



Atma – An Accelerator for Education

Providing strategic solutions to help education NGOs scale

Mary Ellen Matsui, CEO
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VISION

Quality education for all children

MISSION

To build the capacity of education NGOs to achieve sustainability and scalability thereby enabling delivery of quality education.

"Organisations like Atma are vital to make the NGO ecosystem become more impactful." Jithin Nedumal, Founder - **Make a Difference**

LEADERSHIP:

Mary Ellen Matsui – CEO

Sneha Arora – CPO

BOARD MEMBERS:

Rahul Sood – Trustee

Prasad Baji – Advisor

Amit Murugkar – Trustee

Sonali Saini – Trustee

Gayatri Nair Lobo – Advisor

Dimple Gujral – Advisor

Vishal Kapoor – Advisor

Hayley Bolding – Founder

STATUS & MEMBERSHIP:

Founded in 2007, under the Bombay Public Trust Act
80G Exempt Status

Guide Star Number 082
Dasra DSI7 & DSILP

WHAT WE DO

NGOs are an essential part of the Indian Education ecosystem, but they often struggle. Atma's goal is to improve the capacity and quality of existing NGOs to help them grow and sustain.

Each year, we choose education organisations to become partners, and provide them with three years of holistic consultancy support and management expertise across key areas in our Accelerator Program. So far, we've worked with 68 education NGOs and impacted the lives of more than 2.1 Million students.

Through the course of the program, these education NGOs (our partners) received various forms of assistance and demonstrated overall greater impact and credibility.

On Average, Atma Partners have grown during time in program by:

4.2 x growth in number of beneficiaries served

4.0 x growth in budget

2.6 x growth in number of centers

Atma's team comes from a mixed background of teaching & education, NGO management and consulting. Atma's focus on education enables us to bring together the best organisational practices and resources from across the education community.

Atma's focus on education covers three broad themes in access and quality of education under SDG4:

1. Access – Inclusion (SDG 4.5)
2. Quality – Literacy and numeracy (SDG 4.6)
3. Quality – Future readiness (SDG 4.7)

Atma's focus on education leaves us uniquely positioned to bring together resources from across the sector. Some examples of how we have enabled implementation of best practices are: created a common tool for tracking learning for students with disabilities, led clusters of NGOs implementing common curricula, facilitated pilot of tablet based content delivery, and sourced resources and tools for our partners. Additionally, the Atma team is trained in child safeguarding, and facilitation skills. Atma runs another program called Gati that focuses on inclusive education for mainstream schools.



Atma - Am Accelerator for Education

“Atma fixes the problem, they are catalysts, they hold your hand and let you walk the walk.” - Suraj Patrao, Co-Founder at OSCAR

How you can contribute to Atma's work

Volunteer:



Skilled volunteers contribute to improve Atma's knowledge, skills and systems

Coach:



Skilled volunteers provide coaching to NGOs to increase their growth

Connect:



Help Atma and our NGOs to connect with key resources

How the Atma Accelerator works:



The Accelerator provides..

Programmatic
&
Organisational

*Strategic solutions
for scale*

Design
&
Implementation

Hand holding support

People, Content
&
Networks

Developed by Atma

Annual Support:

Min. **10** critical capacity
building projects taken up
p.a.

NGO Partners receive
~1200 hrs or service p.a.

- Each Partnership starts by creating a 3-5 year strategy
- The strategy becomes Atma's guide in which projects to take up
- Atma's support is both for **design and implementation**

Organisations can remain in the Accelerator program for up to three years. Atma targets each organisation meeting our graduation goals and becoming scale ready.

Phase 1 Focus on identity	Phase 2 Focus on systems	Phase 3 Focus on scale	Atma's Graduation Goals
<ul style="list-style-type: none"> • Vision & Mission • Branding • Theory of change • Building a purpose driven team • Building fundraising capacity 	<ul style="list-style-type: none"> • Standardising program delivery • Building a leadership team to support growth • Processes to support organisation growth 	<ul style="list-style-type: none"> • Market landscaping • Forming partnerships for scale • Building a team • Fundraising for growth 	<ul style="list-style-type: none"> • Strong fundraising systems & pipeline • Ability to articulate Impact • Strong governance & leadership • Ability to attract and retain talent • Strong programme design and delivery

IMPACT STORY

“The biggest impact of Atma on Apni Shala is the trust that we have built. We don't see anyone else when we need to get something done. The first call or e-mail, by default, is to Atma. The best part is that in these three years in the Accelerator Program, we didn't feel that Atma was mentoring us. It felt as if Atma was a part of Apni Shala, helping us at every step.”- Amrita Nair, Co-founder of Apni Shala, Mumbai