

CASE STUDY

# Atma - Wipro Foundation

Empowering Wipro Foundation Grantees: Atma's  
Capacity Building Initiative

A case study on Atma's short term support to Wipro  
Foundation Grantees

MAY 2023

## About Wipro Foundation

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

## Problems identified

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NGOs and public institutions have been instrumental in improving school education through innovative interventions, leading to tangible on-the-ground impact and influencing educational discourse. However, there remains a pressing need for NGOs to address evolving challenges in the education sector. To effectively meet these challenges, organisations must prioritize building their capacity and understanding the significance of fundraising to address the dynamic needs of education in India.

Wipro Foundation, in collaboration with Atma, has identified three common needs for Wipro's Grantees to develop stronger and more effective organizations:

How to build

Logic Model

Fundraising Strategy

Organisational Strategy

## Atma's Approach

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

Workshop 1

Logic Model Workshop

Workshop 2

Fundraising Strategy  
Workshop

Workshop 3

Strategy Planning  
Workshop

The workshops were conducted at intervals of 2-3 months to allow participants and their teams ample time to absorb and apply the learnings. Each workshop emphasized the significance of developing a robust logic model and provided strategies to support organizational scaling and growth.

Key Features of the Workshops:

- Orientation Session: Provided an overview of the workshop objectives and set the context for participants.
- Pre-Workshop Survey: Gathered information on participants' needs and expectations to tailor the workshop content accordingly.
- Two-Part Workshops: Conducted over two days, with each day consisting of three hours of interactive sessions.
- Post-Workshop Survey: Assessed participants' feedback and measured the workshop's effectiveness in meeting their needs.
- Tool and Templates: Shared practical tools and templates to aid participants in creating effective strategies for their organizations.

By following this structured approach, participants were equipped with the necessary knowledge, tools, and support to develop and implement impactful strategies for their organizations' growth and scalability.

## Solutions

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Workshop 1

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.

Workshop 2

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.

Workshop 3

Strategy Planning  
Workshop

The workshop focused on:

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

# Outcomes Achieved

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 on the three areas of the workshops



Overall rating for the 3 workshop

4.1



I now have a clear understanding of what a logic model is and its importance in our organisational planning. I have also gained a better comprehension of the necessary steps involved in creating a logic model.

**Saradi Sandhya, Nath North East Educational Trust**

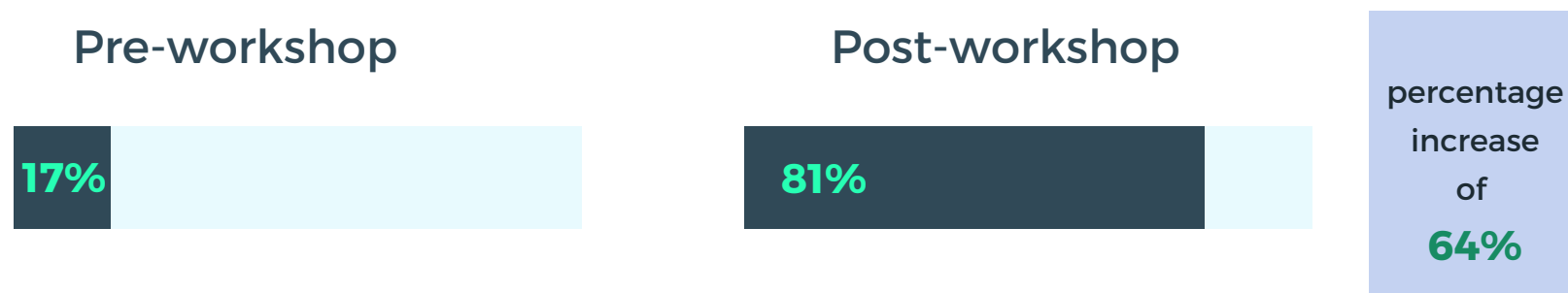
Objective 2: Improving participants' confidence on the three areas of the workshops



We are looking forward to continuing our engagement with organisations like Atma and Wipro Foundation, whose collaboration has given opportunities to CBO like ours to learn tools and processes which are required to navigate in today's social sector.

**Chirag Arora, Shaheed Virender Smarak Samiti**

Objective 3: Improving participants' access to resources on the three areas of the workshops



Im quite determined to get started on a more systematic journey of fundraising after Atma's workshop

**Vasudha, Mera Gaon Meri Dunia**

First day- It was a kind of revision about what are the things we need to do, how we can do them, etc. The second day- it was very practical and to the point. This has given us a lot of clarity and a roadmap for the way ahead.

**Dadasaheb Gaikwad, GramUrja Human Development Foundation**

How to start working from a random mode of funding to an organized approach is what I have learnt today. I now understand the need of working consistently and systemically for fundraising. The templates, insights, and experiences were invaluable. Hope we will continue this association for future capacity-building sessions from Atma.

**Raja Raghu Prashanth, Language Research Lab**

The facilitators provided enough opportunities for each participant to reflect and share doubts, questions and experiences to help everyone learn from each other.

**Chirag Arora, Shaheed Virender Smarak Samiti**

We have realised that strategic planning will help us in many ways: (i) identify strengths and weaknesses - stars, foundation stones and dead ducks, (ii) identify resourcing needs with the right allocation, (iii) build a phased approach to long term and short term goals.

**Nomita Sikand, Gubbachi Learning Community**