

ABOUT EDU-GIRLS

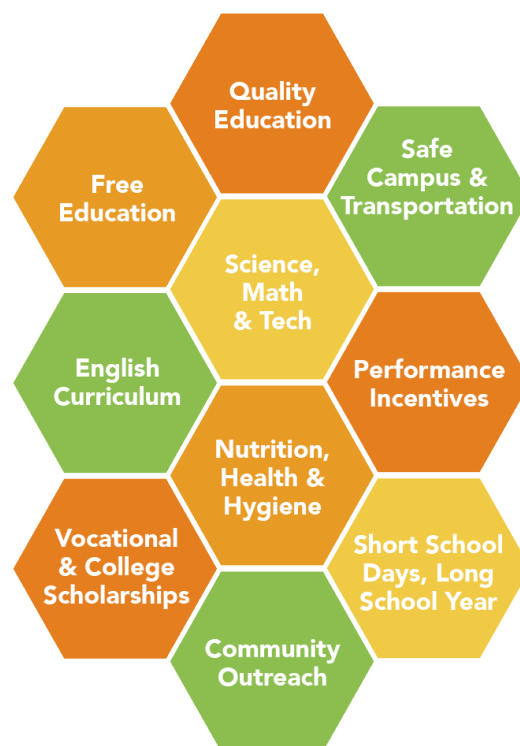
What is the problem we are trying to solve?

Education of girls is well recognized as a major development opportunity to eradicate poverty and even fight climate change because of its impact on population growth. However, the difficulty of reaching girls living in poverty with quality education had contributed significantly to underachievement of Millennium Development Goal (MDG) 2. The difficulty arises because of a gender bias in traditional societies where girls are given a lower priority for family resources over their male counterparts who most likely will look after their parents in old age. Girls are to care for the home front, looking after younger siblings or making supplemental income while both parents are out doing low skill work. They are to be kept safe and then married off young, effectively to transfer the liability to a new family. Many poverty stricken girls just want to learn and provide higher incomes but gender and poverty are their obstacles. We aim to find effective solutions to these these complex factors.

How does Edu-GIRLS address the problem?

Our 10 MANTRA model emerged from pilots launched in 2014. We studied several global challenges through different avenues of field work and created the 10 Mantras to specifically break the grip of the gender and poverty nexus. The model has proven to:

- eliminate financial cost to family;
- reduce the opportunity cost of girls not able to help run the poor household;
- ensure a safe campus and secure transport;
- deliver quality through teacher development and digital learning;
- motivate teachers to work smarter through incentives;
- reward girls for staying at school and performing through incentives;
- ensure market readiness through emphasis on STEM instruction and
- support vocational training and college scholarships till girls are in jobs.



What evidence is there that this is an effective intervention?

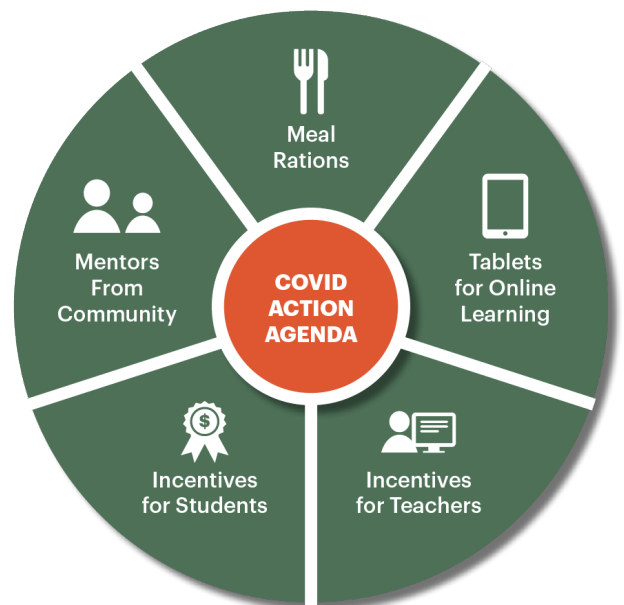
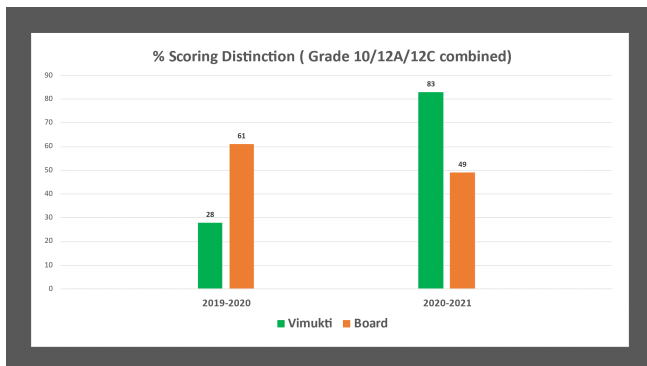
Despite the disruptions of COVID 19, our model has blossomed at our flagship Vimukti Girls School in Jaipur, India where the 10 MANTRAS are in operation. Girls were critical to the families survival during the lockdown, bringing home rations to put food on the table. Now 650 girls from the slums of Jaipur have continued to learn through the pandemic using new personal tablets and are ready to show strong performance in June Board examinations, 32 girls are in jobs after completing vocational training and 7 are in college getting ready for careers in commerce and teaching. Costs are low, just \$1 per day per girl. This is less than what the Government spends in public schools. Step by step replication of the model in Bangalore is accelerating. Following extensive media coverage of our efforts to bridge the digital divide, the demand for accreditation of new schools is strong. Dau Dayal Inter College for girls was added to the portfolio in 2021 starting at the Primary School level.

Why is Edu-GIRLS well suited to tackle the problem?

Many organizations apply elements of the 10 MANTRAS but none that we know applies the **entire package from pre-school to job placement** and at a low cost.

We are confident that we can accelerate the replication of our painstakingly developed model, leapfrogging through the learning curve.

The successful implementation of our five point COVID Action Agenda (CAA) has created demand. Under CAA, girls became agents of family survival as rations for 1 million meals were distributed through them. They became leaders in the community when they brought home their new digital devices loaded with self learning software. The girls at Vimukti outperformed other children who took the School Board examination in 2021.



We are ready for replication with a new Director now placed in Delhi since 2021.

How does Edu-GIRLS leadership reflect its mission?

Edu-GIRLS was set up by former World Bank staff with the sole aim to empower girls through quality education. The Board includes committed women putting their passion to work. Most importantly the schools are led by committed women who founded the organizations. Partners like Lavalina Sogani, in Jaipur, Rohini Venugopal in Bangalore, Usha Acharaya in Nepal, Seema Aziz in Pakistan and Mala Rastogi in Agra are distinguished women leaders working for decades in this space. Our effort is to boost their effectiveness with resources, ideas and a strong focus on results.

What makes Edu-GIRLS innovative?

Our uniqueness is our full package of interventions customized to the needs of girls living in poverty, a package that is delivered from pre-school to job placement and a package that costs less than the government spends on a girl in school. Our innovation lies in (i) being flexible and responsive to changing needs (as demonstrated in our COVID-19 response); and (ii) a strong focus on results which bases grant disbursement on the achievement of agreed Key Performance Indicators.

How ready are we to grow?

Nominations of organizations which share our vision is an ongoing process. Key selection criteria are: (i) committed leadership; (ii) ability to achieve results; (iii) openness to innovation; (iv) efficiency to deliver at low cost; and (v) fiduciary probity and transparency. Short listed organizations are being assisted to develop 3 year business plans using the 10 MANTRA framework and to develop a baseline and 3 year goals of 5 Key Performance Indicators. Funding will be utilized to implement an action agenda under signed grant agreements based on achievement of agreed results. Penalties will be included for underperformance and provisions made for external evaluation. Dau Dayal College was added in 2020 and MJM School in Hyderabad is undergoing due diligence reviews for possible inclusion in 2022. A new school was accredited in Nepal and the Malik School in Kohat took major strides to adding critical thinking and problem solving as well as technology to its pedagogy.

New Frontiers to conquer:

As our girls graduate from High School, the learning story gets more interesting. They want to pursue careers and resist pressure to get married. In response to this need, EduGIRLS has intensified the support to our flagship school to launch a Career Development Program which support through counseling and scholarships careers rating from medicine and engineering to nursing and beauty parlor management. It has also launched a partnership with Prayatna in India to offer scholarships to girls from poverty to pursue careers In Engineering and other high end disciplines. In 2021, 34 girls entered engineering schools, 13 of the in IITs as part of this program which is likely to grow.

Meet Suchita

Suchita Rana, an 8th grader at the Vimukti Girls School in Jaipur, has a dream to be an officer in the Indian army like her grandfather. Suchita hopes to carry on that tradition. When India went into lockdown in March 2020, for many families living in poverty, it was a sudden scramble for survival. For daily wage workers, this was an immediate crisis. Within a few days, the school had arranged for a month's rations to be safely delivered to the family of every Vimukti student. School was closed and learning had come to a complete halt. Then some basic online learning began through smart phones and WhatsApp. But the girls had limited time to borrowed phones. Realizing the urgency of this increasing gap in education, Edu-GIRLS stepped in to provide each student with her own tablet, loaded with lessons and self-learning software. Classes resumed through video conferencing. While Suchita misses going to school and seeing her friends and teachers, she is very happy to be studying and also becoming tech savvy.



1/ Both Jaipur and Bangalore schools were recipients of Rotary International Global Grants in 2015/16.