Proposal

“Project Ujjwal Bhawishya”
Year V - Continued

Amba Foundation

Submitted to:

Canara HSBC Oriental Bank of Commerce

Life Insurance Company Limited

Submitted on:

March 31, 2014
ORGANIZATION BACKGROUND:

Brief About Amba Foundation

Amba Foundation was founded in 1999 and is a registered non-profit society based in Delhi. It is working in the fields of education, health and community development, with a special focus on underprivileged women and children.

Amba Foundation traces its modest beginnings to an initiative to educate a handful of eager children in a neighborhood slum cluster. Later, it extended its commitment to the community at large, through provision of primary health-care facilities. Today, it has an established non-formal education programme, a multi-faceted Health programme and the Delhi Government’s Gender Resource Centre and Suvidha Kendra under its banner.

Over a period of time it has evolved into a multidimensional organization. Some of the major programs initiated by Amba are:

- Non Formal Education (NFE) classes for children
- Computer Literacy and training for children
- Women and Children Health Programs
- Women’s awareness program; such as Legal counseling and nutritional camps
- Women’s vocational training for income enhancement
- Linkages with government schemes & benefits

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'Project UjjwalBhawishya'

Objectives:

- Education for children & women of vulnerable sections
- Empowerment & holistic development for women, children & youth of vulnerable sections.

The project has adopted the identified areas for a period of 5 years during which it has documented and monitored the progress of beneficiaries associated with the said Project.

Area of Focus:

- Non Formal Education along with remedial classes for children. For school children the project aims to provide remedial support after school hours since their parents have low literacy levels and are unable to provide them with a conducive atmosphere at home.
- Focus on school drop outs
- Adult Literacy and awareness generation for women
- Skill training for Youth

Beneficiaries:

- School going children of age 4-15 years
- School drop outs of age 7-16 years
- Illiterate women in the area
- Youth in the area

Need Assessment of Project Area

Areas covered under this Project are Joshi Colony, Majboor JJ Camp, West Vinod Nagar, Mandawali & Allaha Colony. A survey was conducted in the above mentioned areas which revealed that the working population of these areas comprises mainly of males who are daily wagers, construction workers, or petty hawkers with only half of the female population working as domestic help in the nearby apartments of I.P. Extension & Mayur Vihar.
Project Ujjawal Bhawishya was started in October 2010. The objective was to provide holistic development & empowerment of marginalized children, youth & women. A stand-alone Center with two large rooms was set up in Joshi Colony, Mandawali in east Delhi to conduct these activities. At the end of five years the project proposed to provide non formal education to 250 vulnerable children, Adult Literacy to 50 women and Vocational/Skill training to 50 youth in the area.

The target Community was very responsive to the project and since its very first year the number of beneficiaries have far surpassed the proposed targets.

In its four years the Project has provided non formal education along with holistic development to 478 school and non-school going underprivileged children in the age group 4 to 15 years of age. Among the non-school going children 128 children have been integrated into mainstream schools.

A total of 65 women have been given Adult Literacy. Two Self Help Savings Women's Groups have been formed while two more such Groups are expected to be formed by year end. Over 400 women have attended Awareness Workshops on legal awareness, savings and thrift, nutrition and health and skill training.

Skill/Vocational Training was started under this Project in October 2011 and a total of 320 youth have enrolled for training in Basic Computer Applications so far. Of these 107 youth took external examination and were given certification from the Habitat Learning Center.

Four Free Health Camps and an equal number of Nutrition Camps were conducted for the Community with special focus on women and children. Over 1000 persons have benefitted from these Camps.

Children enrolled at the 'Ujjwal Bhawishya' Center are provided with a vibrant environment to encourage overall personality development. Activities such as Art & Craft, Dance, Drama, public speaking are interwoven in the learning process. The children are provided with opportunities to showcase their talents at different platforms in the city which provides them the right exposure and opportunity for growth. The children have been preforming at Dilli Haat, India Habitat Center, YMCA and other state forums and functions winning accolades and appreciation.
How we achieved so much!

-The Organization has a presence and deep penetration in the target area as it has been doing welfare projects there for over a decade now.
- Before starting this Project the Organization had done a survey on community needs in the area and this helped it to focus on area needs.
- The Organization brought about a synergy of its ongoing projects in the area along with the present Project.
- Our Supporter Canara HSBC Oriental Bank of Commerce Life Insurance Company supported the Project in letter and spirit.
- The Company disbursed timely release of project funds to ensure its smooth operations.
- In addition it provided additional donations of learning material, art and craft material and organized picnics and other activities for the children.
- CSR Team Volunteers from the Company have been actively involved in various Events and have been mentoring the Project on a regular basis.

Challenges faced!

-The Project faced a major challenge in locating suitable premises to start the Project in the target area.
-For starting the Computer Training program under Skill Training lack of adequate hardware and infrastructure posed a major challenge. This was overcome by roping in the India Habitat Center for providing the necessary hardware, faculty training and course content.
- In addition Canara HSBC Oriental Bank of Commerce Life Insurance Co. provided Laptops and Rotary Club of Delhi provided additional computer hardware to meet increasing needs of the students.
- Increase in inflation linked expenses cause a strain on the management of project finances and activities.

The Road Ahead!

-The Project is making a marked impact in the focus area among the target group.
- This can be evaluated from the rising learning curves of the children and a 100 per cent School retention rate.
- Vocational Training in Computer applications is a big draw for the area youth and the Applicants seeking admission are much more than can be absorbed in a batch.
- The children have shown marked improvement in their personality development and are Applauded for their talents at the many forums they appear in the city.
We request that to consolidate and expand the work done, this Project be renewed and continued for a period of 5 years with an enhanced Budget of Rupees Eight Lacs annually to meet the basic needs of the Project including taking on rent an additional large room in the same premises for meeting expanding needs of the students.

Also that the release of funds be aligned annually with the Financial Year accounting period i.e. April to next March.

The Young Achievers - a few Case Studies:

Shikha had little interest in studying when her mother first enrolled her at the Ujjwal Bhawiyash Center two years ago. She was timid and felt nervous among new people. She was preforming poorly at her school and her mother was concerned. The teachers at the Center tried to involve her in fun activities and saw that she had a yearning to learn dance. The teachers helped her overcome her nervousness and slowly helped her improve in her lessons while integrating her with her classmates. Today Shikha is not only preforming well in her studies she is also a budding dancer having performed at various forums.

Fourteen year old Lucky lives in the crowded by lanes of Allaha Colony with his three siblings and parents. His father, an electrician was unable to complete his high school and struggles to feed and educate his family. Initially when Lucky joined the Center he was very aggressive and had poor attention spans. He had stopped attending school and often loitered around. The teachers tried to engage him in small activities and encouraged him to play around on the Computer. Slowly his behavior improved and he started taking an interest in his studies. Today after
attending the Center for three years he is one of the bright students in his class and has been promoted to class X in his school. He actively participates in all competitions and activities and was also awarded a scholarship to assist him in his educational expenses.

Aarti, Shikha and Ritika

Aarti Shikha and Ritika are today stars in their own right. Their vibrant photo (left) was featured in the 'Times of India' in January 2013 as part of an article on the need for focusing on the development of the girl child. This picture was taken when they performed a kummi attam folk dance at the Dilli Haat as part of the Vatsalaya Mela.

Ritika, Shikha and Aarti are good students and have been coming to study at the Center since the last two years. All three love to dance and have won awards and accolades at various forums.

These talented children were also praised for their talent by the Hon'ble Minister of Women and Child development Krishna Tirath (right) at the 'National Girl Child Day' celebrations.
Raj kumari a thirty year old resident of West Vinod Nagar and mother of two daughters and a son was often made fun of by her children for being unable to read and write. When she got to know that a group of women in her neighborhood were being taught how to read and write she overcame her initial hesitation and decided to join them. She was one of the most regular and diligent students of the group and in six months learnt not only how to write her name but also read and write simple sentences. She then joined tailoring classes and is today engaged in self-employment to supplement her family's income.

20 year old Kanchan migrated from Farrukabad village (UP) to Delhi four years ago with many dreams. Unfortunately her father's death put an end to her dreams and she started living with her elder brother where she was left to do all the housework and in the evenings assist her brother in selling vegetables in a nearby market. Whenever she asked to be enrolled in a school her brother would reprimand her and tell her that she was too old to be admitted to one. One day when she saw 'adult literacy classes' being conducted for a group of women nearby she decided to join the study group. These classes were her only ray of hope to live her dream. She was a serious student and topped her class. The counselors at Amba encouraged her to continue her studies and enrolled her under the 'National Institute of Open School' (NIOS). Today she is able to support herself, her mother and younger siblings by selling vegetables and also pursue her dream of completing her studies.
Kajal a petite twenty year old has a long association with Amba. She attended our NFE classes as a school girl and later took training in Basic Computer Applications at our 'Gender Resource Center'. Later she was one of the first students who enrolled for Advance computer training program under 'Ujjwal Bhawishya Project'. She topped the batch and was keen to become a Computer Teacher. When such a vacancy came by in the Organization she joined as a Computer Trainer and since has been a role model for her students. A keen and graceful dancer she has also represented the Organization at various forums.

Hina was a student at Amba as a child and later enrolled for Advance Computer Training under 'Ujjwal Bhawishya Project. She topped her class and was also good at art & craft. Being from a conservative Muslim household where going out to work was taboo. However her parents made an exception to her being employed as a teacher with Amba since they perceived the Center to be very safe and being near her house. As a teacher she is involved in all the activities be it teaching the children, art & craft or computer teaching. She is a role model for her students, is full of confidence and living her dream.
129 children are presently enrolled in NFE classes. These include school and non school going children in the age group 5 to 15 years. The students are taught basic hindi, english and maths. In addition students are provided Computer literacy and learning. Other activities such as Art & Craft, Dance & Drama are also interwoven in the learning process to make learning fun.
Performance of NFE students in different segments depicted through Bar Charts - current students

### Learning Progress

<table>
<thead>
<tr>
<th></th>
<th>Good</th>
<th>Fair</th>
<th>Average</th>
<th>Good</th>
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<td>Academic performance</td>
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<td>Computer Learning</td>
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### Creative Activity

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<th>Fair</th>
<th>Average</th>
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<tbody>
<tr>
<td>Art &amp; Craft</td>
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<tr>
<td>Dance &amp; Theatre</td>
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Vocational Training—Basic and Advance Computer Courses:

**Current Batch—136 students** To provide skill training and employability vulnerable youth are provided Computer Training at the Ujjwal Bhavishya Center. This program was started in Year II of the Project with hardware and curriculum support from India Habitat Center. In Year III Canara HSBC Oriental Bank of Commerce Life Insurance Co. provided Laptops and Rotary Club of Delhi Midwest provided new additional Computers to further strengthen and expand this program. Over the last one year 80 young boys and girls were enrolled in the Computer training courses and some of our students after successfully completing the training are today gainfully employed.
Adult Literacy & Self Help Groups:

A total of 15 women were taught how to read & write under the Adult Literacy program. The average age of these women was 30-35 years. The women were very enthusiastic and 11 women from the group appeared for the final literacy examination conducted as per guidelines from Jamia Milia Islamia University, Delhi.
Two Self Help Savings Groups have been formed and a total of 25 women from these groups have already done a total saving of Rupees fifty thousand. The women have also received training from volunteers from Canara HSBC Oriental Bank of Commerce Life Insurance Co. on the importance of saving and thrift. Regular meetings of the groups are held and members have begun inter loaning activity. A third SHG Group has also been formed and women have started saving activity. They are educated about the process of opening their own bank accounts and assisted in opening the same in nationalized banks in the area.

**Employee Volunteering Opportunities:**

Volunteers conducting Workshops with Vocational Students

Mr Manjit Lakhmana Head (HR) of Canara HSBC Oriental Bank of Commerce Life Insurance Co. interacting with the children.
Employees of Canara HSBC Oriental Bank of Commerce Life Insurance Co. have been interacting with the children at the NFE center on a regular basis.

The volunteers have conducted workshops and organized celebrations for children from time to time. This interaction was useful and gave the beneficiaries a good learning experience. Workshops were conducted for women by volunteers on “International Women’s Day”. They have been part of various workshops & celebrations and their participation was a source of learning & encouragement for all the students & staff.

Children Participating in Public Awareness Activities at various forums.
Targets for Year V:

The objective for year V is to improve and consolidate the activities of the previous four + years and ensure maximum benefits to the Community. This can be achieved with the active support of the Volunteers, staff and the Community at large.

- Number of children under Non formal Education 100
- No. of students under Vocational Training 60
- No of women under Adult Literacy 15
- No of SHG Groups 02
- No of Nutrition Camps 01
- No of Health Camps 01

Proposed Annual Budget Details

The overall Annual support to conduct the above listed activities is Rupees Eight Lacs. The Budget support be aligned with the Accounting Financial Year. Since the present support is up till September 2014 it is proposed that a six month Budget support be released for the period October 2014 to March 2015 and subsequently a twelve month Project support be provided from April to next March annually.

As proposed in the 'Synopsis of Achievements & Milestones' of this Project, the Project be renewed for a further period of 5 years with a revision in the base Budget. The revised Budget is essential for taking an additional room on rent in the same premises for meeting expanding student needs for teaching and vocational/skill training. In addition revised salaries and administrative expenses are to be taken into account given the increased costs over the last four years.

It may be noted that any additional infrastructure expenses (one-time expenses) will be met from other intuitional donors and from the Organization’s own internal resources for this Project.

The Project and its stand-alone Center will function throughout the year for five days a week for eight hours daily. All Fridays and first Saturday of the month will be for volunteer participation and interaction.
Reporting

Quarterly and Annual Activity Reports will be submitted by the Project Officer along with the Financial Statement of Expenses incurred on a Quarterly and Annual basis. A format for both is enclosed as Annexure I and Annexure II. All financial and activity records will be available at the Center premises for inspection and monitoring of funding Organization.

Recurring Costs:

<table>
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<tr>
<th>Expenditure</th>
<th>Monthly Cost (Rs)</th>
<th>Six Months October 2014 to March 2015</th>
<th>Annual (Rs) April 2015 to March 2016</th>
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<tr>
<td>Establishment Expenses Rent, electricity, water, sanitation etc.</td>
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<td>120000</td>
<td>240000</td>
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<td>Project Officer</td>
<td>12000</td>
<td>72000</td>
<td>144000</td>
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<tr>
<td>Vocational Trainer</td>
<td>10000</td>
<td>60000</td>
<td>120000</td>
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<tr>
<td>Trainee Teachers (2)</td>
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<td>120000</td>
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<tr>
<td>Learning material</td>
<td>-</td>
<td>28000</td>
<td>56000</td>
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<tr>
<td>Other Expenses- accounts, conveyance, miscellaneous expenses.</td>
<td>10000</td>
<td>60000</td>
<td>120000</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td>400000</td>
<td>800000</td>
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Annexure I

Reporting Format

AMBA FOUNDATION
PROJECT “UjjwalBhawishya”

<table>
<thead>
<tr>
<th>S. no.</th>
<th>Activities</th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
<th>Topics covered</th>
<th>Remarks</th>
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<td>1</td>
<td>Morning Shift - 10 a.m. to 12 p.m.</td>
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<td>Afternoon Shift - 02 p.m. to 04 p.m.</td>
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<td>3</td>
<td>Adult Literacy</td>
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<td>4</td>
<td>Basic Computer Training</td>
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<td>5</td>
<td>Advance Computer Training</td>
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<tr>
<td>6</td>
<td>Total No. of children attending centre</td>
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<tr>
<td>7</td>
<td>Computer Literacy</td>
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<tr>
<td>8</td>
<td>Awareness Session</td>
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<td>9</td>
<td>Mobilization for SHGs (Meetings)</td>
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<td>10</td>
<td>Number of SHGs</td>
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Number of children attending Centre
## Annexure II

**CONSOLIDATED SOE FROM OCT 2014 TO DEC. 2014**

**PROJECT UJJAWAL BHAWISHYA YEAR-V**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Expenditure head</th>
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<td>Annualy</td>
<td>Quarterly</td>
<td>Monthly</td>
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<td>b. Project Supervisor/ Officer</td>
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<td></td>
<td>c. Trainee Teachers (3)</td>
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<td></td>
<td>d. Other expenses: Accounts, Audit, Telephone &amp; Travel</td>
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<td></td>
<td><strong>Sub-Total</strong></td>
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