



ATMA

ANNUAL REPORT 2021-22



Working with Atma has helped us gain clarity on the
organisation's development journey - Where we are and where
we can go.

Roopali Paliwal, Human Resource Manager
Foster & Forge

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Atma's Impact

2021-22



1001

NGOs impacted through
capacity building support



13

webinars + articles
published for thought
leadership



28

intermediary
organisations partnered

NOTE FROM THE CEO

“It is not the strongest or the most intelligent who will survive but those who can best manage change.”

- Charles Darwin

2021 began as a close brush with tragedy for many of us. At Atma, we started the year with an acknowledgement of the fragility of lives, our teams and their families by taking an organisational slowdown.

However, the Covid-19 Delta wave in India did make way for a fresh path towards a hybrid world as organisations adapt to new realities of work. We saw hybrid programmes, hybrid teams and hybrid regulatory structures emerge across the development sector. The year was also marked by a new set of CSR compliances, which set the tone for the day-to-day being as challenging as the previous year.

Atma's journey mirrored the realities we saw play out for our partner NGOs and the sector at large. We went from **staff in 1 state to 7**, for the first time working intensely with **24 NGOs across 6 states in India**. Virtual ecosystem engagements enabled us to **impact 1000+ NGOs in 2021-22**, *the highest ever in our history*.

We took our role as a capacity builder for the sector to new heights by advocating for better grant-making practices with donors, engaging with organisation development focused collaboratives in the sector and designing a new collaborative aimed at building the capacity of vulnerable non-urban NGOs in India.

Our partner NGOs continue to be the centre of our work. We built knowledge, skills and processes to enable Education NGOs to strengthen, scale and sustain their operations. **~150 organisation development projects** were completed and Atma Consultants were rated an **average of 4.86/5** by our key stakeholders, NGO leaders.



We brought in **12 new NGOs** into the Atma family, working across a diverse range of education inequities in India; Foster and Forge works in Uttar Pradesh to build a movement of teacher leaders who can reimagine their classrooms, XRCVC works in Maharashtra to create quality inclusive education services for students with blindness and low vision and Shiksharth drives community led Education models in the conflict areas of Chhattisgarh.

Our constant state is one of growth. We launched work in two new domains this year - building an internal Knowledge vertical and adding Technology as a tenth organisation development (OD) area to build nonprofit capacity. We applied for and were certified, A **Great Place to Work**, a matter of great pride for us at the end of one and a half years of completely virtual work. Atma continues to invest in its culture as we believe in the power of a motivated team to move mountains.

As we enter a post-Covid world, we are questioning our defaults, advocating for our cause and embarking on scale readiness work in 2022-23. Come join us on our journey!

WHAT WE DO

Atma provides strategic solutions to help NGOs scale. Using an in-person, hands-on guidance and management approach, Atma enables NGOs to expand their reach, strengthen systems and processes, and improve their programmes. Our vision is quality education for all children, and our mission is to build the capacity of education NGOs to achieve sustainability and scalability, thereby enabling the delivery of quality education for all children.

VISION

To ensure quality education for all children.

MISSION

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



OUR VALUES

Partnership - collaboration, sharing ideas, support, teamwork, long-term/equal relationship, trust

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.

Excellence - learning, continuous improvement, innovation, quality, vision, pioneer, big dreams, leadership

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.

Diversity - adaptability, flexibility, open-mindedness, sharing, tolerance, acceptance, sensitivity, broad horizon

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

Integrity - accountability, transparency, commitment, consistency, impact

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 students. Only through transparency and consistency, will we be able to do impactful work in education.

Alone we can do so little. Together we can do so much.
-Helen Keller

Excellence is never an accident.
-Aristotle

Strength lies in differences not in similarities.
- Stephen Covey

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



There is a high level of trust in the organisation, which gives one the space to be creative, share ideas and try out new things. This has really helped me grow, both personally and professionally.

**Saumya Sharma, Associate Business Development
Atma**

Atma's Virtual Team

Atma transitioned to working as a virtual team since the pandemic (2020) and has staff based in **7 states** (Maharashtra, Kerala, Kashmir, Madhya Pradesh, Rajasthan, West Bengal and Tamil Nadu). The virtual transition has helped us expand our operations to several states in India.

Atma's several interventions all across India have helped us reach **1000+ NGOs pan India**.

Atma works with
partner NGOs
pan India



Chattisgarh
Delhi/Noida
Maharashtra
Madhya Pradesh
Uttar Pradesh
Tamil Nadu

Atma Board

Amit Murugkar - Trustee

Sonali Saini - Trustee

Dr. Neha Deshpande Kamat - Trustee

Dimple Gujral - Trustee

Gayatri Nair Lobo - Advisory Board Member

Hayley Bolding - Advisory Board Member

Meghna Rakshit - Advisory Board Member

Mary Ellen Matsui - Advisory Board Member

Prasad Baji - Advisory Board Member

Vishal Kapoor - Advisory Board Member



Atma has been a leader in the education sector for over a decade. However, the vision and need for our work have been sharply focused over the past 2 years. I am so proud to see how adaptable the Atma model has been and the agility of the team has been so incredible. Atma will continue to be on the leading edge of innovation in the development sector.

Hayley Bolding, Atma Founder & Advisory Board Member



Atma is a



Great Place to Work is the global authority on building, sustaining and recognizing High-Trust, High-Performance Culture at workplaces.

Atma has always prioritised a healthy work culture and environment, conducive for our team to thrive. We hope to set a good example for our NGO partners to build a healthy environment that can hopefully attract more talent to the social space to work in impacting the lives of many.

Trust Index



Atma is a great place to work because it provides one and all a safe space - a space that's free of judgements, is inclusive, allows one to be authentic and most importantly grow as a professional and individual.

Devina Nigam, Consultant Accelerator
Atma

Know more about how

[Atma prioritised Well-Being](#)

in 2021-22

Learning & Development at Atma



To know more about our Learning and Development practices click [here](#)

As an organisation that focuses on the capacity building of education NGOs in India, we practice what we preach by fostering an environment of continuous learning among our team. **Learning and development (L&D)** is a core component of an Atma employee's journey.



Atma gives you the opportunity to conduct sessions for other employees. It's not only about conducting a session but keeping that space open for people to ask questions and share opinions. It's about keeping space open to share insights and knowledge. I think it's simple- I want to keep learning and see what other people have to share. We all come from different backgrounds, there's just so much to learn and share'.

Parul Agarwal, Consultant Accelerator
Atma

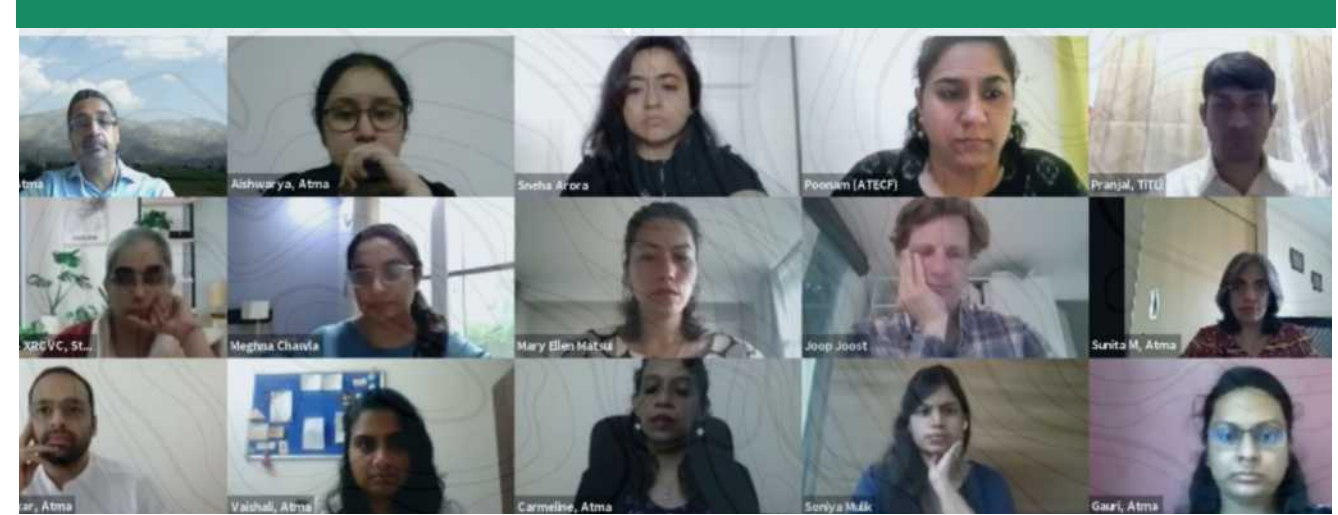
Crowdfunding Campaign

We raised **Rs.26,35,429**

through our Annual Crowdfunding Campaign. We would like to thank all our supporters for helping **us exceed this year's collection target by 120%**

Through the funds raised in this campaign, we will be able to support high potential Education NGOs across India in building knowledge, skills, systems & processes in their organisations in order to support them in bridging the education gap caused due to the pandemic.

Atma Open House 2021



70+

Attendees

4.5

rating for the Open House event

The **Atma Open House** showcased the power of capacity building in transforming social enterprises by addressing some of the important questions such as:

Why invest in capacity building?

What could be the different ways in which capacity gets built?

What does Atma do to build NGO capacity?

*Clickable links to access the event highlight videos

Our panellist from the Forbes Marshall Foundation, A.T.E Chandra Foundation, British Asian Trust and our NGO partner Montfort Care shared their experience of working with Atma in the capacity-building space.



It's great to see the way Atma collaborates with NGOs as "partners" rather than instructors. It really helps organizations to institutionalize their practices.

Varun Aamooru, Edelgive



Our Atma consultant has been so approachable that we could easily rate her a 6 out of 5. We have been able to build such a comfort level with the whole Atma team that whenever we have any engagements, we look forward to coming back to it. We can reach out to any member whenever we want and that gives a shared feeling.

**Saumya Aggarwal and Subhankar Paul, Co-founders and Directors
Barefoot Edu Foundation**



THE EDUCATION GAP

COVID-19 has taken so much from us

As India embarks on its recovery from COVID-19, an opportunity to build a better future presents itself.

The effects of COVID-19 go beyond case numbers and hospitalisations. India's children and youth, their education and well-being have all been significantly affected by this pandemic.

At least **37% of children** in rural areas are no longer attending school.

In response to the pandemic, education institutes have had no choice but to shift learning online, however, its reach has been limited and its impact debatable. Quality education in South Asia is not a new problem. Millions of children finish their primary schooling without getting a handle on basic numeracy and literacy skills, an issue now compounded by the pandemic.

Efforts have been made by the Indian government to reach children who may be falling through the cracks. In the past year, education has been delivered through radio programs, YouTube channels, community gatherings and Whatsapp chats. However, things that many of us take for granted, such as access to smartphones and income to purchase data, have been barriers to education for many children in India.

The percentage of children studying online regularly:

- 24% of children in urban areas
- 8% of children in rural areas
- 5% of Dalit and Adivasi children

The growing gap here needs bridging.

*Source for Data : Locked Out, Emergency Report on School Education



What are our NGOs doing on the ground to bridge the education Gap?



Shaping the future of children by community based learning

Ashraya Initiative for Children is a non-profit organisation dedicated to improving the lives and shaping the futures of vulnerable children in Pune, India by advancing educational opportunities, nurturing holistic development and building healthy, empowered communities. Towards this goal, AIC runs four interwoven programs designed to benefit vulnerable children and communities in Pune.



Connecting mothers and children with public policies they are eligible for, thus enabling the economically marginalised to get benefits

Social Frontier Foundation aims to make quality healthcare accessible to mothers and infants through Pradhan Mantri Matru Vandana Yojana (PMMVY) policy under the Right to Food (RTF).



Building a movement of teacher leaders who can reimagine their classrooms.

Foster and Forge Foundation seeks to transform the lives of millions of school children by bolstering their education with the relevant life skills to succeed in school and beyond. They do this by working with the government school teacher in collaboration with the community, partner organizations, and the government to foster positive learning environments.



Building social-emotional learning competencies in individuals for a harmonious co-existence

Apni Shala was officially registered in 2013. The organisation provides life skills education to children in the Mumbai area. Their program focuses on developing the social, emotional and cognitive skills of children using art, drama, games and community projects. They also offer teacher training to spread awareness about the importance of life skills and reach more beneficiaries.



Building capacity of educators to support them in delivering contextual learning experiences to children in their formative years

Titli is an organisation that enables teachers and caregivers to be trained to transform India's young learners and help them to, like butterflies, spread their wings and fly. The organisation runs a teacher training program and Anganwadi program, where the teachers or caregivers understand the best practices in early childhood care and education, and then implement that in their classrooms. TitLi provides a preschool curriculum, which helps the ECE educators to conduct developmentally appropriate activities for the holistic development of children.



Empowering youth to transform their passion into gainful employment

Bright Future empowers youth to make informed decisions about their career and thus enables them to transform their passion into gainful employment through life skills development, career development, mentoring support, internships and placement opportunities.



Inculcating social-emotional learning integrated with Art into schools and organizations that serve children from low-income backgrounds

Saturday Art Class is where art and imagination uplift education. It is a uniquely-designed initiative that aims to enrich and develop children from low-income communities through a variety of holistic and value-based modern art curriculums.



Empowers school leaders to strengthen education

Barefoot Edu Foundation is a grassroots organization committed to transforming educational spaces into stimulating learning environments, contextualised for under-resourced communities. Barefoot Edu Foundation has worked in six schools, and 1,482 Anganwadi centres with a total of 81 educators to impact 15,000+ students.



Empowering children to develop Socio-Emotional Skills through mentorship to succeed in the current world

The Apprentice Project's (TAP) vision is to empower children in low-income schools to realise who they are and achieve what they want to be. They aim to do this by building life skills (Confidence & Communication, Critical thinking, Creativity, Collaboration, and Self-realisation), and enabling real world exposure & opportunities using the child's passion (Visual arts, Performance arts, Sports, or Technical arts) as the medium.



Eliminating child sexual abuse through raising awareness, inculcating gender sensitivity, imparting body safety knowledge and providing healing services.

Rubaroo believes that children should be taught how they can keep themselves safe at a young age and there should always be an open channel of communication between a child and a parent, where the child feels comfortable and safe that his/her parents are there for him/her no matter what.



Developing adult capacities for creating a nurturing and stimulating environment for holistic development of children

Tapasya is a non-profit organisation that has been working in the space of Policy Implementation in Maharashtra since 2017. Their low-cost, high-stake policy implementation campaigns nurture existing leadership within the community and Partner Organisations.



Creating quality inclusive education services for the country

The XRCVC was started in 2003 as an effort to ensure an inclusive environment at St. Xavier's College, one of the most well-known educational institutions in the country, for its students with blindness and low vision. Having created an inclusive set-up for its students, keeping with the college's long tradition of creating social impact within the larger community, the XRCVC has today become a national advocacy and support centre for the blind and low-vision across the city and the country.



Bridging access to education by providing support on enrolment, remediation and retention for out of school children

Sparsha Charitable Trust is a non-profit organisation based in Sion, Mumbai and aims to touch the nearby underprivileged, providing access to basic human needs and help them to achieve better living circumstances.





Bridging the digital divide

Muskaan Dreams aim to bridge the gap between education and employability among the rural population of children by providing them access to digital learning and thereby building digital literacy in India.



Designing and developing contextually relevant positive childhood experiences for children coming from conflict and adverse geographies

Shiksharth believes in a community-led model of education and is currently working on ways by which community, its wisdom, culture and customs can be contextually incorporated into classroom content and pedagogy. Alongside, they collaborate with the government and the local administration to ensure better on-ground implementation of policies and interventions in rural and tribal areas helping them reach out close to **10000** children through direct interventions as part of their projects and overall **45000** as part of their collaboration with the local administration.



Vidhya Vidhai
Seed for Education

Enabling schools to provide best teaching-learning practices through improved leadership and management in the schools.

Vidhya Vidhai runs a 3 years intense school transformation programme in Tamil Nadu which caters to the under-resourced schools to build the capacity of Leaders and Teachers. They also run a cluster school transformation which is a systemic level approach that involves multiple stakeholders in the state-run Government school system to participate in School Development with a vision to deliver quality education to every child in the system.



Empowering and mobilising local youth to drive change within their communities and bridge the education gap

Learning Initiatives For India (LIFI) was started in July 2020 with a vision to enable a lifelong learning path for all out-of-school children (OoSC) in the country. Their mission is to create a collective of Youth Teacher Leaders (YTLs) and network organizations which can support out of school children in their contexts. We mentor and coach the collective to bridge the achievement gap in the children and put them on sustainable learning pathways.



Creating an ecosystem of support for students through peer based learning

Involve believes that developing student agency and making students more self-reliant, will reduce their dependence on the teachers in the learning process. For this to happen, students will need to take ownership of their learning and develop the necessary skill sets for them to thrive. Towards this vision, Involve takes a two-pronged approach. On one side, our peer-based programs, equip students with academic and future-ready skills. While on the other side, they work with the larger education landscape to build an ecosystem of trust for their students, empowering them to take stronger ownership of their lives.



Educating community children through education, skill building and vocational training

SAMPARC is working in the States of Maharashtra, Rajasthan, West Bengal and Uttar Pradesh. SAMPARC is imparting its service for 30 years for child care, education and rehabilitation through Children's Home, Education to poor children through Community Education Support Program, Skill development to rural school dropouts through Industrial Training Centre and Vocational Training Centre; Schools, & Junior College with hostel facility for poor, rural & tribal students.





Being an Atma partner has been an enriching learning experience, especially through the tough times of the pandemic. Atma has enabled us to build better systems as an organisation for human resource management, strategic planning, fundraising and monitoring and evaluation, just to name a few. As leaders, we learnt to be more intentional in our strategic thinking and have grown to be more confident in ourselves.

Lisha Chheda, Co-Founder
Rubaroo

Atma Accelerator

Atma Accelerator provides hands-on support to help NGOs to plan, strategise and implement projects across organisation development areas. Our purpose is to strengthen NGO capacity by streamlining management processes and providing guidelines and tools for improved performance.

24

No. of partners

144

No. of projects completed

4.86

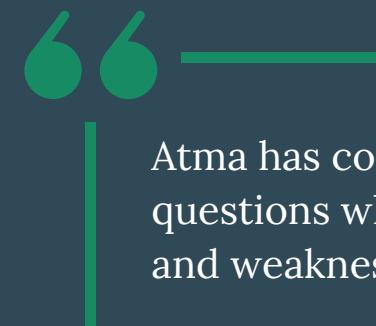
Average Atma
Consultant Rating

11

New Partners

95

No of NGO applications



Atma has continuously confronted us with some uncomfortable questions which have helped us identify our areas of our strengths and weaknesses.

Pranjal Modi, Founder
Titli

FUNDING

ORGANISATIONAL DEVELOPMENT

IS A SMART INVESTMENT TO MULTIPLY IMPACT

*Report: Funding Organisational Development: a smart investment to multiply the impact by Oak Foundation



Atma programme has been very contextual to Tapasya's current needs. In some cases, Atma's consultant worked above and beyond her role to have more context for their projects. Atma has put a lot of effort into making Tapasya self-sufficient.

**Tapas Sutradhar, Co-founder & CEO
Tapasya**

KNOW MORE ABOUT

Atma's long term Impact

Atma's 1-Year partnership with the 17000ft Foundation **unlocks their capacity to scale**

17000ft Foundation has managed to **scale their organisations budget by 6x** since 8 months from their partnership completion

17000ft Foundation has **gained clarity on budget structuring** and **learnt impactful ways to showcase their work by reporting on their outcomes instead of outputs**

17000ft Foundation has built **internal capacity to raise higher funds** due to the strong proposal writing and donor reporting skills they have developed.

17000 ft has a **structured and strategic approach to fundraising**

PUBLISHED

'Bridging the Gap on Funding the True Costs of NGOs in India' report by The Bridgespan Group features the success of Atma's partnership with 17000ft Foundation

[Click here to access the case study](#)

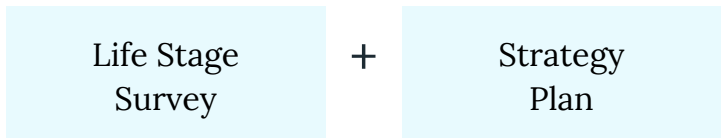
Accelerator Intensive Support

Intensive Support : 3-year Partnership

The 3 -Year Partnership enables organisations to patiently and systematically build capacity. There are two distinguishing parts to a 3-year partnership:

PARTNERSHIP LAUNCH ACTIVITES

These activities give Atma a long-term outlook on the organisation's capacities and plans for growth. The products of these activities are the basis for Atma's work over the 3-year period.



PARTNERSHIP PROGRESS

The partnership itself will be set against the long-term trajectories set out in the Life Stage Survey and the Strategy Plan. These documents will be revisited for each consecutive year and will advise the Annual Implementation Plan. Each year a minimum of 10 projects toward the NGOs' long-term goals will be completed.

- Year 1 - Focus on vision and programme alignment and creating capacity to move forward.
- Year 2 - Building functional area teams and processes to guide programmes and operations.
- Year 3 - Focus on pursuing emerging opportunities and assembling resources to fuel growth.



We consider Atma to be an extension of our team. Their integrated and personalised approach helps us identify areas of growth and then we work together to fill the gaps in the organisation. Atma consultants also provide continuous guidance to us as leaders to address potential blindspots that we may have. They've been our friends, guides and teachers as we build our organisation!

**Saumya Agarwal, Founder
Barefoot Foundation**

Atma's 3-Year partnership with Saturday Art Class

About Saturday Art class

Saturday Art Class is a school-based intervention working towards empowering children from low-income communities; by taking them through a process of creative exploration and expression as a means to facilitate Social and Emotional Learning integrated with Art. Social-Emotional Learning (SEL) is the process of developing the self-awareness, self-control, and interpersonal skills that are vital for school, work, and life success. People with strong social-emotional skills are better able to cope with everyday challenges and benefit academically, professionally, and socially.

Problems identified

SEL and Arts integrated learning are both growing movements within education and Saturday Art Class is among those spearheading them. When Saturday Art Class joined the Atma partnership, they were **building a solid foundation for organisational growth and sustainability and putting key systems and processes in place**. During the pandemic, Saturday Art Class demonstrated agility in responding to the needs of the situation with their COVID Relief (supplying dry rations to families in need) and Recovery (programmes for students rendered through digital platforms, designed to inculcate SEL and resilience) programmes. COVID-19, while being a challenge, allowed Saturday Art Class to reflect on the impact it would like to create and build readiness for scale.

Atma's Approach

Through the use of Atma’s Life Stage Survey tool, Saturday Art Class was able to **assess its capacities across 9 different organisational development areas**. Separately, Atma also helped Saturday Art Class **articulate its long-term goals**. Using the assessment and the articulation of long-term goals, Atma helped Saturday Art Class **develop a blueprint of critical areas for capacity building for the 3 years of the partnership**. Due to externalities like COVID-19 and Saturday Art Class’ own journey towards clarifying its vision for impact, the long-term goals of the partnership and the organisation were revisited year on year. Atma periodically revisited the partnership plan to make sure the work taken up during the partnership stayed relevant to the needs of Saturday Art Class.

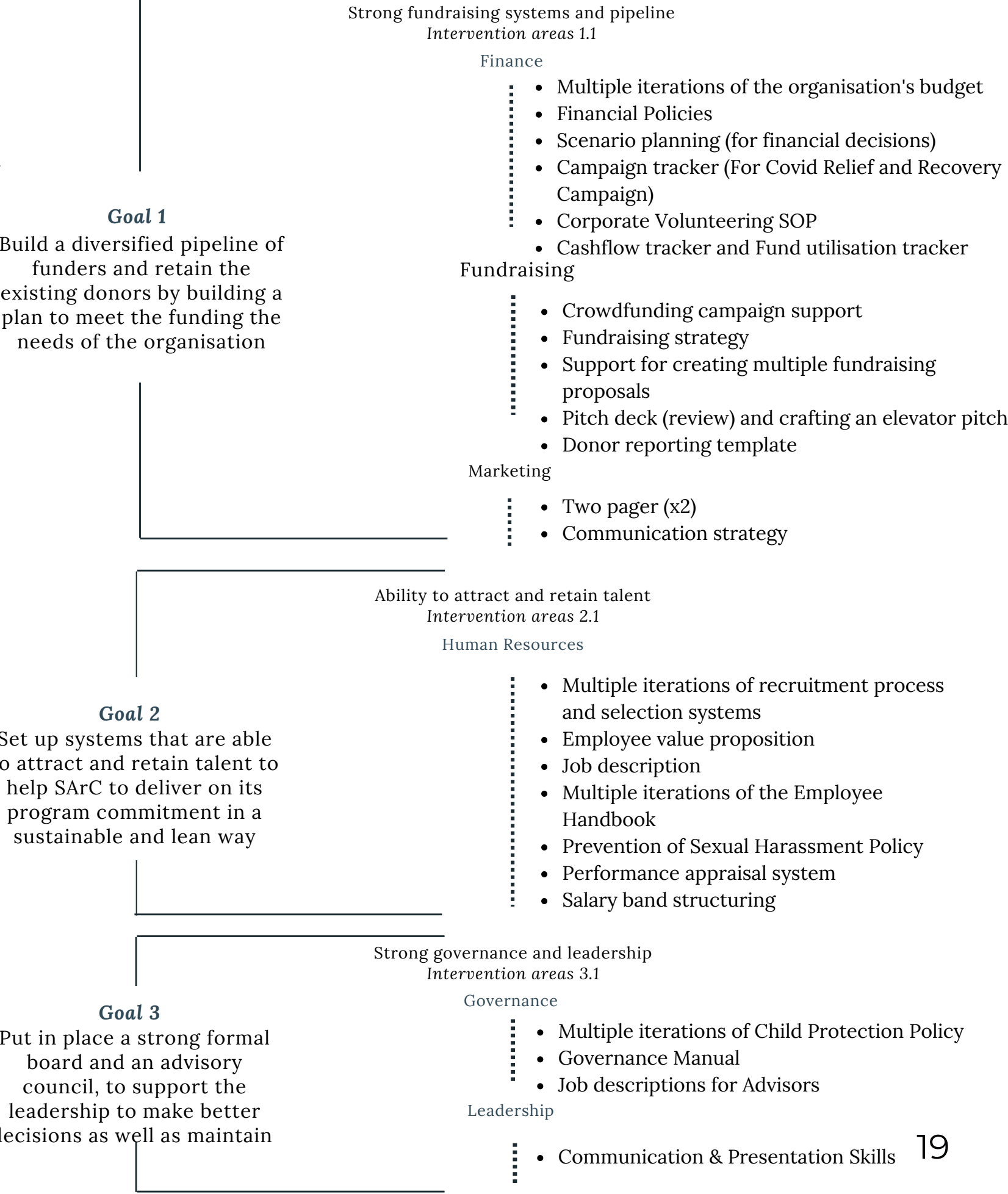
“

Our partnership with Atma has been a fruitful experience for Saturday Art Class- as an early-stage organization. The guidance and knowledge we have received have helped us adopt strategies and procedures which has strengthened and simplified operations for our organization. Aishwarya Menon (Senior Consultant at Atma) has been a huge support and driving force for us and the work we do at Saturday Art Class. We are very thankful for her time and expertise in encouraging us to become adaptable to unexplored aspects of the social sector but has also aided us in overcoming certain obstacles we have faced.

Manasi Mehan, Co-Founder

Saturday Art Class

Solutions



<p>Goal 4</p> <p>A strong M&E system that is able to define and measure the desired impact in order to establish proof of concept, inform programme design and overall increase accountability of the organisation to its beneficiaries and stakeholders</p>	<p><i>Intervention 4.1</i></p> <p>Ability to articulate impact</p> <p>Monitoring &Evaluation</p> <ul style="list-style-type: none"> • Multiple iterations of the Logic Model (as the programme evolved over 3 years) • Multiple iterations of indicators • Multiple iterations of data collection tools • Multiple iterations of data analysis templates • Data reporting template
<p>Goal 5</p> <p>A well-designed and documented programme that is externally validated that can be replicated in various schools and organisations with minimal customization and dependence on SARc</p>	<p><i>Intervention 5.1</i></p> <p>Strong programme design and delivery</p> <p>Organisational Development</p> <ul style="list-style-type: none"> • Social problem definition, vision, mission <p>Program Development</p> <ul style="list-style-type: none"> • Program Curriculum (Curriculum developer) • Programme Pilot Review • Annual Operations Plan (Support)

Stakeholders

2019-20	917 children
2020-21	250 children through virtual classrooms 80791 users through digital interventions 15330 individuals through COVID relief work
2021-22	1-year training: 60 educators, serving 1459 students 3-month training: 20 educators, serving 400 students 1-day training: 963 educators. serving 38, 520 students 35000+ users through digital interventions

Budget

2019-20	20,80,885	₹
2020-21	45,09,192	₹₹
2021-22	52,00,000	₹₹₹

Strong fundraising systems and pipeline	Saturday Art Class raised ~INR 1.18 Crore during the partnership period, showcasing an income growth of 116% from Year 1 to Year 2 and ~15% from Year 2 to Year 3 of the partnership
Ability to attract and retain talent	By instituting critical HR management practices, Saturday Art Class has built a strong foundation for scale-up. Saturday Art Class has grown from a team of 2 co-founders at the beginning of the partnership to a team of 9 (including co-founders) at the end of Year 3 of the partnership.
Strong governance and leadership	The founders have built strong personal and organisational brands and have distinguished themselves with Fellowships, awards and features in leading publications . Saturday Art Class has also built a foundation for working on their Governance structures over the next 2 years
Ability to articulate impact	Saturday Art Class has developed a clearer outcomes orientation and is better able to showcase its impact to external audiences and use its data to reflect on programmatic and organisational decisions .
Strong programme design and delivery	Saturday Art Class has unlocked scale through their digital interventions and the Train the Educator model of intervention . What was formerly a Mumbai-based programme, will now be available in 3 more cities.

Accelerator Intensive Support

Intensive Support : 1-year Partnership

The 1 - Year Partnership enables organisations to get focused, sustained support in key problem areas.

PARTNERSHIP LAUNCH ACTIVITES

These activities give Atma a long-term outlook on the organisation's capacities and plans for growth. The products of these activities are the basis for Atma's work over the 1-year period.



PARTNERSHIP PROGRESS

- The partnership will focus on 1 or 2 organisational development areas.
- Monthly progress meetings against the project plan will be held.
- There is a focus in the partnership on team participation, training, and capacity building to enable quick uptake and implementation of new tools, policies, and practices.



“ ——— ”

"Atma programme has been very contextual to Tapasya’s current needs. In some cases, Atma's consultant worked above and beyond her role to have more context for their projects. Atma has put a lot of effort into making Tapasya self-sufficient."

Tapas Sutradhar, Co-founder & CEO
Tapasya

Atma's 1-Year partnership with XRCVC

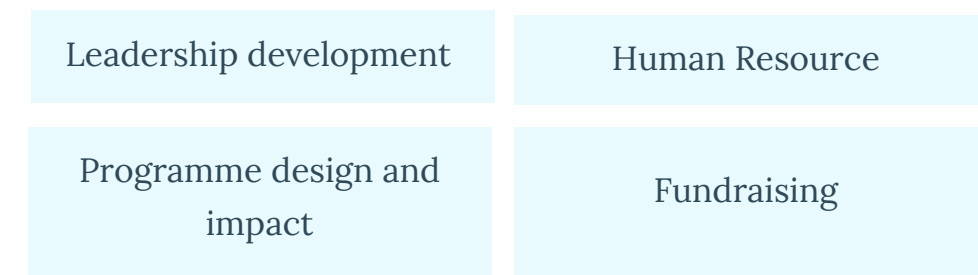
About XRCVC

Keeping with the values of equitable, inclusive education, St. Xavier’s College has set an example in the field of inclusive education for persons with disabilities through the Xavier’s Resource Centre for the Visually Challenged (XRCVC), set up in 2003.

Their purpose is to engage with diverse stakeholders to accelerate inclusion in education, products, services and mindsets through replicable models, research, technology and advocacy-based interventions

Problems identified

The leader of XRCVC, Dr Sam.T has been at the forefront of fundraising and decision-making since its inception. The XRCVC leadership has been thinking about sustainability and increasingly felt the need to reduce dependency on the founder and make the organisation, team and programmes stronger and sustainable. The most pressing needs of XRCVC were:

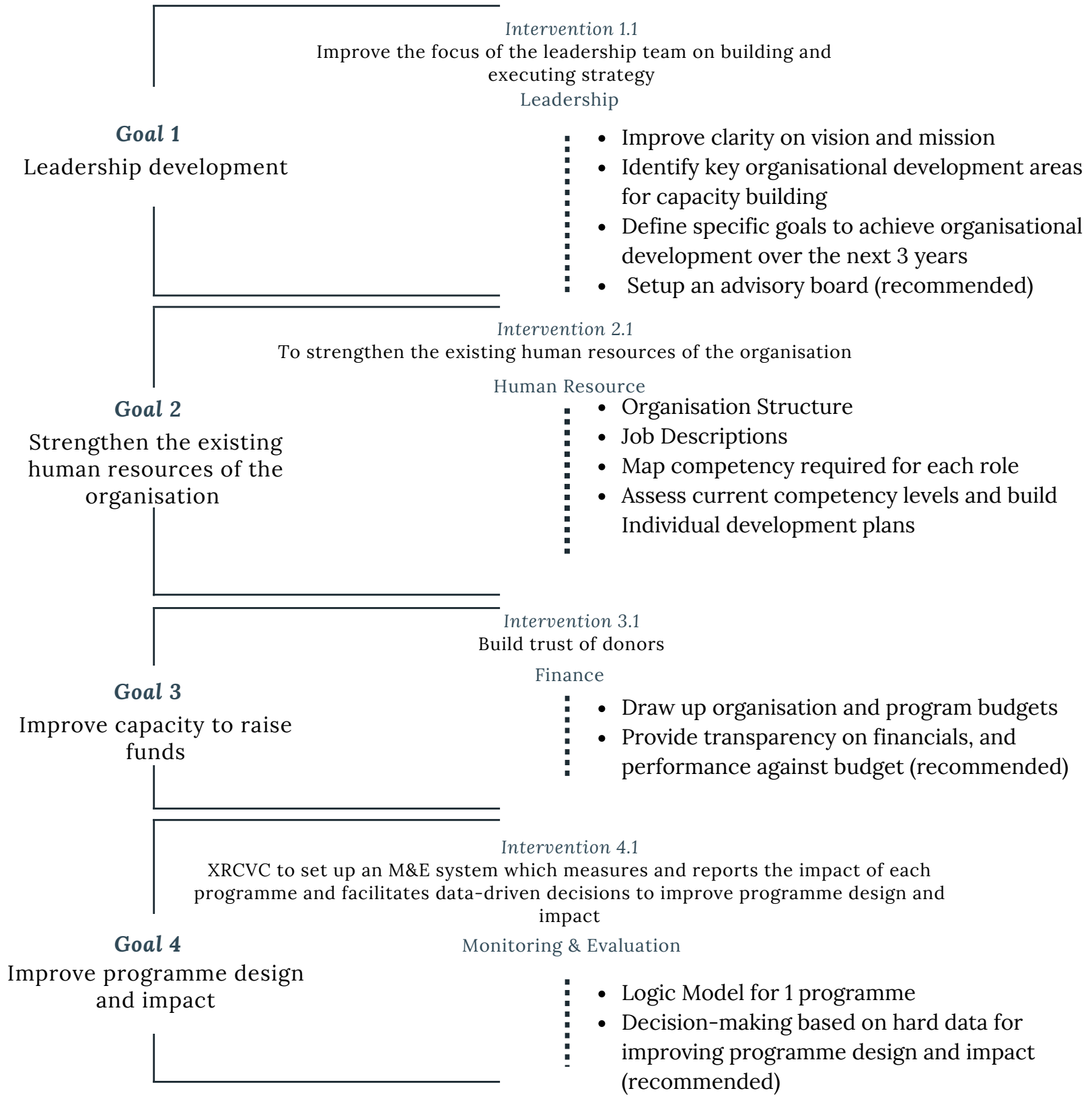


Atma's Approach

Atma conducted a workshop to further study the needs of XRCVC. This included a self-diagnosis by XRCVC leadership and the delivery team, on the organisation’s maturity level across 9 Organisational Development areas. This was done using Atma’s Life Stage Survey tool. Atma discussed the responses with the XRCVC leadership team to identify and prioritise the key areas of organisational development and identify solutions.

Atma supported XRCVC in realising the solutions over 1 year, from January 2021 to January 2022.

Solutions



Outcomes Achieved

Knowledge

- XRCVC has been able to understand the components of a good strategic plan for organisational development.
- XRCVC learned how to build a robust, well-thought-out, and future-ready budget for the organisation while being mindful of market trends.
- XRCVC has learned the art of storytelling to pitch their organisation's work in a way that clearly champions the milestones achieved by the organisation and individual programmes
- As they worked on the Logic Model framework, XRCVC developed clarity on the need for well-structured and outcome-oriented programmes and services.

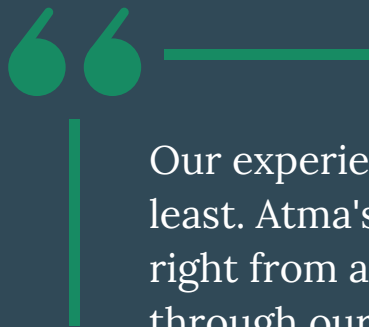
Skills

XRCVC has learnt the skill of:

- Articulating organisation structure and job descriptions: Since XRCVC has a flat organisation structure, this skill would help the organisation clearly identify the roles of each team member, which would result in the efficient working of their team members.
- Mapping and assessing the competency of the team: This skill would help the organisation assign tasks to team members as per their skill set.
- Having evidence-based assessment and feedback discussions with the team: This skill would help the organisation identify growth and learning opportunities for their team in order to plan a roadmap for their role development in the organisation.
- Articulating organisation and programme outcomes and outputs: This skill would help the organisation continually improve their programmes as well as articulate their impact more strongly in their pitch to donors.

Systems and Processes

- XRCVC has built a competency assessment and evaluation system to help them identify leaders within the organisation and maximise their potential. Additionally, this would also give clarity to the team on the skills and behaviours they should be exhibiting in the organisation.
- Atma worked closed with XRCVC to support them in drafting and articulating the Job descriptions to have better clarity on roles as well as systems around building budgets.



Our experience with Atma has been extremely fruitful, to say the least. Atma's professional approach has helped us at various levels right from a reflective exercise with the Life Stage Survey Report through our visioning exercise, competency mapping process, creation of our pitch deck, helping to streamline our budgeting exercise, as also focusing on the strategy and the logic model framework to name some.

Dr Sam Taraporevala, Executive Director
XRCVC

Accelerator Short-term Support

Short term Support : Project Partnership

Atma is very experienced in running workshops for our partner NGOs either individually or as a group. We regularly do both online and offline sessions.

PARTNERSHIP LAUNCH ACTIVITES

Through a few leadership-level conversations, Atma will analyze the problem and set out a clear project plan detailing expected deliverables.

Problem Analysis

+

Project Scoping

PARTNERSHIP PROGRESS

- The focus of the partnership will be getting the expected deliverables completed.
- The Atma team will work closely with the NGO and maintain tight timelines.
- The partnership timeline is flexible depending on the scope of the project.

Short term Support : Workshops

A project partnership works with a partner NGO on a project they have identified as a Challenge Area. Atma will work with the organisation to develop the solutions over a 3-6 month period, depending on the NGO.

ATMA's SIGNATURE WORKSHOPS

Atma has several signature workshops that we conduct with our partners as part of onboarding or through the course of the partnership. Through this service, any NGO or NGO stakeholder can access these workshops or request a custom workshop for their team or a group of NGOs.

Life Stage
Survey

Strategy Planning

Joint
Programme
Assessment

Programme
Relevance

Impact
Workshop



“

The Atma partnership helped continue Sparsha’s efforts in making an impact on children's lives by helping us move our interventions online. Since then, Sparsha has never stopped working and we have managed to sustain in difficult times due to the constant support by Atma. As a result of all that, the children haven’t dropped out of school, and have progressed to higher studies in these last 3 years.

Sarika, CEO
Sparsha Charitable Trust

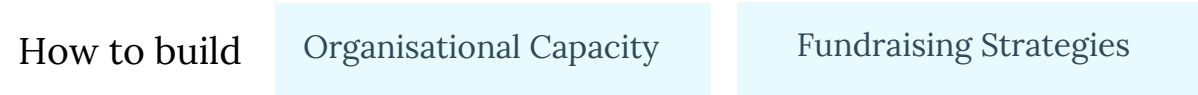
About Wipro Foundation

Wipro Foundation represents the Corporate Social Responsibility (CSR) initiatives of Wipro Limited. Going back over two decades, the foundation focuses on social initiatives in Education, Health, Ecology, and Disaster Response. Within education, the foundation's focus has been to support education CSOs work on access and systemic education issues through Grants, Capacity-building support in educational, operational and organizational areas, Mentoring support from domain experts, Facilitating an active community of education practitioners.

Problems identified

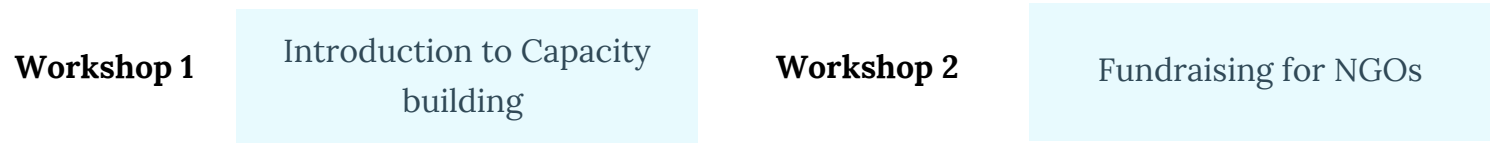
NGOs and public institutions have played a critical role in improving school education through sustained work and a wide range of creative interventions. Their work has had a direct impact on the ground and has also led to shifts in educational discourse and practices. However, there is a continuing need for NGOs to address the evolving challenges of school education in the country. In order to do so, these organisations need knowledge and understanding of the importance of building the capacity of their organisations to be better equipped to fundraise for meeting the ever-changing needs of education in India.

Wipro Foundation has been working on providing support to develop stronger, more effective organizations. Some key organizational aspects were identified for additional support and along with Atma, identified two common needs for Wipro’s Grantees.



Atma's Approach

Atma curated two customised workshops spread over two days each to address the needs of Wipro's NGOs



These workshops were conducted 6 months apart to enable absorption and application of learnings by the attendee and their teams. Both workshops threw light on the importance of building capacities of an organisation, building strategies across organisational development areas with a focus on Fundraising, and the roles all stakeholders play in the process.

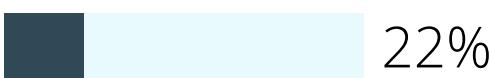
The sessions were 2.5 hours each including theoretical sessions on the topics, 1-2 exercises, group discussions, and usage of frameworks and tools. Before each workshop, all attendees were given a pre-work (filling Life Stage Survey tool for specific OD areas to enable them to build a better understanding of their organisation and challenges). Additionally, each workshop conducted a pre and post-survey to track the baseline and end line of knowledge the NGOs had gained through these workshops.

Outcomes Achieved

A pre-workshop survey was conducted two weeks prior to establish a baseline, and a post-workshop survey was conducted a couple of weeks after the workshops establishing the endline. This helped gain insight into immediate actions taken by the attendees and the key learnings they take back to their teams. Outcomes achieved through both workshops are listed below:

Introduction to Building Organisational Capacity

Pre-workshop

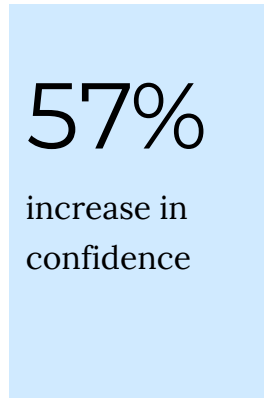


of the attendees indicated that they feel confident **pre-workshop**, taking on capacity-building efforts for their respective organisations.

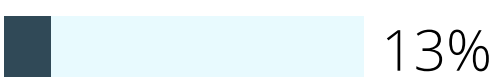
Post-workshop



of the attendees indicated that they feel confident **post-workshop**, taking on capacity-building efforts for their respective organisations.



Pre-workshop



of the attendees indicated they have been able to think about and visualise the starting point of their organisation’s capacity-building journey **pre-workshop**

Post-workshop



of the attendees indicated they have been able to think about and visualise the starting point of their organisation’s capacity-building journey **post-workshop**



of the attendees have already started working on building capacity by way of sharing learnings from the workshop with their teams, identifying focus areas, evaluating and revising existing strategies across the identified focus areas, and focused approach toward resource allocation (human and financial).

Participating NGOs

- Samaaveshi

DSS

ASWA

Gramothhan

Avaniti Education and Training Foundation
- Gramothhan

Samerth

AWMH

DSS

Jhamtse Gatsal

rZamba

Eikas Foundation

Testimonials

Introduction to Building Organisational Capacity

“

Firstly we realized that most of the issues that we're experiencing as a startup are universal. The wheel of destructive and sustainable growth was an eye-opener. Knowing the stages of an organization also helped us understand where we stand as an NGO. Lastly, the survey tool was very helpful to reflect on our own processes. The elements were very well defined. Look forward to more such exercises

Nivedita, Samaaveshi Pathshaala

How to put our operations and processes into different broader areas of organizational development, gained more clarity on the breadth and depth of the capacity building. Reflecting back upon the organizational processes

Krishna Kumar Puri, Avaniti Education and Training Foundation

A How to Guide to Fundraising

“

Wonderful sessions. I've come to know many things which we weren't aware of...How to design a Strategy and prepare a plan, maintain a donor pipeline etc., how to analyse the donor trends and how to segregate them based on the nature of funding etc.

Sreenivas, Amma Social Welfare Association

Quite satisfied with the way the workshop helped us work towards the objective. I feel much more confident about building a fundraising strategy for my organization.

Humaira, Jhamtse Gatsal Children's Community

ATMA WEBINAR

Atma empowers every NGO with collaborative knowledge from the ecosystem through its monthly webinars.

11

No. of Webinars

80

Average no. of
webinar attendees

58%

Average conversion
rate for
webinars

4.5

Average speaker rating

4.4

Average content rating



“

As a regular Atma webinar participant, I can vouch for the relevance of the topics to the daily NGO grind. The excellence and practicality of the information shared, helps us to change 'grind' to 'grand'!!

Dr Nandita de Souza, Director
Sethu

Webinar Sessions



Programme Pivot in the time of COVID

by Anand Gopakumar, Co-founder & CEO of The Apprentice Project

The webinar shares the learnings and advice of the co-founder Anand Gopakumar on pivoting your programmes to an online model.



Alone Together: An action Research Paper by Adolescents of Aangan Trust

by Atiya Bose, CEO of the Aangan Trust

The webinar talks about how adolescents constantly go through a feeling of loneliness, more so during the time of the pandemic. It also gives some practical solutions or suggestions on how we can continue to be there for our children and create spaces for them to share ideas, thoughts, and perspectives.



Bridging the Learning Gap

by Nalika Braganza, Teach for India

The webinar takes you through the TFI team's reflections about the problem children have faced with access to education during the pandemic and walks you through the solutions they have been building over the past year. They bring key takeaway learnings that you can apply to your own organisations in this session.



Approach to Building an Effective Communications Strategy

by Reeva Kulkarni, Atma

The webinar takes you through the approach to strategic planning of communications which will support your organisation achieve the core organisational goals that are set for the year.



Student Evaluations in a COVID world

by Ankita Kodavoor and Siddhant Sachdeva, Rocket learning

The webinar talks about rocket learning's investments in researching, piloting and designing evaluation methods to assess students online. Know more about Rocket Learning's experiments, successes and failures over the past year and take away learnings that you can apply to your own organisations.



Basics of FCRA for NGOs

by Anuj Mirchandani and Sanil Gharat, Finance team, Atma

The webinar talks about (Foreign Contributions Regulation Act 2010) FCRA registration and runs you through the basics of securing an FCRA for your organisation and rules and compliances to adhere to.



Fundraising Strategy - Building Matching Contribution Campaign by NGOs in India

by Ambika Jugran, Pushpa, Simranpreet Singh, Sattva Consulting

The webinar is about Sattva releasing a report on Matching Contributions in India to share insights on best practices from match givers, influencers and SPOs who have participated in matching campaigns. As a part of the webinar, Sattva will be sharing a few best practices for running matching campaigns and hearing first-hand from the forerunners of such campaigns.



Communications Strategy - A Deep Dive by Shrikant Ayyangar, Mission for Vision

The webinar talks about how to make the most out of the communications function. Along with a step-by-step guide on crafting a robust communications strategy, hear from communications professionals from other organisations who have worked with the speaker as a part of the Future of Impact Collaborative Mentorship.

Webinar Sessions



Managing Government Partnerships

by Ashish Shrivastava, Co-Founder and Programme Lead, Shiksharth

The webinar talks about the importance of building and managing government partnerships. Our speaker will share snippets of his journey, the approach, key learnings and dilemmas along the way that have helped forge fruitful partnerships with government bodies over the years.



The Why and How of Crowdfunding

by Sneha Arora, CEO of Atma

The webinar talks about how Crowdfunding has emerged as a powerful tool to access unrestricted retail donations for nonprofits. If you're an NGO that has considered it, but are not clear on why you should be leveraging crowdfunding or how you should be going about it



How to Elevate Your Story by Ameen Haque, by Ameen Haque, Founder of Storywallahs

The webinar talks about how to tell a story that engages, influences and inspires the audience. Research shows women under pitch their work stories. Learn storytelling techniques and frameworks in this interactive and fun workshop that is designed to help you leverage the power of narratives.



Atma The Lab

Atma pioneers innovative projects in the area of capacity building, in addition to the Accelerator - Projects that we feel fill an important gap in the sector. In order to highlight these innovative partnerships, we are now housing them under The Atma Lab.

FUTURE OF IMPACT COLLABORATIVE

At the start of the Covid-19 crisis, Atma convened the Future of Impact Collaborative in collaboration with other sector intermediaries. The objective of the Collab was to enable information sharing and provide NGOs with tools to respond speedily to the unfolding crisis.

The **Future of Impact Collaborative** (FoI) brings together social sector intermediaries from diverse areas of expertise to ensure that all NGOs across the country have access to the tools and expertise they need.

700

No. of organisations participated

138 NGO'S

have received tailored mentorships from Industry experts during the pandemic.s

7

monthly masterclasses

4

quarterly conferences

83% of the organisations said they received actionable tools and templates from Future of Impact

97% of the organisations have used the strategies and ideas shared by the Future of Impact in more than one way.

75% of the organisations attribute the changes in their organisation's capacity post the wave of COVID19 to Future of Impact.



“Through FoI we understood that we don't have to constrain our work to only the existing projects and we can diversify and keep it open. We had a realignment of vision especially when we were suddenly wondering how to grapple with the pandemic. FoI has helped us create the models for Theory of Change & Communication and Engagement of Donors.”

Navitha Varsha, Karunachal Foundation

PUBLISHED

Atma wrote an article on the learnings from the FoI collaborative on The Bastion

[Harnessing the Power of Collaboratives for Social Impact 5 Things to Know](#)

[Click here to access FoI Annual report](#)

We connect corporate strategic volunteers
to NGOs



NGOs struggle to develop their Boards and bring on the right people to support their strategic growth. This led to Atma partnering with Credit Suisse for Community Connections India (CCI) which helps NGOs connect with Directors and Managing Directors of Credit Suisse across India for strategic advisory projects. We have developed this opportunity for both directors as well as NGOs to engage with each other and build potentially lasting relationships.

In 2021-22, we have partnered with Credit Suisse for the third year in a row, testimony to the resounding success of the programme as both an employee engagement initiative as well as a capacity-building tool.

To know more about the Impact of the Community Connections Programme click [here](#)



FEEDBACK BY NGOs

CS team have helped to reduce many manual activities and repetitive tasks. We could automate all possible budgeting processes, especially with the data integration of donor, cost and personnel management.

Pradeep Kumar, Enabling Leadership

The CS team really helped our principals think through financial sustainability for their schools. Further, they helped us create a model for other schools to implement. It was a pleasurable experience for us to work with a team that was so approachable, and eager to learn as well as to contribute.

Saumya Agarwal, Barefoot Education



FEEDBACK BY CS LEADERSHIP

This is my second year of volunteering for NGOs through the Community connections programme. It's my attempt to contribute back to the community by helping the NGO deliver what they need to, more efficiently / effectively. It's quite different from typical corporate engagement.

**Ravi Bansal, Global Head-Automation center
Credit Suisse**

Knowledge when shared and learnt from others' experiences can be the best teacher for an individual. While working with Mont Fort – it was an interesting experience to interact with the young volunteers who have dedicated themselves to the common cause of Early detection of Deafness, what this has helped me grasp better (by looking at some more youngsters) is that for a team to be successful – passion and team spirit play an important role in making the common goal come true.

**Pranab Kulkarni, Director
Credit Suisse**



Making NGOs Outcome ready

A capacity-building programme to enable and empower Indian non-profits to shift from input-based approaches to outcomes-focused, data-driven approaches and thereby unlock the potential of outcome-based financing for them.

The Challenge

In the development sector, traditional funding and delivery models primarily focus on measuring inputs and activities i.e., what are we doing rather than outcomes i.e., what are we achieving? However, in recent times, there is a growing realization and demand from donors to 'spend better' and support programmes focused on outcomes. The growing evidence from outcomes-based financing models like the Quality Education India Development Impact Bond is also encouraging more donors to explore these models. However, many non-profits lack the necessary resources, skill sets, or networks to drive this approach at the project and organisation level. Thus, it is critical to support non-profits with the right capacity-building tools and resources to help drive better outcomes in the future.

The Solution

In 2020, the British Asian Trust (BAT) in collaboration with Atma, initiated the Outcomes Readiness programme to provide capacity-building support to non-profits and drive the shift from output-based approaches to outcomes-focused, data-driven approaches. Over a duration of 2 years, BAT and Atma will be working with two non-profits to build organizational capacities and systems that can allow them to deliver, measure and contract for outcomes in future through one-on-one consultations, masterclasses and workshops.

Participants in the first cohort

Sesame Workshop - India and Sols ARC have been selected as the participants of the first cohort of the programme. Both are promising education non-profits with strong experience in implementing interventions that aim to improve learning among children.

First Cohort Participants



Atma's motivation to participate in the Outcomes Readiness Programme came from curiosity to say "how do we make more and more NGOs capable of raising funding on results/outcomes rather than on inputs/outputs?" We are testing many hypotheses - Can capabilities be built to reorient funding conversations with donors from inputs to outcomes? Can the sector (both NGOs and Donors) be aligned on results more than implementation models? Through this pilot programme, Atma aims to strengthen systems, processes and culture in NGOs to be more outcomes-aligned.

Sneha Arora, CEO
Atma



The British Asian Trust has been a pioneer in outcome-based financing, with the aim of shifting development mindsets and narratives from inputs or activities to outcomes. Given that outcome-based financing is still in its nascency in India, the Trust invests heavily in market making and strengthening the capacities of various stakeholders to adopt this approach. The Outcome Readiness initiative is one such attempt to prepare non-profits to capitalize on outcome-based financing opportunities and thereby democratize the sector

Anushree Parekh, Social Finance Manager
The British Asian Trust

VOLUNTEERING AT ATMA



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

This year we took forward partnerships that allowed us to diversify our pool of volunteers. We also created regular volunteer engagements which created a larger sense of community and an engaging atmosphere albeit being online. An increase in the number of international volunteers brought in a sense of diversity for the first time in the virtual environment. Volunteers also took ownership of sharing knowledge in different ways from creating blogs to taking up Wednesday learning sessions.

28	1109
No. of Volunteers	No. of Volunteer Applications
68	6
No. of Project	No. of Countries represented from India, Brazil, France, Cypress, Berlin, New Zealand



Izabella Neves

At Atma, what has Izabella Neves's experience been like volunteering?

"It's actually one of the best NGOs I have worked for. The organisation is structured, they're organised and the systems in place are good. I really like the people, I have had two mentors, they are both really kind and nice. Atma is a place with a lot of win-win relationships. There's a lot of respect, everyone listens to you and at the same time they want to take the time to teach you."

To Know more about Izabella's Volunteer experience click [here](#)



Harinee Desikan

At Atma, what has Harinee Desikan enjoyed the most about volunteering?

"I think the people, it's how close-knit the organisation is. The kind of meetings which are held, they are very friendly, there is a call to action with what happens next but it doesn't only feel like work, it's more like two people just talking."

To Know more about Harinee's Volunteer experience click [here](#)

SUPPORTERS

Individual Donors

Lata Vora
Jayesh Hirji Shah
Rahul Sood's family
Harinakshi Somaiya
Ramesh Modi
Prasad Baji
Chirag Doshi
Sarath Reddy
Samir Somaiya
Devajyoti Bhattacharya
Philip Thiel

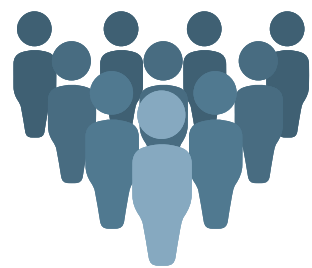


“ —

Vinati Organics has been supporting Atma for 3 years now. We decided to work with Atma because of the groundbreaking work that they do. There are so many NGOs working on the ground and almost everyone wants to only see the impact on the ground. However, the impact on the ground can only happen if the NGOs have a strong backbone in the form of a robust team. Thus, supporting Atma was a no-brainer for us as Atma is one of the very few organizations that helps NGOs with their capacity building. Sneha and her team have been very warm and responsive. We can see the passion for their work in their eyes. It has been a pleasure to work with Atma and we are grateful to them for creating strong NGOs.

Viral Saraf Mittal, Director of CSR
Vinati Organics Limited

GET INVOLVED



Volunteer with us

To apply, send us your applications at volunteer@atma.org.in



Make a Contribution

Donate today

To know more about Atma's work email at [fundraising @atma.org.in](mailto:fundraising@atma.org.in)



If you are interested to know more about Atma's work visit our website or email us at contact@atma.org.in

www.atma.org.in



Atma
has a new
[Impact page](#)
on our website

PUBLISHED


How Community-Based Learning Supports Students and Families in the Long Run
Shivani Gangakhedkar & Sneha Arora, Atma
The Bastion


Fundraising: An Art, A Science Or A Sport?
Sneha Arora, Atma
Samuhik Pahal | Vol 20 - Wipro Foundation



Financials

Report of an auditor relating to accounts audited under sub-section (2) of section 33 & 34 and rule 19 of the Bombay Public Trusts Act	
Registration No. E-24614 Name of the Public Trust : Atma Education For the year ending 31ST MARCH, 2022	
(a) Whether accounts are maintained regularly and in accordance with the provisions of the Act and the rules :	Yes
(b) Whether receipts and disbursements are properly and correctly shown in the accounts;	Yes
(c) Whether the cash balance and vouchers in the custody of the manager or trustee on the date of audit were produced before him;	Yes
(d) Whether all books, deeds, accounts, vouchers, or 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 to the regional office, and the defects and inaccuracies mentioned in the previous audit report have been duly complied with;	Yes
(f) Whether the manager or trustee or any other person required by the auditor 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 amounts of outstanding for more than one year and the amounts written off, if any;	Yes
(i) Whether tenders were invited for repairs or constructions involving expenditure exceeding Rs. 5000/=	NA
(j) Whether any money of the public trust has been invested contrary to the provisions of Section 35;	No
(k) Alienations, if any of the immovable property contrary to the provisions of Section 36 which have come to the notice of the auditor;	No
(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 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 16A;	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 minute books of the proceedings of the meeting is maintained;	Yes
(q) Whether any of the trustees has any interest in the investments 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 auditors in the accounts of the previous year have been duly complied with by the trustees during the period of 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.	No

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
 Firm Reg no 103445W

(Preeti Parasrampur)
Partner
 (Membership No 131204)
 Mumbai
 Date: 10/08/2022



UDIN-2231204 APBFEE 2971

The Bombay Public Trust Act, 1950

SCHEDULE - IX
[Vide Rule 17 (1)]

Registration No. :E-24614

Name of the Public Trust :Atma Education
Balance Sheet As At : 31st March 2022

EXPENDITURE	Rs.	INCOME	Rs.
To Expenditure in respect of properties :-		By Rent (accrued) (realised)	
Rates, Taxes, Cesses	-		
Repairs & Maintenance	-	By Interest (accrued) (realised)	
Salaries	-		
Insurance	-	On Securities	-
Depreciation (by way of provision of adjustments)	-	On Fixed Deposit	1,48,307
Other Expenses	-	On Bank Account	63,324
	41,50,861		2,11,631
To Establishment Expenses		By Dividend	
To Remuneration to Trustees			
To Remuneration (in the case of a math) to the head of the match, including his household expenditure, if any		By Donations in Cash or Kind	1,03,44,612
To Legal Fees		By Grants	
To Audit Fees	88,500	By Income from other sources (in details as far as possible)	
To Contribution and Fees		Miscellaneous Income	28,263
To Amount written off :-		Membership Fees	15,71,225
(a) Bad Debts	-		15,99,488
(b) Loan Scholarship	-	By Deficit Transfer to Reserve	50,35,358
(c) Irrecoverable Rents	-		
(d) Other Items	-		
To Miscellaneous Expenses			
To Depreciation	48,762		
To Amount transferred to Reserve or Specific Funds			
To Expenditure on Objects of the Trust			
(a) Religious	-		
(b) Educational	1,29,02,966		
(c) Medical Relief	-		
(d) Relief of Poverty	-		
(e) Other Charitable Objects	-		
To Surplus carried over to Balance Sheet			
Total Rs	1,71,91,089	Total Rs	1,71,91,089

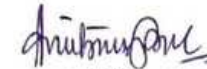
As per our report of even date,
The above Balance Sheet to the best of my/our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
 Firm Reg no 103445W


(Preeti Parasrampur)
Partner
 (Membership No 131204)
 Mumbai
 Date: 10/08/2022



FOR ATMA EDUCATION


Amit Murugkar
 Trustee


Sonali Saini
 Trustee



Financials

The Bombay Public Trust Act, 1950

SCHEDULE - VIII
[Vide Rule 17 (1)]

Registration No. :E-24614

Name of the Public Trust :Atma Education
Balance Sheet As At : 31st March 2022

FUNDS & LIABILITIES	Rs.	PROPERTY & ASSETS	Rs.
Trusts Funds or Corpus :-		Immovable Properties :-	
Balance as per last Balance Sheet	3,000	Balance as per last Balance Sheet	-
Adjustment during the year (give details)	-	Additions during the year	-
	3,000	Less : Sales during the year	-
		Depreciation up to date	-
Other Earmarked Funds :-		Investments :-	
(Created under the provisions of the trust deed or scheme or out of the Income)			
Depreciation Fund	59,218		
Earmark Fund	54,12,141	Furniture & Fixtures :-	
Reserve Fund	17,18,704	Balance as per last Balance Sheet	4,51,109
Any Other Fund	-	Additions during the year	-
		Less : Sales during the year	-6,266
		Depreciation up to date	-85,590
Loans (Secured or Unsecured) :-			3,59,252
From Trustees		Loans (Secured or Unsecured)	
From Others	5,000	Loans Scholarships	
		Other Loans	
Liabilities :-		Advances :-	
For Expenses	1,02,037	To Trustees	-
For Advances	-	To Employees	-
For Rent & Other Deposits	-	To Contractors	-
For Sundry Credit Balances	15,258	To Lawyers	-
		To Others	-
Income and Expenditure Account :-		Income Outstanding :-	
Balance as per last Balance Sheet	6816726	Rent	-
Less : Appropriation, if any	-	Interest	-
	68,16,726	Other Income	-
Add : Surplus as per Income and		Cash and Bank Balances :-	
Less : Deficit Expenditure Account	50,35,358	(a) In Current Account with -	77,64,549
		In Fixed Deposit Account with -	-
		(b) With the Trustee	-
		(c) With the Manager	4,084
Total Rs	90,96,726	Total Rs	90,96,726

As per our report of even date,
The above Balance Sheet to the best of my/our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Reg no 103445W

(Preeti Parasrampuria)
Partner
(Membership No 131204)
Mumbai
Date: 10/08/2022



FOR ATMA EDUCATION

(Signature)
Amit Murugkar
Trustee

(Signature)
Sonali Saini
Trustee



Atma Education

(Registered as a Trust under the Maharashtra Public Trust Act 1950)

Schedules of Expenditure for the year ended 31st March 2022

Establishment Expenses

Particulars	FC	NFC	Total
Bank Charges	2,195	362	2,556
Electricity	-	236	236
Internet	-	66,077	66,077
Registration Charges	-	8,718	8,718
Consultancy Charges	-	2,75,940	2,75,940
Repairs & Maintenance	-	37,852	37,852
Rent	-	42,200	42,200
Sundry Expenses	360	25,375	25,735
IT Expenses	-	3,13,936	3,13,936
Conveyance & Travelling Exps.	70	43,760	43,830
Marketing Expenses	-	5,510	5,510
Employee Provident Fund Expenses (EPF)	8,793	22,548	31,341
Insurance & Mediclaim	-	44,271	44,271
Salaries & other remunerations	65,876	31,72,816	32,38,692
Loss of Sale of Fixed Assets	-	5,167	5,167
Earlier Taxes	-	5,000	5,000
Legal Fees	-	3,800	3,800
	77,294	40,73,567	41,50,861

Educational

Particulars	FC	NFC	Total
Consultancy Charges	90,000	5,01,329	5,91,329
Conveyance & Travelling Exps.	-	-	-
Direct Programme Expenses	9,929	31,236	41,165
Insurance & Mediclaim	-	1,01,949	1,01,949
Printing & Stationary	-	2,817	2,817
Salaries & other remunerations	41,90,095	75,94,475	1,17,84,570
Staff welfare	2,69,012	70,125	3,39,137
Training & Development for Staff	-	-	-
Donation Given	-	42,000	42,000
	45,59,036	83,43,930	1,29,02,966

Other Expenses

Particulars	FC	NFC	Total
Audit Fees	-	88,500	88,500
	-	88,500	88,500

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Reg no 103445W

(Signature)
(Preeti Parasrampuria)
Partner
(Membership No 131204)
Mumbai
Date: 10/08/2022



FOR ATMA EDUCATION

(Signature)
Amit Murugkar
Trustee

(Signature)
Sonali Saini
Trustee



Financials

Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950)

Schedules of Income for the year ended 31st March 2022

Particulars	FC	NFC	Total
Donation From Events & Workshop	3,30,953	8,88,897	12,19,850
Donation From CSR		25,10,750	25,10,750
Donation From Individual	2,500	20,52,511	20,55,011
Donations from HNI			
Donation From International Chapters			
Donations From Institutional Foundation	24,14,046	21,05,500	45,19,546
Donation From Online Portal		39,455	39,455
	27,47,499	75,97,112	1,03,44,612

Particulars	FC	NFC	Total
on Savings Bank Account			
Bank Interest Recd	24,318	39,006	63,324
on Fixed Deposits with Bank			
Interest on FD	-	1,48,307	1,48,307
	24,318	1,87,313	2,11,631

Particulars	FC	NFC	Total
Miscellaneous Income			
Write Back A/C	0.76	17,506	17,507
Int on Income Tax Refund	-	10,756	10,756
Sub Total	1	28,262	28,263
Membership Fees			
Membership / Partnership Fee	-	15,71,225	15,71,225
Sub Total	-	15,71,225	15,71,225
	1	15,99,487	15,99,488

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Reg no 10344SW

Preeti
(Preeti Parasrampur) Partner
(Membership No 131204)
Mumbai
Date: 10/08/2022



FOR ATMA EDUCATION

Amit Murugkar
Amit Murugkar
Trustee

Sonali Saini
Sonali Saini
Trustee



Atma Education (Registered as a Trust under the Maharashtra Public Trust Act 1950) For the year ended 31st March 2022

Note 4 - Fixed Asset

A. Assets of FC Account

Particulars	Rate	01.04.2021	Additions		Deletions	Net	Depreciation for the year	31.03.2022
			> 180 Days	< 180 Days				
A. General Assets								
Computer	40%	29,670	-	-	-	29,670	11,868	17,802
Furniture & Fixtures	10%	2,15,118	-	-	-	2,15,118	21,512	1,93,606
Office Equipment	15%	88,284	-	-	-	88,284	13,243	75,041
Total (A)		3,33,072	-	-	-	3,33,072	46,622	2,86,450
B. Grant Assets								
Computer	40%	32,958	-	-	-	32,958	13,183	19,775
Office Equipment	15%	6,362	-	-	-	6,362	954	5,408
Total (B)		39,320	-	-	-	39,320	14,138	25,183
Grand Total (A + B)		3,72,392	-	-	-	3,72,392	60,760	3,11,632

B. Assets of NFC Account

Particulars	Rate	01.04.2021	Additions		Deletions	Net	Depreciation for the year	31.03.2022
			> 180 Days	< 180 Days				
A. General Assets								
Computer	40%	650	-	-	-	650	260	390
Furniture & Fixtures	10%	9,311	-	-	6,249	3,062	306	2,756
Office Equipment	15%	10,487	-	-	-	10,487	1,573	8,914
Donation in Kind		1,541	-	-	17	1,524	-	1,524
Total (A)		21,989	-	-	6,266	15,723	2,139	13,583
B. Grant Assets								
Computer	40%	56,728	-	-	-	56,728	22,691	34,037
Total (B)		56,728	-	-	-	56,728	22,691	34,037
Grand Total (A + B)		78,717	-	-	6,266	72,451	24,830	47,620

C. Total Assets (A+B)

Particulars	Rate	01.04.2021	Additions		Deletions	Net	Depreciation for the year	31.03.2022
			> 180 Days	< 180 Days				
A. General Assets								
Computer	40%	30,320	-	-	-	30,320	12,128	18,192
Furniture & Fixtures	10%	2,24,429	-	-	6,249	2,18,180	21,818	1,96,362
Office Equipment	15%	98,771	-	-	-	98,771	14,816	83,955
Donation in Kind		1,541	-	-	17	1,524	-	1,524
Total (A)		3,55,061	-	-	6,266	3,48,795	48,762	3,00,033
B. Grant Assets								
Computer	40%	89,686	-	-	-	89,686	35,874	53,812
Office Equipment	15%	6,362	-	-	-	6,362	954	5,408
Total (B)		96,048	-	-	-	96,048	36,829	59,219
Grand Total (A + B)		4,51,109	-	-	6,266	4,44,843	85,590	3,59,252

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Reg no 10344SW

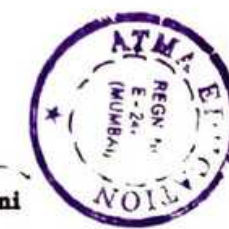
Preeti
(Preeti Parasrampur) Partner
(Membership No 131204)
Mumbai
Date: 10/08/2022



FOR ATMA EDUCATION

Amit Murugkar
Amit Murugkar
Trustee

Sonali Saini
Sonali Saini
Trustee



Financials

Atma Education
(Registered as a Trust under the Maharashtra Public Trust Act 1950)

Annexures of Balance Sheet as at 31st March 2022

Particulars	FC	NFC	Total
Reserve Fund	-	17,18,704	17,18,704
Corpus Fund		3,000	3,000
Earmark Fund			
Bengal Finance Pvt Ltd	-	16,60,517	16,60,517
Credit Suisse - 21-22	-	20,00,000	20,00,000
Cummins India	-	2,00,000	2,00,000
Parle Biscuits Pvt Ltd	-	3,43,733	3,43,733
Vinati Organics Pvt Ltd	-	12,00,000	12,00,000
George Grant (Laptop)	-	7,891	7,891
	-	54,12,141	54,12,141
Asset Fund			
FIL Foundation Asset Fund Account			
Opening Balance	39,319	-	39,319
Add: Transferred During the Year	-	-	-
Less : Depreciation of Asset from the grant	(14,138)	-	(14,138)
Closing Balance	25,181	-	25,181
George Grant Assets Fund Account			
Opening Balance	-	56,728	56,728
Add: Transferred During the Year	-	-	-
Less : Depreciation of Asset from the grant	-	(22,691)	(22,691)
Closing Balance	-	34,037	34,037

FOR ATMA EDUCATION

Amit Murugkar
Amit Murugkar
Trustee

Sonali Saini
Sonali Saini
Trustee



Atma Education
(Registered as a Trust under the Maharashtra Public Trust Act 1950)

Annexures of Balance Sheet as at 31st March 2022

Particulars	FC	NFC	Total
Loans (Liability)			
Loans & Advances		5,000	5,000
Duties and Taxes			
TDS on Salary		264	264
Profession Tax	600	2,400	3,000
	600	2,664	3,264
Payable to Employees			
Against Expenses		11,994	11,994
Provision for Expenses	-	1,02,037	1,02,037
Security Deposit			
Security Deposit (218 Flat Virar Storage)	-	25,000	25,000
TDS Receivable			
TDS Receivable (FY 2020-21)	-	32,816	32,816
TDS Receivable (FY 2021-22)	-	1,11,106	1,11,106
	-	1,43,921	1,43,921
Sundry Debtors	-	7,99,919	7,99,919
Cash and Bank Balances			
Cash	13	4,071	4,084
Bank - HDFC NFCRA	-	74,54,806	74,54,806
Bank - SBI FCRA	5,388	-	5,388
Bank - HDFC FCRA	3,04,356	-	3,04,356
	3,09,757	74,58,877	77,68,633

FOR ATMA EDUCATION

Amit Murugkar
Amit Murugkar
Trustee

Sonali Saini
Sonali Saini
Trustee



Financials

THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950 SCHEDULE - IX C (Vide Rule 32)		
Statement of Income liable to contribution for the year ending : 31st March, 2022 Name of Public Trust : Atma Education		
Particulars	Amount	Amount
I. Income as shown in the Income and Expenditure Account (Schedule IX)		1,21,55,731
II. Items not chargeable to Contribution under Section 58 and Rule 32		
(i) Donations received from other Public Trusts and Dharmadas	-	
(ii) Grants received from Government and Local authorities	-	
(iii) Interest on Sinking or Depreciation Fund	-	
(iv) Amount spent for the purpose of secular education	-	
(v) Amount spent for the purpose of medical relief	-	
(vi) Amount spent for the purpose of veterinary treatment of animals	-	
(viii) Expenditure incurred from donations for relief of distress caused by scarcity, drought, flood, fire or other natural calamity	-	
(viii) Deductions out of Income from lands used for agricultural purposes:-		
(a) Land Revenue and local Fund Cess	-	
(b) Rent payable to superior landlord	-	
(c) Cost of production, if lands are cultivated by trust	-	
(ix) Deductions out of income from lands used for nonagricultural purposes:-		
(a) Assessment, cesses and other Government or Municipal taxes	-	
(b) Ground rent payable to the superior landlord	-	
(c) Insurance premia	-	
(d) Repairs at 10 per cent of gross rent of building	-	
(e) Cost of collection at 4 per cent of gross rent of buildings let out	-	
(x) Cost of collection of income or receipts from securities, stocks, etc. at 1 per cent of such income	-	
(xi) Deductions as account of repairs in respect of buildings not rented and yielding no income, at 10 per cent of the estimated gross annual rent	-	
Gross Annual Income chargeable to Contribution Rs.		1,21,55,731

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

FOR S. P. GUPTA & ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Reg no 103445W

Preeti

(Preeti Parasrampur) Partner
(Membership No 131204)
Mumbai
Date: 10/08/2022

FOR ATMA EDUCATION

Amit Murugkar
Amit Murugkar Trustee

Sonali Saini
Sonali Saini Trustee