



*Aashayein Foundation*  
*... nurturing hopes*

Aashayein Foundation  
#67/1, 6th Main Road,  
Chamarajapet,  
Bangalore – 560018

[info@aashayeinfoundation.org](mailto:info@aashayeinfoundation.org)

[www.aashayeinfoundation.org](http://www.aashayeinfoundation.org)

# **BACHCHE MANN KE SACHCHE (BMKS), HYDERABAD**

**Annual Plan 2009 - 2010**

# Document Summary

<b>Version No.</b>	<b>Date</b>	<b>Description</b>	<b>Author</b>
1.0	19-Feb-09	Initial Draft	Suyash Chopra

## **1. INTRODUCTION**

Bachche Mann Ke Sachche (BMKS) is one of the core projects of Aashayein Foundation (AF). It is the project where underprivileged kids who cannot afford to go to schools are encouraged to go to schools and if need arises, are sponsored for their educational expenses till their class 10<sup>th</sup> standard. It is the long term project of Aashayein Foundation where kids who do not go to schools due to various reasons are enrolled in the schools and their education expenses are taken care by Aashayein Foundation. It is also aimed to create awareness regarding education amidst parents of such underprivileged kids.

BMKS is already in its 2<sup>nd</sup> year of operations in Bangalore. This project is being launched in Hyderabad in the current financial year 2009-10.

## **2. OBJECTIVE**

The objective of this project is to identify kids who don't get a chance to attend schools and create educational opportunities for them. Through this project we reach and support the kids from economically weaker section of the society thereby giving the child an opportunity to realize its full potential.

## **3. SCOPE**

- Identify the kids who cannot afford education or are not going to school due to any reasons.
- Admit the students to government or government aided school in the nearby area and fulfill all their basic educational needs.
- Targeting the students in age group 6 to 16 from the class 1 to 10.
- Taking appropriate actions to ensure continuation of student's education (till 10th Std.)
- To continue to maintain a high level of commitment towards the sponsors and school.

## **4. LIMITATIONS**

BMKS project doesn't include the higher education of the children after their class 10<sup>th</sup> standard. Currently, it is not feasible for Aashayein to support the higher education expenses of the children. It could be taken up by individual donors or different organizations.

## **5. AIM OF THE DOCUMENT**

This document serves as the Annual Project Plan for the academic year June 2009 – April 2010. It consists of objectives, guidelines and details of how the project will be carried out.

## **6. HOW ONE CAN PARTICIPATE**

- You can sponsor a kid's education for a year or longer period. **All donations to Aashayein Foundation for this project will be exempted from Income Tax under 80G of Income Tax Act, 1961.**
- You can help Aashayein Foundation find sponsors for kids.
- Take initiatives yourself and we will support you
- Find and collect the details of the students who are not going to school
- Find and collect the details of the government or government aided school in the same area.
- Sponsor uniforms, bags, stationeries and shoes.
- Help us track the development of the child by visit to schools to check the performance of students.
- Motivate parents and encourage them to send their kids to school.
- Maintain financial details.
- Prepare sponsorship records for each sponsor
- Maintain student information on website

## **7. PROJECT DETAILS**

### **7.1 Present Situation**

There are kids in our city who are deprived of the educational opportunities. Parents cannot afford the education cost and hence the kids don't get a chance to join schools. The most disheartening thing is that these kids have to work at the young age.

### **7.2 Future if no action is taken**

Childhood is a mirror which reflects ones identity in the future. It is the age of creativity and if this creativity is not identified and nurtured at this age, then we are losing a talent that could make a difference to the society.

### **7.3 Possible future**

By creating the educational opportunities for these kids, we will give them the necessary means that will facilitate them to live the life they want and fulfill their dreams. They will then grow up to become successful and responsible citizens of India.

### **7.4 Work done so far**

This project is already in its 2<sup>nd</sup> year of operation in Bangalore. So far in Bangalore, 159 kids have been enrolled in 8 schools and their educational expenses are sponsored by Aashayein Foundation.

Hyderabad will see the launch this project in the current financial year 2009-10.

## **7.5 Steps Ahead**

### **Short-term goals: Academic year June 2009 – April 2010**

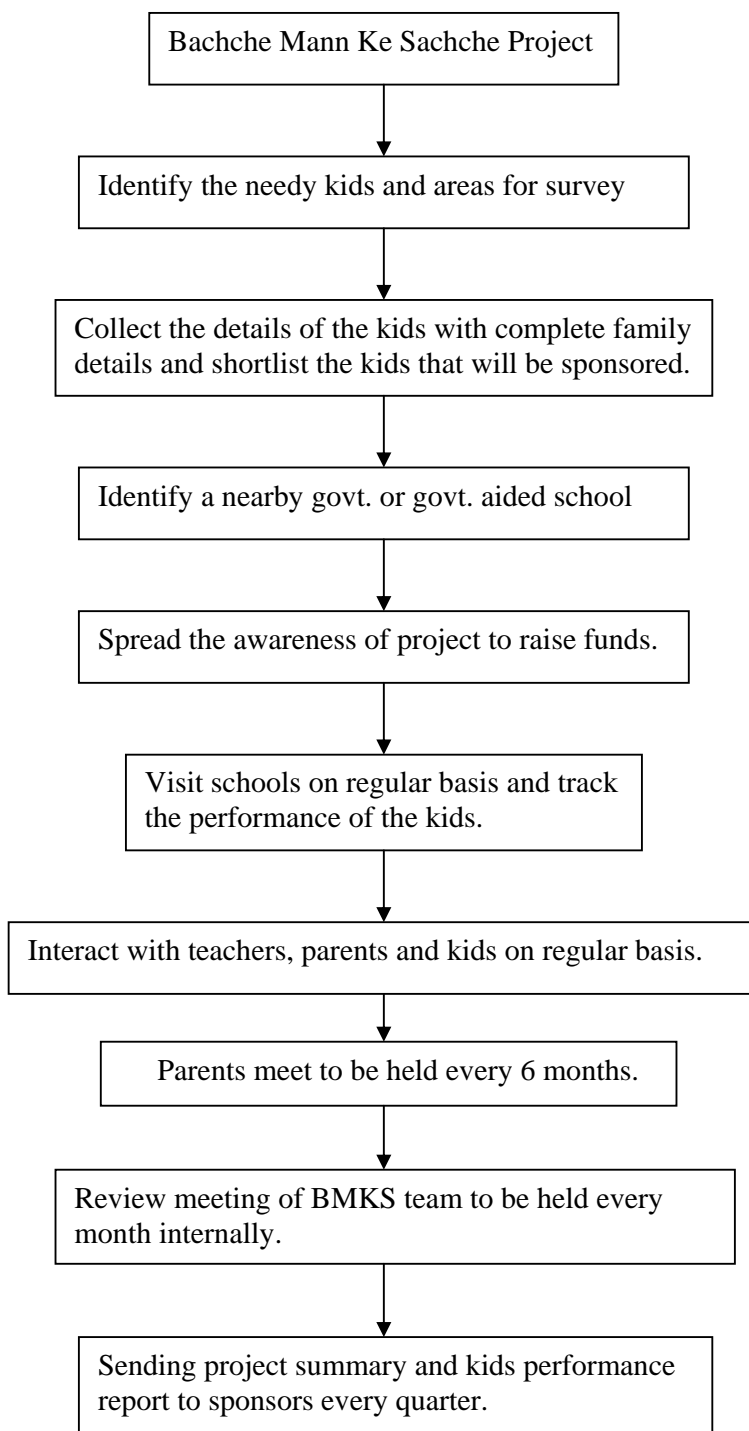
- To create awareness among parents regarding the importance of education for their kids.
- To reach out to kids in slum areas, streets, housemaid's kids, watchmen's children, kids of construction workers or any such children deprived of education and enroll them in schools
- To enroll minimum of 25 kids and maximum of 50 kids for the academic year 2009-10.
- To maintain an approximate ratio of 60:40 for girls to boys students enrolled in schools.
- To take necessary steps to ensure that all these kids complete their education successfully.
- To collect funds to meet the educational expenses for all these kids for next academic year (2010 – 2011) by the end of this year i.e., by December 2009.
- To support Bangalore team in developing the software that will aid in tracking the kids.
- To implement Virtual Fixed Deposit Account for each kid with the help of Bangalore team.

### **Long-term goals: For next 5 years**

- To collaborate with government and other NGOs operating with similar objectives and work towards having all the kids within Hyderabad city go to school.
- To ensure that all the educational expenses are met well in advance and there is continuous flow of money.
- To design strategies and structures so that the kids continue going to school even if they migrate from one place to another.

## 8. PROJECT Phases

The below flow chart summarizes the different phases of the project:



## 8.1 Identifying the needy students

- Begin by identifying the needy students and areas of their residence for survey.
- This can be done by visiting slum areas, construction sites, laborers' homes and getting the details from the teachers, similar NGOs, various social workers, etc and collecting information from friends and other members of Aashayein Foundation.
- Children of housemaids, watchmen, etc who do not go to schools can also be identified.
- Information from slum areas and construction sites can be gathered.

## 8.2 Collect the information

- During the visit to the houses, collect the details of the kid and detailed information of the family background.
- The information includes number of members in the family, annual income, working people etc. Total income of the family and number of dependent persons are important information.
- BMKS team and AF team will visit such places and collect the information by themselves mostly on weekends.
- Use of BMKS\_StudentsDatabase.doc inserted below to collect the information.



BMKS\_StudentsData  
base

## 8.3 Shortlist the kids

- Once all the details are collected, the kids will be short listed based on the following criteria:
  1. The family income is less than Rs.40,000/- p.a..
  2. Only one kid from each family will be selected. Only in extreme condition we can sponsor two kids.
  3. If the sponsored student's progress doesn't improve over long time, then that kid will be dropped from the list.
  4. The selection process will have categories area wise and will be only done if we get responsible volunteers in the respective areas.
- However, the final decision will be made by the BMKS team whether to sponsor a kid or not.
- About 80% of the kids will be short listed by May. During June and July, the remaining 20% kids will be added depending on the fund availability and the donors.
- By July end, the complete list of the kids to be sponsored will be finalized.

#### **8.4 Identify a govt. or govt. aided school in nearby area**

- Based on the area in which the kid resides, identify a govt. or govt. aided school in that same area.
- While selecting the school, following points should be taken care:
  - School has sufficient number of faculty.
  - Infrastructure of school is good.
  - Proper exams are conducted on regular basis.
  - School is upto class 10<sup>th</sup> level.
- Speak with the teachers and principal and collect the information of the school.
- BMKS\_SchoolDetails.doc to collect the information.



BMKS\_SchoolDatabase.doc

#### **8.5 Spread the awareness of project to collect funds**

- Importance of the project should be conveyed to various sponsors so that the continuous flow of funds is sustainable.
- Donors are to be founded out so that they can sponsor atleast 1 kid a year. If they are willing, they can sponsor the kid for more than 1 year also.
- Various corporate can also be contacted in this regard which can sponsor the educational expenses under CSR activities.
- All such sponsors are to be acknowledged.

#### **8.6 Update the information in software and calculate the expenses**

- After collecting all the data, update the same in the software or an excel sheet.
- Fill the checklist with the list of items to be given to the kid for the academic year and based on this, calculate the amount required.
- The expenses for the academic year can be less than the amount that is collected as some of the items like school bags; shoes may not be given every year. More details on the list of possible items that will be given are stated later in the document.
- Pay the fees of all the students by July and place purchase orders for the list of items.

#### **8.7 Tracking students performance**

- To ensure students reach their educational goals, the BMKS team will provide orientation and pre-enrollment counseling.
- To track the performance of the kids throughout the year, we will have visit to school every quarter and collect the attendance and performance report from the school.
- Performance reports will be made for every quarter and the same will be reflected in the software.



### **8.8 Interact with teachers, parents & kids on regular basis**

- It is important to gather feedback from schools regarding the performance of the kids.
- Regular interaction with teachers, parents and kids are meant to find out various issues and roadblocks in the education process. It will also identify the problems faced by them which ultimately affect the performance of the kids.
- Solutions need to be found out. In this regard, experiences of various NGOs, schools, etc can be helpful.
- If need arises, counseling from experts can also be sought.

### **8.9 Parents meet and BMKS Review Meeting**

- Parents meet with BMKS team will be held every 6 months.
- Meet could be held in the month of November 2009.
- It will be a platform where BMKS team can interact one-to-one with the parents and collect their feedback on the performance of their kid and BMKS project.
- The meet can provide the information regarding various steps that can be taken so that the parents of those kids, not covered under BMKS so far, can be encouraged to send their children to schools.
- BMKS team will have an internal review meeting every month to discuss various issues concerning BMKS project.

### **8.10 Performance Report to Sponsors**

- Performance report of BMKS including the kids' performance report is to be made available to every sponsor every quarter.
- Such report will contain details of their sponsored children.
- On demand, performance reports of all the kids can also be made available.

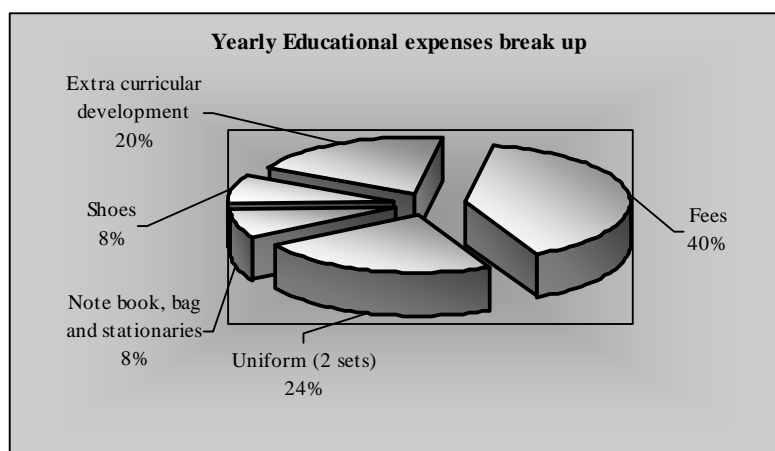
## 9. FUNDING DETAILS

This section of the document explains the funding model of the project.

### 9.1 Estimated educational expenses

- On an average one year's education expenses for one kid: **Rs.2500/-**
- The break-up of the Rs.2500/- is given below:

Item	Cost
Tuition fee	Rs.1000/-
Uniform (2 sets)	Rs.600/-
School shoes (white + black)	Rs.200/-
Note book, bag and stationeries	Rs.200/-
Extracurricular development	Rs.500/-



- It could be possible that the complete Rs.2500/- will not be spent in a year. This is because uniforms, bag and shoes will be given once in 2 years. The remaining money will be used for subsequent year.

### 9.2 Sponsoring model

- Each kid will be mapped to a sponsor. He/She will be given regular updates about the performance of the kid on a quarterly basis or when sought for.
- Each kid will have a Virtual Fixed Deposit Account. Any money that is collected for the kid will be credited to this account. This would be implemented once Bangalore team develops this. More details regarding it are mentioned in later section of this document.

### 9.3 Details of the funding requirements

- Total Amount of money required: **Upto Rs. 1,25,000/-**
- Duration for which funds are requested: **June 09 – April 10.**

**All donations to Aashayein Foundation for this project will be exempted from Income Tax under 80G of Income Tax Act, 1961.**

## 10. BMKS TEAM

S.No	Name	Contact No.	Email ID
<b>PROJECT COORDINATORS</b>			
1	Suyash Chopra	9948440643	Suyashchopra1@gmail.com
2			
<b>Operations Team</b>			
1	Anuradha Budi	9989056067	
2	Shivani Rawat	9949609204	
3	Chintu	9866933582	<a href="mailto:cuteguy_cool82@yahoo.co.in">cuteguy_cool82@yahoo.co.in</a>
4	Anvesh	9866888002	anvesh507@gmail.com
5	Phanidhar Reddy	9052896353	phanidharreddy@gmail.com
6	Kalyan Vetcha		
7	Preeti Meshram	9290172156	Preetimeshram.meshram@gmail.com
<b>Fund Raising Team</b>			
1	Arun Castro		
2	Nitin Bharliya	9985303370	nitin.bhartiya@gmail.com
3	Vikas Kumar	9052222546	
4	Naveen	9866020319	Navin30inc@gmail.com
5	Bhaskar		
6	Lokpal	9985940940	lokpal_34@rediffmail.com
7	Shashank Soni		shashanksoni13@gmail.com
8	Raghu Kalyan Ghadiyaram	9948090048	
<b>Communications &amp; Design Team</b>			
1	Bharath	9848127381	bharathraj.88@gmail.com
2	Anshi Goel	9704890858	goel.anshi@gmail.com
3	Gautam Lunawat	9951667473	gautam_lunawat@yahoo.com
<b>Accounts Team</b>			
1	Ritesh Bhatia	9985072921	ritesh9.bhatia@gmail.com
2	Rahul Khandelwal	9705908517	Rahul_jecrc@yahoo.co.in

## 11.MILESTONES

Below table lists some of the important milestones that will be achieved during the year to ensure that all the goals are met.

Activities	Start Date	Closing Date	Person	Comments
			Responsible	
Monthly BMKS team meeting		Last Sunday of every month	Suyash	Mandatory for all BMKS team members
BMKS survey for identifying kids	Last week of Feb-09	Jun-09	Suyash, TBD	Feb end start the survey
BMKS Software	Last week of Jan-09	June-09	Bangalore Team	Work to start by Jan last week.
Identification of schools	Mar-09	Jun- 09	Suyash, TBD	
Prepare BMKS admission list	Jun-09	Jun-09	TBD	
Ceasing enrolment of BMKS kids and completion of paying fees for all the kids	Jun-09	3 <sup>rd</sup> week July-09	TBD	
Distribution of school bags, shoes, books etc	Jun-09	Last week July-09	TBD	
Mapping of sponsors with students	Jun-09	Last week Aug-09	Suyash, TBD	
Final report of BMKS sponsor Kids	Last week Aug-09	1 <sup>st</sup> week Sep-09	Suyash, TBD	
Students performance report		4 <sup>th</sup> week Sep-09	TBD	Mandatory
Parents – Kids meet		4 <sup>th</sup> week Nov-09	TBD	Mandatory
Students performance report		4 <sup>th</sup> week Dec-09	TBD	Mandatory
Feedback from BMKS team, AF team, schools, Parents, sponsors	Jan-10	Feb-10	Suyash, TBD	
Students performance report		4 <sup>th</sup> week Mar-10	TBD	Mandatory
BMKS annual report and close financial report	Mar-10	1 <sup>st</sup> week April-10	Suyash, Bangalore team, TBD	

## 12. VIRTUAL FIXED DEPOSIT ACCOUNT (VFDA)

Beginning this academic year, Bangalore BMKS team will introduce the concept of Virtual fixed deposit account to track the expenses for every kid. Going forward, Hyderabad BMKS team will also implement it at later stages.

Consider a situation where every kid sponsored under BMKS project had a bank account which was exclusively meant only for his/her education. At any time during the year we (or a donor) could either deposit or withdraw money from the account. Also, independent accounts would allow us to track the expenses for each kid. Based on the balance we could estimate the money required till completion of the 10<sup>th</sup> standard.

However, it would be a Herculean effort to maintain different accounts in bank. But the benefits of having an independent account for each kid could be realized with help of software. And this is our Virtual Fixed Deposit Account.

- Under this concept each kid will have a virtual account.
- The account will maintain the details of all the money collected and spent for that particular kid.
- At any time the money in the account will be the balance amount left for the kid's education.
- Based on average expenses of Rs.2500/- per year, the software will calculate the total expenses required for the kid till he/she completes 10<sup>th</sup> Standard. For example, if a kid is presently in 5<sup>th</sup> Standard and the balance in his account is Rs.2500/- then, we would need at least Rs.10000/- more till he/she completes 10<sup>th</sup> Standard.
- Money can be deposited and withdrawn from the virtual account at any time during the year.
- The balance of all the accounts put together will give the balance for BMKS project and the same will be reflected in Aashayein Foundation balance sheet.
- After the completion of 10<sup>th</sup> Standard the money (if any) left in the kids account will be used to get his/her admission in college.
- In case a kid drops out, the money in the account will be transferred to other kids account (after discussing with the sponsor).

### 12.1 Advantages of using Virtual Fixed Deposit Account

- The first and foremost advantage is easy and reliable tracking of money.
- Here the donor can choose to sponsor one kid till 10<sup>th</sup> standard and can pay the complete expenses at any time.

- The donor can also pay in installments (multiples of Rs.500/- only) and the money he/she contributes will go to the account of the kid he/she is sponsoring.
- *The amount of contribution is not limited to Rs.2500/- per kid. If a donor contributes less than 2.5k but still wants his/her money to go towards education of a particular kid then that can be done but he/she will not be the lone sponsor for the kid.*
- Once all the kids are mapped for the year, a donor can still contribute for a kid. The money he/she contributes will be credited to the account of a particular kid for the next academic year.
- Along with the details of the kid we will also update the financial information on website. Anyone who visits the website can choose a kid to sponsor. The amount sponsored will then go into the virtual account for that kid.
- Also, we could make an estimate for the complete project for a year and propose the same to companies and/or other organization to sponsor the entire project for a year.
- And lastly, the motivation to call it a **Fixed Deposit** Account is because in future we will raise the complete fund for the project well in advance and put this in a fixed deposit (corpus fund).

### 13. LEARNING FROM BANGALORE BMKS PROJECT

In the last 2 years of operations in Bangalore, there were many challenging situations. All these challenges will act as learning for Hyderabad team in implementing BMKS project with more effectiveness. Some of these challenges faced by Bangalore team were:

- Kids dropping out due to lack of interest and due to house being shifted to different area
- Tracking the student's performance was not done quarterly.
- Student – Sponsor mapping was not done. There were no interactions between them.
- Student's family was not involved on how the student is performing. There was no interaction with parents.
- Distribution of books, bags and uniforms were done haphazardly.
- Expectations of students were not considered.
- The target for the number of kids to be enrolled for that year was not set at the beginning of the year.
- Frequent meeting were not organized to track BMKS activities.

### **13.1 Additional steps to ensure better execution of the project**

From this academic year, following practices will be taken to ensure that the kids complete their education successfully:

- Conduct surprise visits to schools and check the performance of the kids.
- Visit homes of the kids once a quarter.
- Start Shikshana Abhiyana project in the schools where the BMKS kids are enrolled so that we can interact with the kids on weekly basis.
- We will train the teachers to update the kid's information online so that we can spend more time interacting with kids and parents.
- Develop software that will aid in tracking the performance of kids.