



educate girls

Leveraging Existing Community and Government Resources for Girls' Education



Close to
3 million
Out-of-School Girls In India

About Us



- Founded in 2007
- Non-profit (Section 8 under the Indian companies Act, 2013) and 501c3 under the IRS, USA
- Focus on Enrollment, Retention and Learning of marginalized girls by leveraging existing government and community infrastructure
- Program model resides on top of the India's The Right of Children to Free and Compulsory Education Act i.e. Right to Education Act (RTE), 2009
- Present in the 15 educationally backward districts in Rajasthan & Madhya Pradesh
 - 12,000+ villages
 - 21,000+ schools
- Team: 1,400 full-time and 11,000+ community volunteers

Objective



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 2.5 Million Children annually by 2018.

What We Do



Problem	Barriers	Solution – What We Do?
Rigid societal norms	<ul style="list-style-type: none"> - Gender bias - Child marriage 	<p>TACKLING RIGID SOCIETAL NORMS TO ENCOURAGE ENROLMENT:</p> <ul style="list-style-type: none"> ✓ Increase awareness about gender equity & girls’ education ✓ Door-to-door surveys to identify out-of school girls ✓ Enhance motivation, leadership, communication and life skills for marginalized girls via a Girls Council (Bal Sabha)
Lack of ownership	<ul style="list-style-type: none"> - Bureaucratically run Schools - Lack of parental involvement 	<p>RECRUIT VILLAGE BASED LEADERS (TEAM BALIKA):</p> <ul style="list-style-type: none"> ✓ Identify and solve problems around enrolment ✓ Mentor young girls, parents, school management committees (SMC)
Lack of girl friendly infrastructure in schools	<ul style="list-style-type: none"> - Schools do not have separate toilets for girls - No boundary walls around the school 	<p>IMPROVING INFRASTRUCTURE TO MAKE IT GIRL FRIENDLY AND IMPROVE RETENTION:</p> <ul style="list-style-type: none"> ✓ Formalize and train the SMC on Right to Education Act and how to access available funding for their school from SSA
Dismal learning outcomes	<ul style="list-style-type: none"> - Low quality of education (teachers & curriculum) 	<p>IMPROVING LEARNING OUTCOMES:</p> <ul style="list-style-type: none"> ✓ Training to conduct child centric Creative Learning & Teaching (CLT) methodology ✓ Creative Learning & Teaching (CLT) kit in each school ✓ Classroom handholding support by Team Balika

Innovation in the Model



Scalable



Sustainable



Value for Money

Systemic reform model instead of parallel delivery / single strategy solution like scholarships, or material support.

Organizational Impact



- 200,000+ out of school girls enrolled in schools*
- 650,000+ students with improved learning outcomes
- 25-40% increase in learning outcomes across numeracy & literacy

** Grades 2-8 / Ages 7-14 years*

4.9 million cumulative beneficiaries of our program since inception.

Impact Assessment



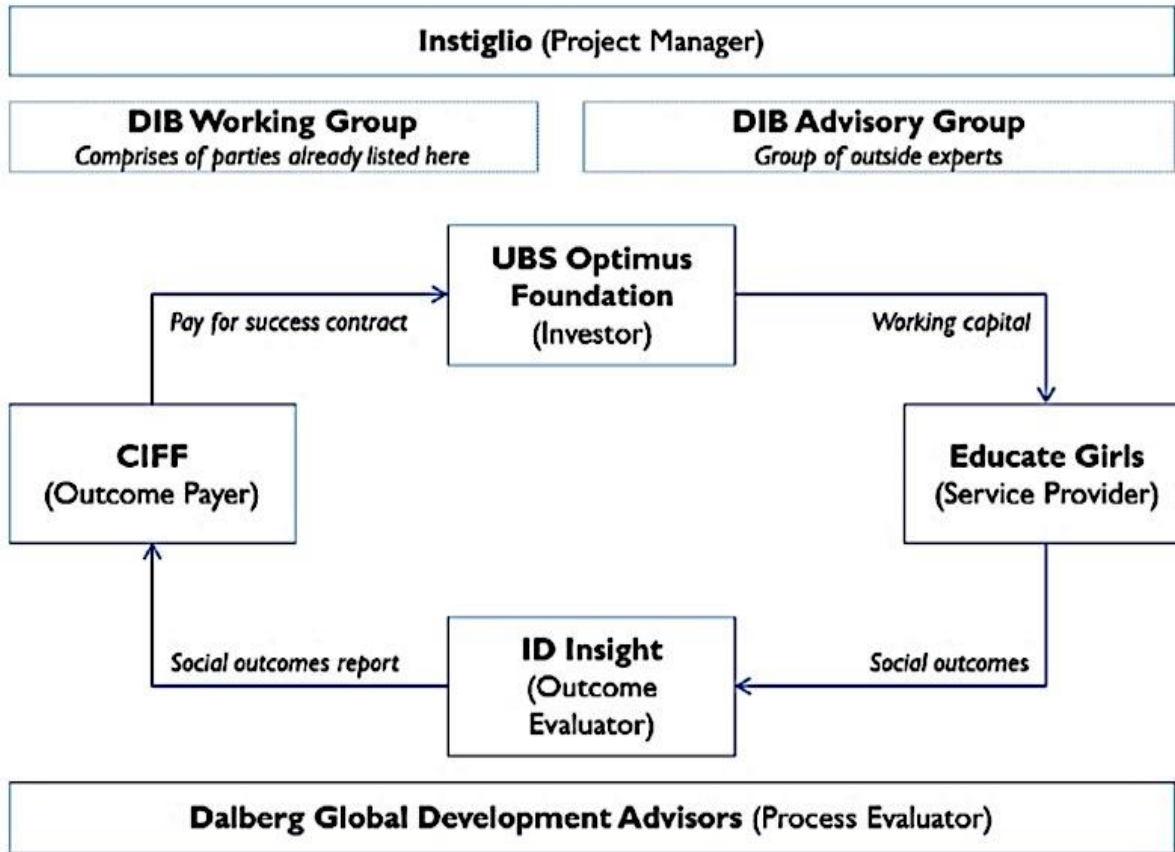
- ~5% of our annual budget allocated to impact assessment
- Baseline (including door to door surveys), midline and endline for all program districts
- Leader in adoption of mobile technology to aid Monitoring & Evaluation
- Our mobile application tracks the movement of the field personnel and registers location and time via GPS
- Also facilitates real-time data collection of 40 impact indicators at the village and school levels



EDUCATE GIRLS MOBILE APP

Rigorous impact assessment leading to a performance driven culture.

World's First Development Impact Bond in Education



- 3 years pilot beginning May 2015
- Impact footprint:
 - 166 schools
 - 15,000 children
 - Rajasthan, India
- Focus on learning outcomes (80%) & enrollment (20%)
- Budget for service delivery = US\$ 270,000

Year 2 results:

Achieved 87.7% of out of school girls' (3-year) enrollment target + 50.3% of targeted learning improvements

Growth Plan in consultation with Strategy& (PWC)



	2013-14	2014-15	2015-16	2016-17 (B)*	2017-18 (P)**	2018-19 (P)**
Districts (#)	3	6	7	10	15	16
Blocks (#)	18	40	42	62	82	102
Schools (#)	5,006	8,500	8,000	12,500	21,300	27,700
Children (#)	567,812	1,301,960	1,176,000	1,505,960	2,009,960	2,713,960
EG employees (#)	190	550	590	1,110	1,445	1,786
Team Balika (#)	1,556	4,569	4,800	7,630	11,441	14,169

* Outreach / impact / budget may change once we conclude our baseline in August 2016

** Projections based on current government data available for the Districts

Leadership & Board



Founder & Executive Director

Safeena Husain has worked extensively with rural and urban underserved communities in South America, Africa and Asia. A graduate of London School of Economics, Safeena registered Educate Girls in India in 2007.

Board Members

Ireena Vittal (India): Independent director on the boards of some of India's best known companies. Formerly a partner at McKinsey & Co. Board Member of Godrej Consumer, Wipro, Titan, Indian Hotels and Tata Global Beverages. Graduate of IIM-Kolkata.

Ujwal Thakar (India): Senior Advisor to KPMG. 28 years experience in banking industry. Former CEO of Pratham and GiveIndia.

Gaurav Gupta (US): Regional Director for Dalberg Asia, based in Mumbai, Works on energy access, financial inclusion, access to education and inclusive business strategies. Graduate of Oxford and Yale.

John Somoza (US): Graduated from Cornell University and received a Ph.D. in biophysics at the University of California at Berkeley. Spent the 30 years working in technology, biotechnology, extensive experience working in healthcare

Luis Miranda (India): Chairman of CORO and Centre for Civil Society. Senior Advisor to Morgan Stanley Infrastructure. MBA from the Booth School of Business, University of Chicago and a member of the Institute of Chartered Accountants of India.

Lisa O'Driscoll (US): Consulting Director at Towers Watson. Has 18 years of experience in delivering M&A advisory services to clients with an expertise in leadership and culture

Michael Pollack (US): Co-founded and is the Chief Investment Officer of Destrier Capital, a public equities investment firm. An adjunct professor at New York University. Graduated with a B.S. in Economics from the Wharton School

Eric Levine (UK): Founder & CEO of Citizen Insight, a data insights business helping governments, companies and NGOs in African markets. served as the CEO of the Stars Foundation, and before that as the CEO of Restless Development.

Kris Tay (UK): A financial services professional with a specialism in derivatives markets and regulation. Holds a Bachelor in Economics from the London School of Economics, a Master in Business Finance from Brunel University

Our Funders



Our Partners



accenture

Accenture conducted a strategic needs assessment exercise for Educate Girls in 2013.

strategy&
Formerly Booz & Company

Strategy& (Formerly Booz & Company) helped Educate Girls in 2013 in arriving at a long-term strategy including a 5-year growth roadmap, which would see Educate Girls expand to 15 critical gender-gap districts and impacting 4 million children. Moreover, it has also helped create Educate Girls' secondary education strategy in 2016.

Dalberg

Dalberg created an international expansion strategy for Educate Girls. Moreover, it has also created Educate Girls' learning outcomes based sustainability strategy.

APCO
worldwide®

APCO worldwide is an independent global public affairs and strategic communications consultancy. APCO has been guiding Educate Girls on government relations and advocacy.

Mercuri Urval

Mercuri Urval has been guiding Educate Girls since 2013 in carrying out its recruitment process by using psychometric profiling, cognitive testing and in-depth assessment interviews. It also provides leadership mentoring to Educate Girls' senior management.

Lionbridge

Lionbridge Technologies has been partnering with Educate Girls since 2013 in developing a standalone Android-based application for tracking the movement of field level employees and data capture at village / school levels.

Recognition



Women Transforming India Award, 2017



Skoll Award for Social Entrepreneurship, 2015



WISE Award, 2014



Stars Impact Award, 2014



USAID Millennium Alliance Award, 2014



British Asian Trust – Special Recognition Award, 2013



NASSCOM Social Innovation Forum Challenge, 2016



NDTV-L'Oréal Paris Women of Worth Award, 2016



Womanity Foundation's Women Change Makers Fellowship, 2012



Recognition



EdelGive Social Innovation Honors, 2011



The World Bank's Development Marketplace Award, 2011



Asia 21 Young Leaders, 2011



Dasra Village Capital Award, 2010



