



**educate girls**

## **Annual Report 2011-2012**



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# About Us

The education system in India suffers from a significant gender gap, adversely affecting girls and women, especially those living in rural areas. As many as 40 percent of girls are forced to drop out of school before they reach Class 5 for socio-economic and cultural reasons. The gender disparity is particularly considerable in Rajasthan, where the bulk of our work is focused. The state's literacy rate for females is 44 percent as against 76 percent for males.

Educate Girls works in Rajasthan's Pali and Jalore districts, which lie at the epicenter of gender inequality in the state. Through its strategic interventions at the elementary school level (i.e., children in the age group of 6-14 years), Educate Girls is effectively involving and empowering diverse stakeholders to create a system that engenders, promotes, and supports girls' education.



# Vision

To achieve behavioral, social, and economic transformation so that every girl-child in India has equal opportunities to access quality education.



# Mission

To reform government schools for the education of the girl-child by leveraging existing community and government resources.



By 2016, to improve access and quality of education for 3 million children living in underserved communities in India.



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**Bridging the  
Gender Gap,  
One Girl at a Time.**



## From the Executive Director's Desk

On behalf of the Educate Girls team, I would like to thank you for encouraging us in our journey to empower girls. We are diligently moving toward our goal to improve access and quality of education for children living in underserved communities in India and, through this, in closing the gender gap.

You will be pleased to know that this year, our efforts and your support have been appreciated and recognized. We won the EdelGive Social Innovation Honours 2011 award, the World Bank's Development Marketplace Award 2011, and were honored with the 2011 Karmaveer Puraskar.

Our achievements through this year have been possible due to the efforts of all our team members who work tirelessly in the field—individuals who are engaged at the grassroots, and who have dedicated their time and effort to help us bring about the change that we are committed to.

A belief, a strong voice in the right direction can make all the difference. Take, for instance, the small village of Koliwara. Like many rural villages in Rajasthan, they didn't think much of education. The village didn't even have a school! Today, the entire village has collectively taken an oath against child marriage. Further, they have made a strong commitment—a promise to educate every girl in their village.

This reflects the success of our innovative model, which stresses on the importance of community participation in building a society where all children have equal access and opportunities.

With these accomplishments, we enter 2013, which will be a year full of hope. A year, where we will achieve even bigger milestones.

Warm regards,  
Safeena Husain  
Executive Director

**Womanity Foundation has selected Safeena Husain as the first WomenChangeMakers Fellow in India.**





# 2011-12 at a glance

2011 to 2012 was a combination of several accomplishments for Educate Girls on the programmatic front.

In Rajasthan's Pali district, the organization has entered the final phase of its program, progressively transitioning its activities to the Team Balika cohort till it sustainably exits the district by 2013. The Team Balika program has elicited an excellent response in both Pali and Jalore, and 560 enthusiastic volunteers have started working in the community and schools in both districts.

This year marked our expansion to a new district, as we scaled from 2,342 schools in Pali to 3,138 schools in Jalore district, reaching out to almost half a million girls.

On the fundraising front, Educate Girls was shortlisted from amongst numerous organizations across Africa and the Asia-Pacific for STARS Foundation's Impact Award. Educate Girls also succeeded in raising funds with the support of British Asian Trust in London. Achievements such as these have given a boost to the growing reputation of Educate Girls in the UK and the potential for future fundraising.









# Awards and Recognition

Educate Girls is a winner of the Third EdelGive Social Innovation Honours (2011). The award aims to identify and reward organizations that work to empower women in India. Educate Girls was selected for its significant contribution to elementary education in the past year, during the course of which it improved girls' enrollment, retention, and academic performance in government schools.



Safeena Husain was felicitated by the coveted Karmaveer Puraskar award in New Delhi at an exclusive awards function, which was a part of iCONGO's "RIGHT every WRONG Conclave."



The India Development Marketplace is a competitive grant program that funds development projects and is supported by the World Bank and the International Finance Corporation. Educate Girls received a \$50,000 grant to replicate its program in Jalore district of Rajasthan.





Under the Asia 21 Young Leaders Initiative of the Asia Society, Safeena Husain was elected as one of its young leaders. The society is a leading global and pan-Asian organization working to strengthen and promote understanding between the United States and Asia. It seeks to increase knowledge and enhance dialogue, encourage creative expression, and generate new ideas across the fields of arts and culture, policy and business, and education.









# The Problem

Estimates show that girls in India average less than four years of education, and for every 100 girls, only one reaches Class 12. The reasons for this abysmal figure range from poverty to the low quality of education, a shortage of teachers, limiting attitudes toward gender roles, and a lack of support from parents and communities. School facilities aimed at girls fall short as well. For instance, only 55 percent of schools in India have toilets for girls, and only 42 percent of teachers are female. Therefore, enrolling marginalized girls poses an immense challenge.

The gender gap in literacy is particularly significant in Rajasthan. According to the Ministry of Human Resources Development, there are 26 gender gap districts in India where the literacy gap is 10 percent at the primary level, and over 25 percent at the upper primary level. Of these, 9 districts are in Rajasthan. Additionally, the state has a high percentage of underage marriage—68 percent of girls are child brides, of which, 15 percent are below the age of 10 years. Pali and Jalore districts have alarmingly high rates of child marriage, out-of-school children, and the lowest literacy rates in the state.

Pali district, where Educate Girls developed its innovation, has a gender gap of approximately 10 percent at the primary school level, which increases to over 25 percent at the upper primary school level. With the odds stacked so heavily against girls, any innovation to reverse this necessitated an overarching model of reform that could work for improving girls' education on a large scale, with low cost and maximum impact.



# The Innovative Model

- Leverages village-based volunteers (Team Balika) to create awareness, ensure enrollment and retention, improve learning, and empower girls in schools and communities.
- A comprehensive model for school reform, it does not seek scholarships or material support. Instead, the model piggybacks on existing government resources and deploys the funds to effect maximum on-the-ground change.
- Combines scale and depth. Even at very large scales, the Educate Girls model delivers measurable results for enrollment, attendance, and learning.
- Cost effective, @ \$1.80 per child, per year.
- Rigorous baseline and endline evaluations are conducted for every intervention. Further, results are measured against a “control group” of non-program schools.
- Sustainable, as it creates community ownership of government schools.







A portrait of a young girl, Meena, wearing a red shawl over a green patterned dress. She is adorned with traditional jewelry, including a gold headband, a large nose ring, and multiple bangles. She is resting her chin on her hand and looking directly at the camera with a slight smile.

**CHILD BRIDE MEENA SAYS,  
“SCHOOL COMES FIRST!”**



# The Solution: 1

**INCREASING GIRLS' ENROLLMENT:** Door-to-door surveys and the government's child tracking survey were conducted to identify all out-of-school girls in the village. Once the girls were identified, village meetings were held to prepare community-based enrollment plans and to share responsibility between the village leaders, elders, school administration and the organizational staff to bring the girls back into the school system.

**In the past year:**

- **2,800 village meetings were conducted.**
- **21,144 out-of-school girls have been enrolled in school.**

A child bride when she was only three months old, Meena\* is from Pali district in Rajasthan. As is the custom in her community, Meena will live with her parents until she attains puberty, after which she will be sent to live with her husband and his family. She is one of six children. Meena's family earns just enough to be able to eat two square meals a day. Her father rears goats, and sells the milk and manure, while she and her two older sisters had to drop out of school to work as manual labor. When Meena's mother fell very ill and required medical intervention, the family found itself fast running out of money.

Her ailing mother is the reason Meena wants to earn and supplement her family's income. Due to the efforts of Educate Girls, her parents have started sending her to school. Families like Meena's now know that if their daughters attend school, their transition into marriage is delayed. Meena's parents want her to have the chance that they never had in life.

Meena is currently studying in Class 7. This 12-year-old is troubled by thoughts about her family's survival, her mother's health, and her own education. Her life is full of uncertainty, yet when we ask Meena if she wants to study she replies with a strong, "yes." We ask her about her marriage, and her eyes fill with tears. She is not sure whether she can continue studying after she moves to her husband's home.

*\*Name changed to maintain confidentiality.*



# The Solution: 2

**REFORMING SCHOOL ADMINISTRATION:** At the village meetings, a 13-member council of parents, teachers, and village leaders is elected to form the school management committee, which is responsible for school governance and administration. Committee members are trained by Educate Girls and provided handholding and other support through the year to enable them to conduct school assessments and to prepare and execute school improvement plans.

**In 2011-12:**

- **2,581 school management committees have been formed.**
- **4,745 school improvement plans have been submitted by the school management committees.**
- **2,850 (60%) school improvement plans have been completed.**
- **30 non-residential bridge courses are now operational to ease the transition of out-of-school girls back into the educational system.**



"Being a part of the school management committee has given me a chance to work for the school in my village. This year we built a toilet in the school, and now the girls feel comfortable about coming to school."  
- Parsha Ram, SMC member, Jalore District



# The Solution: 3

## **FACILITATING COMMUNITY OWNERSHIP THROUGH TEAM BALIKA MEMBERS:**

Educate Girls is creating a cohort of educated village-based youth who work as champions for girl-child education. They support all the programs in both schools and village communities to ensure enrollment and retention of every girl child in schools, along with the provision of quality education to them.

560 Team Balika members have been trained and are actively working in the field.



**AFROZA BANU,  
THE RISING STAR!**

Educate Girls considers Afroza Banu a legend. Afroza, whose name means a morning star, tells us, "I want to shine, day and night." Her husband's illness and the responsibility of taking care of three young children did not break her courage. Her education has been her greatest strength. Afroza is a Team Balika member and enjoys sharing her greatest asset—education—with the girls in her village. Afroza conducts fun sessions with children using Educate Girls' Creative Learning and Teaching techniques. She uses the magic calculator to make number work easy for them. She draws on stories and pictures to teach them the alphabet and how to form words. She certainly is a star performer for Educate Girls!

Afroza says, "Creative methods of teaching go a long way in keeping children in school. They not only enjoy their time in school, but it also boosts their desire to learn more."



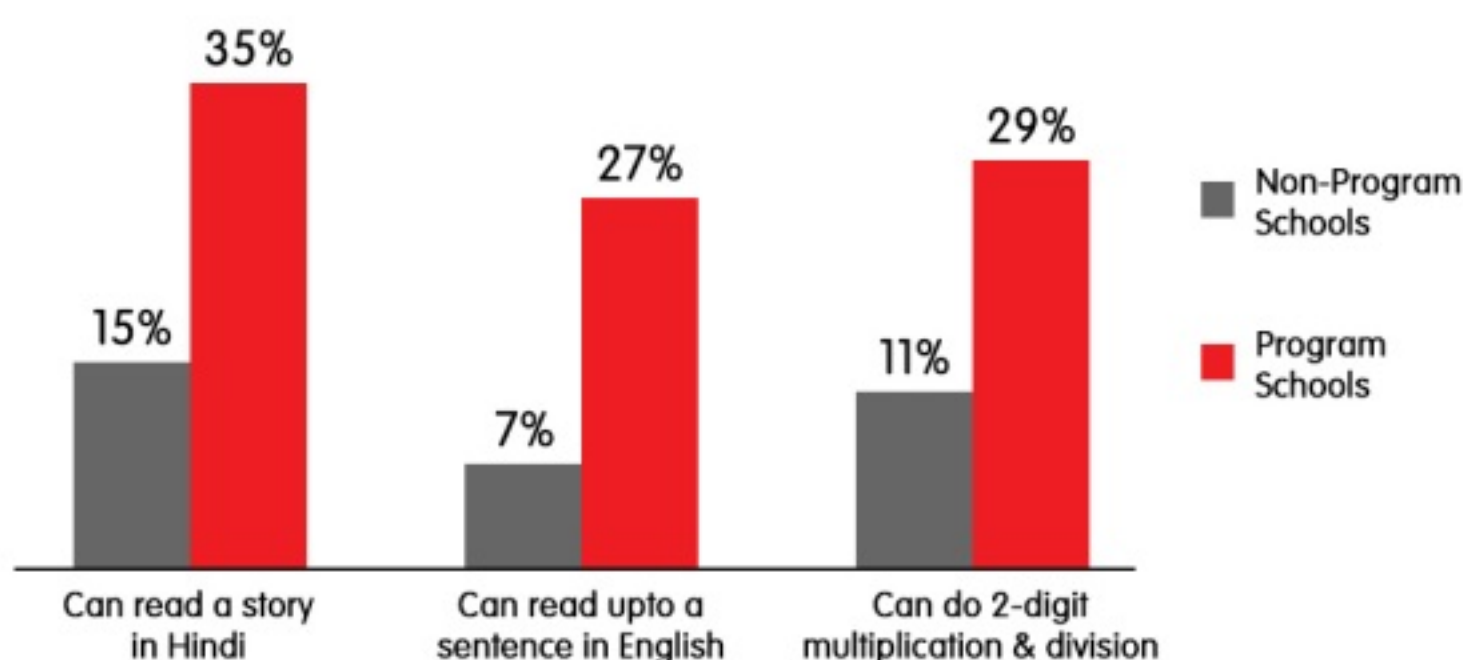
# The Solution: 4

**IMPROVING LEARNING OUTCOMES:** Educate Girls trained one teacher per school in Creative Learning and Teaching (CLT) methodology to bring child-friendly, activity-based learning techniques into the classroom. Pre- and post-tests were conducted to assess learning levels. Classroom handholding support was provided by Educate Girls' staff and trained village education volunteers.

1,186 teachers were trained in Creative Learning and Teaching (CLT) techniques in the last year.

To study the impact of Educate Girls' Creative Learning and Teaching techniques, an assessment of a random sample of 28,000 students of Class 3, 4, and 5 was carried out to review learning improvements. The pre-tests were conducted in October 2010 and the post-tests were carried out in April 2011, after the children were taught using the CLT technique. During the six months of CLT, teachers were provided handholding and support by Team Balika members.

Impact on Learning Outcomes Among a Random Sample of 28,000 Children



- Hindi story reading improved by 20%.
- English sentence reading improved by 20%.
- Math skills in solving 2-digit multiplication and division improved by 18%.



Learning Levels	Pre-test		Post-test		Overall % Change	
	Program Schools	Non-Program Schools	Program Schools	Non-Program Schools	Program Schools	Non-Program Schools
Can read a story in Hindi	17%	14%	31%	16%	14%	2%
Can read a sentence in English	21%	33%	53%	48%	32%	15%
Can do up to 2-digit addition/subtraction	12%	6%	23%	6%	11%	0%

Learning outcomes in the 56 non-program schools improved slightly in Hindi and English reading. As against this, Educate Girls' 60 program schools showed immense progress in all three subjects during the project period.





# The Solution: 5

**CREATING GIRL LEADERS:** Educate Girls formed elected Bal Sabhas (Girls' Councils) in every upper primary school. This comprises a 13-member association, which is given leadership positions in the school and trained in "life skills" that boost their proficiency in communication, leadership, and problem solving.

**GITA FINDS STABILITY  
THROUGH  
EDUCATION!**

## **11,895 girls trained as Bal Sabha leaders.**

Gita\* belongs to a village in Pali district where people live an itinerant life, traveling in search of a livelihood. Gita's siblings do not go to school, but Gita does. And, regularly! She studies in Class 7 and wants to study further. Her dream is to become a teacher!

"I was married off when I was studying in Class 2 in Rebadia, a neighboring village. I live with my parents but my husband and in-laws are also nomads and keep migrating every year. And once I shift to their



home, I will have to follow the same migratory pattern. Is this life?" queries Gita.

Gita does not like her nomadic lifestyle and wants stability to study and get a good job. Educate girls supported Gita's dream and helped her to enroll in school. She knows that when she leaves her village in search of work, the school will keep her seat for her, and that on her return, she can rejoin her school. She is a member of the Girl's Council and looks forward to the weekly meetings with the group.

Ever since joining the Council, her role has been to bring more and more girls to school by visiting their families and encouraging them to educate their girls. We asked her what she would do in case her in-laws prevented her from studying further.

She replied, "My husband is illiterate. I will make even him study. I will not let him live this gypsy life, nor will I." Gita's village has a school, but only till Class 8. For high school, she will have to travel three miles.

Gita is firm in her resolve to study: "I will go to live with my husband only after I complete Class 12, and that too, if he and his family will promise to let me study further. How can I leave my studies if I have to get a job? I will have to work something out!" Educate Girls' Bal Sabha empowers Gita and many others like her to make life choices and helps them to pursue their dreams.

*\*Name changed to maintain confidentiality.*



# Income & Expenses

## Statement of Revenue

Revenue from Donations: 38,022,834

Other Income: 1,996

Total Revenue: 38,024,830

## Statement of Expenses

Total Expenses: 32,469,790

\* Values mentioned are in INR













# Quotes

"The way Educate Girls leverages and mobilizes existing infrastructure to significantly increase girls' enrollment and to improve the quality of education is very convincing. It is rare to find models which are so scalable and impactful at the same time."

- Wolfgang Hafenmayer  
Managing Partner, LGT Venture Philanthropy

"I personally learnt addition, subtraction, and multiplication through CLT! Now I feel that it really is a better teaching technique to rote memorization practices."

- Mr. Rajaram  
Parent and President, School Management Committee,  
Primary School Bhatu Ki Dhani, Bali

"The Educate Girls intervention has grown from 50 to 2,342 schools in only 3 years—this demonstrates that the model, which effectively leverages government resources, has both the potential and the ability to scale, one of the biggest challenges for a number of social organisations."

- Aditi Thorat  
Ex Officio COO, EdelGive Foundation

"It is my dream to see every girl from my village go to school."

- Sumer Singh  
Team Balika from Jalore





# Annexures





# Audited Financial Report

FEGG 2011-12						
411, RELIABLE BUSINESS CENTER,						
OSHIWARA,						
ANDHERI (WEST), MUMBAI 400 053						
Balance Sheet as on 31-Mar-2012						
Particulars		Note No.	FEGG 2011-12 as at 31-Mar-2012		FEGG 2010-11 as at 31-Mar-2011	
			Amt Rs.	Amt Rs.	Amt Rs.	Amt Rs.
I.	EQUITY AND LIABILITIES					
1	Shareholders' Funds					
	(a) Reserves and Surplus	3	8,697,430	8,697,430	3,142,389	3,142,389
2	Current Liabilities					
	(a) Other Current Liabilities	4	355,405	15,953,828	369,300	1,421,282
	(b) Short-Term Provisions	5	15,598,423		1,051,982	
	Total			24,651,258		4,563,671
II.	ASSETS					
1	Non-Current Assets					
	(a) Fixed Assets	6	386,325	386,325	341,670	341,670
	(i) Tangible Assets		386,325		341,670	
	(ii) Intangible Assets					
2	Current Assets					
	(a) Cash and Cash Equivalents	7	24,170,933	24,264,933	4,122,001	4,222,001
	(b) Other Current Assets	8	94,000		100,000	
	Total			24,651,258		4,563,671
	Contingent Liabilities and Commitments					

\* Values mentioned are in INR



# Audited Financial Report

Statement of Profit and Loss for the year ended 31-Mar-2012

	Particulars	Note No.	FEGG 2011-12	FEGG 2010-11
			1.4.11 to 31.3.12	1.4.10 to 31.3.11
I	Revenue from Operations	9	38,022,834	17621807.14
II	Other Income	10	1,996	1,551,382
III	TOTAL REVENUE (I + II)		38,024,830	19,173,189
IV	EXPENSES			
	Depreciation and Amortization Expenses	11	144,970	248,271
	Other Expenses	12	32,324,820	16,407,711
	TOTAL EXPENSES		32,469,790	16,655,982
V	Profit before Exceptional and Extraordinary Items and Tax (III-IV)		5,555,040	2,517,207
VI	Exceptional Items			
VII	Profit before Extraordinary Items and Tax		5,555,040	2,517,207
VIII	Extraordinary Items			
IX	Profit Before Tax		5,555,040	2,517,207
X	Tax Expense		-	0
	Current Tax			
	Deferred Tax			
XI	Profit/(Loss) for the period from Continuing Operations (IX-X)		5,555,040	2,517,207
XII	Profit/(Loss) from Discontinuing Operations		-	0
XIII	Tax Expense of Discontinuing Operations		-	0
XIV	Profit/(Loss) from Discontinuing Operations (after tax) (XII-XIII)		-	0
XV	Profit(Loss) for the Period (XI+XIV)		5,555,040	2,517,207
XVI	Earnings per Equity Share		-	0

\* Values mentioned are in INR



"Our partnership with Womanity Foundation started with an assessment that they conducted to identify the needs of our organization. They will be providing technical support to Educate Girls and we look forward to a great partnership over the next three years. Their partners—Accenture, Mercuri Urval, Ogilvy, Booz and Co., and others—will provide their expertise to Educate Girls in the areas of business development, fundraising, human resources, communication, public relations and marketing, monitoring and evaluation, and legal services."

- Safeena Husain, Executive Director, Educate Girls



"WomenChangeMakers is committed to support the growth of powerful women empowerment programs through its fellowship. Our selection of fellows must depict the vision of our unique fellowship and thereby, it was important for us to align the selection of our first fellow in India in a way that could set the right precedent. We are proud that we found Safeena Husain and Educate Girls program in 2012 who became WomenChangeMakers' first India fellow."

- Yann Borgstedt  
President, Womanity Foundation  
(WomenChangeMakers is a program of  
Womanity Foundation)

## Acknowledgments

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