

Instructions:

- 1) A case on the NGO Samvedana is given below. We would like you to come up with innovative ways of solving the issues faced by this organisation. Your presentation should answer the problems faced by Samvedana.
- 2) Submissions for Round 1 are to be in a ppt format not exceeding more than 4 slides (Except the title slide and the thank you slide). Only ppt/pptx format will be accepted.
- 3) The case number for this case is **1**. Please mention this in the submission email that you send.
- 4) For further rules and regulations kindly refer the instructions page on the website.
- 5) Evaluation Criteria:
 - a. Concept Feasibility – 40%
 - b. Clarity & Specificity – 35%
 - c. Depth of Analysis – 25%

Good Luck!

Samvedana

Give your compassion a name

Samvedana is a nonprofit organization striving for integrated development of slums with a focus on children's health and education. The primary goal of Samvedana is to support the social growth of the socially and economically deprived slum children by providing good educational opportunities and conducting various welfare programs. The organization is registered under Section 80G of Income Tax Act.

Samvedana was started in the year 2002 when a handful of committed volunteers and 3 teachers came together to help 30 children. Today Samvedana stands as an organization that makes a difference to the lives of over 3000 children. Samvedana is committed to giving meaning and purpose to the life of the underprivileged children by providing them quality education through their seven initiatives. Along with academics from class 1 to 12, the initiatives also focus on grooming the lives of the children, their families and communities; eventually working towards modifying lives. The committee staff and the volunteers are the back bone for the success of this program.

The seven initiatives of Samvedana are Akshara, Gyan, Eklavya, Udgreev, Sakhi, Mitra and Baal Ghar. **Akshara** provides primary school education to children by conducting classes from grade 1 to 7. Apart from academics Akshara also concentrates on sports, extracurricular exposures, health and hygiene. Currently 275 students are supported by Akshara. Gyan is a supplementary teaching program that supports high school education (standard 8th to 11th)

hygiene and other social issues, and street plays. Adolescent girls, mainly dropouts after class 10th, are given special trainings in handicrafts, stitching and embroidery. They are also provided counseling to boost their confidence and build a positive vision for future.

Challenges faced:

Getting market for the products made by the children is a challenge. At present, Udgreev displays the products in exhibitions at various colleges. This year Udgreev has increased its products and conducted exhibitions in different cities like Ahmedabad, Surat and Mumbai. But this would not be sufficient to keep the children engaged round the year. If Udgreev gets work consistently for the children, it would make the project more meaningful. Samvedana looks for support for getting raw materials to make products and different platforms for exhibiting Udgreev products. Udgreev aims to generate lot of employment opportunities and believes that if the project is successful it would make Samvedana self-sufficient.

Samvedana requires more full time teachers to teach skills to Udgreev team. Getting good teachers is difficult as there are financial constraints in paying them well. Samvedana looks for companies to support by providing grant for generating income for teachers.

EKLAVYA - Adopt/Sponsor a Child for Education

Birth of the initiative: “EKLAVYA” in 2005

Samvedana worked as a catalyst for the society. Samvedana visualized that “monetary” support was top most need to help the children move further for secondary education when their parents are daily wage earners struggling to meet their basic needs. Samvedana identified that lack of financial and social support was among the top factors for the drop-out ratio of the slum children. Spreading of the word along with child’s performance, aspiration for their future helped in getting donors who adopted the child for higher education. Thus “EKLAVYA” came into existence.

The initiative reaches out to deserving children and provides them sponsored education. Following are the activities of Eklavya:

1. Helps meritorious but economically constrained students to continue further studies.
2. Nominates deserving students for scholarships.
3. Provides three hour daily tuition classes.
4. Organizes workshops on arts, crafts, public speaking during the summer and Diwali vacations.

Education empowers a nation. Sadly, India with one of the highest percentage of illiterate people has not been able to make a difference in this sector, despite its economic growth. Projected reports state that by 2020 India would account for majority of the world's illiterate population.

Eklavya supports deserving and economically constrained children with financial benefits and scholarships. The children are identified based on report given by counselor, academic teachers and the monthly income of the parent. After identifying deserving students, field visits are made to their homes for hands on reality check. Parents are interviewed and documents supporting their monthly income status are obtained. After identifying the students, case studies are prepared, sent across to interested sponsors and thus sponsorships for higher education are obtained. The financial assistance covers school fees, uniforms, other education materials, three-hour daily tuition class at Samvedana, counselors support, computer education and the additional workshops offered through Samvedana during Diwali and summer. The annual sponsorship amount for one student is Rs. 10,000.

Bharat Parmar and Chetan Bamania are two students sponsored by Eklavya who have emerged as achievers. Bharat is now doing his mechanical engineering while Chetan has passed his CA Foundation and is preparing for further exams. There are nearly 50 such students of Eklavya who have been successful.

Challenges faced:

Finding sponsors to help deserving children achieve their dreams is a challenge. Samvedana does not want deserving students to miss out education opportunity, hence takes up the sponsorship until any sponsor comes across. Thus out of 60 students, almost 25 students are directly sponsored by Samvedana. This adds to financial burden on a small organization like Samvedana which has to take care of the cost of two regular school projects with 650 students.

Samvedana runs school from grade 1 to 12. There are 25 teachers on payroll. Many students are on wait list. Samvedana is looking for ways to make the project self-sufficient. Samvedana makes students take up responsibility, a moral bond to pay back once they start earning. This would ensure that Samvedana gets funds for sponsoring another deserving student. Samvedana focuses on creating a social responsibility and sensitivity of giving back thus valuing what was received. Making the students self-sufficient and independent is the final goal of Eklavya initiative.