YouSee presents

Financing results yousee.in development

www.yousee.in

When you make a financial investment, you ask for Returns.
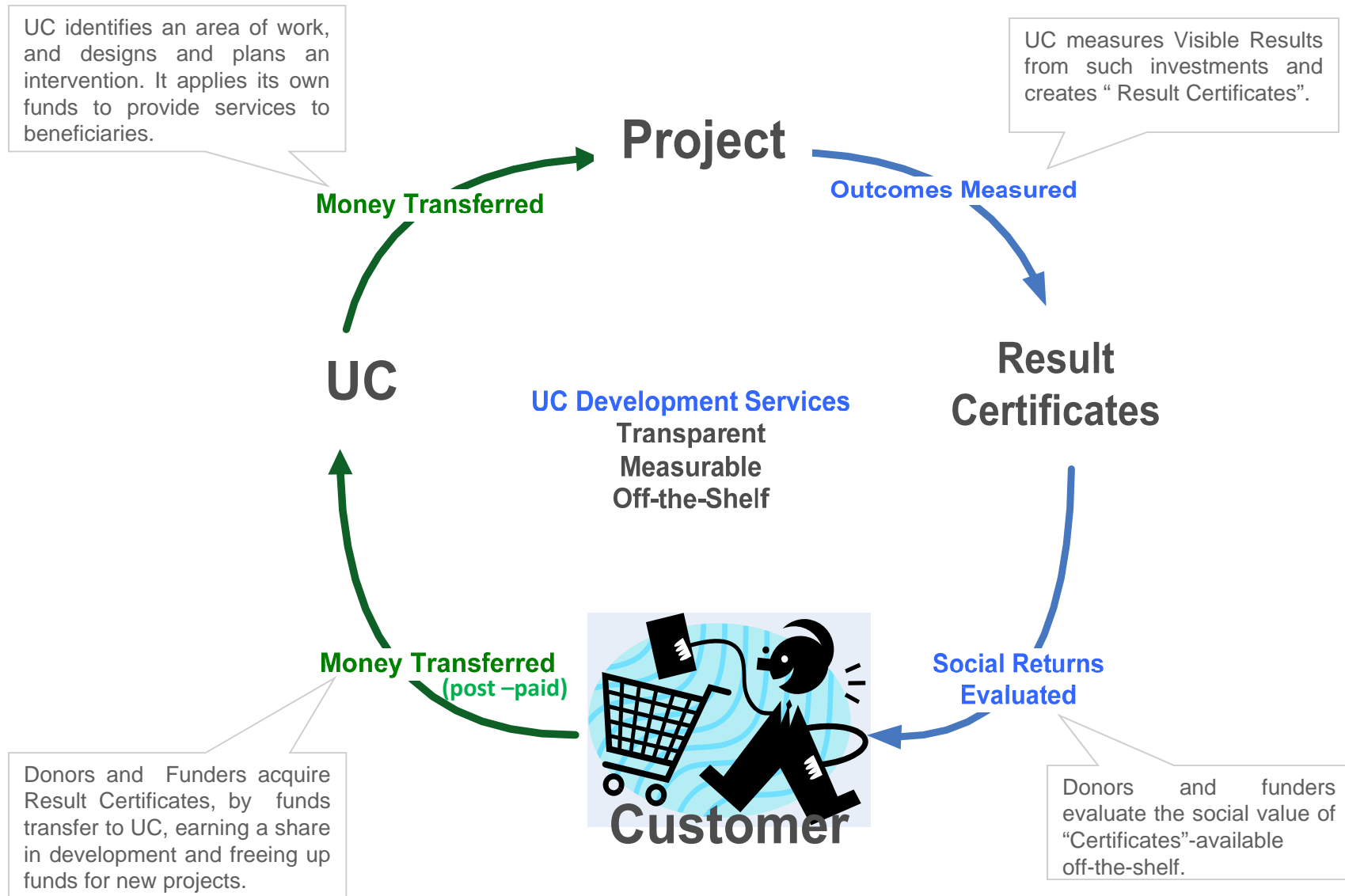
When you make a social investment, ask for Results!

brings you results

How UC Works ?

:)
YouSee

UC identifies an area of work, and designs and plans an intervention. It applies its own funds to provide services to beneficiaries.

UC measures Visible Results from such investments and creates " Result Certificates".

Project

Money Transferred

Outcomes Measured

UC

Result Certificates

UC Development Services
Transparent
Measurable
Off-the-Shelf

Money Transferred
(post –paid)

Social Returns
Evaluated

Customer

Donors and Funders acquire Result Certificates, by funds transfer to UC, earning a share in development and freeing up funds for new projects.

Donors and funders evaluate the social value of "Certificates"-available off-the-shelf.

www.yousee.in

Why UC?

- Most development aid and grant is prepaid
  - Funding agencies or individual donors fund work based on trust/ assumption of program success

  - "Effective application of funds" could bear different meanings to funders and implementers

  - Once funds are provided, monitoring and evaluation is possible, but there is no control over results

  - Application at Beneficiary level might not be easy to prove

UC addresses these shortcomings with its post-paid model

Traditional Funding Cycle
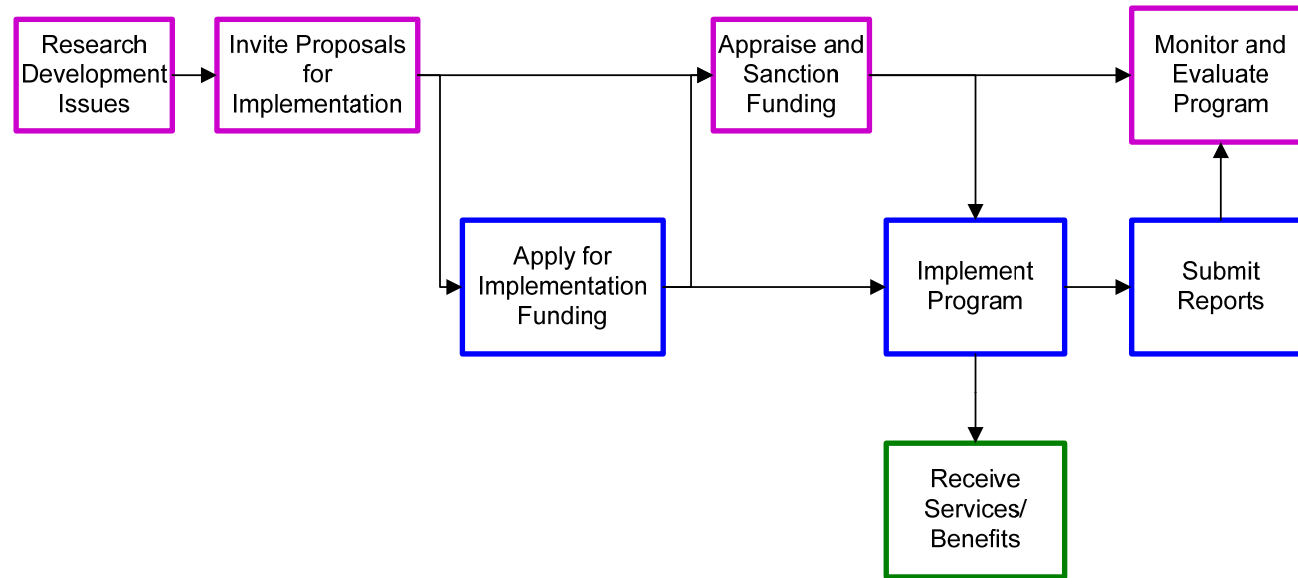
KEY

Funder Level
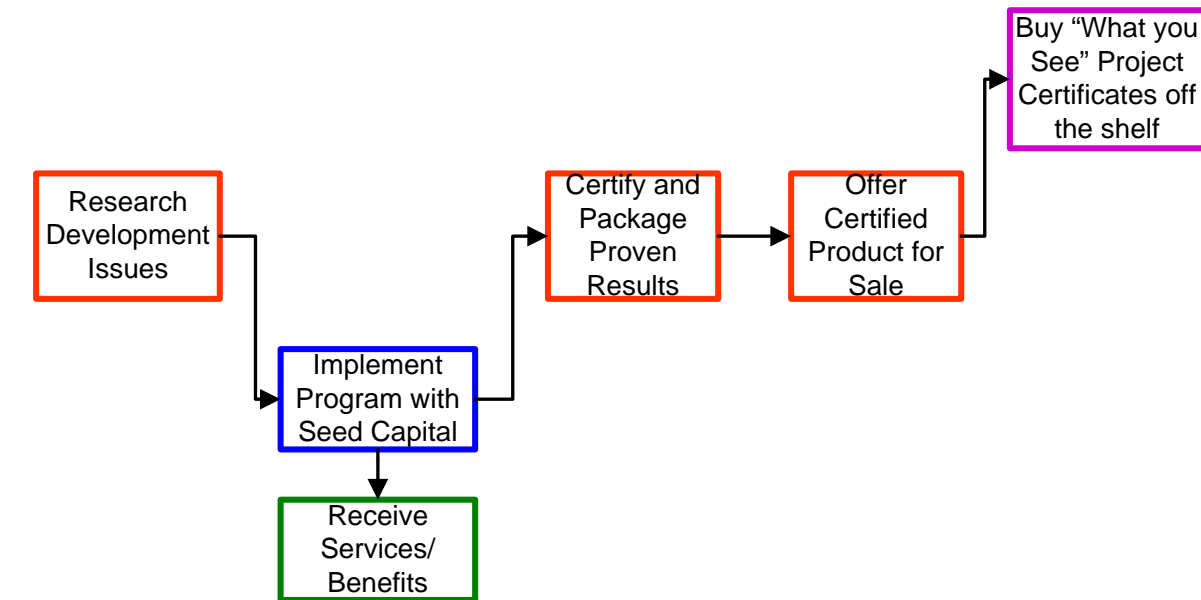
Implementing Agency Level

Beneficiary Level

Features of Traditional Funding Methods

▪Funding based on assumption of program and implementer success

▪Fund first and evaluate results later

▪Possibility of asymmetry between expectations and results

▪Possible information asymmetries during mid-term/ post-project monitoring

▪High internal cost for monitoring

▪Lack of Program effectiveness is an Opportunity Cost for Social Returns

UC Funding Cycle

```
Research                    Certify and        Offer
Development                 Package            Certified        Buy "What you
Issues                      Proven             Product for      See" Project
                            Results            Sale             Certificates off
                                                                the shelf

              Implement
              Program with
              Seed Capital

              Receive
              Services/
              Benefits
```

KEY

- Funder Level
- UC Level
- UC + Partner Agency Level
- Beneficiary Level

Features of UC Funding Methods

- Fund projects based on verifiable results

- Packaged funding – Results to meet your expectations

- Proven implementation requires no futuristic success assumptions

- Pick Certificates denominated to your specific development interests

- Eliminate monitoring needs and worry regarding utilization of funds

- Proven Social Return –Buy what you see

"You Hear and You Forget;
You See and You Remember;
You Do and You Understand"

S No	Type of Giving	Characteristics
1	Hear Giving	Trust
2	See Giving	Trust and Verify
3	Do Giving	Immersion

Gaining Recognition for the Model...

- In December 2009, UC was shortlisted in a global competition on "Marketplace on Innovative Financial Solutions for Development(MIF)" (www.fininnov.org) organized by the World Bank, the Bill and Melinda Gates Foundation and the French Development Agency (AFD).

- UC was among the 20 shortlisted organizations out of 800 applications received globally for this competition.

- Okonjo Iweala (MD – World Bank) addressing the event.

- UC's stall @ the MIF event.in Mar, 2010

Added advantages to Funders/Investors

- The UC model reduces costs related to:
  - Identifying projects
  - Identifying partners
  - Managing projects
  - Monitoring

- Thus a higher portion of funding budget reaches the intended clients

- Funders can confidently showcase the Results from their social investments (Corporates can show case it as CSR Credits, which is an evolving concept)

- Contributions to UC Result Certificates will soon have tax exemption benefits

Potential Funders

UC extends a service suitable to various market players:

- Families, Individuals

- NGOs

- Corporate Houses, Private Companies (CSR)

- Governments and other Public Institutions

- Aid and Donor Agencies

- Bilateral and Multilateral Development Institutions

Certificate Content

- ## A Certificate contains:
  - Beneficiary socio-economic details
  - Visuals from the project
  - Intervention report
  - Outcome report - progress made from before and after the intervention
  - Financial report (including details of financial transactions)

- ## View Result Certificates at:
  http://www.yousee.in/ucdocuments.html

UC Certificates - Innovative Product

- UC Certificates are Detailed , Visual and Demystified (DVD).

- This product stands for Transparency + Insights + Impact

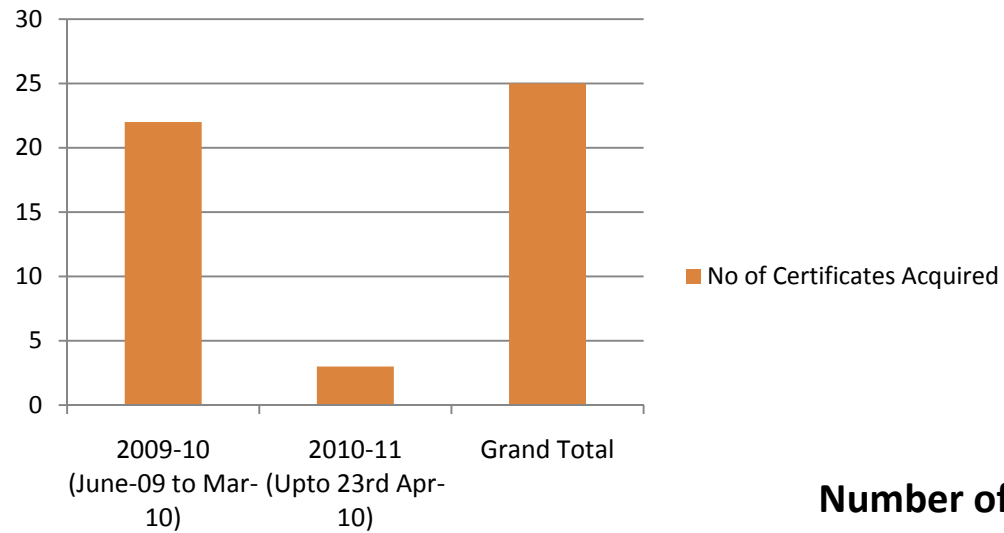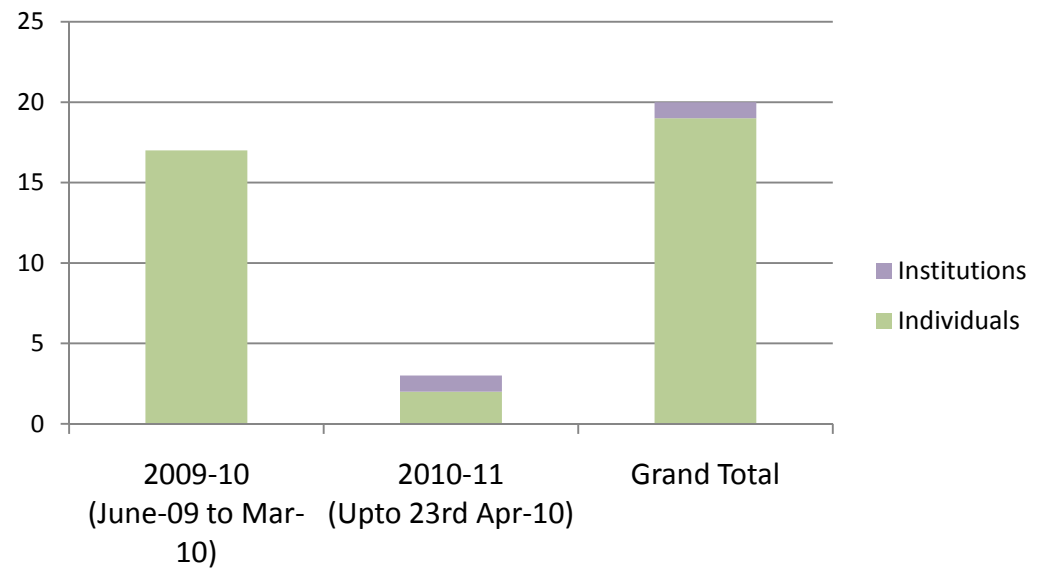- Check the Certificates available for acquisition by logging into the below link….http://www.yousee.in/ucdocuments.html

UC Certificates MIS

	2009-10 (June-09 to Mar-10)	2010-11 (Upto 23rd Apr-10)	Grand Total	%
Certificate Contribution towards				
Project Cost	126,809	45,805	172,614	91.3%
UC Operations Grant	12,014	4,400	16,414	8.7%
Total Contribution	**138,823**	**50,205**	**189,028**	**100.0%**
No of Certificates Acquired	22	3	25	
Type of Certificate Acquirers				
Individuals	17	2	19	
Institutions		1	1	
Total Funders	**17**	**3**	**20**	

Number of Certificates Acquired

■ No of Certificates Acquired

Number of & Type of Certificate Acquirers

■ Institutions
■ Individuals

Certificate Contribution

Certificate Contribution — Stacked bar chart (INR) for 2009-10 (June-09 to Mar-10), 2010-11 (Upto 23rd Apr-10), and Grand Total, with legend UC Operations Grant and Project Cost.
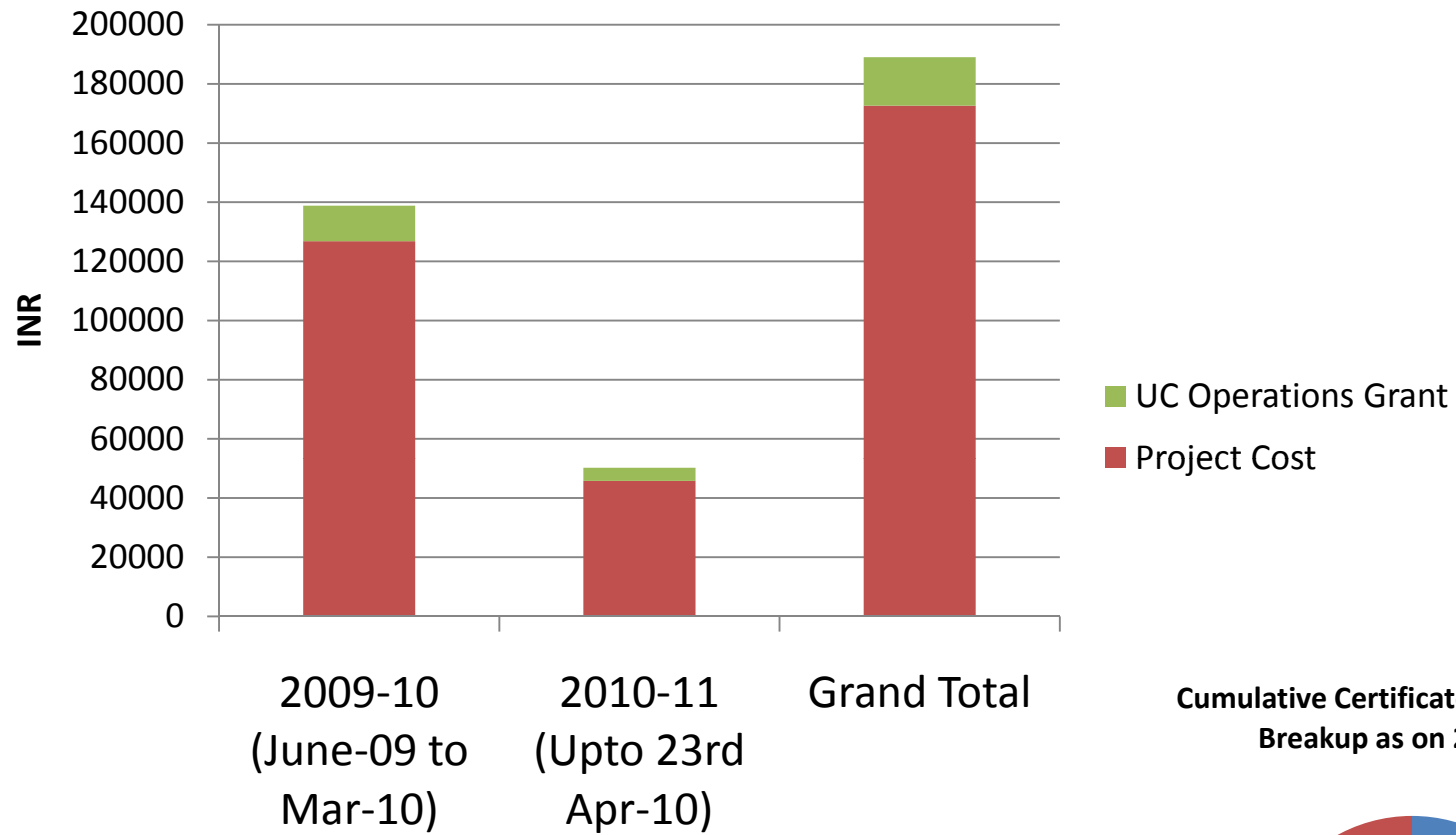
Cumulative Certificate Contribution Breakup as on 23Apr10

Pie chart: Project Cost 91.3%, UC Operations Grant 8.7%.

Project Certificates

Chart categories (top to bottom): OP Clinics Jul-Sep 09, RagPickers Aug 09, RagPickers Oct-Nov 09, RagPickers Dec 09, RagPickers Jan 10, RagPickers Feb-Mar 10

X-axis: 0, 50,000, 100,000, 150,000, 200,000, 250,000

Legend: ■ Post-Paid (INR) ■ Available (INR)
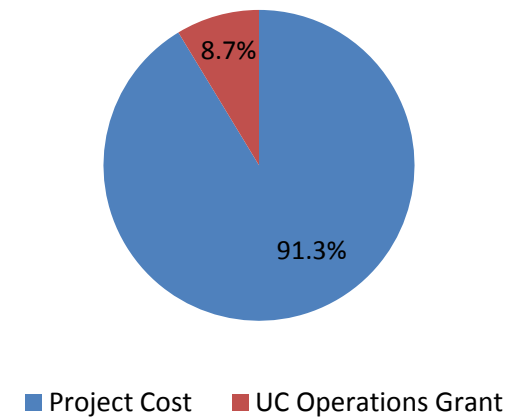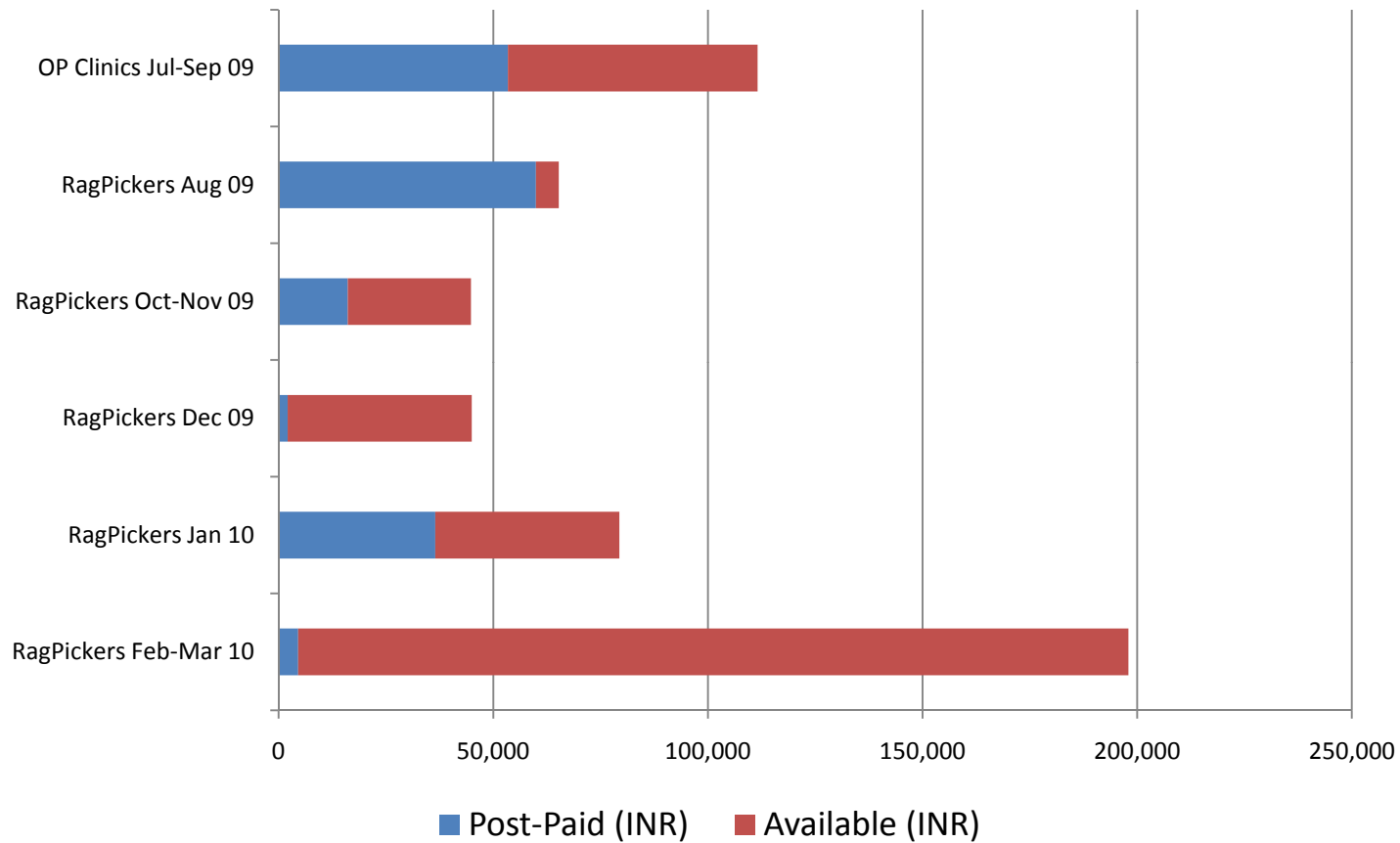
Total Certificates Status-23Apr10
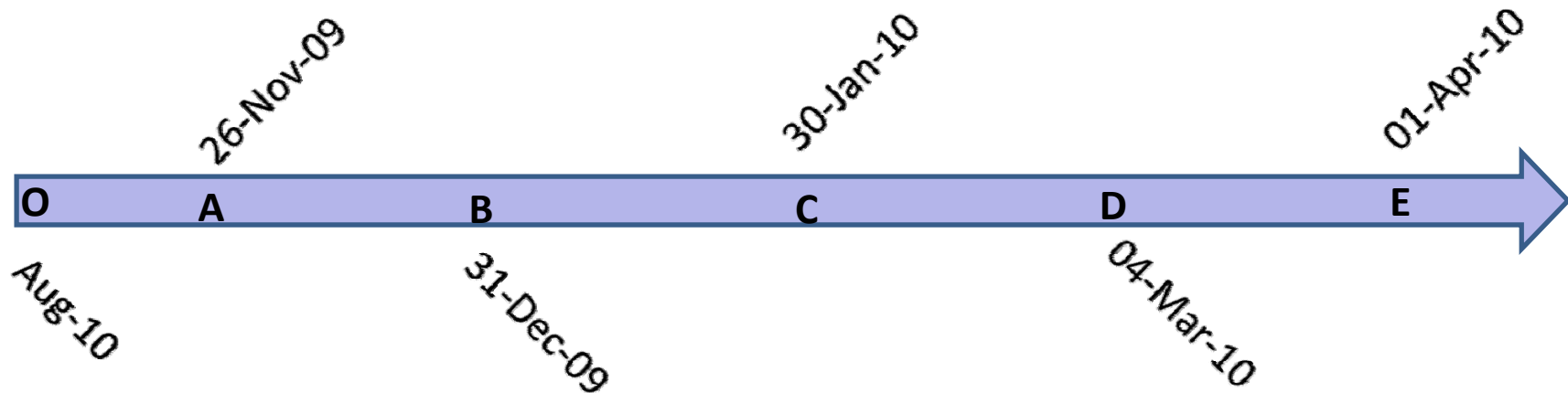

172,614

371,347
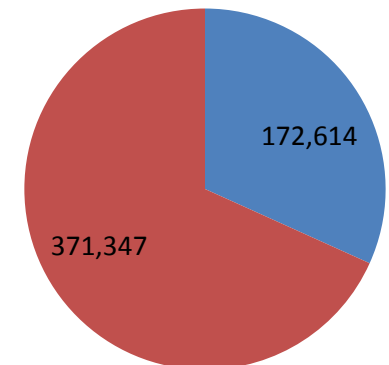
Early Initiatives

Health Project

Out-Patient Clinics with SSHT for the poor communities at Chennai and Kancheepuram District Tamil Nadu

www.yousee.in

Project with Rag-picking Communities in Indore with IGS

26-Nov-09

30-Jan-10

01-Apr-10

O   A   B   C   D   E

Aug-10

31-Dec-09

04-Mar-10

A Quick journey……..

Why Rag Pickers???????

• Silent environmentalists – Ignored for the services they render!

• Bear Urban costs with less than Rural Income !!! – Ultra Poor.

• Face worst disadvantages – with regards to access to Health , Education & overall livelihood opportunities.

• Most number of rag-pickers are predominantly women!!

..... In short Perennial existence in Survival mode ☹ ☹

O

Aug-09

Baseline Survey 150 households

40 min/household   Unique Paheli tool

Findings! Snap shot

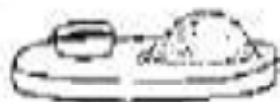Semi Pucca houses

51%

Kutcha houses

49%

Sticks & Firewood

89 %

1 meal/day

58%

Defecate - open area

59%

Pvt hospitals

96%

Mobile phones

14% !

Daily wage

UC's Integrated Development Plan

Education - Objectives

Short Term – Ensure acquisition of basic skills by Children through **CRC.**

Long Term – Ensure smooth transition of the children into **mainstream education** & rendering **vocational training** to young adults.

Financial Inclusion - Objectives

Short Term – Ensure opening of the bank accounts & provide **financial literacy**.

Long Term – Build in **Saving** behavior & enable them to do financial planning. Ensure access to **Insurance & credit**.

Supporting Livelihoods through Waste Management - Objectives

Short Term – To increase the **plastic waste recycling** capacity.

Long Term – To move the community up in the **value chain** of Waste management and ensure sustainable income generation.

Health - Objectives

Short Term – To provide basic health support system and educate on Health related risks.

Long Term – Ensure access to the quality health care by incorporating required financial support systems.

"Classroom Calling"

An elementary learning for out-of-school children in the slums of Indore
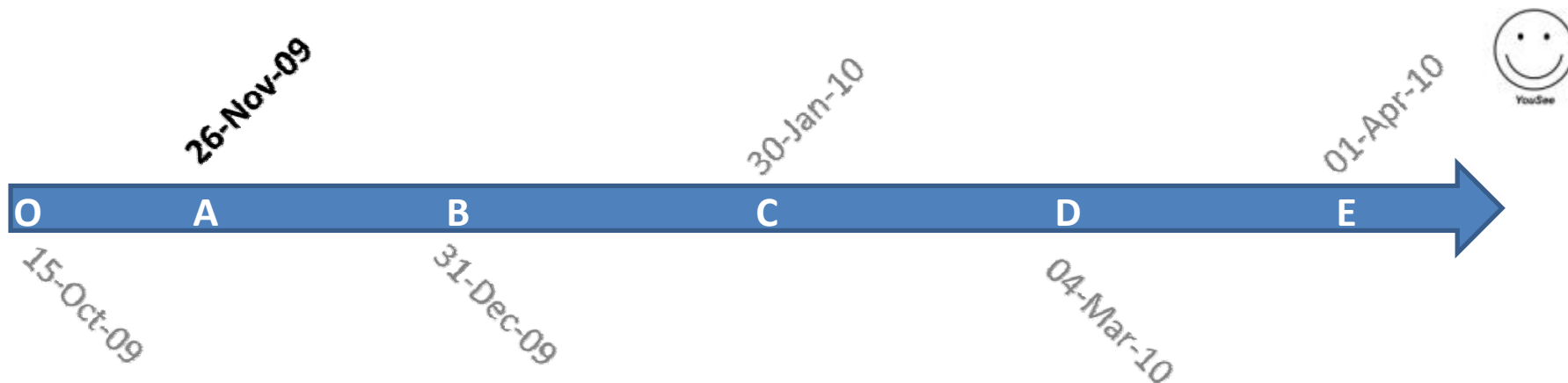
Training and Results along various Skills

Skill Area	S No	Code	Expansion
Reading	1	HS	Hindi Single digit numbers
	2	SD	Single Digiti numbers-English
	3	HD	Hindi Double digit numbers
	4	DD	Double Digit numbers-English
	5	AH	Alphabet-Hindi
	6	AE	Alphabet-English
	7	MT	Hindi Matra
	8	WM	Hindi words Without Matra
	9	MW	Hindi words with Matra
Writing	10	HA	Hindi Alphabet
	11	AU	Alphabet Upper Case-English
	12	AL	Alphabet Lower Case-English
	13	NS	Numerals Sigle digit-English
	14	ND	Numerals Double digit-English
	15	MA	Hindi Matra
	16	HW	Hindi words Without Matra
	17	HM	Hindi words with Matra
Math	18	AW	Addition without Carry on
	19	AC	Addition With Carry on
	20	SW	Substraction without carry on
	21	SC	Substraction With carry on
	22	ML	Multiplication Tables 1-10
	23	MB	Multiplication Bigger numbers
	24	DI	Division

Measured for the students

S No	Student Name	M/F	Age	HS SD HD DD AH AE MT WM MW	HA AU AL NS ND MA HW HM	AC SW SC ML MB DI
1	Usha	F	4			
2	Laxmi	F	5			
3	Neha	F	5			
7	Arjun	M	6			
5	Asha	F	6			
6	Mahesh	M	6			
4	Sonu	F	6			
11	Akash	M	7			
8	Arti	F	7			
9	Hemu	M	7	R	W	M
10	Jayram	M	7			
12	Subham	M	7			
14	Deepika	F	8			
13	Gopal	M	8			
16	Durga	F	9			
15	Shanker	M	9			
17	Laxmi	F	10			
18	Hemant	M	11			
19	Laxmi	F	12			
20	Sunny	M	14			
21	Parmod	M	15			

• Cells populated with "R" for Reading, "W" for Writing and "M" for Math indicate specific skills acquired by the respective student.

• UC's endeavor is to populate the entire table above with bright squares for each of the student.
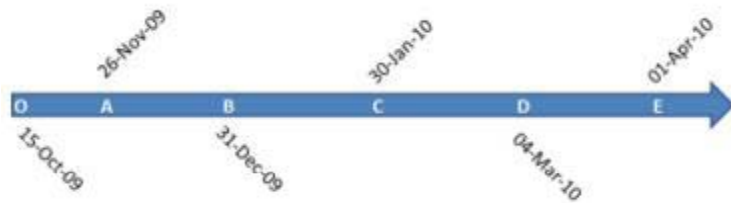
26-Nov-09

30-Jan-10

01-Apr-10

YouSee

O A B C D E

15-Oct-09

31-Dec-09

04-Mar-10

S N	Student Name	M/F	Age	HS	SD	HD	DD	AH	AE	MT	WM	MW	HA	AU	AL	NS	ND	MA	HW	HM	AW	AC	SW	SC	ML	MB	DI
1	Usha	F	4																								
2	Laxmi	F	5																								
3	Neha	F	5																								
7	Arjun	M	6																								
5	Asha	F	6																								
6	Mahesh	M	6	R	R																						
4	Sonu	F	6	R	R			R	R							W											
11	Akash	M	7																								
8	Arti	F	7	R	R	R	R	R	R					W		W											
9	Hemu	M	7	R	R	R	R		R					W		W	W										
10	Jayram	M	7	R	R																						
12	Subham	M	7																								
14	Deepika	F	8	R	R											W											
13	Gopal	M	8	R	R	R	R	R	R					W		W	W										
16	Durga	F	9																								
15	Shanker	M	9	R																							
17	Laxmi	F	10	R	R			R	R							W											
18	Hemant	M	11	R	R	R	R	R	R				W	W		W	W				M		M				
19	Laxmi	F	12	R	R	R	R	R	R				W	W		W	W										
20	Sunny	M	14																								
21	Parmod	M	15	R	R	R	R	R	R				W	W		W	W				M		M				
				57%	52%	29%	29%	33%	38%	0%	0%	0%	14%	29%	0%	43%	24%	0%	0%	0%	10%	0%	10%	0%	0%	0%	0%

Timeline: O 15-Oct-09 · A 26-Nov-09 · B 31-Dec-09 · C 30-Jan-10 · D 04-Mar-10 · E 01-Apr-10 — YouSee
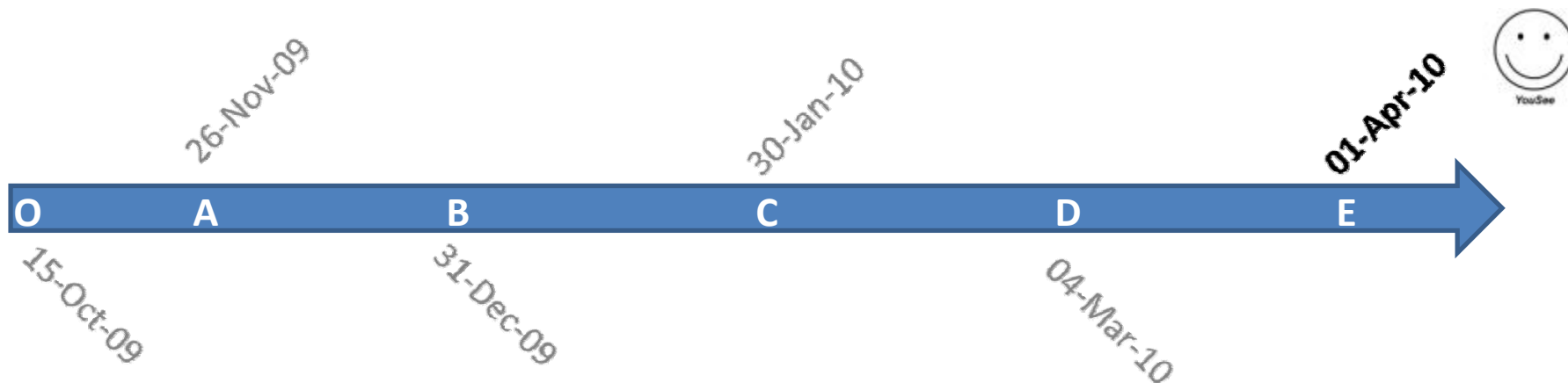
S N	Student Name	M/F	Age	HS	SD	HD	DD	AH	AE	MT	WM	MW	HA	AU	AL	NS	ND	MA	HW	HM	AW	AC	SW	SC	ML	MB	DI
1	Usha	F	4	R	R																						
2	Laxmi	F	5	R	R				R							W											
3	Neha	F	5	R	R				R																		
7	Arjun	M	6	R	R		R	R	R					W	W	W	W										
5	Asha	F	6	R	R											W							M				
6	Mahesh	M	6	R	R				R				W														
4	Sonu	F	6	R	R	R	R	R	R					W	W	W	W				M	M	M				
11	Akash	M	7						R																		
8	Arti	F	7	R	R	R	R	R	R					W		W	W		W		M						
9	Hemu	M	7	R	R	R	R	R	R		R		W	W	W	W	W				M		M				
10	Jayram	M	7	R	R	R	R	R	R		R		W	W	W	W	W				M	M	M	M			
12	Subham	M	7	R	R				R					W		W											
14	Deepika	F	8	R	R	R	R	R	R		R		W	W	W	W	W				M		M				
13	Gopal	M	8	R	R	R	R	R	R		R		W	W	W	W	W		W		M						
16	Durga	F	9						R					W	W	W											
15	Shanker	M	9	R	R		R		R					W	W	W											
17	Laxmi	F	10	R	R		R	R	R					W	W	W	W				M						
18	Hemant	M	11	R	R	R	R	R	R	R	R		W	W	W	W	W		W		M	M	M	M	M	M	
19	Laxmi	F	12	R	R	R	R	R	R		R		W	W		W	W		W		M	M	M				
20	Sunny	M	14	R	R	R	R	R	R	R	R		W	W	W	W	W		W		M	M	M	M	M	M	
21	Parmod	M	15	R	R	R	R	R	R	R	R		W	W	W	W	W		W		M	M	M	M	M	M	
				90%	90%	48%	62%	57%	90%	14%	38%	0%	38%	76%	52%	81%	57%	0%	29%	0%	52%	29%	43%	19%	14%	14%	0%

Track the latest progress of these children live at:

http://yousee.in/reportoperations.html

Reading Skills - AnnaBhau SatheNagar

Legend: HS, SD, HD, DD, AH, AE, MT, WM, MW

X-axis: 26-Nov-09, 31-Dec-09, 30-Jan-10, 4-Mar-10, 1-Apr-10, 1-May-10

Y-axis: 0%, 20%, 40%, 60%, 80%, 100%, 120%

Writing Skills - AnnaBhau SatheNagar
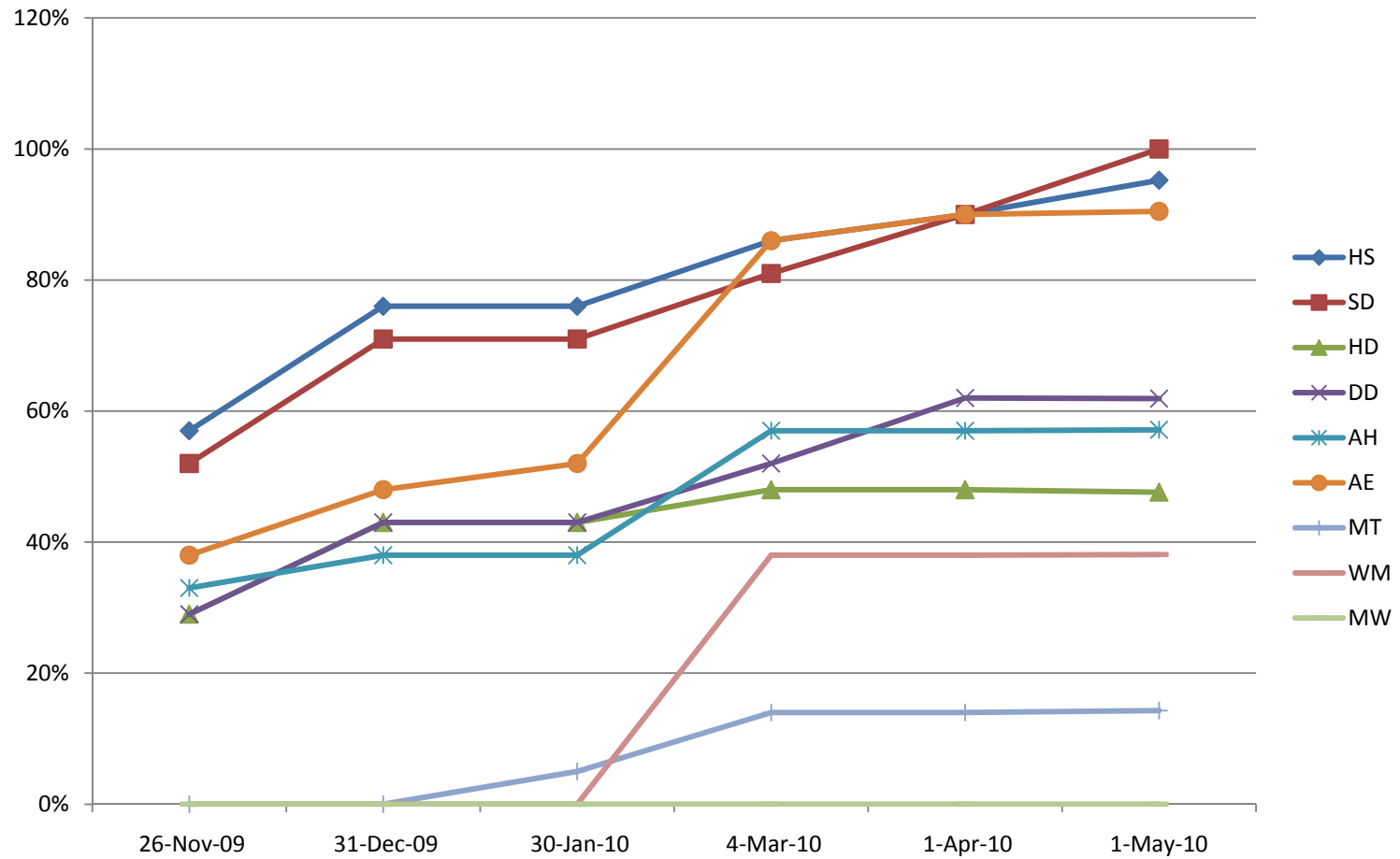
Legend: HA, AU, AL, NS, ND, MA, HW, HM
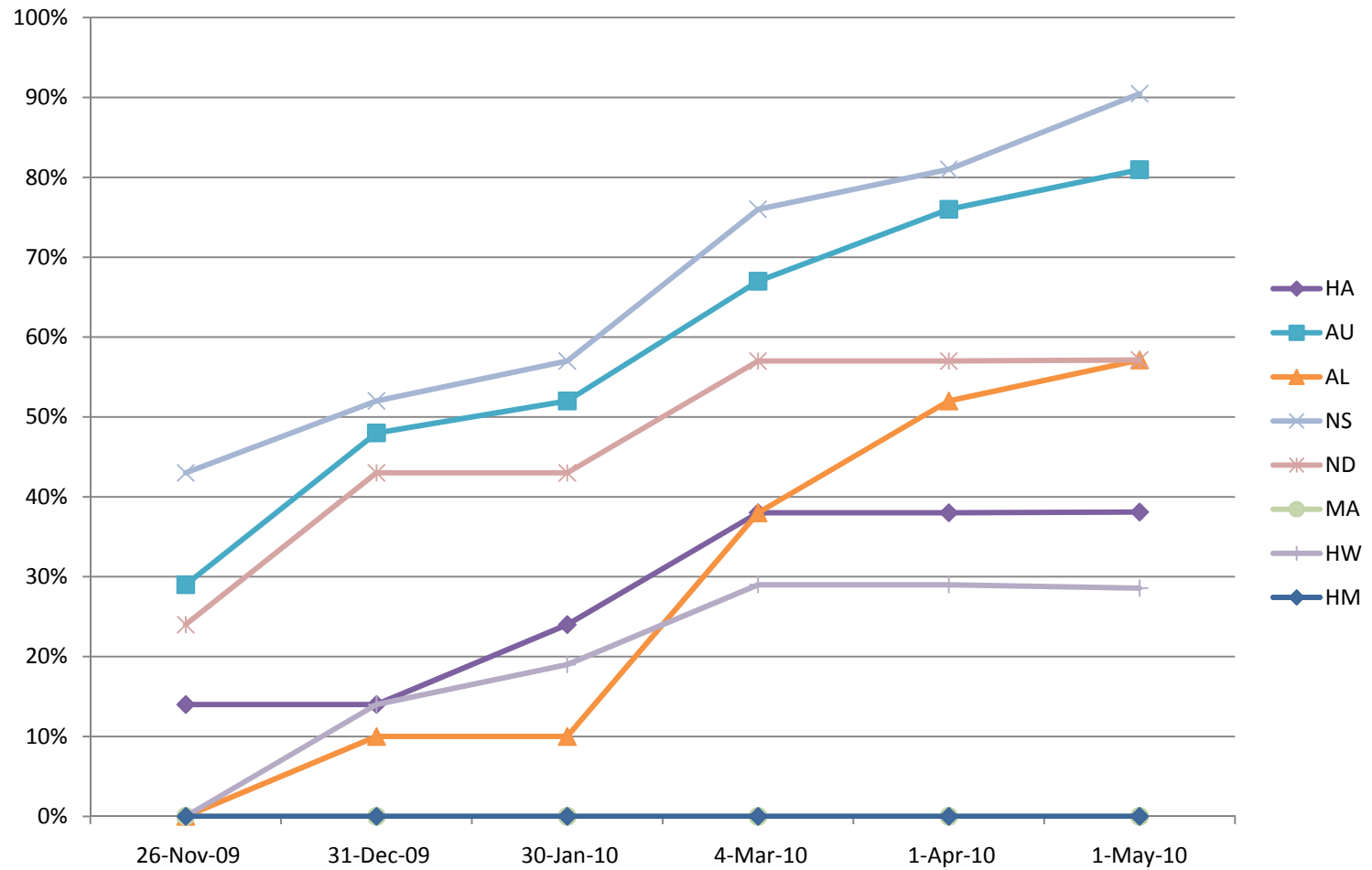
Math Skills - AnnaBhau SatheNagar
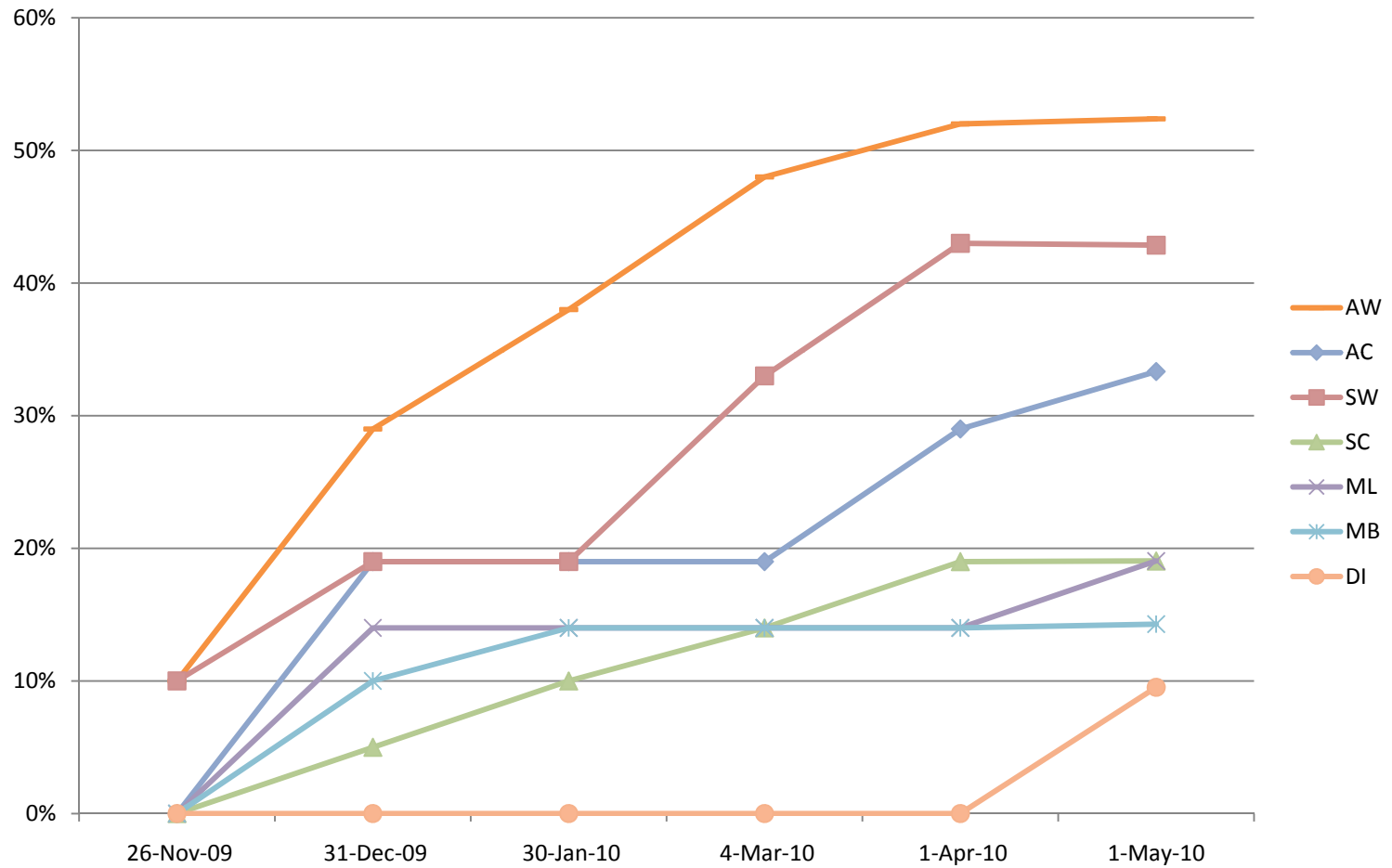
Student Progress Cards-samples

Name: Sonu; Age:6, Female

S No	Date	HS	SD	HD	DD	AH	AE	MT	WM	MW	HA	AU	AL	NS	ND	MA	HW	HM	AW	AC	SW	SC	ML	MB	DI
1	26-Nov-09	R	R			R	R							W											
2	31-Dec-09	R	R			R	R					W		W											
3	30-Jan-10	R	R			R	R					W		W											
4	4-Mar-10	R	R	R	R	R	R					W	W	W	W										
5	1-Apr-10	R	R	R	R	R	R					W	W	W	W				M	M	M				

Name: Jayram; Age:7; Female

S No	Date	HS	SD	HD	DD	AH	AE	MT	WM	MW	HA	AU	AL	NS	ND	MA	HW	HM	AW	AC	SW	SC	ML	MB	DI
1	26-Nov-09	R	R																						
2	31-Dec-09	R	R	R	R							W		W	W				M						
3	30-Jan-10	R	R	R	R							W		W	W				M						
4	4-Mar-10	R	R	R	R	R	R		R			W	W	W	W				M		M				
5	1-Apr-10	R	R	R	R	R	R		R		W	W	W	W	W				M	M	M	M			

Attendance - AnnaBhau SatheNagar
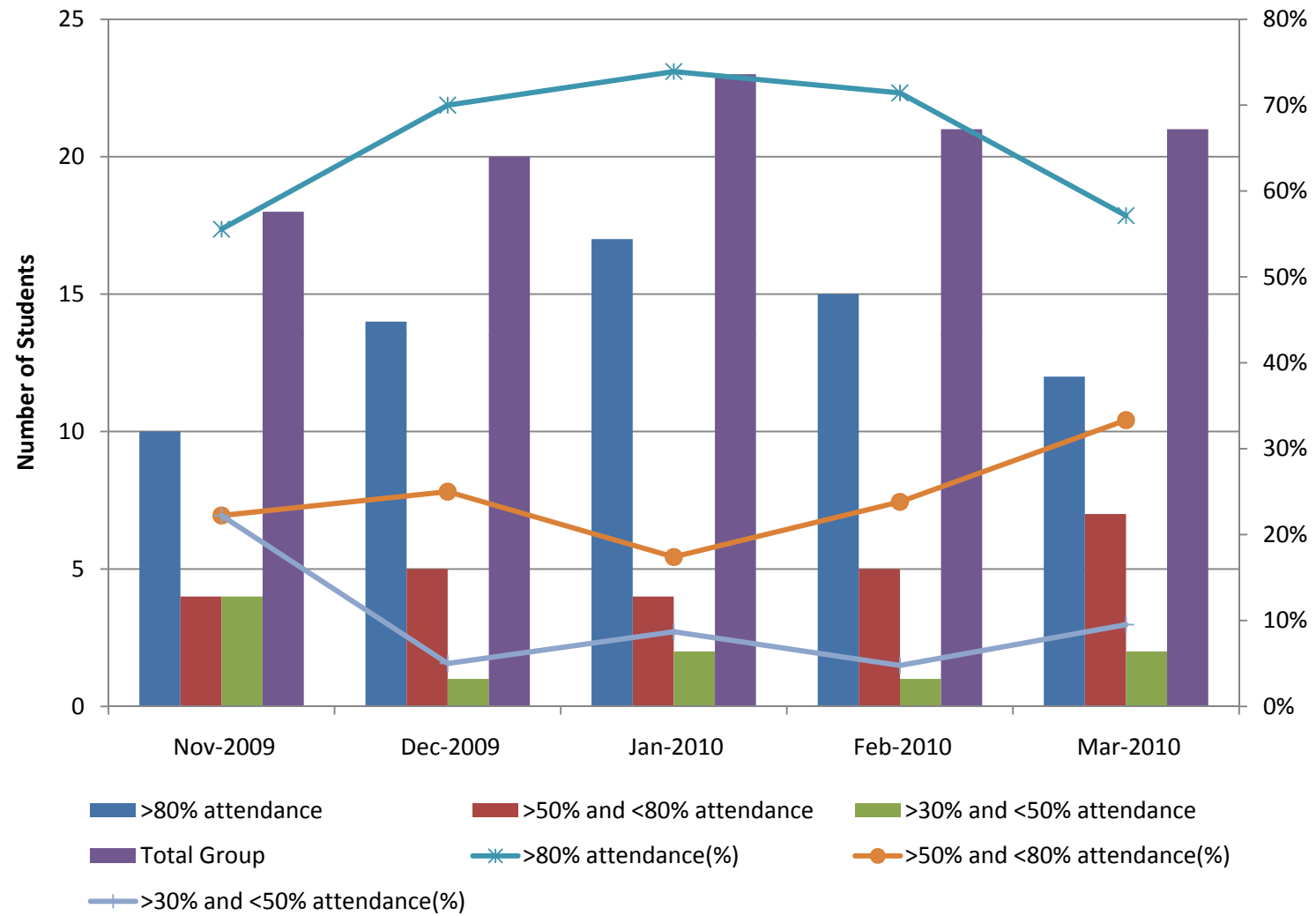
"Classroom Calling"

Traditional Classes
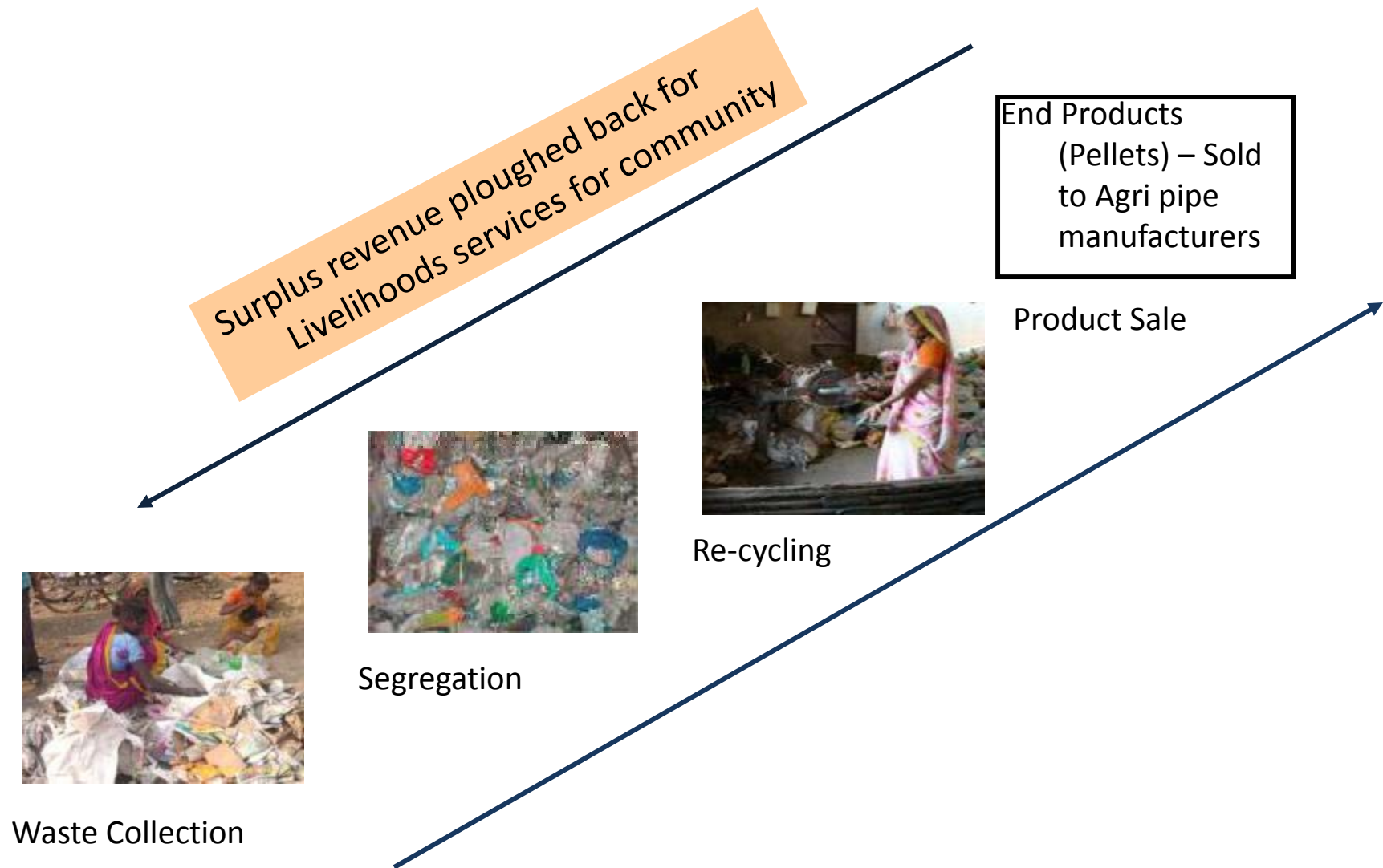

Classes

Field Classes

Financial Inclusion and Literacy

• Savings Bank accounts were opened for 49 households by 31-Mar-10 at the nearest Bank Branch

• While everybody was interested to, very few were saving

• They wanted to be accompanied by field staff for each visit to Bank

• Why? To assist them in filling the forms

• Illeteracy found to be the biggest bottleneck to Financial Inclusion, not infrastructure or income levels

• Financial/Adult Literacy program started in Apr-2010

• Impact of this program on improvement on savings and child learning too is being monitored

Supporting Livelihoods through Waste Management

Surplus revenue ploughed back for Livelihoods services for community

End Products (Pellets) – Sold to Agri pipe manufacturers

Product Sale

Re-cycling

Segregation

Waste Collection

Environmental Impact

75 tons of polythene waste collected

Sorted and cleaned

Converted to 42 tons of raw material for Agri -Pipes

UC Actively Leverages Free /Open Source & other Low Cost Web Applications & tools

To Disseminate Information & Updates

For Operational Efficiency

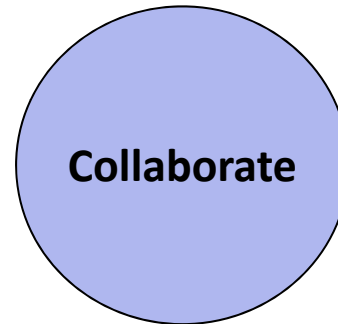For Online Teaching

Project Management

Acquire UC Certificates

Crtique our Work

Tech Support

Collaborate

Participate - Online teaching

Help us Find Projects

Follow us on Social Networking Forums & spread the word

Some immediate plans

- Scaling up this integrated development project
  - At Indore to 3 more slum clusters to cover close to 1000 households from May-09

  - Introduce Health care services for this community at Indore(Can we move from tele-classes to tele-medicine starting from even primary health care?)

  - Starting a similar of program in slum clusters in Hyderabad(We are looking out for fulltime social work staff for taking on the task)

  - To start similar work at couple of slum clusters in Delhi from Sep-09

Thank You!

Website: www.yousee.in
Twittter: http://twitter.com/youseeupdates
YouTube Channel: http://www.youtube.com/user/youseemovies
Facebook Page: http://www.facebook.com/pages/YouSee/334183208934