



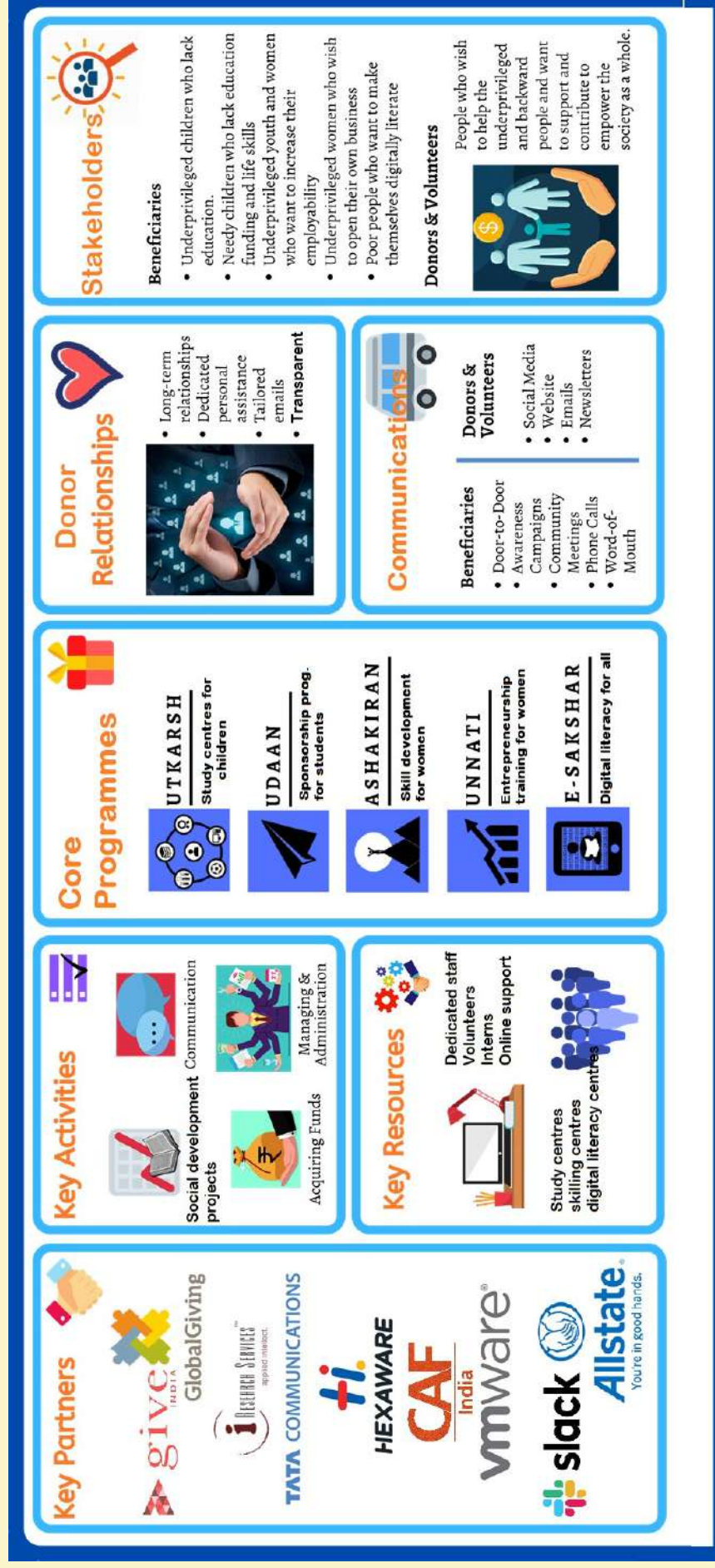
**Foundation for Initiatives in Development and Education for All**



# **IDEA for the future**

**Annual Report 2019-20**

# IDEA CANVAS



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## REGISTRATION DETAILS

- Society Registration Act no. - Mah/195/2002/Pune, dated 8 February 2002

- BPT Reg. no. - F-22506/ Pune, dated 11 December 2007

- 12 A (a) no. - PN/CIT 1/Regn./12A(a)/111/2007-08-5918, dated 01-04-2007

- Income Tax Exemption (80G) PN/CIT-1/12A (a)/80G/281/2007-08/5919, dated 19/02/2008

- FCRA Registration no. – 083930539

- PAN no. - AAATF1163B

## AUDITOR

- Khare Deshmukh & Co. Chartered Accountants.

Flat no. 8/B, Manish Apartments, 2nd floor, Behind Deepak Sweets, Sanghavi Nagar, Aundh, Pune-411007.

## BANKERS

- ICICI Bank Ltd. Kothrud Branch, Pune - 411052.
- Shri Laxmikrupa Urban Co-operative Bank Ltd. Siddharth Chambers, Kothrud, Pune- 411029.
- Indian Overseas Bank Dahanukar Colony, Kothrud, Pune - 411029.
- Kotak Mahindra Bank, Ideal colony branch, Paud road, Kothrud, Pune – 411038



# FOREWORD

India is one of the signatory for global education campaign set to be achieved in 2030 under United Nation's Sustainable Development Goal No 4 – i. e Universal Primary and Secondary Education for all. Foundation for Initiative in Development and Education for All i.e. IDEA Foundation's work align in this concept by serving the nation and generating human resources- by imparting educational activities to 'socially excluded' population of Pune district since last 18 years. The 'Kaushal' which is one of the flagship programme of the Govt. of India, IDEA foundation is deeply involved in, contributing significantly for vocational and skill development training of neglected and underprivileged sections of the society. It has achieved the remarkable achievement over a period by reaching out to 9 million direct beneficiaries of urban ,rural and tribal locations in Pune, Mumbai, Chennai and Alappuzha (flood affected parts in Kerala) . For this contribution IDEA Foundation is awarded for its outstanding contribution in 2008, social excellence in 2011, innovation in 2015, as an effective NGO by Global Giving in 2019, commitment to social transparency award for 2019, recognition as best NGO partner by Tata Communications in 2019 etc.



**Dr. V.V.Kulkarni, Hon.  
Secretary of IDEA  
Foundation and Dean of  
the faculty of Arts,  
Science and Commerce  
Bharati Vidyapeeth Pune**

To explore the innate abilities of slum children IDEA Foundation's work as a pioneer in bringing socially excluded student population in mainstream of education and development through UTKARSH program is much appreciated. This program helped significantly to reduce school dropout rate in slum areas while the support system for high school and higher education through sponsorship program entitled UDAAN program is working very well and also getting good response from the various corners of the society. ASHAKIRAN - Skill development courses for women and youth in various vocations like tailoring, beauty care, Culinary training (Home chefs) and Art & Craft to improve their employability and helping to find out alternative livelihood resources to meet their daily needs. Women empowerment is another core program of IDEA Foundation. Entrepreneurial Development Programme (EDP) is being undertaken by the Foundation through UNNATI program to encourage women who complete vocational training to start their own business. SHG formation and hand-holding support are hallmarks. In view of the call from government for 'Digital Literacy, various short-term courses are being arranged for youths, adolescents, adults and even senior citizen's too. This program finds more appropriate to one and all in the present situation of CORONA pandemic.

While implementing various programmes in rural, tribal and slum areas the staff of IDEA Foundation is experiencing several limitations and challenges. However their moral courage, commitment and sound leadership of the organisation with clarity has succeeded to overcome these limitations and difficulties. I express my sense of gratitude to all stakeholders for their generous support to make the program effective and sustainable or serve the society. I deeply appreciate the efforts taken by the field staff, administrative staff and the officials mould the program consistent with needs and demands of the society which will serve the socially excluded population for finding the alternative source of livelihoods. It is not exaggeration to state that inspite of several limitations at field level the entire staff of IDEA Foundation is marching ahead to achieve the goals set for sustainable development under the dynamic leadership of Usha Pillai.

I wish all the best and success for each one of the activity they undertake serve socially excluded population of the society. Considering the need and demand from the society the Foundation seek financial support from various corners of the society to reach out to many more 'socially excluded people'.

# ABOUT IDEA

Foundation for Initiatives in Development and Education for All (IDEA) is a Pune based Non-profit which serves underprivileged/ migrant/ tribal children, youth and women through educational and skilling programmes. IDEA originated from the findings of a PhD study by Dr. Usha Pillai to deal with the problems in education and developmental issues of the marginalized people. Realizing the need for adopting a holistic approach to minimize school dropout, IDEA started its work in a slum in 2002 with a study centre and later expanded its work to include educational sponsorship for High school children and also started Skill development courses for women and youth since 2010. IDEA has its presence in more than 35 communities in and around Pune and 11 villages around Hinjewadi and Bhore, Maharashtra state, Mumbai, Chennai and some parts of central Kerala in India and since 2002 directly reached – 56,037 children, 13,228 youth & 20,942 women through its 5 core programmes.



**IDEA VISION** - "A just society where individuals have access to equal opportunities"

**IDEA MISSION**- "To create equal opportunities to underprivileged sections of society for their all round development"

## **IDEA OBJECTIVES**

- To conduct and develop Research, Consultancy, Documentation and Training. To undertake scientific studies, evaluation and research projects in the area of Applied Social Sciences and Rural and Urban Development.
- To undertake Action Research Projects in the field of Rural and Urban Development.
- To implement Schemes and Programmes / Projects in the field of Social Development with particular reference to the promotion of education.
- To facilitate development aid and support to the needy children to complete their education, training and all round development.
- To extend help in exceptional cases to poor and needy.
- To organize seminars, conferences, workshops, etc.
- To provide vocational guidance, training and facilities for vocational rehabilitation of the needy.
- To undertake programmes of community development in the field of education, health, etc.
- To undertake implementation of the various schemes of Government bodies and local bodies, in the fields of education, income generation and vocational training. To initiate programmes for:
  1. Needy and destitute children who have no shelter, education and who are found to be exploited in the society.
  2. Street children and school dropouts and to restart their education and organize special programmes for them.
- To achieve the aims and objectives aforesaid, to co-operate, enter into partnership programmes and to take joint programmes and or to lend assistance to and seek assistance from other institutions, national or international with similar aims and objectives

# IDEA BOARD



**President &  
Trustee**

Mr. Balakrishna  
K Pillai



**Vice  
President**

Mr. Ashok G  
Budhkar



**Co-founder &  
Director**

Dr. Usha Pillai



**Hon.  
Secretary**

Dr. Vijay  
Kulkarni



**Treasurer**

Mr. Sachin  
Gokhale



**Member**

Mr. Ajay Talreja



**Member**

Mrs. Sujata  
Kelkar



**Member**

Mrs. Sangeetha  
Menon

# IDEA HIGHLIGHTS

## 2019-20

- Expanded project Amhi Parivartak to Hadapsar area with partner Slack Technologies, USA
- Finalist at Polestar awards in livelihood category
- 2 time finalists at Digital Empowerment Foundation's e-NGO challenge in 2015 and 2019
- Employees of TATA Communications made DAAN UTSAV extra special by donating large quantities of study tables, toiletries, snacks, games and educational aids
- IDEA continues to support selected schools, students and underprivileged families in flood ravaged Kerala for education and livelihood
- As a part of Sweden-India cultural exchange programme, 27 Swedish students visited IDEA's project locations to learn about IDEA's social impact at grassroots
- A Children's magazine "Tablet" was released featuring stories, art work and content developed by the study centre children themselves
- 4 of our talented Beauty Parlour students availed scholarships to learn advance spa therapy treatments from Liva academy of beauty, Pune.
- 1 group enterprise and 3 individual enterprises were created by women entrepreneurs.



# IDEA's CREDIBILITY

IDEA is an accredited member of Credibility Alliance. In 2015 we have also received Gold & platinum certification from Guidestar India. After a thorough due diligence process, IDEA is now listed / supported by various funding platforms or funding partners

Give India - <http://www.giveindia.org/m-858-idea-foundation.aspx>

Global Giving - <http://www.globalgiving.org/donate/6846/foundation-for-initiatives-in-development-and-education/>

GuideStar - <http://www.guidestarindia.org/Summary.aspx?CCReg=374>

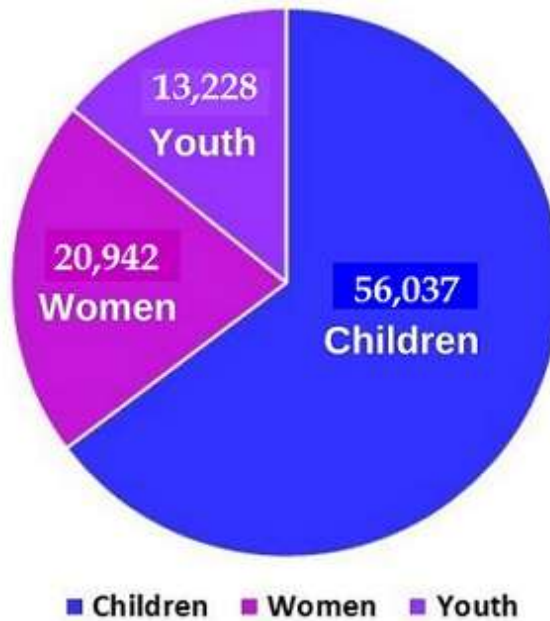
## AWARDS

For its work in the field of social development, IDEA has won –

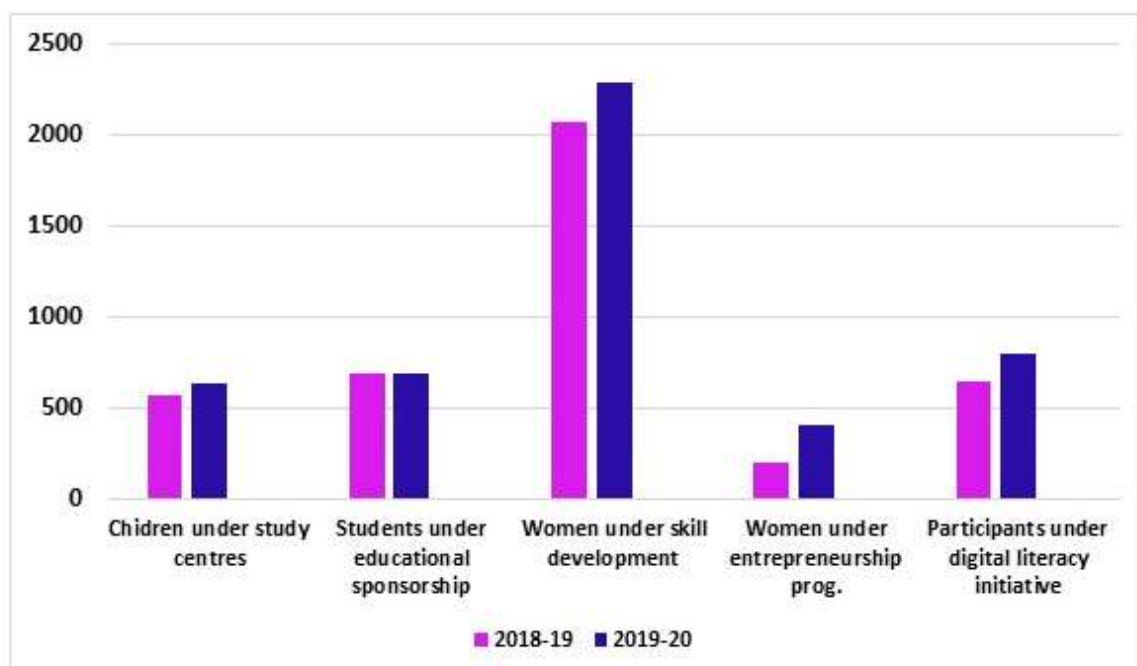
- Outstanding Annual Report award, 2008
- DHYAS award for social excellence, 2011
- STREE innovation award, 2015
- "SUPERSTAR" rank on Global Giving, 2017 to 2019
- "Commitment to Transparency" key from Guidestar, 2019
- "Best NGO partner" at Partners for Goals meet, TATA Communications, 2019
- 2 time finalist at Digital Empowerment Foundation's e-NGO challenge in 2015 and 2019
- Finalist at Polestar awards in livelihood category

# IDEA in NUMBERS

Total direct beneficiaries reached since 2002



Beneficiaries reached in 2018-19 vs 2019-20



# IDEA's 5 CORE PROGRAMMES

IDEA realizes its objectives with help of the following carefully designed 5 core programmes -

UTKARSH - Study centers for children studying between std. 1st to std. 7th where they are taught in a holistic manner using Activity Based Learning (ABL) and e-learning, with focus on improving their fundamental learning skills.

UDAAN - Educational sponsorship for children studying from std. 8th to graduation, through which very needy children get part reimbursement of their school/college fees, stationary, and Life skills sessions. Some youth with high potential are given training in leadership skills through Youth clubs.

ASHAKIRAN - Skill development courses for women and youth in various vocations like tailoring, beauty parlor, Home chefs and Art & Craft to improve their employability.

UNNATI - Entrepreneurial Development Programme (EDP) to encourage women who complete vocational training to start their own business. SHG formation and hand-holding support are hallmarks.

E-SAKSHAR - Digital Literacy programme, through which we teach basics of Computers and internet under Government's NDLM (National Digital Literacy Mission) to people of all age groups.

## **Different communities IDEA serves**

- Slum communities in Pune – Ramnagar, Sutardara, Lokmanyagar, Ganeshnagar etc.
- Migrant labour communities in Pune city and rural Bhore – Renukavasti, Anantnagar, Sanjaynagar
- AA group dominant communities in Bhopkhe, Kalas, Dighi and Kalas areas in semi-urban areas of Pune
- Tribal communities in Pune district – Katkari tribes, Lamanvasti tribal community
- Flood affected underprivileged communities from Alappuzha district in Kerala state
- Underprivileged communities from urban areas of Mumbai and Chennai

# UTKARSH

IDEA started its early work with the main objective to minimize school drop-out rate and to create safe learning spaces through the Programme “UTKARSH” by establishing Community based Study Centres. Here, Holistic development is ensured for children studying between std. 1st to std. 7th with focus on improving their fundamental learning skills like reading, writing, comprehension, language (English and Marathi) and Mathematical skills through Activity Based Learning (ABL) using various educational aids, fun activities, festivals, puppet shows, story-telling, art and craft, sports, competitions, exposure visits, life skill sessions and e-learning. The children are also a part of Children’s clubs in their community where they organize rallies to create awareness on environment, Hygiene and water conservation.

## Utkarsh in 2019-20

- Total of 1035 children were enrolled in IDEA study centres in rural and urban areas of Pune
- Apart from regular classes, children received material support in form of school bags, schools supplies, study desks, hygiene kits and snacks
- A Children’s magazine “Tablet” was released featuring stories, art work and content developed by the study centre children themselves
- Innovative activities like Anand Bazaar, Children’s bank and Audio-Video sessions were conducted to impart financial literacy and habit of saving from a young age.
- A Science fair was conducted where children showcased their scientific experiments

## Success story

Ayesha was shy girl, because of her weak economic background she was lagging behind in studies, until she joined IDEA’s study centre. Slowly she began to enjoy the activities conducted in study centre and started attending centre regularly. Now she is winning 100% attendance award every month. She loves Science activities the most, a subject she once feared. Now she helps the study centre teacher in managing children, checking homework and teaching younger children, Ayesha’s Mother says “she was very silent at home also but now she tells all things she learnt in the centre and helps her younger sisters and she helps me in household works too. Now she dreams to be a Doctor. It is really proud feeling that our children plan these big things at this young age”





# UDAAN

While working with underprivileged communities we come across some families who struggle to provide for their children's school expenses and as a result their children are forced to discontinue their education. Programme UDAAN was started to provide educational sponsorship to such needy children, especially to girls. Needy and deserving children studying from std. 8th to graduation are selected and are provided with part

reimbursement of school/ college fee, uniform, stationary, and coaching fee. Their all-round development is ensured through Life skill sessions, Career counselling, Spoken English classes, Personality development classes, Digital Literacy and Exposure visits. Community youth clubs are formed to encourage leadership qualities among the youth. These clubs create awareness on topics like gender sensitization and also mentor children from their communities.

## Udaan in 2019-20

- 683 needy students received support to complete their High school and college education
- Students pursuing higher education received laptops for their studies
- Two new Youth clubs were formed in Hadapsar area in Pune
- Flood affected students from Kerala received material support along with support for English classes and Computer sessions.
- Students from Pune got a rare chance to visit Fergusson college's Geology, Chemistry and Physics labs.

## Success story

Ashwini is a brilliant student pursuing post-graduation in Science. She has been enrolled in sponsorship project since the past 4 years. After seeing her sincerity and honest efforts we have continued her in the project and supported her for higher studies. Though she was good in studies, she lacked stage courage and self-confidence. Our sponsorship not only helped her economically but also gave her opportunity to gain confidence through personality development sessions. Now she participates in various college level competitions enthusiastically. Ashwini has scored 89% in recent exams which is a First class with Distinction. On her way to a bright future, she is eagerly attending our sessions on resume writing and other online sessions.



# ASHAKIRAN

IDEA started skill development courses in 2010 to give a second chance to those underprivileged/ tribal women who are illiterate or had to discontinue schooling. Various skilling courses like Tailoring, Beauty Parlour, Home chefs and Art & Craft are offered right in their own communities and that too at a nominal fee. Both basic and advance level courses in each vocation are available. The courses offer theory, practicals and learning through exposure visits. Life skill sessions on topics like Health, Hygiene, Stress and time management, Government laws and Women rights. Sessions are also conducted to impart basic computer literacy and Spoken English skills.

## Ashakiran in 2019-20

- 2284 women received training in various skills
- 4 of our talented Beauty Parlour students availed scholarships to learn advance spa therapy treatments from Liva academy of beauty, Pune.
- IDEA also helped conduct Paper bag making classes, cloth bag making classes, donated new sewing machines for imparting livelihood skills to flood affected women in Kerala
- Women from Home Chefs sold their innovative varieties of modaks during Ganesh Utsav which received a great response from many buyers including some corporate groups.

## Success story

Saira dropped out of school after 10th std. and started helping her sister run cosmetic & beauty shop to make ends meet. That's when she heard that IDEA runs Beauty parlour course. Though she could not continue her formal education, she still wanted to continue learning new things and this course was the way to do it. Saira completed 3 months basic beautician course run under IDEA's project Umang supported by TATA Communication at vocational training centre, Kalas. The social worker & class Instructor guided her through the training program and motivated her to continue 5 months advanced class at Tata Communication Dighi campus. During her advanced training she underwent art based life skill sessions by TAAL Inc.



Soon she was offered job of basic beautician course instructor at Bheemnagar center. This work gave her confidence in her skills. To help her further, Umang project decided to support Saira complete her ABTC certification course which she passed with flying colors and immediately got a job in a renowned parlor as a beautician earning Rs. 10,000 to 15,000 per month with extra incentives. Saira says "The training at basic & advanced center & TAAL classes helped me improve my life style, behavior, communication. The job made me confident & capable of making my own decisions. I am very happy that IDEA & Tata Communications supported my dreams. My parents are so proud to see me grow in my career.

# UNNATI

The end goal of Skilling women is to make them employable. But for underprivileged women, who do not have access to business know-how, setting up their own business is a daunting task. To fill this knowledge gap, IDEA started UNNATI which is an Entrepreneurial Development Programme (EDP). The objective of the programme is to encourage women who have completed skill development courses to find self employment / entrepreneurship opportunities. The programme also acts as a support agency and organizes women into clusters or Self-Help Groups (SHGs) which can start their own business. In the 6 days EDP training, various sessions on topics like entrepreneurial qualities, market demand, selecting a trade, making a business plan, branding, micro-finance, record and inventory management, Govt. laws, etc. are taught through interesting and innovative methods like skits, role play, presentations and case studies. To run a business, along with financial and business acumen, soft skills are also required. Hence the programme also conduct sessions on Communication skills, inter-personal skills and consumer behaviour.

## Unnati in 2019-20

- 405 women completed EDP training last year
- Last year, 2 new Self Help Groups, 1 group enterprise and 3 individual enterprises were created by women entrepreneurs
- Women entrepreneurs who have their food related micro businesses and who make handmade items like bags, jewelry sold their products at 20 exhibitions held in Pune and Mumbai.

## Success story

Annapurna Catering Group started by Asha, Malan, Vaishali, Ravina and Suvarna. One thing was common between the women - They all wanted to achieve something on their own. They like cooking but lacked professional skills so they joined the course to explore new possibilities in the catering field. They also attended the Entrepreneurship training conducted by IDEA. Soon the team got opportunity from Natarajan Education Society to exhibit their products at 3 different companies- Cybage, Gera plaza & RBL bank. This was their first attempt to participate in exhibition which taught them all about customer needs, communication,

data recording, and packaging along with maintaining the quality of the product. They faced challenges like time management, team work by keeping their focus on the progress of their business. They are now getting more and more orders, and with each success, the group's confidence is soaring high. They are now jointly working towards their dream of upscaling their catering business!



# E-SAKSHAR

The inability to access computers and internet is adding to the marginalization in addition to traditional factors like poverty. To address this issue, IDEA started Digital Literacy under Govt. of India's National Digital Literacy Mission (NDLM) centres at those locations where we already have a presence. IDEA's NDLM centres is for anyone between the ages of 14 to 60 who want to learn Computer basics. Here we introduce them to the world of computers where basic applications like MS Word, MS Excel, MS Paint etc. are taught. Internet basics like how to Google for information, how to e-mail, online banking, e-shopping and video-calling along with cyber security sessions are also conducted.

## e-Sakshar in 2019-20

- 798 people across age groups enrolled with IDEA NDLM centres
- Cyber security sessions and one to one training sessions were conducted by corporate volunteers from TATA Communications
- Computer training is helping students become self-reliant in higher studies and filling college application forms online
- Women are confidently using social media to promote their food and handmade products.
- Using e-payment systems by women has led 2 fold increase in income generation.

## Success story

"I always wanted to learn computers but I was scared. Our instructor makes everything simple to understand which dissolved my fears and I developed an interest in this. I find using internet on my mobile the most useful. I have learned how to pay electricity bill online, Facebook, I have a Google account also. Learning computers has made my life easy and I feel more confident. As a school drop out, I never thought I will get chance to learn something like computers but thanks to IDEA this was possible and now I want to learn even more". - **Maya, NDLM student**





# IDEA's Major projects

## UMANG (Supported by TATA Communications)

Umang project is livelihood & empowerment initiative based imparting vocational skills to community women. This project was initiated in 2 communities in the year 2015. The project focuses on Sustainable livelihoods and employability through vocational training, life skills & Entrepreneurship development training with a focus on Affirmative Action Group for reducing poverty among marginalized women by creating livelihood opportunities, Good Job and with an ultimate goal of economic growth. Main Objectives are as follows -

- Increase the employability of women & youth from the community by promoting employment oriented skill training in different trades
- Encourage self-employment / entrepreneurship through trainings on entrepreneurship and acting as a support agency for setting up women-led enterprises in the community and providing necessary handholding & support.



## Impact of the project in 5 years (2015-16 to 2019-20)

- Expanded the outreach from 2 communities to 14 communities reaching out more needy women
- Total 5589 women skilled in vocational trades against target of 3600
- Out of the total skilled 5589 women 970 have completed advanced courses
- Up skilling 382 women through 6 days Entrepreneurship training programme
- 48% self-employed 5 enterprise created in 5 years tenure
- 17 successfully running Self Help Group with 2 SHG cluster formation
- Handholding and financial support to 36 Individuals given for enterprise through SHGs

Additionally women get value added inputs through art based life skills training given to selected participants Art Based Life skill (TAAL), Sponsorship for selected passed out advanced beauty parlour students for taking up specialized courses in partnership with Association of Beauty therapy & Cosmetology (ABTC) and specialized crash courses in Men's wear, laundry bag making, porcelain clay articles and many more.

# **HEXAWARE SCHOLARSHIP PROGRAMME**

## **(Supported by Hexaware Technologies)**

The initiative started in 2017 to create opportunities for students from the identified areas and to empower them through Education and Life skills thereby enhancing their employability. Every year selected students pursuing graduation and students from higher secondary schools from Pune, Mumbai and Chennai avail scholarships under this project. Preference is given to girls / differently abled children / children from backward communities. Apart from school/college fee reimbursement, all students benefit from career counselling, personality development sessions, exposure visits and digital literacy sessions. The project is immensely successful in helping needy students continue their education and is paving a way for their bright future.



In 2019-20, 430 students availed Hexaware scholarships. Meritorious students were felicitated. Laptops were distributed to students pursuing higher education which will greatly help them in their studies and for filling college/job online applications in future.

# **AMHI PARIVARTAK – We are the change makers (Supported by VMware and Slack Technologies)**

The project supported by VMware aims to provide underprivileged youth from Sangamwadi and Ganeshnagar - quality education and self-improvement opportunities so that our youth become agents of change in their own communities. The project supports

- Study centres (for 120 children) to ensure quality holistic education with focus on improving fundamental learning skills and
- Youth clubs (100 selected youth) for enhanced learning opportunities while slowly changing their rigid attitudes (especially regarding gender roles). The youth clubs are also resource centre equipped with computers and e-learning softwares. The clubs conduct discussions and debates on socially relevant topics. In this way, children themselves will become agents of change or Parivartaks. Value based Education plus right mindset will lead to Empowered Communities.



In 2019-20, project was expanded to 2 new locations in Hadapsar area with the support from Slack Technologies. A total of 133 youth were enrolled in Youth clubs and 216 children in study centres. Focus was on improving skills related to Science, Math, communications and e-learning. Environmental awareness rallies, sessions on gender sensitivity, sports tournament, Yuva mahotsav (An event to felicitate young change-makers), Balmelava (a gathering for children to express their emotions) were some of the special initiatives under this project.

# HOME CHEFS (Supported by Natarajan Education Society)

The project trains underprivileged women for improving culinary skills along with business skills with the aim to improve their employability. The students learn various cuisines at fully functional IDEA kitchens. Motivated students join EAP & EDP training where they learn business, management and financial skills which helps them to start their own business with handholding support from IDEA. Additionally students benefit from exposure visits, participation in various exhibitions and life skill sessions. IDEA also helps women find orders and facilitates new contracts with companies who require their catering service. In 2019-20, a total of 233 women and youth were enrolled under Home Chefs course after Continuous mobilization and interviews. Regular culinary training in different cuisines, hands on practice in IDEA kitchens was provided to students followed by life skill sessions on topics like time, stress management, health etc. Selected women also completed EDP training. Digital literacy sessions were conducted to impart basic computer and internet skills.



Some notable achievements of the project are as follows-

- 8 Groups are ready for taking catering orders.
- Individual orders of the women have increased.
- Able to bring about small changes in their personality, Eg. Women who did not travel alone in city have started going out, communicating with customers etc
- Some women have smartly started managing the google accounts like Paytm, google Pay



## SHIKSHA UTKARSH (Supported by iResearch)

iResearch supports 2 initiatives – Study centres and Digital literacy centres in Yerwada, Lamanvasti, Bhophkel and Sutardara communities.

In 2019-20, a total of 170 children were enrolled in 4 study centres under this project and focus was more on Science, Maths and Communication skills. Children from the 4 study centres were engaged in fun Science activities and got hands on experience to conduct scientific experiments. Students also participated in the Science fair conducted by IDEA and showcased their experiments. Children enjoyed celebrating different festivals, exposure visit to tribal museum and story-telling workshop. Children also participated in various competitions related to Maths, Essay, Drawing, Speech and Sports competitions



In the same year, under this project, a total of 170 students were enrolled in digital centres. Out of them 120 appeared for exam and have passed. A digital literacy course was also started for Kridaniketan and Colonel Young Primary School's Students and teachers also. Taking note of increasing cyber attacks, need for cyber security awareness was felt. This year we conducted cyber security workshops for 250 participants including high school students, parents, local women, home chef course students completed their Cyber Security Workshop. Community engagement is an important component of this project. Parents and Stakeholders in the community play a key role in the development process of the children. So we find work with parents for their development. Regular home visits, school visits and parent-teacher meetings are held for the same.

# VOLUNTEERS & INTERNS

The true strength of any Non-profit are the people who selflessly give their time, skills and efforts to make someone else's live a little better. Our volunteers are the true torch bearers of selfless service, in 2019-20 many corporate employees from TATA Communications, Accenture, VMware, Infosys, Amazon and Bajaj Allianz joined us for various initiatives like beautification of rural schools, teaching children, conducting digital literacy sessions, making educational aids, helping us to raise funds at exhibitions and helping us conduct Math competitions and exposure visits for children. A big thank you to our esteemed volunteers for joining us in our mission!



Like every year, this year too we had many opportunities for interns who wish to learn about working at a grassroots organization and making a difference to the lives of the underprivileged. Interns from MSW & MBA colleges like IIEBM, Bharati Vidyapeeth Social Science Centre, Tilak Maharashtra Vidyapeeth and Karve Institute of Social Sciences joined us this year to take our work ahead. Management interns from Bennet University, Noida, NMIMS and S.P. Jain college, Mumbai also joined IDEA and added value to our work. Thanks a lot dear interns!

# DEAR DONORS!

We thank our many donors and funding partners for believing in our mission and trusting us wholeheartedly, your generosity and confidence in our work give us the strength to carry on our endeavors with passion. Without your support, all this phenomenal work would not have been achieved. You have always stood by us, helping underprivileged children and women and transforming their lives for the better. The coming time looks to be our biggest challenge brought about by the coronavirus pandemic and the subsequent shutting of schools, colleges and livelihood options. We request you dear donors to continue standing with us and extend your support, after all, we are in this together!



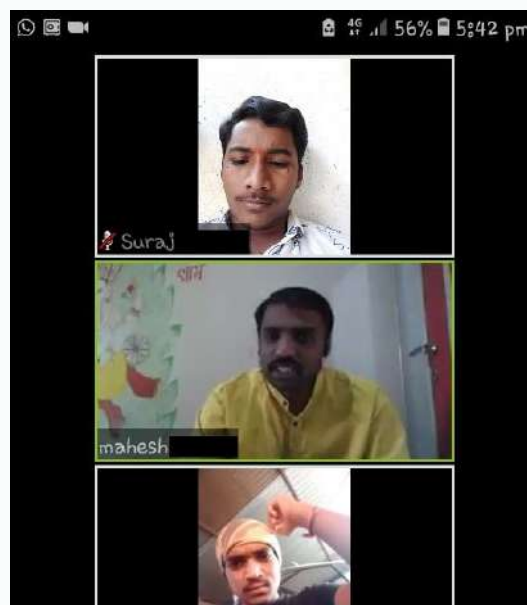
Special thanks also to our networking partners, who help us reach out to more people and help us provide better quality of service to our stakeholders.





# IDEA for the FUTURE!

The year 2019-20 was surely a year of great achievements for IDEA, a year we saw years of hard work bearing fruits. Better scores, more income generation, effective community involvement and increased confidence – our beneficiaries realized their true inner potential. Then came the coronavirus pandemic in March and like the rest of the world, we had to make massive changes in the way we work and connect with our stakeholders. In March, we started creating awareness about the pandemic in the communities we serve through phone calls and WhatsApp. Necessary precautions like handwash, using facemasks and social distancing to be taken were shared with all beneficiaries. All physical classes for children and skilling centres for women were closed. Subsequently lockdown was announced and we immediately took the decision of shifting our study centre and skilling centre activities online. Since we have been training all beneficiaries in digital literacy, they were comfortable joining us for online sessions.



Our team redesigned the courses more suitable for online teaching. Along with regular online classes an urgent need was felt to help the beneficiaries to deal with the adverse effects of the pandemic, schools, colleges were closed which was badly affecting students' studies and they were apprehensive about their exams and future. Most of our beneficiaries work as daily wage earners who lost their jobs, some who run micro businesses suffered massive losses. 70% people from the communities we serve reported that they were struggling to avail food, medicines and other essentials. In this situation, our social workers started making regular phone calls to all beneficiaries to understand their problems, to give them advice and support to cope during this difficult time. This personal counselling and group counselling through online sessions helped many to deal with anxiety and stress. We also started a one to one mentoring session for students where accomplished women from the corporate world make regular phone calls to discuss and guide students regarding the personal and academic problems.



To help underprivileged families from Maharashtra and Kerala reeling under extreme financial burden brought about by the pandemic, we started fundraising campaigns, which are still running. Our beneficiaries are showing exemplary courage during this time, students are creating corona virus awareness posters, poems, videos and sharing with their communities. Women from our Tailoring course are making facemasks and distributing in their communities while our home chef student whose eateries are shut down, are using social media to promote their food items.



Friends, it seems like a long way before our regular lives resume, till then looks like this is the new normal. If it is difficult for us, it is extremely crushing for our underprivileged friends. We request you to lend a helping hand to our beneficiaries, they need you more than ever now. Here's how you can help –

- Donating to families of jobless daily wage earners, needy students and women who have lost livelihood opportunities
- Conducting online sessions on various life skills and informative academic sessions
- Participate in mentoring initiative to provide Personal counselling of children, youth and women through phone calls
- Helping our office staff in creating content and videos virtually

Let us all join hands and help the needy in this time of distress. Let us ensure that they survive this pandemic and give them hope for a good future!

# TRANSPARENCY REPORT

## 1) DISTRIBUTION OF STAFF ACCORDING TO SALARY

Slab of Gross salary in Rs. Plus Benefits paid to staff per month	Male staff	Female staff	Total
Less than 5000	Nil	Nil	Nil
5000 - < 10,000	1	1	2
10,000 - < 25,000	7	19	26
25,000 - < 50,000	5	3	8
50,000 - < 1,00,000	Nil	1	1

## 2) STAFF REMUNERATION (Gross Salary + Benefits) in INR.

- a. Head of the organization: Rs. 61,100/-
- b. Highest paid: Rs. 61,100/-
- c. Lowest paid: Rs. 9,250/-

## 3) STAFF and BOARD members TRAVEL (in the year 2019-2020)

- a. International travel: Nil
- b. Domestic travel: Rs. 19,258/-

## 4) ANNUAL Gross REMUNERATION PAID to BOARD MEMBERS

Sr. No.	NAME	GROSS RENEUMERATION in INR
1.	Mr. B.K. Pillai	Nil
2.	Mr. A.G. Buddhkar	60,000/-
3.	Mr. Vijay Kulkarni	Nil
4.	Mr. Sachin Gokhale	Nil
5.	Mrs. Sangeeta Menon	Nil
6.	Mr. Ajay Talreja	Nil
7.	Mrs. Sujata Kelkar	Nil
8.	Ms. Prachi Joeg	Nil
9.	Dr. Usha Pillai	7,48,200/-



**Bombay Public Trust Act, 1950**  
**Trust Name : FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL**  
**Bombay Public Trust act Reg no. F - 22506/Pune**  
**Society Reg. No. MAH/195/2002/Pune**  
**Receipt and Payment Account for the year ended 31.03.2020**  
**Consolidated**

Receipt	Current year Amt Rs.	Payment	Current year Amt Rs.
<b>To Opening Balance</b>		<b>LOCAL</b>	
<b>Bank Accounts</b>	77,62,332	By Amhi Parivartak (by VMWEARE)	11,23,853
ICICI Local A/c.	29,99,784		
ICICI FCRA A/c.	11,92,943	By Ashakiran Project (by Allstate)	14,29,133
Indian Overseas Bank	4,28,957		
Indian Overseas Bank - FCRA Fund Utilization A/c.	4,728	By Danamojo Online Solutions Pvt. Ltd.	56,918
Kotak Mahindra Bank	24,16,605		
Laxmikrupa Co-op. Bank Ltd.	7,19,315	By E-SAKSHAR (Digital Literacy and Cyber Safety Project (by Giving for Goods)	1,94,469
<b>Cash Balance</b>		By Give India Local	8,40,743
Cash in Hand	17,897		
		By Home Chef Course (by NES)	16,12,066
<b>To Donations/Funds Received</b>	205,53,416		
<b>LOCAL</b>		By Scholarship Prog. (by Hexaware)	43,84,929
Funds for IDEA General Fund	169612		
Funds from NEXT GEN.MANAGEMENTS for Voluntering Activity	153065	By Study Center Project (by Prorigo)	1,00,000
Funds for IDEA Gen. Sponsorship Prog.	280000		
Funds for IDEA Gen. Vocational Training Prog.	1245550	ByStudy Center Project (by Cotiviti)	5,24,658
Funds to Campaign for EMPOWERING	5510		
Funds From Give India	188413	By Shiksha Utkarsh Project (by iResearch)	4,71,422
Funds for Hexaware Scholarship Program	2600000		
Funds From Allstate for Ashakiran Project	1489425	By E-Sakshar Project (by iResearch)	2,86,127
Funds From Cotiviti for Shiksha Utkarsh	585200		
Funds From Danamojo	59650	By UMANG Project (by TCTS)	95,28,522
Funds From GIVING FOR GOOD for E-Sakshar	267850		
Funds From NES for Home Chef Course	1130000	By IDEA Gen. Project	15,81,067
Funds From Prorigo for Study Center	100000	# Events	1,50,558
Funds From TCTS for Umang Project	6648836	# Idea General Home Chef Course	3,47,055
Funds From TMF for Home Chef Cours	200000	# Idea General Fund Exp.	1,45,243
Funds From VMWEARE for Amhi Parivartak	2200000	# Individual Sponsorship Programme	2,89,669
Support for COVID 19 Affected Daily Wage Earners (IDEA)	2000	# IDEA Gen. Vocational Trng. Prog.	90,316
<b>FCRA</b>		# Integrated Community Devp.Prog.	71,954
Funds for Amhi Parivartak Project by Slack	1481480	# Light House Project (by PCCD)	4,47,671
Funds From Give India USA	132089	# Samarth Project	38,601
Funds From Global Giving	223115		
Funds From SPUF for Samarth Project	585987	<b>FCRA</b>	
Funds From YOURCAUSE LLC & General Fund	27238	By Amhi Parivartak Project (by SLACK)	1,77,678
Funds ReceivedFrom CAF for Digital Literacy &	291060		
Funds Recived From CAF for Joy of Learning Pro	480690	By Give India FC	6,646
Give India - FC	6646		
		By Give India USA	61,274
<b>To Interest</b>	4,38,030		
Savings Bank A/c.	2,06,268	By Global Giving	5,09,347
Fixed Deposit A/c.	1,83,953		
Interest on TDS Refund	47,809	By IDEA Gen. and Micro Project (FCRA)	9,235
<b>To Corpus Fund</b>	10,500	By Smarth Project (FCRA)	7,51,063
<b>To FDR Matured</b>	90,71,439		
<b>To TDS Deducted</b>	6,86,592	By Digital Literacy & Cyber Safety Project	6,81,242
<b>To Profession Tax Deducted</b>	66,900		
<b>To Revolving Fund</b>	25,600	By Joy of Learning Science & Maths Activity	6,82,459
<b>To EPF-Employees Contribution</b>	3,04,758		
<b>To Sundery Creditors</b>	2,59,218	By Profession Tax Paid	66,025
<b>To Sundery Debtor</b>	11,89,956	By TDS Paid	6,99,251
<b>To Audit Fees Payable</b>	17,700	By TDS Receivable	1,18,421



To TDS Receivable		5,75,991	By New FDRs		79,57,000
To Rent Deposit		2,40,000	By Audit Fee Payable		17,700
To Notice Period Pay Contribution		12,720	By EPF-Employees Contribution		3,03,812
			By Sundry Creditors		1,48,003
			By Revolving Fund		10,000
			By Rent Deposit		3,16,500
			By Sundry Debtor		72,000
			By Loans & Advances		5,000
			By Closing Balance		
			Bank Balance		64,82,061
			ICICI Local A/c.	24,48,116	
			ICICI FCRA A/c.	18,27,994	
			Indian Overseas Bank	65,988	
			Indian Overseas Bank - FCRA Fund Utilization A/c.	1,46,749	
			Kotak Mahindra Bank	19,17,656	
			Laxmikrupa Co-op. Bank Ltd.	25,559	
			Kotak Mahindra Bank - Gropu Gratuity	50,000	
			Cash Balance		
			Cash in Hand		24,424
Total		412,33,048	Total		412,33,048

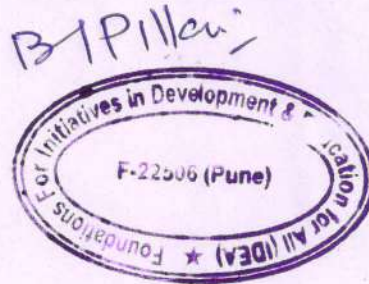
As per our report of even date  
For Khare Deshmukh & Co.  
Chartered Accountants  
FRN 116141W

CA. Vivek Deshmukh  
Partner, M. No. 118296

Date: 16 Oct. 2020  
Place : Pune

For & on Behalf of  
FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL

Trustee



Trustee

UDIN: 20118296AAAAWS9S7



**Bombay Public Trust Act, 1950**  
**Schedule IX**  
**Name of the Trust : FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL**  
**Bombay Public Trust act Reg no. F - 22506/Pune**  
**Society Reg. No. MAH/195/2002/Pune**  
**Income And Expenditure Account**  
**For the year ending 31st March 2020**  
**Income & Expenditure**  
**Consolidated**

Expenditure	Sch No.	Current Year	Previous Year	Income	Sch No.	Current Year	Previous Year
		Amt Rs.	Amt Rs.			Amt Rs.	Amt Rs.
To Expenditure in respect of properties :				By Rent Accrued		0	0
Rate, Taxes, cesses		25,303	3,392	Realised		0	0
Repairs and Maintenance		0	0	By Interest Accrued		2,47,958	1,06,446
Salaries		0	0	Realised		1,83,953	1,10,505
Insurance		0	0	on Securities		0	0
Depreciation (By way of provision adjustments)		0	0	on Loans		0	0
Other Expenses		0	0	on Bank A/C		2,06,268	2,45,216
				on Interest on IT Refund		47809	0
To Establishment Expenses		0	0				
To Remuneration to Trustees		0	0	By Dividend		0	0
To Remuneration (in case of Math) to the head of the math, including his House hold expenditure, if any		0	0				
To Legal Expenses		0	0	By Donation in cash or Kind		221,44,989	270,42,439
To Audit Fees		0	0				
To Contribution and Fees		0	0	By Transfer from Reserve		0	0
To Amount Written off		0	0				
a) Bad Debts		0	13,915	By Prize money received		0	0
b) Loan Scholarship		0	0	By Honorarium Income		0	0
To Prize money received		0	0				
d) Other items		0	0				
To Miscellaneous Expenses							
To Depreciation		0	13,263				
To Amount Transfer to Reserve & Specific funds		0	0				
To Amount Transfer to earmarked Reserve		0	0				
<b>To Expenditure on Object of Trust</b>							
a) Religious							
b) Educational		221,59,310	268,75,392				
c) Medical Relief		0	0				
d) Other Charitable Objects		0	0				
To Provision for other expenses		0	0				
To Provision for Audit Fees		17,700	17,700				
To Surplus Carried over to Balance Sheets		6,28,664	5,80,945				
		<b>228,30,977</b>	<b>275,04,607</b>			<b>228,30,977</b>	<b>275,04,607</b>

As per our report of even date  
For Khare Deshmukh & Co.  
Chartered Accountants  
FRN 116141W

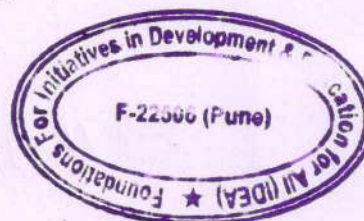
CA. Vivek Deshmukh  
Partner, M. No. 118296



For & on Behalf of  
FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL

Trustee

*Pratibha Pillai*



*Arsh*  
Trustee

Date: 16 Oct. 2020  
Place : Pune

UDIN: 20118296 AAAA 105957



Bombay Public Trust Act, 1950  
Schedule VIII [Vide rule 17(1)]  
Name of the Trust : FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL  
Bombay Public Trust act Reg no. F - 22506/Pune  
Society Reg. No. MAH/195/2002/Pune  
Balance Sheet as on 31-03-2020  
Consolidated

Funds & Liabilities	Current Year	Previous Year	Properties & Assets	Current Year	Previous Year
	Amt Rs.	Amt Rs.		Amt Rs.	Amt Rs.
<b>Trust Funds or Corpus -</b>	21,56,454	21,45,954	<b>Immovable Properties - [at cost]</b>		
Balance as per Last Balance Sheet	21,45,954		Balance as per last Balance Sheet		
Addition during the year :			Addition during year		
General Member Fees	500		Less: Sales during the year		
Life Membership Fees	10,000		Depreciation up to date		
			<b>Investments</b>	71,42,454	
<b>Other Earmarked Funds -</b>	0	0	Note : the Market value of the above		
(deed or Scheme out of the Income)			Fixed Deposits (FDRs).	68,94,496	79,02,499
Depreciation fund			Accrued Interest	2,47,958	1,06,446
sinking Fund					
<b>Any Other Fund - Revolving Fund</b>	55,710	71,310			
Add: Received during the year	15,600		<b>Fixed Asset</b>	9,91,531	6,85,440
<b>Unspent Funds</b>	104,98,436	133,03,388			
<b>Capital Reserve</b>	9,31,849	6,25,758	<b>Loans (Secured or Unsecured -</b>		
<b>Contingency Fund</b>	12,92,274	12,92,274	good / doubtful)		
			Loan Scholarship		
<b>Loans (Secured/Unsecured) Op Bal</b>	0	0	Other Loans		
From Trustees					
From Others			<b>Advances</b>	24,26,240	
<b>Provisions</b>	3,56,768		To Trustees		
For Expenses (Audit Fees)	17,700	17,700	To Employees	5,000	
For Expenses (during the year)			To Contractors		
For TDS Payable	87,716	1,00,375	To Sundry Debtors	19,11,953	15,25,708
For Advances			To Others( Rent)	2,31,000	1,54,500
For Sundry Credit Balances	2,22,682	1,15,064	To TDS Receivable	2,78,287	6,56,897
For EPF Contribution Payable	24,195	20,940			
For Profession Tax Payable	4,475	3,600	<b>Prepaid Expenses</b>		
			Profession Tax Payable		
<b>Income and Expenditure Account -</b>	17,59,619	11,30,955			
Balance as per Balance Sheet (op)	11,30,955		<b>Cash and Bank Balances</b>	65,06,484	
Less: Appropriation if any			a) In Savings Account	64,82,061	77,62,332
Add: Surplus as per Income & Exp A/c	6,28,664		b) Cash in Hand	24,424	17,897
	170,66,709	188,11,718		170,66,709	188,11,718

As per our report of even date  
For Khare Deshmukh & Co.  
Chartered Accountants  
FRN 116141W

CA.Vivek Deshmukh  
Partner, M. No. 118296



For & on Behalf of  
FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL

Trustee

Trustee



Date: 16 Oct. 2020  
Place : Pune

UDIN: 20118296AAAA505957



# TESTIMONIALS

Education & Employment are the two main aspects usually for anyone, IDEA Foundation is serving better for underprivileged children and women through their educational and skilling programs. IDEA is genuinely working to improve the living standards of the less privileged children by giving them the quality education and the financial aid for education and also supporting the struggling women so that they work and earn with dignity through skilling programs. We at Hexaware, as part of CSR, partnering with IDEA to financially support the needy and deserving children in the locality of Pune, Mumbai and Chennai. This is the fourth year we are partnering and continuing our support and I confidently vouch for their activities & projects particularly the scholarship project. They deserve support and encouragement from the world of Philanthropy. IDEA utilizes every penny of the donations for the right purpose and benefits go to the right beneficiary. - **Logabhiram, CSR & Sustainability Initiatives, Hexaware Technologies**



"I have learned so many things from IDEA Foundation, in IDEA's Centre we learned soft skills needed for life and we got computer knowledge. These skills are taught through various activities in centre, and through Art and craft sessions which has helped us a lot. Ma'am always encourages us to go forward and do something to improve skills and overcome challenges". - **Manthan Gavali, Youth Club, Ganeshnagar**



"I feel highly motivated & confident now. The courses with UMANG project has given me in-depth knowledge & skills of trades I have learned. Life has now changed for me. The communication between me & my husband has improved. My husband now respects my decision and this has given me a sense of identity. I sincerely thank everyone from UMANG for guiding me in right time in right direction. I want to take this work ahead & have more machines & my own working space. I want provide employment to more needy women". - **Gauri, Tailoring student under project UMANG**



"Interning at IDEA Foundation for two months was the most incredible experience. I absolutely loved the culture and the people at IDEA are amazing. I was exposed to a lot of different aspects of IDEA's work and greatly improved my knowledge in various domains. I learned a lot from the experience and was able to contribute as much as I could. I gained many new skills and experiences during this internship which are still very useful in my daily life. I sincerely thank IDEA Foundation for this rewarding internship experience. Wishing IDEA Foundation the very best!" - **Aadim Meher, intern from Bennett University**



# DONATE to IDEA

Donate Here:



**Team IDEA always striving to empower the underprivileged!**

## Contact Us:



Survey No:18/2/6B, B-4, Chaitanya Society,  
Brahmachaitanya Society lane,  
Near Ambedkar Chowk, Pune - 411058



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<https://ideafoundation.org.in/>

## Visit Our Website:

