



### 15Years Of Atma

#### Atma has built the capacity of 90+ NGOs.

2021

**Future of Impact Collaborative** was convened at the start of the pandemic to enable information sharing and provide NGOs with tools to sustain the crisis.

2020

Atma conducted its **first impact study** - On average during the partnership, organisations experienced a **4.2x increase in beneficiaries** and a **4x increase in budget**.

2016

Atma Network was launched, a knowledge-sharing platform to support entrepreneurs in scaling their NGOs.

2015

First 4 partner organisation Nareshwadi, Muktangan, CHIP and Mumbai Mobile Creches.

2007

Atma decided to be a **virtual organisation** partnering with NGOs across pan India.

2020

Atma had Volunteers from across the globe such as Australia, Belgium, Canada, Finland, France, Germany, Netherlands, South Africa, UAE, USA and UK.

2017

**Gati**, a consortium of organisations and schools was formed to drive inclusion.

2016

Expanding the Programme, **15 new Partner** NGOs were onboarded taking the number from 4 to 20.

2012

Atma was founded by Hayley Bolding & Adrienne Monteath -Van Dok.

2007





#### **CONTENT OVERVIEW**

01

CEO's Message

07

Field Visits

02

Year gone by - Work & Impact

80

**Leader Stories** 

03

Our Vision & Mission

09

The Lab

04

Impact Study 2023

10

Thought Leadership

05

Programme Overview

11

Volunteer Programme

06

Accelerator Programme

**12** 

Events at Atma

# MESSAGE FROM THE CEO



We believe that the awareness and understanding of an NGO's OD need is slowly, but surely, evolving in the sector.

We look ahead with focus, flexibility and fervour to effectively serve the developmental ecosystem in India.

Sneha Arora CEO - Atma

#### "Alone we can do so little, together we can do so much." Helen Keller

Creating a better world requires teamwork, partnership and collaboration. India today needs an army of change-makers working towards the shared purpose, of a more just and equitable society. Given the key role played by social purpose organisations (SPOs) in empowering such a society, Atma invested its energy in actively engaging with new partnerships and collaborations in 2022-23. We partnered with 20 organisations, on advocacy, impact and new programmes, working with ~330 NGOs across programmes.

We started the year by hosting an open dialogue on the current methods of grant-making in the sector and their effects on ground-level impact. The Atma Open House 2022 showcased funding methodologies that drive better social return, build more resilient non-profits and aim for both sustainability and scale by investing in organisation development. We ended the year by engaging with peers and OD experts as a part of the Wipro Resource Partners meet, Dalberg Education Leaders conference, Bridgespan's Pay What It Takes roundtable and Dasra's Rebuild India marketplace in order to create greater awareness and urgency around strengthening the capacity building ecosystem.

Atma has played a small part in advocating for the need to invest in NGO capacity building by participating in multiple such dialogues, events and initiatives throughout the year. We believe that the awareness and understanding of an NGO's OD need is slowly, but surely, evolving in the sector.

A crucial priority for us this year was measuring the impact of our flagship OD programme. We partnered with Sattva to conduct an independent impact evaluation of Atma's Accelerator programme from 2016-2022. 21 NGOs participated in the study and were evaluated on their skills, processes, organisational maturity and growth. The Atma Accelerator demonstrated a 77% increase in skills and a 75% improvement in processes for participating NGOs post-intervention. Accelerator NGOs grew 4x in stakeholder served, 2.2x in funding received and 2.1x in team size at the end of the Atma programme. 95% of NGOs reported that the Atma Accelerator improved their confidence levels.

We are proud of what Atma has been able to achieve in its 15-year journey, hand-holding NGOs to maximise their inherent potential to become bigger, better, and stronger. We not only invested in a rigorous impact evaluation process but have also shared the results with the broader ecosystem in order to create greater awareness and understanding of the value added of OD investments for the sector as a whole. We also learnt what we can do better and have started to take steps towards improving our programme to be more effective for NGOs. To know more about our Impact study, click here.

As we open ourselves up to greater evaluation and collaboration, opportunities came our way to innovate on new programme designs for the capacity building of NGOs. Atma entered into 3 new Lab partnerships in 2022-23, with a family foundation, a private charitable trust and a corporate CSR donor, towards the common aim of strengthening NGO capabilities through grant support, fellowships and volunteering. We also entered into chapter 2.0 for the Future of Impact collaborative, partnering with 5 other development sector organisations to design & launch the Common Minimum Programme, aimed at building the most basic capacities for grassroots NGOs. To know more about our Lab partnerships, click here.

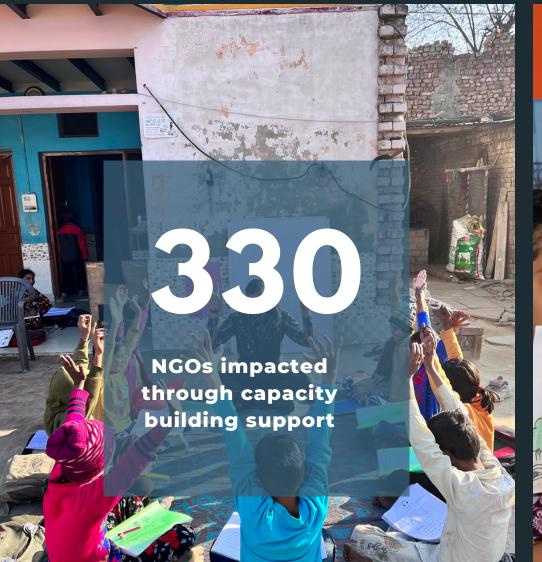
As we embark upon a new chapter in Atma's journey, moving into our 16th year as an organisation, we are setting our eyes on a re-envisioning of vision, mission and goals to better align with our strengths, invest in our capabilities and stay committed to serve the evolving needs of our partner NGOs. We look ahead with focus, flexibility and fervour to effectively serve the developmental ecosystem in India.

<u>Check out Sneha's profile on LinkedIn</u> or write to her at sneha@atma.org.in

#### **ATMA'S IMPACT**

# 2022-23

An Year of Advancement







#### ATMA'S WORK THIS YEAR

At Atma, we hold a unique position that enables us to provide broad support as an ecosystem collaborator while actively engaging as a hands-on capacity builder for our partner NGOs.

This year, we had the privilege of working with 330 NGOs, participating in various programmes and launching new initiatives. Nurturing strong partnerships within our team, with multiple NGOs, intermediaries, and the donor community, we take immense pride in the support we have extended to the sector.

Dedicated to enhancing the knowledge, skills, and processes of our NGO partners, we successfully improved the capabilities of over 20 organisations, through our intensive Accelerator support. Additionally, we facilitated meaningful engagement for 46 global volunteers who brought diverse perspectives and expertise to our initiatives.

Our commitment to collaboration extends beyond individual NGOs, as we form partnerships with organisations to strengthen collective impact in the social sector. Through the Atma Lab, we launched three innovative programmes, demonstrating our drive to push boundaries and develop creative solutions for social challenges.

As a catalyst for positive change, we leverage our expertise, networks, and resources to support NGOs in their vital work. With wide-ranging support and deep engagement, we aim to foster a robust and effective social sector that drives sustainable and meaningful impact in communities.

### Impact Measurement and Evaluation

## Technology and Innovation

## Collaborative Partnerships

# Knowledge Sharing and Thought Leadership

# Sustainability and Long-Term Impact

# Attracting Talent to the Sector

- Initiated an external impact evaluation by Sattva for the Accelerator programme.
- Used data-driven approach for in-depth insights and programme improvement.
- Demonstrated programme effectiveness and advocated for capacity-building support.
- Embraced technology for programme delivery and amplifying impact.
- Introduced a new OD area under Accelerator Digital
- Offered expertise to NGOs in leveraging technology and facilitated connections with service providers.
- Lab interventions utilised technology for knowledge sharing and community building.
- Actively sought partnerships with like-minded organisations.
- Leveraged complementary expertise, resources, and networks for greater impact.
- Engaged with corporates, foundations, academic institutions, and sector leaders.
- Organised webinars, workshops, and publications to facilitate knowledge exchange.
- Contributed insights and best practices to the social sector.
- Fostered a culture of continuous learning and improvement.
- Built NGO partners' capacity for programme sustainability.
- Provided ongoing support, mentorship, and skills development.
- Equipped NGOs to engage local communities and create lasting change.

#### • Engaged talent from various sectors through the Volunteer programme.

- Leveraged corporate partnerships to tap into expertise and talent.
- Empowered NGOs to develop & strengthen their own Volunteer programmes for scaling impact.



WE EMPOWER NGOS FOR SUSTAINABLE AND SCALABLE IMPACT

# QUALITY EDUCATION FOR ALL: OUR SHARED VISION

We firmly believe that every child deserves access to quality education. It is our shared vision to create a world where no child is left behind. By working with education-focused NGOs, we actively contribute to the realisation of this vision. We strive to build a strong network of empowered NGOs that collectively work towards providing equitable and excellent education opportunities for all children.

We empower NGOs to scale their impact through strategic solutions, hands-on guidance, and management support. By expanding reach, strengthening systems, and enhancing programmes, we strive for quality education for all children. Our mission is to build the capacity of education-focused NGOs for sustainability and high-quality education delivery.

### OUR APPROACH: DRIVING LASTING CHANGE THROUGH EXPERT GUIDANCE

We believe in a hands-on approach that goes beyond traditional consulting. We work side by side with NGOs, providing expert guidance and management support to drive tangible and lasting change. By leveraging our experience of 15 years, we help NGOs overcome challenges, identify opportunities, and implement effective strategies.

### SCALING FOR IMPACT: EXPANDING REACH AND STRENGTHENING SYSTEMS

We support NGOs in scaling their impact by developing customised growth strategies, strengthening internal systems, and making them scale-ready. Our aim is to ensure long-term sustainability and maximise potential, empowering NGOs to achieve transformative change and deliver greater outcomes in their unique contexts.

# WHY WE DO WHAT WE DO: EMPOWERING EDUCATION NGOS FOR LASTING IMPACT



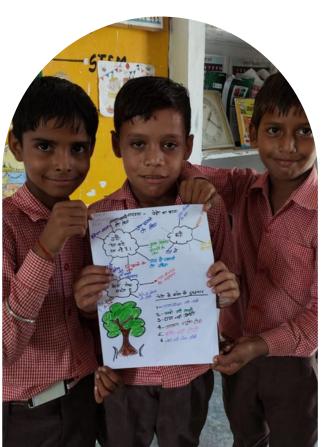
Social problems in India are diverse and complex, stemming from a combination of factors such as poverty, inequality, a large population, and a rapidly developing economy.

Addressing these issues requires multi-faceted approaches that address the root causes of these problems.



NGOs and social enterprises can play a key role in solving the complex challenges in our country by building solutions that emerge from a deep understanding of the need on the ground

Currently, there are 143,946 NGOs registered on the 'NGO Darpan' Portal of Niti Aayog.



Most of us have come from the NGO sector and don't necessarily come with an entrepreneurial background. So, we require capacitybuilding training to put structures in place.

Ishita Manek, Co- Founder Rubaroo However, NGOs are facing their own set of challenges, which act as impediments to increasing the scale and depth of their programmes

To support the organisations in realising their true potential and lead the way in solving social problems,

Atma works with high-potential NGOs and social enterprises to build their capacity and help them become bigger, better and stronger

This, in turn, leads to increase in scale and depth of impact on ground.

Atma works across 10 Organisational **Development** areas





#### ATMA'S IMPACT ASSESSMENT

In 2022, Sattva conducted an external impact assessment of Atma's Accelerator Programme



Without Atma, it might have taken 10 years to get where we are now or maybe we might have never reached the current point... Atma instilled confidence and ensured improvement in quality every year.

Partner Organisation



Atma's support is very relevant to entrepreneurs like us who are passionate and have ideas. But nobody knows how to set up an organisation in the beginning.

With Atma's support, we didn't have to set it up organically i.e. start from scratch but instead, we were able to adopt a systematic approach.

If we had to start from scratch, our growth would've been much slower.

Partner Organisation

#### Atma's Impact

#### **ACCELERATORS GROWTH AND SCALABILITY**

With the Atma partnership NGOs achieved

85% of the partnerorganisations reported growingby 1 stage at least

Partner organisations improved in skills, processes, and capacity growth



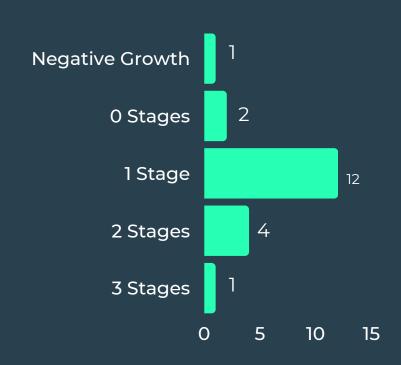
**4.05**x average increase in **stakeholders** 



2.22x average increase in funding



**2.11x** average increase in **staff** 





reported improvement in skills



reported improvement in processes

Click here to see the key report insights

#### WHAT IS NEW AT ATMA?



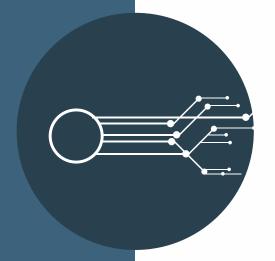
New Chief Programme Officer Vernon Dsouza



3 New programmes were introduced as a part of the Lab



We started our first cohort in Gujarat in partnership with Great Eastern Shipping



Accelerator introduces new Digital Organisational Development (OD) area



Atma is a Great Place to work - second time in a row



Atma is now serving semi-urban and rural NGOs through Future of Impact Collaborative

#### Intensive: 3-Year partnership

Selects, develops, and scales organisations to achieve capacity benchmarks in 3 years across 10 areas of organisational development (OD).

#### **Short term: Project partnership**

Identifies, scopes, and addresses critical organisational needs through targeted projects within a mutually agreed timeline of 3-12 months.

Piloting the journey towards making NGOs outcome-ready

Outcomes Readiness Programme

Building the common minimum capacities required to thrive in the social sector

••••••••••••

Future of Impact Collaborative

ATMA'S PROGRAMMES

#### Intensive: 1-Year partnership

Selects, develops, and scales organisations to achieve capacity benchmarks in 1 year across targeted organisational development areas

#### **Short term: Workshops**

Conducts workshops in various domains tailored to the organisation's needs, including a Capacity Diagnostic, Strategy Plan, Logic Model, Leadership, and Curated workshops.



THE LAB

Unlocking the Potential of Volunteering for Social Transformation

5

6

Catalysing selfsufficiency for 7 high-potential NGOs through customised capacity building support.

TaRa AtmaNirbhar Grant Corporate Volunteering

Atma - EY

Volunteer Programme

Community Connections
Programme

Building the Volunteer capacity of NGOs in turn scaling their impact

Change Leader Fellowship

Our Flagship Programme

# EMPOWERING NGOS FOR IMPACT: ATMA ACCELERATOR DRIVES ORGANISATIONAL EXCELLENCE

Atma Accelerator offers hands-on support to NGOs in planning, strategising, and implementing projects across organisational development areas. Our aim is to enhance NGO capacity by optimising management processes and providing guidelines and tools for enhanced performance.



Atma's support in our organisational growth over the last couple of quarters has been tremendous. They helped us create processes, documents and SOPs, central to the People & Culture of SOL, which is playing a pivotal part in our growth and operations.

Sanea Mahajan Manager, People and Culture - Slam Out Loud



If you would like to know more about our Accelerator Programme offerings <u>click here</u>

Under Accelerator, Atma offers intensive and short-term support tracks.

## **3-Year** Partnership

Intensive programme:
Selects, develops, and scales
organisations to achieve
capacity benchmarks in 3 years
across 10 areas of
organisational development

#### 1-Year Partnership

Intensive programme:
Selects, develops, and scales
organisations to achieve
capacity benchmarks in 1 year
across targeted organisational
development areas

#### Project Partnership

Short-term support: Identifies, scopes, and addresses critical organisational needs through targeted projects within a mutually agreed timeline of 3-12 months

#### Workshops

Conducts workshops in various domains tailored to the organisation's needs, including a Capacity Diagnostic, Strategy Plan, Logic Model, Leadership, and Curated workshops.

As per the 2022 Impact study

**Partner** organisations that attended other programmes identified 1:1 customised support, result driven approach and an approachable team as the USP of Atma's Accelerator



# 1:1 support by Consultants

Consultants and volunteers at Atma work closely with partner organisations to provide 1:1 handholding support.



#### Tailored approach

The Accelerator programme comes with an open approach and is based on the needs of the organisation. The needs are assessed through the Life Stage Survey (LSS) tool.



#### Long-term support

Atma understands that keeping the momentum is tough since Organisational Development is slow-paced and needs patience. Keeping this in mind, Accelerator is a long-term 3-year engagement, providing 1200+ hours of support.



# Comprehensive approach

Atma works across 10 organisational development areas to increase scalability in terms of both growths in depth and breadth.



# Results driven approach

Atma ensures that the intervention leads to both measurable growth (scale-up metrics) and measurable capacity building (Knowledge, skills and processes) for the partner organisations.



#### Team

Atma comprises of an experienced and approachable team with a strong problemidentification and growth mindset.



#### Rigour

Consultants co-create the Annual Implementation Plan (AIP) with the partner organisations and the progress is tracked through Quarterly Assessment (QA) Process. This approach of goal setting and monitoring increases accountability and thus the rigour of the programme.

**Accelerator NGOs** 

# Transforming Complexity into Solutions: Our Partners Tackle the Toughest Challenges



Facilitating Livelihood
Programmes



Increasing access to welfare policies



Providing Socio-emotional learning curriculums



XRCVC
Providing Holistic growth
for persons with
disabilities





Transforming Schools



Training Teachers



Building Digital literacy



Creating Safe spaces, growth and contextual learning opportunities for tribal children



Transforming schools



Developing Peer based learning to bridge education gap



Creating inclusive learning environment in schools



Forming and strengthening of community based organisations



Providing Early childhood care and education



Supporting out-ofschool children



Rehabilitating, Caring and Educating children in need



Reducing drop-out rate among children



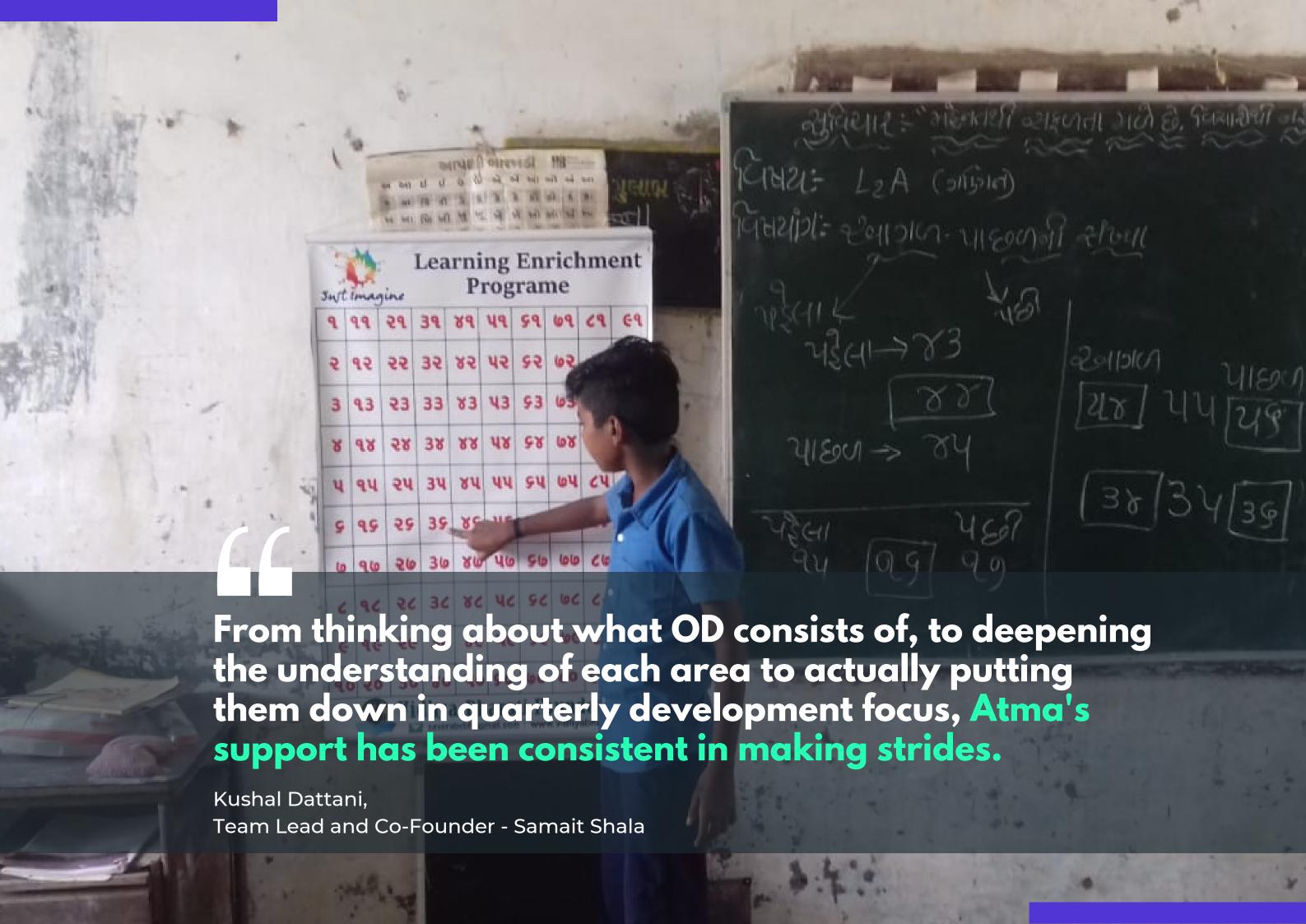
Provide education programmes



Providing Socioemotional learning curriculums



Providing Socioemotional learning through art



#### **3-YEAR PARTNERSHIP CASE STUDY**

Unleashing Potential, Creating Impact: Tapasya's Journey of Growth, Resilience, and Transformation



Tapasya, founded in 2017 addresses the breakdown in delivering government initiatives aimed at marginalised communities in India. The organisation recognises the need to bridge policy and implementation issues. Through their work, they assist individuals and communities in accessing available resources and entitlements, empowering them to combat adversity and marginalisation.

#### **Problem Identified**

In 2018-2019, Tapasya was in the process of building a strong foundation for organisational growth and sustainability and putting in place key systems and processes. It was also actively looking at expanding the scope of its operations and programmes. In 2019 and 2020, Tapasya conducted small research studies and initiated pilots and realised that only providing access to welfare policies will not help the beneficiaries attain the quality of life that they aspire to. In order to make their programmes more inclusive and holistic in nature, Tapasya decided to intervene in the area of parenting, early childhood development and maternal and child health. In the last 3 years, Tapasya was, therefore, navigating its journey on two fronts internally:

Building organisational capacity

Refining and defining its programmatic focus, while being buffeted by externalities like COVID-19

Atma has put a lot of effort into making Tapasya self-sufficient. By the end, we

felt that we spent lesser time in partnership because we have already become

more átma nirbhar' (self-sufficient) in terms of addressing our needs, and the

#### Atma's Approach

Through the use of Atma's Life Stage Survey tool, Tapasya was able to assess its capacities across 9 different organisational development areas. Separately, Atma also helped Tapasya articulate its long-term goals. Using the assessment and the articulation of long-term goals, Atma helped Tapasya develop a blueprint of critical areas for capacity building for the 3 years of the partnership. Because the goalposts for Tapasya continued to evolve during the partnership, Atma infused a fair bit of flexibility into the partnership plan and also periodically revisited it to make sure the work taken up during the partnership is relevant to the needs of the organisation.

Based on the LSS report and the goals of the organisation a 3-year Partnership Strategy plan was created. The Strategy plan was further broken down into 3 Annual Implementation Plans. The project in each AIP were mapped to organisation goals and the Atma partnership goals.

#### **Solutions**

#### Goal 1

To (i) secure a committed 1-year funding pipeline by 2022 and secure repeat / long-term funders; (ii) have strong financial management systems and policies in place to enable better management of funds and financial decision-making and reporting even at scale

#### Strong Fundraising Systems and Pipeline

#### Fundraising

- Budget (multiple iterations)
- Cash flow tracker
- Multiple iterations of 2 pagers (organisational and programmatic)
- Multiple iterations of the pitch deck and proposals (standardised formats with support on customising it for specific donors)
- Elevator pitch
- Donor management tools and tracker
- Fundraising plan/strategy
- Online fundraising campaign
- Fundraising research
- Donor report templates

#### Marketing

- Website Content
- Annual Report for 2019-2020 and 2020-2021
- Communications plan

#### Goal 2

To attract the right talent, and to develop and retain the talent

#### Ability to attract and retain talent

#### Human Resource

- Organogram
- Employee handbook
- Performance appraisal systems
- Organisation values
- Recruitment and selection processes
- Learning and development

#### Programme Development

Volunteer Programme

Tapas Sutradhar, Co-Founder & CEO,Tapasya

Read the detailed Case study here

credit goes to Atma's continued effort."

#### **Outcomes**

#### **Goal 1: Strong Fundraising Systems and Pipeline**

Atma supported Tapasya in developing expertise in budget creation, fundraising research, collateral creation, strategic planning, and pipeline management, enhancing their ability to generate leads and build a strong organisational narrative. Tapasya successfully raised ~72 Lakhs during the partnership and has a funding pipeline that can cover most expenses for FY 2023. With a diversified funding base and effective measures to navigate the constraints of Covid-19, Tapasya has achieved financial stability and resilience.

#### **Goal 2: Ability to Attract and Retain Talent**

Atma enhanced Tapasya's understanding of organisational structure, HR systems, and volunteer management, leading to a skilled and engaged team. By leveraging volunteers for critical tasks, Tapasya maintains a lean core team and effectively addresses funding constraints. This structured approach has enabled Tapasya to build a value-aligned organisation that operates efficiently and effectively.

#### **Goal 3: Strong Governance and Leadership**

With Atma's support, Tapasya has been able to develop logic model frameworks, indicators, data collection tools for its interventions. With the changes to the programme, some of this has evolved in an iterative manner and Tapasya is exploring tech enabled solutions that would help them to better capture, visualise and articulate their impact.

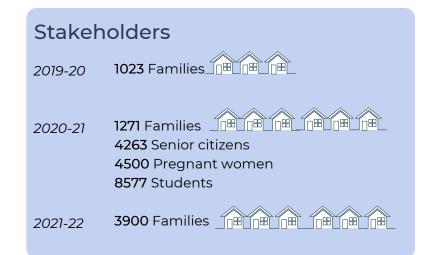
#### **Goal 4: Ability to Articulate Impact**

During the partnership with Atma, Tapasya gained valuable insights and support in NGO governance, pitching for stakeholder buy-in, and effective people management. They have restructured their governance, bringing in advisors with subject matter expertise and mobilising resources. Tapasya has established strategic partnerships for programmes, monitoring, and evaluation, harnessing the power of collaboration. Additionally, they received recognition and support through prestigious fellowships such as Changeloom Fellowship, the NSRCEL programme, and being a finalist for the Acumen Fellowship.

#### **Goal 5: Strong Programme Design and Delivery**

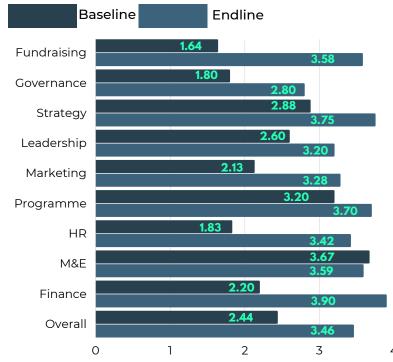
During the partnership, Atma helped Tapasya enhance its programme design, scaling capabilities, resource mobilisation, and agility. Tapasya expanded its focus beyond the Right to Education Act and engaged with multiple government policies. They effectively responded to the COVID-19 crisis and solidified their long-term vision in parenting and maternal and child development. Tapasya leveraged existing resources, maintained a physical presence in key locations, and established partnerships with government departments for their projects.

### Growth in end stakeholders, and budget



Budget			Team
2019-20	4,47,771	₹	4
2020-21	35,95,590	₹₹₹₹	4
2021-22	35,95,591	₹₹₹	4
			* not including part-time staff and volunteers

#### **Life Stage Survey**



Tapasya showed an average growth of 1.03 on all the 9 Organisational Development areas of the Life Stage Survey.

#### **Solutions**

#### Goal 3

To have strong leadership for programme implementation and operations at scale, and to be adequately supported in its mission by its board and advisors

#### Strong governance and leadership

#### Governance

- Child Safeguarding Policy
- Governance manual
- Advisor job descriptions

#### Leadership

• Leadership capacity assessment

#### Goal 4

To define, measure and report on the impact of their programmes and to make relevant programme improvements

#### Ability to Articulate Impact

Monitoring & Evaluation

- Logic Model for school readiness programme
- Logic model for a policy implementation programme
- Indicators for a policy implementation programme
- Change stories
- Logic model and Indicators for maternal and child health and ECCE Programme

#### Goal 5

To pivot its programmes successfully to stay true to mission and execute the programmes effectively in a Covid/Post-Covid environment

#### Strong Programme Design and Delivery

Organisational Development

Expansion plan (new geographies, new programmatic areas)

#### Programme Development

- Policy research
- Support on programme development
- Support on programme design



#### 1-YEAR PARTNERSHIP CASE STUDY

Empowering Apni Shala through a transformative partnership: Building comprehensive M&E systems, innovative assessment tools, and a roadmap for



building skills for life

#### sustainable Impact

Apni Shala, founded in 2013, is a Mumbai-based organisation that focuses on developing Social Emotional Learning (SEL) skills in children through play-based and experiential learning. They run Khoj, an SEL-integrated primary school, and School SEL, a grade-specific curriculum for classes 4-10 in municipal schools. They advocate for SEL through campaigns, summits, and workshops while partnering with non-profits to increase access to SEL education.

#### **Problem Identified**

Apni Shala, an Atma graduate partner, recognised the need to enhance their monitoring and evaluation (M&E) systems as their programmes grew and expanded, particularly in their School SEL programme, which required more suitable tools to effectively gauge impact within a shorter implementation duration.

#### **Atma's Approach**

Through scoping calls and a review of Apni Shala's existing M&E documents, Atma identified the need for a revised logic model and a collaborative approach to building M&E tools for their School SEL programme. Together, Apni Shala and Atma embarked on a process of joint inquiry, research, and guided brainstorming to create a comprehensive framework and handbook. Employing a "Hindi-first" approach, the team ensured that outcomes, tool questions, and other elements were documented in a contextual and simple language for facilitators, with subsequent translation to English.

#### **Solutions**

In the realm of Monitoring & Evaluation, Atma successfully completed several projects in the duration of 1.5 years to support Apni Shala's organisational development.

Goal: Creating a robust system for M&E and impact evaluation for School SEL programme

#### Strategy 1

Define/ Develop the outcome indicators and outputs clearly for School SEL Programme

- Revised Logic Model for the Programme
- Indicators Bank
- Competency definitions
- Competency Outcomes for the Year
- Long-term and well-being outcomes

#### Strategy 2

Design a robust M&E system to collect, collate and analyse data

- Analysis and literature review of tools globally
- 4-scale SEL competency rubric based on Apni Shala's principles
- Statement survey tool
- Situational Judgement Test (vignette-based tool)
- Facilitator observation tool
- User testing of the SJT tool
- External expert review and revision of all tools

#### Strategy 3

Enable usage of data to make key internal decisions and communicate to external stakeholder

- Data analysis templates for all three tools Statement surveys,
   SJT and observation
- M&E report template
- M&E handbook for staff

#### **Outcomes**

#### **Knowledge**

Apni Shala has gained a deep understanding of the key components of a well-articulated logic model, including the distinction between outputs, activities, and outcomes. Leveraging their existing expertise in SEL, they further expanded their knowledge by exploring a wide range of tools, specifically Direct Assessment Tools for assessing SEL among children.

As a valuable outcome of the collaboration, Apni Shala now possesses a readily accessible resource of diverse tool options that can be referenced and customised in the future for ongoing refinement and improvement of their tools.

#### **Skills**

Apni Shala has enhanced their capacity in creating rubrics, conducting granular analysis, and utilising logic models to identify gaps in programme activities and tools, resulting in more efficient assessment and comprehensive representation of data.

#### **Systems & Processes**

Apni Shala has developed a comprehensive M&E system for their School SEL programme, incorporating data from student-facing tools and facilitator observations. They have enhanced their Student Outcomes framework based on CASEL, guiding curriculum revision. A comprehensive rubric has been created to illustrate SEL competency progression in Hindi and English. The Statement Survey tool has been aligned with rigorous research. A unique Situational Judgement Test assesses students' comprehension of SEL. An Observation Tool enhances standardisation and captures qualitative information. The tool creation process serves as an SOP, facilitating future revisions, while detailed documentation allows for easy updates.

#### **WORKSHOP CASE STUDY**

#### wipro foundation wipro



#### **Empowering Wipro Foundation Grantees**

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 organisational areas, Mentoring support from domain experts, Facilitating an active community of education practitioners.

#### **Problem Identified**

Non-governmental organisations (NGOs) and public institutions have played a crucial role in driving positive change and impact across various sectors through innovative interventions. Their efforts have influenced public discourse and led to tangible on-the-ground outcomes. However, there remains an ongoing need for NGOs to address evolving challenges in their respective fields. In order to effectively tackle these challenges, organisations must prioritise capacity building and recognise the importance of fundraising to meet the dynamic needs of their sectors. Wipro Foundation, in partnership with Atma, has identified three common areas where Wipro's Grantees can focus on developing stronger and more effective organisations.

#### Atma's Approach

Atma has curated a three-workshop series, spread over two half days each, specifically designed to address the needs of Wipro's NGOs:

- Logic Model Workshop
- Fundraising Workshop
- Strategy Workshop

#### **Solutions**

#### **Logic Model Workshop**

The workshop focused on:

- Enhancing knowledge of logic models and their elements.
- Boosting participants' confidence in creating logic models.
- Encouraging organisations to initiate the process of creating or revising logic models for their principal programmes.

#### **Fundraising Strategy Workshop**

The workshop focused on:

- Enhancing knowledge on fundraising strategy and donor pipeline creation.
- Providing a step-by-step guide for developing fundraising strategies and creating donor pipelines.
- Assisting participating NGOs in initiating their own fundraising strategy and pipeline development journey.

#### **Strategy Planning Workshop**

The workshop focused on:

- Enhancing knowledge of goal setting, organisational strategy creation, and implementation planning.
- Providing a step-by-step guide for creating organisational strategies.
- Assisting participating NGOs in initiating their own strategy development journey.

#### **Outcomes**

Pre-workshop and post-workshop surveys were conducted to establish a baseline and measure the outcomes. Insights were gained into attendees' immediate actions and key learnings to share with their teams. The achieved outcomes include enhanced knowledge, increased confidence, and initiation of action by the participating NGOs.

#### **Objective 1**

Improving participants' knowledge/ understanding of the three areas of the workshops



#### **Objective 2**

Improving participants' confidence on the three areas of the workshops



#### **Objective 3**

Improving participants' access to resources on the three areas of the workshops

Pre-workshop Post-workshop

**81%** 

percentage increase

of

64%

**17**%

# IN THE TRENCHES: ATMA TEAM FIELD VISITS TO UNDERSTAND GROUND REALITIES

This year, we have actively conducted field visits to our partner NGOs, engaging in onground interactions. These visits serve multiple purposes, including monitoring the progress of projects, understanding the challenges faced by our partner organisations, and providing onsite support and guidance. By being present on the field, Atma can closely observe the implementation of programmes, and gather firsthand insights into the needs and aspirations of the communities served.

These visits have fostered stronger relationships with our partner NGOs, allowing for effective collaboration and tailored capacity-building support. Through these field visits, Atma ensures that our work remains contextually relevant, responsive, and aligned with the realities of the communities we aim to empower.

100
FIELD VISITS
This Year

"Being able to experience a day in the lives of our dedicated partners and field team has been both inspiring and enriching. We witness their unwavering commitment as they brave long hours on the road, reaching schools to spend valuable 30-45 minutes with teachers. They then return to the city, where they make the most of a crucial 10-minute meeting with government officials. It's in those moments, gathered at a chai shop, savouring the taste of chai and plateful of pakoras, that the team shares their triumphs and strategies for the next day. This immersive experience has touched my heart and offered profound insights."

#### Devina Nigam, Atma Consultant



"The exercises and the discussions we had during the visit were very useful. The exercises lead us to have a lot of internal discussions and critical analysis of our existing systems. Those were occasions of learning and reflection."

Father Thomas, Navjeevan trust



"Putting ourselves in the organisation's shoes made us realise the challenges they face regularly. It has helped me become more empathetic of their work and context. Looking at the work of Shiksharth firsthand, we were also able to visualise new projects for them which we can take up in the upcoming quarters."

#### Parul Agarwal, Atma Consultant







# EMPOWERING LIVES, CREATING EQUALITY: SALEEM KHAN'S ENTREPRENEURIAL ENDEAVOUR

Saleem Khan's entrepreneurial journey began with a strong desire to make a difference in the lives of underprivileged communities. Armed with a background in Physics and Social Work, as well as the experience gained through the Gandhi Fellowship, Saleem embarked on a mission to help these communities access government schemes and policies that were meant to benefit them.

Recognising the need for expertise and experience, Saleem decided to work in the development sector initially and associated himself with the Piramal Foundation. This experience not only gave him valuable insights but also instilled a sense of confidence in him. Later, he seized an opportunity to pursue a development course at IIM Udaipur, further honing his skills and knowledge.

With a grant of 40 lakhs, Saleem's dream project, Saaras Foundation, took flight. Starting in his native state of Uttar Pradesh, Saaras's work focuses on policy implementation for education, healthcare, and financial sustainability for underprivileged families. The foundation's initial work revolved around the Right to Education Act, ensuring that children could access free education in private schools. As they delved deeper into the community's needs, they added the Pradhan Mantri Matru Vandana Yojana to their efforts, providing support to first-time pregnant mothers.

Saleem's partnership with Atma became a turning point in his entrepreneurial journey. Atma provided him with guidance, tools, and resources to navigate the challenges of fundraising and organisation management. Atma initially partnered with Saleem in 2019 for fundraising support through a one-year commitment, but due to the valuable experience and the eligibility for intensive capacity building, the partnership was extended to three years.

We collaborated on developing fundraising and marketing strategies, creating essential materials like pitch decks, 2 pagers and proposals, and even establishing a website for Saaras Foundation.

With Atma's support, Saaras Foundation's donor portfolio grew from 1 donor to 4 donors, including Thermax, Reliance, Azim Premji Foundation, and HNI donors, resulting in a significant increase in their budget.

During the partnership's second year, Atma supported Saaras in monitoring and evaluation, enabling them to capture and showcase their impact effectively. The foundation became more data-driven, fostering greater confidence from donors. Atma also helped Saleem pivot the programme model to adapt to the challenges posed by the pandemic. Beyond organisational development, Atma supported Saleem in establishing an advisory board of 3 members.

Additionally, Atma's support has helped Saleem grow his team and his organisation now serves its programmes from 1 location to 4, experiencing remarkable growth.

Today, with Atma's support Saleem has grown as a leader and navigates his role as CEO with confidence, embracing data-driven decision-making and a willingness to take risks. Saleem's vision for Saaras Foundation is ambitious – uplifting one million families. With his newfound clarity and determination, he is poised to continue making a profound impact on communities in need, thanks to the transformative partnership with Atma.



"

Atma's model is truly unique and highly customised. It goes beyond providing advice and solutions; they actively collaborate with you to find and implement solutions. They are invested in the growth of my organisation as much as I am

Saleem Khan, CEO - Saaras Impact Foundation

# TRANSFORMING EDUCATION: SAUMYA AND SUBHANKAR'S JOURNEY OF COLLABORATION AND IMPACT

Saumya and Subhankar embarked on separate but equally inspiring journeys in the field of education, driven by their shared vision of transforming the Indian education system. Saumya, a creative thinker stifled by the academic-centric approach, and Subhankar, who witnessed the inequalities in educational opportunities, set out to make a difference.

Saumya's passion for nurturing children's creativity led her to found Barefoot Edu Foundation during the Young India Fellowship. She believes that schools should be a playground for experimentation, where children could explore their talents and build confidence. Barefoot initially emerged as an institution focused on cultivating the fundamental principles of education by introducing groundbreaking pedagogical approaches to early childhood learning. Saumya's leadership journey started by leading from the back, but with Atma's guidance, she gradually transitioned to leading from the front.

On the other hand, Subhankar's experiences as a Teach For India fellow exposed him to the socio-economic challenges faced by underprivileged students. He aspired to provide better opportunities for them, becoming a role model in their communities. Subhankar's entrepreneurial spirit led him to establish Lantern Edu Sports, with a focus on mentorship and exposure to extracurricular activities. He aimed to empower teachers and inspire students to embrace education as a pathway to a brighter future.

Their organisations, Barefoot and Lantern Edu Sports complemented each other's focus on early childhood and primary education. The amalgamation of their efforts allowed them to leverage their strengths effectively. With backgrounds in the corporate sector, both leaders transitioned to the development sector driven by a shared purpose. Through their collaboration, they set out to realize a shared vision: equipping every child with a solid foundation to think, feel, dream, and effect positive change.

As they joined forces, Saumya took on the role of design and impact head, while Subhankar led operations. Both leaders recognised the importance of fundraising and together managed the organisation's financial needs. To create lasting change, their programme focuses on empowering school principals to become transformative leaders and aspiring entrepreneurs. They aim to empower principals to create strong educational programmes and foster a nurturing environment within their schools.

Atma became an invaluable partner in this journey, providing expertise in HR, M&E, fundraising, communications, and programmes. Through Atma's support, Saumya and Subhankar experienced significant growth as leaders. They honed their skills in fundraising, data-driven decision-making, and managing and retaining employees. Atma's guidance on organisational structures and systems enabled them to build a strong foundation for their growing team. They witnessed a shift in their organisation's mindset, as all their programmes became well-documented and quality metrics were established.

Subhankar and Saumya's leadership has helped Barefoot expand its reach, increasing the number of beneficiaries from 1,000 to 1.5 lakh principles and their budget has also seen a significant increase

Saumya and Subhankar's personal growth as leaders is a testament to their passion, dedication, and willingness to learn. They credit Atma for preparing them to navigate challenges and make informed decisions. Their story exemplifies the power of collaboration and the impact of a strategic partnership like the one they found with Atma. Through their visionary leadership and Atma's support, they are shaping a brighter future for India's education system, one innovative step at a time.





66

We were drawn to the Atma model because, unlike other incubators, they go beyond providing mere frameworks and templates for building systems and processes. Instead, they assign dedicated consultants who work closely with us, guiding us step by step in our journey of developing essential skills, knowledge, and systems. Atma's approach is highly customised to meet our specific needs, making us feel like we are an extended member of our team. Together, we share a collective responsibility for the growth and success of our organisation.

Saumya Aggarwal & Subankar Paul Leaders at Barefoot Edu Foundation



Our Innovative Programmes

# THE ATMA LAB: EMPOWERING PARTNERSHIPS, IGNITING INNOVATION IN CAPACITY BUILDING

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.

In the fiscal year 2022-2023, Atma embarked on projects through The Atma Lab, aiming to address critical gaps in capacity building within the social sector. These initiatives allowed us to achieve the following outcomes:

#### **EXPANDING NATIONWIDE REACH**

Through The Atma Lab, we extended our services across India, reaching a diverse range of NGOs in terms of their size, locations, target populations, and interventions. In 2022-2023, we successfully engaged with 60 NGOs, bolstering our pan-India footprint. across 20 states.

#### **COLLABORATING FOR SOLUTIONS**

We fostered strategic collaborations with both social sector organisations and corporates to design tailored solutions for diverse organisational development needs. Throughout the year, we formed partnerships with 8 social sector organisations and 1 corporate to drive our Lab projects forward.

### INNOVATIVE MODELS AND KNOWLEDGE RESOURCES

The Atma Lab served as a hub for developing and piloting cutting-edge capacity-building models and knowledge resources. Our focus was on creating impactful solutions that could eventually benefit the wider social sector. We explored novel approaches, experimented with innovative strategies, and curated valuable knowledge resources for the sector's benefit.

#### **POWER OF VOLUNTEERISM**

Recognising the immense potential of volunteering, we have harnessed its power to drive innovation through two volunteer-centric programmes. We are successfully implementing a corporate volunteering programme in collaboration with Credit Suisse, while also running a fellowship programme aimed at strengthening NGOs' capacity to effectively engage and benefit from volunteer support.

5 INNOVATIVE PROJECTS

Impacting

60

NGOS

If you would like to know more about our Lab offerings <u>click here</u>











The Lab NGOs

### We are Impacting























































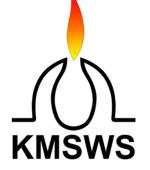






































# DRIVING NGOS TOWARDS OUTCOME READINESS

# OUTCOMES READINESS PROGRAMME

British Asian Trust

The evolving education landscape in India necessitates innovative financing structures to bridge funding gaps, while the increasing focus on outcomes prompts the need for capacity-building support to empower NGOs in driving better educational outcomes.

#### **PROBLEM**

The public education environment in India is evolving as we speak. Central and State Governments are committed to supporting the replication and scale-up of innovations which are successful at the State/District levels. However, the government is still some way away from financing innovation at scale. On the other hand, since COVID, more traditional sources of funding for Education NGOs are drying up, leading to a need for innovative financing structures to fill this gap.

Additionally, 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 realisation 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 NGOs lack the necessary resources, skill sets, or networks to drive this approach at the project and organisation levels. Thus, it is critical to support NGOs with the right capacity-building tools and resources to help drive better outcomes in the future.

#### Solution

The Outcomes Readiness programme is designed to strengthen the capabilities of Indian NGOs, empowering them to transition from input-based strategies to outcomes-focused, data-driven approaches. By doing so, it aims to unlock the potential of outcome-based financing for these organisations.

The British Asian Trust, in collaboration with Atma, implemented a three-phase partnership to enhance the capacity and technology of the two organisations, enabling them to become 'Outcomes Ready' and achieve their organisational goals, with the aim of documenting the learnings and processes to facilitate the replication of this model in developing a pipeline of promising organisations in the education sector.

#### What is Outcome based funding?

Many development sector programmes fund social impact from a 'project and inputs' lens – i.e. funders will invest in a project or an activity, with the intention that outcomes will naturally follow. Outcomes-based financing or results-based financing refers to shifting the focus of this approach and linking development funding to pre-agreed and verified results. With these instruments, funds are released only when outcomes are achieved, allowing investors to have confidence in an assured impact.

#### **Atma and British Asian Trust Role**

Atma, as the implementing partner, collaborated with the British Asian Trust to select two education-focused NGOs with demonstrated impact and scalability, providing them with capacity-building support to participate in outcome-based financing. Additionally, the 2 organisations received financial assistance for integrating technology over an 18-month period from the British Asian Trust.

Sesame Workshop - India and Sols ARC were 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.

To read the Programme's case study in depth click here

#### **Outcomes**

Outcome readiness for Sol's ARC



Mindset/Culture shift Processes/Systems Shift

"The most important mindset change has been that I don't feel the need to be present in all aspects of organisation and programme management. Continuing to work on this will hopefully free up my bandwidth. There is already less dependency on me now."

Sonali Saini Founder, Sol's ARC

Outcome readiness for Sesame Workshop



Mindset/Culture shift Processes/Systems Shift

"Atma's projects have made us regroup to reinforce and embed Sesame's core values which is a major achievement."

Rajshri Sen Director, Business Development

Both Atma's partnership with Sol's ARC and Sesame Workshop India were highly regarded, receiving outstanding ratings for the quality of projects (4.5/5 and 4/5 respectively). Additionally, both organisations gave a perfect rating of 5/5 to their assigned Atma consultants, highlighting their exceptional support and expertise.

# EMPOWERING GRASSROOTS NGOS: BUILDING COMMON MINIMUM CAPACITIES

#### FUTURE OF IMPACT: THE COMMON MINIMUM PROGRAMME

In 2020-2021, during the onset of the COVID-19 crisis, the Future of Impact Collaborative united social sector intermediaries with diverse expertise to establish a vital support network for NGOs nationwide.

Future of Impact Collaborative (FOI)

2.0's Common Minimum Programme, a
two-year initiative, was designed to
empower small to mid-size, rural, and
semi-urban grassroots NGOs by
nurturing their "common minimum
capacities" — the fundamental and
essential organisational capabilities
necessary for thriving in the social
sector.

Our work in 2022-23 for The COMMON MINIMUM PROGRAMME

#### **Articulation of Common Minimum Capacities**

The programme began by clearly defining and articulating the "common minimum capacities" required for organisational success. These capacities encompass critical areas necessary for NGOs to operate effectively and create meaningful social impact.

#### Intervention Model Design

Atma, in collaboration with the Future of Impact Collaborative members, designed an intervention model specifically tailored for the Common Minimum Programme. This model serves as a strategic framework that outlines the approaches and activities aimed at developing the identified capacities within participating NGOs.

#### **Application and Selection Process**

We implemented a meticulous application process, employing various outreach strategies through email and social media channels. Additionally, we collaborated with 25 outreach partners from the sector who actively supported us in disseminating information about the programme. The response was remarkable, resulting in 173 applications received for the first cohort. After conducting a rigorous selection process, we carefully identified and handpicked 28 NGOs with exceptional potential to participate in the programme.

#### **Capacity Building Resources**

We curated and created a library of content focused on the 15 Common Minimum Capacities. This library includes a wealth of knowledge and resources available in both English and Hindi, providing comprehensive guidance and support to NGOs in strengthening their organisational capabilities.

#### **Virtual Learning Experiences**

The Common Minimum Programme features a diverse array of virtual learning experiences. These experiences range from cohort-based learning, where NGOs can engage in collaborative and peer learning opportunities (Communities of Practice), to individualised learning through self-paced modules on organisational development, structured learning sessions, workshops, and mentorship opportunities.

#### Scaling Impact

Based on the experiences and outcomes achieved by participating NGOs, Atma and the Future of Impact Collaborative aim to scale the availability of knowledge resources and learning formats. The goal is to extend the benefits of the programme to a greater number of small to mid-size rural NGOs, amplifying their capacity-building efforts and social impact.

#### **Programme Offerings**



Organisational Development Content



Learning Sessions



Mentorship



Communities of Practice

Supporters of the Programme





Collaborative Members of the Programme









#### BUILDING BRIDGES OF IMPACT: CONNECTING CORPORATE VOLUNTEERS WITH NGOS

# COMMUNITY CONNECTIONS PROGRAMME IN PARTNERSHIP WITH CREDIT SUISSE

CYCLE 4

NGOs often face challenges in developing their boards and securing the right individuals to support their strategic growth. To address this issue, Atma partnered with Credit Suisse to implement the Community Connections India (CCI) Programme. This initiative facilitates the connection between NGOs and Directors/Managing Directors from Credit Suisse across India, enabling them to collaborate on strategic advisory projects. This opportunity not only benefits the NGOs but also provides a platform for directors to engage with the social sector and cultivate potentially long-lasting relationships.

Across the four years of this programme, we have engaged more than **72 senior employees** from Credit Suisse to support **49 NGOs** in completing **56 capacity-building** projects.

Some of these engagements have also resulted in the volunteers exploring longer-term engagements with the NGOs in an advisory Board role capacity. The model has allowed us to leverage the power of high-potential corporate volunteers to provide critical capacity-building support to NGOs that need it.

In the fiscal year 2022-23, we are proud to announce our continued partnership with Credit Suisse for the fourth consecutive year. This enduring collaboration stands as a testament to the remarkable success of the programme, serving as both an engaging employee initiative and a valuable capacity-building tool for all involved parties.

**Impact** 

22

CORPORATE
LEADERS

11 NGOS

11 PROJECTS

**260** 

NO. OF HRS BY CREDIT SUISSE

130+

NO. OF HRS BY NGOS

# UNLOCKING THE POWER OF VOLUNTEERS

# ATMA CHANGE LEADER FELLOWSHIP

The Atma Change Leader Fellowship aims to connect dedicated, full-time Fellows with NGOs for a duration of one year. During this period, the Fellows will actively engage a substantial number of volunteers, enhancing the host NGOs' capacity for volunteer engagement and enabling them to expand their impact.

While Atma continues to provide support and encouragement to organisations in its Accelerator programme to establish their own volunteering initiatives, the fellowship offers an opportunity to mobilise approximately 1,000 volunteers per host organisation throughout the year. These volunteers will contribute in diverse ways, including one-time, short-term, and long-term opportunities tailored to the specific needs and priorities of each organisation. By leveraging this volunteer network, the fellowship aims to significantly enhance the social impact efforts of the participating NGOs.



**6** Change

Fellows

Will be matched with



6

Selected NGOs

To create



6,00,000 Volunteering hrs

# A FELLOWSHIP TO ENHANCE VOLUNTEERING ENGAGEMENT IN NGOS BASED IN MUMBAI

#### Our work so far

The NGO outreach process began in October 2022, resulting in the selection of 6 NGOs through clarificatory calls, orientation sessions, and MoU signings. By February 2023, 531 applications were received for fellowship, leading to screening calls, interviews, and the selection of 6 Fellows. As of April 2023, 6 Fellows have been assigned to NGOs. The programme commenced on April 1, 2023, with a 3-day BootCamp to train Fellows in managing volunteering activities at their respective host NGOs.

# NURTURING NGO EXCELLENCE TARA ATMANIRBHAR GRANT

Atma has partnered with Tarachand Ramnath Seva Trust (TRST) to design an innovative grant which not only funds NGO programmes but instead builds capabilities in them which will last longer. The grant is called the "TaRa AtmaNirbhar Grant" and is awarded to the most deserving NGOs in Pune. 7 selected NGOs have been given access to 6 months of dedicated, customised capacity-building support by Atma (starting in January 2023) which is provided in 2 formats:

### **Capacity Building**

Workshops: A series of three workshops focusing on common capacity needs shared by the cohort.

Customised Projects: Each NGO will receive three meticulously designed projects, specifically tailored to their requirements and handed over to them. We will provide the necessary support to implement these projects during the stipulated period.

### **Grant Support**

Each of the seven NGOs will receive extensive support amounting to Rs. 5 lakhs, distributed as follows:

- Rs. 2.5 lakhs per NGO: Allocated for comprehensive capacity-building assistance from Atma.
- Rs. 2.5 lakhs per NGO: Provided as an unrestricted grant, enabling the NGOs to invest in capacity development endeavours such as adopting technology or hiring staff.

While the Atma Accelerator programme has traditionally catered to NGOs through highly customised one-on-one approaches, this project has paved the way for an innovative blend of formats. By retaining the individualised approach of the Accelerator while incorporating cohort-based strategies, we aim to address the common needs of NGOs more effectively. Furthermore, we are proud to embrace language inclusivity by facilitating workshops in a mix of English, Hindi and Marathi.



Organisations
\*Including Tarachand Ramnath Seva Trust (TRST)

Will be given

12 months



Capacity building support by Atma

Including



3 Workshops on



3 Customised Projects Common capacity needs for the cohort

Specific to NGO needs will be designed and handed over

In partnership with Tarachand Ramnath Seva Trust

Grant Support will be provided to each NGO

### Our work so far

In Phase 1 of the TaRa AtmaNirbhar Grant programme, we received **154 applications** from NGOs across various sectors and locations. After a rigorous selection process involving interviews and field visits, **7** deserving NGOs were chosen, along with TRST Foundation as the 8th participant.

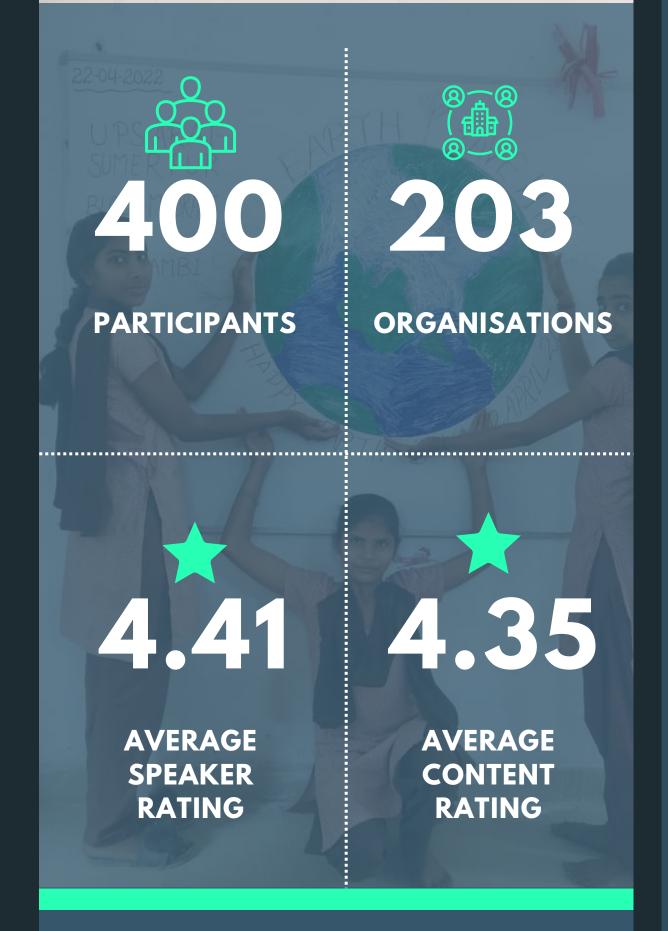
Moving into Phase 2, an induction session was conducted in January with 30 participants to familiarise them with the programme. Atma Consultants collaborated with each NGO to develop customised project plans in areas such as Fundraising, Monitoring & Evaluation, Marketing, and Human Resources. Over the next six months, three projects will be implemented for each NGO, focusing on enhancing their knowledge, skills, and capabilities. Regular feedback and support calls will ensure effective project execution and address any learning or challenges faced.



# ATMA WEBINAR

Atma webinars provide valuable insights, practical strategies, and expert guidance on various topics relevant to NGOs and capacity building. Each month, we curate engaging sessions led by industry experts, thought leaders, and experienced professionals who share their knowledge and expertise.

11 WEBINARS





Elevate Your Story by Ameen Haque Storywallahs

This webinar taught the participants 'How to tell a story that engages, influences and inspires the audience?' Research shows women under pitch their work stories. Attendees learnt storytelling techniques and frameworks that are designed to help them leverage the power of narratives.



How does Technology improve
Programme Impact
by Santosh Abraham
DataOGram

This webinar helped the participants understand what digital solutions are, why the sector needs them and how they can positively impact the achievement of programme goals and drive outcomes. They learnt some of the challenges of integration and the skill-building that is required in the organisation to manage new technology.



Importance of Building Inclusive and
Accessible Communications by
Organisations by Ketan Kothari, Krishna
Warrier (XRCVC)

The webinar helped participants understand the why and how of Inclusive Communication, be it text, audio or visual, in the context of disabilities. It intended to also demystify disabilities thus opening the gateway to effectively channel one's thoughts and words in order to have optimum impact.



Importance of building Monitoring,
Evaluation and Learning practices for
your organisation's Impact Assessment
by Divya Agarwal
Samhita Social Ventures

The webinar talked about the different Monitoring, Evaluation and Learning practices and how they can support an organisation in its impact assessment. It helped build a better understanding of different types of assessments throughout the life cycle of a programme along with the importance of data collection and documentation.



How to build an Organisational Budget by Sanil Gharat and Anuj Mirchandani Atma

This webinar helped the participants ensure that they identify and account for their costs in the best possible manner and also provide a transparent image of their operations to the donors. Preparing a good budget ensures adequate and appropriate financial planning, accountability and control within the organisation.



<u>How to get your Board to do better</u> <u>by Aarti Madhusudan, Governance</u> Counts

This webinar delved into the significance of a healthy board for an organisation and highlighted key aspects that contribute to its effectiveness. Our expert speaker, Aarti, shared insights on strategies to enhance board performance, identifying and addressing non-performing members, taking necessary actions, and optimising the board composition for optimal organisational governance.



### How to build a Great Place to Work by Sunil Bablani Great Place to Work

This webinar taught the participants how to ascertain the key pillars of a great workplace for their organisation. Building a culture of active listening by one and all with a focus on activities and initiatives that ensure active engagement of employees across levels helps build a great place to work.



# <u>Comms Compass</u> by Moni Banerjee Forest Tree Consulting

The webinar talked about digital marketing solutions, why the sector needs them and how they can be leveraged while building an organisation's Communication Strategy. Tying in different components, tools and techniques of a robust Communications Strategy.



How the application of Data Analytics can improve Hiring Process by Aditya Mallya, Teach for India

This webinar explored the collaborative efforts between Teach for India (TFI) and Academia to enhance the recruitment process through the application of statistical and analytical techniques.



### <u>Practices that help build an engaged</u> <u>workforce (HR)</u>

by Panel- Regila Marinus (Vidhya Vidhai), Kishore Palve (Bright Future), Sahaana Krishnan (Foster N Forge)

The webinar talked to leaders of three different organisations about how they define employee engagement and the different engagement drivers. Through their own organisation journeys and experiences, the panellists encourage participants to evaluate the importance of and the need to focus on employee engagement practices.



# How to Build Impactful Fundraising Strategies by NGOs

by Panel- Meghna Rakshit (Studio Subu), Rohit Kumar (Apni Shala), Saleem Khan (Saaras Foundation), Jigyasa Labroo (Slam Out Loud), Abhishek Dubey (Muskaan Dreams)

The webinar discussed different organisations' preferred channels of raising funds and why. Through their own organisation journeys and experiences, the panellists threw light on the learnings, and strategies implemented or discarded, and encourage participants to evaluate their own organisation's Fundraising function.

# ATMA'S VOICE IN THE SECTOR

Atma has actively participated in numerous speaking engagements, presenting our expertise and sharing insights in the sector. Our team members have been invited to speak at conferences, panel discussions, and workshops, where they have addressed key topics related to capacity building and social impact. These speaking opportunities have provided a platform for Atma to amplify our voice, contribute to meaningful discussions, and showcase our thought leadership in the sector.

By actively participating in these events, we have been able to build valuable connections, exchange knowledge, and inspire others to drive positive change in the social sector.

### **Articles**

### The Bastion article

Atma wrote an article on the learnings from the Fol collaborative on Harnessing the Power of Collaboratives for Social Impact: 5 Things to Know

### IDR Online article

Atma partnered with the British Asian Trust on the Outcomes Readiness Programme in 2020. The British Asian Trust has written an article on pointers for nonprofits that want to capitalise on development impact bonds and other emerging financial instruments. Atma has been featured in the piece

### **Features in Reports**

### The Bridgespan Group Annual Report

Atma was featured in the Bridgespan Group Annual report 2021 in the 'The Pay-What-It-Takes Movement Continues to Build' for its 1-Year Partnership with the 17000ft Foundation.

# Bridging the Gap on Funding the True Costs of NGOs in India by The Bridespan Group

The research project is a part of the Pay-What-It-Takes initiative and features the success of Atma's partnership with the 17000ft Foundation Sneha Arora, CEO of Atma, presented the **Outcomes Readiness Programme at the Tata Trust and Societe Generale** in partnership with the British Asian Trust

Sneha Arora, CEO of Atma, participated in the **Sesame Workshop India partner meet held in Delhi.** 

Atma was part of the **Bridgespan hosted PWIT Intermediary Roundtable in Mumbai**, where we engaged in discussions on best practices and collaborative opportunities for building capacity

Sneha Arora was a panel speaker in a webinar on Organisational Development organized by Catalyst 2030, ISDM, and The Bridgespan Group. This webinar focused on building a resilient social sector through effective organizational development.

Atma presented its Accelerator programme at the **Dasra Rebuild India Fund - Marketplace**, providing an opportunity to showcase our program to potential NGO partners.

Sneha Arora hosted a session on "Organisation Best Practices - Remote Work Culture & Employee Benefits" for the ILSS People Practices Program, sharing valuable insights and strategies for effective remote work.

Sneha Arora was a panel speaker at the NGO Award Summit 2023 in Bangalore, sharing her expertise on social entrepreneurship and contributing to discussions on driving social impact.

Sneha Arora attended the **Wipro Foundation Intermediary meetup in Bangalore**, fostering collaborations and partnerships in the social sector.

Sneha Arora attended the **Dalberg Education Leaders Conference** in **Goa**, engaging with education leaders and discussing innovative approaches to address education challenges.

Atma presented at the **GES Partners meeting at Ocean House in Mumbai**, sharing our progress and insights on GES partnerships.

# OUR ADVOCACY TO FUNDING THE PATH TO LASTING IMPACT:

# ATMA OPEN HOUSE 2022

A dialogue on building the capacity of NGOs Thursday, 14th of July 2022

The pathway to social impact starts with an idea to solve a problem and improve lives, moves on to galvanising communities and bringing people together and demands passion, innovation and grit. However, there is an important catalyst that holds this process together - funding.

The nature of funding available in the social sector defines the course of social enterprises and the impact they will have on communities.

The Atma Open House 2022 was a curated space for an open dialogue on the current methods of grant-making in the sector and their effects on ground-level impact. The space showcased funding methodologies that drive better social return, build more resilient non-profits and aim for both sustainability and scale by investing in organisation development.

### **Speakers**



Amita Chauhan Chairperson, SVP Mumbai



**Dhruvi Shah** CEO, Axis Bank Foundation



Jayanthi Pushkaran Senior Program Officer-Adolescent Girls, EMpower



**Dhruvi Shah** CEO, Axis Bank Foundation



Shashank Rastogi Principal, The Bridgespan Group



Supriya Menon Program Manager, Wipro Foundation





### **Event Insights**

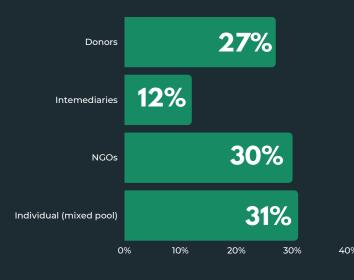
130 No. of Sign ups

81%
Conversion

105

Total No. of Attendees

**ተ** 



4.5

Event rating

Panel content rating

Check out the event Post Read



# 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 and have contributed to 70% of our projects in the Accelerator programme.

46
VOLUNTEERS



**Mahima Mathur** 

Mahima Mathur's passion lies in proactively contributing to the social sector. She started her career with large corporates like ExxonMobil, Hindustan Unilever and Godrej, and consciously made the switch to the not-for-profit space with Teach for India. As a responsible citizen of a developing nation, she believes it is the need of the hour and derives immense satisfaction in giving back.



My experience of volunteering at Atma has been very enriching to say the least. The entire team is very warm, welcoming and inclusive. I got the opportunity to work on two end to end projects with a lot of autonomy and great interactions with the partner NGO backed by a very supportive Atma consultant. In addition to great quality work, there are many virtual interactions including Team catch-ups, Learning webinars, Gratitude forums and Connect Days that left me awed at how brilliantly this small yet diverse, passionate and very professional team operates to achieve capacity building goals for the social sector.



**Melissa Wing** 

Melissa Wing is from New Zealand and started Volunteering at Atma during the pandemic and partly during her studies abroad in Thailand. She has a Masters's in Human Rights. After Atma, she moved to New York and is working for United Nations



I have thoroughly enjoyed my past year volunteering with Atma. The team is welcoming and supportive and I feel like I have learned a huge amount from them.

I have had the opportunity to gain exposure to parts of the NGO sector that interest me- communications and fundraising. A personal highlight was having an article published in the Bastion. I have felt continually supported by the Atma team during my time volunteering with the organisation- the working environment and systems they have created foster collaboration and quality work in a meaningful way.

During my time with Atma, I have felt trusted and listened to-I am hugely thankful for the connections I have made and look forward to continuing to foster them.

## **EVENTS AT ATMA**

## **Atma's Graduation Ceremony**



7 partners successfully graduated from the Accelerator programme

The Apprentice Project, Rubaroo, Saturday Art Class, Montfort Care, Sparsha Trust, Ashraya Initiative for Children and Tapasya

## **Atma's Annual Crowdfunding Campaign**

We raised ₹27,34,956

- Number of donations 142
- Number of donors 127
- Number of sub-campaigners 11
- New donors: 79.2% Repeat donors: 20.8%
- Domestic donors: 71.8% International donors: 28.2%

### **Annual Team retreat**



5th -7th of December 2022 in Gorai

# Atma Team and Board Dinner to celebrate 15 years of Atma



# ATMA: DRIVING ORGANISATIONAL DEVELOPMENT THROUGH PARTNERSHIP, DIVERSITY, EXCELLENCE, AND INTEGRITY

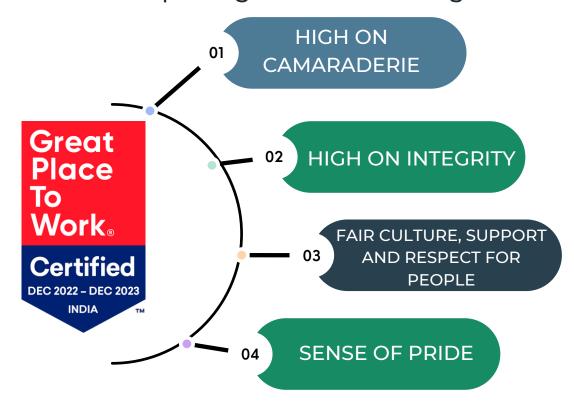
Atma values the transformative power of collaboration and idea-sharing, fostering enduring relationships both within and beyond our organisation. We believe that education organisations can amplify their impact and drive genuine reform by working together. We strive for continuous improvement, setting the highest standards for ourselves and our partners to ensure exceptional quality.

Embracing diversity, we embrace varied perspectives and leverage our differences. By uniting individuals from diverse backgrounds, experiences, and skills, we develop optimal solutions for the challenges faced by the NGO partners. Our commitment to our identity, beliefs, and objectives forms the bedrock of our organisation. We hold ourselves accountable to ourselves, our supporters, the organisations we collaborate with, and the students they serve. Transparency and consistency guide our path to impactful work in education.

Atma's core values of partnership, diversity, excellence, and integrity shape our pursuit of meaningful change.

# ATMA IS A GREAT PLACE TO WORK - SECOND TIME IN A ROW

Our top 4 Organisational Strengths



We are proud to announce that we have been certified as a Great Place to Work for the second time in a row!

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

Over the last year, we strengthened our work culture even more by taking timely feedback from our team on how our work environment and policies could be improved. The Great Place to Work survey in 2021 bought a lot of learnings to us in terms of our areas of strength and where we needed to make improvements.

One year into the certification and we can proudly say that our HR has tried to address all the feedback and we are moving forward in making positive changes at Atma.

# LEARNING AND DEVELOPMENT AT ATMA

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.



I am so grateful to Atma for curating learning and growth opportunities for me and every member of the organisation. The shared learning spaces in the form of Wednesday learning sessions and connect days are nothing short of ladders to reimagine me as a team member and a leader. These spaces have helped me push the boundaries of my practice and impact and enabled me to see my ideas to change the world in a different light. One of my major takeaways from these spaces is that your ideas may seem bonkers, but all the best ideas are.

Shalini Kapoor Consultant , Future of Impact - Atma

### **L&D SESSIONS CONDUCTED THIS YEAR**

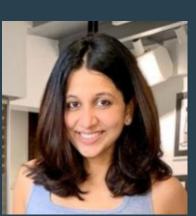
- Information session on Accelerator Graduation
- Atma Annual Update by the Leadership
- Excel Intermediate level tutorials
- Haiku Poetry tutorial
- 'The Ones Who Walk Away from Omelas' Case Study
- Doodling for Pride
- Information session on Atma Openhouse
- Atma Policy Overview
- POSH Training
- Accelerator Project Case Studies
- Facilitation skills tutorial
- Acumen learning session
- Atma Social Problem Definition session
- Management skills Learnings from Co.Lab X New Manager Academy course

## **ATMA BOARD**



TRUSTEE

Dimple Gujral



TRUSTEE

Dr. Neha

Deshpande-Kamat



**ADVISORY BOARD MEMBER** 



**ADVISORY BOARD MEMBER** 

Gayatri Nair Lobo

Mary Ellen Matsui













**ADVISORY BOARD MEMBER** 

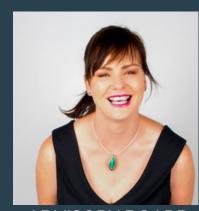
Prasad Baji



**ADVISORY BOARD MEMBER** 



**ADVISORY BOARD MEMBER** 



**ADVISORY BOARD MEMBER** 

Meghna Rakshit Sucharita Kamath

**Hayley Bolding** 









## 

I have had the privilege of being associated with Atma for the past 5 years, witnessing firsthand the remarkable growth and advancements the organisation has made. As a dedicated board member, I am thrilled to see Atma actively pursuing collaborations and partnerships to enhance the capacity of NGOs in diverse ways. In the wake of the pandemic, Atma has demonstrated an impressive ability to adapt and address the evolving needs of the sector. I firmly believe that Atma is on a steady trajectory towards sustained growth, continually charting a path of progress.

Dimple Guiral Atma Trustee

## **ATMA SUPPORTERS**

## Institutional Donors



















## Individual Donors

Ramesh Modi Javesh Hirii Lata Vora Chirag Doshi Meher Pheroz Pudumjee Harinakshi Somaiya Gayatri Nair Lobo **Christian Gold** Govind Iyer Dev Bhattacharya Varun Arora **Cloudintegrtrs Services** Palkan Badlani Ramesh Srinivasan Jens Stürcken Leanne Bolding Philip Thiel Rachna Rathi Pawel Kosciukiewicz Stefan Schulz Pooja Bandekar Rupal **Belur SETHURAM** Ursula & Franz Gold Thomas Jörq Alexander Overtoom Anja Radloff

Katrin Gold

Anuroop Krishna

Aniket Tukaram Patil Karan Kishorepuria Vinay Kumar Sood Carsten Bleckwehl Ingeborg Stürcken Rahul Talwalkar Michael Herfert Chandru A **Anchal Goel** Lucy Bradlow Rushabh Vora **Hayley Bolding** Mary Ellen Matsui Prasad Baji Akash Bhargava Sapna Kalmadi Ashok Hiremath Sunita Mirchandani Sanjiv Sachar Ankit Bhandari Gautam Lahiri Hemanai Neha Dhanani

wipro foundation

# **PARTNER WITH US**

# SUPPORT OUR MISSION

Enable 20+ Education NGOs to strengthen, sustain and scale their impact by funding the Atma Accelerator programme

Follow us









Visit us at <u>www.atma.org.in</u>





ATMA EDUCATION
Accounts For The Year Ended
31st March 2023

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, 2023

(a) Whether accounts are maintained regularly and in accordance with the provisions of the	Yes
Act and the rules :	
(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	Yes
the auditor were produced before him;	
(e) Whether a register of movable and immovable properties is properly maintained, the	Yes
changes therein are communicated from time to time to the reginoal office, and the	
defects and inaccuracies mentioned in the previous audit report have been duly complied with;	
(f) Whether the manager or trustee or any other person required by the auditor to appear	Yes
before him did so and furnished the necessary information required by him;	
(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
Whether tenders were invited for repairs or constructions involving expenditure exceeding Rs. 5000/=	NA
<ul> <li>j) Whether any money of the public trust has been invested contrary to the provisions of Section 35;</li> </ul>	No
k) Alienations, if any of the immovable property contrary to the provisions of Section 36	No
which have come to the notice of the auditor;	
l) All cases of irregular, illegal or improper expenditure, or failure or omission to recover	Nil
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;	
n) 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
b) Whether the meetings are held regularly as provided in such instrument:	Yes
) Whether the minute books of the proceedings of the meeting is maintianed;	Yes
) 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
) Whether the iregularities pointed out by the auditors in the accounts of the previous	No
year have been duly complied with by the trustees during the period of audit;	
Any special matter which the auditor may think fit or necessary to bring to the notice of	No

### FOR S. P. GUPTA & ASSOCIATES

CHARTERED ACCOUNTANTS

Firm Reg no 103445W

(Preeti Parasrampuria)

Partner

(Membership No 131204)

Mumbai

Date: 13th July 2023

UDIN-23131204BGXSWE1941

Accountants

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 2023

FUNDS & LIABILITIES		Rs.	PROPERTY & ASSETS		Rs.
Trusts Funds or Corpus :-		1	Immovable Properties :-		1
Balance as per last Balance Sheet	3,000	1	Balance as per last Balance Sheet	-	1
Adjustment during the year (give details)		3,00	Additions during the year	-	1
	1	1	Less: Sales during the year		1
Other Earmarked Funds :-			Depreciation up to date	-	
(Created under the provisions of the trust	1	l			l
deed or scheme or out of the Income)	i i		Investments :-		
Depreciation Fund	1	36,884		1	1
Earmark Fund			Furniture & Fixtures :-	1	1
Reserve Fund		17,18,703	Balance as per last Balance Sheet	3,59,250	
Any Other Fund		-	Additions during the year	86,980	
			Less: Sales during the year		
.oans (Secured or Unsecured) :-			Depreciation up to date	(79,238)	3,66,992
From Trustees					
From Others			Loans (Secured or Unsecured)	1 1	
			Loans Scholarships	1 1	
iabilities :-			Other Loans	1 1	
or Duties & Taxes		4,299		1 1	
or Expenses		16,666		1 1	
or Advances		1,800	Advances :-	1 1	
or Provision of Expenses	- 1	86,966		1 1	
or Rent & Other Deposits	- 1		To Trustees	1 1	
or Sundry Credit Balances	- 1	2,56,468	To Employees	1 1	
	- 1		To Contractors	1 1	
come and Expenditure Account :-	- 1		To Lawyers	1 1	
alance as per last Balance Sheet	1781368		To Others	1	2,94,269
ess : Appropriation, if any	-			1 1	2,0 1,200
1	- 1		Income Outstanding :-	1 1	- 1
dd : Surplus as per Income and	- 1		Rent	1 1	- 1
ess : Deficit Expenditure Account	28,04,923	-10,23,555	Interest	1 1	- 1
			Other Income	1 1	
1	- 1	- 1	other mediae	1 1	
	- 1	- 1	Cash and Bank Balances :-	1 1	- 1
	- 1	- 1	(a) In Current Account	1 1	30,03,712
	- 1	- 1	20 22 00 00 00 00 00 00 00 00 00 00 00 0	1 1	
	- 1	- 1	n Fixed Deposit Account	1 1	- 1
	- 1		(b) With the Trustee		-
			c) With the Manager		4,084
Total Rs		36,69,058	Total Rs		36,69,058

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: 13th July 2023

Chartered Accountants FOR ATMA EDUCATION

Trustee

Neha Kamat



The Bombay Public Trust Act, 1950

SCHEDULE - IX [Vide Rule 17 (1)]

Registration No. :E-24614

Name of the Public Trust :Atma Education

Income & Expenditure Account for the year ending: 31st March 2023

EXPENDITURE		Hs.	INCOME		Rs.
To Expenditure in respect of properties :-					T
Rates, Taxes, Cesses	1	1 .	By Rent	- 1	1
Repairs & Maintenance	1	1 .		- 1	
Salaries	1	1	Ru Interest	1	
Insurance	1	1	by microst		1
Depreciation	1		On Fixed Deposit	88,084	
Other Expenses	1		On Bank Account	58,062	
other Expenses			On bank Account	30,002	1,40,140
To Establishment Expenses		73,09,909			1
To Remuneration to Trustees			By Dividend		
To Remuneration (in the case of a math)					
to the head of the match, including his	1	1	By Donations in Cash or Kind		1,89,10,742
household expenditure, if any					
To Legal Fees			By Grants		
To Audit Fees		88,500			
	1	1	By Income from other sources		1
To Contribution and Fees			Miscellaneous Income	8,738	
	1		Partnership Fees	19,73,250	19,81,988
To Amount written off :-					
a) Bad Debts		-		1	
b) Loan Scholarship		-			
c) Irrecoverable Rents				1	
d) Other Items					
	1		By Deficit Transfer to Reserve		28,04,923
o Miscellaneous Expenses					
o Depreciation		56,902			
o Amount transferred to Reserve or					
pecific Funds					
o Expenditure on Objects of the Trust					
a) Religious	1 1	-		1 1	- 1
) Educational	1 1	1,63,88,488		1 1	- 1
) Medical Relief	1 1	- 1		1 1	- 1
I) Relief of Poverty	1 1	-		1 1	- 1
Other Charitable Objects					
Surplus carried over to Balance Sheet					
Total Rs		2,38,43,799	Total Rs	+	2,38,43,799

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

CHARTERED ACCOUNTANTS Firm Reg no 103445W

(Preeti Parasrampuria) Partner (Membership No 131204)

Mumbai Date: 13th July 2023

Neha Kamat Trustee

FOR ATMA EDUCATION

	tma Education the Maharashtra Public Trust A	ct 1950)	
Schedules of Expenditure	for the year ended 31st March	2023	
Establishment Expenses			
Particulars	FC	NFC	Total
Salaries & other remunerations	1,31,252	64,32,564	65,63,8
Bank Charges	4,854	983	5,8
Electricity	-	350	3
Internet	-	39,804	39,8
Printing & Stationary	-	2,811	2,
Consultancy Charges	- 1	82,665	82,
Repairs & Maintenance	- 1	6,665	6,6
Rent	1 - 1	43,500	43,5
Sundry Expenses	- 1	22,249	22,2
T Expenses	- 1	2,87,663	2,87,6
Conveyance & Travelling Exps.	- 1	49,613	49,6
Marketing Expenses	-	-	
Employee Providend Fund Expenses (EPF)	2,717	37,126	39,8
nsurance & Mediclaim	- 1	76,135	76,1
Meeting Expenses	-	17,500	17,5
staff welfare	-	51,858	51,8
egal Fees		19,600	19,6
	1,38,823	71,71,086	73,09,9
Particulars	FC	NFC	Total
Consultancy Charges	-	16,01,625	16,01,62
onveyance & Travelling Exps.	- 1	2,24,725	2,24,72
OI Programme	1 1	1,77,965	1,77,96
R Charges (Change Leader Fellowship)		44,950	44,95
Vebsite Domain (Change Leader Fellowship)		2,207	2,20
ood Exp (Graduation)		20,240	20,24
rinting & Stationary (Graduation)		7,580	7,58
ent (Graduation Event)		7,000	7,00
ravel (Graduation)		2,565	2,56
deo & Other Exp (Graduation)	1 1	6,000	6,00
surance & Mediclaim	-	95,930	95,93
ternet	447	66,437	66,88
eeting Expenses		45,581	45,58
laries & other remunerations	8,99,517	1,23,88,188	1,32,87,70
aff welfare	- 1	4,31,958	4,31,95
ndry Expenses	- 1	1,152	1,15
Expenses	- 1	3,28,421	3,28,42
nation Given	- 8.00.064	36,000	36,000
	8,99,964	1,54,88,524	1,63,88,48
her Expenses		NEC T	Table
Particulars dit Fees	FC -	NFC 88,500	Total 88,500
uit rees		88,500	88,500

FOR S. P. GUPTA & ASSOCIATES

Chartered

Accountants

CHARTERED ACCOUNTANTS Firm Reg no 103445W

(Preeti Parasrampuria)

Partner (Membership No 131204)

Date: 13th July 2023

Mumbai

FOR ATMA EDUCATION

Neha Kamat Trustee



### Atma Education

#### (Registred as a Trust under the Maharashtra Public Trust Act 1950) For the year ended 31st March 2023

A. Assets of FC Accou	t-m+

Danis dans	D-4-	01 04 2022	Addi	itions	Deletions	Net	Depreciation	31.03.2023
Particulars	Rate	01.04.2022	> 180 Days	< 180 Days	Deletions	Net	for the year	31.03.2023
A. General Assets								
Computer	40%	17,802	-	-	-	17,802	7,121	10,681
Furniture & Fixtures	10%	1,93,607	-	-	-	1,93,607	19,361	1,74,246
Office Equipment	15%	75,041	-	-	-	75,041	11,256	63,785
Total (A)		2,86,450	-	-	-	2,86,450	37,739	2,48,712
B. Grant Assets								
Computer	40%	19,775	-	-	-	19,775	7,910	11,865
Office Equipment	15%	5,405	-	-	-	5,405	811	4,594
Total (B)		25,180	-	-	-	25,180	8,721	16,459
Grand Total (A + B)		3,11,630	-	-	-	3,11,630	46,459	2,65,172

### B. Assets of NFC Account

Particulars	Rate	01.04.2022	Add	itions	Deletions	Net	Depreciation	31.03.2023
Particulars	Rate	01.04.2022	> 180 Days	< 180 Days	Deletions	Net	for the year	31.03.2023
A. General Assets								
Computer	40%	390	-	86,980	-	87,370	17,552	69,818
Furniture & Fixtures	10%	2,756	-	-	-	2,756	276	2,480
Office Equipment	15%	8,913		-	-	8,913	1,337	7,576
Donation in Kind		1,524			-	1,524	-	1,524
Total (A)		13,583	-	86,980	-	1,00,563	19,165	81,398
B. Grant Assets								
Computer	40%	34,037	-	-	-	34,037	13,613	20,422
Total (B)		34,037		-	-	34,037	13,613	20,422
Grand Total (A + B)		47,620	-	86,980	-	1,34,600	32,777	1,01,821

### C. Total Assets (A+B)

D-Alexandra	Rate	01.04.2022	Add	litions	Deletions	Net	Depreciation	31.03.2023
Particulars	Rate	01.04.2022	> 180 Days	< 180 Days	Deletions	Net	for the year	31.03.2023
A. General Assets								
Computer	40%	18,192	-	86,980	-	1,05,172	24,673	80,499
Furniture & Fixtures	10%	1,96,363	-	-	-	1,96,363	19,636	1,76,727
Office Equipment	15%	83,954	-	-	-	83,954	12,593	71,361
Donation in Kind		1,524	-	-	-	1,524	-	1,524
Total (A)		3,00,033	-	86,980	-	3,87,013	56,902	3,30,111
B. Grant Assets								
Total (B)		59,217	-	-	-	59,217	22,336	36,881
Grand Total (A + B)		3.59.250		86,980	-	4,46,230	79,238	3,66,992

FOR S. P. GUPTA & ASSOCIATES

Chartered Accountants

CHARTERED ACCOUNTANTS

Firm Reg no 103445W

(Preeti Parasrampuria) Partner (Membership No 131204)

Mumbai

Date: 13th July 2023

FOR ATMA EDUCATION

Neha Kamat



### THE MAHARASHTRA PUBLIC TRUSTS ACT, 1950

SCHEDULE - IX C (Vide Rule 32)

Statement of Income liable to contribution for the year ending: 31st March, 2023 Name of Public Trust : Atma Education

		Particulars	Amount	Amount
i.	Inco	ome as shown in the Income and Expenditure Account (Schedule IX)		2 10 20 03
11.		ns not chargeable to Contribution under Section 58 and Rule 32		2,10,38,87
11.	(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	1 21	
	(v)	Amount spent for the purpose of medical relief	1 . 1	
	(vi)	Amount spent for the purpose of veterinarytreatment of animals		
	(viii)			
	(*****)	by scarcity, drought, flood, fire or other natural clamity		
	(viii)	Deductions out of Income from lands used for		
	(*****)	agricultural purposes:-	1 1	
		(a) Land Revenue and local Fund Cess	-	
		(b) Rent payable to superior landlord	1 - 1	
		(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	1 - 1	
		(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,		
	11	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	-	
		0		
		Gross Annual Income chargeable to Contribution Rs.		2,10,38,877

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

CHARTERED ACCOUNTANTS

Firm Reg no 103445W

(Membership No 131204) Mumbai

Date: 13th July 2023

FOR ATMA EDUCATION

Neha Kamat Trustee

Dimple Gujral Trustee

(Registred as a Trust under	tma Education the Maharashtra Public Trust Act e for the year ended 31st March 2		
Particulars	FC	NFC	Total
Donation From Events & Workshop	4,76,668	7,27,059	12,03,72
Donation From CSR	-	1,06,84,320	1,06,84,32
Donation From Individual	-	12,40,001	12,40,00
Donations From Institutional Foundation	3,50,382	54,32,313	57,82,69
	8,27,050	1,80,83,693	1,89,10,74
Particulars	FC	NFC	Total
on Savings Bank Account			
Bank Interest Recd	5,788	52,274	58,062
on Fixed Deposits with Bank			
Interest on FD	-	88,084	88,084
	5,788	1,40,358	1,46,146
Particulars	FC	NFC	Total
Miscellaneous Income			
Interest on Income Tax Refund	- 1	8,738	8,738
Sub Total		8,738	8,738
Membership Fees			
Partnership Fee	-	19,73,250	19,73,250
Sub Total	-	19,73,250	19,73,250
	-	19,81,988	19,81,988

FOR S. P. GUPTA & ASSOCIATES

Chartered

Accountants

CHARTERED ACCOUNTANTS Firm Reg no 103445W

(Preeti Parasrampuria) Partner

(Membership No 131204) Mumbai

Date: 13th July 2023

FOR ATMA EDUCATION

Trustee



Atma	Education		
(Registred as a Trust under the	Maharashtra Public Trust Act	1950)	
	Sheet as at 31st March 2023		
Particulars	FC	NFC	Total
Reserve Fund	-	17,18,703	17,18,70
Corpus Fund	-	3,000	3,000
Earmark Fund		1	
ATE Chandra Foundation	- 1	3,50,609	3,50,609
Credit Suisee	-	14,72,180	14,72,180
Forbes Foundation	1 - 1	3,66,041	3,66,041
India Welfare Trust Fund	- 1	55,668	55,668
Tarachand Ramnath Seva Trust	- 1	3,15,438	3,15,438
George Grant (Laptop)	-	7,891	7,891
	-	25,67,827	25,67,827
Asset Fund			
FIL Foundation Asset Fund Account		1	
Opening Balance	25,181	-	25,181
Add:Transferred During the Year	-	-	-
Less : Depreciation of Asset from the grant	(8,721)	-	(8,721)
Closing Balance	16,460	-	16,460
George Grant Assets Fund Account			
Opening Balance	- 1	34,037	34,037
Add:Transferred During the Year	-	-	,557
ess: Depreciation of Asset from the grant	-	(13,613)	(13,613)
losing Balance		20,424	20,424

FOR S. P. GUPTA & ASSOCIATES

Chartered Accountants

CHARTERED ACCOUNTANTS Firm Reg no 103445W

(Preeti Parasrampuria) Partner

(Membership No 131204)

Mumbai Date: 13th July 2023 FOR ATMA EDUCATION

Neha Kamat Trustee

#### Atma Education

(Registred as a Trust under the Maharashtra Public Trust Act 1950) For the year ended 31st March 2023

Particulars	FC	NFC	Total
Labilities	PC	NFC	Total
Duties & Taxes			
TDS on Salary	1	299	2
Profession Tax	200	3,800	
Profession Tax	200	4,099	4,0
Staff Payable	200	4,099	4,2
Kavya Imprest Account		1,000	1,0
Parul Imprest Account		383	3
Saumya - Imprest Account		1,688	1,6
Soniya - Imprest Account		13,595	13,5
Johnya - Imprest Account	-	16,666	16,6
Sundry Creditors		10,000	10,0
Aam Digital		1,44,000	1,44,00
Hitesh Khanvilkar	1 - 1	12,600	12,60
Jagruti Raval		5,000	5,00
Pooja Sandeep Kudav	- 1	10,000	10,00
Samait Shala Education Foundation	-	80,548	80,54
S.P. Gupa & Associates	- 1	4,320	4,32
	-	2,56,468	2,56,46
For Advances	- 1		-
Saaras Impact Foundation		1,800	1,80
Provision for Expenses		86,966	86,96
otal	200	3,65,999	3,66,19
ssets			
5565			
ecurity Deposit			
ecurity Deposit (218 Flat Virar Storage)		25,000	25,00
DS Receivable			
DS Receivable (FY 2022-23)	1 -	1,89,591	1,89,59
DS Receivable on FD Interest (FY 2022-23)	-	8,808	8,80
	-	1,98,399	1,98,40
undry Debtors			
oster and Forge	-	22,500	22,50
dia Welfare Trust		2,554	2,55
volve	-	21,625	21,625
amait Shala	-	1,500	1,500
arachand Ramnath Seva Trust	-	20,690	20,690
or Advances (Creditors)		68,869	68,869
ne Retreat House		2,000	2,000
The field of thouse		2,000	
tal		2,94,268	2,94,269
sh and Bank Balances	T		
sh	13	4,071	4,084
nk - HDFC NFCRA	-	29,00,318	29,00,318
nk - SBI FCRA	4,595	-	4,595
nk - HDFC FCRA	98,799	-	98,799
tal	1,03,407	29,04,389	30,07,796

FOR S. P. GUPTA & ASSOCIATES CHARTERED ACCOUNTANTS

Firm Reg no 103445W

(Preeti Parasrampuria) (Membership No 131204) Mumbai

Date: 13th July 2023

Neha Kamat Trustee

FOR ATMA EDUCATION