

CASE STUDY

# Atma - The Apprentice Project

A case study on Atma's 3 year Accelerator Partnership with The Apprentice Project

JULY 2022

**THE APPRENTICE PROJECT**

An initiative under  Mentor Me India



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# About The Apprentice Project

The Apprentice Project (TAP) is working towards empowering underprivileged children from the age group of 10 to 14 years to develop social-emotional skills and succeed in the current world. The organisation provides highly skilled volunteers who act as mentors, and inspire children across the domains of Visual arts, Performance Arts, and Technical Arts (Coding and Electronics) inculcating essential leadership skills such as - Creativity, Problem Solving, Teamwork, Communication etc.

## Problems identified

Students from low-income schools lack socio-emotional skills, exposure, and opportunities to be successful in the 21st century and hence TAP's mission is to empower children from low-income schools with opportunities and resources to help them attain an excellent education

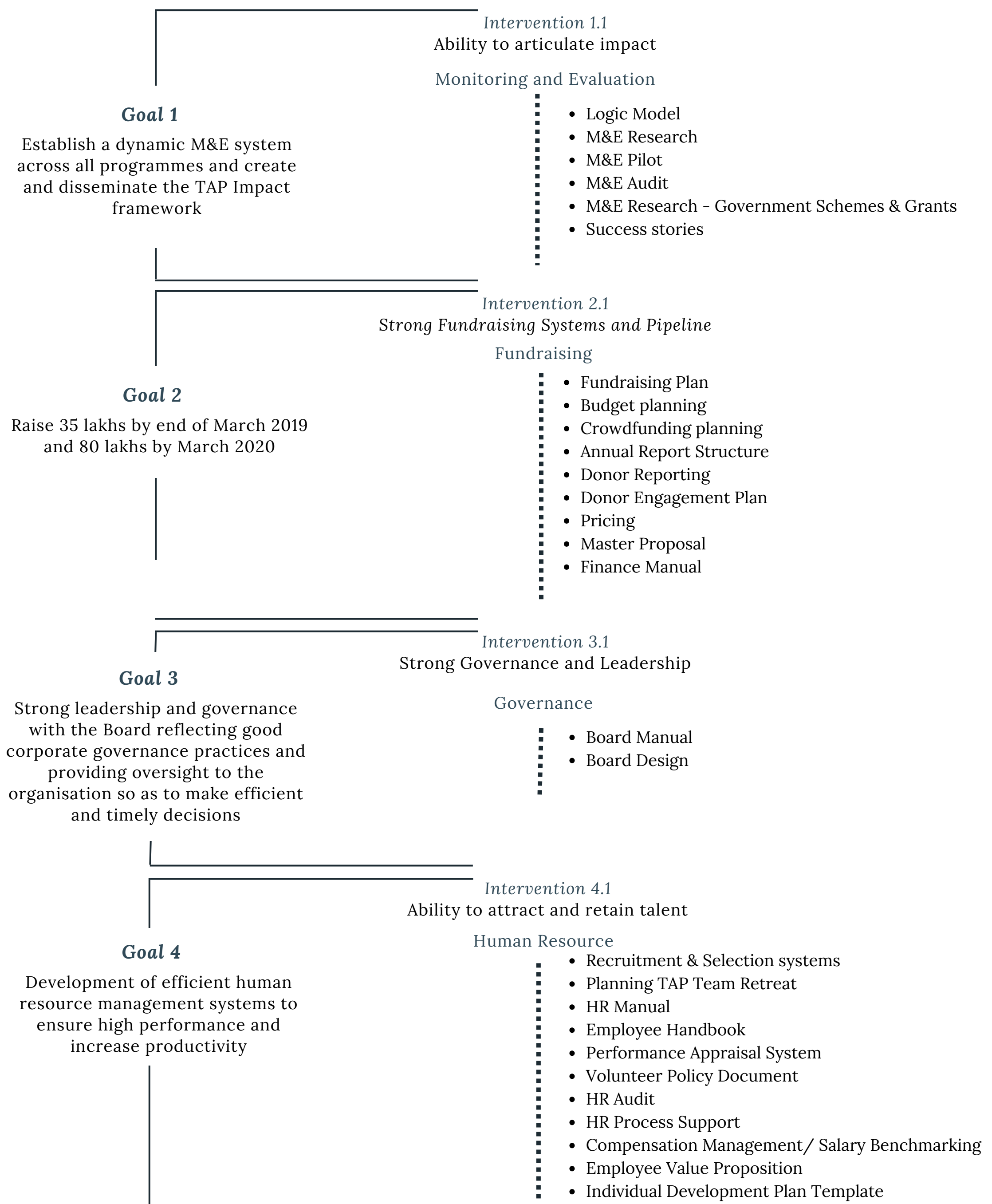
TAP was looking to standardize its programme and operations, define their impact better, and achieve sustainability. Additionally, they wanted to expand to 5 cities (Pune, Bombay, Delhi, Bangalore and Aurangabad) over the 3 years of the partnership. Since the organization was only around 2 years old, it needed support with basic systems and processes across HR and Admin. They also required a lot of support in fundraising at various levels and considerable assistance in setting up stronger M&E systems to define and capture their impact. Apart from this, they were looking to standardize and build out logic models for their existing programmes.

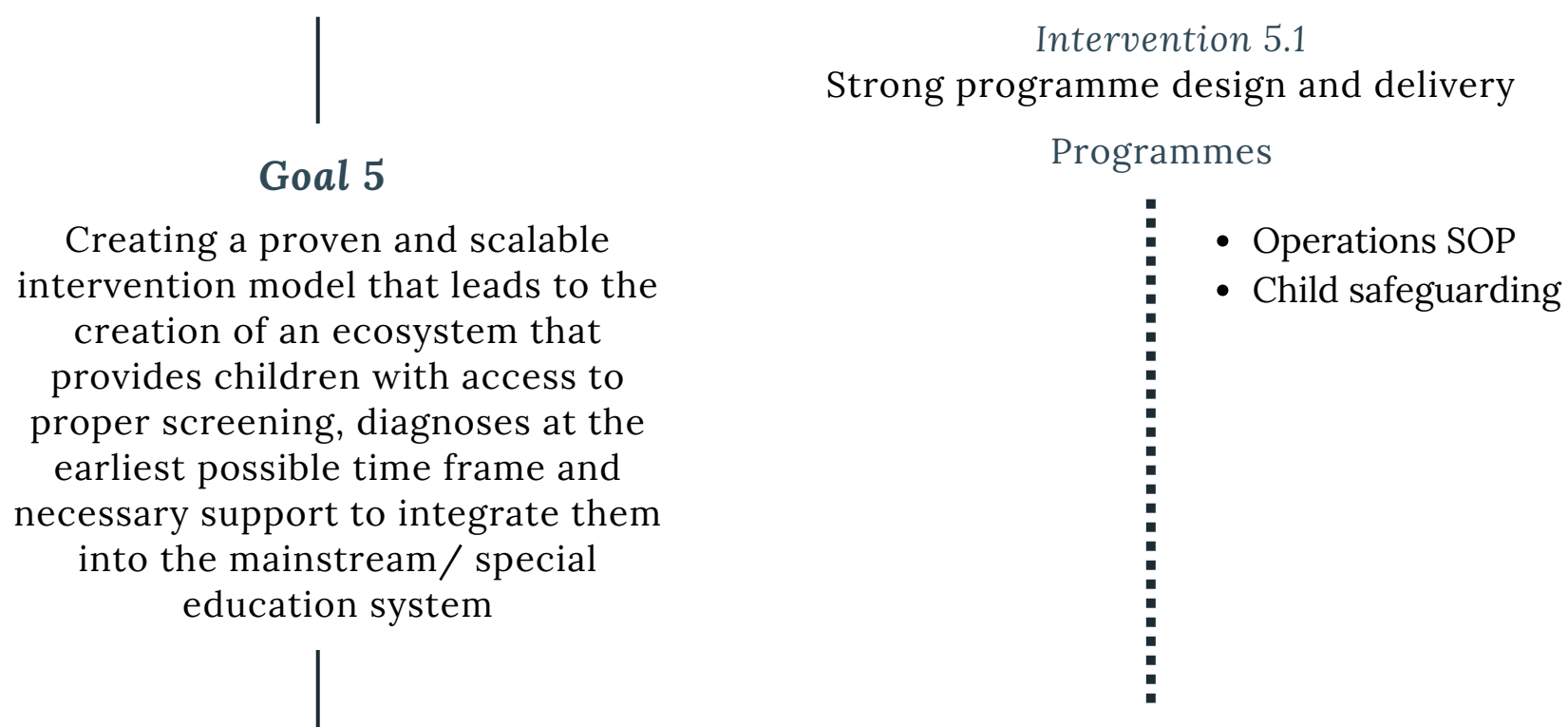
## Atma's Approach

Atma identified the following key goals to accomplish to help solve the above-highlighted problems:

- Establish a dynamic M&E system across all programmes and create and disseminate the TAP Impact framework
- Raise 35 lakhs by end of March 2019 and 80 lakhs by March 2020
- Strong leadership and governance with the Board reflecting good corporate governance practices and providing oversight to the organisation so as to make efficient and timely decisions
- Develop efficient human resource management systems to ensure high performance and increase productivity
- Create a proven and scalable intervention model that leads to the creation of an ecosystem that provides children with access to proper screening, diagnoses at the earliest possible time frame and necessary support to integrate them into the mainstream/ special education system

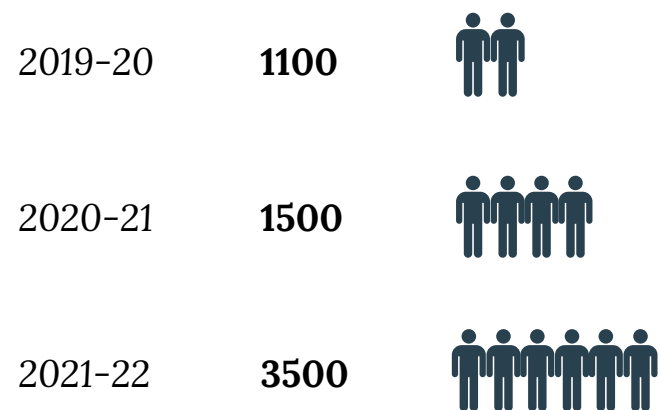
## Solutions



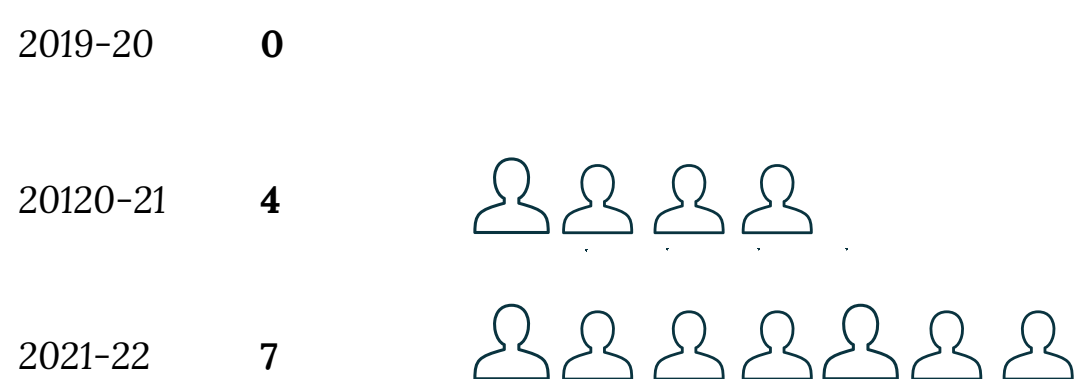


## The Apprentice Project Growth

### Stakeholders



### Staff (excluding leadership)



## Outcomes Achieved

TAP is confident to speak about its impact to donors and retain their faith in the work that it does which directly and indirectly **increased funding opportunities**

The support that Atma gave to TAP to research the right framework to build an M&E system which did not exist pre-partnership, helped them in articulating their impact better.

*Financial sustainability with **multi-year funding commitments**. TAP was able to scale their funding by 4x by the end of the 3-Year partnership.*

TAP now has a strengthened fundraising system. The founders developed the skills to network and maintain relationships with external stakeholders which led to increased funding and multi-year funding commitments allowing the organisation to survive even during the pandemic

*Gradual **skill-building** and **change in Leadership mindset** will have a long-lasting effect on the organisation's success*

While Atma's projects focused on governance, leadership development happened in an ongoing manner with constant coaching with the Atma team and sharing of best practices from the industries. With the Governance projects, there was a gradual change in the mindset of the Founders to let go of control of the decision-making in the organisation and bring in expertise for oversight.

*TAP's programmes on ground meet the needs of their stakeholder and allow for innovation **keeping their work relevant even during COVID**.*

All three programmes were designed, piloted and then documented in the form of Standard Operating Procedures and various review processes were incorporated to ensure that feedback and learnings were looped back into the programme revision.

## Testimonials

"Atma was always been a checkpoint and sounding board. Apart from that, it was very handy for us to get resources in terms of structures, processes and templates, and documentation. Overall, it has been a great journey for us to work on so many areas with Atma being there as constant support."

Prashant Kumar, Co-founder at The Apprentice Project