



1800-425-2425

Supported by: **United Care Development Services**



**Project Phase: August 2012 to September 2012**

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## Introduction of the Implementing Organization:

**Nirmaan Organization** is a Non Govt and Non Profit Organization committed to work for poverty free, knowledge powered and economically empowered Nation by focusing on providing education and livelihood opportunities for underprivileged people.

Nirmaan erstwhile My INDIA was started by a group of BITSians in the month of Feb, 2005, got registered as NGO on July 12, 2007 at Hyderabad. At present, it is operating with around 500 members through 8 chapters in four different states.

Nirmaan believes that it's the fundamental right of every child to get educated and it is the education alone that can bring about a social change. Apart from education, a person also needs a livelihood so as to get covered at least his basic needs. So, creation of livelihood opportunities for deserved and motivated but underprivileged unemployed is also a must so as to push the growth engine of the economy. Hence, Nirmaan believes that education and a livelihood opportunity are the basic necessities that any citizen must get fulfilled so that poverty which is a recurring problem doesn't any more harass the society and therefore Nirmaan works to provide such basic necessities of the society.

### Key Projects apart from Vidya Helpline

**School Adoption Program (SAP):** SAP aims to convert backward rural and urban Government schools into Model Schools in terms of infrastructure and academic performance. **4560 students** from **12 schools** across **4 states** are benefitted through this program.

**Vocational Training Center:** With the aim of empowering women economically, Vocational Training Centre started off on May 23rd 2010. It trains the BPL (Below Poverty Line) women in 3 different vocations namely **Tailoring, Bag making and Embroidery**. A total of **230 women, entirely housewives**, have been trained so far with each woman earning an average of Rs **1500 per month**.

**Nirmaan Scholarship Program (NSP):** NSP aims to provide **monetary help and mentoring support** to the **meritorious but financially constrained students** to pursue their professional degrees. Initiated in 2008, NSP so far has been able to help **115 meritorious students** to overcome the financial roadblock in pursuing higher education, which their talent rightfully deserves.

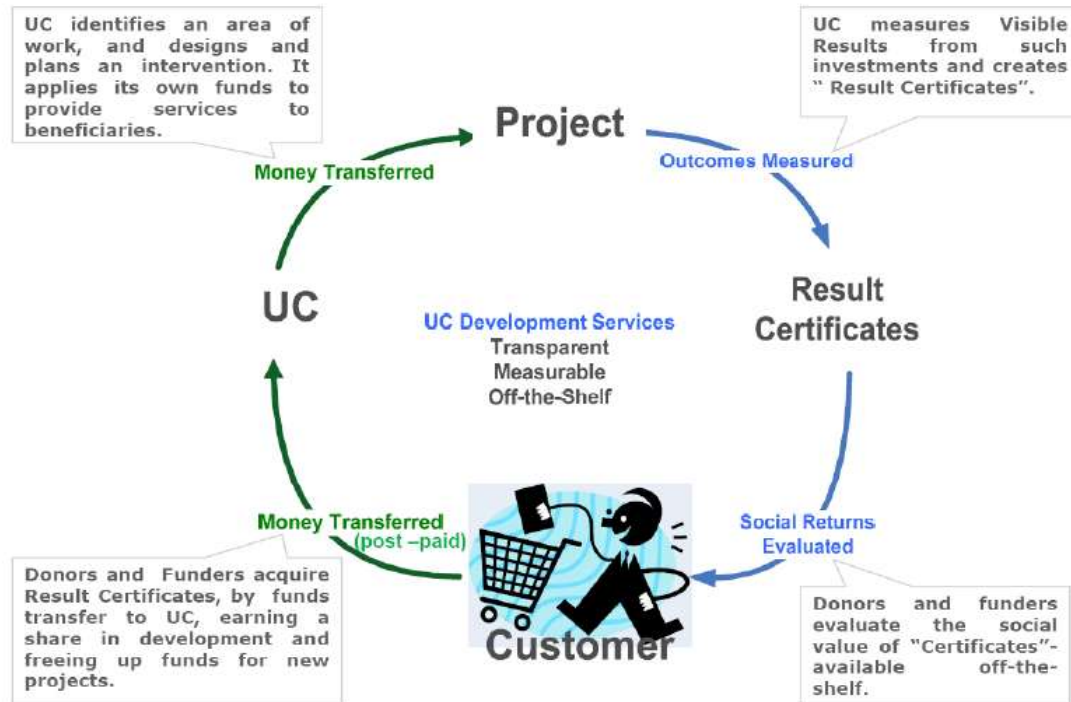
### Organization Information

- **Founded on Feb 2005**
- **Registered on 12<sup>th</sup> July 2007 as NPO (Registration no 1119/07)**
- **Donations 80G exempted**
- **12A certified**
- **Website :** [www.nirmaan.org](http://www.nirmaan.org)
- **Facebook:** <https://www.facebook.com/nirmaanorg>
- **Twitter:** <https://twitter.com/NirmaanOrg>

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## Introduction to United Care Development Services

UC's model aims to improve the scale and efficiency of financing education, health and energy & environmental services for the very poor, through a result-based and post-paid model of funding. What this means is that UC applies its own funds to provide services to beneficiaries. UC then documents the work and presents the results from these projects as Result Certificates. Interested investors and donors are then invited to post-pay for results and acquire these Result Certificates. UC's objective is to generate greater Social Returns for philanthropic investments through this model.



## Organization Information

- Year of inception 2009
- Registered on Feb 2010 as Not for Profit company
- Website : [www.yousee.in](http://www.yousee.in)
- Facebook: [www.facebook.com/youseeupdates](https://www.facebook.com/youseeupdates)
- Movies : [www.youtube.com/youseemovies](https://www.youtube.com/youseemovies)
- Presentations: [www.slideshare.net/youseepresents](https://www.slideshare.net/youseepresents)

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## Vidya Helpline Project Genesis

In 2009, during Andhra Pradesh floods while doing a house-hold survey of Sunkesula village, Kurnool district as a part of Flood relief efforts, it is observed that villagers, especially, illiterates, are completely depending on middle men and even paying money for education needs like scholarship information for their children. There are many students, especially in rural areas, who are not able to utilize the opportunities in government and private sector, and some of them pursuing careers which they are not passionate about. Then the thought was born as to have a toll free number, accessible from any area that could provide free services related to career.

It is observed that a rural student faces the two major hurdles while choosing and pursuing a right career:

1. Lack of “relevant information on demand” to make a life changing decision
2. Lack of monetary and/or family support to pursue a career of his/her choice

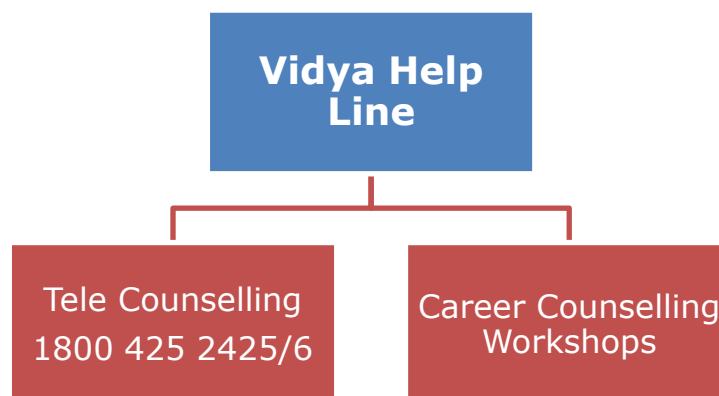
In order to address these problems Nirmaan has been implementing “**Vidya Help Line (VHL)**” project in Ranga Reddy district with the support of District Collector, from 22nd May 2010.

### Introduction to the Project:

**Vision:** “Every student will obtain excellent guidance and appropriate ways to obtain monetary support to pursue the right education of their choice”

Vidya Help Line currently offers two services

- A toll-free tele-counseling center
- ‘Career Counseling Workshops’ in government schools.



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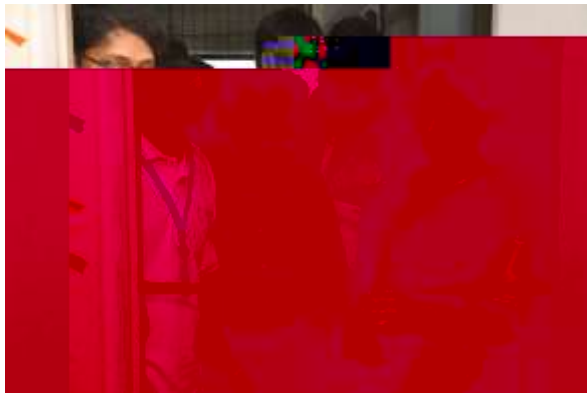
## Tele-Counseling : A life time Counselor at 1800 425 2425/6

Vidya Helpline tele counseling is a free service offered to students to avail information and guidance from experts on academics and careers at the golden hour.

### Key Objectives of the tele counseling center are



1. Provide authentic and complete information to government school students in the following categories:
  - Careers
  - Courses
  - Vocational and job oriented courses
  - Open Education
  - Pre-metric Scholarships etc.
2. To act as life-time academic counselor for all students and dropouts across the state.

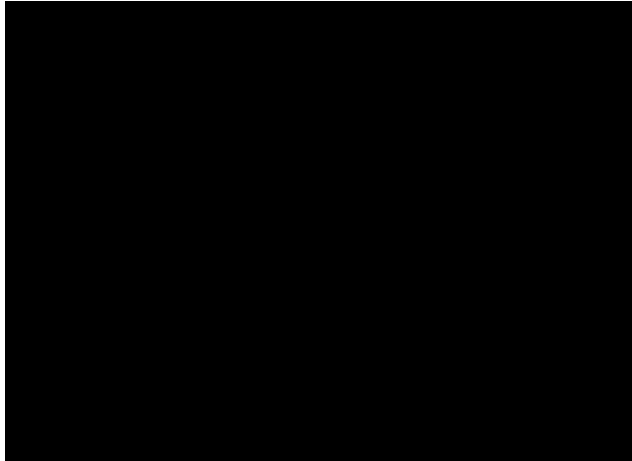


The **project** was **inaugurated** on 22<sup>nd</sup> May 2010, initiating tele counseling center, by honorable Home minister, Smt.Sabitha Indira Reddy and has been working in collaboration with Ranga Reddy District government. Till date **36,000 queries** from more than **10,000 students across A.P** have been addressed. Further about **31,000 students** from 10 districts of A.P have been made to DREAM BIG through Career counseling workshops in government schools with the support of Yuva Varadhi NGO ([www.yuvavaradhi.com](http://www.yuvavaradhi.com))

**Project Expansion:** With the huge success of the VHL project in R.R Dist just by operating a single line, we are currently expanding the operations with 5 lines to support more number of students across Andhra Pradesh.

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## Working Model



Career information and guidance is provided to the students through the toll free number. At the call centre, we have well qualified and trained, full time academic counselors who assist the students. When a call is received at the call centre, it is attended by the counselors and the most authentic information is provided to the students using the most reliable and best resources, there by addressing the career needs of the callers.

## Success in statistics:

Total calls received till Sep 12: **36,174**

More than **10,000 unique callers**

Current Average **calls per month: 1,900** (Reached maximum capacity of one line)

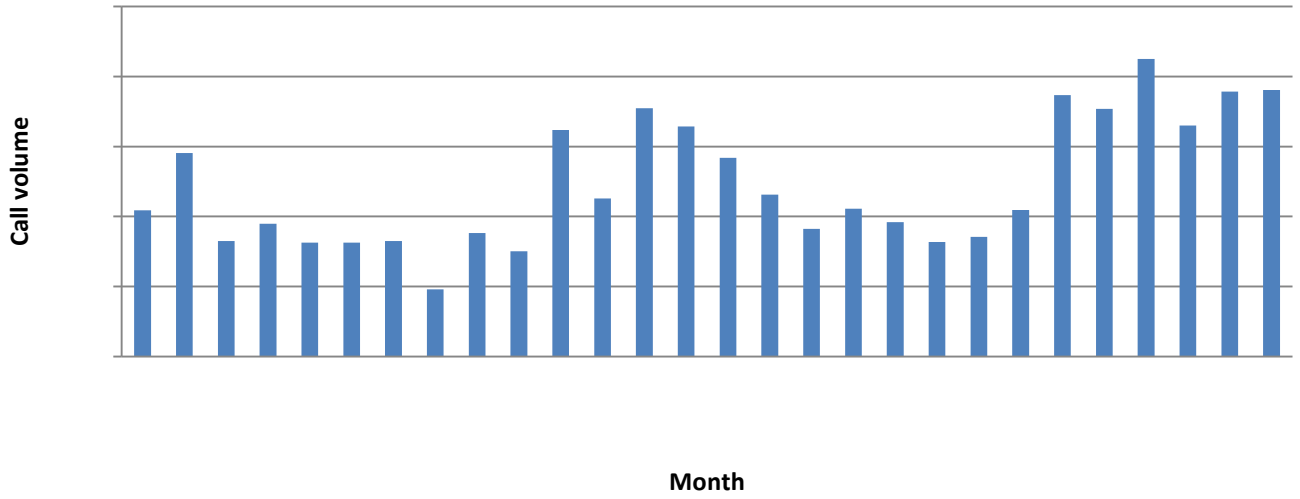
## Half yearly analysis of the call volume since inception

| Month & Year          | No.of calls  | Avg. calls per day |
|-----------------------|--------------|--------------------|
| May 2010 - Nov 2010   | 5896         | 32                 |
| Nov 2010 - May 2011   | 5683         | 31                 |
| May 2011 - Nov 2011   | 7960         | 44                 |
| Nov 2011 - May 2012   | 7313         | 40                 |
| May 2012 - till dated | 9322         | 51                 |
| <b>TOTAL</b>          | <b>36174</b> |                    |

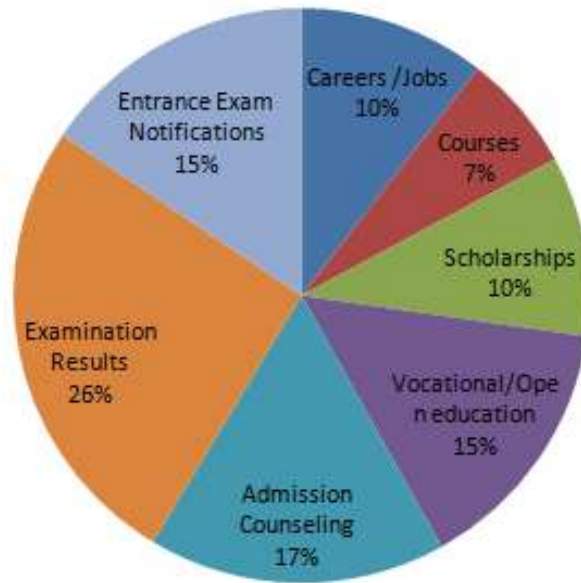


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### Monthly Call Volume



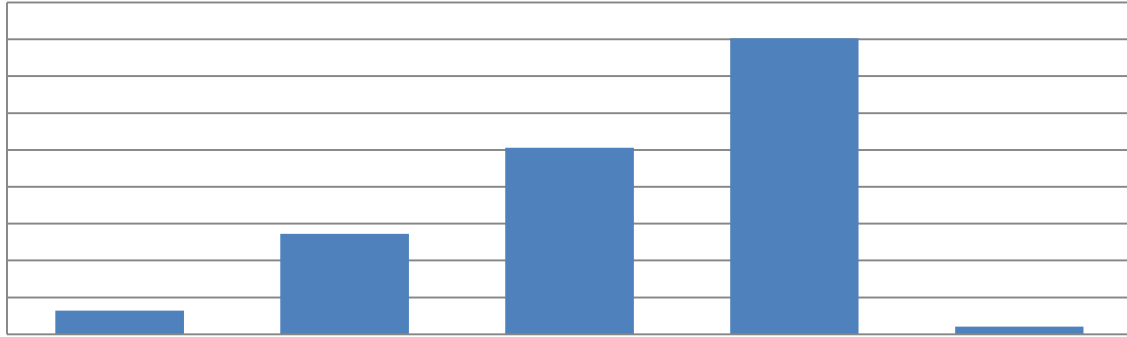
### Category wise call analysis





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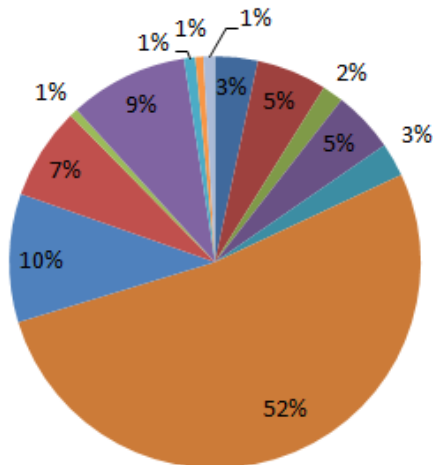
### Academic levels of the callers



The publicity of the toll free number has been done only in the rural areas of Ranga Reddy district and during the career workshops in government schools in 9 other districts. However, students from all 23 districts and 6 different states have called so far and got benefitted through VHL.

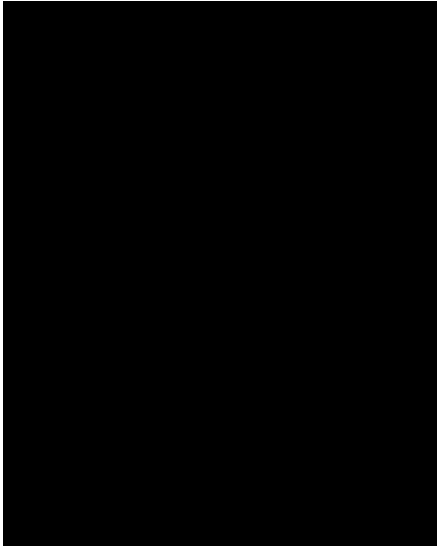
### District wise calls received

- Adilabad
- Warangal
- Khammam
- Others
- Nizamabad
- RangaReddy
- Hyderabad
- Karimnagar
- Nalgonda
- Kurnool
- Medak
- Mahboobnagar
- Guntur



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## Stories of Change



I'm Dilawar from Zaheerabad, my dad is a lorry driver, I wanted to know about free course in hotel management. But I don't know where & how to apply. I called toll free number. I came to know about **free course in hotel management at National Institute of Tourism & Hospitality Management (NITHM)**. Nirmaan counsellor suggested me to apply first and that I would be called for interview. I followed their guide lines & applied. They called me for interview and **got selected to do the free course**. After the course I **got placed in 'China O Bowl' restaurant** with a salary of **Rs.5000**. Now I want to pursue **fire and safety course** to increase my salary and approached Nirmaan toll free number again. Thank you Nirmaan Vidya Helpline.

**Dilawar is currently earning Rs5000 and planning to pursue further studies through open Education**

### **Durga Prasad on Admissions counselling**

Durga Prasad from Vikarabad had attended counselling for polytechnic, and was yet to give the options. But it was already the last day and there was no internet cafe in is village and to gain access, he had to travel 60 kms far. He then called VHL and requested us to give the options on behalf of him. He had given us the shortlisted colleges. But the colleges that he chose were in far off districts. Our counsellor then explained him that it is economically not such a good option to choose far of colleges. He was then suggested BSIT and now Durga Prasad is successfully pursuing his polytechnic in Mechanical stream.

### **Mahalinga Reddy on Bridge course**

Mahalinga Reddy, a resident of Mahabubnagar wanted to join the NTR Health University for pursuing BPT.He had done a bridge course in Bi.P.C. When approached NIMS, he was out rightly rejected because, the eligibility criteria for BPT in NIMS was either inter vocational in BPT or regular inter Bi.P.C . He called EHL and explained the situation. Our counsellor then, called the dean of NIMS and verified with him about an Inter vocational in BPT with a bridge course in BPC being same as inter BPC. He was then guided to the Dean, where his registration was approved and now he is pursuing his first year in BPT stream.

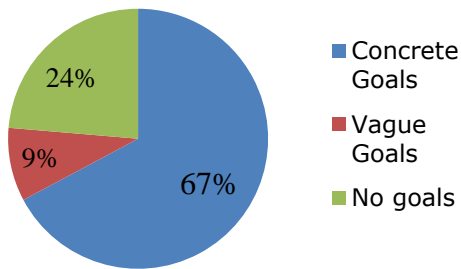


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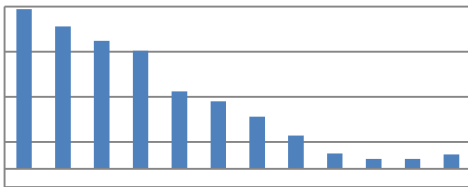
## Career Counseling Workshops – Making rural kids dream BIG!

Career counseling workshops (CWs) are aimed at goal setting and exposing students of 9<sup>th</sup> & 10<sup>th</sup> Standard from Government schools to various career opportunities post 10<sup>th</sup> standard and the career path to achieve them. Further the students are also equipped with information on various residential colleges and scholarships to continue their education. Career workshops are done in partnership with Yuva Varadhi NGO ([www.yuvavaradhi.com](http://www.yuvavaradhi.com)) with Nirmaan as Expert Organization and Yuva Varadhi as implementing organization.

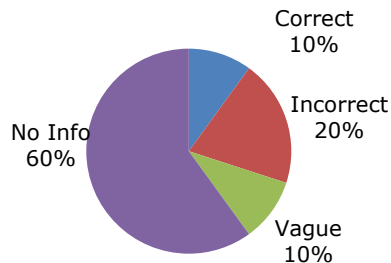
### Goal Setting



### Exposure to different careers



### Information availability to continue their Education



### Need Identification

A need assessment survey was conducted in Andhra, Telangana and Rayalseema regions of Andhra Pradesh to understand the career needs of the students and the following were the observations:

- Only 67% of the students surveyed have Concrete Goals and a significant 24% of the students have no goals, with 9% having vague goals.
- 72% of the Students know about just 4 careers.
- There are only 10% students with correct information and with 90% of students with incorrect or no information is noteworthy. 20% of the students know incorrect information.

Based on the results of the study, Career counseling workshops which are scientifically designed face to face counseling modules for the students with focus on Goal Setting and Exposure to career opportunities. The purpose of conducting career workshop is to ensure that each and every child of class 9 and 10 sets herself a goal not out of ignorance but out of interest, information and need.

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### Model of the Goal Setting Career Counseling Workshop



Objectives of the Career Counseling Workshops:

1. Goal Setting
2. Exposure to career Opportunities
3. Personalised Counselling to assist students in building their career paths.

### Impact Created:

| Districts    | No of schools |
|--------------|---------------|
| Ranga Reddy  | 161           |
| Warangal     | 21            |
| Medak        | 29            |
| Nalgonda     | 42            |
| Kurnool      | 34            |
| Mehabubnagar | 30            |
| Adilabad     | 8             |
| Nellore      | 6             |
| Karimnagar   | 9             |
| Khammam      | 10            |
| <b>Total</b> | <b>350</b>    |

Made **30,000** rural kids  
Of **350 schools**  
Spanning **10 Districts**  
Dream BIG!

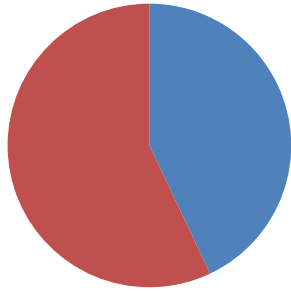
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### Impact Assessment of the Career Workshop:

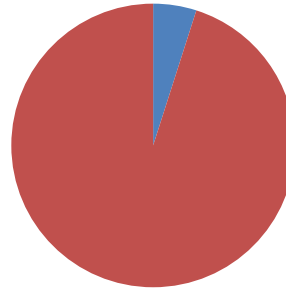
The impact of the Career Workshops is measured against the objectives of the Workshops.

#### 1. Goal Setting

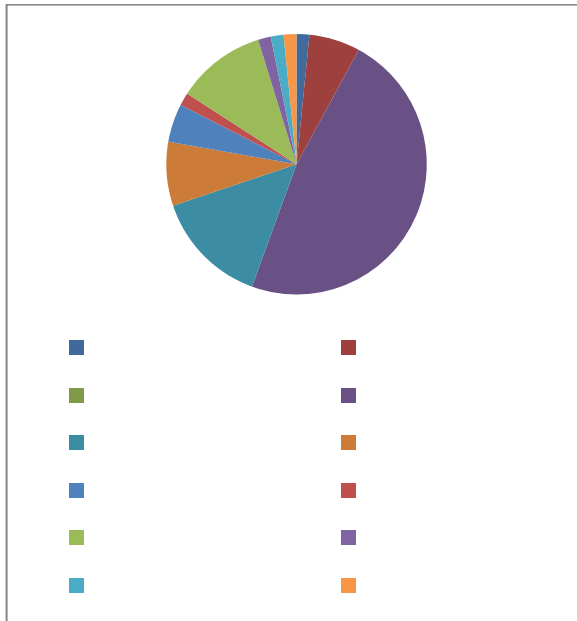
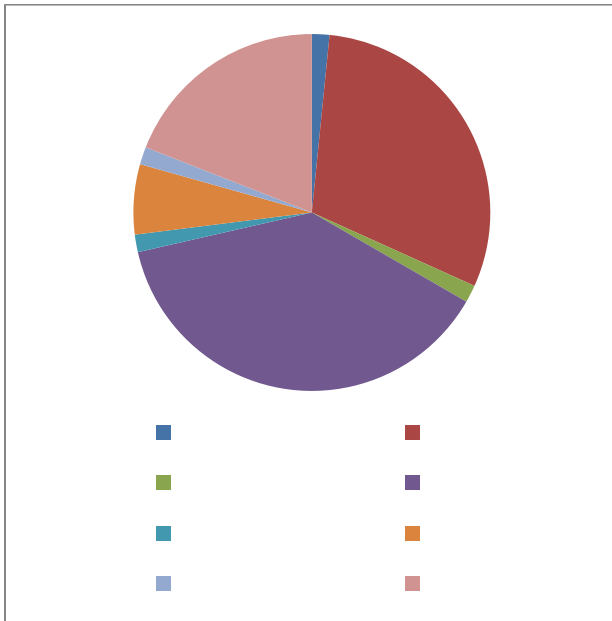
Goal setting before the career workshop



Goal Setting after the Career Workshop

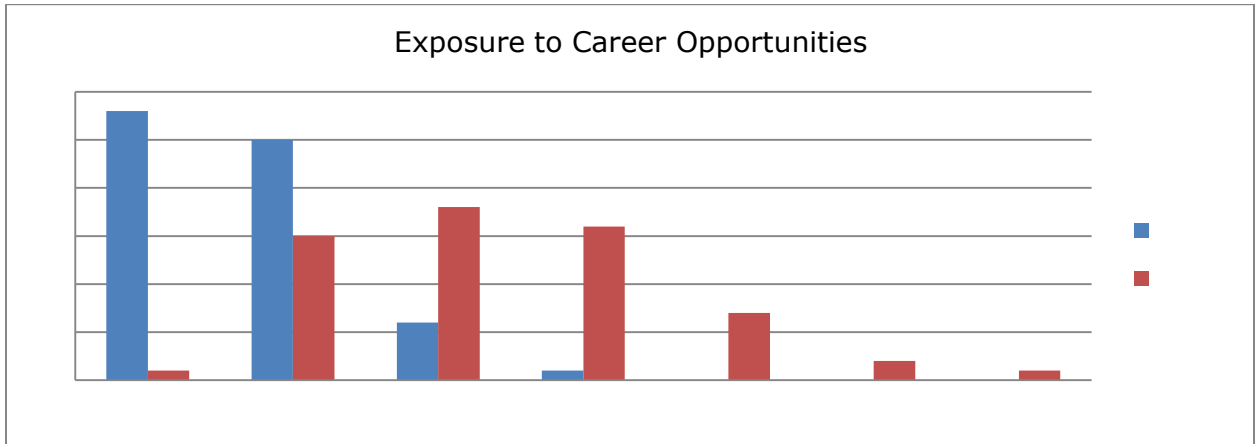


#### 2. Dream Chart

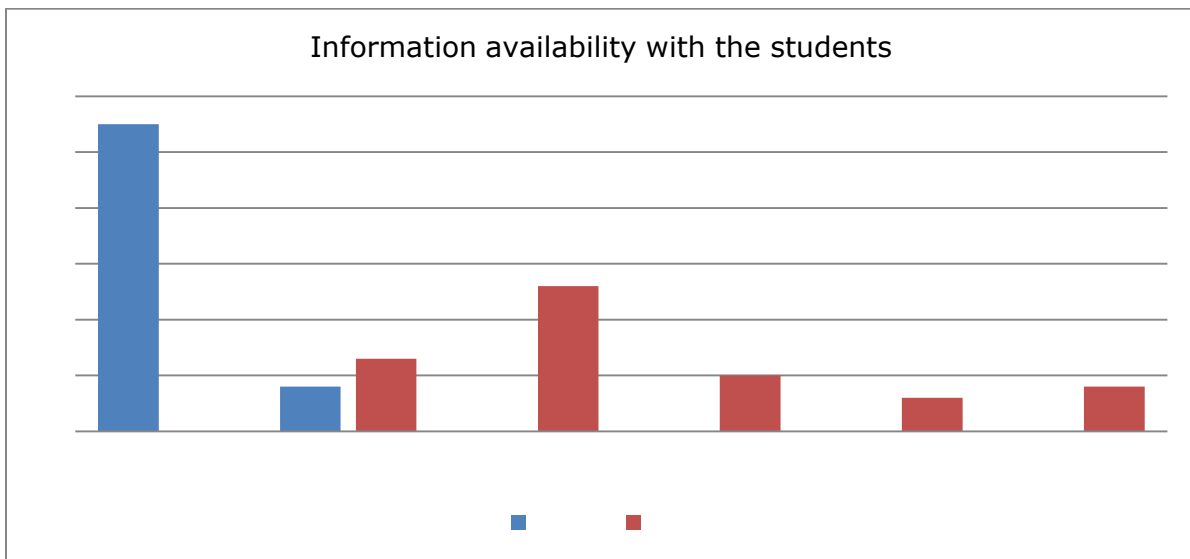


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### 3. Exposure to Career Opportunities



### 4. Information availability with the Students about their dream Careers.



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**Teachers say....**

"This is a very wonderful session, extremely useful to the students. The concept is also very good. The volunteers drilled down to their level and have explained about goal setting. They explained very well about all the careers that are feasible for the students of KGBV. They have also given their toll free number whom they can refer to in times of doubt. We are very impressed with the concept and offer to help in publicizing this toll free number."



Teacher  
KGBV Dharur

**Beneficiaries Speak...**



Chandana, Marpally



"I'm from KGBV Marpally. I always wanted to become doctor. But I did not know what course to take up after my 10<sup>th</sup>. Through this program I have come to know the various courses I need to take up in order to become doctor. This program is really wonderful. Thank you."



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## Gallery



Tele counseling center at Ranga Reddy Collectorate office



Vidya Helpline Counselors picking calls at New office with 5 Lines



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Briefing students to various career opportunities



Connecting students to the Life Time Counseling center after workshop



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Career chart prepared by Nirmaan-Yuva Varadhi team used during CWs



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## Vidya Helpline Project Expansion

The tele counseling center has been running at Ranga Reddy Collectorate premises with a single line. However, with the increased number of calls and to serve more number of people Vidya Helpline aims to expand the services with 5 additional lines and resolve more number of queries from students across Andhra Pradesh. Further to enhance the quality of the service we intend to procure call center software.

### Expansion Progress

**State wide Pilot started** – The state wide operations pilot phase has started on 22<sup>nd</sup> Sept 2012. The counsellors are now picking calls with the new number 1800-425-2425. The call center software, with features like voice logger, customised CRM reports, call barge in, IVR, Call conference etc., has been started and currently in testing phase.

**Human Resources** - we have recruited 6 counselors in addition to existing 3 to attend the queries and develop supporting material. All the 9 counselors have been trained in the last 2-3 months and are equipped to take the calls.

**Infra structure** - Infrastructure is **procured** to start off the operations in a new office. We have received 5 computers from You See and 4 from Futures First Company in kind. We are yet to procure a laptop which would be used for career workshops in rural areas.

**Finances** – The expansion project is being supported by You See to provide salaries to majority of the resources persons, Flagstone for operations expenditure and IBM for call center software.



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## YouSee support

YouSee is one of the major contributors of the Vidya Helpline project expansion. YouSee has been supporting VHL expansions since August 2012. For a period of 1 year YouSee pledged to support the salaries for the resources person to the tune of 75,000 per month. Further YouSee have also provided some infrastructure to setup the operations.

### Financial Support

For the project duration August 2012 – September 2012 YouSee has provided Rs 75,000 for the salaries of the resource persons starting from September 2012. Below are the details.

| Sl. No | Resource         | Qualification         | Work Experience   | Salary for Sep 12 |
|--------|------------------|-----------------------|---|-------------------|
| 1      | CEO-VHL          | M.B.A,<br>BITS Pilani | 4 Years at JP Morgan<br>Chase, Mumbai.<br>1 Year as CEO-VHL | 20000             |
| 2      | Intern           | B.Tech                | 3.6 Years in Testing  | 7000              |
| 3      | Senior Counselor | M.SC, B.ED            | 4 Years in Teaching, 1<br>year in VHL                       | 10000             |
| 4      | Counselor        | B.Tech                | 1 Year  | 6600              |
| 5      | Counselor        | B.Sc                  | 1 Year  | 6600              |
| 6      | Counselor        | B.SC                  | 4 Months in Marketing                                       | 6600              |
| 7      | Counselor        | B.Sc                  | 1 Year Nirmaan  | 6600              |
| 8      | Counselor        | BSc                   | 6 Months as tele<br>counselor at 108                        | 6600              |
|        | Total            |                       |   | <b>70,000</b>     |

\*\*For the month of August YouSee has contributed 75,000. However the expenditure incurred is Rs 70,000. The remaining Rs 5,000 is carry forwarded to use for salaries in subsequent months.

\*\*The amount for the month of September has been given through cheque with number 500993.

### Infrastructure support

YouSee has facilitated the below infrastructure to setup the operations which were donated by Invesco Hyderabad Office.

1. 5 Desktop computers
2. One colour printer & scanner
3. 5 Avaya Phones and headsets

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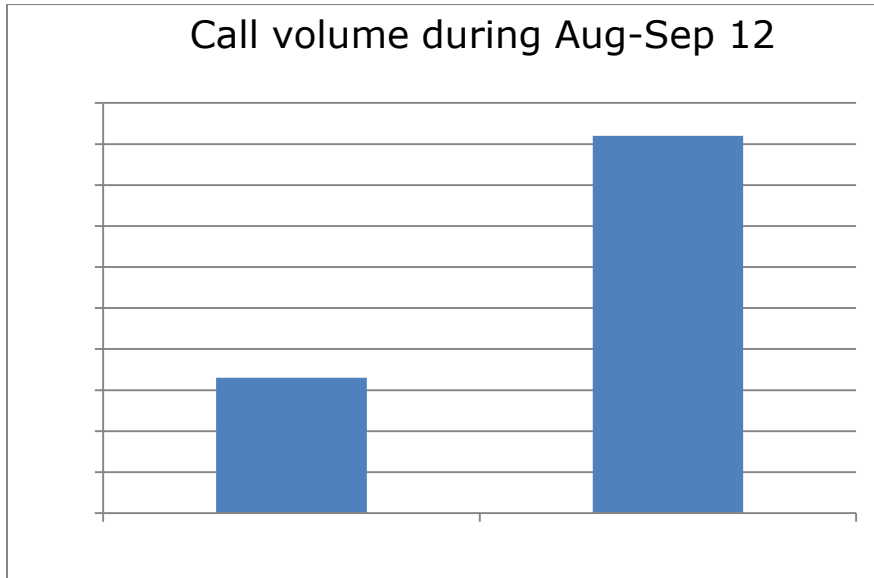
**Infrastructure received from You See**



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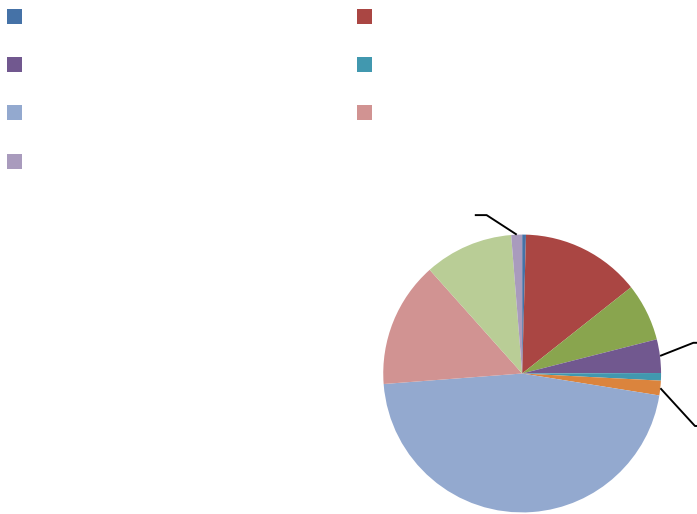
## Vidya Help Line calls assessment since UC support from August:

### 1. Call volume - **3,743 queries addressed**



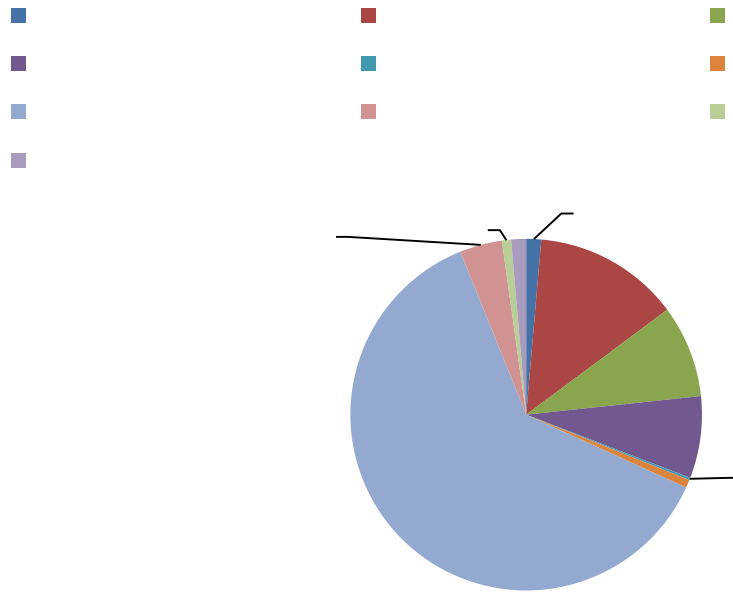
### 2. Category wise call analysis

#### Category wise call analysis-Aug 12



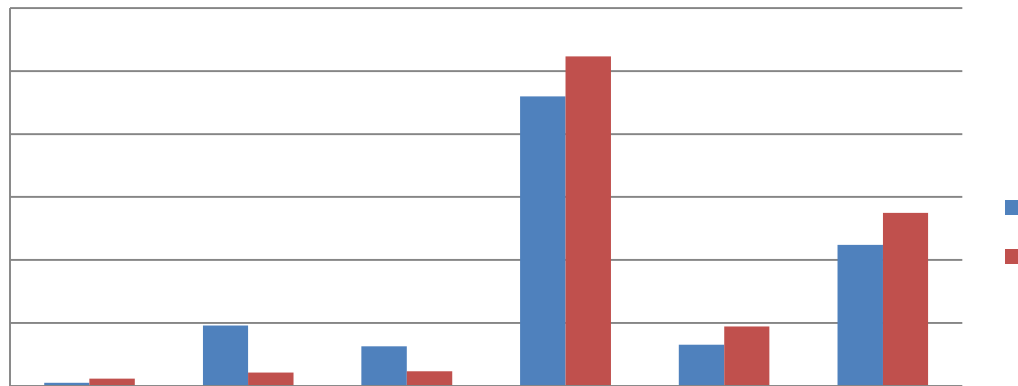
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### Category wise call analysis- Sep 12



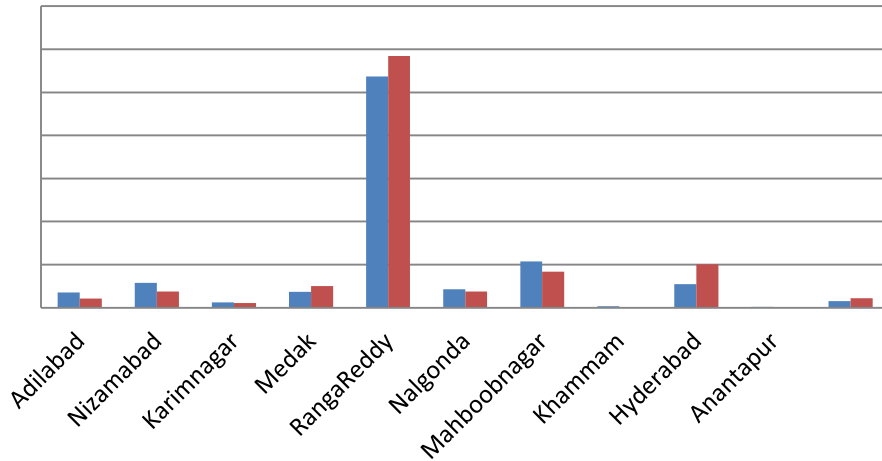
### 3. Academic Level of the callers

### Academic level of callers Aug-Sep 12



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#### 4. District Wise call analysis



### Conclusion

The state wide call center pilot operations have started on 22<sup>nd</sup> Sep 2012. Once the operations stabilize the publicity of new toll free number would be done extensively in rural areas of Nalgonda, Mahabubnagar and Medak, to start with, thereby reaching more number of students.

**District wise call analysis Aug-Sep 12 Aug-12Sep-12**

