



ATMA
AN ACCELERATOR FOR EDUCATION

ANNUAL REPORT 2016- 2017

www.atma.org.in



About our work



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. Founded in 2007, Atma has worked with 50+ educational NGOs and reached out to over 71,000 beneficiaries from the communities in the Mumbai and Thane region (as of April, 2017).

The Atma Network is a platform for entrepreneurs starting and scaling social organisations or NGOs. It offers entrepreneurs Life Stage Surveys (LSS), how-to guides, templates and examples of how other successful entrepreneurs have addressed their most pressing challenges thus helping them save their valuable time. Know more on www.atmanetwork.in

OUR VISION

Quality Education for All Children

OUR MISSION

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

Our Values and Reach



Our Values

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.

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.

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.

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.

Focus Area

Special Education, School Reform, Before & After School Programme and Life Skills

Children, 6-21 years

Funding and Reach

Annual Expenditure: INR 1,49,36,897

Funds raised: INR 1,57,34,158

Team size: 18

Total beneficiary reach: 76577

Number of partners: 21

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Board of Trustees

Anant Bhagwati, Bain & Company

Anant joined Atma as an advisor and mentor aiding Atma in fundraising strategy before joining the Atma board in 2014. Anant is an expert in sales strategy and operational improvement. He has previously worked with Accenture and Hindustan Unilever. Anant also has an MBA from IIM Ahmedabad and BE in Computer Engineering from the University of Delhi.

Pooja Warier, Co-founder and CEO of UnLtd India, Journeys for Change and Bombay Connect

Pooja has worked with a number of nonprofits and was also actively involved in the organizing of the fourth edition of the World Social Forum in Bombay. She is constantly on the lookout for doing things that are meaningful. Pooja has been honoured as a Young Global Leader by the World Economic Forum. She is also a TED India Fellow.

Amit Murugkar

A motivational trainer, Amit received his postgraduate 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 Atma's Chairperson (since 2016).

Dr. Rahul Sood

He studied Economics at Elphinstone College, Mumbai. Later, he earned his BA in Film at Stanford University, an MS in TV-Radio at Syracuse University, and a Ph.D. 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. Upon witnessing the true need of Mumbai's NGOs and a brief encounter with Atma founders Hayley Bolding and Adrienne van Dok, Dr. Sood agreed to support Atma's vision.

Accelerator Programme

Atma was founded in 2007 to support and strengthen education organisations in the Mumbai region and Pune. Atma believes 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.

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 plan to resolve them.
- Design and implement projects to put in place strong systems and processes that will resolve one-by-one the difficulties the organisation is encountering.
- Reinforce the strategy planning of the organisation by clarifying the vision and long-term plans of their leaders.

In addition to the partnership manager, Atma recruits **expert volunteers** who have the skills and experience to support the partnership 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 organisation to become sustainable and impactful so that as a consequence, they become better equipped to resolve the education needs of India.



The Accelerator Programme in numbers:

1200 hours of support provided per year by the Partnership Manager 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.

Organisation	Enrolment	Completion
Anandi	Feb-16	Current
Gharkul	Jan-16	Current
ITeach	Mar-17	Current
Mimaansa	Aug-12	May-16
Peepal Foundation	Mar-17	Current
Life Lab	Onboarding	Onboarding
Shyamchi Aai Foundation	Onboarding	Onboarding
Apni Shala	Mar-13	May-16
Udaan	Mar-13	May-16
Oscar	Apr-13	May-16
Mann	Jul-14	Completed
St. Willibrords	Aug-14	May-16
Art Room Foundation	Nov-15	Current (On hold April 17 onwards)
Human Pride	Nov-15	On hold
Sai Sweekar	Nov-15	Current
Vardayini Apang Seva Sanstha	Onboarding	Onboarding
Karunya Trust	Jan-16	Current
Rishi Valmiki	Onboarding	Onboarding
Urja	Jan-16	Current
Educo	Onboarding	Onboarding
Mentor Me India	Feb-16	Current
Maharashtra Dyslexia Association	Mar-16	Current
Urmi	Mar-16	Current
Sunshine	Mar-16	Current
Spark-A-Change	Mar-16	Current
Sankalp	Mar-16	Current
Mona Remedial	Mar-16	Current
Suryoday	Mar-16	Current

Set up in November 2016, Gati is a consortium of Atma that aims to develop and disseminate best practice and address mutual challenges in the education for persons with disabilities. As of March 2017, it is a cohort of 25 members conducting the platform through bi-monthly meetings and exposure visits, that aim to address challenges focused on the needs of specifically, students with intellectual disabilities and mental or developmental disorders.

Globally, 98% of children with disabilities do not have access to the education they need.

Relative to mainstream education, the special education sector receives little attention, even while students with special needs face often greater barriers to access and learning.

Over the last three years, Atma's Accelerator Programme has worked with 14 organisations in the special education sector, who have collectively reached over 3500 children with special needs (CWSN). The initial four such organisations that we worked with showed excellent ability to grow and sustain their reach; these successful partnerships drove Atma to expand our work to a further ten organisations in SE.

Some common features we identified across this new cohort included:

1. Controlled student to teacher ratio
2. Focus on completion of Std.X through NIOS
3. Lacking student assessments, verified against externally- validated benchmarks for students' progress
4. Low scalability of models and low focus on systems development

Zooming out to the sector of players who take up education for PWD, we found evidence to support:

1. Common to the education sector, government regulation focuses more on resource allocation and physical infrastructure solutions, rather than provision of quality education
2. Factors exacerbating this situation within the indian scenario include a relatively young industry of practice and a focus on individual interventions rather than scalable models
3. An overall lack of information about this sector in the general population and an overall lack of regulation of services offered

"Gati is a wonderful idea. It is a unique platform to leverage all the needs together and bring various organisation together in the education sector. Juniors from our organisations have benefitted from the site visits."

- Anonymous feedback during Gati session

Overview of activities

Bi-monthly meetings

These are meant to be a prime point of interface between stakeholders involved with Gati. Organised and facilitated by Atma, each Bimonthly builds on the preceding agenda on 1-2 focus areas (of 3, mentioned earlier). The meeting focuses 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.

Outputs:

1. 3 bi-monthly meetings held over 5 months
2. Identification of focus areas and planning have been completed for 2 working groups
3. 3 newsletters have been published

Exposure visits

The function of exposure visits is to allow educators to see firsthand how other educators work. Visits are organised both to sites of Consortium members and to high-income schools that operate "without" resource constraints. This will increase exposure to both local best practices and some international best practices.

Outputs:

1. 2 site visits in the first 5 months (through the end of fiscal year), of which the first was a peer visit to Gati member VASS's centre and the other was an exposure visit to advanced stage organisation SPJ Sadhana
2. 1 learning blog published so far, on segregated versus inclusive curriculum frameworks; 1 more blog in pipeline on SPJ Sadhana visit

Working groups

Working groups will be formed around key topics identified by the Consortium group. Each working group is expected to research solutions, identify locally-appropriate solutions, articulate research and recommendations in writing and/or move towards actions. Atma will aid in the writing process.

Outputs:

1. 4 partnerships between Consortium members were seeded by the Gati platform

Gati expected outcomes

1. Increase in awareness of the challenges in the special education space.
2. Formation of partnerships between members.
3. Creation of meaningful, locally-researched white papers.
4. Attribution to Consortium of follow-up actions and practitioner changes.
5. Increased partnerships with national and international disability and special education bodies.
6. Increased accessibility to resource linkages within and outside the cohort.

Volunteer Programme

Atma provides volunteering opportunities to talented candidates across the world to apply their skills in a challenging work environment in Mumbai. 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.

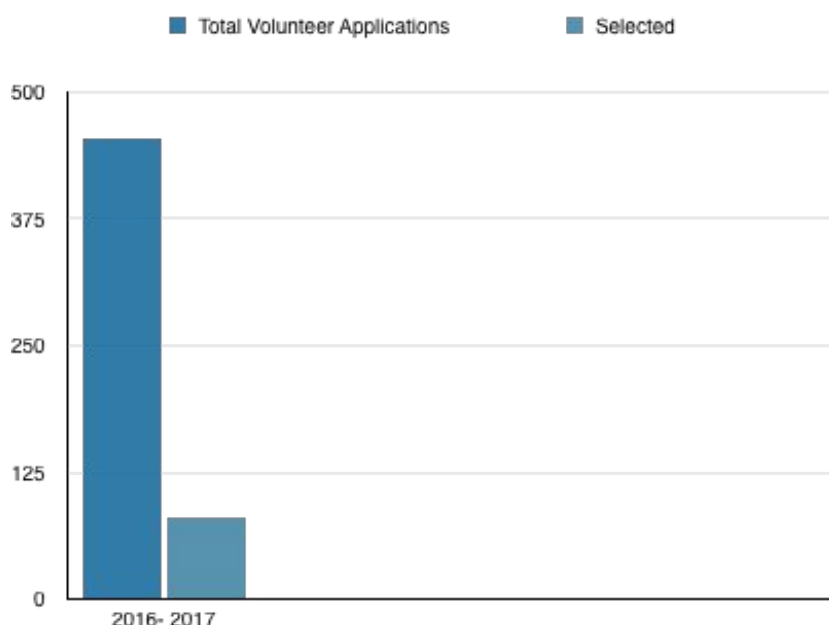
Atma Consultants

- 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 student at the university or recent graduates
- Are closely managed by Atma and the Atma portfolio organisation
- Use their Atma volunteerships to fulfil course requirements

Between 2016 to 2017, around 453 candidates applied for the Atma Volunteer Programme. Only 81 highly skilled volunteers were selected.



"Through the M & E tracker built by Akshay (Atma volunteer), it has become easy to track all operations in the organisation. Although it hasn't been used to its full extent, so far it has been a smooth programme. Coordinating with him was very smooth, and we were very happy with his work. He is the best volunteer we have had so far."

- Meena Nikam, Sai Sweekar

Total NGOs on Atma Network (Cumulative): 157

Total Downloads of Network Documents (Cumulative): 5479

Atma has worked with various non-profit organisations and social enterprises for more than 8 years. With our expertise, we have been able to build a comprehensive library of Resources under Atma Network to help NGOs which are beyond our reach. 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 & Real-life Examples
- Evidence-based Assessments
- How-to Guides
- Videos

All content on the Atma Network is FREE!

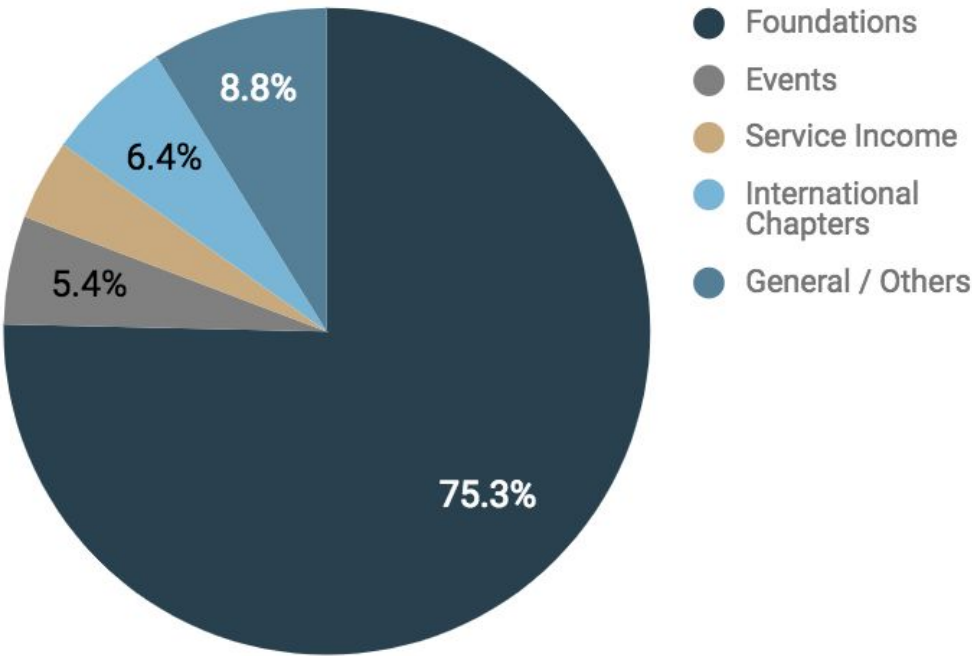
"I would like to thank the Atma Network for providing a helpful platform to scale up our operations. We have started using the templates for all our organisational functions. We have even implemented the M&E and HR manuals from the Network! One amazing thing from this collaboration was the support from Atma Network volunteer, Sanya. She has expertise in strategic planning with NGOs and is helping us out with different aspects of the NGO. It is more like an exchange of thoughts between us as she advises us on donor reports and programme design." - Somnath Sarkar, Support India Foundation

Our Supporters



Fundraising: Total raised in 2016- 2017

Total donations for March FY 2016 - 2017 - INR 29,47,980



Get Involved

Monthly Giving

The Atma Monthly Giving Programme allows you to make a commitment in an increment of your choice. Write to media@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

All donations made to Atma receive an 80G tax certificate. Cheques should be made in favour of 'Atma Education.' For online individual donations, visit www.atma.org.in/donate.

Atma is registered under the FCRA and can accepts international donations.

Our Supporters

Ramesh Modi
N. B.Godrej
FIL Foundation
George Ralton Lawson
Deutsche Bank, AG
Stichting Wilde Ganzen IKON
The Asha Foundation
Atma Australia Inc
Stichchting Atma Mumbai Nederland
Rabobank Foundation
Generate Worldwide
Nitin Nair

Online Platform

Global Giving
Danamojo
Milaap

Sunil Goel & Associates

CHARTERED ACCOUNTANTS

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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 : 31st MARCH 2017.

We have audited the attached Balance Sheet of ATMA Education as at 31st March, 2017 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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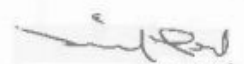
Sr. no.	Particulars	Remarks
(i)	Whether tenders were invited for repairs or construction involving expenditure exceeding Rs. 5000/-	NA
(j)	Whether any money of the Public trust has be invested contrary to the provisions of Section 35;	No
(k)	Alienations, if any, of the immovable property contrary to 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 31st March 2017;
(b) In the case of the Income & Expenditure Account for the year ended on 31st March 2017;

For SUNIL GOEL & ASSOCIATES
Chartered Accountants
FRN: 002303N




Proprietor
Sunil Goel
Mem. No.: 081264

Place: New Delhi
Date: 28th September, 2017

THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950

**Schedule VII
[Vide Rule 17(1)]**

**Atma Education
BALANCE SHEET AS AT 31st MARCH 2017**

Amount 31-3-16 (₹)	* FUNDS & LIABILITIES	Amount 31-3-17 (₹)	Amount 31-3-16 (₹)	PROPERTY AND ASSETS	Amount 31-3-17 (₹)
3,000	Trusts Funds: Balance as per last Balance Sheet	3,000		Immovable Property (At Cost): Balance as per last Balance Sheet	-
	Adjustment During The Year	-		Additions during the year	-
		-		Less : Book Value Of Asset Scrap	-
	Other Earmarked Funds: (Created under provisions of the trust deed or scheme Or out of the income)	-		Depreciation up to date	-
	Depreciation Fund	-	1,732,413	Investments :	-
	Sinking Fund	-	285,826	Fixed Deposits (At Cost)	521,918
1,718,703	Reserve Fund	1,718,703	4,434	Furniture & Fixtures	252,881
	Gratuity Fund	-	24,090	Computer	213,378
			122	Office Equipment	17,978
				In Kind (Note 3)	115
	Loans (Secured or Unsecured) :			Loans (Secured or Unsecured):	
	From Trustees	-		Loans Scholarships	-
	From Others	-		Other Loans	-
	Liabilities:			Advances	
	For Expenses	-		To Trustees	-
	For Advances	-	27400	To Employees	16,000
	For Rent & Other Deposit	-		To Contractor	-
45,757	For Sundry Credit Balances	146,344	430,165	To Others	405,842
	Income and Expenditure Account			Income Outstanding	-
4,070,090	Balance as per last Balance Sheet	5,991,825		Cash and Bank Balances:	-
1,921,735	Add/Less: Surplus/(Deficit)	797,261	1,839	Cash with manager (Pankaj Ghanekar)	13,756
			5,252,994	Current Account with HDFC Bank	7,215,266
7,760,285	Total	8,657,133	7,760,285	Total	8,657,133

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

For **ATMA EDUCATION**

Sunil Goel
Proprietor
FRN : 002303N
Mem. No.: 081264
Place: New Delhi
Date: 28th September, 2017



Rahul Sood
Trustee

Amit Murugkar
Trustee

Place: Mumbai
Date: 25th September, 2017

THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950

**Schedule K
[Vide Rule 17(1)]**

Atma Education

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31st MARCH 2017

Amount 31-3-16 (₹)	EXPENDITURE	Amount 31-3-17 (₹)	Amount 31-3-16 (₹)	INCOME	Amount 31-3-17 (₹)
	<u>To Expenditure in respect of properties:</u>			<u>By Rent</u>	
	a) Rates, Taxes, Cesses	-		<u>By Interest Received</u>	
	b) Repairs and Maintenance	-		a) On Securities	-
	Less: Utilized from Depreciation Fund per contra	-		b) On Loans	-
	c) Salaries	-	148,317	c) On Savings Bank Account	131,652
	d) Insurance	-	192,843	d) On Fixed Deposits with Bank	196,287
	e) Depreciation (by way of provision of adjustments)	-			
	f) Rent	-			
	g) Other expenses	-			
		-		<u>By Dividend</u>	-
		-	11,871,986	<u>By Donation in Cash & Kind</u>	14,252,044
		-		<u>By Grants</u>	
3,270,705	To Establishment Expenses	1,677,771		<u>By Income from other Sources</u>	
16,310	To Legal Expenses	3,040	5,660	Miscellaneous Income	163,985
-	To Audit Fees	-	677,500	Fees for Professional Services	-
-	To Contribution and Fees	-	-	Membership Fees	1,080,191
144,761	To Miscellaneous Expenses	-			
35,113	To Depreciation	124,627			
	<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>				
7,507,682	a) Religious	13,131,459			
	b) Educational				
	c) Medical Relief				
	d) Relief of Poverty				
	e) Other Charitable Objects	-			
1,921,735	Surplus Carried over to Balance Sheet	797,261			
12,896,306	Total	15,734,158	12,896,306	Total	15,734,158

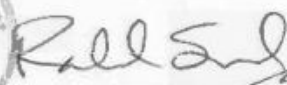
As per our report of even date
For **SUNIL GOEL & ASSOCIATES**
Chartered Accountants


For **ATMA EDUCATION**



Sunil Goel
Proprietor
FRN : 002303N
Mem. No. : 081264
Place: New Delhi
Date: 28th September, 2017




Rahul Sood
Trustee


Amit Murugkar
Trustee

Place: Mumbai
Date: 25th September, 2017



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 50 education NGOs and reached out to 80,000 + beneficiaries in Mumbai & Thane region.

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

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A T M A
AN ACCELERATOR FOR EDUCATION