

## PRINCIPLES OF PROJECT SELECTION

On January 9th and 10th we visited two local development projects in Delhi, run by two different local organizations. The projects were selected out of number of project proposals that were made available to us by Rohini Muthuswami of "Asha for education". We selected the projects by the following criteria:

1. **Vision:** Does the project fit the spirit of Noon.ch, to bring development through education? We believe in the right for equal opportunities and in the inexhaustible potential of discriminated children and adolescents for development. We distrust the effectiveness of one-sided charity and believe that blind, well-meant charity can cause more harm than not doing anything.
2. **Size:** Is the project size in a reasonable relation to Noon's financial abilities? Will Noon be able to maintain a reasonable stake in the project over a longer period? Noon does not intend to support projects with more than 50% of their budgets, avoiding dependence. It is important that the project managers raise other funds besides Noon's, also from an audit perspective. On the other hand it does not make sense for Noon to support projects with far less than 30%. These organizations don't need Noon.
3. **Quality:** Is the project promising? What are the chances for an enduring success? Noon owes to its donors that we assess all supported organizations and their projects thoroughly. The Asha site reports and the Asha project proposals were very insightful.

From Asha's material we selected a project by "Concern For Humanity" (CFH) and by the "Social Development Research and Action Group" (SADRAG) according to the above criteria for a personal site visit. In the site visit we were focusing on obtaining more information on the following issues:

1. Is the project well integrated in the community it is for? Does it meet the needs of the community? What is the community, what are the children willing to contribute?
2. Does the organization understand the source of the problems they are trying to address with their projects? Is there a convincing case that the project helps to achieve an improvement?
3. The project scope and the financials must be well specified and reasonable. Measurement criteria for the project progress & success must be in place and communicated on. The aims of the project have to be specified and well operationalized to allow evaluation.

Is there a transparent communication of the project risks and an according mitigation plan?

## CONCERN FOR HUMANITY, JANUARY 9<sup>TH</sup>

### THE ORGANIZATION

#### Address:

Concern for Humanity  
24/10, Rajpur Khurd Extension,  
New Delhi – 110 068.  
India

[concernforhumanity@gmail.com](mailto:concernforhumanity@gmail.com)

phone: +91 9810345783

#### Registration:

Societies Registration Act, 1860, registered at Delhi, registration number S 38515  
Registered under 80G for Income Tax Exemption  
F.C.R.A. No. 231660479

#### Bank Contact

|                         |   |  |
|-------------------------|---|--|
| Name of the Bank        | - | Punjab National Bank   |
| Address of the Bank     | - | G - 6, Mehrauli Road, Hauz Khas, New Delhi - 110 016. India. |
| Bank Branch No.         | - | 3093   |
| Name of savings account | - | Concern for Humanity   |
| Savings Account No.     | - | 3093000101115372   |
| SWIFT Code No.          | - | PUNBINBDOB   |

#### Description

Concern for Humanity (CFH) is a small non-profit NGO, run by Arpana Luthra and Amit Kumar. CFH currently runs projects in Bhatti Khurd, New Delhi, and at Ranchi in Jharkhand State. CFH has a rich history of child education projects in several locations in Delhi, Haryana and Bhatti Mines. Besides their engagement for CFH, Arpana and Amit work as consultants for the international organizations.

Arpana holds a master in community resource management and extension. She currently is consulting the US Agency for International Development for an education project for vulnerable out-of-school children. Arpana is active in the development sector since 15 years.

Amit is a post-graduate in anthropology with a master's diploma in rural development from the Xavier Institute of Social Service (XISS). He is also currently consulting the US Agency for International Development for vulnerable out-of-school children. In the past Amit has worked at the National Council of Educational Research and Training (NCERT) and with Help Age India. Amit is in the development sector since 15 years.

CFH was founded on Arpana's and Amit's private initiative. Recently after our visit, the CFH office has been shifted to Rajpur Khurd. The new office location takes CFH more close to the community that they work with. The new office location is on the way to Bhatti Khurd and is made available for free by Arpana and Amit. Both Arpana and Amit dedicate their time for no compensation but passion and learning experience. 100% of donations go into their projects with no overhead costs. CFH's commitment to development by empowerment and 100% cost efficiency fits very well with the promise of Noon to its donors.

CFH collected broad experience in child development. The organization ran over 10 development centres in (sub)urban areas around Delhi. All these 10 centers were funded by the Indian government. CFH is experienced in mainstreaming school drop-out children of marginalized and migrant societies and has a track record of successfully mainstreaming 60-80% of the children into the governmental school.

CFH would be willing to offer its consultancy services to Noon. Furthermore, CFH is volunteering to conduct field reviews of other projects supported by Noon. Arpana and Amit appreciate very much Noon's interest in their work and visits – also with no prior notice – are most welcomed. Their registration under the Societies Registration Act affords one externally audited financial statement per year. In case of a partnership with Noon, CFH agrees on making the audited statement available to us and promises to provide a mid-year financial update (not audited).

## THE PROJECT

Migration and relocation of slum inhabitants caused a recent discontinuation of a number of projects. Concerned were mainly projects funded by the Indian government. Currently CFH runs a project in Ranchi, in Jharkhand State, and in Bhatti Khurd, New Delhi. We had the opportunity to visit the project in Bhatti Khurd.

Delhi has grown at an enormous pace in the last 10 years. The growing city steamrolled villages in its surrounding. Gurgaon or NOIDA just mention the most known areas where city development swept away centuries old rural communities and changed people's lifestyles forever. Farmers changed to day wage earners in an industrialized society and suddenly had to compete with cheap labor of underprivileged migrant families, living in nearby slums. Some families ended up with nothing, some were earning fortunes by selling off their land. But they all have in common that have no means for coping with the situation. They are lacking the most fundamental good: education.

Rural life in India is governed by centuries old traditions. The rural society is static, societal values are conservative, change is not particularly welcome. However, at the outskirts of Delhi, change is not avoidable. The elder generation may be able to escape the change but the children will have to survive in a modern world. In other areas it has clearly been demonstrated, how economic pressure forces parents into daily wage earning, construction work, rag picking and too often into sending their own children to work.

CFH is running an education centre in Bhatti Khurd, a village at the southern outskirts of Delhi. Situated behind Sainik Farms, where upper-class families illegally have their country houses, it was protected from the wildly growing city. The area of Bhatti Khurd today is protected by the Delhi government as an agricultural area and inhabitants maintain an apparently rural life-style. However, right besides Bhatti Khurd, there is a migrant potter's community, which is already feeling the impact of the growing modern city: Their products can't be sold in the suburban environment. Middlemen collect their products at very low prices and sell them far away in other traditional areas. Neither the farmer inhabitants of Bhatti Khurd nor the potters are able to perform a different job than their ancestral. Neither is there the awareness that they could learn new skills nor would there be someone to teach them. Literacy is virtually nonexistent.

With their education project, CFH is successfully building up awareness for the importance of basic education. CFH was lucky to find a literate and esteemed daughter-in-law of a notable village family that shares CFH's view on the importance of education. She is employed for teaching the children from 14:00 - 16:00 every day. Furthermore, she strengthens the reputation of the school in the village and persuades families to send their children to both, the governmental school in the morning and to her auxiliary classes in the afternoon.

In the country-side older children have to look after their younger siblings. The school of CFH allows the pupils to bring their younger siblings along. At the school of their older brothers and sisters they learn to draw, to sing songs, to establish manners and to sit still. CFH successfully is building up the awareness for the importance of education by giving the village school a central role in the daily life of all village families. CFH is supporting the kids to catch up with the public school. With its education project, CFH is helping the village community to smoothly transform into a modern society by providing the most fundamental intellectual tools and letting them find their own way.

In this traditional rural society girls have virtually no access to education. From birth they are brought up to suffer uncomplainingly, to be passive and enduring creatures which will never have the means nor the self-confidence or power to lead a self-determined life. Unlike the boys who since the beginning of childhood have much more freedom and who are distinctively better valued by the society they will be completely dependent on the goodness of their husbands and families. In traditional societies the value of a girl in the marriageable age is defined by her good looks, her virtue and her expected ability to lead the household chores and not by her education or professional skills. This implies the danger that the girls will never be able to contribute to the wealth of a modern family, not to mention a self-dependent life with co-determination regarding the number of children wanted. The girls are an especially vulnerable group that should be encouraged as much as possible. For the benefit of the whole society they should profit from every step towards a better education level.

Besides by holding cattle and producing a small amount of agricultural products, the villagers started to generate additional income as daily wage earners, as carpenters, by selling garlands or as potters. The mechanical skills of the farmers are generally poor. In the morning, when the children are at the governmental school, CFH is providing vocational training to adolescent girls. The girls are trained for stitching and tailoring. With the vocational training, CFH aims at providing the families with a second source of income via their daughters-in-law. CFH showed in a different location that young women can be trained to a degree of skill that their products can compete on the market. In Bhatti Khurd, this level is not yet reached.

## REQUEST FOR SUPPORT

CFH wants to extend both development projects, the child development center and the vocational training for adolescent girls to other locations with a similar socio-economic background. CFH commits itself to provide education opportunities for 4-14 year old children, to prevent children from getting engaged into child labor and to link the children to formal schools. CFH further commits itself to use the centers for vocational training of adolescent girls. CFH guarantees that with 100% of the below budget it will be able to run projects at four centres with the above mentioned layout.

CFH targets at annually enrolling roughly 100 school drop-out children in the areas of Bhatti Khurd, Bhatti Kala, Fatehpuri Beri, and Chhattarpur Pahari. Remediation classes will be provided to primary school children in all four areas. The positive experience with organizing parent groups and sensitizing the community will be continued in the new centers. Vocational training will be offered to adolescent girls.

Success will be measured by the following criteria:

1. 60% of enrolled children will be mainstreamed in year II.
2. 70% of mainstreamed children will not drop out in their first year in governmental school.
3. 50% of parents will be organized in parent-teacher associations, holding regular meetings at the centers.
4. Teachers will stay with CFHs program for at least a year.
5. Vocational training will lead to output that can be sold commercially.

The project duration initially is two years. The communities are contributing with a free classroom in their community center. However, the question of ownership proved to remain fluid, permanency was interrupted only occasionally but had a negative impact on the children's feeling for independence and free development. CFH would therefore prefer to pay some rent for the initial phase and make ownership of the rooms clear. We agree with that if the community is taking over these costs medium-term and if it is providing other contributions for the transition period, showing its esteem for the project. The budget is as follows:

| <b>Expenditure Item</b>                                       | <b>Budgeted Amount Rs</b> | <b>CHF</b>   |
|---|---------------------------|--------------|
| Salary of program coordinator - @ Rs. 2,500 p.m. X 12 months  | 30,000                    | 1,000        |
| Salary of 4 teachers @ Rs. 1,800 p.m. X 4 X 12 months         | 86,400                    | 2,880        |
| Rent of centres @ Rs.800 per centre X 4 centres X 12 months   | 38,400                    | 1,280        |
| Centre support cost (water, electricity, and daily cleaning)  | 4,800                     | 160          |
| Centre establishment cost @ Rs. 2,000 X 4 centres             | 8,000                     | 267          |
| Teaching learning material @ Rs. 250 per child X 100 children | 25,000                    | 833          |
| Miscellaneous @ Rs.500 p.m.                                   | 6,000                     | 200          |
| <b>Total</b>  | <b>198,600</b>            | <b>6,620</b> |

## RECOMMENDATION

Concern for Humanity shares the vision of Noon: empowerment through education and 100% efficiency. We are impressed by the professionalism and dedication of Arpana and Amit. Their case is well-founded, education in Bhatti Khurd is urgently needed in order to prevent impending increase of misery in the area. Targeting in particular the needs of girls that are especially vulnerable in rural societies, CFH proves their commitment to reach the ones that need it most. CFH's approach of embedding their education efforts in the community is perceived as successful. The fact that the teacher and the children show no absences and the offer of free access to one of the community center's rooms is proving the acceptance of the local community. Backing the child education with vocational education of adults is a wise choice and has proven successful in other projects of CFH. At Bhatti Khurd, CFH is laying a foundation stone to community development. We consider the project of CFH in Bhatti Khurd as worth supporting and recommend Noon to do so. We further suggest Noon to take a strong stake in the extension plan. Since this project envisages a large growth, we suggest that Noon makes its payment depending on a number of conditions:

1. Transparency on status of the extension
2. Transparency on other funding sources
3. Achievement of prior agreed milestones before next payment

Support schemes could be as follows:

1. The preferred support scheme is 50% for the overall extension project.
2. 100% for Bhatti Khurd in order to free up capacity of CFH for their extension.

If Noon decides to support CFH, next actions are

1. Specify targeted achievements of extension and success measures in detail
2. Layout of a time plan and a staged payment scheme upon achievement of milestones
3. Agree on payment modalities upon non-achievement of one of the common goals