



Questions in blue are old ones while the ones in yellow are new.

Communication and Advocacy-Create awareness

1. What were the behaviour change communications used during the project? (300 words)

YDF mission include to inspire underprivileged students to continue higher education and don't drop their studies because of financial constraint. We Prepare a roadmap that based upon evidence on priority audiences, their perceived needs and aspiration along with plans for implementation and monitoring and evaluation.

YDF ensures that communication activities and output are coordinated and harmonized to achieved agreed upon goals and objectives. Following steps used during behaviour change communication:

- **Inquire:** To gain a deeper understanding of those who are largely affected, their communication resource, existing capacity, financial constraint, career aspiration and the factors which largely impacted them to get benefited. Performed formative research on facilitator, stakeholders for individual and collective change
- **Strategy Formation:** Incorporate analysis of the first step during developing the strategic plan, get the concern of everyone from beneficiary, facilitator, stakeholder and so on. Focus on developing the communication strategy which must be responsive, institute level activities, interpersonal counselling, participatory approach, Capacity building, fostering individual aspiration and their sustainability.

- **Implementation:** During implementing the strategy mobilize communities, stakeholders, beneficiaries, provide them knowledge and aware them about available benefit which they can perceive, motivate them to apply for this benefit, ensuring them to provide complete support whenever need. Reach out to stakeholders for their active involvement so that increase program impact and can lead to long term sustainability.
- **Monitoring and evaluation:** With frequent conversation monitored each of the beneficiaries and stakeholder's behaviour and frequency of engagement in dealing with the benefit. Evaluate impact on communities, beneficiary and change in their behaviour at personal, family and social level to meet the organization goal and objective.

2. State some of the ways in which the communication material designed had taken into consideration the local culture & ecosystem? (300 words)

Main objective while designing the communication material is to conveying organization message to the targeted audience. Communication material designed in a way that translate accurate replication of ideas of the organization and ensure feedback for the purpose of eliciting action which will accomplish organizational goal.

There was variability of stakeholders (which include NGO, School, College and Communities) beneficiaries (Student with different class and category) whom have to communicate from the very beginning through to implementation and evaluation – and they all want to be communicated differently. So, to effectively communicate with each of them we designed separate document for each of the stake holder. During framing the communication material, we consider following –

Classification of stakeholder in different category: Each Stakeholders were dealing with different kind of beneficiaries, so classify stakeholder based on their dealing with beneficiaries.

Simplistic Language: Used simple and local language that impacted large audience in efficient time. As organization working on variety of schemes. Each scheme has different parameter and eligibility and application process. So prepared a basic format to for all the schemes to make them easily understandable

Used coloured graph and Chart: To make it more attractive and for visible appealing, Used and graph to show organization motive and working strategy.

Successful Case Studies: To motivate and encourage students to take the steps, shared some successful case study of marginalised and economic weaker students who benefited earlier.

3. What has been the frequency of engagement between the organization and the local stakeholders and the delivery mechanism? (500 words)

We realize the importance of regular and enough communication to our stakeholder time to time. While contacting with them we also consider the time and availability of stakeholders.

Identification of stakeholders: Before beginning of the project, YDF start identification and analysis of stakeholders to work on the respective project. Parameters of identification based on agreement of the third party to participate in the activity.

Early Engagement: This is to know stakeholder expectation and perception to set a positive tone with them. There are many uncertainties and unknown challenges that we

share with stakeholders as a predictor of potential issues and risk and generate ideas and alternative solution on early design questions.

Stakeholder Consultation: Communicate stakeholder about the project and plan out each process, to take their advice and frequently follow up with them to smooth the process of implementation.

Implementation: Start operation with the support of stakeholder, reach out to the beneficiaries, for mobilization, documentation and verification.

Monitoring and Evaluation: Figure out the eligible and deserving beneficiaries after complete

Grievance Mechanism: To maintain good faith and long-term relation with the party, satisfy their interest by resolving any complex issue and work considering their concern as well throughout the project

Reporting to stakeholders: Report back to stakeholders about the applicant further operation process and beneficiaries result

Events & Outreach- Build capacity and partnerships

1. What were the different initiatives/approaches taken towards capacity building of the program staff and how often? (300 words)

To increase the capacity of the staff, three days training conducted in the beginning of the project, more focus on improving the intangible qualities of the staff. A conceptual framework has been designed, in that objectives had been set, the focus area has been identified and consider risk and challenges of the project, everything has been documented properly to monitor the activity of the staff.

Orientation about the project: Convey knowledge in a structured way, ensure that core content is delivered with numbers and chart to show the objective of the program.

Clarity on communication practice: Enhance qualitative approach to deal with partner, share clarity on mailing communication, things to share in the beginning to maintain professionalism. things to share and deliver with partner and stakeholders to maintain

Participative Approach: Participative approach adopted to understand the thought of the team and program manager. Take their ideas in preparing action plan of the project

Freedom to take initiative: To encourage and to boost the confidence of team give freedom to take initiative in the strategic relation formation with partners and stakeholders in the perspective of organization. Define priorities, purpose, criteria to make relationship with stakeholders, providers and beneficiaries.

Freedom to resource generation: Provide substantial support to generate resource to manage the internal operation and management. Facilitate team with available network.

Technical advancement: Provide them technical knowledge to speed up the process and to monitor the team activity.

Self-Evaluation: Impact assessment tool used to evaluate self-work. This method is to analyse the self-working efficiency and efforts to manage the risk and challenges of the project.

2. How does the organization reach out to various stakeholder groups? (200 words)

Program required to deal with various stakeholders' group. To identify potential stakeholder brainstorming done to know the interest who all are affected by online

research conducted which is required to seek out to potential stakeholder who are dealing with beneficiaries.

Identify NGO Partner: Identify NGO partner who are working for education and basically dealing with students who are in the age of 15 and above.

Identify School: Identify government school whose result are consistently growing and whose children need financial assistance

Identify college: Reach out to college with specific Various stakeholder school, college

To reach out to various stakeholder, online research conducted to identify institute to whom we must approach, Hierarchy followed before start communication with head of the institute. YDF shared online registration form link with institute, college, NGO and at community group. A visit also conducted to each institute to orient about the program and scheme.

3. What are the different ways in which the organization has partnered with other organization/institutions to utilize resources efficiently & increase impact? (500 words)

There was two-way partnership formed to increase the impact of the project.

Association with scholarship provider: Provide or refer eligible and deserving student to whom they are they are seeking for, reduce their operation cost by becoming facilitator of the applicant and share the students complete detail with them.

Expertise utilize resources, what kind of provider

Stakeholder Association: To Identify beneficiaries with the available running scholarship scheme, to make them benefited by referring their students name for the scholarship scheme. Impact: dropout

Evaluation & Strategy- Assess & Implement interventions

1. What were the deliverables of the project? (300 words)

To provide end-to-end scholarship support to 100-120 underprivileged students studying in secondary schools and colleges of New Delhi to avail worth around 5-10 lacs of scholarship grants this year (2018-19)

2. What was the monitoring and evaluation process? (400 words)

S. No.	Activity	Desired Outcome	Indicators to measure Outcomes
1	Establishing a centre for Scholarship Cell	<ul style="list-style-type: none"> Gathered resources needed to start operations 	One Project officers hired
2	Identification and selection of potential partners (Schools/Colleges)	<ul style="list-style-type: none"> Stakeholders and locations finalized 	One resource person to reach out stakeholder like govt schools, college NGO and to community
3	Collation of students' data on central database	<ul style="list-style-type: none"> Preliminary data of all the potential students is collected 	147 Student filled YDF's format form and around 1200 student oriented

			through conducted session in different school and college
4	Cleansing and Categorization of students' data	<ul style="list-style-type: none"> Deserving students profiling and matching of scholarships done 	173 students matched the eligibility for different schemes for application
5	Community Mobilization and Awareness through: <ul style="list-style-type: none"> Campaigns Seminars 	<ul style="list-style-type: none"> Stakeholders become aware and prepare themselves with the required documents to apply for the scholarships 	10-12 of orientation session conducted in different govt school, and college
6	Profiling & matching of students' data with schemes	<ul style="list-style-type: none"> Identification of eligible students as per scholarship schemes done 	13 of students shortlisted for 173 application of scholarships
7	Scholarship Applications	<ul style="list-style-type: none"> Full support provided to students in scholarship application 	173 students' applications applied
8	Follow-up and documentation; Result Announcement	<ul style="list-style-type: none"> Proper follow up of students applied for scholarship 	10 students who got scholarships
9	Result tracking	<ul style="list-style-type: none"> Proper follow up of students applied for scholarship 	

3. Please give a description of beneficiaries, including number of children under 5, men, women, boys, and girls. Also do mention a brief description of benefits received by each (600 words)

S. No.	Beneficiary Name	Student	Institute Name	Scholarship Name	Amount Disbursed in a year	Complete Graduation Support
1	Ankita Sharma	Law Student	University Institute Of Legal Studies, Ava Lodge	Fair & Lovely	50,000	200000
2	Sunil Sahu	B. Tech Student	Delhi Technological University	FFE	1,00,000	400000
3	Akhil Goswami	B. Tech Student	Delhi Technological University	FFE	40000	160000
4	Abinash Kumar Jha	B. Tech Student	G. B. Pant	FFE	40000	160000
6	Deepak Kumar	BSc Honours Student	Ramanujan College	Magma Fin Corp	25000	75000
5	Shaugun Jain	B. Tech Student	G. B. Pant	IndusInd	9000	27000
7	Ekta	BSc Honours Student	Bharti College	IndusInd	9000	27000
8	Ashivini Rathore	Class 12th Student	RPVV, Lajpat Nagar	Vahini	Complete Graduation Support	Amount will be paid after class 12 th result
9	Rohan Singh Negi	Class 12th Student	RPVV, Hari Nagar	Vahini	Complete Graduation Support	Amount will be paid after class 12 th result
10	Harpreet Kumari	Class 12th Student	Good Samaritan School	Vahini	Complete Graduation Support	Amount will be paid after class 12 th result
Total					2,73,000	10,49,000

4. Kindly state the risks and challenges faced during the course of the program and measures undertaken to handle them? (300 words)

Challenges:

- Main challenge is the timings of the following activity: scholarship notification, school results, new admission in school and college. They all seem to be happening all at once.
- There are scholarships which basically caters to first year students who passed class 12th in the year 2018 with merit percentage. YDF faced challenges to get such students' data from the school as school is engaged in admission processes and can't update the student current status
- Student waited for counselling to get admission in college, which will be completed by July end and after that only YDF can get the confirmation of student current institute and can make them aware of the scholarship schemes
- To identify student based on the fixed meritorious criteria as mentioned by the scholarship provider. Eligibility Criteria is very rigid like student who have cleared competitive exam like JEE, NEET, CET etc.
- Students who are eligible for the scholarship schemes but some of them were unable to submit the mandatory document like Income certificate on time.
- There is difference in the eligibility criteria and selection criteria, YDF worked on the eligible criteria but shortlisting and selection of the student for the scholarship schemes completely depends on the providers.

- As only applying for the scholarship can't give surety of receiving scholarship that it will get it or not, So YDF must make each student understand if he is eligible to apply for particular scholarship and doesn't get it

As per the experience with whom YDF worked found that Students who achieved good percentage in class 12th, they choose to do correspondence course rather than regular due to multiple reason like –

- They can do some other course or class if they will study though open
- As the fees of the correspondence course is lower than the regular
- Some girls prefer to go for correspondence courses due to distance of college

5. Please give the results of the project in 2018-19 (400 words)

Provide end-to-end scholarship support to **125** underprivileged students studying in secondary schools and colleges of New Delhi and supported to avail scholarships worth **10.49 lacs** of scholarship grant this year (2018-19)

6. Quantitative Parameters (No of children under 5, no of children above 5, boys, girls, etc)

of students oriented: 1500

of students which were given application support: 173

of students shortlisted: 19

of students selected: 10

7. Qualitative Value Proposition

- Most of the students can pursue education of their choice and are succeeding in it
- Long-term impact is the improvement in the living standards

8. Give a brief description of the innovative activities undertaken in project implementation in any of the below given areas; in terms of process, products, services, events and media. (500 words)

We outreached extensively through WhatsApp i.e. online medium to connect with student. To identify students based on the criteria used students' friends and community network.

Process: Provide students 24-hour telephonic support to convey the scholarship application process and required document information. Collect student document though online to verify them and identify their economic background and financial crisis though frequent conversation with student, their family, school teacher etc.

Product: Identify potential partner for the desired outcome, did volunteer association with them to reduce their operation cost and became facilitator of them.

Services: Keep in touch with all the students who left hope for any kind of assistance, provide them moral support and guidance time to time and update them with coming scholarship scheme to apply.

Also provide them knowledge of the required document necessity for any scheme and method to get the complete document.