



# Many Girls Many Aspirations



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# ABOUT US

Established in 2007, Educate Girls is holistically tackling issues at the root cause of gender inequality in India's education system that has helped to ensure over 90% enrollment and significantly higher attendance for all girls as well as improved school infrastructure, quality of education and learning outcomes for all children.

Our comprehensive model helps communities assess their school situation, initiate action plans and empowers them to sustain positive results at the lowest cost. By leveraging the government's existing investment in schools, Educate Girls delivers measurable results to a large number of beneficiaries and avoids duplication or parallel delivery of services.

Educate Girls believes that if girls in educationally backward districts are educated, they will have the potential to enter the formal economy, gain employment and lift their families out of poverty.

Because of the sustainability and scalability of the model, Educate Girls has been expanding operations to include more districts to reach millions of children in some of India's most remote areas. We currently have interventions in 12,000+ schools in 8,000+ villages spread across 10 districts of Rajasthan and Madhya Pradesh in India.

## VISION

We aim to achieve behavioural, social and economic transformation for all girls towards an India where all children have equal opportunities to access quality education.

## MISSION

We leverage existing community and government resources to ensure that all girls are in school and learning well.

## GOAL

Our goal is to improve access and quality of education for around 3 million children living in underserved communities in India by 2018.

# MILESTONES



**50**

**schools**  
Test project completed

Independently  
registered

**2007**



**500**

**schools**

Started pilot project  
in Pali district

**2008**



**2,342**

**schools**

Scaled operations  
to entire Pali district

**2010**



**4,425**

**schools**

Expanded operations  
to Jalore district

**2011**



**5,006**

**schools**

Expanded operations to  
Sirohi district

**2013**



**9,000**

**schools**

Expanded operations to Ajmer,  
Bundi and Rajsamand districts

**2014-15**



**8,000\***

**schools**

Started operations in  
Bhilwara district

**2015-16**



**12,000**

**schools**

Expanded operations to  
Udaipur, Jhalawar and  
Jhabua districts

**2016-17**



**27,500**

**schools**

Scaling operations to include  
16 educationally backward districts  
in total, reaching 27,500+ schools

**2017-19**

\*Reduction in number of schools due to scale-down of operations in Pali district and merger of government schools in the state of Rajasthan.

# Educate Girls' Program Model



**SUSTAINABLE**



**SCALABLE**



**VALUE FOR MONEY**

**Educate Girls creates community ownership through**



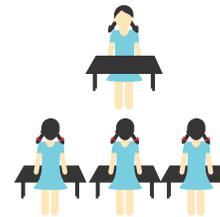
Team Balika  
(Community Volunteers -  
Champions for Girls' Education)



Community - led  
enrollment plans



School Management  
Committees (SMC)



Creation of girl leaders



Creative Learning and  
Teaching (CLT) techniques  
and classroom support

**Which results in**

Increased  
**ENROLLMENT**



Increased  
**RETENTION**



Improved  
**LEARNING OUTCOMES**



# IMPACT

Over  
**120,000**  
out-of-school girls  
enrolled in school

Over  
**90%**  
girls' enrollment

**93%**  
girls' retention

Presence in around  
**12,000**  
schools across  
**8,000+**  
villages

Over  
**8,000**  
Team Balika members  
trained and working  
in their communities

Over  
**3.8 million**  
total beneficiaries  
of our programs

Over  
**600,000**  
total students with  
improved learning  
outcomes

Average increase of  
**25% - 40%**  
in learning outcomes  
across Hindi, English  
and Math

Over  
**77,000**  
active girl leaders

Impact since inception

“ EVERY GIRL I'VE MET TILL DATE HAS THE WILLINGNESS TO LEARN, TO GET EDUCATED; AND THAT'S MY BIGGEST INSPIRATION. ”



**From the Executive Director**

Dear Friends,

2015-16 has been an extraordinary year for Educate Girls as we have been under the spotlight globally through our involvement in the world's first Development Impact Bond (DIB) in education. Last year, as I wrote, we were in very early stages of implementing the 3-year DIB pilot, and now we have the first year's results to demonstrate as early signs of success. It gives me great pleasure to inform you that we have enrolled over 44% of all out of school girls identified and managed 27% causal improvement in learning outcomes at the end of year 1.

As one of only two service providers globally who have actually got to the execution stage of a DIB, we have received a lot of attention upon sharing our experiences of the first year with a global audience. We are extremely grateful to the outcomes payer and the investor Children's Investment Fund Foundation (CIFF) and UBS Optimus Foundation (UBSOF) respectively for putting their faith into our model. For Educate Girls it has always been about 'better' and not just about 'more' and taking part in the DIB has given us this opportunity to focus on pure outcomes thereby making every single child count and every single team-member accountable.

As you will know, Educate Girls' work is all about the most marginalized girls and children who the government, NGOs and schools find the hardest to reach. We have always tried to design our program to reach as many of these children as possible, while ensuring that the quality remains consistent as we grow. In some ways, our DIB is a culmination of this belief. As we replicate the learnings from the DIB across our regular program districts, we are more outcomes focused as we have better resource mobilization based on real-time feedback and therefore improved course correction. We hope that through this proof-of-concept we can demonstrate to government and to the sector an approach that they may want to replicate / support at scale.

As we move into 2017 as a more matured organization, we haven't lost sight of the fact that we owe our success to our amazing team. In the coming financial year, as we enter 3 new districts (Jhalawar, Udaipur and Jhabua), we will be crossing the magical 1,000th employee mark and over 8,000 community volunteers. This is a momentous chapter in Educate Girls' journey!

One of our program's key facet and something that we are particularly proud of is our 'door-to-door survey' activity (to identify the exact number of out-of-school girls in a village). This year, this census like activity lasted over 4 months, cumulatively reached over 2 million households and helped us identify over 200,000 girls (in the age group of 3 to 14 years) who are not in school! What is truly heartening is the commitment and tenacity of every single staff and volunteer involved; they rallied the communities in the scorching heat of over 48 degree Celsius on some days but ensured that every house on the list had been surveyed. It makes me feel incredibly humbled and proud every single time I look back and recall this giant undertaking!

As we step into the 10th year and gear up to add 6 more districts to our program in the next 2 years (2017-19), the problems we are trying to solve are still incredibly complex. Deep seated cultural barriers, patriarchal mind-sets and poverty stand in the way of India's girls and their education. Our solutions therefore have to have innovation and flexibility, and although the DIB comes with its complexities, our hope is that by bringing a sharper focus on results and a new way of partnering across civil society, government and the private sector we can start to make rapid inroads into solving the inequality and learning crisis that confronts our nation.

I thank you for your support and good wishes.

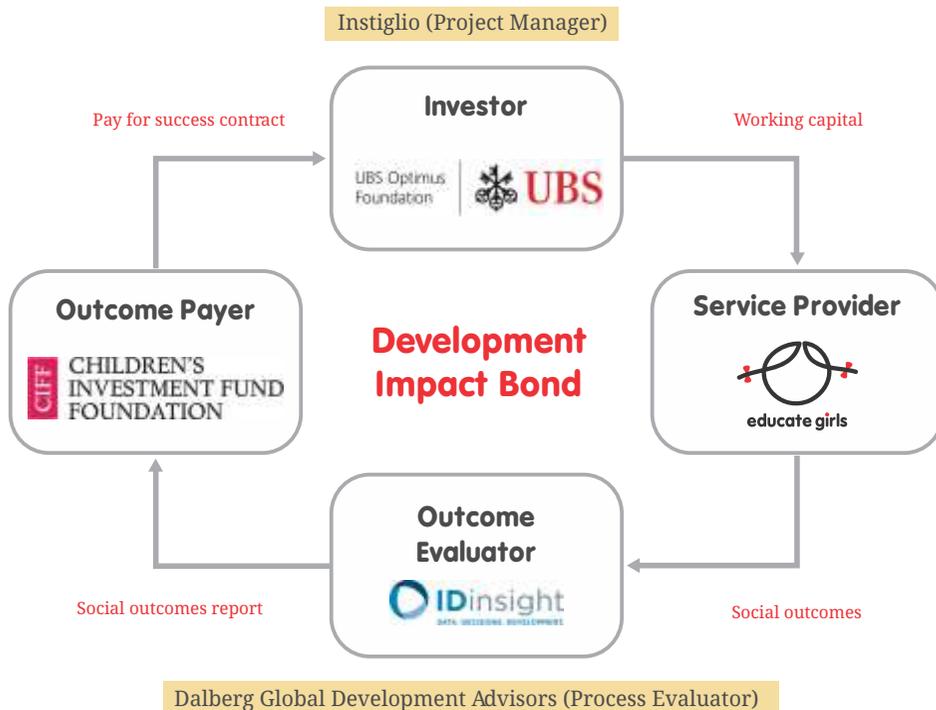
Warm Regards,  
**Safeena Husain**

# First-Year DIB Results Are In!

Educate Girls along with UBS Optimus Foundation (UBSOF) and Children's Investment Fund Foundation (CIFF) launched the **world's first Development Impact Bond (DIB) in education** on June 16, 2014. It is a 3-year pilot that began in the academic year of 2015.

In this payment-by-results model, CIFF (as an outcome payer) promises to pay back the investor UBSOF the original investment amount plus extra returns as long as the agreed targets are delivered by Educate Girls (the service provider). The targets are focused on increased enrollment of marginalised girls and the children's progress in literacy and numeracy outcomes, which will be assessed by an independent evaluator over the course of the three years tenure. Results-based financing consultancy, Instiglio, designed the DIB and provides performance management support to Educate Girls.

**The Educate Girls DIB program, with a budget of US\$ 270,000, works with 166 schools across 140 villages in Bhilwara and aims to benefit 15,000 children, 9,000 of them girls. The program's ultimate goal is to improve education with an 80% focus on learning gains and a 20% focus on enrollment of girls.**



## Year 1 results are promising!

The first-year results of the DIB were featured as part of an event on July 5, 2016 at London's Overseas Development Institute (ODI) and a webinar co-hosted with the Brookings Institution in Washington DC.

- The program has been successful in enrolling 44% of all identified out-of-school girls.
- The DIB is on track to reach its 2018 goals, with 27% of the total target for learning progress achieved.

*"While this is designed to improve the quality of girls' education in Rajasthan, the concept could be attractive to funders across a range of issues who want to make investments with both financial and social returns. The first year has been successful for both children's learning outcomes and for us as we've been learning how to manage the challenges that are inherent in any new financial instrument."*

~ Kate Hampton, CEO, CIFF

*"Harnessing the power of private capital will be crucial to raising the trillions of dollars needed to achieve the world's new development goals, and while this first Development Impact Bond is not the only game in town, it is leading the way in demonstrating how such innovative financing models can unlock new and much needed sources of funding and deliver even greater impact on the ground."*

~ Phyllis Costanza, CEO, UBS Optimus Foundation

*"The DIB has actually transformed the way we think about our impact. Because of this focus on results, we have increased the feedback of data from the field that is shared among all staff. We are continually analysing where things are working well and where we need to make changes. The main driver for us testing the DIB was to demonstrate we can deliver quality at scale, not just scale."*

~ Safeena Husain, ED, Educate Girls

**Funding for Impact: How 'Payment by Results' Could Revolutionize Development Funding**

Development impact bonds can bring new funds, improve efficiency and provide much-needed flexibility for NGOs that are looking to scale up a proven model, according to a panel discussion at the UK's Overseas Development Institute.

**THE HILL** Power Your Career

**CONTRIBUTORS**

**CONTRIBUTOR'S SIGNUP**

Development impact bonds: fad or the future?

rentomojo

20% OFF EVERY MONTH

**REUTERS**

India 'development bond' helps get girls into school, charity says

India's first development bond helped get 100,000 girls into school, charity says.

**Public Finance International**

**Development impact bonds are a "revelation"**

Development impact bonds can bring new funds, improve efficiency and provide much-needed flexibility for NGOs that are looking to scale up a proven model, according to a panel discussion at the UK's Overseas Development Institute.

**BROOKINGS**

Educate Girls development impact bond could be win-win for investors and students

India's first development bond helped get 100,000 girls into school, charity says.

**Stanford SOCIAL INNOVATION REVIEW**

Lessons from a Development Impact Bond

Development impact bonds can bring new funds, improve efficiency and provide much-needed flexibility for NGOs that are looking to scale up a proven model, according to a panel discussion at the UK's Overseas Development Institute.

**dovex impact**

**A look inside the Educate Girls development impact bond and the first-year results**

Over 300 Classes, 100% Free

Making Markets Work with Communities

FROM YOUTH

**the guardian**

A new financial bond is helping us get more girls into schools in India

India's first development bond helped get 100,000 girls into school, charity says.

**OSI**

Development Impact Bonds: paying for success

OSI is proud to announce the launch of the first development impact bond in India.

# IMPACT 2015-16

Number of :	Ajmer	Bundi	Bhilwara	Jalore	Pali	Rajsamand	Sirohi	Total
Team Balika (community volunteers) working	1,133	930	146	784	319	1,028	426	4,766
Gram Shiksha Sabha / Mohalla meetings	1,220	2,746	228	743	725	1,450	963	8,075
School Management Committee (SMC) meetings	619	1,863	141	613	393	715	1,111	5,455
SMC members trained/oriented	10,054	7,601	0	11,453	2,141	12,406	4,279	47,934
School Improvement Plans (SIPs) prepared	688	3,410	144	623	37	1,226	879	7,007
SIP's completed	250	1,742	11	298	8	266	232	2,807
Bal Sabha (girls' council) formed	597	477	0	7	226	547	212	2,066
Girls Trained for Bal Sabha	7,761	6,201	0	91	2,938	7,111	2,756	26,858

# 79,567

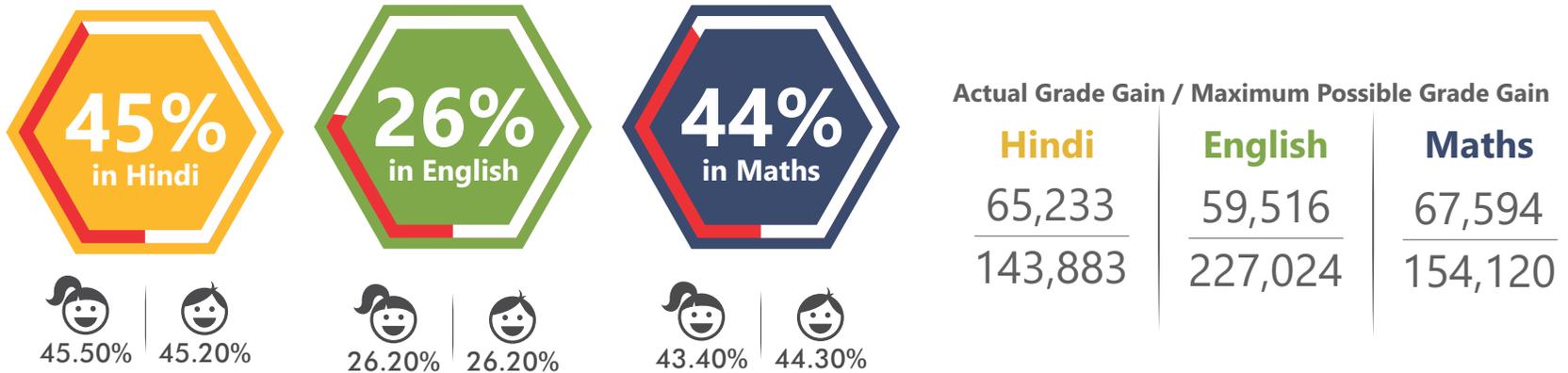
OUT-OF-SCHOOL GIRLS ENROLLED across 7 districts

Out-of-school girls (OOSG) enrolled	Ajmer	Bundi	Bhilwara	Jalore	Pali	Rajsamand	Sirohi	Total
In Grade 2-8	3,589	6,399	614	4,822	2,593	7,104	6,365	31,486
In Grade 1	10,150	6,902	884	10,259	1,972	9,468	8,446	48,081

Take a look at how the use of our Creative Learning and Teaching (CLT) tools in 2015-16 have helped notably increase learning levels for the children!



Average Grade Gains in **79,695 students** who appeared for CLT post-test across **6 districts** in Rajasthan.



Additionally, in Sirohi district, an impressive average increase of

**31.33%** was recorded in learning levels across **Hindi, English and Maths** in Educate Girls' **INNOVATION BLOCK** as opposed to **19.66%** in **control block**.

**2,329** students appeared for post-test



The impact of intervention was **1.6 times** higher in treatment area as compared to control block.

Percentage Grade Gain	Actual Grade Gain   Maximum Possible Grade Gain	
24%	405   1,673	Hindi
35%	578   1,638	
12%	345   2,976	English
17%	490   2,877	
23%	402   1,757	Maths
42%	705   1,692	



I AM MY  
UNIVERSE

I TOO CAN DISCOVER  
**NEW WORLDS**

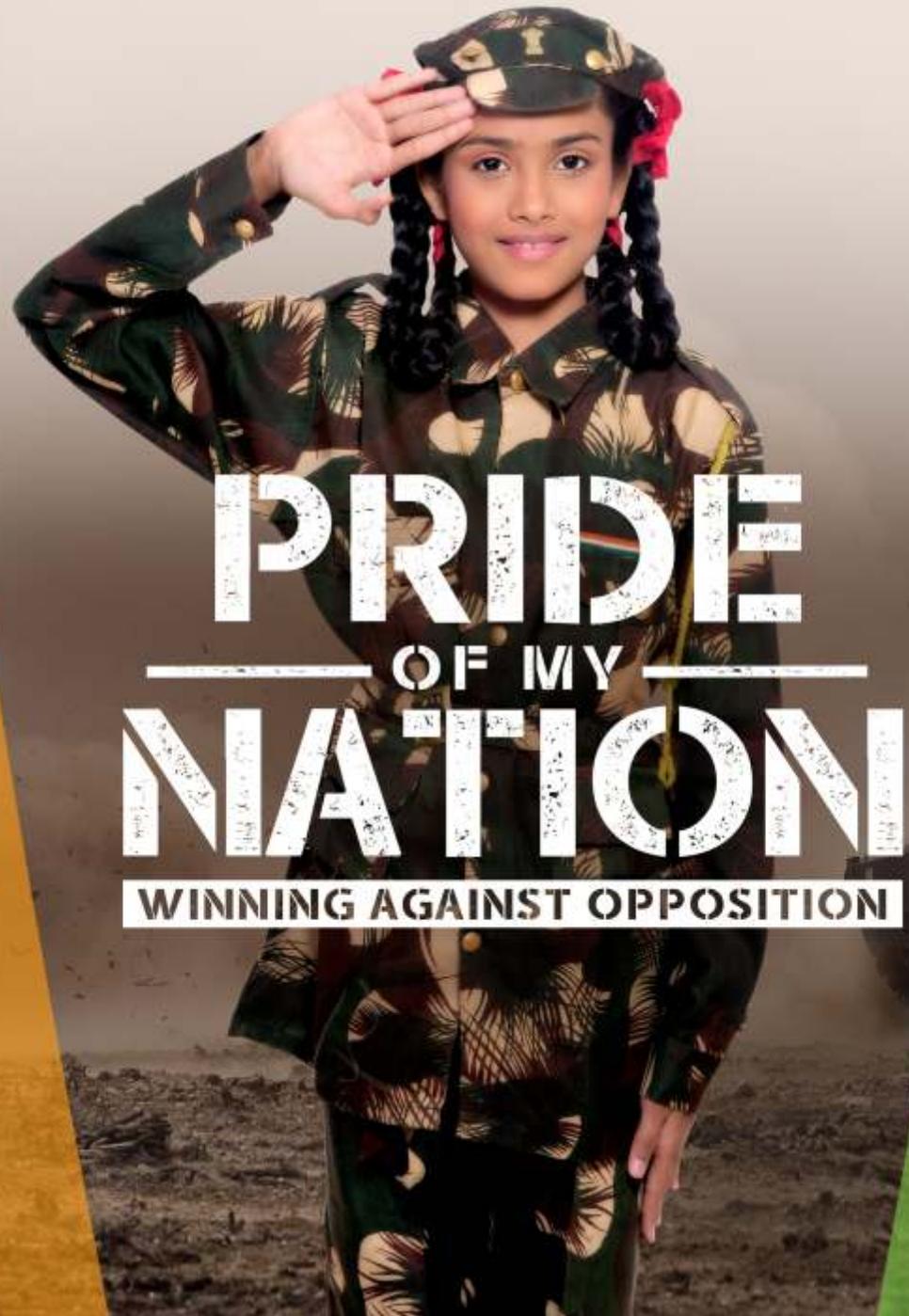
The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it.

- Kalpana Chawla  
Indo-American astronaut and the  
first woman of Indian origin in  
space

My motto in life is  
that nothing is  
impossible, no  
target  
unachievable - one  
just has to try  
harder and harder.

- Kiran Bedi

First woman to join the  
Indian Police Service



**PRIDE**  
OF MY  
**NATION**  
**WINNING AGAINST OPPOSITION**

# Honour



## NDTV-L'Oréal Paris 'Women of Worth' Award

Safeena Husain, won the NDTV-L'Oréal Paris 'Women of Worth' Award in the Education category on 28th March 2016. She was among eight other phenomenal women across various categories, to be presented with the award. These awards aim to address not only gender inequality but also regional, sectoral, developmental, linguistic and social imbalances.

## Nasscom Foundation Award

On 10th February 2016, Educate Girls was announced one of the winners of the 'NASSCOM Foundation Social Innovation Award 2016' in the primary and secondary education category. As part of the award, Educate Girls received a grant with a mentorship program. Educate Girls was chosen from 1200+ entries across various categories.



## India's Most Ethical Companies Award

Educate Girls received a 'Certificate of Merit for Contribution to Social Cause & Empowerment' during 'India's Most Ethical Companies Conference & Awards' on 26th November 2015 at Taj Lands End, Mumbai. The 3-day conference brought together top executives in Corporate Responsibility, Governance and Corporate Communications / Public Relations with several speakers to give meaningful insights into the sector.

## iVolunteer Hero Award 2015

Educate Girls' community volunteer (Team Balika) Pushpa Sagar, received the 'Volunteer Hero' award in September 2015, in recognition of her unremitting efforts as a champion for girls' education. After attending the award ceremony in Mumbai, she flew to Houston, USA, to participate in the Conference on Volunteering and Service convened by Points of Light.



Another Team Balika named Nana Lal Gameti was also one of the top 10 finalists for the award. In spite of his physical disability and the difficult geographic terrain he lives in, Nana Lal tirelessly works with Educate Girls to enroll girls and teach students at the single-teacher school in his village.

## Taking Stage

### During 2015-16, Educate Girls' Founder and Executive Director, Safeena Husain:

- Networked with over 60 current and potential partners across the UK, Switzerland and the USA, following the Skoll Award win at Oxford, UK. She was a part of the Skoll World Forum in 2016 as a panelist and spoke on topics like 'Moral Decision Making: A Practical Exploration' and 'Design for Action: Innovative Interventions.' She also spoke about how Educate Girls partnered with Malala Fund.
- Participated at Clinton Global Initiative in NYC and parallelly spoke at i) a UBS organized panel about financing the Sustainable Development Goals with a special emphasis on the Development Impact Bond and ii) the Big Bang Philanthropy showcase.
- Spoke on 'Leveraging Existing Community and Government Resources for Girls' Education' and on the 'World's First Development Impact Bond in Education' at the 2016 YTL Reception in conjunction with the World Economic Forum on ASEAN and Leaps of Knowledge, Kuala Lumpur, Malaysia.
- Was the keynote speaker at INTED 2016, Valencia, Spain where she explained in detail Educate Girls' program model that is based on community mobilisation and ownership.
- Was invited to speak at a meeting in Delhi held by the International Education Funders Group (IEFG), a network of over 80 foundations that support basic education.



# Expansion

During 2015-16, Educate Girls scaled up its program and operations to 3 new districts - Udaipur and Jhalawar in Rajasthan and Jhabua in Madhya Pradesh.

November 2015 to March 2016 witnessed the preparatory phase of this expansion which focused on staff recruitment and training, induction, operational set-up, material and assets procurement, village and school base line data collection and Team Balika (community-volunteer) recruitment drive. 380+ team members were recruited and inducted across 3 new districts. This included 287 Field Coordinators (FCs) who played a major role in collecting the base line data of 3,006 villages and 4,721 schools.

The wide-spread **Team Balika Recruitment Drive** involved activities that advertised Educate Girls' operations and the volunteer recruitment events by using wall paintings, loudspeaker announcements, wall posters etc.

24 recruitment events were conducted in 3 districts covering 2,682 villages and this led to the selection of 1,552 Team Balika.

Introducing new systems like Inventory Management System (IMS) and Salesforce software have helped improve efficiency while the organisation rapidly expands. Salesforce has helped streamline the reporting process and has created a centralised database for donor and funding information.



# Door-to-Door Surveys

Door-to-Door surveys aimed at identifying out-of-school girls were conducted by Educate Girls in **150 villages** in the DIB (Development Impact Bond) district of **Bhilwara**, Rajasthan, reaching **18,000 households**.

Surveys were also conducted in over **6,000 villages across 6 districts** of Educate Girls' operations, including the 3 new districts (Udaipur, Jhalawar, Jhabua), reaching out to over **2,000,000 households!**



## Technology for Good : Mobile Application

Educate Girls' mobile application, operational since 2013, requires staff to log in their time spent at every field location alongside the activities performed during field visits. This provides real-time collection of school-level data and key-performance indicators like enrollment of girls, the attendance and learning outcomes of children in classrooms, improvements in school infrastructure and resources like availability of teachers, separate toilet facility for girls, access to drinking water etc. and community mobilisation activities. This information allows Educate Girls to quickly identify schools and villages that are not improving on priority indicators and hence need more attention, thus enabling appropriate course correction, making it a more immediate solution-based approach. Additionally, the data collected through the app aids the HR and Finance departments in efficient settlement of travel claims and in validating employee attendance.

This past year Educate Girls enhanced the app's GPS efficiency and user-interface, troubleshooting gaps in the validation process and improved data collection. To make the M&E system more dynamic, Educate Girls is designing a Performance Management System (PMS) that can be integrated with the app; expected to roll out in 2016-17.



### ACCOLADES FOR THE MOBILE APPLICATION

Educate Girls won the 'NASSCOM Foundation Social Innovation Award 2016' in the Education category and was also one of the finalists at Vodafone Foundation's 'Mobile for Good Awards 2015'.



# THE GAME CHANGER

BEATING THE ODDS

My coach said I  
run like a girl, and I  
said if he ran a  
little faster he  
could too!

- Mia Hamm  
Olympic Gold Medalist

Try new recipes,  
learn from your  
mistakes, be  
fearless, and above  
all have fun!

- Julia Child

TV personality and author of  
best-seller 'Mastering the Art of  
French Cooking'



*Spice Up*  
HER  
**TALENT**

**EDUCATION**  
is a vital ingredient for her  
**SUCCESS**

# Team Balika Federation - Pali

Pali is the first district of Educate Girls' operations to move into Phase 2 i.e. developing sustainable community ownership. The first step of Phase 2 was the formation of a Team Balika Federation, strategised with assistance from Booz & Co. and ISB.

Team Balika Federation is a federal structure comprising the community volunteers (Team Balika) who have worked with Educate Girls and helped bridge the gender gap in Education by improving enrollment and retention of girls in school and learning levels of children in classrooms as part of Phase 1.

The Federation relies heavily on Educate Girls' support and handholding. The training for the Team Balika is focused on enhancing their leadership and program execution skills. Yearly elections are held wherein members elect the Federation Head, Cluster Heads and Block Heads from among themselves.

The vision is that the Team Balika Federation would be a long-term tenet of Educate Girls' model of community ownership and be able to sustainably shoulder the responsibilities of advocating girl child education. The Federation's functions include sustaining enrollment and retention of girls in school, ensuring quality of education by implementing creative teaching techniques, recruitment and retention of community volunteers and resource mobilization through community and government partnerships.



# Volunteer Engagement

During 2015-16 various initiatives have been undertaken by Educate Girls for the community volunteers (Team Balika) with an aim to increase their chances of employability.

## SEDI Training

SEDI (Skill and Entrepreneurship Development Institute), run by Ambuja Cement Foundation, runs employment linked skills training courses of RSLDC (Rajasthan Skill and Livelihood Development Corporation) in Jaitaran, Pali. Counseling sessions, that explained their available courses in detail, were conducted by them for Team Balika at their training center in Jaitaran.

Following these counseling sessions a few Team Balika were selected and enrolled for Office Assistant courses in November 2015. They were provided with basic computer and soft skills along with a basic course in English. Certificates were provided at the end of their 45-day training. These Team Balika are now working with local employers in Pali while also extending their support to Educate Girls.

## REET Training Support

An interest mapping exercise done with Team Balika in Pali district revealed that 45% of them were interested in teaching as a career option. Based on these findings Educate Girls decided to help deserving Team Balika clear the REET (Rajasthan Eligibility Exam for Teachers) – an entrance exam for aspiring government-school teachers. Educate Girls sponsored coaching classes for 20 Team Balika in Pali and Sojat Blocks of Pali district.

To ensure fair selection of Team Balika for this sponsorship, the screening process considered various criteria like performance merit, duration of association with Educate Girls and the economic status of the volunteer. Additionally, a preliminary test was conducted by the coaching institutes to screen the aptitude of candidates.



# 8th Foundation Day Anniversary!

Educate Girls celebrated its 8th Foundation Day anniversary in December 2015 in all districts of operation. The theme 'Udaan,' (a Hindi word, which translates as "to soar" or "take off") was a tribute to our community volunteers (Team Balika) who have broken free from the shackles of regressive societal norms and have taken it up as their mission to make education accessible to every girl child in their respective villages. Over 4,500 Team Balika were in attendance, in addition to over 500 Educate Girls team members and more than 100 dignitaries. The performances and anecdotes shared by the Team Balika proved that Educate Girls is building a team of talented, potential leaders!







# IMPACTING THE GDP

INVESTING  
IN HER IS  
GOOD BUSINESS!

As you become  
more successful,  
the gender barrier  
disappears.

- Kiran Mazumdar-Shaw  
Chairman and Managing Director  
of Biocon Limited, India

If society will not admit of woman's free development, then society must be remodeled.

- Elizabeth Blackwell  
First woman to receive a medical degree in USA



# NEW BOARD AND ADVISORY MEMBERS

## BOARD MEMBERS

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**John Somoza (USA)** has spent the last 30 years working in technology and biotechnology and has participated in founding three companies, including co-founding GottaPark Inc., one of the first "sharing economy" companies. John has extensive experience working in healthcare, primarily in the discovery of new medications, and also in the area of public health, most recently in the distribution of HIV drugs in the developing world.

**Lisa O'Driscoll (USA)** is a Consulting Director at Towers Watson. She has 18 years of experience in delivering M&A advisory services to clients with an expertise in leadership and culture. Prior to Towers Watson, Lisa worked with the World Assembly of Youth, United Nations Population Fund and has served on the Board of Child Health Family International.

**Michael Pollack (USA & UK)** co-founded and is the Chief Investment Officer of Destrier Capital, a public equities investment firm. Prior to Destrier, from 2001 to 2008, Professor Pollack was one of two general partners at Glenhill Capital. Additionally, in 2009, he established and now runs his private, family foundation – SCA Charitable Foundation which is active in venture philanthropy, primarily in India, where it collaborates with social entrepreneurs to scale their business models.

**Eric Levine (UK)** is Founder & CEO of Citizen Insight, a data insights business helping governments, companies and NGOs in African markets make better decisions for citizens. Eric is also a partner in the social enterprise Leaders' Quest. With an expertise in developing strategies that integrate profit and social purpose, Eric currently serves on the Boards of USA Rx and the Charities Aid Foundation Advocacy for Development Fund. Previously, Eric has served as the CEO of the Stars Foundation and of Restless Development.

**Kris Tay (UK)** is a financial services professional with a specialisation in derivatives markets and regulation. She has advised both private and public sector institutions on matters ranging from governance, risk mitigation, compliance, and public policy advocacy. Her previous roles were with the Financial Services Authority and Phillips 66 in London, and ING Barings and First Chicago in Singapore. Kris is also a supporter of food poverty and mediation charities in London.

## ADVISORY COUNCIL

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**Gul Mukhey, Hansal Mehta, Swati Apte and Tara Kapur** (previously on the Board) are now Advisory Council members.

**\*Please visit Educate Girls' website for an updated list of Board and Advisory Members**

# Partnerships

In 2015-16, we collaborated with some like-minded organisations to raise awareness and funds for our cause:

## 120,000 Girls Supported In Rajasthan By Vodafone

Vodafone, one of India's leading telecommunications service providers, as part of its commitment to the national movement 'Beti Bachao, Beti Padhao', partnered with Educate Girls and raised more than INR 4.5 crore through several initiatives to support the education of over 120,000 out-of-school girls. The young girls are largely from Pali, Jalore, Sirohi, Ajmer, Bundi and Rajsamand districts in Rajasthan.

To celebrate this, an event was held in Bundi that was attended by some of these school girls, the Team Balika instrumental in enrolling these girls as well as representatives from Vodafone and Educate Girls.

Speaking about Vodafone's focus on education, Mr. P. Balaji, Director – Regulatory, External Affairs & CSR, Vodafone India, said, "Education is the catalyst to social change and one of the most critical areas of empowerment for women. Offering girls basic education is just the beginning for enabling them to make genuine choices over the kinds of lives they wish to lead. I wish all the girls a great future."



## Pratham Books' #DonateABook

Partnering with Pratham Books, Educate girls raised funds via the "Donate A Book" campaign, impacting 10,000 children. Educate Girls achieved 100% of the fundraising target in just two weeks. These books complement our activity-based pedagogy and have helped improve learning outcomes.



1500 books to 100 schools can bring the joy of learning to 10,000 children in Rajasthan.

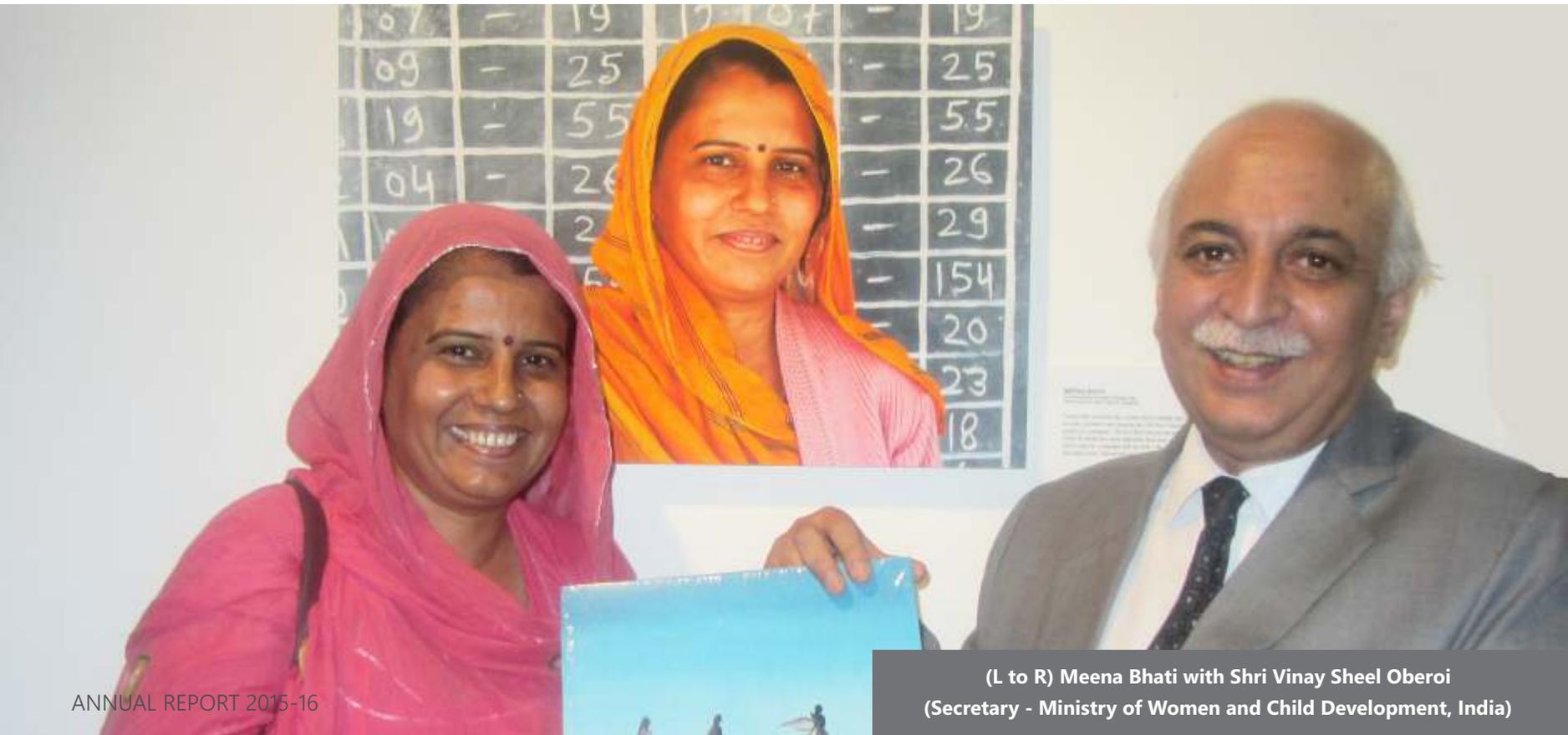


# Poetry of Purpose

**The Poetry Of Purpose** is a book jointly authored by Dr. Shashi Gogate and Mick Minard. Through photographic portraits, moments of insight and personal reflections from 15 women leaders from different parts of India, the book carries a message about the essential nature of women's leadership in India and her spirit of active participation in social change. **Meena Bhati**, Communications Manager at Educate Girls is one of the featured women leaders.

*"I started this work (of educating girls) more like a hobby and for whiling away time. As I continued to work, I felt that it was changing me. I felt that I wanted to step up and help people, so I continued..... The love that I have for my work is a passion of mine (now). No matter how many difficulties there were, and in spite of people having tried to stop me, I continued with my work. I did not stop or ever think that I did not want to work. I did not give up on my courage..."*

Meena Bhati, excerpt from *The Poetry of Purpose*.



(L to R) Meena Bhati with Shri Vinay Sheel Oberoi  
(Secretary - Ministry of Women and Child Development, India)

# Testimonials

" Educate Girls has been collaborating with the Govt. of Rajasthan as its REI partner in not only bringing back the never enrolled and drop-out girls to schools through its community mobilization, but have also been working for the retention of girls in schools through their tool - Creative Learning and Teaching technique. They empower communities for the holistic development of schools to provide quality education to girls.

Rajasthan still has some areas where a high gender gap and low female literacy rate are a matter of grave concern. I hope Educate Girls' efforts will not only improve Rajasthan's education indicators but also bring about a social transformation. "



"Educate Girls has set its sights firmly on bridging the gender gap in the education sector in India. Over the last few years they have managed to create a significant impact in the state of Rajasthan through extensive door to door surveys, enrollment and retention of girls in schools through a community volunteer model, and improvement of in-class learning.

A prime example of Educate Girls' success is the fact that in the MIF supported geography in Jalore (Rajasthan), the number of 'out-of-school girls' enrolled is now pegged at 7,098 and children with improved learning outcomes has grown to 11,590; made possible through their one year intense intervention.

Educate Girls has limitless potential, evident from their interventions in Udaipur and Jalore. As a corporate foundation we are critical of the structure and business processes of our partners. Educate Girls' air tight policies and their laser focus has validated time and again our decision to partner with them for our impact initiatives."

# In The News



LSE Alumni

News highlights

**Sofeena Husain (BSc Economic History 1995)**



**Tell us about yourself.**

Education

**Meeting the Challenge of Educating Girls**

Educate Girls is helping more than one million Indian schoolchildren.

By Patrizia Dastner | Nov 6, 2015

*"The fact that in some parts of India a girl is seen as an asset and a girl is seen as a liability is infuriating."* — Sofeena Husain

Sofeena Husain is the founder of Educate Girls (EGG), a nonprofit focused on improving educational opportunities for girls who live in the Indian state of Rajasthan. In Rajasthan, only 44 percent of women are literate, whereas 76 percent of men are. The state also has a high rate of child marriage: 13 percent of

PHOTO: ANITA KUMAR/REUTERS

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Last Modified: Thu, Oct 22 2015 06:51 AM IST

## Child brides in the classroom

For girls trying to reclaim their lives after being pushed into child marriage, education makes all the difference

3:38

Mishra Deval



The rise of India's reputation as a source of technology innovation has in recent years been matched by the country's growing reputation as a hub of social innovation, and now Indians living abroad are rising as a force for philanthropy in their country of origin in light of this. The Singapore-based, Dastner, Dastner and Dastner Social Innovation Review have joined forces to create and publish report links a magazine for philanthropy and social innovators targeting India.



Padma Pawa, 21, who was married off when she was in Class VIII, now works as a volunteer for Educate Girls, an NGO, teaching children at the local school in her village in Rajasthan. Photo: Priyanka Parashar/Mint

**Pali, Rajasthan:** What does attending a wedding mean to a 13-year-old? New clothes? Jewellery? Binge eating and late-night chats with cousins?

**MORE FROM THIS SECTION**

PHILANTHROPRENEURSHIP

Home » Mobilizing Communities for Social Change: Best Practices for Philanthropreneurs

## Mobilizing Communities for Social Change: Best Practices for Philanthropreneurs

March 8, 2016

PHILANTHROPRENEURSHIP

PREVIOUS ARTICLE

MEET ARTICLE

Article by **Ms Sofeena Husain**  
 Founder and Executive Director, Educate Girls

My social work with a government organization in the height of business in early 2009 was my first exposure to the world of community mobilization. In following years I attended the annual social networking conference for the national social development. The highest I had received before an event as a social worker was I founded **Impact India**. These are people who make the long-term vision of social change a reality. They are the ones who are making community mobilization efforts more successful and effective.



THE WEEK  
WORK IN PROGRESS: HANNAH BLOCH

## A Push to Get India's Girls Into Classrooms

WHILE TRAVELING in northern India 15 years ago, Safena Husain and her father met a group of women who asked the man how many children he had. When he said there that his daughter was the only child, "they started beating their chests, wailing and crying," Ms. Husain recalls. "They said, 'Why has God cursed this man?'" But her father told the women, "This is my son, my daughter, my everything."

The encounter made Ms. Husain-born and raised in India but working at that time in the U.S. on international health programs—realize that the "half zero existence in the women's eyes. And I thought, 'I'm going to walk away—but what about the girls in this village who will grow up being like a Sadan?'" Her sister says, Ms. Husain lives, wasn't limited to India's hinterlands. Years earlier in New Delhi, a family friend had suggested to her father that investing in Ms. Husain's education would be a waste since she was "just a daughter."

Since 2007, Ms. Husain has been working to change such attitudes—and to improve prospects for girls' education. The Mumbai-based nonprofit she founded that year, Educate Girls, has brought 80,000 girls—who had dropped out or never enrolled—to schools in some of India's poorest, most remote communities. And it has helped to keep them there. The retention rate for the students through eighth grade (the end of middle school) is 93%, Ms. Husain says.

India has moved in recent years to improve girls' access to schooling and to enact a law guaranteeing all children between 6 and 14 the right to a "free and compulsory education," but as many as 50 million girls remain out of school, according to Unicef. The reasons vary. Many need to work to help support their families. Others enter child marriages, of which India has among the world's highest numbers. Many

schools lack female teachers or even toilet facilities for women and girls, and the cultural bias Ms. Husain encountered in years past still persists.

Ms. Husain, 42, and her team initially targeted a single "critical gender gap" district in the northern state of Rajasthan, where the state government had identified girls' school attendance as especially low compared with that of boys. Ms. Husain's group assembled a corps of young community volunteers to fan out across the district, going door to door in all 1,100 villages to learn why girls were staying away from school—and to persuade them to enroll.

Working with village leaders, parents and schools, they harvested enrollment gains, addressed cultural concerns (notably parents worried that girls might abandon tradi-

tional dress or traditional marriages as a result of education) and figured out ways to improve schools. The disparity between girls' and boys' enrollment fell from 18% to 3% in seven years, and the district is no longer officially considered an education gender-gap area.

Today, with support from foundations and corporations including Google, Vodafone and Deutsche Bank, Educate Girls employs some 4,600 volunteers in five Indian districts, covering thousands of villages and working with 7,500 schools. In most cases, the girls they are bringing into the classroom are the first in their families to receive an education. Keeping them out of school "is a learned behavior," Ms. Husain says. "That's the cycle we need to break. We only need to break it once, and then it's broken."



A STUDENT at a school that works with Educate Girls, Rajasthan, India, 2013.



dra of education

15 FOR CHANGE



Empowering girls through education

THE WALL STREET JOURNAL

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## Entrepreneur's Quest to Bring Girls Back to School in India

Entrepreneur Safena Husain builds a model for girls' education in rural India

By EVA TAM AND LUKAS MESSNER  
Updated Oct. 28, 2015 2:11 a.m. ET

Growing up in India, Safena Husain was long concerned about the status of women in her country—the rate of girls out of school was high, the rate of sexual abuse was high, and "any indicator you pick out, India is one of the worst," she says. So Ms. Husain, who operated an Indian health clinic, started a nonprofit in 2007 to enroll girls in school in poor rural areas in northern India.



# Digital Diary



**Educate Girls**  
September 8, 2013

Thousands of girls in rural Rajasthan still do not have access to primary education due to various social, cultural and economic barriers. We are on a mission to bring out-of-school girls **#BackToSchool**. Here is our report card.

Here is what we have been doing -		
Year	# of schools covered	# of girls reached
2010	500	22,000
2011	4,200	180,000
2012	5,310	190,000
2013	1,400	190,000

There are over 3,50,000 out-of-school girls in Rajasthan

**#BackToSchool**  
www.educategirls.org

Like Comment Share

**#BackToSchool**

**Educate Girls**  
December 10, 2013

Going **#BackToSchool** is a dream come true for thousands of girls, like Henna, in rural Rajasthan. School is where they learn that they have a right to dream!

"The best day of my life was my first day at school."  
Henna has been brought **#BackToSchool**  
www.educategirls.org

Comment Share

**#NationalDayOfTheGirlChild**

**Educate Girls**  
January 24

Prachi is a girl out of school. See how we combat this challenge! This National Day of the Girl Child - Join us in the movement to **#EducateGirls!**  
<http://bit.ly/1IGDU48>

**FROM STOVE TO SCHOOL**  
The journey of an out-of-school girl from the embers of a mud stove to the glowing light of a classroom

49K Views  
Like Comment Share

Be a part of the **MOVEMENT**  
Let's **#EducateGirls**

A photograph of two young girls sitting together and smiling.

Prachi enjoys learning!

A photograph of a girl in a school uniform sitting at a desk, looking at a book, with a teacher leaning over her. Floating icons include letters (A, B, C), numbers (3, 6), a lightbulb, and a book.

On the eve of Teacher's Day, we congratulate the deserving recipients of STIR Education Initiative's Roehampton Changemaker Implementers certificate!  
 These teachers have been working hard for the past 8 months in our program schools to implement micro-innovations that improve learning outcomes of children.  
 We are proud of them and of Educate Girls' Field Coordinators and Block officers who supported them!



**Educate Girls**  
 10 February

"I am proud of my wife! She is the reason I can confidently ... fellow villagers, why it is so important to educate and empower our girls and women!" - Rameshwar Vairagi (Field Coordinator, Educate Girls)  
 #educategirls0b #girlvov



**Education creates independence | Educate Girls Development Impact Bond**  
 Education creates independence. Posted: February 9, 2016. My wife found a job and took care of our family financially for all those years when I was...  
 EDUCATEGIRLS0B DRB

**Educate Girls**  
 12 September 2015

With our Creative Learning and Teaching (CLT) techniques being used in the classrooms of rural Rajasthan, a regular day at school is fun for the children!  
 In her recent visit to India from England, Francesca Tennant was taken #BackToSchool to understand this technique firsthand.  
 Read about her experience.



**Quality Education: Why it Matters | Stars Foundation**  
 This International Literacy Day our guest blog features insight from the field from a volunteer with 2014 Impact Award Winners Educate Girls.  
 STARSFOUNDATION.ORG.UK

...giving platform that builds a digital dialogue between charities and their supporters. The app can be downloaded from the IOS App Store in the USA and the UK.  
 Read more: <http://prn.to/1WZ2Fk>



Happy Weekend everyone! #Smile



#WednesdayWisdom #WomenOfWorth #SheQuotes



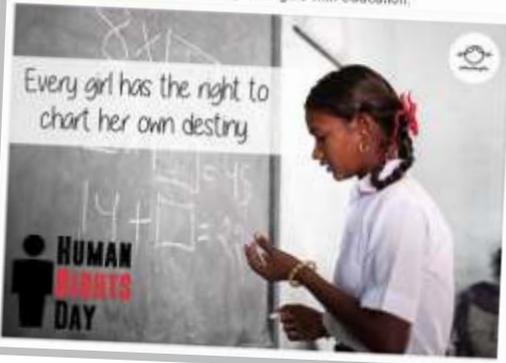
**Educate Girls**  
 20 January

When you give your daughter a chance to go to school, you give her a chance to be smiling forever!



**Educate Girls**  
 10 December 2015

This #HumanRightsDay, let's empower girls with education.



**Educate Girls**  
 25 October 2015

Real change is happening right now in the villages that we work with!





**VOTE FOR  
EQUALITY**

SHE TOO HAS A RIGHT TO  
**EDUCATION AND  
PROGRESS**

We need to move beyond the idea that girls can be leaders and create the expectation that they should be leaders.

- Condoleezza Rice  
66<sup>th</sup> US Secretary of State

I'm inviting you to  
step forward, to be  
seen, and to ask  
yourself...  
If not me, who?  
If not now, when?

- Emma Watson  
Actress and UN Women Global  
Goodwill Ambassador



**DREAM  
SPARKLE  
SHINE**

**SCHOOL IS HER  
RUNWAY TO A  
BETTER FUTURE**

# Changing Destinies

## Through Education

“ I am happy that my girls are getting an opportunity that I didn't get. Perhaps time will show them a better future... This is why I've agreed to educate them.

~Aarti and Vidhi's Mother

Sisters Aarti\* and Vidhi\* have 4 other siblings. Their parents are illiterate like most of the villagers and finding paid work is scarce. Agriculture is not easily possible in the difficult terrain. Their father finds work in small construction sites in nearby areas if he can. In this region the only possible source of income for the very poor families is sending their adolescent girls into prostitution.

With Educate Girls' operations scaling-up to include their district, Aarti and Vidhi, and others like them, were made aware of how education could change their destiny. Educate Girls' Field Coordinator Jitendra and Team Balika (community-volunteer) Satyanarayan have conducted various village meetings since then to challenge the prevalent way of thinking and keep urging people to educate their children. More discussions have also been initiated with the civil bodies of the region to look into the challenges of the village. During one such village meeting, Aarti and Vidhi, amongst others, were identified as out-of-school girls.

Satyanaran spoke to Aarti and Vidhi's parents and started visiting them regularly. He took them to the government school in the village and showed them the way Educate Girls partners with the school to achieve improved school infrastructure and learning outcomes for the children.

He explained that primary education was free in government schools and that a world of other employment options would be opened up for their girls if they were educated.

Aarti and Vidhi's parents resisted. They were wary of their neighbours and they also depended on Aarti and Vidhi to help out with household chores and taking care of their siblings when both parents had to step out to find work. However, neither Jitendra nor Satyanaran gave up. After much persuasion, Aarti and Vidhi's parents agreed to send their daughters to school. They are still afraid and the girls have to make sure they contribute to house work before and after school.

However, for now, Aarti and Vidhi's spirits are unaffected by this cultural and social dilemma. They are both doing well in school and they love the sessions during which Satyanarayan uses Educate Girls' Creative Learning and Teaching (CLT) kit for teaching. Aarti is learning to read the time on a clock. She has shown her mother how to read the time as well. Her mother said, "Although I am afraid and I know we need money, I am happy that my girls are getting an opportunity that I didn't get. Perhaps time will show them a better future than I could ever imagine. This is why I've agreed to educate them."

*\*Names changed to protect the identity of the minors*





Team Balika Satyanarayan is a resident of the village and knows firsthand what its problems are. His four sisters, though elder than him, weren't allowed to study and since his family was one of the economically better ones, the girls were married as children with hefty dowries paid to their in-laws: "I somehow never liked the way my sisters were discriminated against. They were all like second mothers to me and treated me very lovingly. I used to offer to do a lot of the house-hold chores but my mother wouldn't let me. I have completed BA and B.Ed degrees but have always regretted that I didn't have a chance to fight for their education before they were married. This is why paving the way for education in my village, especially for girls, is a cause close to my heart. So when Educate Girls approached me to become a Team Balika, it was surely a 'Yes' from me!"

# Travelling New Roads

## for Girls' Education

“ I ride this bicycle in pursuit of bringing young girls closer to where they belong right now - in schools!

~Bhoori Kanwar  
Team Balika (Community Volunteer)



Meet Bhoori Kanwar! She belongs to a Rajput family living in Bijoliya block of Rajasthan, India. The Rajput community of Rajasthan stand distinguished in many ways when compared to other tribal communities – often they are financially more stable, may have educated elders, have smaller families and believe in imparting basic education to their children. However, they may hold some reservations about the need for higher education of the girl child. Bhoori's father works as an artisan and has a steady income while her mother and grandmother jointly manage a small flour-mill setup at home. This fetches them good profits as there is no other flour-mill in the radius of a few kilometers.

So luckily for Bhoori and her brother, basic education was never a problem. Bhoori went to the government-run school in her village where she completed grade 8 with flying colors. She was among the brightest students and always made her parents proud. For her secondary education, she walked to a faraway school where she passed grade 10 with a first class score and then went on to complete grade 12 with a first class again. Under a government scheme to appreciate and encourage girls to continue with their studies, Bhoori was awarded with a cash prize of INR 5,000 when she passed grade 12 and previously had received a bicycle when she cleared grade 10. The bicycle is her most loved possession and today is a part of a beautiful new chapter in her life – volunteerism!

During May-June 2015, Educate Girls conducted a Team Balika (community volunteer) recruitment drive in several villages of Bijoliya block. The organisation was looking for young, educated volunteers who would champion the cause of girls' education in their respective villages. The team found 2 prospective candidates in a village named 'Narsinh Ji Ka Kheda' where Bhoori lived while another village called 'Bhatkhedi' found zero contenders. Bhatkhedi is challenging; it exists in a secluded geography, the houses are scattered and far away from each other, the roads connecting the village are rough, rocky and difficult to travel on. The biggest problem being that the government-run primary school there has a single teacher who is so tied-up with other clerical jobs that teaching often takes a backseat.



Due to these challenges, the parents in Bhatkhedi village could see no value in sending their children to school. However, Bhoori was willing to take on the challenge and become a Team Balika for Bhatkhedi village and let the other girl take-up the role in her own village.

"Are you sure Bhoori? Bhatkhedi is about 5 kilometers away from your home, besides the road to the village is a nightmare and I hope you know about the other challenges as well?" questioned an Educate Girls' staff. To which Bhoori confidently replied, "I know the journey is going to be difficult but the cause matters to me... and I have a bicycle!" This was not a reply, it was a statement of her commitment!

So now, every morning you will see a young lady on a bicycle enter Bhatkhedi village. The ride in the scorching heat of Rajasthan is extremely tiring but her passion for the cause makes her forget her physical exhaustion. Her dedication shines through in the fact that she has enrolled 17 out-of-school girls already. Additionally, a few children who went to the school in the nearby village have been brought back to the school in Bhatkhedi, all thanks to Bhoori's proactive efforts.

The scenario in Bhatkhedi village is completely different today- the school now has 46 students as opposed to the 25 at the start of the academic year, it has many more girls now, the teacher may still be caught up in clerical jobs but the classroom is now witness to active sessions and chirpiness. The parents feel their children are in fact beginning to enjoy learning!

Albert Einstein has famously said, "Life is like riding a bicycle, to keep your balance you must keep moving..." and that's exactly what Bhoori seems to be doing, quite literally!

# Financial Statement

## INCOME & EXPENDITURE

Donations and grants received  
266,774,007 INR

Other income  
9,396,788 INR

Total revenue (i+ii)  
276,170,795 INR

Total expenses  
217,231,556 INR

## Balance Sheet as on 31 March, 2016

	Particulars	Year ended 31 March 2016	Year ended 31 March 2015
		Amount (INR)	Amount (INR)
<b>I.</b>	<b>OWN FUNDS &amp; LIABILITIES</b>		
<b>1</b>	<b>Own Funds</b>		
	(a) Reserves and Surplus	150,611,079	91,671,840
<b>2</b>	<b>Current Liabilities</b>		
	(a) Other Current Liabilities	64,124,042	96,133,854
	(b) Short-Term Provisions	9,796,503	11,039,344
	<b>Total</b>	<b>224,531,624</b>	<b>198,845,038</b>
<b>II.</b>	<b>ASSETS</b>		
<b>1</b>	<b>Non-Current Assets</b>		
	(a) Fixed Assets		
	(i) Tangible Assets	7,702,680	3,643,222
	(ii) Intangible Assets	0	0
<b>2</b>	<b>Current Assets</b>		
	(a) Cash and Cash Equivalents	210,139,043	193,247,166
	(b) Short Term Loans & Advances	416,021	139,525
	(c) Other Current Assets	6,273,880	1,815,125
	<b>Total</b>	<b>224,531,624</b>	<b>198,845,038</b>
	<b>Contingent Liabilities and Commitments</b>		

Audited by:

S.D.Medadkar & Co.  
Firm Registration No: 106128W  
Chartered Accountants

CA Sandeep Shrikhande  
Partner  
Membership No: 103833

For and on behalf of the Board of Directors FEGG:

Safeena Husain  
Director

Ujwal Thakar  
Director

## Statement of Income and Expenditure for the year ended 31 March, 2016

	Particulars	Year ended 31 March 2016	Year ended 31 March 2015
		Amount (INR)	Amount (INR)
I	<b>Income from Donations and Contributions</b>	266,774,007	186,391,965
II	<b>Other Income</b>	9,396,788	7,553,200
III	<b>TOTAL REVENUE (I + II)</b>	<b>276,170,795</b>	<b>193,945,165</b>
IV	<b>EXPENSES</b>		
	<b>Employee Benefit Expenses</b>	114,673,931	63,256,674
	<b>Depreciation and Amortization Expenses</b>	2,764,502	2,214,961
	<b>Other Expenses</b>	99,793,123	83,521,883
	<b>TOTAL EXPENSES</b>	<b>217,231,556</b>	<b>148,993,518</b>
V	<b>Surplus before Exceptional and Extraordinary Items and Tax (III-IV)</b>	<b>58,939,239</b>	<b>44,951,647</b>
VI	Exceptional Items		
VII	<b>Surplus before Extraordinary Items and Tax</b>	<b>58,939,239</b>	<b>44,951,647</b>
VIII	Extraordinary Items		
IX	<b>Surplus Before Tax</b>	<b>58,939,239</b>	<b>44,951,647</b>
X	<b>Tax Expense</b>		
	Current Tax		
	Deferred Tax		
XI	<b>Surplus/(Deficit) for the period from Continuing Operations (IX-X)</b>	<b>58,939,239</b>	<b>44,951,647</b>
XII	Profit / (Loss) from Discontinuing Operations		
XIII	Tax Expense of Discontinuing Operations		
XIV	<b>Surplus/(Deficit) from Discontinuing Operations (after tax) (XII-XIII)</b>		
XV	<b>Surplus/(Deficit) for the Period (XI+XIV)</b>	<b>58,939,239</b>	<b>44,951,647</b>

Audited by:

S.D.Medadkar & Co.  
Firm Registration No: 106128W  
Chartered Accountants

CA Sandeep Shrikhande  
Partner  
Membership No: 103833

For and on behalf of the Board of Directors FEGG:

Safeena Husain  
Director

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Director



**educate girls**

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Educate Girls is a project of 'Foundation to Educate Girls Globally' (FEGG) in India

FEGG is registered under section 8 of the Indian Companies Act, 2013

