

# ANNUAL REPORT

## 2021-22



## *About us*

Aatmaja Foundation is established as non-profit organization, registered as a charitable trust under the Bombay Public Trust Act 1950 in Pune (Reg. No. E-7109) in 2015.

### *Our Belief*

Is to Enhance Human capital of India by educating girls from disadvantaged background

### *Our Objective*

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.

Following are Foundations capabilities for achieving our objectives:

- Team of Experience and devoted Board members, highly professional and committed Trustees, dedicated advisory council and skilled office staff.
- Well defined selection process and continuous evaluation.
- Expert team of trainers.
- Generous partners, well-wishers and donors.
- Corporate volunteers.



## *2021-22 in a Nutshell*

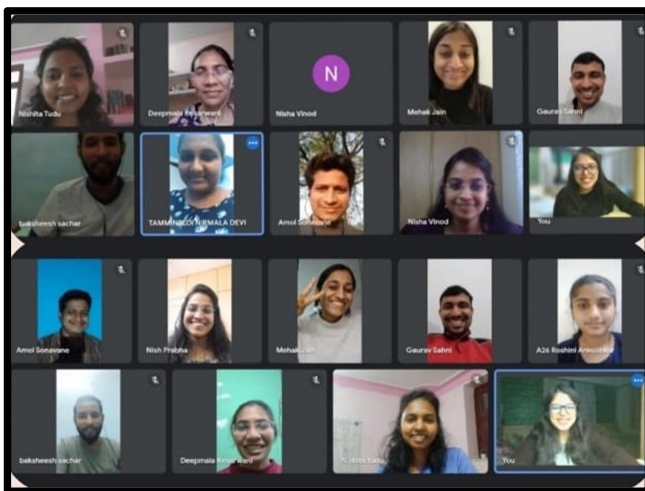
### *Highlights of the year*

- Despite of Covid challenges we continue to support 250 girls by-
  - Assisting them in admission procedure, counseling them and keeping them motivated.
  - Provided them with laptop and mobile as and when needed.
- We had arranged a virtual Annual Town hall of donors, well-wishers across the globe and few of our Aatmajas on 18 Dec 2021. Meeting allowed Donors and well-wishers to know our Aatmajas, their progress and recent developments at foundation.
- Now we fully comply with national regulations to receive foreign donation under FCRA.
- Recruited 50 new Aatmajas, we reached out to them virtually due to closer of school at the start of year.
- Persistent Foundation donated 5 refurbished old laptops to Aatmajas who are budding engineers.
- Our Chairperson and founder Mrs. Priti Rao contributed towards building one floor of Vidarthi Sahayak Samiti new girl's hostel, which will allow us to board 60 new Aatmajas in future.
- Started New scholarship program named Asha-
  - A new segment of girls that need to be financially independent faster and Should be employable faster
  - Shorter duration of financial assistance
  - Alternate career streams with emphasis on skill development for better employability.
- Under CSR initiative received donation from Vanderlande Industries .Vanderlande Industries is 75+ years old in the logistic process automation (material handling systems for Airports, Warehousing and Parcel business segments). They are supporting our 23 Aatmajas in pursuing their dreams.
- Received individual donations from Foreign and Indian citizens

## 2021-22 in a Nutshell continued....

### Training program for Aatmajas

- Skill development program for Aatmajas in collaboration with Mastek- Developed Baseline skill for competency like leadership, perseverance, problem solving, decision making, creative thinking for under graduates.
- Online Entrepreneur skill development programme by Jagruti Digital Yatra for under graduates and graduate Aatmajas.



- Spoken English course for Std 11 and 12 Aatmajas who are from vernacular medium.
- Interview skill and women empowerment session by Maninder Kapoor Puri, Global Chief People officer Mastek.



## *Training Program for Aatmajas continued..*

- Career option in Science and Commerce after std 12



- The first set of career choices for our Aatmajas continues to be engineering and medicine. We try to open their minds to other choices. Recently our Aatmajas attended career workshops on “Career after B Com” by CA Sujata Bogawat and “Careers for women in Indian Army, Airforce and Navy” by (Retd) Lt.Col. Pradip Brahmankar.



## *Achievements*

- 3 engineering girls got job offer from a leading IT company.
- 6 BCom got job offer from a leading BPO company. 1 Post Graduate girl got job in leading Pharmaceutical Company.
- In class 10 out of 24, 18 girls score above 80%. In class 12 Science stream out of 23, 15 girls score above 70% and in commerce stream out of 13, 9 score above 70%.
- One of our Aatmaja who is cross country runner won 1st position in group event and 4th in individual event at National cross-country competition held at Assam on 26 March 2022. She is selected for one year training at Sports Authority India .

## Feedback from Trainer and Donor

### Trainer Feedback

- One of the challenges that our Aatmajas face when moving from secondary school to higher secondary, is the shift to learning in English. To address this challenge, we decided to train them in English speaking skills. Mrs. Mamatha Jadav who is a certified trainer of interpersonal, voice and language skills kindly agreed to help our girls through online coaching. She has worked as Training manager with IT companies, and she is a passionate “voice over “artist too.

Her experience with Aatmaja Foundation-

“I support the girls at Aatmaja with their spoken English and am extremely grateful for this opportunity.

The girls are a joy to talk to, their energy is contagious and their zeal to learn is unstoppable. Most of them have already shown a marked improvement in how they present themselves which is also a reflection of their determination.

Personally for me, the entire experience has been rewarding and I hope my association with this team continues. “- Mamatha Jadav

- Experience shared by Team Mastek-

"In our experience while interacting with the Aatmajas, we witnessed their zest and eagerness to gain & implement learning's in their day to day lives. Every session was very interactive and they were confident to put their thoughts forth which has made us even more eager to continue the additional development sessions. An Aatmaja mentioned that that “Post going through on Confidence Building she started exercising every day and started dressing up every day to feel good. She never realized that how small things like these could boost confidence. This course has made her feel very excellent about herself”.

The main objective of this intervention is to enable Aatmajas (Aatmaja learners) to go through a blended learning journey inclusive of E-learning courses/blogs, connect with trainers & periodic assessments to help them hone their skills like Self-leadership, Problem Solving & Creative thinking.”

### Donor's Feedback

- “Aatmaja foundation's philosophy is extremely close to my heart. The benefits of Providing a helping hand to capable and motivated girl students that come from challenging socio-economic background is widely recognized as a means to further not just the individual and their family but also the society's progress. I have personally interacted with the Aatmaja girls and have been in awe of their energy, tenacity and drive to excel. All they need is adequate guidance and support (financial and otherwise) which the foundation strives to provide. It is a privilege to be associated with Aatmaja”

Rajesh Raman and Deepa Viswanathan

## *Success Stories*

### *Samiksha Vaidya*

When team Aatmaja Foundation first met Samiksha she was studying in std 9 at Prerna School Thergaon Pune, we found her shy and soft spoken, but with twinkle in her eyes. It was difficult to miss a passionate and enthusiastic personality keen to forge ahead to achieve her goals. A perfect prerequisite to be 'Aatmaja'.

Her Father does small time work of housekeeping and her mother works as Maushi in a school, just managing to meet both ends. She belongs to a family where educating a girl child is the last priority. Atmosphere at home was not conducive for continuing study and she needed a confidence building measures to continue on her path against all odds. Aatmaja foundation not only supported her education expenses but also helped her attend personality and confidence building courses.

After attending various workshops and courses like English speaking, public speaking and mentoring over last few years, now she has emerged as a new confident Samiksha. She has completed MSc in biochemistry from Pune University.

Currently she is working in leading pharmaceutical company as quality officer.

Congratulations Samiksha

Proud of you

### *Rupali Margale*

In her interview five years ago, she described herself as an honest, optimistic and perseverant person. True to her words, we have seen Rupali Margale, from a remote village near Lavasa, has proved that optimism and perseverance have been key to her success. Her mother as the only breadwinner of the family and it's was really difficult for her to continue Rupali's education.

After getting 91 % in her 10th grade, Rupali chose to pursue a Diploma in engineering. She did extremely well there and got direct admission for second year engineering (computer Science). She is impressed by the Japanese work culture and wants to work in Japan for a few years before coming back and contributing to "Make in India".

Currently she is working in leading IT Company as Software Engineer.

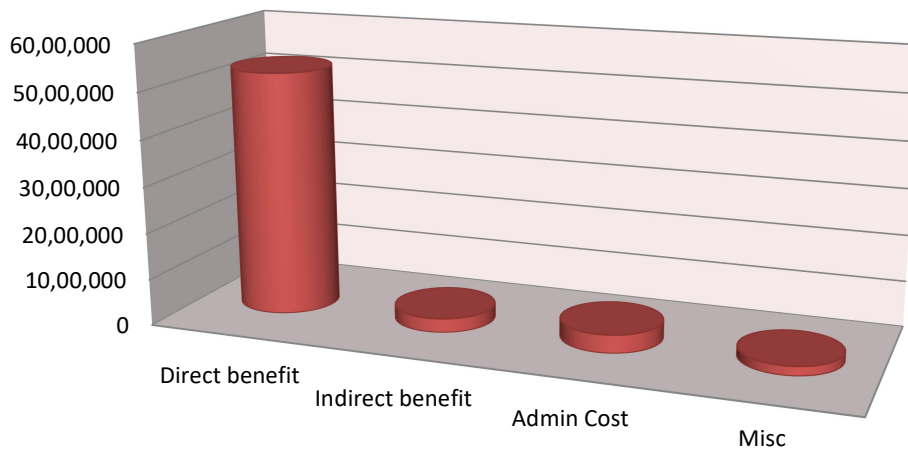
Proud of you Rupali

# Financial Statement 2021-22

## Expenses

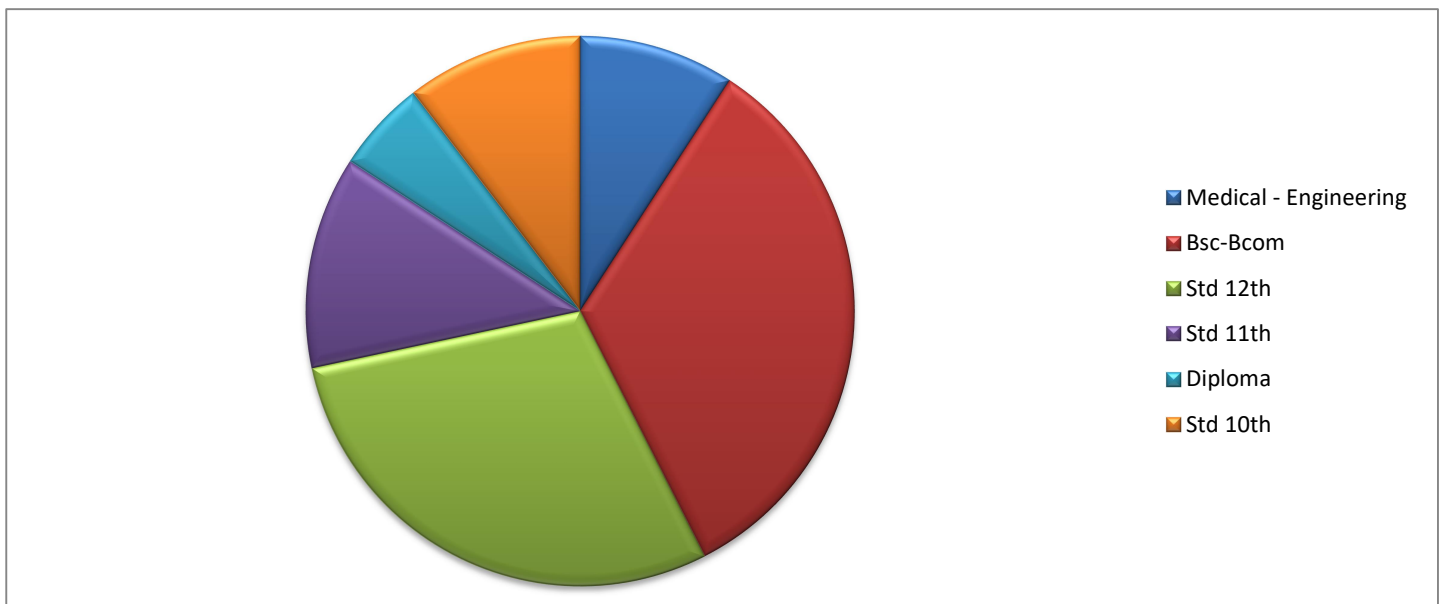
Total Expense for the year 2021-22 is ₹ 61, 49,536

Below graph shows distribution of same



Out of the total expenses 95% has reached beneficiaries.

Below Chart shows number of Aatmajas in different stream of study -





# *Get Involved*

## **Partnership Proposal**

### **What do we need from you**

80 % of the cost of higher education and enablement for 10 girls from you CSR budget

### **What would be our responsibility**

- 20 % of the cost of higher education and enablement of girls thru our funds
- Recruitment of girls thru strict process
- Enablement thru workshops, various other interventions
- Review progress and provide support and advice
- Provide you with detailed reports of utilization and progress

## **Individual Appeal**

Donate to Aatmaja foundation directly to whatever amount you choose

### **Volunteer with us**

- Mentor few selected girls at your convenience
- Spread word about the cause to like-minded people in your family, friends, network
- Conduct a relevant workshop
- Help us during interview and selection process
- Connect with more schools where girls need help
- Arrange for donated computers/laptop for girls to use