

## Aatmaja Foundation

Enabling our Daughters  
C/o. Pumpkin patch day care  
78/3 Near Vinode Vasti Jakat Naka,  
Marunje Road, Wakad, Pune- 411057.  
Phone number: (+91) 7028009200, Mail id: priya@aatmaja.org



## *Aatmaja annual report of 2017/18*

Aatmaja Foundation is a non-profit organization registered as a charitable trust on 25th March 2015 under the Bombay Public Trust Act 1950. The name Aatmaja means “My Daughter”. The foundation’s Endeavour is to provide financial support, special coaching, personal and career counseling to bright young girls from disadvantaged background to enable them to grow into empowered, confident professionals with strong values.

It is well said that, “If we educate a boy, we educate one person. If we educate a girl, we educate a family – and a whole nation.” By sending a girl to school, she is far more likely to ensure that her children also receive an education. As many claim, investing in a girl’s education is investing in a nation.



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## **Vision**

Enhancing Human capital of India by educating girls from disadvantaged background

## **Mission**

- At Aatmaja Foundation we are committed to enabling bright young girls from disadvantaged backgrounds to become successful professionals.
- We will strive to be catalyst by helping young girls grow into confident, empowered professionals with strong values.
- We shall create a vibrant network of Aatmajas who will help each other in their future endeavors.

## **Some of the reasons why girls should get an education.**

- Future educated generations
- Decrease infant mortality
- Decrease maternal mortality
- Decrease child marriage
- Decrease population explosion
- Increase involvement in political process
- Decrease domestic & sexual violence
- Improve socioeconomic growth

## Aatmaja Foundation

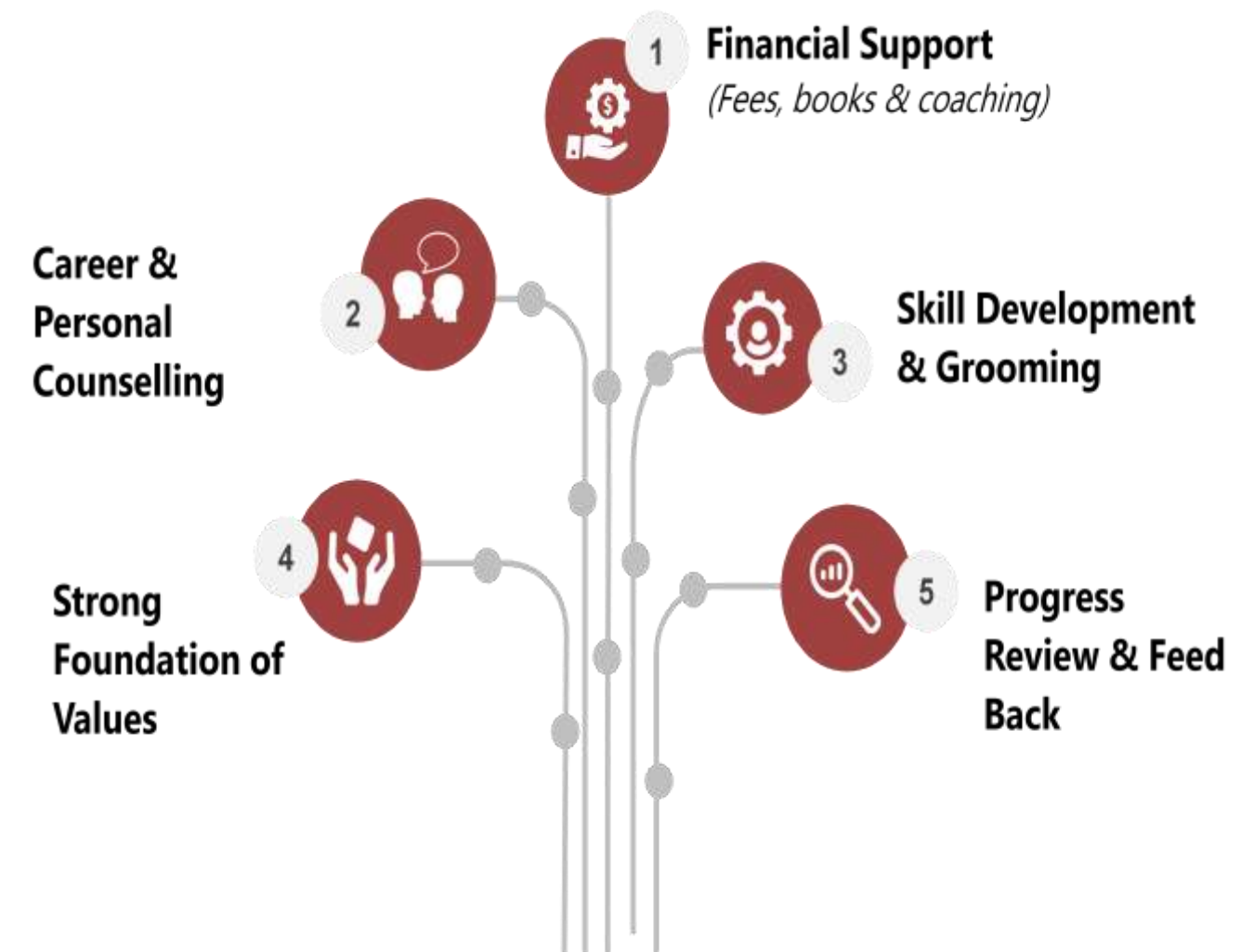
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## Objective

To support 500 needy girls from to pursue professional education in coming years by providing aid thru Program 'Udaan'

## Important Facets of Udaan Program



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### Management team

#### **Mrs. Priti Rao – Chairperson**



She is the pioneer as well as the driving force behind the foundation. Presently she is also Managing Director of Pumpkin Patch Daycare and independent director on board of Mastek Ltd. Previously she was Senior Vice President in Infosys, heading its development centre at Pune and built their multi-million dollar IMS business. She has won the 'IT Woman of the year award' in 2002 from the Computer Society of India and also the 'PUNE.

#### **Mrs. Manjula KM - Trustee**



Manjula is a passionate individual who believes that education is the key for progress. She has been in the IT industry over 25 years and have led many Large CSR programs. She led the Infosys Pune CSR team for more than 10 years and have made a difference. Manjula is passionate about providing equal opportunities to girl children especially when it comes to education. Her work in building a school with modern amenities in Mann village as part of a CSR program.

#### **Mr. Neeraj joshi - Trustee**



Neeraj is Co-founder and Director with ThingsMeet Solutions Private Limited. With a deep passion for technology and healthcare, Neeraj along with his co-founders, is building a digital age solutions for accessing and experiencing healthcare. In his earlier avatar in corporate sector, He was Associate Vice President and head of Infosys Pune Development Center.

#### **Ms. Priya Gurav - Project coordinator**



She is a post graduate in Social Work (Medical and Psychiatry) from Mangalore University, Karnataka. She has been working with young girl children from last 4 years as a volunteer. Priya completed her "Teacher's Training Course" (BSc.B,Ed) from Rani Chennamma University. Belgaum. She has been working in NGO as Family, Female and child counsellor also worked as Incharge cum counsellor in De- Addiction center at Belgaum.

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### Advisory Board



#### **Mr. Jay Rao**

Presently he is Director of Pumpkin Patch. After engineering and marketing management, has had illustrious career in the field of machine tools with Voltas and then heading operations of British machine tools in India. He is a technocrat, but child development is his first love. He always had ambition of opening a world class education centre for young children.



#### **Mr. Sudhakar Ram**

Sudhakar was the CEO of Mastek for over a decade where he led the company past the INR 1000 crore revenue mark in high-end transformative solutions and unlocked substantial value when Mastek demerged its insurance product business into Majesco. Having handed over his operational role at Mastek to a professional CEO, he now operates as the Vice Chairman and Managing Director of Mastek.



#### **Mr. Rajesh Raman**

Rajesh Raman, currently works as Associate Principal at eClerx Services Ltd and manages delivery for Investment Banking clients. He has worked with TCS, Capgemini and Barclays earlier and has 15+ years of experience. He has done his B. Tech from IIT, BHU and MBA from Indian School of Business, Hyderabad.



#### **Mrs. Manju Prasad**

Manju Prasad is a dedicated and passionate community leader and has served various leadership roles for the past 15 years. Manju has an infectious positive energy and a tremendous track record bringing positive change to the community. For the past three years, she has led Prosthetic legs and limbs Camp, Dental Camps among other projects. Manju holds a Diploma in Travel and Tourism from IATA.

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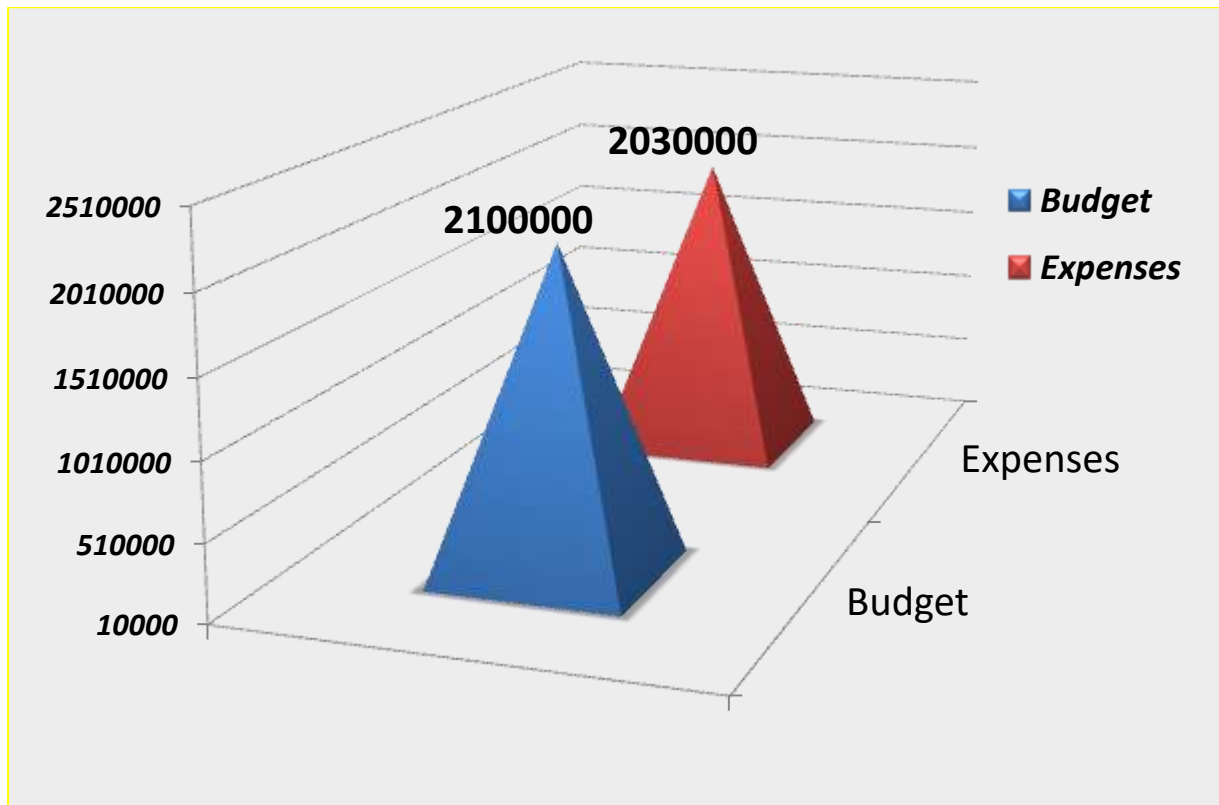
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### **Income and Expenditure**

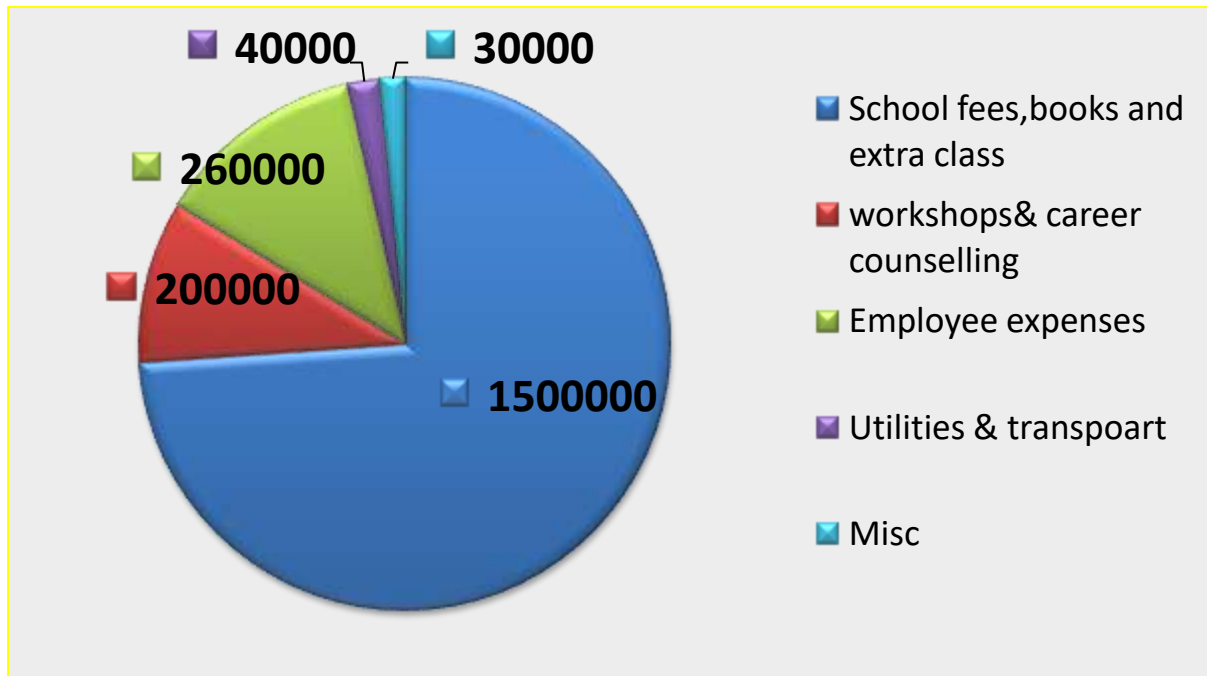
We strive to efficiently utilize of our financial resources, ensuring minimal wastefulness, maximum impact and well managed administrative expenses. Our aim is ensure maximum money reaches the beneficiary.

### ***Budget against expenses***



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### **Achievements of the year 2017/18**

- We supported 100 girls to pursue their education
- Implemented and updated Software for managing data for Aatmajas. This data can be useful for us in years to come and help us keep records well.
- Received Transparency key from Guidestar India
- Restructured the management structure to three tier with board at helm and advisory council and inner circle supporting us
- Out of 26' 17 girls scored above 85% in SSCE exams and all girls received > 70 % marks
- We helped 30 girls to choose right career path thru jnanaprabhodini AIM test and counseling and secure admission in the college of their preference thru online process
- Most reimbursements were transferred to individual girl's bank accounts
- Launched E bulletin

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### **Training programs for Aatmajas**

*We organized various training programs at our location with the objective to empower, development of skills and enhance knowledge. These programs had diverse agendas, methodologies & faculty depending on the need.*

*In 2017, 99% Aatmajas attended for all sessions.*

### **Training programs of 2017**

- Welcome event for new Aatmajas 29/4/2017
- Values workshop for new Aatmajas by Mrs. Priti Rao
- Workshop on career guidance by Mr. Vivek velankar for parents and girls
- Workshop on Commerce career for 10<sup>th</sup> and below std girls
- Workshop on mediocre to magnificence by Mr. Atul Meshramkar



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## Success stories



### **Sakshi Kamble**

One has to keep prodding Sakshi to get responses that are more than monosyllables. Shy to the core it would seem that life has robbed her of her childhood. But one thing that stands out even in the limited conversation one can have with her is what single minded focus sounds like.

A single child to a single mother fighting against the odds to succeed in life. Tragedy struck and a child lost her father and a wife her husband to leave them fend for themselves. Her mother, the brave heart, a survivor to the core is leading their fight for survival. Lacking skills that would have got her into the workforce but with sheer determination, she learnt driving to provide for the two. She understands the value of education and how it can alter that path of their lives.

Sakshi wants to pursue commerce and become a chartered accountant one day. Ask her why and fast comes the reply – “it pays well”. Out to fulfill her mother’s dreams and aspirations with a determination you rarely see in a child of her age. Our job too becomes easy as you do not have to find the road to success but merely guide and remove the obstacles on her chosen road.

We are glad that we have Sakshi in our fold and are assured that she will find her rightful place in society.

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### ***Priyanka Deshpande***

Behind her mischievous smile and the twinkle in her eye is a heart wrenching story of Priyanka. But make no mistake, she understands the circumstance she and her siblings find themselves in and is determined to make full use of the opportunity she has been given for a better life.

Having lost both her parents before she entered high school, she and her two siblings had to move and live with her uncle who have a couple of kids of their own. It's a struggle for survival and golden hearted couple have very limited means to support five kids. To be able to fulfill each of the children's educational need is impossibility. This is where Aatmaja stepped in and has taken over the responsibility of Priyanka's education till where-ever she desires.

Priyanka is still figuring out what she wants to be. Both the Engineering's and Doctor's profession attract her. She is also very skilled in sports and part of the school's badminton and basketball teams. We are helping her find the true calling of her life by providing her guidance/ counseling and classes when she feels that the school is not enough.

We are confident that with our mentoring Priyanka will discover her path to success in her life.