



VIDYA – Integrated Development for Youth and Adults (Mumbai)

PARTNER PERFORMANCE REPORT
Graduation 2015





FACTS & FIGURES

Focus areas: Coaching, Remedial Education, Life Skills

Target group: Children, Youth and Women of low income groups

Project period: 2012 - 2015

Annual budget: 13,000,000 INR

Team size: 92

Total beneficiary reach: 20,000

Number of centres: 17

About VIDYA

VIDYA was founded in 1985 to educate and empower disadvantaged children, youth and women. Their programmes include schools, remedial education, computer training, adult literacy, skills training, microfinance and social entrepreneurship initiatives in Delhi, Mumbai and Bangalore.

How VIDYA is helping

VIDYA believes that many of the issues faced by underprivileged communities can be addressed by empowering mothers to be economically independent and educating children and youth. Through unique programs to support children through school and career counselling and encouraging women in entrepreneurship, VIDYA helps individuals gain control of their lives and become social leaders in their own communities.

Mission: Educating and empowering the less privileged through integrated methods and initiating and implementing progressive social change.

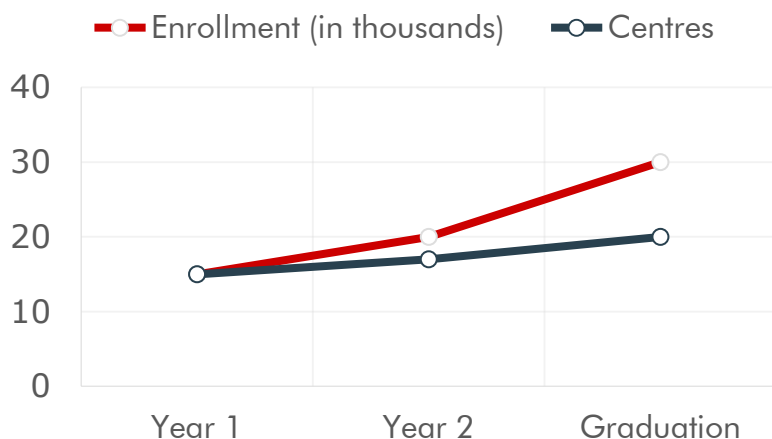
“Because of Atma’s help, we now have a **wider reach**, and the best part is that we are in the community, on the ground level.

We have community workers who are influencing people to become better. With **more structure** and certain **systems** in place, we are now able to do a great deal more.”

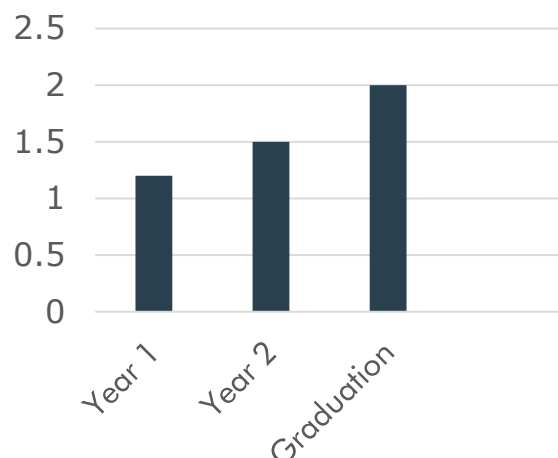
– Pritee, Staff Member, VIDYA

Impact

PROGRAM SCALE



BUDGET IN CRORES



	2012-13	2013-14	2014-15 At Graduation	Change in %
Budget INR	1,20,00,000	1,30,00,000	2,00,00,000	66.6
Staff Size	77	92	85	10
Enrollment	15000	20000	30000	100
Centers	15	17	20	33

Highlights and Achievements

Since the Atma Partnership began, **VIDYA** has strengthened their Monitoring & Evaluation and HR processes and expanded their programs' reach. Since partnership, they now serve **2X** more beneficiaries, have scaled to **33 %** more centres and grown their staff size by **10%**. VIDYA's operational Budget has seen **66%** increase .

To date, **8 Atma volunteers** have been allocated to the VIDYA partnership to complete projects for their organisational growth. VIDYA has participated in a number of **workshops** facilitated by Atma including **Monitoring and Evaluation**, **Increasing Program Efficiency** and **Leadership Trainings**.

Partnership Goals & Annual Implementation Plans

	June 2012 to March 2013	March 2013 to March 2014	March 2014 to June 2015
Strategy	Business Plan	<ul style="list-style-type: none"> Annual Implementation Plan 	<ul style="list-style-type: none"> Annual Implementation Plan
Human Resources		<ul style="list-style-type: none"> HR report Performance appraisals Employee handbook HR training Organisation Values 	
Finance		<ul style="list-style-type: none"> 3 Year Budget Financial Management System 	<ul style="list-style-type: none"> Budget
Governance			<ul style="list-style-type: none"> Workshops with Board Members
Fundraising	<ul style="list-style-type: none"> Fundraising plan Fundraising Toolkit Donor Engagement Donor Management System Funding Channels 		
Marketing		<ul style="list-style-type: none"> Strategy One Pager 	<ul style="list-style-type: none"> branding and communications plan website annual report
Programs			<ul style="list-style-type: none"> Operations Manual Volunteer Program
M&E		<ul style="list-style-type: none"> Database Management System Pilot Study 	<ul style="list-style-type: none"> Most Significant Change
Admin			
Leadership	<ul style="list-style-type: none"> Skill Development Workshops 	<ul style="list-style-type: none"> Skill Development Workshops 	<ul style="list-style-type: none"> Skill Development Workshops

Atma Testimonial

“VIDYA has a finger on the pulse of the communities they work in, like no other. A shared ownership of the transformation is due to their focus being centered around the communities' needs but also in engaging and building leaders from within the families around them.

With over *two decades* of work in Mumbai, it was easy to be complacent. Instead, VIDYA decided to spearhead an organisational wide impetus to create stronger impact and scale. Throughout their journey with Atma, we have seen their perseverance, dedication and relentless pursuit towards a long-term community-wide change. What a tremendous learning curve for us all, that has resulted in a new future for their organisation, but most of all the children and their families.

It's been an honor to serve with Sangeeta, Manvi and the rest of the team. And we will continue to champion and support their heart for every child, youth and woman to be educated & empowered!”

- Lisa Rodricks, Partnership Manager, Atma

Stories of Impact

“VIDYA is like an open school. I have done so many courses over there I have completed my 10th and 12th while in VIDYA and now I am pursuing community college. Its like VIDYA has given me a second chance. There were many problems at home. I could not talk to anyone at home or even my friends. I barely had a friend circle. In class, I could barely open my mouth in front of the teacher. After joining VIDYA, I now have the confidence level. I can talk to anyone”

-Vishwajyoti, Student, VIDYA.

When I first came here, I was not confident. After taking part in competitions, paintings, sports, all activities, picnics. I'd interact with teachers and all staff and students. I feel that they are friendly and treat me like one of them. I respect them a lot when they come to class. My English teacher is so nice and gave me confident. In college, in 11th standard, I felt really low. Most of them came from English mediums. I am from Semi-English mediums. But after Diwali, I felt like I can do something too . I participated in a lot of competitions in VIDYA which gave me the confidence. Speaking English was difficult at the start but volunteers helps

- Priyanka, Student, VIDYA

As a volunteer, if I don't like something. I immediately bring it to the notice. They take me seriously and will work on it and make changes. I found out that VIDYA is really for the kids. Its very child focused and that is most important for me. I am very happy to come here thrice a week.

- Geeta, Volunteer, VIDYA

About Atma

Atma is an Accelerator for Education NGOs and Social Enterprises in Mumbai. We empower grassroots education NGOs to become bigger, better and stronger. Founded in 2007, Atma has worked with 35+ education NGOs and reached out to 60,000 + beneficiaries in Mumbai & Thane region.

What sets us apart

We are a movement of thinkers and doers; entrepreneurial and change minded organizational consultants with a professional background in business or education.

We are passionate about transforming the Indian education landscape into a place where every child really learns. We do that by empowering grassroots educational initiatives to grow, amplify and multiply their impact. And gradually change the future of education and India.

We achieve these results by adopting a systematic management approach which leads NGOs to scale-up, expand their reach and dramatically increase student learning outcomes.



For more information, please visit www.atma.org.in

Atma is Registered under the Bombay Public Trust Act No. E-246141950.

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