteers were selected.



## Volunteer Data towards OD Areas



## *Volunteers from Across the Globe*



# Volunteer Data

Volunteer Name	Partner Name	OD Area
Anna Carlander	Rishi Valmiki Eco School	Human Resources
Anubhav Sharma	Mentor Me India, Spark-A-Change, Life-Lab, Karunya	Marketing
Anupama Sivan	Educo	Programme Development
Annuschka Minnar	VASS	Programme Development
Brigitte Lynch	Rishi Valmiki Eco School	Fundraising
Cedric Chanet	Spark-A-Change	Marketing
Charlotte Chung	Sunshine School	Monitoring & Evaluation Fundraising
Cherie Mosley	Urja, Rishi Valmiki Eco School	Program Development, Monitoring & Evaluation
Chintan Shah	Urja, Spark-A-Change	Human Resources
Chris Yang	MREC, VASS, Rishi Valmiki Eco School	Programme Development, Monitoring & Evaluation
Eva Ninja Van Swaji	Shyamchi Aai Foundation	Human Resources
Hrishikesh Kalokhe	iTeach	Human Resources
Krishnaraj Kapadia	Spark-A-Change, Educo	Programme Development, Fundraising
Leela Pai	Rishi Valmiki Eco School	Finance
Meghna N	Urja	Programme Development
Robert Leete	Sunshine School, Mentor Me India	Human Resources
Rupa Basu	Urja, Karunya	Human Resources
Teresa Zierer	Urja, VASS	Monitoring & Evaluation, Programme Development
Laura Hames	Suryoday	Fundraising
Geetanjali Anderson	MDA	Human Resources
Iravati Kamat	Suryoday	Monitoring & Evaluation

# Volunteer Data

Volunteer Name	Partner Name	OD Area
Amishi Mehta	Atma Network, Rishi Valmiki Eco School, Suryoday	Marketing, Organisation Development, Monitoring & Evaluation
Sandeep Ganesh	Urja	Monitoring & Evaluation
Shantanu Mulay	Anandi	Monitoring & Evaluation
Aniruddh Govekar	MDA	Monitoring & Evaluation
Akshay Moorthy	Sai Sweekar, Spark-A-Change	Monitoring & Marketing
Teena Karnul	Atma	Administration
Andrés Salinas Moyano	Karunya	Human Resources
Vivek Dsouza	Atma Network	Marketing
Ketki More	Sankalp	Marketing
Avni Unadkat	Maharashtra Dyslexia Association, Suryoday	Marketing
Sheetal Jannu	Sai Sweekar, Anandi	Marketing, Fundraising
Hermione Shegog	Karunya, Gharkul, MREC, MDA, Urja	Marketing, Human Resources, Fundraising
Abhishek Deochake	Suryoday, MDA	Human Resources Monitoring & Evaluation, Marketing
Cindy Phonsavane	Spark a Change, Karunya	Marketing, Fundraising
Tanya Coutinho	Karunya	Programme Development
Disha Pandey	Urja	Programme Development
Nikita Jain	Rishi Valmiki Eco School	Finance
Piki Lawson	Peepal Foundation	Administration
Nupur Malpani	Mentor Me India	Finance



# TESTIMONIALS

“

Atma has been our partner for over a year now and supported us in our efforts of HR structuring, marketing and programme amongst numerous other things. The partnership managers we've had have always been a phone call away and approachable for any kind of assistance we've required. I feel like Atma is one of the few organisations in the education acceleration space. It's built set processes which benefit mid-small size organisations such as Educo. Their volunteer professionals bring their expertise to key functions of the organisation. They are an asset to any organisation as hiring such experts in another setting would be infeasible for many NGOs. The professional development workshops conducted by Atma have helped me build on my facilitation and fundraising skills.”

- Vishaal DB, Program Coordinator  
Educo, Mumbai



## TESTIMONIALS

“ We are extremely happy to have team Atma's support and exposing us to newer perspectives to run our NGO successfully. The team has been right there helping us systemise our Child Education, Development and Empowerment Programme, and get our administration policies in place. Atma is sure to help us change for the better and take our passion for the cause to the next level. Thank you, team Atma!”

- Jahanvi Thakur, Program Coordinator  
Peepal Foundation, Pune

“ Amta has helped and supported Rishi Valmiki to develop our knowledge and understanding of structured thinking, financial planning by sending resources and organising workshops. These resources have helped create our organisation's vision, and short and mid-term goals.”

- Nikita Pimple, Founder & Principal  
Rishi Valmiki Eco School, Mumbai



# ATMA NETWORK

The Atma Network is a bank of information which education NGOs can consult to solve challenges, connect to experts and save time. It is an easy-to-use platform designed to help NGOs become scalable and sustainable. It has existed for 3 years and engaged over 200 NGOs. With our expertise, we have been able to build tools to assess NGOs capacity, connect NGOs to collaborate amongst themselves, and a comprehensive library of resources to help NGOs which are located in remote locations.

The Atma Network is a platform for entrepreneurs starting and scaling social education companies or NGOs. Entrepreneurs can access Atma Network's sizeable collection of user-friendly resources such as tools (templates, checklists, worksheets, surveys and assessments), reading material (content compiled by expert sources), best practices and real-life examples, evidence-based assessments, how-to guides, and videos.

## ***Atma Network provides expertise in:***

- *Atma Network Advisory* has helped more than 30 organisations who were looking for guidance and help. It can be joined by any NGO from any part of the world. Atma Network Advisory evaluates the efficiency of NGOs and offers DIY solutions to help them be self-sustaining.
- *Access to free webinar sessions* with industry experts. In the last year, more than 120 individuals have attended the free sessions.
- *Resource Linkage* encourages new NGOs to interact with each other and share valuable information.

*All content on the Atma Network is FREE!*

**Total No. of Projects  
(Cumulative): 90+**

**Total No. of Organisations  
Engaged (Cumulative):  
200+**

**Total No. of Users  
(Cumulative): 350+**

**Total NGOs  
on Atma  
Network**

**178**

April 2017

**319**

March 2018

**Total  
Downloads of  
Network  
Documents**

**5471**

April 2017

**6565**

March 2018

# Atma Network Webinars Data

July 2017		Conducted by
15 Attendees	Programme Design & Implementation	Saahil Sood
August 2017		
15 Attendees	Volunteer Management	Neha Shrivastava
September 2017		
15 Attendees	Mumbai Marathon	Avijit Chakrovorty
October 2017		
40 Attendees	CSR Applications & Proposal Writing	Krupa Tanna
November 2017		
27 Attendees	ABCs of Social Media	Anubhav Sharma
December 2017		
29 Attendees	Budgeting for NGOs - Better Internal Financial Control Measures	Krupa Tanna
January 2018		
27 Attendees	Budgeting for CSR Grant Proposals	Raj Tripathi
February 2018		
21 Attendees	Recruiting in the Development Sector	Jojo Mehra
March 2018		
16 Attendees	Effective Recruiting Processes	Girija Azavedo



# GATI

*In India, segregated schools are still the norm for CWD, especially those from low-income backgrounds. Atma's research across 21 organisations serving ~6500 students shows that these schools remain under-resourced and under recognised.*

Set up in November 2016, Gati is a consortium of Atma that aims to develop and disseminate best practice and address challenges to inclusive education.

## **Bimonthly Meetings & Exposure visits**

- Each **Bi-monthly meeting** focused on showcasing best practice from players in the disability space, which is followed by a discussion on its suitability to the space and to the cohort's organisations. 2 were conducted between April-Oct 2017.
- **Exposure visits** allowed educators to see firsthand how best practice in special education could be made "actionable". 4 site visits to Vardayini Apang Seva Sanstha, SPJ Sadhana School, Sarthak Educational Trust and Youth4jobs were conducted.
- **Working groups** were formed around key topics identified by the Consortium. Of the 2 group partnerships formed, one revolved around curriculum implementation (Special Edge partnership with 4 schools: Anandi, Little Hearts, Spark-a-Change and Sol's ARC), and the other around vocational education and skill training.

## **Report '[Bridging the Gap: Towards inclusion in education](#)' published**

The need for a platform like Gati was further solidified in a report published by Krisstina Rao (Consortium Coordinator, Gati) and Mary Ellen Matsui (CEO, Atma). The report looked into the state of schooling for children with disabilities in Mumbai.



# GATI

## ***Reboot towards mainstream school inclusion capacity-building:***

Between Nov 2017– Mar 2018, Gati assembled and facilitated for a Core Group of inclusion practitioners to identify the specific role that Gati can play towards driving quality education for all children. The revised model attempts to support mainstream schools in creating and implementing inclusive policy and practice.

### **Highlights**

- Core Group Meetings brought together key advisors on Gati's specific intervention towards better quality education for students with disabilities. Members included Dr. Franzina Coutinho (Inspirium Holistic Care, Hinduja hospital), Sonali Saini (Sol's ARC), Radhika Misquitta (Gateway School of Mumbai), Shamin Mehrotra (Ummeed Child Development Centre), and Sushama Nagarkar (Yash Charitable Trust).

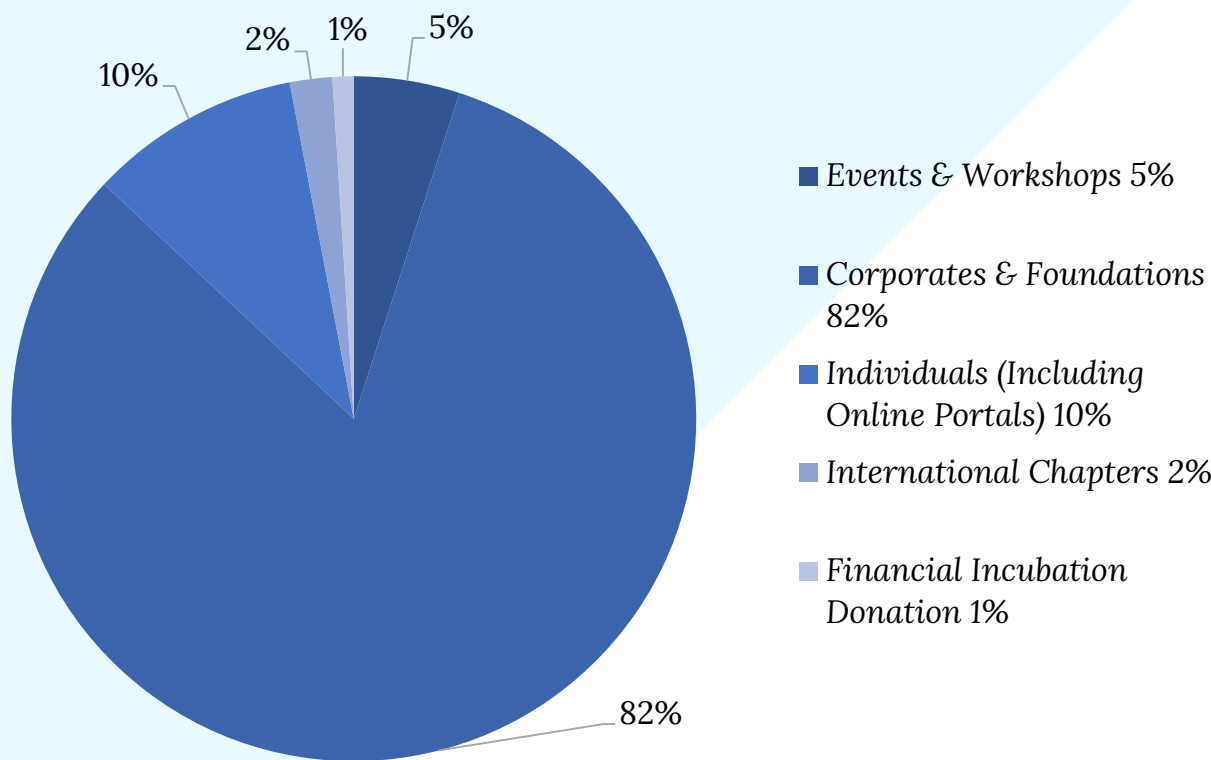
### **Outputs**

- *Vision:* All children achieve successful academic and socio-emotional outcomes at the end of primary grade (age 14)
- *Mission:* Gati facilitated inclusion for students in low-cost public and private schools by providing multi-tiered intervention for all stakeholders.
- *Target beneficiary:* Primary beneficiaries were schools as the unit of change (including students, school staff, and parents as primary stakeholders); any other stakeholder is considered secondary to this.
- *Model of implementation for pilot:* Gati developed a 3 stage model to pilot with schools in Mumbai:





# FUNDRAISING



**Total Donations for March FY 2017-2018:**  
Funds raised INR 2,29,39,086  
Fees INR 12,21,250



# ATMA SUPPORTERS

- Deutsche Bank
- UPS Foundation
- FIL Foundation
- Macquarie Group Foundation
- Stichting Wilde Ganzen
- Kae Capital Management Pvt. Ltd.
- Vinod Keshavdeo Nevatia Charitable Trust
- Atma Australia Inc.
- Atma Mumbai Stichting ( Atma Netherlands)
- Mr. Ramesh Modi
- Mr. Nadir Godrej
- Mr. Nitin Nayar
- Mr. George Lawson and Ms. Piki Lawson
- Mr. Gaurav Gupta

# PLATFORMS





# FINANCIAL AUDIT

## Sunil Goel & Associates

### CHARTERED ACCOUNTANTS

719, C-Wing, 215 Atrium, Near Courtyard Marriott, Andheri Kurla Road, Andheri (East), Mumbai-400 093  
Phones: +91-22-66953000-03 Fax: +91-22-66953007  
E-mail: info@sunilgoel.com URL: www.sunilgoel.com

**REPORT OF AN AUDITOR RELATING TO ACCOUNTS AUDITED  
UNDER SUB SECTION (2) OF SECTION 33 & 34 OF THE MAHARASHTRA PUBLIC TRUSTS ACT,  
1950 AND RULE 19 OF THE BOMBAY PUBLIC TRUST RULES, 1951**

Registration no. : E24614  
Name of the Public Trust : ATMA EDUCATION  
For the year ending : 31<sup>st</sup> MARCH 2018.

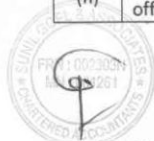
We have audited the attached Balance Sheet of ATMA Education as at 31<sup>st</sup> March, 2018 and the Income and Expenditure Account for the year ended on that date annexed thereto.

The Trust's Management is responsible for the preparation of Balance Sheet and Income and Expenditure account and the maintenance of the adequate accounting records. Our responsibility is to express an opinion on these Financial Statements based on our Audit.

We conducted our Audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in Financial Statements. An audit also includes assessing the accounting principles used and significant estimates made by Trust's Management, as well as evaluating the overall Financial Statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We further report that:-

Sr. no.	Particulars	Remarks
(a)	Whether accounts are maintained regularly and accordance with the provisions of the Act and the rules.	Yes
(b)	Whether receipt and disbursements are properly and correctly shown in the account;	Yes
(c)	Whether the Cash balance & vouchers in the custody of the manager or trustee on the date of audit were in agreement with the accounts;	Yes
(d)	Whether all books, deeds accounts, vouchers other documents or records required by the auditor were produced before him;	Yes
(e)	Whether a register of movable and immovable properties is properly maintained, the changes therein are communicated from time to time Regional office. And the defects and inaccuracies mentioned in the previous audit reports have been duly complied with;	Yes
(f)	Whether the manager or trustee or any other person required by the audit to appear before him did so and furnished the necessary information required by him;	Yes
(g)	Whether any property or funds of the Trust were applied for any object or purpose other than the object or purpose of the Trust;	No
(h)	The amount of outstanding for more than one year and the amount of written off, if any;	Nil



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New Delhi- 110057 India

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C-14 Sector-7

Noida- 201301 (UP) India

Phones: +91-120-4033000, 4266500 Fax: +91-120-4033030

Page 1 of 2

# FINANCIAL AUDIT

Sr. no.	Particulars	Remarks
(i)	Whether tenders were invited for repairs or construction involving expenditure exceeding Rs. 5000/-	NA
(j)	Whether any money of the Public trust has been invested contrary to the provisions of Section 35;	No
(k)	Alienations, if any, of the immovable property contrary to the provisions of Section 36 which have come to the notice of the auditor,	Nil
(l)	All cases of irregular, illegal or improper expenditure, or failure or omission to recover monies or other property belonging to the public trust or of loss or waste of money or other property belonging to the public trust or of loss or waste of money or other property thereof and whether such expenditure, failure; omission, loss or waste was caused in consequence of breach of trust or misapplication or any other misconduct on the part of the trustees or any other person while in the management of the trust;	Nil
(m)	Whether the budget has been filed in the form provided by rule 16 A;	Yes
(n)	Whether the maximum and minimum number of the trustees is maintained;	Yes
(o)	Whether the meetings are held regularly as provided in such instrument ;	Yes
(p)	Whether the minutes books of the proceedings of the meeting is maintained ;	Yes
(q)	Whether any of the trustees has any interest in the investment of the trust.	No
(r)	Whether any of the trustees is a debtor or creditor of the trust;	No
(s)	Whether the irregularities pointed out by the auditor in the accounts of the Previous year have been duly complied with by the trustees during the period Of the audit;	NA
(t)	Any special matter which the auditor may think fit or necessary to bring to the notice of the Deputy or Assistant Charity Commissioner;	Nil

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Maharashtra Public Trust, 1950 in the manner so required and gives a true and fair view in conformity with the accounting principles generally accepted in India:

- (a) In the case of the Balance Sheet as at 31<sup>st</sup> March 2018;
- (b) In the case of the Income & Expenditure Account for the year ended on 31<sup>st</sup> March 2018;

For SUNIL GOEL & ASSOCIATES  
Chartered Accountants  
FRN: 002303N



*Sunil Goel*

Sunil Goel  
Proprietor  
Mem. No.: 081264

Place: Mumbai  
Date: 20<sup>th</sup> August, 2018

# FINANCIAL AUDIT

## Sunil Goel & Associates

### CHARTERED ACCOUNTANTS

719, C-Wing, 215 Atrium, Near Courtyard Marriott, Andheri Kuria Road, Andheri (East), Mumbai-400 093  
Phones: +91-22-66953000-03 Fax: +91-22-66953007  
E-mail: info@sunilgoel.com URL: www.sunilgoel.com

#### FORM NO. 10B

(See Rule 17B)

#### Audit Report under Section 12A(b) of the Income Tax Act, 1961 in case of Charitable or religious trusts or institutions.

We have examined the Balance Sheet of **ATMA Education** registered as a Trust under Bombay Public Trust Act, 1950, having its registered office at 82 B, Anita, B Hire Marg, Mumbai, Maharashtra - 400006, (PAN: AABTA9802H) as at 31<sup>st</sup> March, 2018 and the Income and Expenditure Account for the year ended on that date which are in agreement with the books of accounts maintained by the said Trust.

We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of the audit. In our opinion, proper books of account have been kept at the head office and its branch situated at Pune, so far as appears from our examination of the books, and proper records adequate for the purposes of audit have been received from branches not visited by us.

In our opinion and to the best of our information, and according to information given to us, the said accounts together with attached notes thereon, give a true and fair view: -


- i) in the case of Balance Sheet, of the state of affairs of the above named trust as on 31<sup>st</sup> March, 2018; and
- ii) in the case of the Income and Expenditure Account, of the surplus of its accounting year ending on 31<sup>st</sup> March, 2018.

The prescribed particulars are Annexed hereto.

for Sunil Goel & Associates  
Chartered Accountants



Place : Mumbai  
Dated : 20/08/2018

  
Sunil Goel, FCA  
M. No. 081264  
Firm No. 002303N

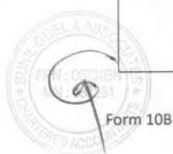
Form 10B      86 Paschimi Marg, Vasant Vihar      C-14 Sector-7  
New Delhi- 110057 India      Noida- 201301 (UP) India  
Phone: +91-11-41663000 Fax: +91-11-41662000      Phones: +91-120-4033000, 4266500 Fax: +91-120-4033030

# FINANCIAL AUDIT

**ATMA Education**  
**Assessment Year 2018-19**  
**Annexure to Form No. 10B**  
**STATEMENT OF PARTICULARS**

**I. APPLICATION OF INCOME FOR CHARITABLE OR RELIGIOUS PURPOSES**

1.	Amount of income of the previous year applied to charitable or religious purposes in India during that year (including capital expenditure of ₹31,398/- and excludes depreciation of ₹1,17,751/-)	1,88,05,400/-
2.	Whether the trust/institution has exercised the option under Clause (2) of the explanation to section 11(1)? If so, the details of the amount of income deemed to have been applied to charitable or religious purposes in India during the previous year.	2,34,894/-
3.	Amount of income accumulated or set apart / finally set apart for application to charitable or religious purposes, to the extent it does not exceed 15 percent of the income derived from property held under trust wholly / in part only for such purposes.	36,85,315/-
4.	Amount of income eligible for exemption under section 11(1)(c) (give details).	NIL
5.	Amount of income in addition to the amount referred to in item 3 above, accumulated or set apart for specified purposes under section 11(2).	18,43,158/-
6.	Whether the amount of income mentioned in item 5 above has been invested or deposited in the manner laid down in section 11(2)(b) ? If so, the details thereof.	Yes Invested In the Bank account of the Trust
7.	Whether any part of the income in respect of which an option was exercised under clause (2) of the Explanation to section 11(1) in any earlier year is deemed to be income of previous year under section 11(1B) ? If so, the details thereof	No
8.	Whether, during the previous year, any part of income accumulated or set apart for specified purposes under section 11(2) in any earlier year -	
(a)	has been applied for purposes other than charitable or religious purposes or has ceased to be accumulated or set apart for application thereto, or	No
(b)	has ceased to remain invested in any security referred to in section 11(2) (b) (i) or deposited in any account referred to in section 11(2) (b) (ii) or section 11(2) (b) (iii), or	No
(c)	has not been utilised for purposes for which it was accumulated or set apart during the year for which it was to be accumulated or set apart, in the year immediately following the expiry thereof? If so, the details thereof.	No



Form 10B



# FINANCIAL AUDIT

## ATMA Education

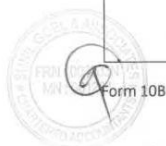
Assessment Year 2018-19

Annexure to Form No. 10B

STATEMENT OF PARTICULARS (Contd...)

### II. APPLICATION OR USE OF INCOME OR PROPERTY FOR THE BENEFIT OF PERSONS REFERRED TO IN SECTION 13(3)

9.	Whether any part of the income or property of the trust was lent, or continues to be lent, in the previous year to any person referred to in section 13(3) (hereinafter referred to in this Annexure as such persons)? If so, give details of the amount, rate of interest charged and the nature of security, if any.	No
10.	Whether any land, building or other property of the trust/institution was made, or continued to be made, available for the use of any such person during the previous year? If so, give details of the property and the amount of rent or compensation charged, if any.	No
11.	Whether any payment was made to any such person during the previous year by way of salary, allowances or otherwise? If so, give details.	No
12.	Whether the services of the trust/institution were made available to any such person during the previous year? If so, give details thereof with remuneration or compensation received, if any.	No
13.	Whether any share, security, or other property was purchased by or on behalf of the trust/institution during the previous year from any such person? If so, give details thereof together with the consideration paid.	No
14.	Whether any share, security or other property was sold by or on behalf of the trust/institution during the previous year to any such person? If so, give details thereof together with the consideration received.	No
15.	Whether any income or property of the trust/institution was diverted during the previous year in favour of any such person? If so, give details thereof together with the amount of income or value of property so diverted.	No
16.	Whether the income or property of the trust/institution was used or applied during the previous year for benefit of any such person in any other manner? If so, give details.	No



# FINANCIAL AUDIT

**ATMA Education**  
**Assessment Year 2018-19**  
**Annexure to Form No. 10B**  
**STATEMENT OF PARTICULARS (Contd...)**


III. **INVESTMENT HELD AT ANY TIME DURING THE PREVIOUS YEAR(S) IN CONCERNS IN WHICH PERSONS REFERRED TO IN SECTION 13(3) HAVE A SUBSTANTIAL INTEREST.**

S.No.	Name and address of the concern	Where the concern is the company, number and class of shares held	Nominal value of investment	Income from the investment	Whether the amount in col. 4 exceeded 5% of the capital of the concern during the previous year-say, Yes/No
1	2	3	4	5	6
NONE					

for Sunil Goel & Associates  
Chartered Accountants



Place : Mumbai  
Dated : 20/08/2018

  
Sunil Goel, FCA  
M. No. 081264  
Firm No. 002303N

# FINANCIAL AUDIT

THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950							
Schedule VIII							
[Vide Rule 17(1)]							
ATMA Education							
BALANCE SHEET AS AT 31st March 2018							
Amount 31-03-17 (Rs.)	FUNDS & LIABILITIES	Note	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)	PROPERTY AND ASSETS	Note	Amount 31-03-18 (Rs.)
3,000	Trusts Funds: Balance as per last Balance Sheet Adjustment During The Year		3,000		Immovable Property (At Cost) :		-
			-		Balance as per last Balance Sheet		-
			-		Additions during the year		-
			-		Less : Book Value Of Asset Scrap		-
			-		Depreciation up to date		-
	Other Earmarked Funds: (Created under provisions of the trust deed or scheme or out of the income)		-	5,21,918	Investments :	5	5,57,252
	Depreciation Fund		-		Fixed Deposits (At Cost)		-
	Sinking Fund		-				-
17,18,703	Reserve Fund	3	31,70,837	2,52,881	Fixed Assets :	6	2,51,282
	Gratuity Fund		-	2,13,378	Furniture & Fixtures		2,83,311
			-	17,978	Computer		26,231
			-	115	Office Equipment		115
			-		In Kind		-
	Loans (Secured or Unsecured) :		-		Loans (Secured or Unsecured):		-
	From Trustees		-		Loans Scholarships		-
	From Others		-		Other Loans		-
	Liabilities:		-		Advances		-
	For Expenses		2,360		To Trustees		-
	For Advances		-	16,000	To Employees	7	8,567
	For Rent & Other Deposit		-		To Contractor		-
1,46,344	For Sundry Credit Balances	4	8,59,789	4,05,842	To Others	8	8,55,823
			-				-
59,91,825	Income and Expenditure Account		67,89,086		Income Outstanding		-
7,97,261	Balance as per last Balance Sheet		56,77,014				-
	Add/(Less): Surplus/(Deficit)		-		Cash and Bank Balances:	9	-
			-	13,755	Cash with manager (Sanil Gharat)		31,998
			-	72,15,266	Current Account with HDFC Bank		1,44,87,508
86,57,133	Total		1,65,02,087	86,57,133	Total		1,65,02,087

The above Balance Sheet to the best of our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

As per our report of even date

For SUNIL GOEL & ASSOCIATES  
Chartered Accountants

Sunil Goel  
Proprietor  
FRN : 002903N  
Mem. No. : 081264  
Place: Mumbai  
Date: 20 August, 2018


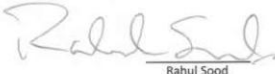
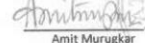


For ATMA EDUCATION

Rahul Sood  
Trustee

Amit Murugkar  
Trustee

Place: Mumbai  
Date: 17 August, 2018

# FINANCIAL AUDIT

THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950							
Schedule IX							
[Vide Rule 17(1)]							
ATMA Education							
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31st MARCH 2018							
Amount 31-03-17 (Rs.)	EXPENDITURE	Note	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)	INCOME	Note	Amount 31-03-18 (Rs.)
	<u>To Expenditure in respect of properties:</u>				By Rent		-
	a) Rates, Taxes, Cesses		-		<u>By Interest Received</u>	13	-
	b) Repairs and Maintenance		-		a) On Securities		-
	Less: Utilized from Depreciation Fund per contra		-		b) On Loans		-
	c) Salaries		-	1,31,652	c) On Savings Bank Account		3,49,238
	d) Insurance		-	1,56,287	d) On Fixed Deposits with Bank		59,193
	e) Depreciation (by way of provision or adjustments)		-				
	f) Rent		-				
	g) Other expenses		-		By Dividend		-
			-	1,44,02,292	By Donation in Cash or Kind	14	2,29,39,086
			-		By Grants		-
30,36,843	To Establishment Expenses	10	29,94,368		<u>By Income from other Sources</u>	15	-
3,040	To Legal Expenses	11	2,090	13,738	Miscellaneous Income		-
50,001	To Audit Fees		1,18,000	10,30,190	Fees for Professional Services		-
	To Contribution and Fees		-		Membership Fees		12,21,250
	To Miscellaneous Expenses		-				
1,24,627	To Depreciation		1,17,750				
	<u>To Amount transferred to Reserve or Specific Funds</u>						
	a) Transfer to depreciation fund						
	b) Transfer to gratuity fund						
	<u>To Expenditure on Objects of the Trust</u>						
	a) Religious						
1,17,22,387	b) Educational	12	1,56,59,544				
	c) Medical Relief		-				
	d) Relief of Poverty		-				
	e) Other Charitable Objects		-				
7,97,261	Surplus Carried over to Balance Sheet		56,77,015				
1,57,34,159	Total		2,45,68,767	1,57,34,159	Total		2,45,68,767
As per our report of even date For SUNIL GOEL & ASSOCIATES Chartered Accountants							
 Sunil Goel Proprietor FRN : 002303N Mem. No. : 081264 Place: Mumbai Date: 20 August, 2018				For ATMA EDUCATION  Rahul Sood Trustee  Amit Murugkar Trustee Place: Mumbai Date: 17 August, 2018			
							



# FINANCIAL AUDIT

<b>ATMA Education</b> (Registered as a Trust under the Maharashtra Public Trust Act, 1950)					
<b>RECEIPTS &amp; PAYMENTS ACCOUNT</b> <b>FOR THE YEAR ENDED 31st March, 2018</b> <b>Consolidated Account for Foreign and Domestic Contributions</b>					
Amount 31-03-17 (Rs.)	RECEIPTS	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)	PAYMENTS	Amount 31-03-18 (Rs.)
	<u>Opening Balance</u>			<u>Liabilities</u>	
52,52,994	- Bank	72,15,265		Duties & Taxes	
1,839	- Cash	13,757	5,44,956	EPF Payable	11,15,389
17,32,413	- Fixed Deposits	5,21,918	39,175	Profession Tax	46,800
			6,66,557	TDS	8,92,581
			8,34,551	Sundry Creditors	31,526
				FIL Grant	10,71,608
	<u>Income</u>				
1,42,52,028	Donations and Grants	2,28,01,085			
1,65,448	Donations Receipts	1,38,000			
1,31,652	Financial Incubation Donations	3,49,238			
1,44,189	Bank Interest	70,296	3,10,401		
4,84,000	Interest on Fixed Deposits	10,67,500			
5,50,895	Membership Fees				
	Other Income				
			1,34,848		
	<u>Liabilities</u>			<u>Assets</u>	
	Duties & Taxes Deducted		64,635	Fixed Assets and Investments	
2,70,171	EPF Payable	5,56,106		Purchase of Fixed Assets	2,42,177
38,800	Profession Tax	47,200		Fixed Deposit Bought	79,00,000
7,01,294	TDS	10,12,424			
	FIL Grant	26,38,002		<u>Other Assets</u>	
	Grant for Laptop Purchases	1,72,760	3,722	Advances to Employees	1,12,183
4,34,946	Sundry Creditors	10,710	7,792	Sundry Debtors	3,000
			40,700	Other Advances	1,30,104
			1,88,704	TDS Receivable	46,405
			1,59,749	Deposit	92,000
			1,32,940		
	<u>Assets</u>			<u>Expenses</u>	
	Fixed Assets and Investments		23,000	Bank Charges	8,262
	Fixed Deposit matured	79,00,000		Books & Periodicals	1,699
6,541	Sale of Router			Cleaning Charges	47,560
				Communication Expenses	2,45,220
	<u>Other Assets</u>			Conveyance & Travelling Expenses	3,74,308
	Refund of Security Deposit	22,000		Designing Charges	
	Sundry Debtors	24,960		Direct Programme Expenses	2,40,630
1,53,205	Recovery of Advances from Employees	12,000	1,58,897	Electricity	1,58,390
67,864	Recovery of Other Advances	1,000	62,518	Interest & Penalty on TDS	2,059
				Insurance & medicalaim	1,66,121
			885	Internet	28,128
			54,417	Marketing Expenses	10,706
			5,685	Meeting Expenses	1,67,170
			51,512	Office Supplies	69,160
			1,03,736	Postage & Telegram	867
			4,06,146	Printing & Stationery	88,653
			13,55,900	Professional & Audit Fees	10,51,319
			62,705	Recruitment Expenses	59,709
			91,45,483	Rent	14,34,821
			9,600	Repairs & Maintaince	1,13,250
			14,55,449	Salary & remuneration	1,19,99,441
			1,110	Subscription & Membership Charges	1,17,884
			3,98,839	Sundry Expenses (Annexure 4)	30,526
			2,12,727	Staff welfare	2,46,345
				Training & Development	11,51,464
				Website Redesigning	
				<u>Closing Balance :</u>	
			72,15,265	-Bank	1,44,87,508
			13,757	-Cash	31,998
			5,21,918	-Fixed Deposits	5,57,252
2,43,88,279	TOTAL	4,45,74,222	2,43,88,279	TOTAL	4,45,74,222

As per our report of even date  
For SUNIL GOEL & ASSOCIATES  
Chartered Accountants

Proprietor  
Sunil Goel  
FRN : 002303N  
Mem. No. : 081264  
Place: Mumbai  
Date: 20 August, 2018



*Rahul Sood*  
Rahul Sood  
Trustee

For ATMA EDUCATION

*Amit Murugkar*  
Amit Murugkar  
Trustee



Place: Mumbai  
Date: 17 August, 2018

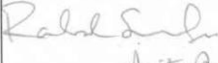


# FINANCIAL AUDIT

THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950 SCHEDULE - IX C ( Vide Rule 32 )		
Statement of Income liable to contribution for the year ending : 31st March, 2018		
Name of Public Trust : ATMA Education		
Particulars	Amount	Amount
I. Income as shown in the Income and Expenditure Account (Schedule IX)		2,45,68,767
II. Items not chargeable to Contribution under Section 58 and Rule 32		
(i) Donations received from other Public Trusts and Dharmadas	-	
(ii) Grants received from Government and Local authorities	-	
(iii) Interest on Sinking or Depreciation Fund	-	
(iv) Amount spent for the purpose of secular education	1,56,59,544	
(v) Amount spent for the purpose of medical relief	-	
(vi) Amount spent for the purpose of veterinary treatment of animals	-	
(viii) Expenditure incurred from donations for relief of distress caused by scarcity, drought, flood, fire or other natural calamity	-	
(viii) Deductions out of Income from lands used for agricultural purposes:-		
(a) Land Revenue and local Fund Cess	-	
(b) Rent payable to superior landlord	-	
(c) Cost of production, if lands are cultivated by trust	-	
(ix) Deductions out of income from lands used for nonagricultural purposes:-		
(a) Assessment, cesses and other Government or Municipal taxes	-	
(b) Ground rent payable to the superior landlord	-	
(c) Insurance premia	-	
(d) Repairs at 10 per cent of gross rent of building	-	
(e) Cost of collection at 4 per cent of gross rent of buildings let out	-	
(x) Cost of collection of income or receipts from securities, stocks, etc. at 1 per cent of such income	-	
(xi) Deductions as account of repairs in respect of buildings not rented and yielding no income, at 10 per cent of the estimated gross annual rent	-	1,56,59,544
<b>Gross Annual Income chargeable to Contribution Rs.</b>		<b>89,09,223</b>
<b>Amount of contribution computed at the rate fixed under Sub-section (1) of Section 58 and payable</b>		<b>1,78,184</b>

Certified that while claiming deductions admissible under the above schedule, the Trust has not claimed any amount twice, either wholly or partly, against any of the items mentioned in the Schedule which have the effect of double-deduction.

Note : "As informed to the Trust, every public trust not exempt having gross annual income exceeding 25,000/- has to pay contribution to Public Trust Administration Fund at rates notified by State Government from time-to-time presently at 2%. However, in view of the stay granted by the Hon'ble Bombay High Court in CA Number 1 of 2009 and PIL Numbers 40, 1780 and 1864 of 2007, order dtd. 25-9-2009, the board of trustees is of the view that they are not required to provide a liability towards the said amount (approx. Rs. 1,78,184/-) for the FY 2017-18. Once the matter has been settled, the trust will comply with the said provisions as per the directives of the final order of the Hon'ble Bombay High Court."

Trust Registered Address: 82-B, Anita Bldg., Bhausaheb Hire Marg, Malbar Hill, Mumbai - 400 006

<p>For ATMA EDUCATION</p> <p></p> <p>Rahul Sood Trustee</p> <p></p> <p>Amit Murugkar Trustee</p> <p>Place: Mumbai Date: 17 August, 2018</p>	<p>For SUNIL GOEL &amp; ASSOCIATES Chartered Accountants</p> <p></p> <p>Sunil Goel Proprietor FRN : 002303N Mem. No. : 081264 Place: Mumbai Date: 20 August, 2018</p>
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Sch IXC\_F.Y.17-18

# FINANCIAL AUDIT



Address: Plot # 55 Neelam, 3rd Floor,  
1st lane, Hindu Colony, Dadar East,  
Mumbai 400014  
Email: [contact@atma.org.in](mailto:contact@atma.org.in)  
Website: [www.atma.org.in](http://www.atma.org.in)

## Notes forming part of the Financial Statements for the year ended March 31, 2018

### **Note 1 - Significant accounting policies and notes to the Financial Statements**

#### **1. Organization and Nature of Operations**

ATMA Education ('the Trust') is a charitable organization established in the year 2007 with its registered office at 82-B, Anita, B-Hire Marg, Mumbai, Maharashtra. The Trust is registered under Section 12AA of the Income Tax Act, 1961 vide Registration No. 41578 dated 27/03/2007, has also been granted approval u/s 80G of the Income Tax Act, 1961 vide Order No. DIT(E)/MC/80G/224/2009-10 dated 20/04/2009 and approval under the Foreign Currency Regulation Act with registration No. 083781317 dated 23/02/2011. The Trust has been established for the purpose of education.

#### **2. Basis of preparation**

The Financial Statements of the Trust are prepared under the historical cost convention, on mercantile basis of accounting in accordance with the generally accepted accounting principles in India. The trust has moved to the mercantile basis of accounting with effect from 1<sup>st</sup> April, 2017 from the erstwhile cash basis of accounting followed till F.Y 2016-17.

#### **3. SIGNIFICANT ACCOUNTING POLICIES**

##### **a. Funds**

The Trust reports funds as Corpus if they are received with donor stipulations that they shall form part of corpus.

##### **b. Fixed assets, Depreciation and Amortisation**

The Trust charges depreciation as per the provisions of the Income Tax Act, 1961.

Fixed Assets acquired out of Grant-in-Aid and FIL Foundation Grant is charged to Grant Account and FIL Foundation grant respectively. However in order to keep financial & quantitative control, these assets are shown under Fixed Assets Fund in Balance Sheet.

##### **c. Revenue recognition**

###### **• Donation**

Incomes from donation received are recognized on actual receipt basis.

###### **• Income from Fees**

Incomes from Fees for service provided are recognized on accrual basis w.e.f 1<sup>st</sup> April, 2017. As a result of the same additional income of Rs. 1,43,166/- has been recognized in the current year being income for F.Y. 2016-17 received in the current year.

###### **• Other Incomes**



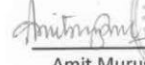

Other Incomes are also recognized in the books of accounts on accrual basis.



Atma\_Significant Accounting Policies\_17-18

Atma Education is registered under Mumbai Public Trusts Act (1950) No. F-24614


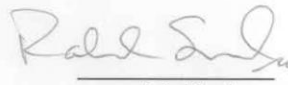
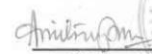

# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)			
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018			
<b>Note 2</b> Comparative figures for the previous year have been regrouped, recast and rearranged wherever necessary to confirm to current year's classification.			
<b>Note 3: Reserves and Surplus</b>			
Sr. no.	Particulars	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Reserve Fund	17,18,703	17,18,703
2	Grants	-	-
a.	<u>FIL Foundation Grant</u>	-	-
	Opening Balance		
	Add: Received during the year	26,38,002	
	Less : Expenses during the year	(13,10,792)	
	Less : Transferred to Assets Fund	(2,10,779)	
	Closing Balance	11,16,431	-
b.	<u>Grant for Asset Purchase</u>		
	Opening Balance		
	Add: Received during the year	1,72,760	
	Less : Transferred to Assets Fund	-	
		1,72,760	-
3	Asset Fund		
a.	<u>FIL Foundation Asset Fund Account</u>		
	Opening Balance		
	Add: Transferred During the Year	2,10,779	
	Less : Depreciation of Asset from the grant	(47,836)	
		1,62,943	
<b>Total</b>		<b>31,70,837</b>	<b>17,18,703</b>
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">  </div> <div style="text-align: center;">               Rahul Sood (Trustee)           </div> <div style="text-align: center;">               Amit Murugkar (Trustee)           </div> <div style="text-align: center;">  </div> </div>			

Note 2-3\_F.Y.17-18.



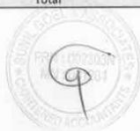
# FINANCIAL AUDIT

<b>Atma Education</b> (Registered as a Trust under the Maharashtra Public Trust Act 1950)				
<b>Notes to Accounts</b> (forming part of Financial Statements) for the year ended 31st March 2018				
<b>Note 4: Sundry Credit Balances</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Duties and Taxes			
a.	EPF Payable		1,24,259	67,636
b.	Profession Tax		3,625	3,225
c.	TDS on Professional Fee		88,166	20,300
d.	TDS on Rent		12,127	11,550
e.	TDS on Salary		95,033	43,633
2	Sundry Creditors	1.1	4,82,872	-
3	Payable to Employees			
a.	For Salary		320	-
b.	Against Expenses		1,130	-
4	General Ledger Adjustment Account		47,400	-
5	Interest Accrued (17-18)		4,858	-
<b>Total</b>			<b>8,59,790</b>	<b>1,46,344</b>
<b>Note 5 - Fixed Deposits</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	FD 40793		2,79,175	2,61,512
2	FD 40886		2,78,077	2,60,406
<b>Total</b>			<b>5,57,252</b>	<b>5,21,918</b>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;"> <b>FOR ATMA EDUCATION</b>    <b>Rahul Sood</b>                      (Trustee)                 </div> <div style="text-align: center;">   <b>Amit Murugkar</b>                      (Trustee)                 </div> <div style="text-align: center;">  </div> </div>				

Note 4-5\_F.Y.17-18

# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)								
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018								
Note 6 - Fixed Asset								
B. Assets of NFC Account								
Particulars	Rate	Opening Balance	Additions		Deletions	Net	Depreciation for the year	Net Block as at 31st March, 2018
			> 180 Days	< 180 Days				
Computer		5,770	-	-	-	5,770	2,308	3,462
Desktop	40%	738	-	-	-	738	295	443
Hard Disk	40%	4,589	-	-	-	4,589	1,836	2,753
Laptop	40%	401	-	-	-	401	160	241
Printer	40%	42	-	-	-	42	17	25
Furniture & Fixtures		1,24,939	-	2,200	-	1,27,139	12,604	1,14,535
Electrical Material	10%	18,881	-	-	-	18,881	1,888	16,993
Office Chairs	10%	96,456	-	-	-	96,456	9,646	86,810
Office Grill	10%	5,934	-	-	-	5,934	593	5,341
Storage Racks	10%	3,668	-	-	-	3,668	367	3,301
water Tanker	10%	-	-	-	-	-	-	-
White Board	10%	-	-	2,200	-	2,200	110	2,090
Office Equipment		17,974	-	-	-	17,974	2,696	15,278
Air Conditioner	15%	0	-	-	-	-	-	-
Desk Phones	15%	3,771	-	-	-	3,771	566	3,205
Fans	15%	2,907	-	-	-	2,907	436	2,471
Refrigerator	15%	5,656	-	-	-	5,656	848	4,808
Water Purifier	15%	4,299	-	-	-	4,299	645	3,654
Router	15%	1,341	-	-	-	1,341	201	1,140
Donation in Kind		115	-	-	-	115	-	115
Wireless Routers		4	-	-	-	4	-	4
Projector		1	-	-	-	1	-	1
Scanner		1	-	-	-	1	-	1
Safe Locker		1	-	-	-	1	-	1
Notice Boards		4	-	-	-	4	-	4
Microwave		1	-	-	-	1	-	1
Coffee Maker		1	-	-	-	1	-	1
Books		90	-	-	-	90	-	90
White Board		12	-	-	-	12	-	12
Total		1,48,798	-	2,200	-	1,50,998	17,608	1,33,390



*Rahul Sood*  
Rahul Sood  
(Trustee)

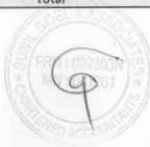
FOR ATMA EDUCATION

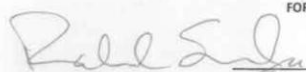
*Amit Murugkar*  
Amit Murugkar  
(Trustee)

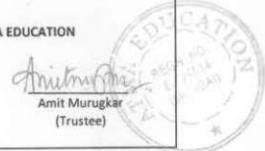


# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)								
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018								
Note 6 - Fixed Asset								
B. Assets of NFC Account								
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Computer		5,770	-	-	-	5,770	2,308	3,462
Desktop	40%	738	-	-	-	738	295	443
Hard Disk	40%	4,589	-	-	-	4,589	1,836	2,753
Laptop	40%	401	-	-	-	401	160	241
Printer	40%	42	-	-	-	42	17	25
Furniture & Fixtures		1,24,939	-	2,200	-	1,27,139	12,604	1,14,535
Electrical Material	10%	18,881	-	-	-	18,881	1,888	16,993
Office Chairs	10%	96,456	-	-	-	96,456	9,646	86,810
Office Grill	10%	5,934	-	-	-	5,934	593	5,341
Storage Racks	10%	3,668	-	-	-	3,668	367	3,301
water Tanker	10%	-	-	-	-	-	-	-
White Board	10%	-	-	2,200	-	2,200	110	2,090
Office Equipment		17,974	-	-	-	17,974	2,696	15,278
Air Conditioner	15%	0	-	-	-	-	-	-
Desk Phones	15%	3,771	-	-	-	3,771	566	3,205
Fans	15%	2,907	-	-	-	2,907	436	2,471
Refrigerator	15%	5,656	-	-	-	5,656	848	4,808
Water Purifier	15%	4,299	-	-	-	4,299	645	3,654
Router	15%	1,341	-	-	-	1,341	201	1,140
Donation in Kind		115	-	-	-	115	-	115
Wireless Routers		4	-	-	-	4	-	4
Projector		1	-	-	-	1	-	1
Scanner		1	-	-	-	1	-	1
Safe Locker		1	-	-	-	1	-	1
Notice Boards		4	-	-	-	4	-	4
Microwave		1	-	-	-	1	-	1
Coffee Maker		1	-	-	-	1	-	1
Books		90	-	-	-	90	-	90
White Board		12	-	-	-	12	-	12
<b>Total</b>		<b>1,48,798</b>	<b>-</b>	<b>2,200</b>	<b>-</b>	<b>1,50,998</b>	<b>17,608</b>	<b>1,33,390</b>




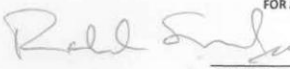
FOR ATMA EDUCATION  
  
 Rahul Sood  
 (Trustee)




# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)								
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018								
Note 6 - Fixed Asset								
C. Total Assets (A+B)								
Particulars	Rate	Opening Balance	Additions		Deletions	Net	Depreciation for the year	Net Block as at 31st March, 2018
			> 180 Days	< 180 Days				
<b>A. General Assets</b>								
Computer		2,13,378	4,499	-	-	2,17,877	87,151	1,30,726
Desktop	40%	738	-	-	-	738	295	443
Hard Disk	40%	4,589	4,499	-	-	9,088	3,635	5,453
Laptop	40%	1,96,390	-	-	-	1,96,390	78,556	1,17,834
Printer	40%	11,661	-	-	-	11,661	4,664	6,997
Furniture & Fixtures		2,52,881	24,000	2,200	-	2,79,081	27,798	2,51,283
Electrical Material	10%	18,881	-	-	-	18,881	1,888	16,993
Office Chairs	10%	1,10,124	-	-	-	1,10,124	11,012	99,112
Office Grill	10%	5,934	-	-	-	5,934	593	5,340
Storage Racks	10%	3,668	-	-	-	3,668	367	3,301
White Board	10%	6,156	-	2,200	-	8,356	726	7,630
Furniture & Fixtures	10%	1,08,118	24,000	-	-	1,32,118	13,212	1,18,906
Office Equipment		17,982	699	-	-	18,681	2,802	15,879
Air Conditioner	15%	-	-	-	-	-	-	-
Desk Phones	15%	3,771	-	-	-	3,771	566	3,206
Fans	15%	2,907	-	-	-	2,907	436	2,471
Refrigerator	15%	5,656	-	-	-	5,656	848	4,808
Water Purifier	15%	4,299	-	-	-	4,299	645	3,654
Router	15%	1,348	-	-	-	1,348	202	1,146
Office Equipment	15%	-	699	-	-	699	105	594
Donation In Kind		115	-	-	-	115	-	115
Wireless Router		4	-	-	-	4	-	4
Projector		1	-	-	-	1	-	1
Scanner		1	-	-	-	1	-	1
Safe Locker		1	-	-	-	1	-	1
Notice Boards		4	-	-	-	4	-	4
Microwave		1	-	-	-	1	-	1
Coffee Maker		1	-	-	-	1	-	1
Books		90	-	-	-	90	-	90
White Board		12	-	-	-	12	-	12
Total (A)		4,84,356	29,198	2,200	-	5,15,754	1,17,751	3,98,003
<b>B. Grant Assets</b>								
Computer		-	35,400	1,64,181	-	1,99,582	46,996	1,52,586
Laptop	40%	-	-	1,24,091	-	1,24,091	24,818	99,273
Projector	40%	-	35,400	40,090	-	75,490	22,178	53,312
Office Equipment		-	-	11,198	-	11,198	840	10,358
Mobile Handset	15%	-	-	9,999	-	9,999	750	9,249
Router	15%	-	-	1,199	-	1,199	90	1,109
Total (B)		-	35,400	1,75,379	-	2,10,780	47,836	1,62,944
Grand Total (A + B)		4,84,356	64,598	1,77,579	-	7,26,534	1,65,587	5,60,947



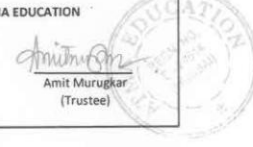
  
Rahul Sood  
(Trustee)

  
Amit Murugkar  
(Trustee)



*Rahul Sood*  
Rahul Sood  
(Trustee)


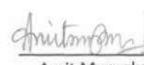
FOR ATMA EDUCATION




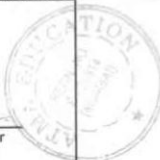
*Amit Murugkar*  
Amit Murugkar  
(Trustee)







# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)				
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018				
<b>Note 7 - Advance To Employees</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Advance to Sunil Khopkar		-	16,000
2	Advance Salary		1,056	-
3	Advance paid for expenses		7,511	-
	<b>Total</b>		<b>8,567</b>	<b>16,000</b>
<b>Note 8 - Advance - Others</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	TDS Receivable			
a.	TDS Receivable (FY 16-17)		74,598	69,598
b.	TDS Receivable (FY 17-18)		51,404	-
2	Security Deposits for Office			
a.	Deposit (Bandra Office)		3,30,000	3,30,000
b.	Deposit (Pune Office)		90,000	-
3	Interest Accrued (16-17)		-	6,245
4	Joneral Ledger Adjustment Account		47,400	-
5	Prepaid Expenses		27,526	-
6	Sundry Debtors	1.2	2,34,894	-
	<b>Total</b>		<b>8,55,823</b>	<b>4,05,843</b>
<b>Note 9 - Cash &amp; Bank</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Cash		31,998	13,757
2	Bank - HDFC NFCRA		23,54,517	18,11,087
3	Bank - HDFC FCRA		1,21,32,991	54,04,179
	<b>Total</b>		<b>1,45,19,506</b>	<b>72,29,023</b>
<div style="text-align: right;">FOR ATMA EDUCATION</div> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">                           Rahul Sood (Trustee)                     </div> <div style="text-align: center;">                           Amit Murugkar (Trustee)                     </div> </div>				

# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)				
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018				
<b>Note 10 - Establishment Expenses</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Bank Charges		8,262	7,746
2	Cleaning Charges		47,560	40,700
3	Utilities			-
a.	Electricity		1,58,390	1,32,940
b.	Internet		28,128	62,518
c.	Office Landline		7,711	13,092
4	Conveyance & Travelling			20,236
5	Consultancy Charges	2.1	10,39,978	3,94,624
6	Repairs & Maintenance	2.2	1,13,250	63,755
7	Rent	2.3	14,49,321	13,64,650
8	Sundry Expenses	2.4	63,036	6,68,450
9	IT Expenses	2.5	9,572	1,75,439
10	Supplies and Sundries		69,160	92,693
<b>Total</b>			<b>29,94,368</b>	<b>30,36,843</b>
<b>Note 11 - Legal Charges</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Legal Fees		2,090	3,040
<b>Total</b>			<b>2,090</b>	<b>3,040</b>
<b>Note 12 - Expenditure on Objects of the Trust: Educational</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Books & Periodical		1,699	8,102
2	Communication	2.6	2,38,509	77,364
3	Conveyance & Travelling Exps.	2.7	3,72,893	1,36,660
4	Direct Programme Expenses	2.8	2,05,565	1,28,814
5	Donation		1,30,551	-
6	Employee Benefit Expenses (EPF)	2.9	6,15,906	6,13,434
7	Gifts		2,850	13,415
8	Insurance & Mediclaim	2.10	1,66,121	1,58,897
9	Marketing Expenses	2.11	10,706	5,271
10	Meetings	2.12	1,51,650	72,448
11	Printing & Stationary	2.13	45,426	12,643
12	Recruitment Expenses	2.14	59,709	4,24,861
13	Salaries	2.15	1,21,07,377	94,90,659
14	Staff welfare	2.16	2,46,115	1,12,516
15	Subscription & Membership Charges	2.17	1,17,884	68,463
16	Training & Development for Staff	2.18	11,86,584	3,98,840
<b>Total</b>			<b>1,56,59,544</b>	<b>1,17,22,387</b>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div>  </div> <div style="text-align: center;"> <p><b>FOR ATMA EDUCATION</b></p> <p><i>Rahul Sood</i> Rahul Sood (Trustee)</p> <p><i>Amit Murugkar</i> Amit Murugkar (Trustee)</p> </div> <div>  </div> </div>				

# FINANCIAL AUDIT

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)				
Notes to Accounts (forming part of Financial Statements) for the year ended 31st March 2018				
<b>Note 13- Interest Received</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
A	on Savings Bank Account			
1	Bank Interest Recd		3,49,238	1,31,652
B	on Fixed Deposits with Bank			
1	Interest on FD		59,193	1,55,224
2	Interest on FD for FY 2015-16		-	1,063
	<b>Total</b>		<b>4,91,070</b>	<b>3,53,112</b>
<b>Note 14 - Donation in Cash or Kind</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
1	Donation From Events & Workshop		11,73,452	7,56,800
2	Donation From Corporates		1,88,53,392	1,13,91,749
3	Donation From Individual		20,97,000	8,38,400
4	Donation From Online Portals		1,35,048	82,047
5	Donation In Kinds		-	16
6	Donation From International Chapters		5,42,195	11,83,033
7	Financial Incubation Donation		1,38,000	1,50,249
	<b>Total</b>		<b>2,29,39,086</b>	<b>1,44,02,292</b>
<b>Note 15- Income from other Sources</b>				
Sr. no.	Particulars	Schedule No.	Amount 31-03-18 (Rs.)	Amount 31-03-17 (Rs.)
A	Miscellaneous Income			
1	Excess Reimbursement From Yes Foundation		-	1,429
2	Interest on TDS Receivable		-	4,707
3	Sundry Income		-	7,600
	<b>Sub Total</b>		<b>-</b>	<b>13,736.00</b>
B	Membership Fees			
1	Membership / Partnership Fee		1,43,166	75,000
2	Partnership Fee Received		10,78,084	5,48,250
3	Professional Fee Received		-	4,06,941
	<b>Sub Total</b>		<b>12,21,250</b>	<b>10,30,191</b>
	<b>Total</b>		<b>12,21,250</b>	<b>10,43,927</b>
For SUNIL GOEL & ASSOCIATES Chartered Accountants		FOR ATMA EDUCATION		
 Sunil Goel Proprietor FRN : 002303N Mem. No. : 081264 Place: Mumbai Date: 20 August, 2018		 Rahul Sood (Trustee)		
		 Amit Murugkar (Trustee)		
		Place: Mumbai Date: 17 August, 2018		



# GET INVOLVED

## Monthly Giving

The Atma Monthly Giving Programme allows you to make a commitment in an increment of your choice. Write to [contact@atma.org.in](mailto:contact@atma.org.in) for more information and know how you can support the cause of education on a regular basis.

## CSR

Atma is committed to working with organisations interested in CSR projects in the education space. For strategic advise on CSR and implementation services, get in touch with Mary Ellen Matsui on [maryellen@atma.org.in](mailto:maryellen@atma.org.in)

*All donations made to Atma receive an 80G tax certificate. Cheques should be made in favour of 'Atma Education'. Atma is registered under the FCRA and can accepts international donations.*





## CONTACT US



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### **Contact**

+91 22 2418 1240 or email us at [contact@atma.org.in](mailto:contact@atma.org.in)



### **Website**

[www.atma.org.in](http://www.atma.org.in)

**Report Compiled & Created  
by Atma Education**



# ATMA

AN ACCELERATOR FOR EDUCATION