

NGO Partner: ROSE Computer Academy

About ROSE (<http://www.roseeducation.com/>)

Technical education is already transforming millions of lives and fuelling economic growth across all sectors India. However, at the same time there are many places in rural and semi-urban parts of India which are still left behind in the modernization of the education system. This is not because of a lack of willingness on the part of students but rather a lack of educational resources coupled with the absence of affordable quality education in rural areas. Computer education opens immeasurably valuable livelihoods, self-development, and other opportunities, and it is not fair that much of India's population misses out. ROSE aims to address this digital divide by providing computer education to villagers from all walks of life across Haryana.

ROSE Computer Academy was founded in August of 2007 by Amit Kataria as a partnership firm which was later registered as a Private Limited Company in 2012 and finally as a Trust in July 2016. Beginning with one branch in Palam Vihar (Choma Village), Gurgaon, ROSE began to introduce, inculcate and promote a spirit of education by working towards inclusive computer literacy. In its first year of operation alone, ROSE trained 200 students. With this early success and such a demand for locally available computer courses, the organization expanded beyond Palam Vihar to open branches in other villages in Gurgaon: Mullalhera, Islampur and Rajendra Park. ROSE has also adapted over the past 9 years to student needs and demands, reviewing its offering of courses and the way that courses are taught and structured. Currently, the organization is at an exciting point of expansion and transformation. In the coming year, ROSE is working on incorporating "life skills" into its curriculum to better equip its students for studies and employment, safe and ethical computer use, and the more general ups and downs of life in rural Haryana.

Vision & Mission

Rural Organization for Social Empowerment (ROSE), run by villagers, provides computer skills and life skills to rural and semi-urban populations to enable them to find employment, access better opportunities and become self-aware individuals, thereby contributing to more inclusive society.

To impart quality computer education at an affordable rate to the youth in rural areas to prepare them for either starting their own enterprise or to get a job in a good company.

Goals

- Reduce unemployment in rural and semi-urban areas of Haryana through self-employment/employment
- Train people of Haryana in such a manner that they can easily earn their livelihoods in their own villages

- Promote a culture of Information Technology and introduce it as a career option to youth living in rural and semi-urban parts of Haryana
- Build a network of grassroots organizations all over Haryana to promote widespread computer literacy

ROSE Computer Academy's dream is to empower at least one member of every household in rural Haryana through computer literacy over the next 10 years. Though ambitious, ROSE started in this direction 10 years ago, by setting up the first center in Choma village, and today almost every household in that village has a computer - this is one of the many impacts, which include having trained approximately 6,000 students till date, approximately 70% job placements and around 40 odd micro-enterprises.

The students include girls, boys, senior citizens, children and housewives. The teacher student ratio is normally 1:6 and student computer ratio is 1:1 and curriculum is bi-lingual. Today, ROSE has 6 branches in villages - Amit's philosophy is to bring computer education access to rural population, that would ordinarily not have access (especially girls, which are more than 50% of his students), and by doing so, there is a natural empowerment process that follows.

There are approximately 6700 villages in Haryana and though ambitious, our aim is to open at least 350 centers, ie approximately 1 in every 20 villages - which is possible if we plan our growth in a structured manner and have the right support and good team.

All our students will be taught Internet access as part of the curriculum (we hope to train approximately 200,000 people in next 10 years). Because mobile technology is so rampant in villages, we believe the number of indirect beneficiaries to be at least 3 times over. The last year has been quite a different for Amit and ROSE, where there's been change to get ready for its first real scale-up and building the process around it, including systems of monitoring branches, certification tie-up with NIIT Foundation, increased structure in conducting batches and marketing.

Fund Requirement for ROSE for 1 year

ROSE's current faculty are students who have graduated from the academy and are now working as teachers for the other students however this is not the best approach to follow, especially when the need is to grow. ROSE has been trying to hire three additional resources for the last year or so but has not been able to do so as it is finding it difficult to absorb the cost of salaries for new staff members.

We need your support to hire 3 additional resources; 1 good teacher who helps train village level entrepreneurs so that they can open their own enterprises in their own villages and 2 mobilization resources who will help reaching out to more and more students.

The cost for the additional resources is as follows:

Particular	Salary per month	Annual Salary
Master Trainer	30,000	3,60,000
Mobilization Resource 1	20,000	2,40,000
Mobilization Resource 2	20,000	2,40,000
Additional Cost for printing of leaflets and other communication material/ stationery		1,00,000
TOTAL for one year		9,40,000
Neikee Foundation's Administrative Charges	10% of the total requirement	INR 94,000
	Total Fund Raise Request**	INR 10,34,000

****90% of all donations are transferred to the respective campaigns while 10% is retained by Neikee to cover administrative costs.**