



A T M A



Annual Report 2012–2013

# About Atma

## Vision

Quality Education for All Children

## Mission

Building capacity of education NGOs to achieve organisational sustainability and scalability thereby enabling delivery of quality education

## Atma Values

**PARTNERSHIP** We believe in creating a safe space for collaboration through which true social change can happen.

**ACCOUNTABILITY** We work to maintain the highest standard of NGO accountability, setting an example for other organisations in the social space. We are accountable to Donors and Atma portfolio organisations to provide sustainable, impactful services.

**DIVERSITY** We believe collaboration of diverse cultural backgrounds, experience, skills, and professional backgrounds united towards a single cause can create the best possible solutions to the challenges faced by Atma and Atma portfolio organisations.

**LIFE-LONG LEARNING** We believe in continued innovation, learning and sharing of ideas that will help us respond to the changing environment. Atma constantly reviews, renews and builds upon our model and practices.

**ENTREPRENEURSHIP** We believe in the power of entrepreneurship as change agent. We actively encourage entrepreneurship and foster dynamic and entrepreneurial approach to challenges internally and within the social sector as a whole.



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## Atma's Board of Trustees



Mr. Naresh  
Kripalani

### Mr. Naresh Kripalani

Mr. Kripalani has been an Atma supporter right from its inception. After obtaining an engineering degree from Indian Institute of Technology (IIT) he pursued a Masters in Operations Research from University of California at Berkeley. After a long stint with IBM in San Francisco, he returned to India in the early nineties to start a series of SAP (software) Training Centres. Naresh became an Atma trustee in March 2012.



Mr. Mahesh  
Rathod

### Mr. Mahesh Rathod

Mr. Rathod is the Country Head (Investment) for the Australian Trade Commission, the Australian Federal Government's Trade and Investment Agency. Mahesh previously worked for the Government of Mauritius as Regional Director. Mahesh became an Atma trustee in 2007.



Dr. Rahul  
Sood

### Dr. Rahul Sood

Dr. Sood is a Mumbai native. He studied at Cathedral School and then focused on Economics at Elphinstone College. Dr. Sood earned his BA in Film at Stanford University, a MS in TV-Radio at Syracuse University, and his PhD in Communication Research from Stanford University. When he returned to Mumbai from the US in the mid-90s, Rahul focused his career on pro-social TV serials for India's lesser-advantaged children under the Gudia Ghar banner. Rahul became an Atma trustee in 2007.



Mr. Amit  
Murugkar

### Mr. Amit Murugkar

Mr. Murugkar is Founder and Director of 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. 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. Amit became an Atma Trustee in December 2012.



Atma would also like to recognize the following individuals as dedicated advisors of Atma's work:

- Ms. Harinakshi Somaiya
- Mr. Deepak Kanabar
- Ms. Lalita Uttamsingh
- Mr. Danny Carroll
- Mr. Anant Bhagwati
- Mr. Krishna Ramkumar

*"Atma is blessed with Trustees who as individuals came together to form the Board of our organisation. They not only shared the vision, but have walked every step of Atma's journey supporting our growth."*

Lee Bolding  
Founder

# From the Executive Director

Dear Atma Family,

I have met with many of you in the recent months and expressed our real excitement about what is happening at Atma. The 2012-13 financial year really pushed us as an organisation to think big, and illustrated the real need for Atma's work in the education sector. Nationally, the need for quality education for the poor becomes more relevant with every passing year. Last year, there was an increase in the number of students moving from public to private schools combined with a decrease in overall learning levels. Things are not looking good for India's poor children.

Luckily, for all of 'us' non-profits are leading the way in education delivery to the poor. NGOs and social enterprises are often unable to move beyond their day to day operations and influence real change. This is why in 2012-13, we significantly expanded the Atma portfolio, closing the financial year with 21 organisations in the Atma portfolio.

The results have been incredible. Over the past year, Atma has seen organisations overcome resource constraints, raise many more lakhs of rupees than they thought possible before, and reach out to the children who really need their help to get through school.

It is always the students who are the most inspiring. Their commitment is what makes our work relevant. One student I met this year was Pushkar, from Worli Nagar. Pushkar said he was "never serious about anything", until he attended the Bright Future program. He'd always thought about being a CA, but had no idea how to get there. With Bright Future's encouragement he was able to score 82% in Xth board exams, the highest ever mark for his school. Pushkar is now enrolled in commerce at night-college, allowing him to attend typing classes, and volunteer at Bright Future during the day.

Bright Future joined the Atma portfolio in July 2012. In one year they expanded their services from 450 students to 1,000 and many more schools have requested their services. Bright Future program manager Nilofer says: "We are much more focused on outcomes now – for me quality of our programs is very important – no matter how many students I work with – 500 or 900 – the quality of delivery should remain the same."

Pushkar is just one of over 25,000 students served by Atma portfolio organisations as of 2013. We want to thank all of the amazing staff and volunteers who make Atma's work with our portfolio organisations possible. Our amazing donors, UPS Foundation, Cathay Pacific, Accurex Bio Medical, and United Way of Mumbai.

The Atma Netherlands Chapter was incredibly successful this past year. Their Atma Challenge team raised 90,000 euros towards Atma's work by completing the grueling climb up Mera Peak in Nepal.

Thank you to our portfolio organisations for their dedication to the Atma process. Thank you to the Atma trustees for their ongoing support. The 2012-13 year has pushed our understanding of what Atma can do to change the way education is delivered in India. See you again in 2013-14.

Thanking you for your support



Mary Ellen Matsui



PHOTO Kainaz Amaria

Mary Ellen Matsui  
*Executive Director*

## The Education Gap

45-50% OF CHILDREN attending government schools in Mumbai cannot read or write a paragraph. 45% of children from government schools in India drop out before standard 8.

Atma is changing these statistics. Since inception Atma has helped deliver high quality education to over 25,000 underprivileged children and youth across Mumbai. Atma's unique model has allowed a small but passionate team to make this possible.

## About Atma

Atma strengthens and leverages high potential education NGOs to help overcome India's education gap.

We believe that innovative NGOs 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. This is why, despite the existence of over 1500 education NGOs in Mumbai alone, gaps in education persist.

Education NGOs that are selected to be a part of Atma's portfolio receive hands-on support and guidance in both management and education to become effective, productive and sustainable. Support from Atma typically lasts three years before the organisation graduates from the Atma program.

Atma was founded in 2007 as a Charitable Trust. From April 2012 to March 2013, Atma grew its portfolio size from 6 to 21 education NGOs and social enterprises.



PHOTO Fahrinisa

# 2012-2013 Year Summary

In 2012-2013, Atma provided 25,130 service hours to Atma portfolio organisations, which received the following services:

## Consultancy

The Atma portfolio team meets each Atma portfolio organisation on a weekly basis.

## Training

**WORKSHOPS** Atma holds workshops on topics specific to the NGO sector in Mumbai. Atma Workshops are often open to organisations outside our portfolio.

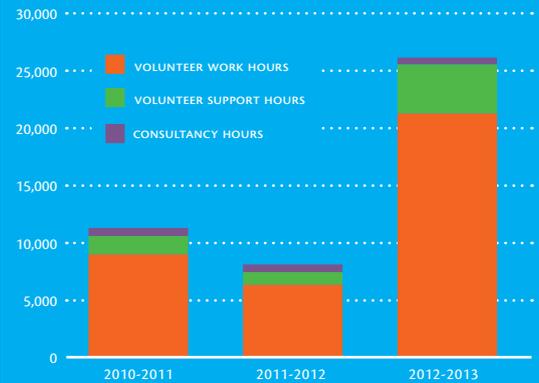
**ORGANISATION-SPECIFIC TRAINING** Atma holds trainings for Atma portfolio organisations to gain specific skills required to help growth.

## Volunteers

**VOLUNTEER WORK** Atma engaged 45 skilled volunteers from over 14 different countries with its portfolio organisations to contribute to various areas of organisational development.

**VOLUNTEER SUPPORT** Atma Volunteers are an integral part of the Atma Model. Volunteers give their time, energy and expertise to support Atma portfolio organisations in their growth, and play a valuable part in Atma's impact. Atma invests in each individual volunteer, supporting them through professional feedback, training, mentoring and facilitating cultural integration. Volunteers are incredibly effective in their work with Atma portfolio organisations because of Atma's holistic support.

### Atma Service Hours



### Atma Volunteers (Individuals)

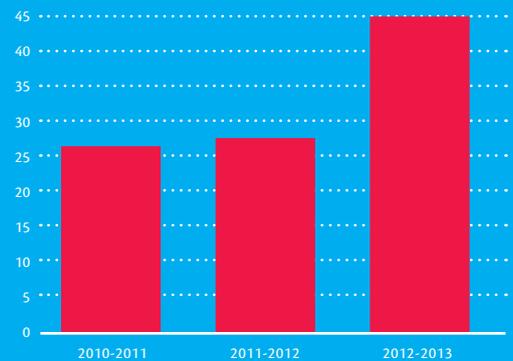


PHOTO Fahrinisa



PHOTO Atma Netherlands

# The Atma Challenge

30 challengers. 21,000 feet.  
90,000 euros.



## The Atma Challenge

*“The Atma Challenge happened out of a desire to help Atma while also being a part of something bigger than ourselves.”*

Nathalie Vennik  
Atma Netherlands Board Member  
and one of the 30 challengers

*“Atma Netherlands has always been a strong supporter of Atma. The Atma Challenge however was more than any of us could ever imagine.”*

Mary Ellen Matsui  
Executive Director, Atma

In November 2012, Atma Netherlands, one of Atma’s four International Fundraising Chapters undertook the Atma Challenge to raise funds for Quality Education. The challenge was to conquer one of the highest peaks in the world, Mera Peak (21,247ft) in the Himalayas.

After months of organizing and training, our 30 challengers were ready for the formidable challenge.

Having successfully raised 90,000€ for Atma during the months leading up to the climb, they were prepared to take on four weeks of biting cold, exhaustion and the relentless Mother Nature. They pushed their bodies, their minds and their limits. Ultimately mind overcame matter and 23 of the 30 climbers made it to the summit.



PHOTO Atma Netherlands

# Our Growth Story

## The Goal

To expand the Atma portfolio to 20 NGOs and social enterprises. Atma's 6th year will be remembered as its turning point. It began with the leader dreaming a dream for where the organisation could go. The decision to expand our reach found supporters and champions across the world.

Moving to the grown-ups table, however, meant that Atma needed more than just a larger than life mandate. Atma made a commitment to its supporters and put together a three phase recruitment plan to achieve our growth goal.

## Getting There

The success of this plan was contingent on the entire team pulling through. We connected with over 150 education NGOs and social enterprises in Mumbai. All the organisations seemed promising and were being led by inspiring individuals.

Atma invested considerable time in the due diligence process for each organisation and through a consensual process identified organisations with the highest potential for impacting education.

## Learning Along the Way

The recruitment drive came with its share of inspiring moments, tough decisions and some leaps of faith. The learning curve through this process was tremendous and helped Atma to solidify its education focus areas. We now have a portfolio of NGOs that work across five specialised areas of education – early childhood education, special education, remediation, life skills and school reform.

## Where We Are Headed

The growth from 6 to 21 organisations reaffirmed our faith in the Atma model and demonstrated the need for Atma to expand its reach beyond Mumbai. To address this need Atma has set bigger goals and aims to move to another city by 2014-15.



PHOTO Fahrinisa

**AFTER MEETING** with over 150 education NGOs, Atma signed on 15 new organisations to become part of our portfolio

## Our Impact Story

*Most Significant Change* is a participatory form of monitoring and evaluation. Atma used this tool to assess its impact over the last year on one portfolio organisation – Bright Future. External Assessor Andrea Farley conducted a series of interviews with multiple stakeholders and then documented them as stories of change. These stories were evaluated by a panel which then selected one story – Nilofer’s story. This story represents the “most significant change” that happened at Bright Future as a direct result of Atma’s intervention.



“I COMPLETED MY M.A. in psychology in 2009 and I came to New Resolution India (Bright Future)\* in 2011 – Kishor selected me to work on their school program which was called Bright Future. At that point of time we had only a vague idea about what we wanted to do something in the area of career guidance and support. We planned our program accordingly, but at that time we only did career awareness sessions with students.

There were no real processes or structures in place before Atma. After Atma began to work with us in July 2012, we realised the importance of processes, documentation, reporting. Atma gave us a clear direction, more structure and helped with planning. Our program is now whole and strong and aimed at the well-rounded development of children.

Now we are not just working with students – but also their teachers, parents, principals and communities. We are much more focused on outcomes now – for me quality of our programs is very important – no matter how many students I work with, 500 or 900, the quality of delivery should remain the same.

I have a lot of tasks at Bright Future – conducting life skills sessions, counselling, career guidance sessions, coordinating mentor meetings, parent meetings, etc. which I found difficult to manage earlier. But I have now learnt how to manage my time and tasks. I have started prioritizing my work which has helped me to cope with my workload.

All the Atma volunteers who have come to Bright Future have been wonderful. They have been very involved in not only their work but have also taken the effort to interact with our students.

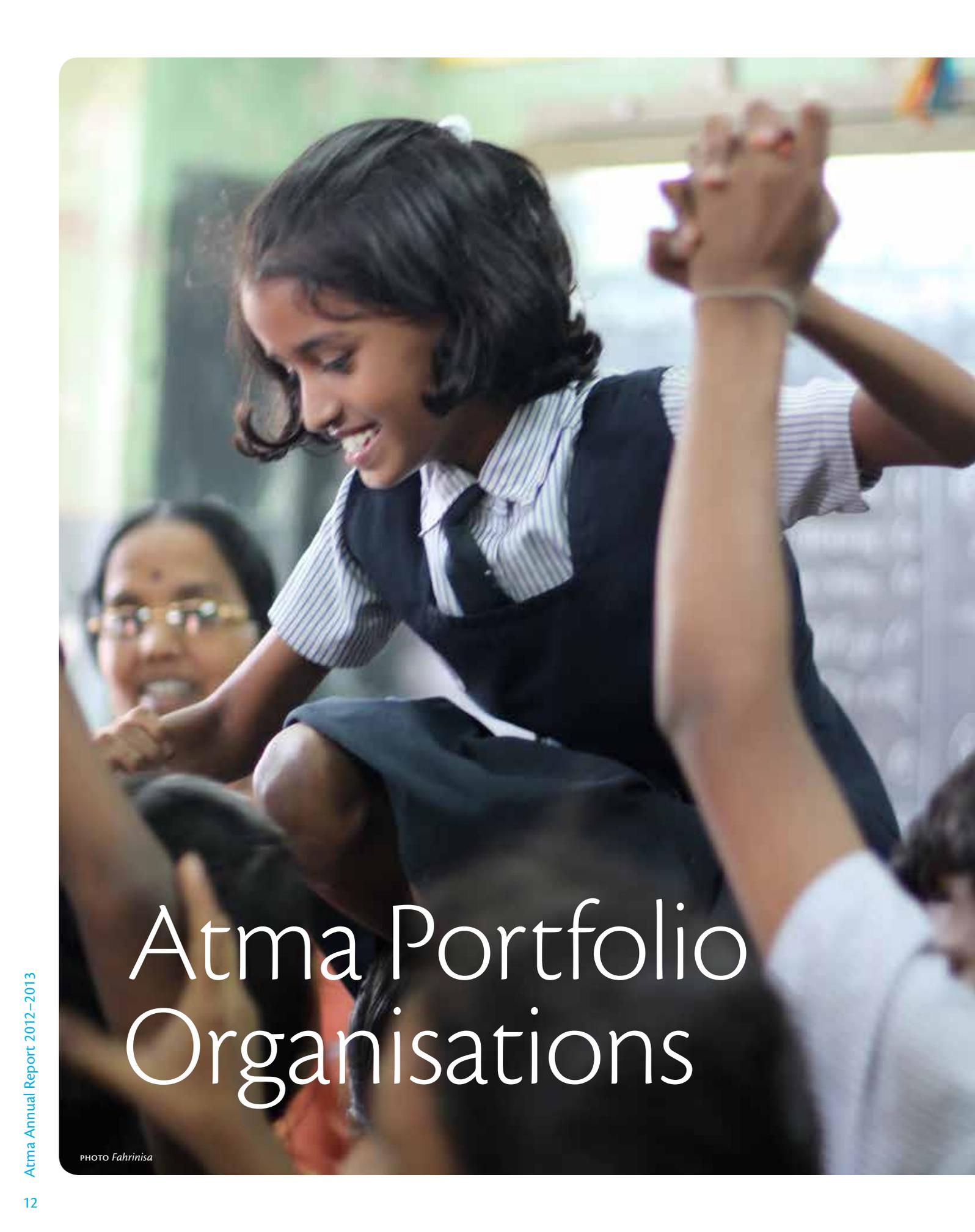
Maude was one such volunteer who came to work with us. She took all of our inputs and then creatively put together a great module. In fact both – The Bright Future and Mentoring – modules have made my life very easy.

Today we can confidently talk about our programs to schools and parents. We were recently granted permission to work with a school called Shivaji Vidyalaya, where we will be working with 180 students from 9th standard. Hopefully by the end of this year we will have added two more schools. We recently launched our mentorship program with 40 engineering students and 7 mentors which is a major achievement for us.

The biggest change for me personally has been the improvement in my communication skills. I am so thankful to Atma for this as these interactions with foreign volunteers have helped me gain my self-confidence. All the changes that Atma has brought – the monthly planning, progress reports, documentation – have brought so much more structure to Bright Future.

All of this together has brought about a change in me – I find myself becoming stronger every day. Now wherever I go I ask people – friends, family or acquaintances to engage with Bright Future – whether as mentors or through funding. I don't hesitate to speak to anyone about us. I can now wake up from my sleep even and talk about Bright Future. This organisation is in my head, my heart and just about everywhere.”

\*Bright Future was previously known as New Resolution India



# Atma Portfolio Organisations

PHOTO *Fahrinisa*



PHOTO Fahrinisa

# Atma Portfolio Organisations

Atma started 2012-13 with these four organisations in addition to Atma Graduate Reality Gives.

**APNEAAP WOMEN'S COLLECTIVE (AAWC)** brings empowerment, education and opportunity to a very isolated and under-served section of society: women in brothel-based prostitution and their children.

**FOUNDATION FOR MOTHER AND CHILD HEALTH (FMCH)** provides preventative health and nutrition education to communities in Mumbai.

**MASOOM** supports quality education and employability of night school students by bringing together infrastructure, capacity building and advocacy improvements in Mumbai night schools and providing career support.

**AVANTI FELLOWS** supports the empowerment, entrepreneurship and education of students from low-income homes by allowing them the access and opportunity to study at India's best undergraduate institutes.

On the way to reaching our goal of 20 portfolio organisations, Atma inducted the following organisations in June 2012.

**BRIGHT FUTURE** supports the empowerment and employability of underprivileged youth through educational guidance, skill enhancement, mentoring and career exploration.

**MIMAANSA** works to address the issue of learning disability amongst underprivileged students.

**MUSKAN FOUNDATION** works with children with multiple disabilities to provide assessment, diagnostics and consultation, treatment, special education and awareness programs.

By November 2012, Atma identified six more NGOs to join our portfolio.

**SPARSHA CHARITABLE TRUST** provides opportunities for holistic development of the disadvantaged community through critical health care and education interventions.

**SAHYOG (CHEHAK TRUST)** focuses on women's empowerment, community based rehabilitation for disabled children and education enrichment.



**MUSKAN** works with children with multiple disabilities to provide assessment, diagnostics and consultation, treatment, special education and awareness programs.

**MAKE A DIFFERENCE** deploys high-potential young people to orphanages and street shelters to create positive learning for Children at Risk.

**UMANG CHARITABLE TRUST** provides therapy, education and support to underprivileged children diagnosed with autism or learning disabilities.

**VIDYA MUMBAI** educates and empowers disadvantaged communities through a combination of education interventions, delivered through community centres or in collaboration with municipal schools.

On 20th March 2013, Atma signed on 9 new NGOs to become part of our portfolio:

**OSCAR** provides high quality football training to underprivileged boys and girls. Through their football program OSCAR motivates and supports children and youth to continue their education.

**AASHANSH FOUNDATION** addresses the educational needs of street children in Mumbai by providing them with supplemental after-school quality education classes.

**SPROUTS ENVIRONMENT TRUST** develops action based conservation and environment awareness programs for children.

**APNI SHALA** works towards building positive attitudes and behaviours in children using stories in schools.

**UDAAN** provides underprivileged children with a strong educational foundation that will help them maximise their potential and gain access to better opportunities.

**SOLS ARC** caters to the needs of special children. Sols Arc runs therapy centres and parallel schools with an aim to prepare children with different needs for Life.

**LEARNING LAB** works with young adults aged 15-30 years from underprivileged communities within Mumbai and Thane to provide career guidance and educational support.

**DISHA** works with Thane Municipal Schools to provide after school remedial classes for children.

**ZAYA** works to ensure that every child is able to perform at grade level by providing world-class supplemental education through technology enabled classrooms called "zaya labs".



**VIDYA** works towards educating and empowering disadvantaged communities through a combination of skill enhancement and livelihood programs.

## The Atma Model

Atma engages in collaborative partnerships with education NGOs and social enterprises that focus on creating and improving education in India. These organisations are dedicated to creating quality educational programs for underprivileged children and young adults, but face multiple resource constraints in terms of funding, staff members and expertise. These limitations in resources limit their impact. Atma provides expertise and guidance in management and education, enabling organisations in its portfolio to become sustainable, scalable and productive. Each partnership is a collaborative growth process spanning across three phases of development.

**PHASE 1 – IDENTITY** Defining and focusing the vision and mission, and developing the organisational brand and voice.

**PHASE 2 – CONSOLIDATION** Defining and documenting the model, and creating HR strategies to engage staff to administer programs.

**PHASE 3 – GROWTH** Setting the future strategic growth plan, developing programs and bringing more specific skills to the team.



Atma's intervention is hands-on and intensive, providing our portfolio organisations consultancy, training and skilled volunteers.

### Consultancy

An Atma portfolio manager meets with each of Atma's portfolio organisation on a weekly basis to develop strategic goals, and create plans to carry them out. Consultancy forms the baseline of Atma's service offering, allowing organisations to set big goals and achieve them.

### Skilled Volunteers

Because of resource constraints in time and expertise, NGOs can often benefit from additional support. Atma brings in skilled volunteers at an appropriate time to complete specific projects that will support the growth of an organisation. Volunteers have developed teaching curriculums, designed websites, planned marketing campaigns, developed fundraising strategies, created HR manuals, verified accounting processes, created videos and assisted in strategy planning for Atma portfolio organisations.

### Training

Atma supports organisations in becoming sustainable. Building capacity within an organisation is part of this process. Atma offers workshops and training sessions for portfolio organisations on a needs basis. Examples of workshops and training subjects include budgeting, Excel and Tally, HR development, fundraising techniques and organisational culture.



PHOTO Bronwyn McBride

*“Our association with Atma is not just a partnership but more like a relationship. As a founder, I get not only critical unbiased advice here but also the kind of space needed to think about the bigger picture.”*

Kishor Palve  
Founder, Bright Future

# Featured Portfolio Organisations

## Mimaansa

Joined Atma portfolio in July 2012

Founded in 2011, Mimaansa works with Thane Municipal Schools to address learning disabilities amongst underprivileged children. Fundraising being one of the key areas of intervention over the last year, Atma helped Mimaansa develop its fundraising capacity through creation of systems, strategy and a funding pipeline.

The intervention began with a workshop that gave the leader a clear understanding of the organisation's funding needs. Subsequent mentoring sessions by Atma helped Mimaansa to develop a fundraising strategy including a strategy and execution plan for the Standard Chartered Mumbai Marathon 2013. The Standard Chartered Mumbai Marathon is India's largest fundraising platform for NGOs across the country. Atma's support was pivotal in allowing Mimaansa to not only participate in the event for the very first time but to also subsequently raise INR 1,10,000.

Through the creation of marketing materials and provision of logistical support, Atma volunteers gave Mimaansa the tools required to successfully launch multiple fundraising campaigns and events.

Atma also developed budgets; wrote funding proposals, grant applications; and lined up potential funders to approach. Mimaansa leveraged all of this support to put a strong funding pipeline in place. Additionally Atma provided support in registering for its 12A and 80G certificates which are crucial for any non-profit to be able to receive funding.

All of these pieces came together, enabling Mimaansa to receive funds and develop future funding opportunities. This will allow Mimaansa to strengthen its programs, expand its services and be poised for scale.



PHOTO Mimaansa

*“Our journey with Atma has been an overwhelming one. The entire Atma team including their fabulous volunteers have helped me streamline my scattered thoughts as the founder of a start up organisation. From bringing in systems to establishing better processes Atma has hand held us through it all.”*

Pooja Joshi  
Founder, Mimaansa



PHOTO Fahrinisa

*“Atma has helped me shift my focus from operational day to day work to strategic work. Now I feel more equipped to focus on expansion, networking with other organisations and also on fundraising.”*

Bhawana  
Founder, Umang



PHOTO Fahrinisa

**STUDENTS** enrolled in Sparsha’s programs are often first generation learners.

## Umang

Joined Atma portfolio in November 2012

When Umang joined the Atma portfolio it had recently transitioned into a full time special school, providing therapy and education support to underprivileged children diagnosed with autism and learning disabilities. With a few HR systems in place, the founder was overburdened with having to deal with day-to-day activities and thus unable to focus on organisational growth.

With a focus on HR and leadership development, Atma’s intervention began by conducting an HR audit to determine Human Resource requirements within the organisation, followed by development of a strategy to address these gaps.

Through creation of an Organogram, job descriptions, HR policy, Employee Handbook and performance appraisal system, Atma staff and volunteers helped Umang to put in place essential systems and tools that would result in increased operational efficiency. The Umang team was trained on the new HR system to enable and ensure its adoption across the whole organisation. With the organisational structure and staff roles now clearly defined, the founder was able to move away from an operationally focused role to one focused on strategy and expansion of Umang.

Subsequently, with Atma’s assistance Umang was able to develop a second line of leadership. This supported the leader in expanding Umang’s services thereby reaching out to a higher number of beneficiaries. At the time of writing this report, Umang has started a new centre in Bhayander.

## Sparsha

Joined Atma portfolio in November 2012

Sparsha is a non-profit organisation that works with extremely impoverished slum communities across Mumbai. Through a school support program, Sparsha provides support to children who struggle with mainstream education and are at a high risk of dropping out.

During a gap analysis conducted at the start of the partnership, one of the priority areas determined was fundraising. Atma worked closely with the leader of Sparsha to define the organisation’s funding needs and helped create a strategy that allowed for increased fundraising opportunities.

Atma supported Sparsha in writing grant proposals and facilitated a donation of INR 1,00,000 from ANZBAI (Australia & New Zealand Business Association in India) in addition to multiple in-kind donations from various organisations like SBI and Jean Claude Biguine.

With Atma’s support Sparsha was able to address the resource gaps, allowing them to sustain their programs across the 17 slum communities that they work with in Mumbai.

## Masoom

Joined Atma portfolio in 2009

Masoom is the only NGO in Mumbai working to establish quality education in night schools. Over the course of this partnership with Masoom, Atma has worked across various areas of organisational development. One of the key issues faced by this organisation was a founder centric organisational structure that gave little room for the leader to focus on organisational growth.

In 2011-12, Atma focused on developing the organisation's Human Resource processes. All the new systems, procedures and tools that were created and implemented bore fruit in the following year. The new systems allowed Masoom to hire more specialised staff enabling the organisation to be decentralised. Additionally, with Atma's support Masoom was able to leverage the new HR systems to develop a strong second line leadership within the organisation.

With a strong organisational structure in place, Masoom's founder and director focused her energy on other aspects of the organisation.

Masoom was able to successfully leverage an introduction to Michael and Susan Dell Foundation made by Atma, resulting in a donation of INR 70,00,000. This created a sustainable funding base for Masoom to expand its services and beneficiary reach.

## Muskan Foundation

Joined Atma portfolio in July 2012

Muskan is an NGO that supports children with multiple disabilities through assessment, diagnostics, therapy and special education programs. When Muskan joined the Atma portfolio, the organisation was facing a serious funding challenge resulting in a limited scope for expansion.

Consequently, fundraising was one of the priority areas of Atma's intervention with Muskan over the last year. Atma worked with Muskan to develop a fundraising strategy that would assist in addressing their resource gap. This was followed by support in strategy execution through creation of funding proposals, development of donor management systems, etc. This also included strategy development and logistical support to Muskan in their Standard Chartered Mumbai Marathon 2013 campaign. Despite it being their first time participating in this fundraising event, Muskan was able to raise over INR 8,00,000.

Atma also assisted Muskan in developing a robust communication strategy aligned with the organisation's vision and mission and helped them build the Muskan brand and voice. This allowed them to reach out to potential donors more effectively.

Muskan closed the financial year with savings of over INR 35,00,000. At the time of writing this report, Muskan was able to expand its reach through the opening of a second centre.



**MASOOM** was founded with the belief that night school students should not be at a disadvantage because of poor educational offerings, but should be praised for their commitment to learning.



**THE HIGHLY** flexible and responsive nature of Muskan Foundation's intervention makes it possible to combine fun and learning.



PHOTO Fahrinisa

**SAHYOG** is working to create a world where women from all socio-economic backgrounds enjoy the freedom to express themselves, make decisions and drive positive social change.



PHOTO Fahrinisa

**THE WORLD BANK** estimates that India is one of the highest ranking countries in the world for the number of children suffering from malnutrition. Since 2011, FMCH has focused its efforts in trying to tackle this massive issue.

## Sahyog

Joined Atma portfolio in November 2012

An NGO focused on women's empowerment, community based rehabilitation for disabled children and skill development, Sahyog works across several economically disadvantaged communities in Mumbai.

With three core programs already being run across Sahyog's centres in Kurla, Goregaon and Govandi, the need to strengthen and deepen their intervention was determined. Accordingly, Atma created process maps to help Sahyog identify existing gaps. Through creation of program documents, process manuals and hiring of key program staff, Atma enabled Sahyog to address these gaps. This helped in realigning programs with the larger organisational vision, mission and goals. Consequently, this process improved the quality of services delivered to Sahyog's beneficiaries.

## Foundation for Mother and Child Health

Joined Atma portfolio in 2010

Part of Atma's portfolio for the last three years, FMCH has been working to address the issue of malnutrition among underprivileged children through health and nutrition education. Like most non-profit organisations, FMCH often struggled to understand their impact. To address this issue, monitoring and evaluation was identified as a focus area for the Atma intervention over the last year. After assessing the existing monitoring and evaluation system, FMCH wanted to improve their data collection processes. They wanted to measure more effectively the larger impact programs have on the communities they work with.

To measure the larger impact, Atma and FMCH created a logical framework to map the activities and performance metrics. With the goal of capturing these newly identified metrics, Atma volunteer Shardool, designed data collection tools that would enable FMCH to track crucial client data and generate reports to assist in program evaluation.

This new tracking system now enables FMCH to follow the attendance and nutrition status of individual clients and their client base as a whole.

## Avanti Fellows

Joined Atma portfolio in January 2012

Avanti Fellows is an organisation that aims to support students from low income homes and allow them access and opportunities to study at India's best undergraduate institutes. With a well established program being run across the country, a need was identified to enhance recruitment of students to the Fellowship.

To enable Avanti Fellows to achieve this goal, Atma began by identifying and documenting the organisation's best practices. This enabled standardization of the recruitment process across all chapters in India.

After in-depth research and data analysis, Atma Volunteer Aparna developed a pipeline process for recruiting fellows. This allowed Avanti to triple the maximum number (from 270 to 750) of students they tested (for entrance into their fellowship program) at a single location. This resulted in 1,100 students being tested in the year accelerating the fellow recruitment process.

Avanti Fellows will now be able to expand its reach owing to a standardised recruitment process that can be replicated across the country.

## Make a Difference

Joined Atma portfolio in November 2012

Led by a dynamic team, Make a Difference (MAD) is an NGO that works to provide education support to children from orphanages and street shelters by leveraging volunteers. With only 12 staff members handling 2000 volunteers, Human Resources was an area that needed a unique solution. The organisation's big growth plans also meant MAD needed an HR management system that would match their unique organisational culture.

Atma supported the development of this tailor made system by developing critical HR documents, job descriptions and designing a strong organisational structure. The creation of the MAD Employee Handbook was crucial in enabling them to maintain their unique organisational culture across the country.

The next step was to support MAD in setting up an extensive recruitment strategy and launching an intense recruitment drive to meet the organisation's HR needs. This led to recruitment of talented candidates who are now part of the core MAD team taking the organisational vision ahead.



**AVANTI FELLOWS** was founded by two IIT-ians who wanted to enable all students irrespective of their economic backgrounds to have access to high quality higher education.



*"Organisations like Atma are vital in making the NGO ecosystem more impactful."*

Jithin Nedumal  
Founder, Make a Difference



PHOTO Fahrinisa

**IN THE 26 YEARS SINCE** it was founded, VIDYA has reached out to over 2,00,000 families from the poorest communities in Delhi, Gurgaon, Mumbai and Goa.



PHOTO Fahrinisa

**AAWC** was founded in 1998 to bring empowerment, education and opportunity to women in brothel-based prostitution and their children.

## VIDYA Mumbai

Joined Atma portfolio in November 2012

VIDYA Mumbai is an NGO that works towards educating and empowering disadvantaged communities. When Atma partnered with VIDYA Mumbai, the organisation was close to meeting its funding needs for the year. However with larger growth goals in mind, VIDYA wanted a clear road map for the following year. Keeping this in mind, Atma developed a fundraising strategy that explored new sustainable funding channels.

Additionally, Atma developed a fundraising toolkit that included standard funding proposals and marketing collateral to enable VIDYA to reach out to potential funders and donors. Atma also created a robust donor management system that would be critical in retaining and expanding VIDYA's donor base. Tools like a donor engagement strategy and a donor engagement calendar further strengthened this system.

The creation of a sustained funding pipeline and plan will allow VIDYA to execute its organisational expansion and growth plans of reaching out to more beneficiaries in the future.

## Apne Aap Women's Collective

Joined Atma portfolio in January 2012

An organisation focused on preventing 2nd generation prostitution through empowerment and education programs, Apne Aap Women's Collective (AAWC) has been working with a very isolated and under-served section of society. Over the last year, Atma identified that monitoring and evaluation as a gap area since all documentation and reporting was done manually. This restricted access to critical data that could allow AAWC to strengthen its programs.

The need for AAWC to develop a more automated system of monitoring and evaluation was identified. To address this, a three phase plan was developed and executed over the year. Keeping in mind the organisation's capacity, the new system, developed after multiple iterations and pilot tests, had a balance of computerized and paper based reporting. Staff training and development followed to ensure easy implementation and adoption.

The new streamlined system enabled AAWC to improve their programs and better serve their beneficiaries.

## Bright Future

Joined Atma portfolio in July 2012

Inspiring education NGOs across the country, are working to address the complex education issue that India faces. Bright Future is one such organisation addressing the issue of “aimless education”, a term they coined to indicate the poor education choices that are often made especially by children and young adults with no access to critical guidance. However, like many NGOs, Bright Future was unable to optimally communicate with its stakeholders be it donors, schools or parents.

Atma’s intervention over the last year focused on strengthening the organisation’s brand and messaging. The first breakthrough was the creation of a tagline (Connecting education to employment) that succinctly described the work of the organisation. Thereafter, Atma supported Bright Future in developing marketing collateral including a brochure and website content. This enabled Bright Future to develop its own distinctive voice. Atma also coached Bright Future staff in developing their elevator pitch.

This allows Bright Future to reach out to potential funders and build a strong connection with the communities they serve.



**BRIGHT FUTURE** works with affordable private schools to deliver career guidance and life skills sessions enabling students to make better career choices.



## Graduation Reality Gives

Reality Gives is an NGO that works to provide educational opportunities to children and youth within the Dharavi community. Reality Gives is the sister project of the ethical tour company Reality Tours and Travel. After 3 years of a successful collaboration, Reality Gives graduated from the Atma portfolio.

Atma had been associated with Reality Gives right from its inception, with Atma supporting the development of their mission and vision.

Hayley Bolding (Founder, Atma) introduced Chris Way (Founder, Reality Gives) to Muktangam (an Atma Graduated portfolio organisation). Muktangam is a pioneering educational model that works in close partnership with the Municipal Corporation of Greater Mumbai and a number of NGOs across the country. Reality Gives adopted the Muktangam model for use in the Muskaan kindergarten, and sent teachers for training.

When Reality Gives decided to create a program that would support the skills development of young people from Dharavi to give them access to better employment opportunities, Atma supported the conceptualisation and facilitated the development process of the Youth Empowerment Program (YEP). Based on feedback from the community, three courses were identified to be part of YEP – Spoken English, Life Skills and Computer basics.

Atma also participated in the recruitment and induction of key staff members, and engaged four professional volunteers to create, implement and continually improve the YEP curriculum.

In July 2012, Reality Gives graduated from the Atma portfolio after 3 years of a successful collaboration.

*“Atma was with Reality Gives since the very beginning. Atma facilitated the original strategy meeting between four professional volunteers and Reality Gives to decide what the YEP curriculum would be based on, and how they would make it happen.”*

## 2009-2010

Development and implementation of Vision and Mission

Facilitation of new identity creation and pro bono logo for the Reality Gives and sister company Reality Tours and Travels

Recruitment and induction of key staff members including Director of the Reality Gives Kindergarten, Preeti Misra, an expert in Mukhtangan philosophy and school development

Led short-term and long-term planning for Community Centre and Kindergarten Conceptualization and program development for the Community Centre

## 2010-2011

Defined program aim, outcomes, learning objectives For the YEP Program

Developed English, computer and soft skills curriculums for YEP with teacher

Created a Teachers Manual for Muskaan Kindergarten

Completed 5 year financial planning

Developed organisational merchandise to sell as an income generation strategy

HR management processes implemented

## 2011-2012

Completion of organisational strategy planning

Vision and mission edited to suit changing vision for the organisation

Supported recruitment and induction process of new staff members

Designed the Reality Gives Connections Project

Worked with RG to help develop their online communications strategy

Created the process of compiling of a human resource policy and staff handbook





**CHIP** works with BMC schools to bring about holistic development of their students. Atma's intervention helped CHIP grow from 1 to 5 schools.

## Other Graduated Portfolio Organisations

**MUKTANGAN** The Atma-Muktangan partnership enabled Muktangan to transform itself from a small family trust into the professionally run organisation that it is today. Through the Atma intervention, Muktangan has been able to realise a greater impact on students, teachers and the community at large.

**NARESHWADI LEARNING CENTRE (NLC)** is comprised of the Leelaben Kotak Primary School, the K.J. Somaiya High School, a vocational education and training centre, and student residences. Located in Dahanu Taluka, the centre primarily caters to five hundred students belonging to tribal communities from around the vicinity. Nareshwadi sits on an 11-acre campus, about 130 km from Mumbai in the Indian state of Maharashtra. It is the sole project of the Girivanvasi Educational Trust. Nareshwadi's partnership with Atma produced several outcomes that helped in their organisation's development and overall sustainability.

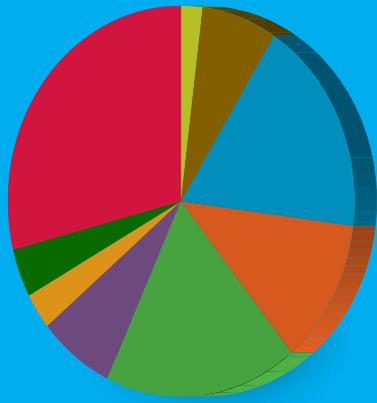
**MUMBAI MOBILE CRECHES (MMC)** supports the health, education and safety of children living on construction sites throughout Mumbai. MMC sets up classrooms on construction sites to serve the children of migrant labourers, who grow up on construction sites and rarely have the opportunity to attend school or enjoy the other facets of a regular childhood. Mumbai Mobile Creches' mission is to promote "child-friendly" construction sites where every child living on a construction site is safe, healthy and educated, and able to enjoy their childhood. Atma supported MMC in various aspects of organisational development, from program documentation to fundraising and strategic planning.

**CHIP** works with BMC schools in Mumbai to provide educational offerings that serve the holistic development of every child. Within the BMC structure and based on the needs of the specific schools and students, CHIP intervenes in the areas of classroom environment and educational offerings. Atma hired key leadership, guided program development and formulated fundraising strategy. CHIP expanded from 1 to 5 schools and provides key interventions from KG to Xth Standard.

# Volunteers



PHOTO Fahrinisa



## 2012-2013 Volunteer Project Focus Areas

- Administration
- Finance
- Fundraising
- Governance
- Human Resources
- Marketing
- Monitoring/Evaluation
- Organizational Development
- Other
- Program Development

## Atma Volunteers

Volunteering is one of the key elements of the Atma Model. Atma volunteers contribute to the organisational development of Atma portfolio organisations. Atma matches the interest, motivation and expertise of each volunteer to a specific project that has concrete, measurable outcomes. Well-defined volunteer roles ensure an extremely meaningful experience for the volunteer and significant impact for the Atma portfolio organisation.

Atma volunteers, work as consultants or interns as defined below:

### Atma Consultants

- 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 or recent graduates
- are closely managed by Atma and the Atma portfolio organisation
- use their Atma volunteerships to fulfill course requirements

# Volunteers 2012-13

NAME	COUNTRY	ORGANIZATION	PROJECT
Akash Shukla	India	AAWC	Marketing
Amena Mian	U S A	Atma	Program Development
Anna Phillips	United Kingdom	Avanti Fellows	Marketing
Anzer Khan	Australia	Umang	Human Resource
Aparna Galgotia	Dubai	Avanti Fellows	Program Development
Bo van Rijnsingen	Netherlands	Avanti Fellows	Human Resource
Clemmie Vandeleur	United Kingdom	Masoom	Communications
Cornelia Uhlemann	Germany	Muskan and Mimansa	Finance, Fundraising and Organization Development
Damien Frettsome	United Kingdom	Vidya	Fundraising
Ellen McSweeney	Australia	Non Atma Partner	Justice and Care
Emma Moore	Canada	Sparsha and Umang	Program Development
Fahrinisa Oswald	U S A	All	Marketing
Galina Rehbein	Russia	Chip	Fundraising
Gayatri Jhaveri	India	Muktangan	Program Development
Harry Chen	Canada	Atma	Program Development
Jason Tavares	Australia	Avanti Fellows and Atma	Program Development
Jose De La Fuente	Spain	Mimansa	Monitoring and Evaluation
Julia Edwards	United Kingdom	FMCH	Finance
Komal Bagrodia	India	CHIP	Fundraising
Mamta Murli	India	Atma	Fundraising
Maria Ruiz	Mexico	CHIP	Fundraising
Maude Pelland Tessier	France	Bright Future	Documentation
Maya Murli	India	Atma	Fundraising
Nadine Jaeggi	Switzerland	Make a Difference	Human Resource
Natalia Spivkova	Australia	Vidya	Monitoring and Evaluation
Navpreet Sahi	Canada	Muskan	Fundraising
Nidhi Semrani	India	AAWC	Program Development
Niharika Mannar	India	Chip	Human Resource
Nishu Kothari	India	AAWC	Program Development
Nilofer Rehman	India	CHIP	Marketing
Prakula Uniyal	India	CHIP	Finance
Priyanka Karandikar	India	AAWC	Program Development
Rajiv Gihwala	South Africa	AAWC	Monitoring and Evaluation
Ruchika Mundra	India	Reality Gives	Program Development
Ruksana Salim	India	Mimansa	Marketing
Sayali Joshi	India	Mimansa	Marketing and Fundraising
Shardool Satam	India	FMCH and Vidya	Database
Siddharth Waghulkar	India	FMCH	Program Development
Silvana Goerke	Germany	Bright Future	Human Resource
Sunaina Narang	India	Muskan	Human Resource
Sunil Kumar	India	FMCH	Program Development
Tom Ladner	Canada	Bright Future	Marketing
Urvi Shah	India	AAWC	Program Development
Vishal Chauthmal	India	Atma	Program Development
Vishal Onkar	India	Sparsha	Finance and Fundraising



## Volunteer Spotlight: [Nadine Jaeggi](#)

Nadine Jaeggi, a Swiss national, came to India after working and volunteering in a few different countries. Experiences and travels during her mid-teen years gave her a glimpse into a world very different from her home country. Motivated to play a bigger role in the happenings of the world, Nadine obtained a Masters in International Relations and Development Studies.

Over the years she worked with several different NGOs across the world but often found herself feeling frustrated. “The daily routine in these NGOs was chaotic and hectic and the staff was usually caught up in reacting to emergencies as they arose. There was no planning and there were few structures in place to simplify processes and make operations more efficient. The result of this was that things happened very slowly and despite all our efforts I felt that we did not really make progress and have a real impact on our beneficiaries.

“When I came across Atma, I was immediately interested in their approach of strengthening organisations through capacity building. Through my own experience I had learned so much about the challenges faced by NGOs and their inability to reach their full potential due to a lack of time and resources. I realised that many of these organisations who support the underprivileged also need someone who supports them, and I felt that as an Atma volunteer I could use my skills and expertise to do that.

“As an Atma Volunteer, Nadine was first placed with one of its portfolio organisations – Make a Difference. Based in Bangalore, MAD works with orphans and underprivileged children providing them education and exposure to different careers and life paths. MAD is led by a young and dynamic team of social entrepreneurs and is supported by a huge network of 2000 volunteers across India.

“I worked with MAD on their Human Resources and together we created a strong organisational structure, job descriptions, an employee handbook and other relevant HR documents. When I started working with MAD, there were only 12 staff members who were directly handling over 2,000 volunteers. Some of the staff members had up to 50 people reporting to them. I supported MAD in setting up a recruitment plan and strategy and we conducted an intense recruitment drive. I am glad that amongst the many applications we received, we could identify and successfully recruit some young talents that are now part of the MAD core team.

“Being an Atma Volunteer has been a truly rewarding experience. I often wish that the NGOs I worked with before Atma, could enjoy the kind of support that Atma provides. Hopefully someday there will be many more Atmas dedicated to strengthening organisations, not only in India, but across the world.”

## Volunteer Spotlight: [Sayali Joshi](#)

A local resident, Sayali decided to volunteer after graduating from NYU's Stern School of Business with a BSC in Finance and Marketing. Intrigued by Atma's unique approach to addressing the education deficit in India, Sayali applied to the Atma Volunteering program. The prospect of using her newly learned skills in a new context, excited her.

Sayali was taken on as a Marketing volunteer and placed with Mimaansa, an NGO that works with children with learning disabilities. Under the guidance of Atma, Sayali worked closely with Mimaansa to create their brand identity. Through the course of her volunteership, she developed marketing tools such as marketing templates and guidelines to allow the work to be carried forward by future Mimaansa staff and volunteers.

"The most challenging part of the experience was starting everything from scratch. I had nothing to build on. To actually create a base from nothing can be exciting as well as scary. On the one hand you have the freedom to create something incredible, but on the other hand you have the fear of going completely wrong. This is why it was important for me to make sure my research was thorough and that I was able to truly understand the essence of the organisation.

"I was supported by two amazing individuals – Pooja who is the founder of Mimaansa and Novela from Atma who managed the partnership. While Pooja was the inspiration, Novela was the perfect guide helping steer my efforts in the right direction.

"I would definitely do this again, just because of the need for people and volunteers like me! There is work to be done in this field and way too few people to do it!"



**ATMA VOLUNTEER** Sayali helped Mimaansa in organising Mimaansa's first fundraising event in collaboration with Bake collective, raising INR 40,000.



*“It was amazing to work with Rajiv. We got to learn new things from him and also improve our existing skills.”*

Pratishtha Kale  
AAWC staff member

## Volunteer Spotlight: [Rajiv Gihwala](#)

A South African citizen of Indian origin, Rajiv Gihwala considers himself lucky having led a comfortable life so far with a happy family situation, good education and subsequently a well paying job. Prior to his volunteering with Atma, Rajiv worked with Mckinsey & Company as a consultant.

A desire to travel, not just for the sake of travelling, but for experiencing the world outside his comfort zone is what made Rajiv apply to the Atma Volunteering Program. The idea of being able to apply his management consultant skills while volunteering with a grassroots level organisation seemed like an ideal opportunity.

Rajiv was placed with Apne Aap Women’s Collective. AAWC is an NGO working to prevent 2nd Generation prostitution through education and community development. His project was to develop AAWC’s monitoring and evaluation system, so as to ensure accurate data collection to monitor the organisation’s performance. Additionally, Rajiv also took up the task of teaching computer skills to the girls enrolled in one of AAWC’s programmes.

At first, Rajiv seemed like an odd fit in an organisation composed primarily of young women from humble homes in Mumbai. However, different backgrounds notwithstanding, Rajiv quickly adjusted and adapted to this completely new and alien set of circumstances. He soon became a part of the routine at the AAWC office, working, sharing lunches with all the staff members that regularly featured serious discussions on existing community issues.

The biggest moments of inspiration for Rajiv were during his daily travels to work. The ironic image of daily wage labourers pushing heavy carts outside a thriving building materials industry is not lost on passersby, but this situation in the 21st century is what irked this young professional from Johannesburg the most. It is also moments like these though, that brought Rajiv the most objectivity in terms of the relatively smaller sacrifices that he was making while living in Mumbai. After his volunteering Rajiv went on to work for Edge Growth, a social enterprise in South Africa.

# Fundraising



PHOTO Cory Goldberg

## Thank you

Atma received notable contributions of over INR 1,00,000 from each of the following donors and organisations:

- ANZBAI Mumbai Business Forum
- United Way of Mumbai for their facilitation of the Mumbai Marathon donations

Atma received contributions/grants of over INR 5,00,000 from each of the following foundations and organisations:

- Atma Netherlands
- UPS Foundation

Some further significant donors are:

- Christopher Spelman
- Deepak Thakurany
- Nikhil Masurkar
- Cathay Pacific

## Networks and Alliances

- Dasra Social Impact Cohort 7
- White board
- Samhita
- Ketto
- Guidestar India
- American Women's Club
- American School of Bombay
- Ascend International School

## International Fundraising Chapters

- Atma Netherlands
- Atma Canada
- Atma Australia
- Atma Hong Kong

## Fundraising

During 2012-13 Atma raised INR 34,91,000. Atma would like to recognize some significant people who contributed towards Atma's work.

Atma had 26 donors who donated between INR 10,000-24,999

Atma had 7 donors who donated between INR 25,000-99,999

### Mumbai Marathon

The Standard Chartered Mumbai Marathon has grown into a fantastic event for NGOs, corporates and individuals to come together towards creating social impact. The Atma Mumbai Marathon Team had an incredibly successful year, raising a total of INR 12,00,000 towards Quality Education.

In 2013, Atma hosted over 65 individual runners as part of its Mumbai Marathon Team. A total of 69 employees participated from the following corporates:

- Cathay Pacific (for their 3rd year with Atma)
- Accurex Biomedical (for their 2nd year with Atma)
- Prana Studios
- Canara Robeco
- Capgemini

Atma would also like to acknowledge its top pledge raiser, Mr. Nitin Nayar

## Our Supporters

- Cathay Pacific
- Accurex Biomedical
- Cathay Pacific
- Google AdWords
- DN Kanabar and Associates
- HNH!digital
- Paragon Charitable Trust
- S.D. Medadkar & Co.
- Salesforce
- Aria Advisory
- Vera Solutions

# Accountability Measures

This information is provided to maintain a transparent organisation in compliance with laws and regulations in addition to standard accountability norms, and to give the reader an understanding of our organisational structure and functioning.

## Identity

Atma Education is registered under the Bombay Public Trusts Act (1950), no. E-24614

Atma Education is registered under section 80G of the Income Tax Act (1961), no. AAB TA 9802H

## FCRA

Atma has FCRA registration, a/c no. 02911170000017

## Registered Address

82-B Anita, B-Hire Marg, Mumbai 400006

## Financial Details (Banking and Auditor)

HDFC Bank, Express Towers, Nariman Point Mumbai, Account No. 02911450000029

Auditor – DN Kanabar and Co. 404, Maker Chambers 5, Nariman point, Mumbai 400022

## Governance

Details of Board Members (as at March 31, 2013):

NAME	GENDER	AGE	OCCUPATION	AREA OF COMPETENCY	MEETINGS ATTENDED
Rahul Sood	Male	59	Professor (retired)	Management	4
Mahesh Rathod	Male	42	Business Development	Fundraising	4
Naresh Kriplani	Male	65	Consultant	Management	4
Amit Murugkar	Male	37	HR Consultant	Human Resources	4

## Notes on Board

- No board member is related to another
- 1 new board member was added in the past financial year
- Board rotation policy exists but is not yet applicable
- In 2012-2013, the board met four times
- No board member received remuneration of any kind, including travel, from Atma Education
- The board approves programs, budgets, annual activities and audited financial statements and ensures Atma's compliance with laws and regulations

## Staff Details

SALARY PER MONTH BEFORE TAXES	NO. OF STAFF (M/F)	MONTHS OF SERVICE IN 2012-13
>INR 30000	1 Female	12 months
>INR 30000	1 Female	12 months
>INR 30000	1 Female	12 months
>INR 30000	1 Female	8 months
>INR 15000	1 Female	12 months
>INR 15000	1 Female	11 months
>INR 15000	1 Female	8 months
<INR 15000	1 Female	12 months
>INR 15000	1 Male	12 months
>INR 15000	1 Male	3 months

The Atma staff records above detail the time periods of work for each individual staff member during the 2012-2013 financial year.

# Financials

## Atma Education Balance Sheet as of March 31, 2013

Funds and Liabilities	INR	Property and Assets	INR
<b>Total funds or corpus</b>		<b>Investments</b>	
Balance as per last balance sheet	3,000	Investments in fixed deposits	10,41,903
		Other deposits	2,00,000
<b>Other earmarked funds</b>		<b>Advances</b>	
Reserve Fund	17,18,703		33,125
<b>Income and expenditure account</b>		<b>Cash and Bank Balances</b>	
Balance	11,29,967	In savings account, HDFC Bank	4,86,474
For the year	(10,66,352)	Cash in hand	2,958
<b>Liabilities</b>		<b>Fixed Asset</b>	
Current Liability	39,161		70,035
Provision for expenses	10,015		
<b>Total</b>	<b>18,34,495</b>	<b>Total</b>	<b>18,34,494</b>

## Atma Education Income and Expenditure account for the year ending March 31, 2013

Expenditure	INR	Income	INR
To establishment expenses	9,00,350	By interest	752
To depreciation	36,745	• On Income Tax Refund	1,00,534
Expenditure on Object of the Trust	37,76,021	• On bank account	52,542
		Fixed deposit with Banks	
		Bank accounts	
(b) Educational		Donations in cash	34,91,437
		Income from other sources	1,500
		By Deficit carried over to B/L	10,66,352
<b>Total</b>	<b>47,13,117</b>	<b>Total</b>	<b>47,13,117</b>

# Auditor's Report

We have audited the attached Balance Sheet of "ATMA EDUCATION" as at 31st March 2013 & also the attached Income & Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Trust committee. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion. We have obtained all the information and explanation which to the best of my knowledge & belief were necessary for the purpose of the audit.

In our opinion, proper books of accounts as required by The Bombay Public Trust Act, 1950 and Rules thereunder and Bye-Law of the Trust have been kept by the trust which give all information required by the Act and in the manner so required. The Balance Sheet and the Income and Expenditure Account dealt with by this report are in agreement with the Books of Accounts of the trust.

In our opinion and to the best of my information and according to explanation given to us, the said accounts give all the information required by The Bombay Public Trust Act, 1950 and Rules therein in the manner so required and give a true and fair view:

In the case of Balance Sheet of the state of affairs of the Trust as at 31st March, 2013.

In the case of Income and Expenditure Account of the excess of Income over Expenditure of the Trust for the year ended on that date.

Place: Mumbai

Date:

For D. N. Kanabar & Co.  
Chartered Accountants  
FR. No. 104698W



Proprietor  
Deepak Kanabar  
Mem. No. 041157

# Get Involved

We count on your support to develop our programs and make a real impact in the lives of children and young adults across Mumbai. There are several ways for you to help make Atma's vision of Quality Education for all children a reality.

## Donate

**ATMA MONTHLY GIVING** The Atma Monthly Giving Program allows you to make a commitment for a monthly donation in an increment of your choice. Funds directed to the Atma Monthly Giving Program go directly to support Atma's partnerships.

All donations made to Atma receive an 80G tax certificate. Cheques should be made in favour of 'Atma Education.' Learn more about donating at [www.atma.org.in/donate](http://www.atma.org.in/donate)

Atma has FCRA registration and can accept foreign contributions in all currencies. Our FCRA A/c No. 02911170000017

## Volunteer

Volunteers provide the necessary energy, skills and time to complete projects on behalf of Atma and our portfolio organisations, essentially acting as a driving force for our programs. Atma volunteerships are project-focused, professional development opportunities that allow volunteers to make a direct impact and gain a true understanding of the NGO sector in India.

Learn more about the Atma Volunteer Program at

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

## Follow

There are many ways of engaging with our organisation:

- Like our facebook page at [www.facebook.com/atma.org.in](http://www.facebook.com/atma.org.in)
- Twitter [@Atmatweet](https://twitter.com/Atmatweet)
- Visit us at [www.atma.org.in](http://www.atma.org.in)
- Become an **Atma Sole** – Run for education in the Standard Chartered Mumbai Marathon. For more information on running for Atma in the Mumbai Marathon, email us at [resources@atma.org.in](mailto:resources@atma.org.in)





**A T M A**

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contact@atma.org.in

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

Registration no. E24614  
Donations accepted in INR only