

ANNUAL REPORT

2022-23



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MESSAGE FROM FOUNDER AND CHAIRPERSON



Priti Rao

Leading this non-profit for the past 7+ years has been an honour and privilege. We started with a clear goal to build a non-profit organization to empower bright girls from underprivileged backgrounds to pursue professional education to become financially independent. Our focus is not only on financial support but on enabling girls to be confident professionals with solid values, which has resulted in all the girls who have completed their education (20), secured jobs, or running their small enterprises.

The academic successes of our Aatmajas delight us just like our family's. Happy to share that all girls have performed very well in their academics this year too. We plan to grow to support over 275 Aatmajas this year. We are now supporting girls from rural Maharashtra by partnering with NGO "Vidyarthi Sahayak Samiti," which provides well-managed hostels for needy girls with good academics. Rather than scaling faster, we focus on quality support for our girls. Over the years, we hope to create a significant impact by supporting 500-plus girls and making their families financially independent.

I am forever grateful to our donors and CSR partners, trustees and volunteers, and dedicated staff, without whom we wouldn't have been able to support our Aatmajas in these last seven years.

With your help, we look forward to seeing more Aatmajas attain financial freedom in the coming year

LETTERS FROM TRUSTEES



Manjula Muthukrishnan

Last year has been a year of recovery for Aatmaja. We know that the impact of COVID will be felt for years to come. We have seen several of our Aatmajas struggle to learn and cope up in the world online classes and now back to in person classes. We debated the merits and debates of the process that we are currently following, we realized the importance of having a shorter time frame to help our Aatmajas become financially independent. And our new program Aasha was born. Our basic criteria of selection from economically challenged background remained the same, we tweaked the academic qualifications a bit. Today we have around 10 Aatmajas pursuing, nursing, diploma, and sports as a career choice to achieve within three years. I am looking forward to learning and changing Aasha as a program as we see more success.



Neeraj Joshi

As I look back at the year, I see so many learning opportunities for our Aatmajas. I am passionate about teaching teenagers the risks of the internet world and was fortunate enough to coach our Aatmajas about Cyber Security. Our Aatmajas are inquisitive and eager to learn. I would want them to be exposed to newer technologies, better ways to learn and help them carve out a career that makes them financially independent and allows them to learn. Our Asha program has been tremendous success last year. Results of our 10th grade, 12th grade, Engineering, BCom and all other disciplines tell us that we are on right track. I would like to see more collaboration happening between our CSR partners, Donors and Aatmajas going forward that would create more learning opportunities.

PROGRAMS UDAAN AND AASHA

Under the Udaan and Aasha programs, we continue to support 280 Aatmajas.

PROGRAM -UDAAN

We provide merit- and need-based mentorship to girl students from disadvantaged backgrounds studying in 10th standard onwards. Deserving girls are selected through well-defined selection criteria and will be supported for 7-8 years, until they become independent professionals. Every year we plan to add 30 to 40 deserving girls to this programme.

Financial Support – We reimburse students school fees, fees of recommended additional coaching, books & notebooks / Travel expenses

Skill Development & Training – Various training programs are conducted for students like Leadership development, Effective communication, Spoken english, Time management for overall development.

Career Counselling Guidance and Mentoring –We organize aptitude tests and counselling by experts for choosing the right professional career and mentor the girls as they prepare for the same

Health Awareness – We arrange sessions for health awareness – personal hygiene, nutrition and safety

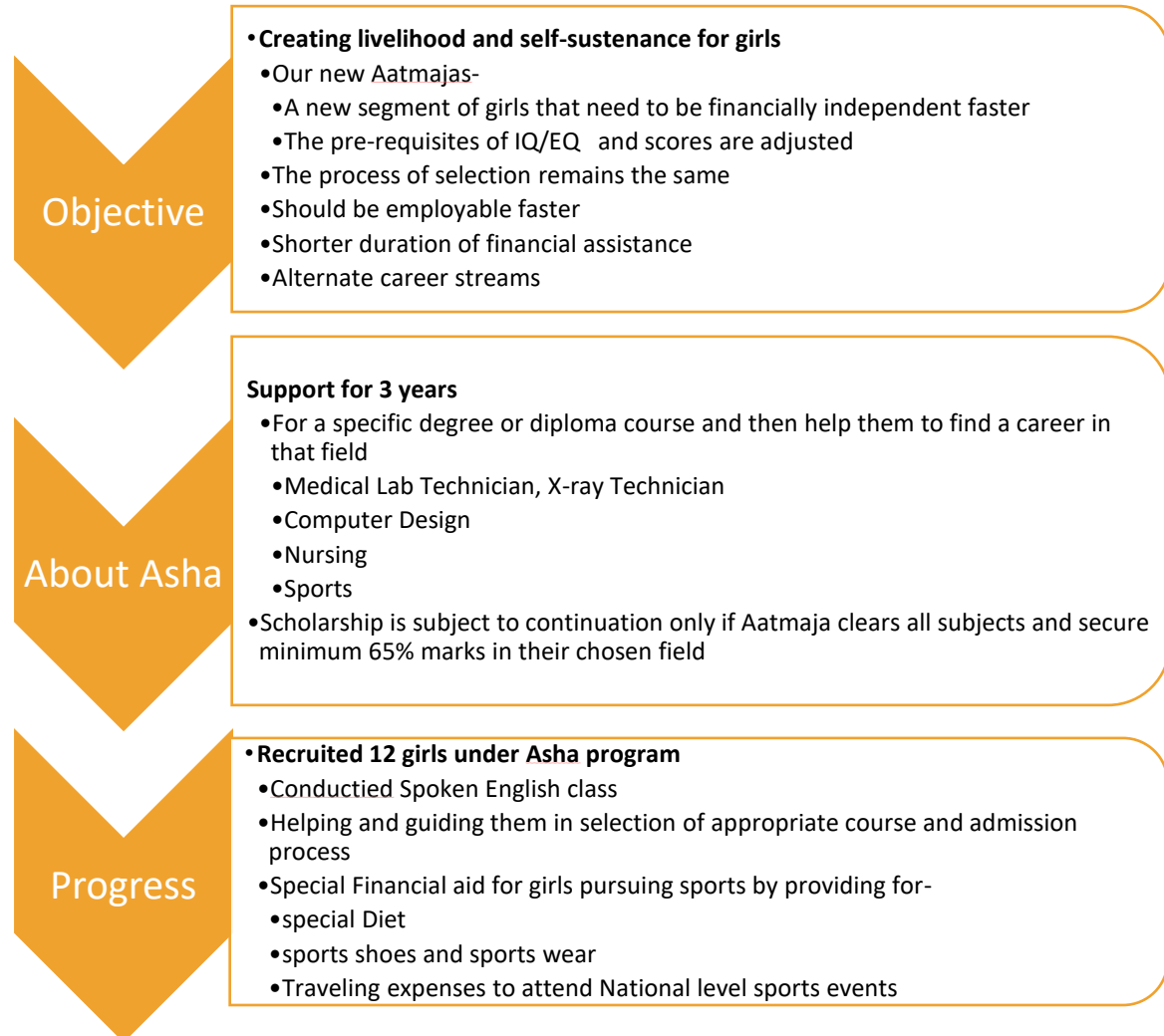
Strong Foundation of Values – We believe – ‘Do what is right and not what is easy.’ So we want to create a strong foundation of values for our Aatmajas

Vibrant Network of Aatmajas – We enable students to create a strong support system to each other through a vibrant network of Aatmajas

Details of Aatmajas under Udaan Program

Pursuing	No of girls	Details
10 th Grade	15	All scored > 80 % in Grade 9
11 th Grade Commerce and Science	17	All scored > 75 % in Grade 10
12 th Grade Commerce and Science	22	12 Are in commerce & 10 in science
Diploma	38	All scored > 75% in the final year of diploma and want to pursue Degree Engineering
Science	63	Pursuing different degrees like Biotech, B Pharm, BSc, BCS, BCA, Nursing, Masters in Science & PhD
Commerce	50	Pursuing BCom with CA/CMA/CS/LAW & some certificate courses and few are studying BBACA
Arts	10	All scored > 75% in their exams
Engineering	50	All scored > 8 SGPA in the last semester, most of them are doing internships
Medicine	5	Two homeopaths are in their final year doing internships. One of them is doing their Bachelors in Ayurveda and two of them are doing their MBBS degree

PROGRAM – AASHA



Details	Total number of girls	Remarks
> 10 th std	2	One wants to pursue DMLT, one wants to apply for police academy & wants to take admission in 11 th Grade Commerce
Diploma	2	Scored > 70% marks in First semester exams
BPMT	2	Scored > 70% marks in First semester exams
Nursing	2	Scored > 70% marks in First semester exams
Sports	2	On 21 st May both are participating in state level competition

YEAR THAT WAS (2022-23)

WORKSHOPS

- Vanderlande Industries HR team conducted a session on soft skills and interview skills at their Kharadi Pune office.



(Aatmajas attending training at Vanderlande Industries Kharadi office)

- Getting trained by industry experts directly is a lifetime opportunity. A few of our Aatmajas got an opportunity to be trained by experienced employees of Eclerx Pvt Ltd. Session on resume writing, facing interviews and how to use MS Excel were conducted.



(Aatmajas attending training by Eclerx Pvt Ltd at Aatmaja Foundation office)

- Our Aatmajas coming from a vernacular background face challenges with the English language. To build their confidence in English communication, every year we arrange for spoken English training for Our Aatmajas. This program runs for 8 weeks, each session is a combination of discussions, Vocabulary building, presentation, quiz and fun activity sessions among themselves under the guidance of a professional trainer



(Aatmajas from vernacular medium attending spoken English training at Aatmaja Foundation office)

- Motivation and communication skills by Dr. Tushar Chothani
- Grooming by Ms. Akansha Agarwal



- Cyber Security by our Trustee Mr. Neeraj Joshi



Proceed

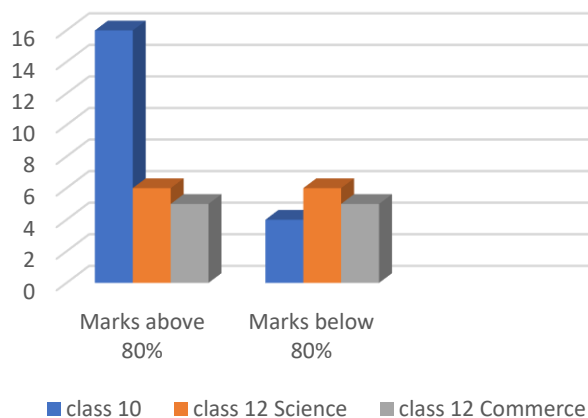
KEY ACHIEVEMENTS

Our biggest success – All the girls who have completed their education have employed with reputed organizations.

Employment details of our Aatmajas			
No	Name	Organization	Designation/Role
20/21 Batch			
1	Pooja Kanwate	Veritas	Software Quality Assurance
2	Harshada Joshi	Mastek	Developer
3	Rupali Margale	Mastek	Developer
4	Sayali Varude	Infosys	Tech Support Executive
5	Neha Kshatriya	Infosys	Tech Support Executive
6	Sneha Rajeshwar	Infosys	Tech Support Executive
7	Alifa Shaikh	Self Employed	Self Employed
8	Nikita Kiwale	Zealwise Tech Pvt Ltd	Admin
9	Samina Tete	Infosys	Jr Accountant
10	Sameeksha Vaidya	Gennova Pharmaceuticals Ltd	Grade 1 Quality officer
21/22 Batch			
11	Purva Shinde	Expleo	Associate Software Engineer
12	Siddhi Pingat	Kohinoor Industry	Design Engineer
13	Priyanka Garade	Cipla	Jr Assistant, Production Dept
14	Anisha Gaikwad	Paranjpe Constructions	Estimation and Design
15	AnikaKhirodkar	Atlas Copco	Service Engineer
16	Rutuja Patne	Cognizant	Software Engineer
17	Sakshi Kamble	Self employed	Clothes Shop
18	Sakshi Aware	DBS Mintekpvt Ltd	Sales Executive
19	Monika Londhe	Pumpkin Patch School	Assistant Teacher
20	VaishnaviCharate	Indian Postal Department	Gramin Dak Sevak
21	Nikita Desale	Test Yantra Software Solution pvt ltd – Bengaluru	Associate Software Engineer
22/23 Batch			
22	Kirti Nikam	TCS	Software Engineer
23	Roshini Ankushkar	Accenture	Software Engineer
24	Swetha Pati	Atos	Software Engineer
25	Priti Ubhale	Bombay Trades	Accountant
26	Sandhya Karpe	Synergy Groups	Sales Executive
27	Sejal Aware	National Pharma	Marketing
28	Shruti Takalkar	Account firm	Jr Accountant

KEY ACHIEVEMENTS CONTINUED

- Our Aatmaja, Tanuja Talikhade, an NCC cadet, got an opportunity to participate in the Republic Day event in New Delhi. As part of this prestigious event, she participated in a number of activities, including cultural competitions, and national integration awareness programs. This experience reinforced her resolve to join the Indian armed forces.
- Persistent Foundation, I Link Digital and Mastek Ltd donated refurbished old laptops. These donated laptops are used by our Aatmajas who are pursuing Diploma Engineering, Engineering, and graduation in computer science.
- We had arranged a virtual Annual Town hall of donors, well-wishers across the globe, few of our Aatmajas and trainers on 19 Nov 2022. Meeting allowed Donors and well-wishers to know our Aatmajas, their progress and recent developments at foundation.
- Recruited 50 new Aatmajas.
- We received CSR funding from -
 - Vanderlande Industries
 - Eclerx Ltd
 - Aventior Inc.
 - SG Analytics
 - Bhavita Foundation
 - Sparsh A healing Touch
- Aatmajas visited Vanderlande Industries Kharadi Pune and Eclerx Ltd Hinjewadi Pune (our CSR partners). Visiting a corporate office is always a learning opportunity for our Aatmajas. Our Aatmajas were excited about their first experience to see the corporate world and its environment.
- Academic Achievements



SUCCESS STORIES – BENEFICIARY SPEAKS



Utkarsha Darekar

Utkarsha Darekar wants to become Judge one day and hence chose a career in Law.

Here is what she says: My family consists of my father, a farmer and a cancer patient, mother, a homemaker, and an elder brother. I grew up in a household where money was always a constraint. I am from rural Maharashtra, and I shifted to Pune for higher studies, knowing very well that my parents cannot financially support me. But I was determined to pursue LLB. That is when I learned about Aatmaja Foundation while studying in my first year of Law. I have not looked back after that. I managed to stay in the hostel during Covid years, too, so that I could focus on my studies, and I have performed well. Currently, I am in my fourth year of BA LLB. After completing my degree, I want to practice Law and compete to become a Judge. My dream is to give justice to all and mentor new Aatmajas



Tanvi Dapke

Tanvi Dapke is an example of what perseverance can achieve. Her academic scores of 10th and 12th grades and NEET (All India level medical entrance exam) demonstrate her grasp on her subjects and hard work.

But then, her excellent academic performance aside, she might have dropped out of school sooner or later, like most other underprivileged students in India. The meagre monthly income brought home by her father, who used to be a helper in a pre-school, and her homemaker mother, who has several health issues, clearly reflects their economic situation. But her parents support and motivate her to achieve her goal under challenging circumstances. She wants to become a Doctor to serve poor people.

As per Tanvi: I required a support system to sustain my education and achieve my goals. I received precisely this kind of support from the Aatmaja Foundation.

I scored 509/720 in NEET which is an amazing score considering the competition in the exam. Today, I am a 1st year of BAMS at Tilak Ayurveda Mahavidyalaya and is on my way to reaching my dream. With hope in her eyes, she says - "I want to become a good doctor. I'm sure I will and with Aatmaja Foundation supporting my education.

SUCCESS STORIES – ALUMNI SPEAKS



Nikita Desle - Biotech

Automation Software Testing - Associate Software Engineer, Test Yantra Software Solution Pvt Ltd

I would like to extend my heartfelt thanks to AATMJA FOUNDATION as this foundation helped me and gave me a phenomenal opportunity to achieve my dream career. Today, I am on the right path to make my career successful which would not have been possible without Aatmaja. I would also like to specially thank Priti Rao Ma'am and Priya Ma'am who always helped me and guided me. A great salute and thanks for the opportunity, I would always be grateful for this.



Rutuja Patne – BSc

BSc Physics - Programmer @ Cognizant

I have been fortunate enough to be supported by Aatmaja foundation. Their support has not only helped me financially, but also to become confident through multiple training programs. I have seen many Aatmajas getting to a stage where they can confidently share their views. As so many girls are connected to our foundation, we also get to help each other. The Aatmaja team are really very helpful and understanding. Thank you for making me part of this selfless organization.



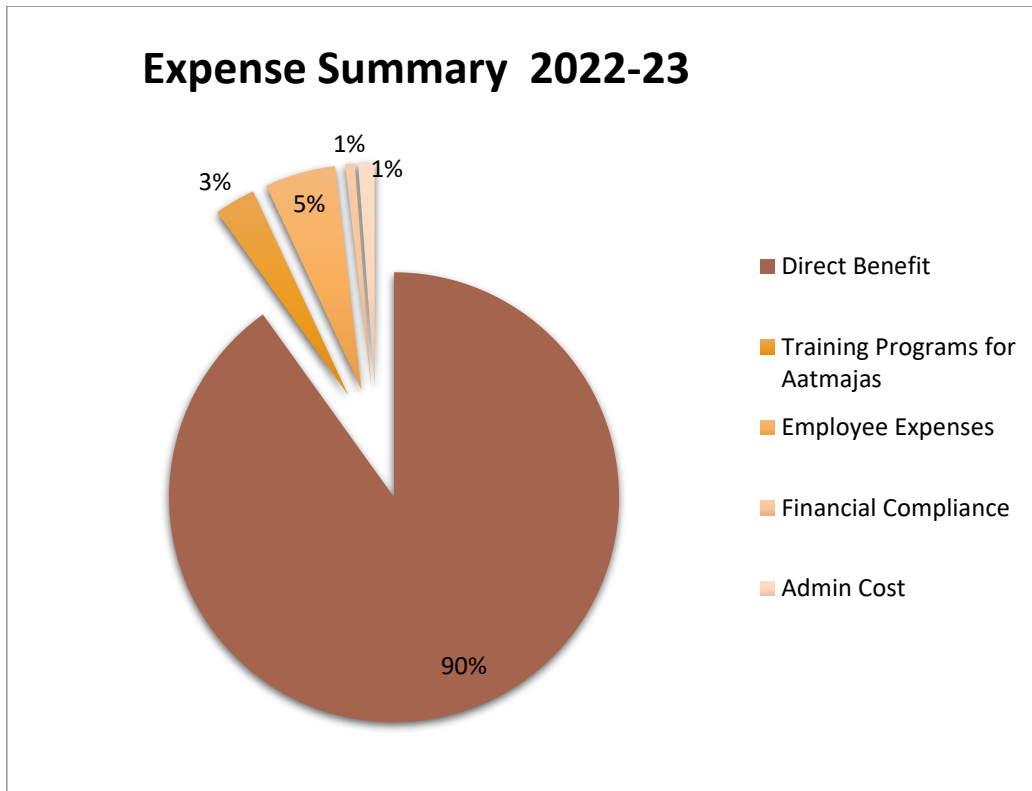
Purva Shinde - BE

Software Engineer @ Expleo

Just writing this letter to express my deepest gratitude and appreciation for the tremendous support you have provided me throughout my educational journey. Your financial support has been very helpful for me; it helped me to achieve my dreams. Your endowment has enabled me to access valuable resources, participate in extracurricular activities and also invest in my personal growth. I am truly grateful for the opportunity that Aatmaja Foundation has provided me. Thank you Priti ma'am, Priya mam and Donors for believing in me and my strength. Your guidance and help will always be a constant source of motivation and inspiration for me. Once again thank you to all for your invaluable support which not only transformed my educational journey but also gave me strong desire to help others to fulfil their dreams. I will forever cherish this.

FINANCIAL DETAILS

Actual Expenses year 202-23 (In INR)	Direct Benefit	Training Programs for Aatmajas	Employee Expenses	Financial Compliance	Admin Cost
	78,56,652	2,57,000	4,44,000	60,000	1,03,000



VISION AND MISSION

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 endeavours.

VALUES

- **P** – Perseverance
- **E** – Excellence
- **A** – Articulation
- **R** – Respect
- **L** – Learnability

BACKGROUND

Aatmaja Foundation was 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 endeavours.

Following are our capabilities for achieving our objectives:

- Team of experienced 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

COMPLIANCE AND LEGAL REQUIREMENTS

We are registered as a charitable trust under the Bombay Public Trust Act 1950 in Pune (Reg. No. E- 7109), and as a non-profit we abide by all the compliance and legal requirements. You can also find out annual reports on our website. We are registered under FCRA (Foreign Contribution (Regulation) Act 2010). We have completed all the documentation for the same and can now accept donations from abroad in the FCRA account.

As an NGO(non-profit) in India, we are expected to provide a number of reports and statements to the beneficiaries, donors and Government. Please find a list of the same below:

NO	Name	Donors	Frequency	Details
1	Donation receipt with 80G Number	All donors	Per donation	Donation receipt
2	80G/ 12A Certificate	Individual company donors and CSR donors	End of FY	To confirm Aatmaja is registered org
3	Fund Utilization certificate	CSR Donors	End of FY	CA attested certificate to confirm that funds have been used for the assured cause
4	Balance sheet	CSR Donors, upload on guide star portal, Charity commissioner office	June/July	Used to authenticate foundation's assets, liabilities, expenses
5	Balance sheet FCRA	FCRA Portal and Charity commissioner office	June/July	Used to authenticate foundation's assets, liabilities, expenses
6	ITR return certificate	Guide star portal and Charity commissioner office	June/July	To receive silver/golden keys
7	Trust deed/certificate/PAN	CSR and Non-CSR Company donors	as and when required	To confirm Aatmajas is registered org
8	10 BE	For all donors	End of FY	To Claim tax benefits
9	TAN	For all donors	as and when required	To Claim e- TDS/TCS for donation

THE 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 Day care 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 M K – TRUSTEE

Manjula is a passionate individual who believes that education is the key for progress. She has been in the IT industry over 30 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.



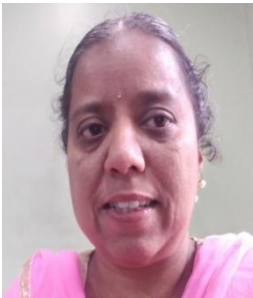
MR. NEERAJ JOSHI – TRUSTEE

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 solution 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
MANAGER**

She is a postgraduate 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 In charge cum counsellor in De- Addiction centre at Belgaum.



**VASUDHA DESHPANDE – PROJECT
CONSULTANT**

Ms. Vasudha Deshpande is a post graduate in Library and Information Science and a graduate in Journalism. With more than 11 years of experience she has been associated with many NGOs working in the field of Education, Health, Mental Health and visually impaired people. She has been volunteering for underprivileged visually impaired students, women and men in various capacities since 2012 with Drushti Vision for Blind and also for the education of brick workers’ children.

FUTURE PLANS

We plan to continue our journey over next decade slowly and steadily recruiting about 50 additional girls every year. Our focus will be ensuring that 90 % of money received thru the donations reaches beneficiaries.

We plan to achieve gold rating on GuideStar and increase our reach further to rural Maharashtra. We want to expand our donor base and partner with new companies to be part of their CSR programs. We want to make our alumni network stronger to be able to help our girls to get right mentors and help.

This year we also want to donor and beneficiary surveys to get feedback and also strengthen our performance metrics measurement program.