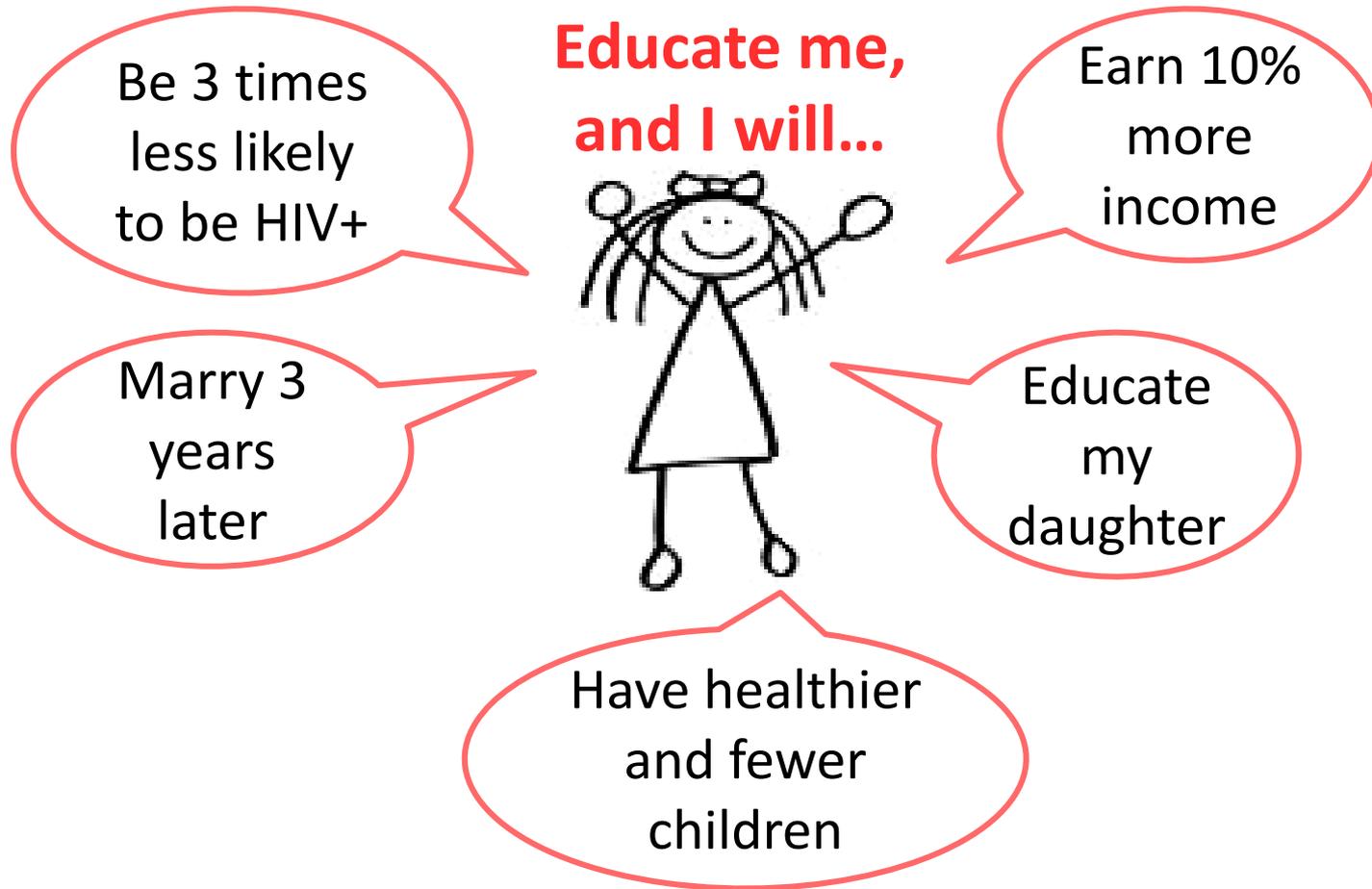


educate girls

**Leveraging Existing Community and
Government Resources for Girls' Education**

Benefits of Girls' Education to Society



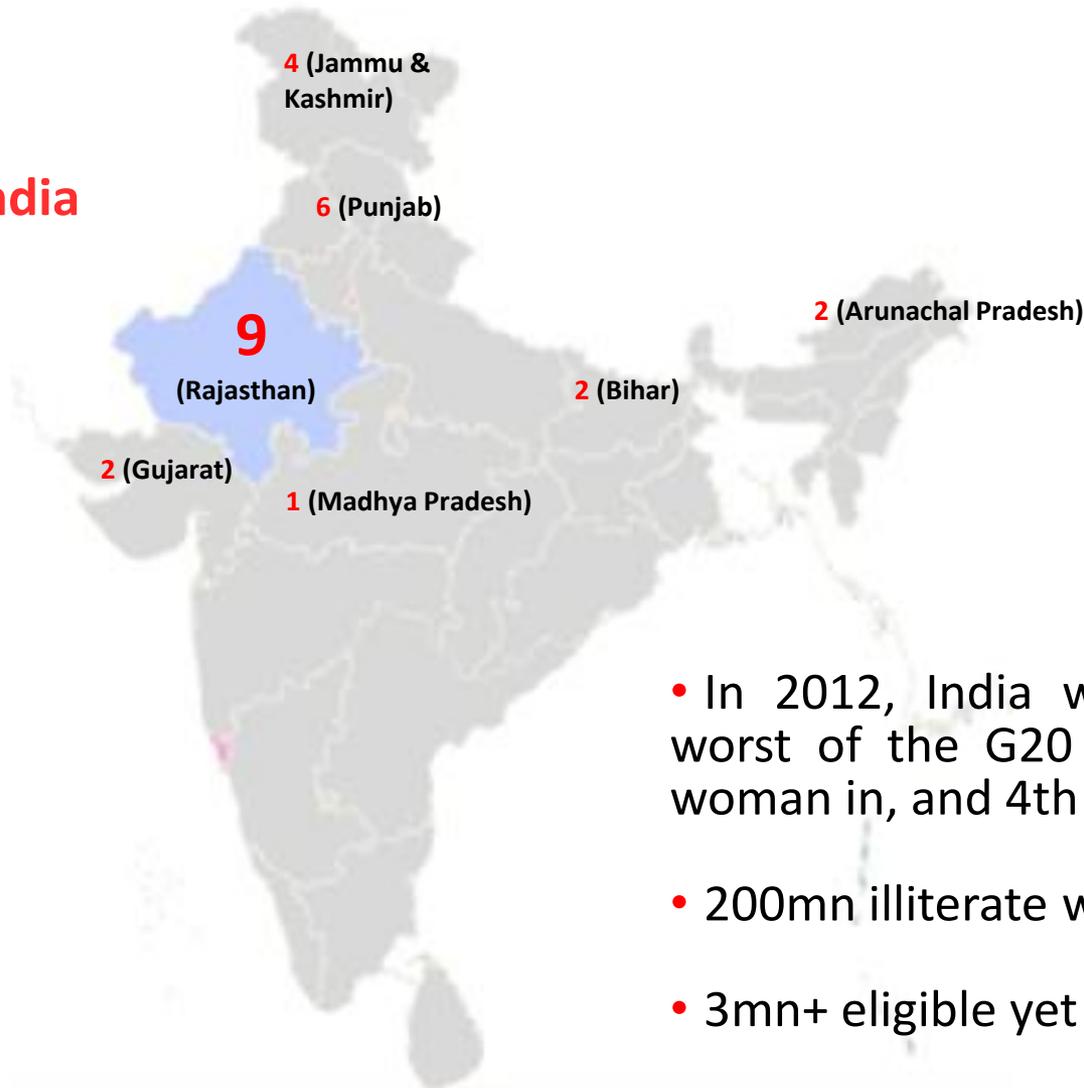
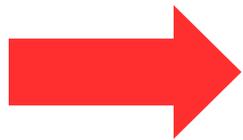
“There is no investment more effective for achieving development goals than educating girls”



Gender Gap in Education in India



26 Critical Gender Gap Districts in India



- In 2012, India was ranked as the worst of the G20 countries to be a woman in, and 4th worst in the world
- 200mn illiterate women
- 3mn+ eligible yet out of school girls

About Us



- Founded in 2007
- Non-profit (Section 8 under the Indian companies Act, 2013) and 501c3 under the IRS
- 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 (Right to Education Act [RTE]), 2009
- Present in the 6 critical gender gap districts in Rajasthan
 - 4,500+ villages
 - 8,500+ schools
- Team: 610 full-time; 4,500+ community volunteers

What is the Problem?



Problem	Barriers
Lack of ownership	<ul style="list-style-type: none">• Bureaucratically run Schools• Lack of parental involvement
Rigid societal norms	<ul style="list-style-type: none">• Gender bias• Child marriage
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
Dismal learning outcomes	<ul style="list-style-type: none">• Low quality (teachers & curriculum) of education• Shortage of teachers

What is the Solution – What We Do?



Problem	Solutions
Lack of ownership	<ul style="list-style-type: none">- Recruit village-based youth leaders to work as champions for girl's education and catalyst for school reform
Rigid societal norms	<ul style="list-style-type: none">- Increase awareness about gender equity and girls education- Door-to-door surveys to identify and include out-of school girls- Enhance motivation, leadership and life skills for marginalized girls
Lack of girl friendly infrastructure in schools	<ul style="list-style-type: none">- Formalize and train School Management Committees on Right to Educate Act and how to access available Funding for their school from SSA
Dismal learning outcomes	<ul style="list-style-type: none">- Train government teachers in child-centric activity-based pedagogy (Creative Learning & Teaching)

Sustainable Change Through Community Empowerment



Train Team Balika (community volunteers) to	Equip School Management Committees (SMCs) with	Provide Teachers and Master Trainers with	Empower Girl Leaders through
<ul style="list-style-type: none"> - Identify and solve problems around girls' enrollment - Mentor young girls and School Management Committees - Improve classroom learning outcomes using Creative Learning & Teaching (CLT) methodology 	<ul style="list-style-type: none"> - Knowledge about Right to Education (RTE) - Skills to conduct school assessment - Training to prepare and execute School Improvement Plans (SIPs) - Handholding support to improve school governance and administration 	<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 	<ul style="list-style-type: none"> - Formation of 13 member Bal Sabhas (Girl Councils) - "Life Skills" training to boost communication, leadership, personality development and problem solving skills

To Summarize....We..



- Increase **girls' enrolment and retention** and the direct support that is provided to marginalized girls in pursuing their education
- Increase **communities' awareness and engagement** with schools to provide additional support for girl students
- Improve **school governance and infrastructure**
- Enhance **motivation, leadership and life skills** for marginalized girls
- Improve **quality of teaching and thereby the learning outcomes** for students

How We are Different

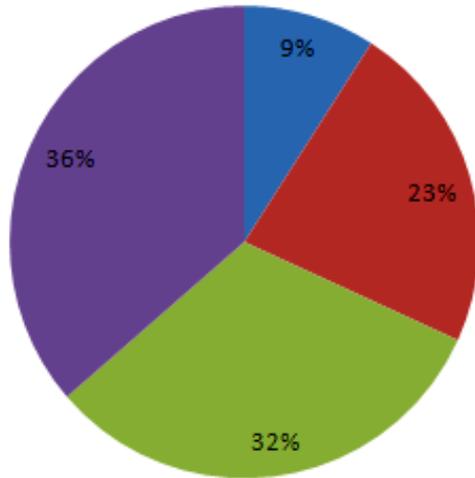


- A **comprehensive model** for systemic education reform and not a parallel delivery model a single strategy solution like scholarships, or material support
- **Cluster approach:** Identify hot spot, 100% coverage to create depth of messaging and program
- **Value for Money:** Economies of scale
- **Quality Control:** Deploying a rigorous baseline and endline evaluation for every intervention. Results are measured against a “control group” of non program schools. Use of mobile technology for tracking and data collection
- **Sustainability:** through “community ownership” of Government schools
- **Team Balika:** An army of “girls champions” to combat cultural issues and support systemic change

Return on Investment*



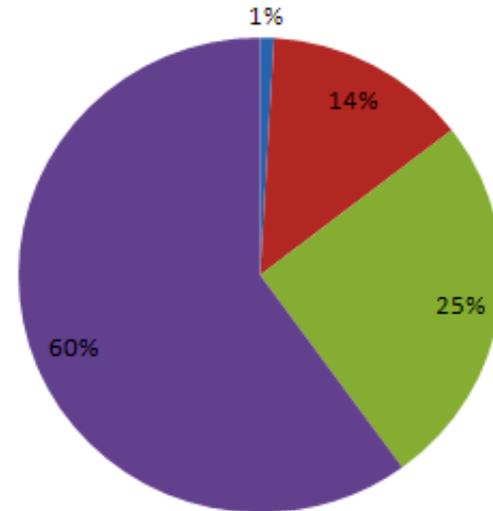
Baseline March 2008



■ Out of School Girls ■ Not Attending
■ Cannot read Hindi paragraph ■ Can read Hindi paragraph

**Government spends
\$22,000 per school**

Endline Jan 2010



■ Out of School Girls ■ Not Attending
■ Cannot read Hindi paragraph ■ Can read Hindi paragraph

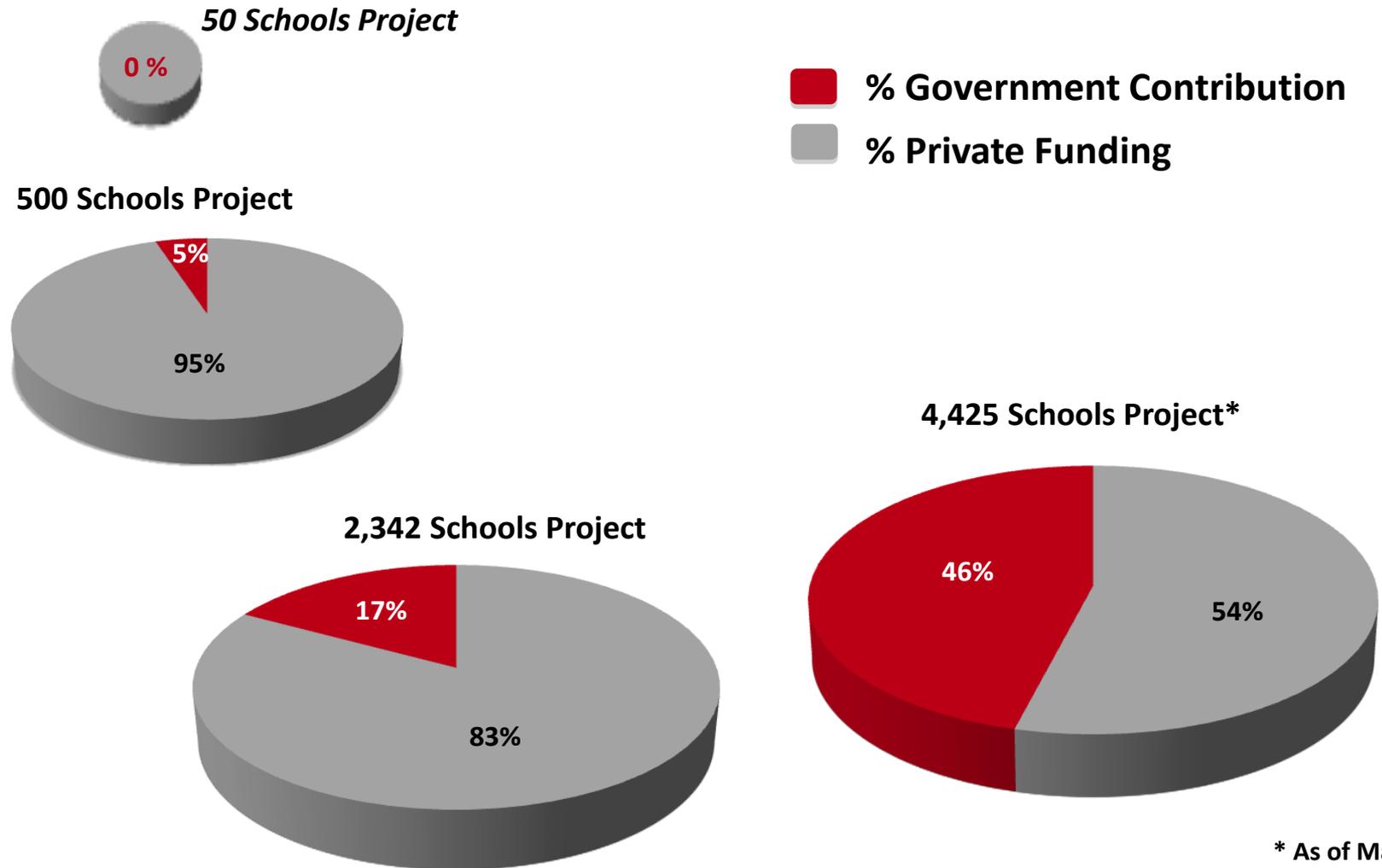
**EG spends \$300 per
school (+1%)**

* Based on our 500 schools pilot

Sustainability of Business Model



Since inception, Government contribution has increased from 0 to 46%.



* As of March 31, 2013

Our Impact



QUANTITATIVE

- **80,000+** out of school girls enrolled in school
- **2.8 million+** total beneficiaries of our programs
- **390,000+** total students with improved learning outcomes

QUALITATIVE

- **Over 90%** girls' enrollment
- **87%** girls' attendance
- **25-43%** Increase in learning outcomes across numeracy and literacy

Recent Developments



- Recruitments of:
 - Chief Operating Officer
 - Senior Manager – Operations
 - Senior Manager – Government Relations
 - Manager – Volunteer Engagement
- Partnership with APCO Worldwide (a leading US based lobbying & advocacy consultancy) to guide us with Government liaison & advocacy
- Randomized Control Trial led by University of Michigan, Ann Arbor & J-PAL to evaluate learning levels improvements & program efficacy

Mobile Tracking

- Leaders in mobile tracking in India
- Phase 1 – Geo-tagging every village & school - Completed
- Phase 2 – Real-time data collection for improved M&E efficiency – Roll out
- Phase 3 – Content curation & dissemination – Design stage



Going Forward



- Expansion into 9 new educationally backward districts between 2016-18
 - 2016 – Udaipur + Jhalawar (Rajasthan) & Jhabua (MP)
 - 2017 – MP + UP
 - 2018 – UP + Bihar
- Program Strategy revamp
 - Align with Sustainable Development Goals (expected September 2015)
 - Provisional pilot in 2016
- Volunteer Engagement
 - Inadvertently created an army of youth leaders
 - 4,600 to 15,000 in 3 years
 - Youth leadership program for skills upgradation & creating a sustainable line of talented / values-driven human resource

Growth Plan* in consultation with Booz&Co.



	2013-14	2014-15	2015-16	2016-17 (P)	2017-18 (P)	2018-19 (P)
Districts (#)	3	6	6	9	12	15
Blocks (#)	18	40	42	62	82	102
Schools (#)	5,006	8,500	8,500	14,900	21,300	27,700
Children (#)	567,812	13,01,960	13,01,960	20,05,960	27,09,960	34,13,960
Girl leaders (#)	30,914	31,265	35,009	66,469	97,929	1,29,389
SMC members (#)	54,000	1,11,840	1,11,840	1,95,040	2,78,240	3,61,440
EG employees (#)	190	580	580	1,008	1,397	1,786
Team Balika (#)	1,556	4,569	4,569	7,769	10,969	14,169

* Projections based on current government data available for the Districts

Development Impact Bond



- 3 years pilot beginning May 2015
- The world's first Development Impact Bond in education
 - UBS OF as investor
 - CIFF as outcome payer
 - Instiglio as intermediary
 - IDInsight as outcomes evaluator
 - Dalberg as process evaluator
- Impact footprint
 - 150 schools
 - 20,000 children
- Focus on learning outcomes (80%) & enrollment (20%)
- Budget for service delivery = \$400,000

Leadership



Safeena Husain - *Executive Director*

Safeena has worked extensively with rural and urban underserved communities in South America, Africa and Asia. A graduate of London School of Economics, Safeena first started developing the Educate Girls model in India in 2006.

Board Members

Gul Mukhey

Founder of Mentor Growth Capital. Former head of the HSBC Private Equity Advisors. Graduate of the London School of Economics

Hansal Mehta

Eminent film director. Winner of the 2013 National Award for the Best Direction

Jasmeet Srivastava

Managing Director at The Third Eye. Voted among Fortune India's 50 Most Powerful Women in Business. Graduate of IIM-Ahmedabad

Tara Kapur

Founder of Stellar Communications India, 20 years experience in PR including with FleishmanHillard, Grey and Ogilvy and in corporate communications at IL&FS

Swati Apte

Co-founded and member of the governing board of the India Schoolhouse Fund. Graduate of Oxford and HBS

Advisory Council

Ujwal Thakar

Advisor to PriceWaterhouseCoopers. 28 years experience in banking industry, former CEO of Pratham and GiveIndia.

Sarath Divella

Head of the country office of Lionbridge Technologies in India. Graduate of IIM-Ahmedabad.

Aditi Thorat

Director, Development and Partnerships of Leaders Quest. Ex-officio Chief Operating Officer at EdelGive Foundation.

Roopa Kudva

Chief Executive Officer of CRISIL. Chosen as 'Outstanding Women Business Leader of The Year' at CNBC TV18's 'India Business Leader Awards 2012.'

Pragni Kapadia

Senior Associate with Wadia Ghandy & Co. Graduate of the London School of Economics and the University of Pennsylvania.

Pooja Bhatt

Asia Pacific Lead for Accenture Development Partnerships (ADP)

Ireena Vittal

Independent director on the boards of some of India's best known companies. Formerly a partner at McKinsey & Co.

Our Funders



LGT Venture Philanthropy



THE BRITISH ASIAN TRUST
PROUD OF ALL WE SHARE



Charitable Foundation
Cartier



The Mulago Foundation

LASTING CHANGE THAT GOES TO SCALE



Our Funders



**Vodafone
Foundation**

FOSSIL
FOUNDATION

Deutsche Bank



Bank of America



montpelier
Foundation

Awards and Recognition



2015 Skoll Award for Social Entrepreneurship



WISE Award, 2014



Stars Impact Award, 2014



USAID Millennium Alliance Award, 2014



British Asian Trust – Special Recognition Award, 2013



PROUD OF ALL WE SHARE

The World Bank's Development Marketplace Award, 2011



Womankind Foundation's WomenChangeMakers Fellowship, 2012



EdelGive Social Innovation Honors, 2011



Asia 21 Young Leaders, 2011



Dasra Village Capital Award, 2010





www.educategirls.ngo

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