**MEMORANDUM OF UNDERSTANDING**

Between

**The American India Foundation Trust (AIFT), India**

and

**WinVinaya Foundation**

25/3 Brindavan, 3rd Cross, Saraswathi Puram, IIM Post, Bangalore 560076

Phone: +91 96764 33359

Email: [shiva.jayagopal@winvinayafoundation.org](mailto:shiva.jayagopal@winvinayafoundation.org)

Website: [www.WinVinayaFoundation.org](http://www.WinVinayaFoundation.org)

**July 1, 2020 –March 31, 2021**

**MoU Amount: INR 49, 80,000**

**MEMORANDUM OF UNDERSTANDING**

THIS AGREEMENT (also referred to as ‘Memorandum of Understanding or ‘MoU’) made this July 1, 2020, by and between **The American India Foundation Trust** (hereinafter referred to as ‘**AIFT**’), a Non-Government Organisation, registered under the Indian Trust Act, 1882, located at DC 1003 - 1005, DLF City Court, M.G. Road, Gurgaon, Haryana, 122 002, of the first part, and **WinVinaya Foundation**, (hereinafter referred to as “**NGO Partner**”) registered Trust under the Indian Trust Act 1882 (Not-for-profit) located at 25/3 Brindavan, 3rd Cross, Saraswathi Puram, IIM Post, Bangalore – 560076*,* of the second part, witnesseth as follows:

Whereas The American India Foundation Trust is committed to catalyzing social and economic change in India and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health, and leadership development, with a particular emphasis on empowering girls and women to achieve gender equity. Working closely with local communities, AIFT partners with NGOs develop and test innovative solutions and with governments to create and scale sustainable impact. Founded in 2001, AIFT has impacted the lives of more than 4.6 million of India’s poor and aims to reach 5 million by 2018-2019. AIFT wishes to engage with the NGO Partner for purposes and deliverables during the period as stated here-in-below. These deliverables as well as the financial performance and compliance by the partner shall be monitored by AIFT.

Whereas the NGO Partner, WinVinaya Foundation is a charitable trust formed in 2016 with a visible existence in the States of Karnataka and Tamilnadu. The primary aim of WinVinaya Foundation is to provide life skills and resources to differently abled, economically disadvantaged candidates and enable them to earn a decent income and lead a life with dignity. The organization believes that relaxed environment helps people to de-stress themselves, therefore introduced Breathing Exercises and also embraced multiple fun games to help candidates to re-energize and super activate their mind. The leaders of the organization believe that while profits are the oxygen to a company, social responsibility is its heart. It endeavors to make life changing and long standing impact to the society through building capabilities among persons with disabilities and creating sustainable livelihood opportunities for them. This aligns to the ABLE program philosophy and objective.

Whereas the NGO Partner has agreed to undertake certain activities under terms and conditions as stated in the Annexures attached herewith by reference and which form an integral part of this MoU.

The AIFT commitment will take into account changes in government funding, co-funders’ share, and expected coverage as mutually agreed between AIFT and NGO Partner.

Now, therefore, in consideration of mutual covenants contained in this MOU, the parties herein above agree as follows:

1. **Term:**

This MoU will commence from the date above or the date on which the NGO Partner commenced operations relevant to the deliverables herein below in Section 3, and end on the completion of the requirements of this MoU or 31st March 2021 whichever is earlier and can be extended by mutual agreement in writing.

1. **Objective:**

The objective of the program is to equip 100 persons with disabilities from 18 to 30 years of age on technical employable skills and place them in BFSI (Banking Financial Services Insurance) sector.

1. **Deliverables under the MOU:**

NGO Partner shall be responsible for achieving the following agreed deliverables and providing required data and evidences in the format provided in AIFT’s online MIS as part of MoU control sheet:

* 100 persons with disabilities in 18 years to 30 years age group across the targeted locations of Bangalore (Karnataka) will be trained in technical roles for employment in BFSI sector.
* Employment of minimum 70% of 100 persons with disabilities trained in wage employment in BFSI sector.

1. **Amount of MOU and terms of payment:**

4.1 Financial Support:

The total financial assistance will be in the form of a grant of **INR 49,80,000 (Rupees Forty Nine Lakhs Eighty Thousand only)**. The financial assistance is based on the budget as per Section 4.2 below.

The financial assistance from AIFT will be subject to the following terms and conditions:

1. AIFT will not be responsible for resources over and above the financial commitment mentioned above. In case of shortfall or delay in receiving funds from other co-funders or sources, AIFT will in no way be responsible for meeting any gap or shortfall.

4.2 Budget: **INR 49, 80,000 (Rupees Forty Nine Lakhs Eighty Thousand only)**

For details refer to **Annexures**

4.3 Disbursements: The payments will be paid in instalments as follows.

| **Date** | **Action from NGO Partner** | **Action from AIFT** |
| --- | --- | --- |
| July 1, 2020 | * Signing of MoU * Submission of training plan and Candidate Summary Sheets for all the batches | * Tranche 1 disbursed (30%) i.e.   INR 14, 94,000 |
| October 7, 2020 | * Submission of Progress Report from July 1, 2020 to September 31, 2020 * Submission of Candidate Summary Sheets for next batches * Submission of financial report with unaudited UC for the quarter (Jul – Sep 2020) * Update AIF’s MIS with real-time data of the quarter (Jul – Sep 2020) * Request for next Tranche | Tranche 2 disbursed (25%)\* i.e.  INR 14, 94,000 |
| January 7, 2021 | * Submission of progress report from Oct 2020 to Dec 2020 * Submission of Candidate Summary Sheets for next batches * Submission of Placement Summary Sheets * Submission of financial report for quarter (Oct – Dec 2020) * Update AIF’s MIS with real-time data of training and placement for quarter (Oct – Dec 2020) * Submission of unaudited UC for the quarter (Oct – Dec 2020) * Request for next tranche | Tranche 3 disbursed (15%)\* i.e.  INR 12, 45,000 |
| April 15, 2021 | * Submission of final progress report for the entire project duration * Submission of final financial report with CA authorised UC * Submission of placement summary sheets * Update AIF’s MIS with real-time data of training and placements | Tranche 4 disbursed (10%)\* i.e.  INR 7, 47,000 |

*\** *The fund release will be based on the financial utilization and will be correlated to the actual achievement. In case of under-utilization or less achievement, the fund release will be adjusted accordingly.*

* 1. Release of Instalment Request:

This MoU refers to installments, amount of each installment and due dates for each. It also specifies the deliverables for each installment as mentioned above. Each installment will be considered a “separate agreement” for the details of that installment. The first installment is due and payable upon the signing of this MoU by both parties and activates the terms and conditions stated herein. Every following installment will require grantee to submit to grantor ‘RIR’ in the format given in **Annexure 2F**. This form when signed by the grantor will constitute an agreement for the requested grant installment subject to same terms and conditions unless changed otherwise. The deliverables for this installment have been already described in above table corresponding to that installment. The terms and conditions and deliverables of any installment can be changed only in writing and will have to be signed by all parties to the agreement.

1. **Form and Contents of Reports:**

The NGO Partner will provide reports periodically to AIFT as specified in **Annexure 2** which forms an integral part of this MoU.

1. **Indemnity:**

NGO Partner agrees to indemnify AIFT against any liability for costs determined as a result of any judicial proceedings or any financial loss due to any act or omission, diversion or misappropriation on the part of NGO Partner in respect of the period from the date of this agreement up to the date of termination or conclusion of this agreement. AIFT reserves the right to recall the entire contribution amount at any stage of the MoU in the event NGO Partner is found to have indulged in any fraudulent activity or diverted /misappropriated the funds allocated or fudged/misrepresented data relating to the project and/or its outcome.

1. **Termination:**

7.1 Based on its own assessment, AIFT reserves the right to discontinue or terminate the program at any point in time after serving 2 months’ notice to the NGO Partner in the following situations:

7.1.1 If the deliverables outlined in this MoU are not met

7.1.2 If the agreed reporting requirements and evidence of deliverables are not submitted on time, and in desired formats

7.1.3 If any parts of the documentation or reports are found to be factually incorrect, and/or do not reflect the real achievements of the program, or status of funds utilization

7.1.4 If there are instances of the NGO Partner not adhering to the Terms and Conditions, annexed to this MoU. Refer **Annexure 1**

7.1.5 Uncertain economic conditions resulting in an unexpected shortfall in fund-raising by AIFT

7.2 NGO Partner shall return to AIFT any unspent funds and assets procured out of the grant for the project at the date of termination and shall furnish details of funds utilized for the project up to the date of termination.

* 1. **Financial irregularities can lead to termination of this Agreement with immediate effect, as per Clause 6.**

1. **Child Safeguarding:**

Partners fall within the scope of AIFT’s Child Safeguarding Policy. By signing the AIFT grant agreement, Partner confirms its understanding and commitment to AIFT’s Child Safeguarding Policy. Partner will take necessary steps to implement the policy, and take strict action against any staff violating the policy. Even if Partners have their own Child Protection / Safeguarding Policy and internal reporting process, they are obligated to report any incidents / suspicions to AIFT, and actions taken on the same.

1. **Anti-Sexual Harassment Compliance:**

NGO Partner is required to comply, in all its dealings and through any conduct, with AIFT and its staff as defined by law ('The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act 2013) with AIFT’s extant policy on Sexual Harassment, at the workplace. AIFT is committed to providing a safe environment for all its employees free from discrimination on any ground and from harassment at work including sexual harassment.  AIFT operates a zero tolerance policy for any form of sexual harassment in the workplace, treats all incidents seriously and promptly investigates all allegations of sexual harassment. As per AIFT’s policy, any person found to have sexually harassed another will face disciplinary action, up to and including dismissal from employment.  All complaints of sexual harassment will be taken seriously and treated with respect and in confidence. No one will be victimised for making such a complaint.

AIFT encourages NGO Partner to enact and enforce an ASH policy, in keeping with the extant law as enacted law ('The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act 2013)

1. **Other terms and conditions:**

Other terms and conditions are specified in **Annexure 1** which forms an integral part of this agreement.

1. **Jurisdiction:**

This agreement is subject to the laws of the State of Delhi and Courts of Delhi to have exclusive jurisdiction in relation to any matter arising out of this agreement.  The address for notice by any party will be that as stated herein above in the opening paragraph.

In witness of the above, the parties have set their hands on the date stated hereinabove.

|  |  |
| --- | --- |
| For **The American India Foundation Trust**  Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: Mathew Joseph  Title: Country Director | For **WinVinaya Foundation**  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: Shiva Jayagopal  Title: Founder Chairman |

**List of Enclosures:**

Annexure 1 – General Terms & Conditions

Annexure 2 – Reporting and Documentation Requirements

Annexure 3 – Budget

Annexure 4 – Media Policy

Annexure 5 – Monitoring Evaluation & Learning (MEL)

**ANNEXURE 1 – GENERAL TERMS AND CONDITIONS**

**Transparency and Accountability**

1. AIFT and NGO Partner share a common commitment to be transparent and accountable in all activities to the communities they work with. NGO Partner will adhere to all the guidelines, norms and monitoring criteria as agreed with AIFT, from time to time.
2. Any programmatic change needs prior approval to be taken from AIFT.
3. AIFT can appoint any third-party agency or individual to conduct an independent evaluation of the program. NGO Partner must ensure that all support is extended to the evaluators, as required.
4. AIFT reserves the right to verify the authenticity of candidate data/documents reported in MIS, by means of telephonic or physical verification, at any time that it may deem fit, as a part of its monitoring process.

**Accounts and Audit**

1. AIFT reserve the right to audit NGO Partner’s accounts for this project. AIFT can also appoint external auditors for this purpose. NGO Partner must ensure access to all financial and non-financial records when requested by AIFT upon reasonable prior notice in writing.
2. The books of accounts and vouchers relating to expenses of the project should be maintained separately and made available at any time to AIFT to enable inspection. NGO Partner should provide AIFT with photocopies/ scanned copies of any accounts and related documents of the project, as and when required upon reasonable prior notice in writing.
3. NGO Partner must have defined financial policies on important areas such as cash disbursement, procurement, salary payment, statutory deductions and compliances, project advances, fixed assets and insurance etc.
4. All payments of salaries of staff involved in the project should be disbursed through cheque only and should be based on clear contractual commitments.
5. All vouchers for the project should be clearly marked, and stamped, as “AIFT (NGO Partner Name) (Project name) (Year)”
6. AIFT can supplement / replace its direct funding of the program at any time by introducing a co-funding agency / Government / corporate / individual donor. If however, co-funding is available for the project through sources known to NGO Partner, the same shall be communicated to AIFT.
7. NGO Partner will ensure and be able to demonstrate that there is no double-funding of this project with funds from another donor, agency or source. However, the concept of co-funding is acceptable with prior intimation to AIFT.
8. No funds shall be used for other projects run by NGO Partner, immovable property purchases or items not included in the project budget.
9. In case the NGO Partner is permitted to use funds for purchase of fixed assets, the NGO Partner will maintain a fixed assets register, giving full details of the asset, including its location, user, identification code etc. This register will be available for verification as and when requested by AIFT. AIFT shall communicate to the NGO partner about the mode of disposal for the assets procured out of project funds towards the end of the project period.
10. All funds will be used by NGO Partner in accordance with the agreed budget. Any change in the amounts and utilization of individual budget line items should be agreed with AIFT, in writing, in advance of such changes being made by NGO Partner.
11. All expenditures charged under this MoU should be supported by individual invoices and NGO partner should make sure that expenditure are not split between AIFT and other sources of funding, including partner’s own source. However, the concept of co-funding is acceptable with prior intimation to AIFT.
12. Any funds left unspent at the end of the project period should be returned to AIFT, unless agreed otherwise with AIFT.
13. The expenditure to be reimbursed to the NGO partner shall however be limited to the amount calculated by multiplying the number of candidates trained with cost per beneficiaries or actual utilization whichever is lesser.
14. Over-utilization of 10% or more on any individual budget line item should be agreed with AIFT, in writing and in advance of such expenses being incurred by NGO Partner. Any expenditure over and above total financial commitment will not be the responsibility of AIFT.
15. The use of any interest accruing on project funds held by the NGO Partner should be utilized for the objectives of the same project. The accrued interest must be reported to AIFT along with the expense report submitted during each reporting cycle.

**Staffing**

1. NGO Partner will be solely responsible to honour its contractual commitments entered with its contractual employees, contractors and vendors. AIFT will not be liable for service conditions and duration of service of employees under the project.
2. NGO Partner will abide by all the laws that may be applicable and be solely responsible for appointment of staff and payment of all the salaries, wages, provident fund, superannuation, gratuity & other legal dues to them.
3. NGO Partner will provide AIFT a list of names and details about senior staff members (including accountant) along with the percentage salary being drawn from AIFT and percentage time they are spending on the project.
4. Job descriptions of all positions should be documented, clearly outlining the job objectives and complete transparency need to be maintained while recruiting and deploying staff under the project.
5. NGO Partner will inform, in time, AIFT about staff turnover, and steps being taken to find suitable replacements including timeframe for the same. AIFT should be consulted about replacements of senior staff, above the levels agreed between AIFT and NGO Partner. NGO Partner will endeavour to keep staff attrition to within 10%.

**Secular and Inclusive**

1. AIFT is independent, secular, not-for-profit organizations dedicated to broad-based socio-economic development in India. AIFT does not make any policy, funding or other decisions based on caste, colour, gender or religious affiliation.
2. NGO Partner will create an environment that welcomes people of all faiths and renders its services to a demographically representative sample of the needy communities within which it is active, with appropriate sensitivity to religious diversity.
3. NGO Partner will also strive to achieve a gender balance across different levels of staff within the program.

**Branding and Communication**

1. NGO Partner will adhere to the media policy and branding guidelines as required by AIFT. (Enclosed in Annexure 4). Draft of any communication material related to AIFT projects should be submitted to AIFT for approval on content and branding, before it is shared with any external stakeholder.

**Reporting**

1. NGO Partner will provide reports in the formats, and as per the frequency, provided by AIFT
2. Financial reports regarding expense and utilization of funds should be submitted on monthly basis, providing a detailed expenditure pattern.
3. The CA certified utilization certificate of the funds for the entire project period has to be submitted along with annual report.

**Compliance**

1. NGO Partner will submit a copy of society/ trust/ registration and IT exemption certificate.
2. NGO Partner will submit copy of Financial Compliance certificate, copy of tax returns and set of Audited Annual Accounts at the end of each financial year.
3. The NGO Partner certifies that it is organized & operated exclusively for charitable, scientific, religious, literary or educational purposes; that no part of its income is applied for the benefit of any private individual; that no substantial part of its activities consists of carrying on propaganda or otherwise attempting to influence legislation; that it does not participate in, or intervene in, political campaigns on behalf of any candidate for public office; and if a school, it operates pursuant to a racially non-discriminatory policy as to students.

**ANNEXURE 2 – REPORTING & DOCUMENTATION REQUIREMENTS**

**Annexure 2A:** Following documents should be submitted and verified:

* Disability proof for each candidate
* Training proof for each candidate
* Placement proof for each candidate

Documents accepted:

|  |  |  |
| --- | --- | --- |
| **DISABILITY PROOF**  ***Anyone of the below*** | **TRAINING PROOF** | **PLACEMENT/EMPLOYMENT PROOF**  **Anyone of the below** |
| Disability certificate from medical authority recognized under the RPWD Act 2016 mentioning candidate’s name and disability percentage. If disability extent is mentioned in some other terms than % (e.g. decibel loss for hearing impaired) then it should be backed with a document approved by a hospital, correlating the extent of impairment with disability % | Declaration from the candidate as per format in **Annexures** | Copy of appointment letter signed and stamped by employer clearly stating candidate’s name, salary, joining date & employer contact |
| ID card from VRC clearly mentioning the disability |  | Letter from employer on letterhead confirming placement with candidate’s name, joining date, salary, employer contact details duly signed |
| Any other document such as railway concession which has a clear trail of disability certificate to be submitted |  | Email from employer confirming placement with candidate’s name, joining date, salary, employer contact details from official email id. |
| Copy of Audiogram with clear mention of disability degree on it |  | Candidate email from official id accompanied by salary slip |
| Identity proof for Persons with Disability mentioning candidate’s name and disability type and percentage, issued by an Institute of a medical authority mentioned and notified by the government. |  | Declaration by the NGO Head on the letterhead in the specified AIFT Placement Declaration Format. ReferAnnexures*(To be used in exceptional cases in absence of above stated placement proofs and for not more than 10% of the total placements.)* |
|  |  | In case of self-employment, Declaration by the candidate with details of her venture and monthly earning should be provided, validated by the NGO Partner. Refer Annexures. Submission of a case story of the candidate is mandatory. |

**Annexure 2B: Frequency of Reporting**

**Monthly Reporting**

The quantitative data of every month should be filled in the dashboard (format provided by AIFT or on the online MIS) by the 7th of every month.

A brief project update highlighting key accomplishments/activities done, challenges, coping methodology, case stories and future plan will be shared along with financial report by 7th of every month.

**Project Closure reporting**

The project closure report for the entire project period has to be submitted along with CA certified Utilization Certificate. (Enclosed Annexure 2D)

**Utilization certificate (UTC)** should be submitted at the end of the project period along with the request for the final tranche, in both Excel, and a hard copy stamped and signed by an authorized representative and duly signed by a Chartered Accountant firm. These documents should be submitted together at the financial year end, by the 15th April 2021.

MoU Control Sheet (RIR) should be submitted at the time as mentioned in the disbursement schedule (Section 4.3), along with the reports and financial utilization statement.

**2C – Reporting Requirements**

|  |  |
| --- | --- |
| **Reports & Documentation** | |
| 1 | Data & documents with candidate photo in AIFT's Online MIS on real time basis |
| 2 | Monthly progress report (Annexure 2D), financial report & Funds Utilization Statement |
| 4 | Progress cum closing  report |
| 5 | Project Funds utilization- against Budget line items |
| 6 | MoU Closure letter on letterhead at the end of project duration |

**Annexure 2D: Monthly Progress Report**

|  |  |
| --- | --- |
| **Project Name:** | **SBI Foundation And Microsoft Employment Initiative for Persons with Disabilities (SAMEIP)** |
| **From:** |  |
| **Reporting Period:** |  |
| **Submission Date:** |  |

1. Data Status

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Centre | Batch # | Trade | Start Date | End Date | In-Training | Drop-Out | Trained | Placed | Remarks, if any |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

1. Major activities covered and on-going in the reporting period (From date To date)
2. Challenges and Learnings

|  |  |  |
| --- | --- | --- |
| Challenges , if any | What measures were adopted to overcome the challenges | What was the result? |
| a. |  |  |
| b. |  |  |

1. Stories of Success along with photos (Please attach the consent form signed by the candidate while reporting any case study)
2. Beneficiaries quotes
3. Future Goals for next month
4. Training Activity Photos with caption

**Utilization Statement should include:**

1. Opening balance (Carryover of funds from previous MoU/tranche)
2. Funds received
3. Funds utilized - against Budget line items
4. Closing balance (Funds remaining with NGO Partner) = A+B-C

**Annexure 2F: RIR SHEET**

**(To be inserted here)**

**Annexure 2G:**

**DECLARATION OF TRAINING- ABILITY BASED LIVELIHOOD EMPOWERMENT (ABLE) PROGRAM**

Dated: \_\_\_/\_\_\_/20\_\_\_

TO WHOMSOEVER IT MAY CONVERN

Dear Sir/Madam,

This is to declare that I have undergone training in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of the course) from \_\_\_\_\_\_\_ (start date) to \_\_\_\_\_\_\_ (end date) at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (NGO Name) under ABILITY BASED LIVELIHOOD EMPOWERMENT (ABLE) PROGRAM

Regards,

Signature of Candidate Training NGO Stamp

Name:

Address:

Contact Number:

Email Id:

**Annexure 2H:**

**PLACEMENT DECLARATION FORM[[1]](#footnote-1)**

This is to certify that……………………….. (Name of the candidate) underwent the Livelihoods-ABLE training in ……………………………… (Name of the course) with ………………………………. (Name of the Ngo partner) from …………………. (Starting date) to…………………. (End date). Presently, he/she is working with ……………………. (Name of the organization/company) since……………………………… (Date of Joining) as a ……………………….. (Designation) and earning ……………………. (Salary) per month.

|  |  |  |  |
| --- | --- | --- | --- |
| Name  Signature & Stamp | Candidate | Employer/Authorized Signatory | NGO Partner |
|  |  |  |
|  |  | (Signature of NGO Head) |
| Designation |  |  |  |
| Date |  |  |  |
| Address |  |  |  |
| Phone no |  |  |  |

**ANNEXURE 3: BUDGET**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cost head** | **Description** | **# of Candidates** | **Unit cost** | **Total** |
| Mobilization of candidates | Cost of outreach (travel; meetings & mobilization sessions; social media; internet; counselling, advertisement/flyers; pre-assessment, enrolments). It is estimated that 130 candidates will be sourced and 100 candidates will complete training. | 130 | ₹ 2,000 | ₹ 2,60,000 |
| Training of candidates | Training cost of 100 PWDs including Rent, cost of accessible study materials, sign language interpreter, building/ enhancing course materials in WinVinaya Academy, Accommodation for some candidates, systems and software, Broadband/ Network, Computer Maintenance, Events like Mock Interview, Certificate Distribution, and retraining wherever needed | 100 | ₹ 46,200 | ₹ 46,20,000 |
| Job placement for 50 candidates | Including arrangements, personnel, sign language interpreter costs | 50 | ₹ 2,000 | ₹ 1,00,000 |
| **Total** | **₹ 49,80,000** |

**ANNEXURE 4: MEDIA POLICY**

**About this policy:**

A healthy relationship with the media can result in positive messages about AIFT, our programs and your organization reaching a large cross-section of society. However, this relationship needs to be carefully managed in order for it to remain strong and deliver good results. This policy helps ensure that AIFT partners understand what to do if approached by members of the media and how to communicate with them – ensuring that consistent messaging filter through to the wider world and lead to lasting benefits, both to AIFT and the partner.

**Branding & Marketing:**

All partners must utilize the AIFT Brand Guidelines provided as a supplement to the MoU as an annexure to ensure consistent communications and accurate representation of the AIFT brand and our partnership during the implementation period.

In all written communications (print and online), including program signage on location, AIFT must be adequately represented, either through appropriate placement of its logo on signage or with the appropriate textual acknowledgment. Appropriate and relevant AIFT program-related boiler plates must be used wherever possible. No modifications to boiler plates are permissible. Specific criteria are provided in the Brand Guidelines.

**Dealing with the media:**

AIFT implementation partners should not discuss AIFT programs or other business with the media unless this is an agreed part of their role and they have been authorized to do so. The AIFT Communications team will act as the frontline for all partner relationships with the media, and it is their job to set up, guide, and monitor media interviews, briefings, and feature stories.

Incoming Media Enquiries: Any partner, its employee, agent, or representative, who receives a media query should immediately inform AIFT communications before making any written or verbal comment. When queries relate to specific AIFT programs, the partner should consult AIFT Communications on how best to respond and proceed.

Examples of queries which should be routed to AIFT Communications include, but are not limited to, the following:

* Requests for interviews
* Queries relating to performance/reviews/impact of programs
* Requests for comments on issues relating to AIFT programs or research /documentation
* Queries regarding partnerships, partner endorsements, and any tie-ups
* Requests for information about our performance and trends in specific areas
* Feature stories on beneficiaries

Please refer to the contact information of AIFT Communications for these types of enquiries at the end of this document.

When a media enquiry is not directly related to our programs or is unusual in any way, it should be referred to the AIFT Director-Communications. Examples of such enquiries include queries relating to:

* AIFT’s legal status or structure
* AIFT’s finances, financial performance, or annual results
* AIFT’s ethics, conduct or reputation
* Programmatic concerns that do not relate specifically to any of AIFT’s direct programs

**Outbound Media Relations:**

We understand the importance of active media relations to your organization’s profile and visibility. If an AIFT partner wishes to use the media to publicize, comment on or raise awareness about an AIFT program, they should first contact the local office/representative of AIFT. Please note that all press releases must be approved by AIFT before being issued.

**Notes:**

* This policy relates to contact with journalists writing for all news outlets, websites, blogs, journals, and periodicals – both in print and online formats.
* In times of crisis – for example, if one of our offices is affected by a natural disaster – the media policy is for guidance only. If it becomes necessary to communicate with the media without consulting with AIFT Communications in order to support the welfare of AIFT staff, their families, and partners, that is fine.
* Caution should be exercised when using social media. If you are creating or contributing to blogs, wikis, social networks, or any kind of social media and you are clearly identifiable as an AIFT partner/employee, please follow the Social Media guidelines.
* If you have any questions relating to this policy, please contact: [communications@aif.org](mailto:communications@aif.org)

**AIFT Communications Team:**

|  |
| --- |
| Rowena Kay Mascarenhas |
| Director-Communications  Gurgaon, Haryana (India) |
| T: 91-9810458779 |
| E: rowena.mascarenhas@aif.org |

**ANNEXURE 5: Monitoring, Evaluation and Learning (MEL)**

Project monitoring will be carried out by the Project Coordinator support by the LEI team. Project beneficiary level data will be reported through the online AIFT MIS. A set of indicators mentioned below will be tracked to monitor project progress and achievement of results. Partner will report on these indicators every quarter in the narrative program report.

|  |
| --- |
| **Indicators** |
| # of Candidates enrolled |
| # of Candidates under training |
| # of Candidates dropped out |
| # of Candidates completed training |
| # of Job roles candidates trained on |
| # of Companies reached out to |
| # of Companies/Organization hiring candidates from Program |
| # of Candidates employed |
| % of Candidates employed (completed training / employed) |
| % of Candidates continued employment for 3 months |
| % of Candidates continued employment for 6 months |
| # of engagement activities held with key stakeholders |

1. To be printed on NGO partner’s official letter head [↑](#footnote-ref-1)