Vridhi Season 2: Social Impact Case Competition

Team Everything Kawaii

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An investment in knowledge pays the best interest.
-Benjamin Franklin

PESTLE analysis of education in India

Political – Government schemes such as PM Poshan, Samagra Shiksha, Vidyanjali, etc.

Economic – <u>Budget allocation of ₹1.12 lakh crore</u> for education in 2023

Social – <u>Emphasis on vernacular languages</u> along with increasing <u>gender diversity</u> in classrooms

Technological – Schools equipped with <u>smart classrooms and labs</u>, etc.

Legal – Right to Education Act, 2009, under Article 21A makes education up to 14 years a fundamental right

Environment – Practical outlook towards environment which focus on <u>sustainability</u>

HOPE model should be pitched to the donor as a tool to help children from the underprivileged sections of the society get access to education which is their fundamental right

School dropout rates

School dropout rates have seen a steady decline in the recent years.

Improvement in school infrastructure and facilities along with government schemes have played an important part in enhancing enrolment and retention of children in school

(in per cent)

Year	Primary			Upper Primary			Secondary		
	Girls	Boys	Total	Girls	Boys	Total	Girls	Boys	Total
2013-14	4.7	4.7	4.7	4.0	2.3	3.1	14.5	14.5	14.5
2019-20	1.2	1.7	1.5	3.0	2.2	2.6	15.1	17.0	16.1
2020-21	0.7	0.8	0.8	2.6	2.0	2.3	13.7	14.3	14.0
2021-22	1.4	1.6	1.5	3.3	2.7	3.0	12.3	13.0	12.6

Source: UDISE+

THEORY OF CHANGE MODEL

[STRUCTURE OF 'TEAM EVERYTHING KAWAII'S PRESENTATION]

IMPACT
- Higher literacy rate in the Pranyas's region of focus
- Improved future standard of lives of underprivileged children and their families

OUTCOMES
- More children brought into Pranyas and HOPE model
- Increased number of donors
- Increased donor engagement and motivation = donor retention

OUTPUTS
- Realistic and sustainable programs to aid underprivileged families
- Relatively higher ease in day-to-day lives of parents
- Increased awareness of NGO Pranyas and higher number of donor subscriptions

ACTIVITIES
- Formulating programs with external organizations
- Facilitation of procedures for underprivileged parents
- Improve social media, networking strategy to attract donors
- Creating wider range of donations plans

INPUTS
- Collaborations with corporate organizations, research and social sciences institutes
- Design attraction and retention plans for donors

PARENTS

1

Problems identified

Lack of awareness on schemes that benefit underprivileged families (Children's education, livelihood-related, etc.)

Lack of tangible and recent-future rewards

Recommendations

- Provide information on concerning schemes
- Facilitate application and post-application procedure for parents

- Collaboration with social sciences institute for curating programs catering to needs of downtrodden families

- Collaboration with schools that provide mid-day meal schemes
- Partner with corporate organizations
- Incentivize parents: Provision of documentation, clerical needs [Ration, Aadhar, etc.] if children sent to Pranyas

ATTRACTION OF DONORS

Segmenting	Targeting	Positioning

Gen Z (18-25)

- Social Media Marketing
- Nukkad Nataks
- Fundraising campaigns in hybrid mode
- Using AI apps for promotions

Donors can choose to pay the amount in either one of the two given amounts
- ₹ 100 per month
- ₹ 200 per month

Millennials (26-41)

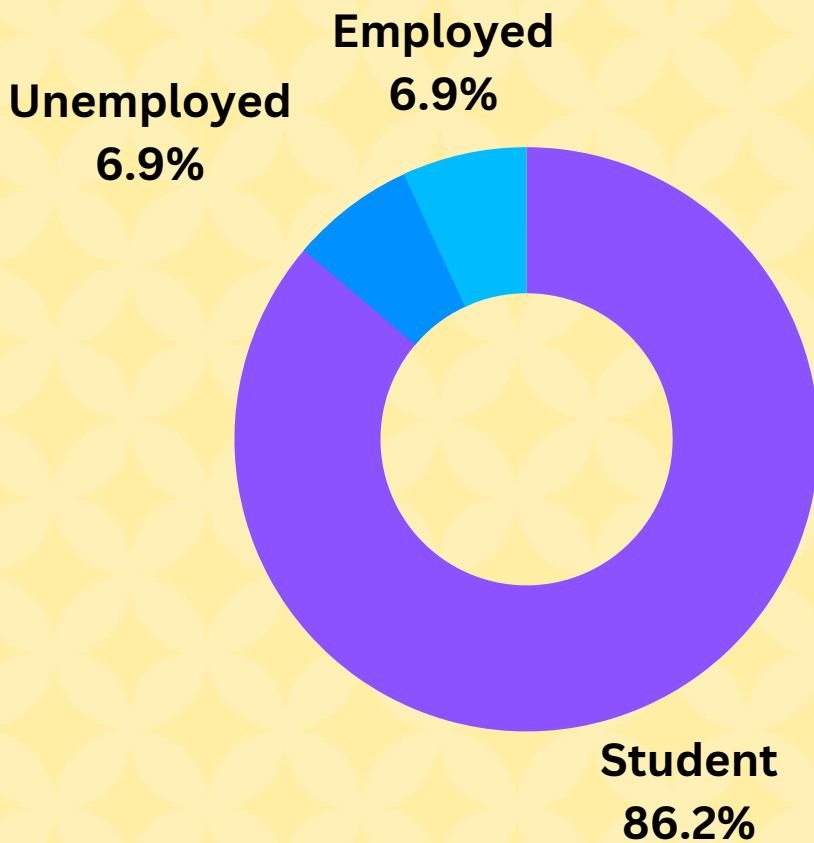- Email marketing
- Focused group discussions
- Peer-to-peer fundraising events

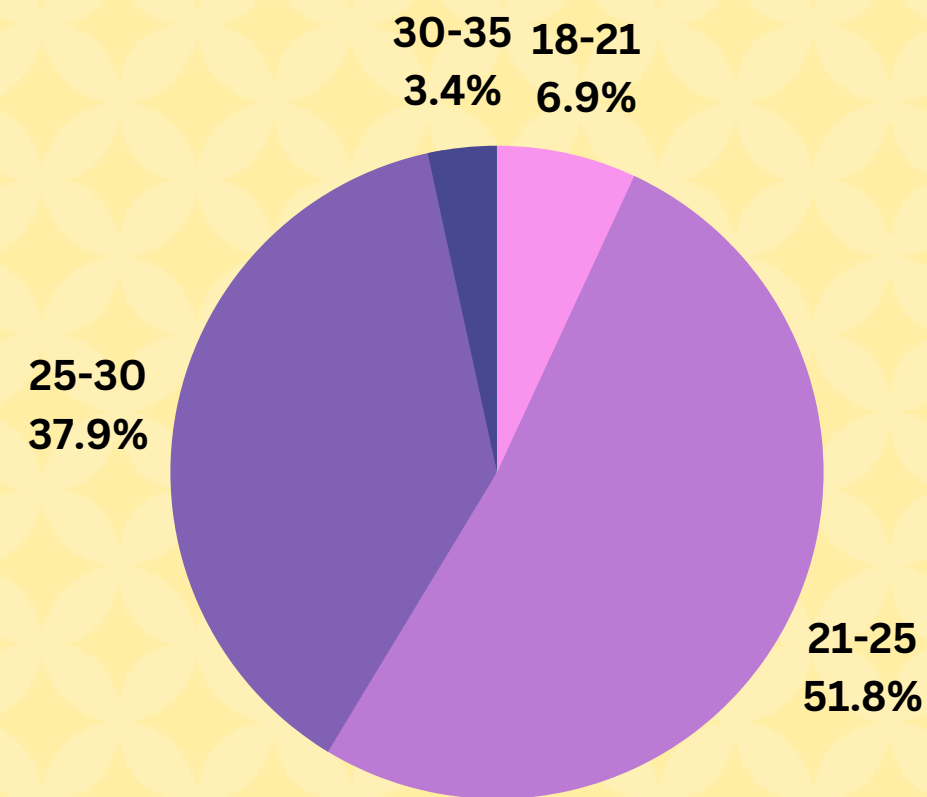Donors can choose to pay the amount in any one of the three given amounts
- ₹ 100 per month
- ₹ 250 per month
- ₹ 400 per month

SURVEY INSIGHTS

- **Current working status**

Unemployed
6.9%

Employed
6.9%

Student
86.2%

- **Age distribution**

30-35
3.4%

18-21
6.9%

25-30
37.9%

21-25
51.8%
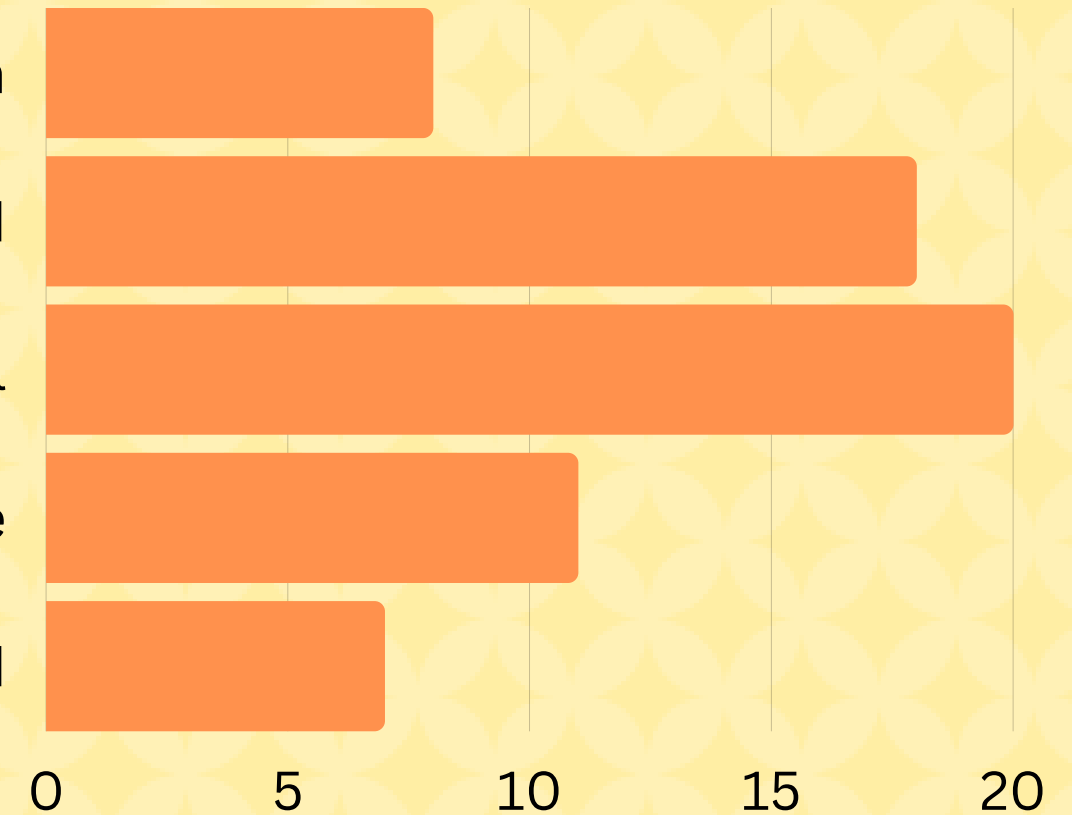
Frequency of contribution

Feeling disconnected

Feeling donation is too small

Feeling of indifference

Prefer to donate in kind

0   5   10   15   20

- **Per month average donation capacity**

400

300

200

100

0

18-21   21-25   25-30   30-35
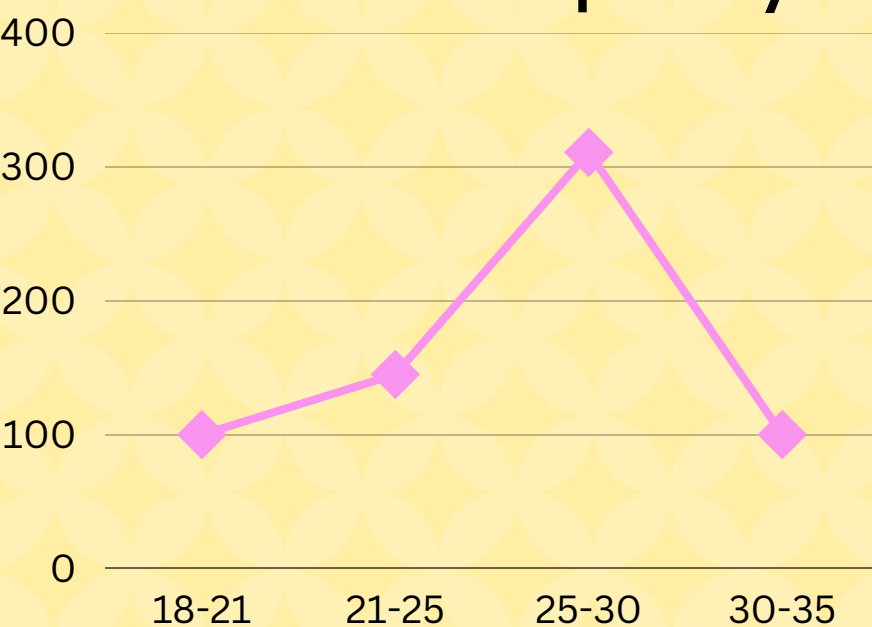
- **I am currently contributing donations to NGO/cause**

74.3%
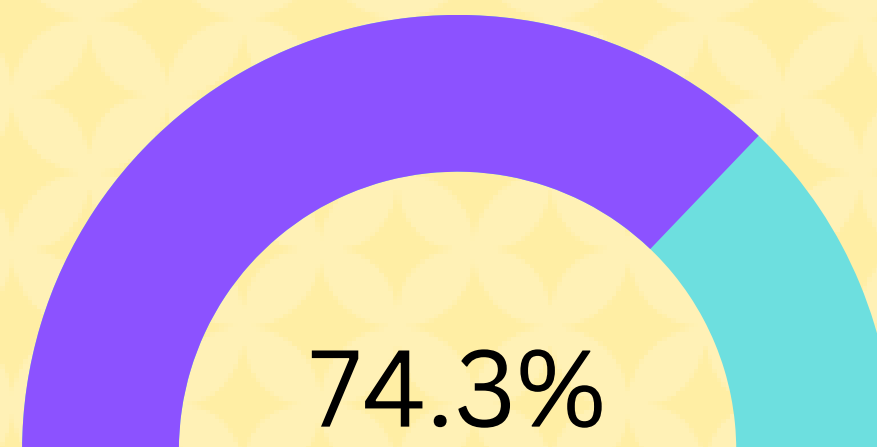
Key Observations

- Respondents have the capacity and will to contribute monthly
- Majority of respondents currently contribute for a social cause
- When it comes to challenges, respondents think that their contribution is too small
- A huge chunk of respondents are interested in paying ₹ 100 or more towards education

DONOR ATTRACTION & RETENTION PLAN

ENGAGEMENT + MOTIVATION

N-A-S Framework

LONG-TERM
NETWORK

- <u>Organise events to host donors:</u> An opportunity for donors to meet their beneficiaries and to feel included in the process
- <u>Include donors in strategizing:</u> This can a) Improve connect with Pranyas b) Provide a sense of control over the process
- <u>Arrange single Point of Contact/ Personal Managers (PMs)</u>

Customer Journey=Donor Journey (Design thinking approach)

Their duties will include:
1. Overseeing entire donor journey (From lead acquisition to lead engagement)
2. Establishing professional connect with donors for better attachment with their beneficiary and Pranyas
3. Personalized communication wrt to children's progress

LONG-TERM
ATTRACT

- <u>Detect and focus on platforms used by donors:</u> Use audience research for this and magnify Pranyas's presence in those areas
- <u>Social media and website:</u> Well-curated. High usage of storytelling and visuals. Can include the following:
  1. Children benefitting from donors' aid
  2. Process of becoming a donor; emphasis on the ease of it
  3. Highlight benefits (Feel-good emotions, tax exemption, building futures of children, etc.)
- <u>Testimonials from long-term, satisfied donors</u>
- <u>Shout-outs from famous personalities for better reach and credibility</u>

SHORT-TERM
SUBSTANTIATE

CURATE DONATION PACKAGES

- <u>Lowers risk element:</u> Packages "productize" the intangibility and remove the psychological barrier of hesitation. Improve prospect of making a donation decision.
- <u>Offers clarity:</u> NGOs face lack of trust from general public (Why is trust in NGOs falling, WEF 2015)
- <u>Reduces information overload:</u> Limited number of donation options facilitate decision-making process
- <u>Appeals to diverse donors:</u> Considers differences in financial backgrounds and so ensures engagement and continuation with donations

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<u>EVALUATE, MONITOR AND RECONFIGURE:</u>

- Quantify donor retention methods to test their effectiveness
- Periodic assessments to adjust direction of efforts

*Long-term and short-term strategies have been categorized so based on the <u>effort</u> required to create them and <u>time</u> needed to see their results

APPENDIX

- https://www.unicef.org/india/what-we-do/early-childhood-education#:~:text=The%20Government%20of%20India's%20main,in%20addition%20to%20immunization%2C%20health
- https://www.indiabudget.gov.in/economicsurvey/doc/echapter.pdf
- https://www.highereducationdigest.com/status-of-early-education-in-india/
- https://thelogicalindian.com/education/school-dropout-rate-at-secondary-level-in-several-states-higher-than-national-average-37608
- https://www.unicef.org/india/media/2076/file
- https://wcd.nic.in/sites/default/files/national_ecce_curr_framework_final_03022014%20%282%29.pdf

Thank you!

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