

Mahindra Saarthi Abhiyan

Scholarship For Girl Child



Impact Assessment Report
Implemented by: Mahindra and Mahindra Limited
Project Year FY-22

Supported by Submitted by

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services

Project Highlights:

Need for the project:



Financial constraints hinder truck drivers from supporting their children's education.



There exists a gender disparity in educational opportunities, particularly for daughters of truck drivers, who are frequently marginalised.



Scholarships can provide essential resources for these girls to pursue education.



Objective

The project aimed to identify and provide scholarship to the daughters of truck drivers.



Implementing partner

Directly Implemented by Mahindra and Mahindra.



Geography

Implemented across India in:

Assam
Bihar
Gujarat
Haryana
Jharkhand
Karnataka
Madhya Pradesh
Maharashtra
Punjab
Rajasthan
Tamil Nadu
Telangana
Uttar Pradesh



Activities

Project Initiation



Implementing team collated data of past applicants and initiated awareness generation for new applicants through with the help of local service managers.

Document Verification



Documents were collected and thoroughly verified for completeness and adherence to eligibility criteria.

Application Follow-up



Follow-up actions were taken in cases of incomplete documents to ensure all applications were duly completed.

Beneficiary Selection



Shortlisted eligible and most deserving beneficiaries based on the established criteria.

Scholarship Disbursement



Scholarships were distributed to the selected beneficiaries.

In F22, the program has benefitted 901 daughters of truck drivers across India, with a focus on supporting economically vulnerable families.

Approach and Methodology

Approach



Methodology

Stakeholders	Tools
Truck Drivers Daughters	Telephonic survey
Children	Case studies
Parents	Key Informant Interviews
Implementing Partner team	Key Informant Interviews

Findings and Analysis

Class 11 to Graduation

Project aligns with educational need of the daughters of truck drivers. Survey highlighted wide range of courses were **supported by the scholarship, from Class 11 to Graduation.** The project supported the daughters from economically weaker families by providing opportunity of education.



87%

of respondents stated that the scholarship application process was very easy.

91%

of the scholarship beneficiaries come from economically vulnerable backgrounds.



100%

100% of respondents in the survey stated that the scholarship eased the financial burden of education for their families.

Findings and Analysis

45%

45% beneficiaries reported that the scholarship helped to cover their annual fees completely.

100% of respondents agreed the scholarship increased their chances of completing education. Project motivated girl child to improve their academic performance.

100%



Positive Change

Change in perception within trucking community was observed. During Key Informant Interviews it was noted that the parents feel proud because their daughters got scholarships due to their jobs. This brought a positive change in how they feel about their profession.



REECIS



Relevance

The Saarthi Abhiyaan project significantly addressed the educational needs of girls from the trucking community. It promotes gender equality.



Effectiveness

Effectiveness is indicated by the transition to a digital application process and 100% respondent mentioned that the scholarship motivated them to improve their academic performance.



Efficiency

Efficiency is indicated by easy application and document submission, with 87% of respondents finding the process very user-friendly. Direct disbursements maximised reach and impact.



Coherence

The program aligns with the RTE Act 2008 and NEP 2020 goals, enhancing women's literacy in line with India's literacy objectives. It also complemented the 'Save the Girl Child, Educate the Girl Child initiative.



Impact

The project is impactful since it reduces families' financial burdens, motivates beneficiaries to continue education, and positively shifts trucks drivers perceptions about girls' education.



Sustainability

The program's adaptability to COVID-19 shows it is a sustainable initiative with the potential for enduring impact on the trucking community.

Alignment with Sustainable Development Goals

Goal	Activity of the Project	Target
 <p>4 QUALITY EDUCATION</p>	<ul style="list-style-type: none"> Providing scholarships for education. 	<div data-bbox="1363 279 1489 401"> <p>TARGET 4-3</p>  <p>EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION</p> </div> <div data-bbox="1503 279 1628 401"> <p>TARGET 4-5</p>  <p>ELIMINATE ALL DISCRIMINATION IN EDUCATION</p> </div>
 <p>5 GENDER EQUALITY</p>	<ul style="list-style-type: none"> Scholarship exclusively designed for girl child. 	<div data-bbox="1427 547 1553 669"> <p>TARGET 5-5</p>  <p>ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING</p> </div>
 <p>10 REDUCED INEQUALITIES</p>	<ul style="list-style-type: none"> Scholarship support for economically disadvantaged families. 	<div data-bbox="1427 814 1553 936"> <p>TARGET 10-3</p>  <p>ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION</p> </div>

Case Studies



Jonika, Jind, Haryana.

Jonika is currently pursuing her Bachelor of Education (B.Ed.) and received a scholarship during her undergraduate studies, covering her annual fees of ₹6000. This scholarship covered her tuition fees, cost of books, and essential resources, easing her parents' financial burden and positively impacting her academic performance.



Varsha Gurjar, Karauli, Rajasthan.

She has a family of six siblings. Varsha was awarded the scholarship during her 12th grade, when her educational expenses amounted to ₹16,000. The scholarship's financial support motivated Varsha and inspired her siblings to pursue their studies diligently. This scholarship alleviated financial burden of family significantly.



Jashandeep, Gurdaspur, Punjab.

She received a scholarship in 12th grade. This covered some portion of school fees and required educational expenses like books and stationery. She felt motivated to study due to this scholarship. Currently she is enrolled in embroidery studies, and in the future, wants to pursue Fashion design.



A group of children in a classroom, some wearing lab coats, with their hands raised in excitement. The text "Thank You" is overlaid in the center.

Thank You