

CASE STUDY

# TaRa AtmaNirbhar Grant COHORT 1

Empowering Pune NGOs: Catalysing Self-Sufficiency  
for Lasting Impact



A case study on the first cohort of the  
TaRa AtmaNirbhar Grant

FEB 2024



TaRa AtmaNirbhar Grant

# What is the TaRa AtmaNirbhar Grant?

Atma and Tarachand Ramnath Seva Trust (TRST) have collaborated to create the **TaRa AtmaNirbhar Grant**, an innovative funding initiative designed to go beyond traditional NGO programme support. This grant aims to build long-lasting capabilities within deserving NGOs in Pune, fostering self-sufficiency.

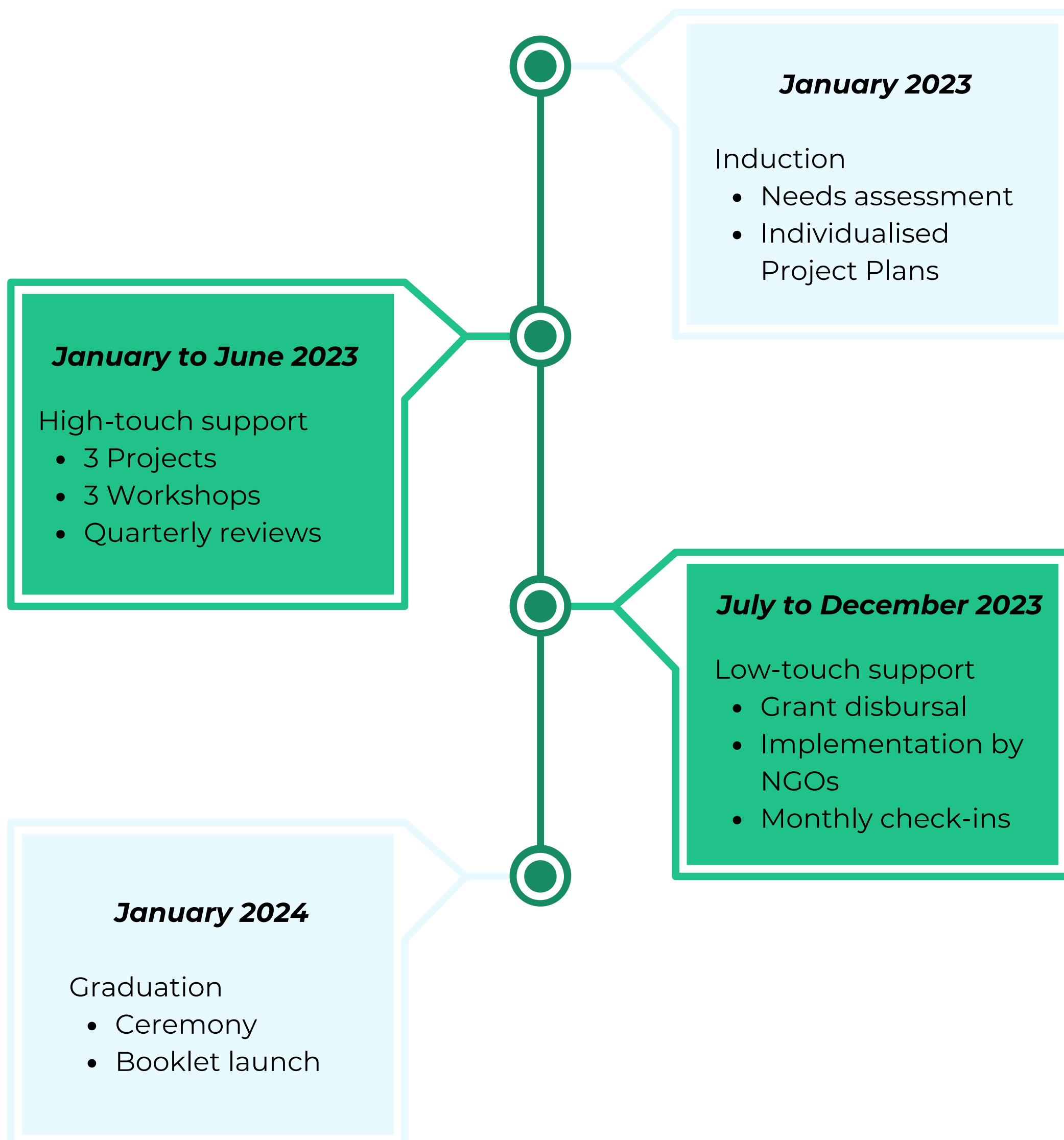
The programme provided 7 high-potential NGOs in Pune with **customised organisational development (OD) support worth INR 2.5 lakhs** and an additional, **unrestricted fund of INR 2.5 lakhs**.



## Programme Journey

A journey of 12 months to help NGOs jumpstart their journey in organisation strengthening and capacity building. 7 NGOs were selected from 90 eligible applications

### Grant Journey



# 7 NGOs



**Better Education Lifestyle and Environment Foundation (BELIEF)** trains Anganwadi workers and work with the system and parents to improve the quality of education. They have impacted over 1600 children through training over 54 anganwadi workers and 1500 parents.



**Connecting NGO** is dedicated to Suicide Prevention through a helpline, survivor support, peer education in schools, and community awareness. They receive over 500 calls per month and have generated awareness about mental health (which is often a taboo) to over 10k+ students, parents, teachers among others.



**Niramay** offers Vaccination, Healthcare, and guidance to Children and Adolescent Girls in over 135 Pune city slums and construction sites. Founded in January 2007 by professionals and businessmen, its mission is to combat malnutrition and child mortality, promoting healthy lifestyles in urban slum areas.



**Samajbandh**, a youth-led non-profit in Maharashtra, strives to promote menstrual hygiene by creating awareness, manufacturing affordable 'Asha Cloth Pads,' and empowering rural women to make their own sanitary pads. Samajbandh has impacted 36,000+ women and trained 5,000+ who now make their own Pads.



**Srujan Pratisthan** focuses on Specific Learning Disability and mental health support for children, offering testing, counseling, academic aid, and training teachers and parents for holistic intervention. In the last 12 years, they have impacted more than 13,000 students through their interventions.



**Swanand Jankalyan** operates in Pune, focusing on Value Education, Adolescent Development, Health, and Women's Empowerment in 45 slums. Their mission is to promote community unity and address the needs of the underprivileged through community volunteers engaged in education and health initiatives.



**Work for Equality** builds the capacity of the marginalised community, especially the leadership capacity among first leader girls from communities like Schedule Caste, Schedule Tribes, Nomadic Tribes, and minorities so that they can access their rights and competently participate in mainstream society.



Scan QR code to see  
Graduation video

**21** Projects across 5 OD areas

**17.5** lakhs unrestricted grant disbursed

**26.6** lakhs raised additionally for Cohort 1

## Intervention

All the NGOs attended the 3 Workshops facilitated for the first Cohort as a part of the low-touch support. Additionally, for the high-touch support, 3 projects were taken up by each NGO with a dedicated Atma consultant. The Projects taken up were the following:

- Monitoring & Evaluation Audit
- Monitoring & Evaluation Impact Report
- Fundraising Strategy and Plan
- Human Resources
- Organisational Strategy & Plan
- Logic Model Creation and Review of specific projects
- KRA (Key Result Areas) and KPI (Key Performance Indicators)
- Marketing Plan

Additionally, the grant has facilitated NGOs in establishing connections within the Pune funder ecosystem by providing them with an opportunity to present their pitches during the Graduation event.



## Overall Impact of the Programme

**4.8** out of 5, is the average score received across the following parameters

- **Satisfaction** with the learnings and outcomes of the programme
- **Confidence** that the programme has helped build their organisational capacity
- **Likelihood of recommending** this programme to other NGOs

## Overall Growth

Overall, across 5 OD areas, we saw an average of

**1.9x** increase in Knowledge

**1.7x** increase in Skills and Ability

**1.7x** increase in Confidence

### \*Methodology

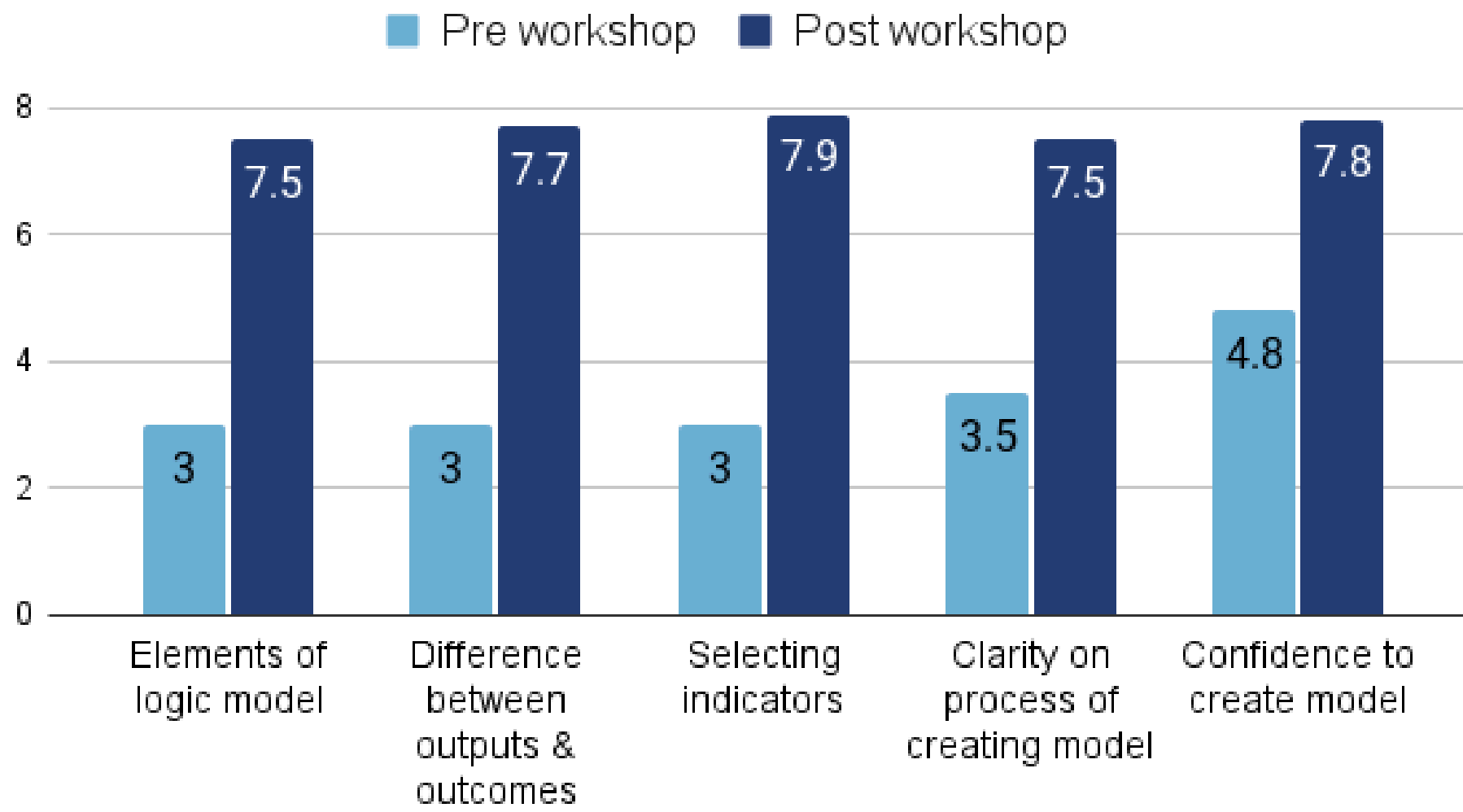
The programme utilised self-reported questionnaires with a 5-point rating scale for Baseline, Midline, and Endline assessments, focusing on project and organisational development areas chosen by NGOs. Pre and post-workshop surveys were also conducted for participants, offering insights into their progress.



# Workshops Facilitated

## 1. Logic Model Workshop

Average of self rating by participants (on a scale of 1 to 10)



Indicators around knowledge, skill and confidence have **shown a consistent jump of 2-4 points** for each parameter, post the workshop.

## 2. Marketing, Communication & Branding Workshop

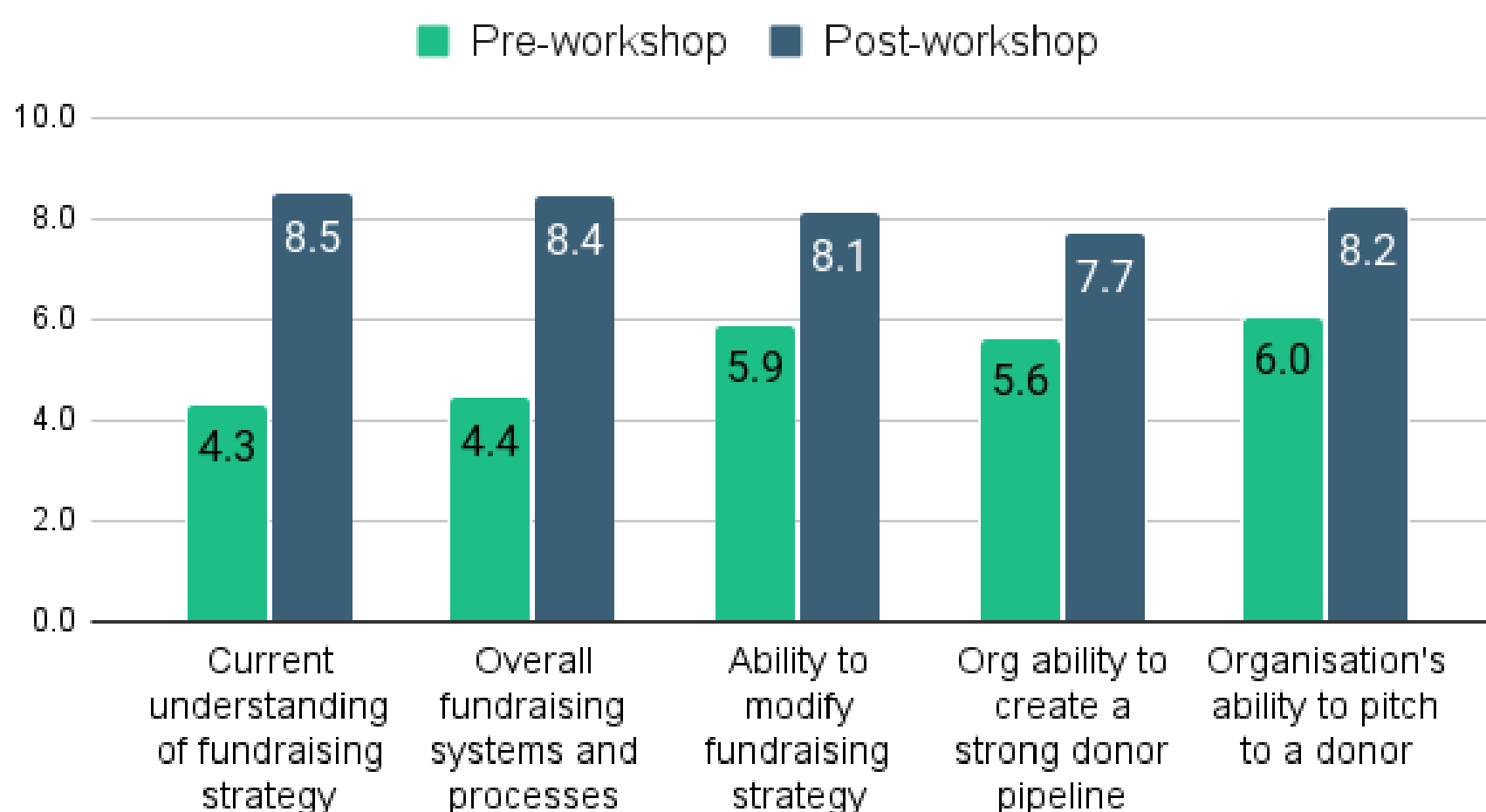
Average of Participant's Self-Rating (On a scale of 1-10)



Workshop Impact

## 3. Fundraising Workshop

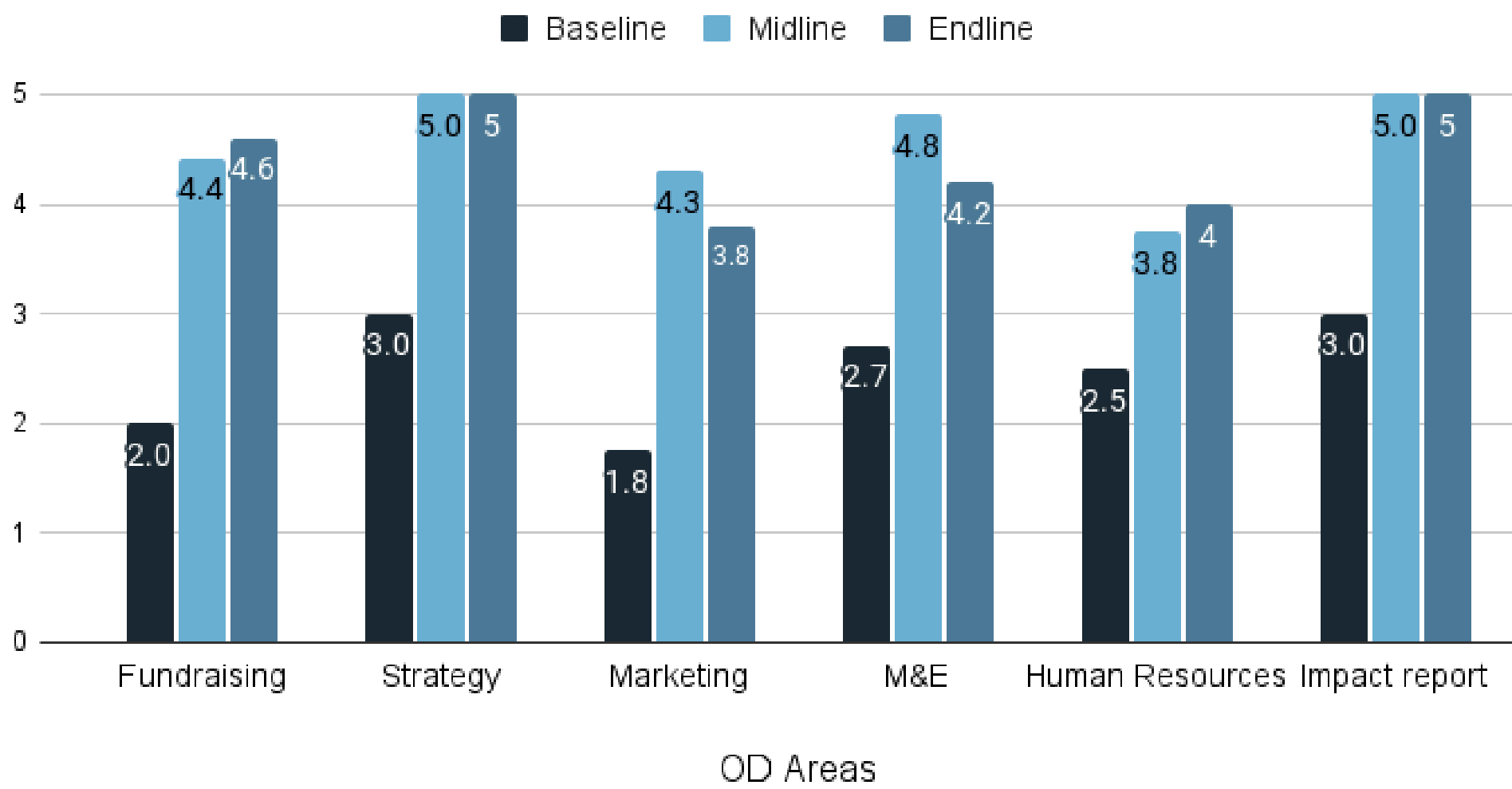
Average of self rating by participants (on a scale of 1 to 10)



Cohort average rating of **4.4 out of 5** for workshop parameters like relevance, quality of content, facilitation style, space to share and time allocation.

# Knowledge - Confidence - Skills built through the support

## Growth in Knowledge

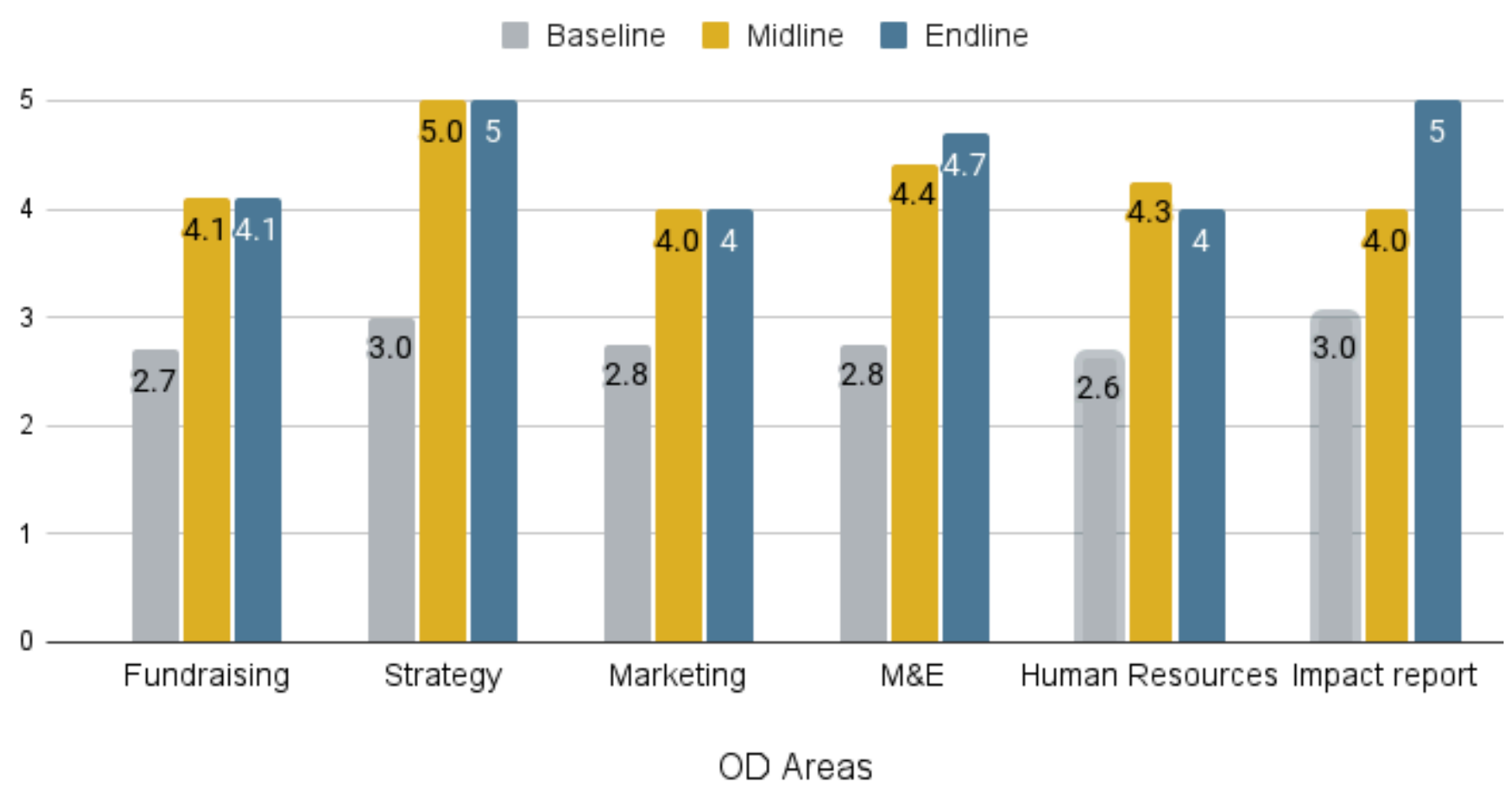


**No. of NGOs who worked on the OD area through a project:**

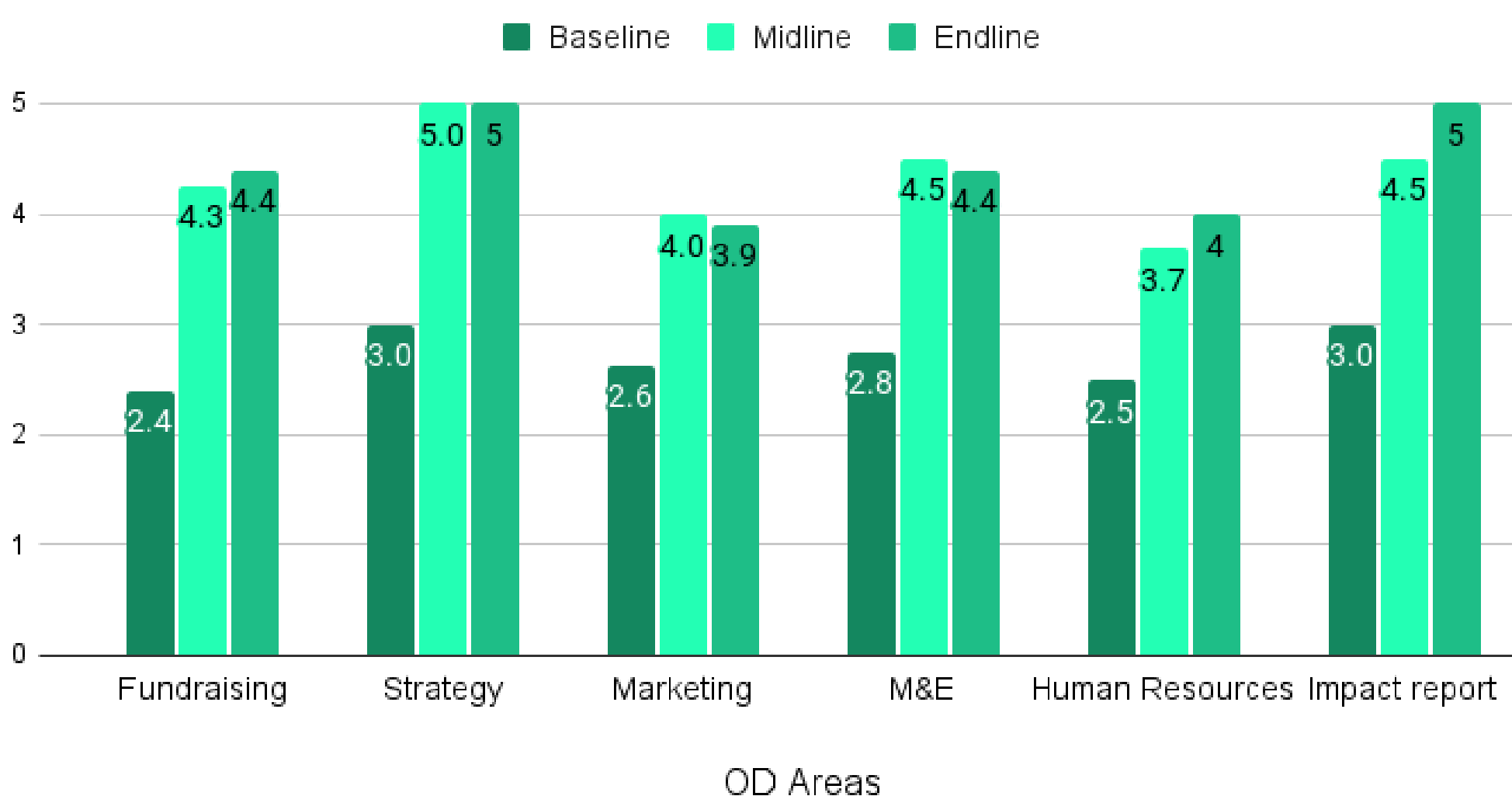
- Fundraising - 7 NGOs
- Org Strategy - 1 NGO
- Marketing - 4 NGOs
- M&E - 6 NGOs
- HR - 3 NGOs
- Impact Report - 1 NGO

## Project Impact

## Growth in Confidence



## Growth in Skills/ Abilities



**Fundraising, HR and M&E** continue to emerge as top OD needs where we have also been able to add the most consistent value. Communication is a growing need which needs more resources

## NGO experiences



*“All the workshops provided a solid foundation of technical knowledge that we previously lacked. We've learned a lot of new things in Marketing, Fundraising, and HR, and we are already implementing most of what we've learned. Unrestricted funding helps us develop our team and skills, while individual donor funding is limited to specific causes and doesn't support our overall growth.”*

**Gajanan, Programme Officer, Swanand Jankalyan**



*“For Srujan, it was thoroughly a rich learning experience being part of this Capacity Building Program. We were able to expedite our fundraising and marketing strategies internally with trustees, put in systems for consistent monitoring and evaluation of programmes and create an end-to-end Employee Handbook with important HR policies”*

**Aniruddha, CEO, Srujan Pratishtan**



*“The workshops were invaluable for us as founders, providing structured guidance, especially in M&E tools, and emphasising beneficiary and partner involvement. We also realised the importance of donor databases and social media awareness. The systems we put in place have reduced my workload in particular and unrestricted funding has allowed us to make long overdue documentaries we needed.”*

**Prabha, Co-founder, Work for Equality**



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testimonial