

educate girls

ANNUAL REPORT 2012-1013

Community-led solutions for girls' education





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FROM THE EXECUTIVE DIRECTOR'S DESK

Education is a great equalizer. At Educate Girls, we are continuously striving to help girls dream of a better future and escape the cycle of poverty. 2012-13 has been a year of rapid growth and expansion. We are humbled by your enthusiastic support as it has helped us scale our operations to close to 4,000 schools in 1,758 villages across Pali and Jalore districts in Rajasthan. We cannot thank you enough for choosing to support us in making a difference in the lives of over 100,000 girls living in marginalized communities.

In 2012, our Team Balika strength grew to 1,053 members who are diligently working to transform the lives of girls by bringing about gender equality in education. You will be delighted to know that esteemed organizations such as the Institute of Public Enterprises, Rotary Club of Mumbai and the Womanity Foundation have recognized and rewarded our efforts. Being the first fellow for Womanity Foundation's WomenChangeMakers program in India has been more than an honour. It has provided me and my team access to professional consultancies, expert services and trainings, which will be delivered by WomenChangeMakers' partners.

On 5th December 2012, the organization completed five years since it was founded, and saw tremendous donor interest from large institutional funders. Our partnership with Educate A Child Initiative (EACI) has accelerated progress towards our goal. It will help us scale to 4 new districts in Rajasthan over the next five years. Educate A Child is a global initiative launched by Her Highness Sheikha Moza bint Nasser of Qatar, which aims to significantly reduce the numbers of children worldwide who are missing out on their right to education. Their help will enable Educate Girls to enroll and retain 64,000 out-of-school girls in school.

This has opened the possibility of expansion to Sirohi district. Expanding to Sirohi will help Educate Girls to complete its work in one gender gap region consisting of three districts (Pali, Jalore and Sirohi), and pave the way for moving into another gender gap region in 2014.

I look forward to your continued support and guidance as we scale rapidly.

Warm regards,
Safeena Husain
Founder and Executive Director

गुरु एसा चाहोए जैसे लोटा डार
गला फसावे आपणो लावे नीर झकोर



STATE OF AFFAIRS

In 2012, gender experts ranked India the worst G20 country for women, and fourth worst in the world. Such a ranking reflects India's rigid social systems, limiting attitudes toward gender roles, neglect and lack of support by parents and community.

The most marginalized girls in India are those who are systematically denied some of the most basic advantages that boys enjoy. These include autonomy, mobility and economic opportunity. Such discrimination is paramount in the area of education opportunity. Estimates show that girls in India average less than four years of education in a lifetime. Moreover, for every two men that receive education, only one woman manages to get educated.

In rural societies particularly, girls are not always educated and many have minimal understanding of their own rights. Rural communities are often completely unaware of the concept and benefit of educating girls.

This directly correlates to drop-out-rates for every 100 girls in rural India, only 1 reaches class 12.

Majority of parents in the communities themselves are illiterate and do not understand the importance of educating girls. The poor quality of education provided by government schools is also a major factor that keeps parents from sending girls to school. Additionally, lack of girl-friendly infrastructure and shortage of female teachers poses an immense challenge. Only 55% of schools in India have girls' toilets and only 42% of teachers are females.

Rajasthan, in western India is the worst affected in terms of gender gap, having 9 of the 26 most backward districts in the country. The gender gap in the state is so immense that girls and women are lagging behind their male counterparts in every sphere of life. Pali and Jalore districts, where Educate Girls currently works, have alarmingly high rates of child marriage, out-of-school children and the lowest literacy levels in the state. There is an urgent need to change this situation

Educate Girls believes that if girls in the most backward gender districts are educated now, they will have the potential of entering the formal economy, gaining employment and lifting families out of poverty.

ABOUT US

Established in 2007, Educate Girls is holistically tackling issues at the root cause of gender inequality in India's education system. Educate Girls' comprehensive model reforms government schools through community ownership, by leveraging existing resources and empowering rural communities. This has helped to ensure over 90%

enrollment, higher attendance and improves school infrastructure, quality of education and learning outcomes for all girls. Educate Girls systematically challenges structural, cultural and socio-economic barriers through a combination of community-mobilization strategies and child-centric learning techniques.

By collaborating with organizations like UNICEF and Pratham, Educate Girls has included their best practices into the program. Additionally, this strategy mix helps communities assess their school situation, initiate action plans and empower political constituencies to sustain positive results at the lowest cost.



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

VISION MISSION

Educate Girls works to reform government schools for girls' education by leveraging existing community and government resources. Our goal is to improve access and quality of education for 4 million children living in underserved communities in India by 2018.



THE INNOVATIVE APPROACH

VALUE FOR MONEY
through economies
of scale

SUSTAINABILITY
through "community
ownership"

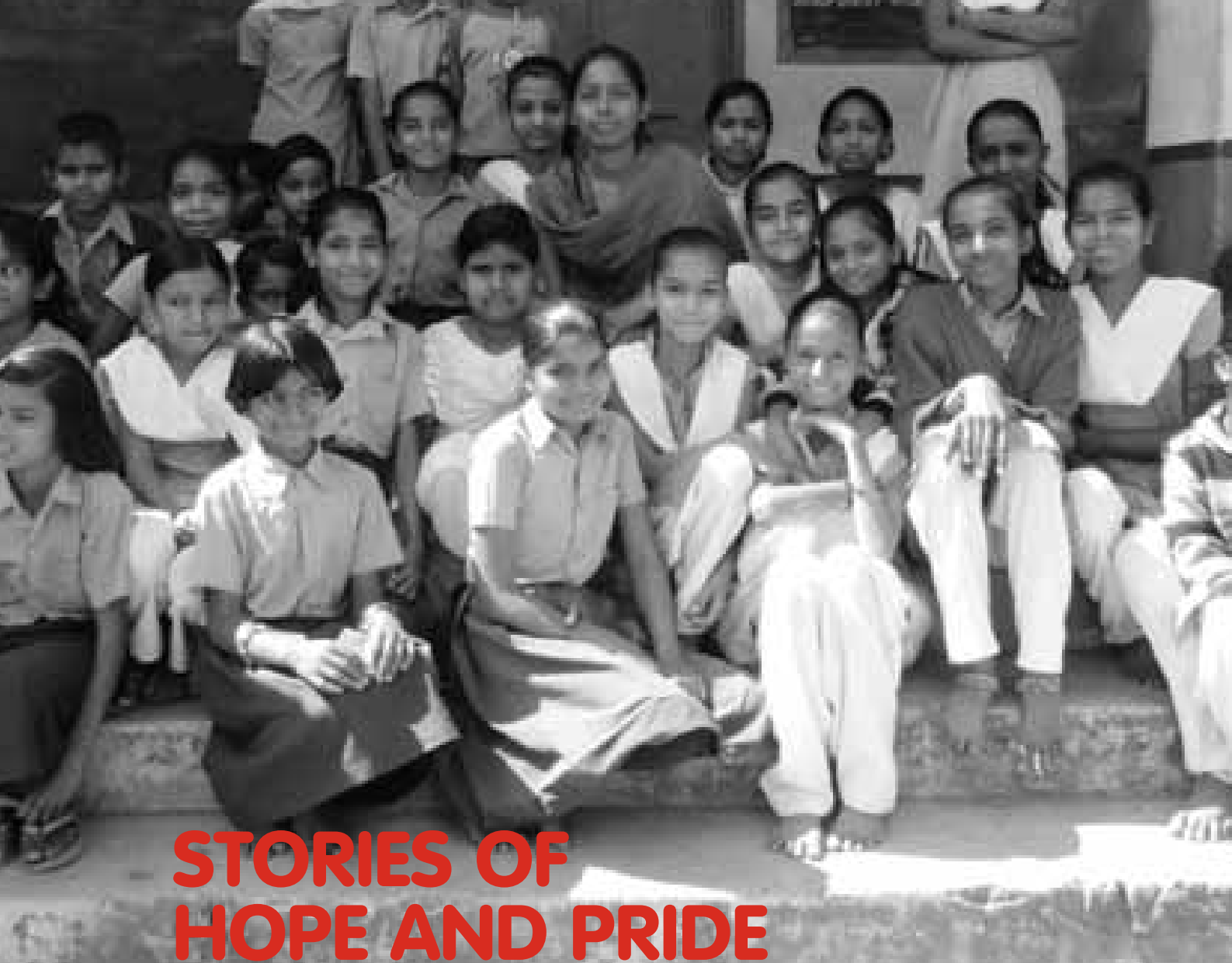
SCALABILITY
by leveraging
existing resources

Educate Girls bridges the gender gap and ensures quality education for all girls with the greatest efficiency and at the lowest cost. Educate Girls' comprehensive model for school reform leverages untapped community and government resources in new ways to increase demand and quality of education among marginalized communities. The model combines scale with depth and it delivers measurable results for enrollment, attendance and learning outcomes.

Rather than developing a new model for delivering education services or increasing the availability of education resources, the organization educates communities to understand the benefits of girls' education. It empowers them to develop their own solutions to overcome barriers such as geography, poverty, safety, hygiene, and lack of access. Educate Girls mobilizes communities to create ownership of government schools and change attitudes towards girls' education. This it achieves by directly involving teachers, parents, local communities, government officials, and girls themselves to advance education quality and universal access. In addition, Educate Girls acts as a catalyst in the community by mobilizing village based youth volunteers. These volunteers support programs at the schools as well as village communities to ensure enrollment and retention of every girl and provide quality education.

These community structures are the key stakeholders in the model. Their work leads to improvements in girls' enrollment, retention, and learning outcomes and ultimately, the elimination of the gender gap.





STORIES OF HOPE AND PRIDE

Educate Girls takes immense pleasure in sharing some amazing success stories from the field. These are about ordinary people who believe that change is possible and have beaten all odds and achieved extraordinary feats through their own pursuit.

Anjali Bhati - Our star Team Balika.

Having received basic education, she was married at the age of 19. Within a few years, her family grew to include a son and a daughter. From an orthodox community, which practiced purdah or the veil custom for women, she hardly ever stepped out of the house. Her world turned upside down when her husband passed away after a sudden illness.

She did not have higher education and she was not used to going out of the house. This made things even harder for her. Anjali had to struggle to make ends meet. Around this time, she met some Educate Girls' staff who motivated her to become a Team Balika for

her village. After joining Team Balika, she learnt about the long-term impacts of education on society and its importance. She also picked up some tips on how to convince parents to enroll their girls in school.

Anjali realized that if she had received an education and become independent, she could have had a better control of her life following the demise of her husband. She decided that she should give others the chance she was denied. Although initially she faced obstacles from her community, she persevered.

She started conducting community meetings for women, making door-to-door visits and this year, made sure that five girls, who had been held back from school, were re-enrolled.

Anjali has been volunteering as a Team Balika member for the last two years. She is also studying for class 12 examinations.



Manju - A stellar example of Community Ownership. 35-year old Manju, from Bhinmal, Jalore is a member of the School Management Committee. Previously, the school in the village had no girls toilet. It was unhygienic and inconvenient for the young girls who were in school. This acted as a big deterrent for girls enrollment. Being a mother herself, she understood the importance and necessity of a toilet. When Manju inquired about the reason for the lack of facilities, she found out that this was because the school had run out of government funds.

She quickly mobilized the SMC and with the help of Educate Girls' staff, started collecting funds from local contributors. Manju herself contributed for the cause and with all the money gathered, built a girls toilet for the school.



Banu - An inspiring Bal Sabha leader.

Banu's struggle to make ends meet for her family compelled her to work at a construction site in a town near her village. One day she met Varsha (Team Balika member) who convinced Banu's parents to send their daughter to school. It wasn't easy but she helped add up the benefits of educating Banu. She also highlighted the fact that education was not just free but also compulsory.

Dedicated and hardworking, Banu is now in class seven and is an active member of her school's Bal Sabha. A class topper, she leads and coordinates the Bal Sabha activities in her village with other girls. She actively contacts guardians of girls who are deprived of schooling and convinces them to send their daughters to school. The Educate Girls' team has formed 811 Bal Sabhas in Pali and Jalore this year.

TESTIMONIALS

“Educate Girls is a courageous and capable organization. It is driven by a passionate, dedicated and pioneering team. I am proud to support them in their transparent quest for scale and impact”.

- Gul Mukhey, Board Member at Educate Girls.

“WomenChangeMakers' program is fully committed to leveraging the innovative ways in which social entrepreneurs drive positive change for women and their communities. Safeena's exemplary work and contribution to girls education demonstrate the change that the Womanity Foundation is missioned to support.

I am personally impressed with Safeena's innovative thinking that constantly helps Educate Girls to move one level higher in their approach to sustainable development. It seems that in times to come, Educate Girls with its determination will eradicate all the gender gaps districts from the map of India.”

– Yann Borgstedt, Entrepreneur & Founder President at The Womanity Foundation.

“The power of Educate Girls' work is from the adoption of a 'comprehensive model' for school reform through community ownership”.

-Pooja Bhatt, Asia Lead at Accenture Development Partnerships.

“It is important that society understands the vitality of education for everyone. By being a part of the School Management Committee, I know I play a part in shaping the future of the girls in my village. Having two daughters myself, nothing would make me happier than knowing that they are in a safe, comfortable school.”

-Prabhu Ram a SMC member from Jalore

“We truly value our partnership with Educate Girls. Sound basics and innovative methods used by them in monitoring field work makes them one of the most trusted partners.”

-Bhaskar A. Sawant, Commissioner Rajasthan Council of Elementary Education, Government of Rajasthan, Jaipur..

“Educate Girls has a unique model. It not only rejuvenates the schools but also mobilizes and empowers the community. We wish them luck and assure our support in the years to come.”

-Abha Beniwal, Deputy Commissioner, Rajasthan Council of Elementary Education, Government of Rajasthan, Jaipur.

2012-13 AT A GLANCE

Expanded our reach to cover

- 3,742 schools
- 1,758 villages
- Reached out to 266,926 children out of which 166,830 are girls

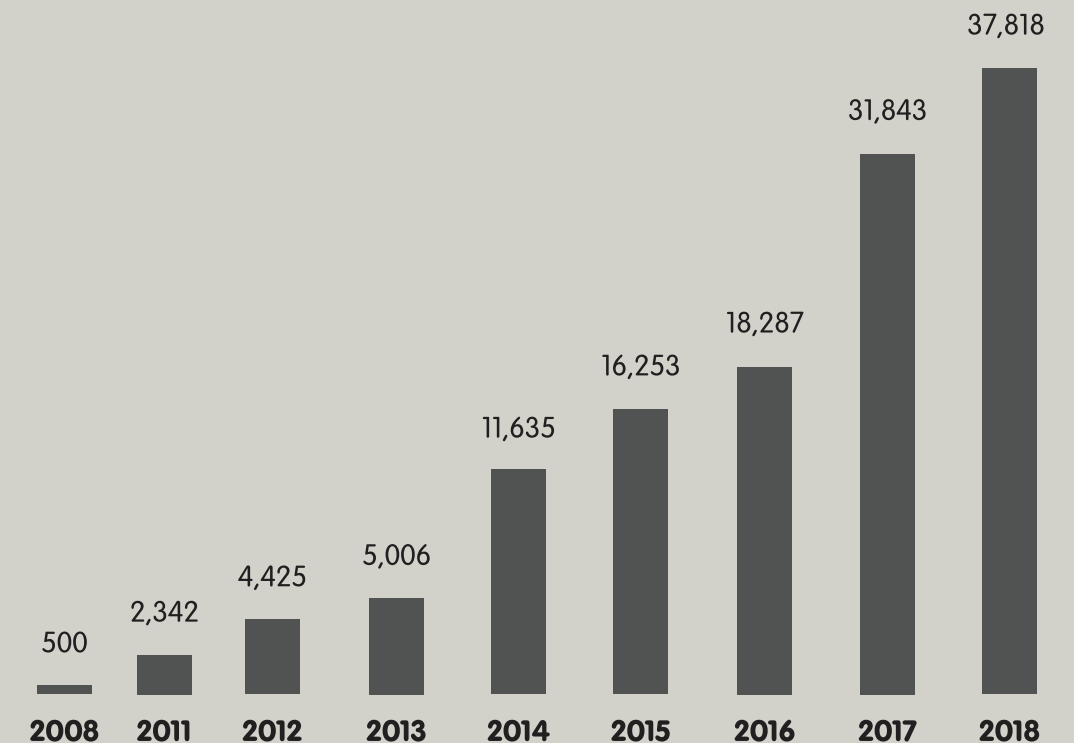
Targets achieved

- 21,516 out-of-school girls enrolled in school
- 46 non residential bridge courses operational to ease the transition of 925 out of school girls back into the education system
- 817 Girls Councils or Bal Sabhas formed.

- 10,621 girls trained as Bal Sabha leaders
- 1,078 teachers trained in Creative Learning Techniques
- 3,674 School Management Committees formed
- 2,445 School Improvement Plans (SIPs) have been submitted by the school management committees
- 54% SIPs have been completed
- 1,053 Team Balika members trained and working in the community.

MILESTONES

Number of programme schools





VOLUNTEERS' CORNER

Bhagwanti, a mother of three at 35 and Mamta an 18-year-old student, are united by a common purpose. As Team Balika members, they assist Educate Girls in promoting girls' education. They strongly believe in and promote the enormous benefits that education brings. As members of Team Balika they spearhead the change they want to see in their communities.

Bhagwanti teaches Hindi, Mathematics and English in her village school in Chanod block in Pali district and spends the rest of her time attending to household chores and family responsibilities. She wanted to join Educate Girls five years ago but her in-laws did not support her dream. This year she managed to win their confidence and became a Team Balika. The change of heart came about as her family witnessed the positive change that Educate Girls had brought through its multi-pronged community mobilization efforts, especially among girls and women who work as Team Balika members.

Bhagwanti believes that before joining Educate Girls, her world was in the dark. "I had no way to figure out what was good or bad for me as everything was decided by others. I was afraid to raise my voice. Now, I can speak for myself, come up with

solutions to resolve not just family matters, but even community issues. I've started studying again and above all teaching. My life seems a lot more fulfilling!"

When asked about the importance of Bal Sabhas established by Educate Girls in every village school. Bal Sabhas allow young girls to raise their concerns, discuss issues, and seek information on health, sanitation, education, family problems and any other topic they may like to talk about. She adds "It aids them with the much-needed confidence and prepares them to face the outside world."

Bhagwanti also highlighted that apart from other reasons; parents hesitate sending their kids to school because their children complained of serious corporal punishment from teachers. Now, thanks to Educate Girls and efforts of the SMC members, new learning methods have been incorporated in the pedagogy. Children learn through games and sports without any fear of punishment. School enrollment has improved and there is a veritable difference in children's learning outcomes. Bhagwanti's pupils say that as a teacher she constantly motivates them to thwart societal, family and peer pressures, pursue their education, think about their future



and resist getting married early. She stresses on spreading awareness about education and instructs her students to convince their friends to join school or re-enroll if they have dropped out.

A dedicated volunteer who single-handedly managed to enroll 50 students in her very first year, Bhagwanti feels her alliance with Educate Girls has not only increased her self-worth, but has also got her more respect from people in her village.

She feels "The communities are much more supportive of Bal Sabhas now and agree with their agenda. And the change is already visible as increasing number of parents are sending their daughters to schools. Girls are getting empowered through the various platforms Educate Girls has built in within the existing education system. Bal Sabha is the most effective platform that girls in rural settings can have."

Mamta Kumari, is an 18-year old teacher, who like Bhagwanti, teaches English, Hindi and Mathematics in a primary school in her village in Ahore block, Jalore district. In her spare time, she stitches and makes enough money to take care of her expenses, as well as part of her tuition fees. A

student of Humanities, Mamta has been continuing her studies through a private college and wants to study further and become a full-fledged teacher.

It is evident from the way Mamta talks so eloquently about Team Balika and Bal Sabhas that she thoroughly enjoys her role as a volunteer. She not only gets to teach children from class 3 and 5, she also attends various trainings that Educate Girls organizes. These trainings enable volunteers, teachers and schools to function better, deliver quality education and promote community ownership.

However, Mamta was initially reluctant to join Educate Girls. Her family was not open to the idea of her going out alone, and she too was anxious of the challenges.

For two months before she embarked on volunteering for Educate Girls, she observed the going-ons at Bal Sabhas and accompanied other Team Balika members. Only when she was convinced that these platforms truly enable and empower girls she happily signed on and has been with the organization for the last two years.

She also believes that, the life skills training that the girls receive at Bal



Sabhas and the opportunity they get to discuss social and community issues, has instilled confidence and awareness in them. This knowledge helps them to articulate their opinions and views with their family members and peers.

Mamta believes that, this is slowly, but steadily influencing the position of women in their families and communities, especially in the way they envision their future, their life and marriage. Mamta beams as she says, "Girls are now saying no to early marriage and choosing education over marriage. What is more encouraging is that, even

parents think differently now. They understand the benefits of educating their daughters."

Mamta crusades for the activities of Educate Girls and endeavors to recruit more girls like her for the cause of education. Recently, she also got her close friend Anshi Kumari to join Team Balika and hopes that her career will go a great distance through her involvement with Educate Girls.

We wish Mamta, Bhagwanti and all the Team Balika members many more successes in the years to come.

Donor Bytes

"Educate Girls is a fantastic EACI partner, It is already exceeding its targets in providing and supporting quality primary education for girls and addressing the critical issue of retention. We look forward to seeing Educate Girls grow and thrive in the coming years."
– Mary Joy Pigozzi, Director, Educate a Child, Office of Her Highness Sheikha Moza bint Nasser

"Educate Girls is the most cost effective education intervention working at significant scale we have found - and we are happy to partner with them."
– Sam Morgan, Founder & Chairman of Jasmine Social Investments

"EG has a unique combination of working through the school system in partnership with the community that enables scale and shows the direct impact of keeping girls in school".
Neera Nundy, Partner and Co-founder, Dasra



A RAJPUT WOMAN AND HER INSPIRING JOURNEY

Educate Girls' oldest employee, Meena Bhati, is a Rajput woman working for girls' education. With Post Graduate Diplomas in Hindi and Rural Development, and a Bachelor in Education, Meena weathered many personal challenges that came in the way of her goal – education. Married early, Meena had dropped out after Class 10 and got back to school in 1998, in class 11 after a 10-year hiatus. Belonging to the Rajput community who seldom allow their women to step outside, she recounts the days when she had to go against the will of her in-laws as well as convince her own parents to let her pursue an education. Meenaji, as she is fondly referred to, is an important role model for village communities in Pali, Jalore and Sirohi, Rajasthan where EG operates. "Wherever I go, I'm told that if you as a Rajput woman can do it, so can we and so shall we", smiles Meena. However, she had to battle many odds to get where she is today – "I have my own identity and I'm glad people know me by my name and not as someone's daughter/sister or wife."

She testifies. "The thing that interests me the most about Educate Girls is its mission of empowering women through its commitment to promoting girls' education."

Meena remembers the early days of school enrolment and recalls how difficult it was to convince parents to send their daughters to school. "We were not ready to give up.

With repeated counseling, by knocking from door-to-door and beseeching people to just hear her out, things started looking up. As neighbors witnessed the benefits of educating their daughters, more came forward."

She adds, "Since we have done so well in these districts and already have a tested, well-functioning model, our work will be a lot easier in Sirohi where we are extending the Educate Girls programs." Meena loves working with children and believes that Girls' Council or Bal Sabhas provide an extremely useful platform to young girls to not only discuss and debate on issues that concern them but it also provides Life Skills training. She is overwhelmed with emotions as she recollects the time when two girls after having attended the life skills training were able to put forth their views about marriage before their respective families.

Thanks to their well-reasoned arguments, both their families relented and allowed them to continue their education over marriage.

In fact, Meena credits her own personality development to Educate Girls. "Given the nature of my work with Educate Girls, it has helped boost my confidence. I can talk to anyone now and can take part in most decision-making processes instead of being dependant on a male member. Touchwood, I even share a great rapport with the village panchayats, the government representatives as well as with the people at large."

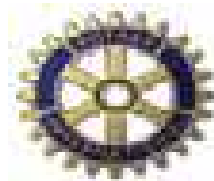
AWARDS AND RECOGNITION



Safeena Husain is the first Indian WomenChangeMakers' fellow in India. 'WomenChangeMaker' was launched by the Womanity Foundation in 2010 with the vision to support social entrepreneurs contributing to progress for women and their communities. The program aims to help social entrepreneurs strengthen and scale up their on-going efforts to promote women's empowerment. Strategic partnerships are built with professionals who in turn assist WomenChangeMakers' fellows to enhance their capacity, reach and impact.



Educate Girls' was felicitated with the CSR Women Leader Award 2012 by, committed to promoting inclusive growth through economic empowerment. They support programs that enable the poor to access the formal financial sector, improve production skills, establish sustainable enterprises and manage their finances better.



The Anita Parikh Award was conferred to EG for its contribution towards women empowerment. The Rotary Club felicitated EG for its work in the area of girls' education and rejuvenation of government schools.



LOOKING AHEAD

MILESTONES AND NEW PARTNERSHIPS

After operating for five years in the gender-gap districts of Pali and Jalore, Educate Girls has proven to be a sustainable solution to rejuvenate government schools. Early this year, in keeping with its expansion plans, Educate Girls scaled its program to Sirohi district in Rajasthan.

Why Sirohi?

The current literacy rate in the district is merely 56.02%. In addition, many girls are yet to be enrolled into schools.

Also according to the 2011 Census, the sex ratio is 938 females for every 1,000 males.

Educate Girls aims to bridge this gender gap by ensuring education for all.

Implementation

- A new office in Sirohi district was inaugurated on 1 January, 2013.
- Following the launch, a MoU was signed on 9 April, 2013 between the Government of Rajasthan and Educate Girls to take the program forward.
- A District Task Force (DTF) has been formed, and the first DTF meeting was organized.
- Educate Girls set up a Payment by Results Office where preliminary activities such as, recruitment and training of staff was

completed. One block officer and 11 field coordinators (FCs) have been recruited for training and data collection purposes.

- Furthermore, 3 block officers and 27 field officers have been appointed in 3 implementation blocks namely Pindwara, Reodar and Abu Road.
- All Block Officers and Field Officers have gone through induction and training sessions to understand their roles and responsibilities, besides implementation of program activities in the field.
- Baseline data collection with pre defined formats viz. village profile and school information campaign has also been kick-started.

The Targets

- During its preliminary studies, Educate Girls found that the number of dropouts in Sirohi is abysmally high. There are 22, 257 out-of-school girls.
- Educate Girls is going to work with 925 schools in 4 blocks comprising 541 Primary Schools and 384 Upper Primary Schools.
- The number of children who will be impacted by the intervention is an estimated 1,64,000. Of this an estimated 69,000 girls will be able to reap the benefits once enrolled.
- 416 villages will benefit from the program.

INCOME AND EXPENDITURE

Revenue from donations	39,892,113
Other Income	7,27,592
Total Revenue	40,619,705
Total Expenses	37,255,991

Amounts in INR



FINANCIAL STATEMENTS

Statement of Profit and Loss for the year ended 31-Mar-2013

Particulars		Sch No.	FEGG 2012-13 Amt Rs.	FEGG 2011-12 Amt Rs.
I	Revenue from Operations	8	3,98,92,113	3,80,22,834
II	Other Income	9	7,27,592	1,996
III	TOTAL REVENUE(I+II)		4,06,19,705	3,80,24,830
IV	EXPENSES			
	Employee Benefit Expenses	10	1,30,18,440	
	Depreciation and Amortization Expenses	11	3,73,846	1,44,970
	Other Expenses	12	2,38,63,705	1,83,24,820
	TOTAL EXPENSES		3,72,55,991	1,84,69,790
V	Profit before Exceptional and Extraordinary Items and Tax(III-IV)		33,63,714	1,95,55,040
VI	Exceptional Items			
VII	Profit before Extraordinary Items and Tax		33,63,714	1,95,55,040
VII	Extraordinary Items			
IX	Profit Before Tax		33,63,714	1,95,55,040
X	Tax Expense			
	Current Tax			
	Deferred Tax			
XI	Profit/(Loss) for the period from Continuing Operations(IX-X)			
XII	Profit/(Loss) from Discontinuing Operations			
XIII	Tax Expenses of Discontinuing Operations			
XIV	Profit/(Loss) from Discontinuing Operations(after tax)(XII-XIII)		33,63,714	1,95,55,040
XV	Profit(Loss) for the Period(XI+XIV)			
XVI	Earnings per Equity Share			

Audited by:

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

Sandeep Shrikhande
Partner
Membership No: 103833

For and on behalf of the Board of Directors FEGG:

Mr. Hansal Mehta
Director

Mr. Gul Mukhey
Director

Balance Sheet as on 31-Mar-2013

Particulars		Sch No.	FEGG 2012-13 Amt Rs.	FEGG 2011-12 Amt Rs.
I	EQUITY AND LIABILITIES			
1	Shareholders Fund			
	(a) Reserve and Surplus		2,60,61,144	2,26,97,430
2	Current Liabilities			
	(a) Other Current Liabilities	2	3,32,25,773	3,55,405
	(b) Short-Term Provisions	3	27,61,313	15,98,423
	Total		6,20,48,230	2,46,51,258
II	ASSETS			
1	Non-Current Assets			
	(a) Fixed Assets			
	(i) Tangible Assets		7,55,977	3,86,325
	(ii) Intangible Assets			
2	Current Assets			
	(a) Cash and Cash Equivalents	5	6,10,78,006	2,41,70,933
	(b) Short Term Loans & Advances	6	48,233	
	(c) Other Current Assets	7	1,66,014	94,000
	Total		6,20,48,230	2,46,51,258
	Contingent Liabilities and Commitments			

Audited by:

S.D. Medadkar & Co
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