



MUKTI

**TALENTED STUDENT SPONSOR
(TSS)**

Project Profile

**West Bengal, India
VERSION 1.1**

JUN 2010
MUKTI CONFIDENTIAL & PROPRIETARY



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1 Implementing Organization

1.1 Formation

MUKTI is a non-profit trust established at Raidighi of 24 Parganas (South) in West Bengal, India; its primary mission being the socio-economic development of the poor and neglected, especially in the Sunderbans region of West Bengal.

1.2 Legal Status

MUKTI is registered at Baruipur, West Bengal, India under the Government of India Trust Act Section 64 with registration number IV-104/2005

1.3 Contact and Address

Website	www.Muktiweb.org
Registration Address	Village & Post Office: Purba Sridharpur, Raidighi, 24 Parganas (South) West Bengal, India 743383. Phone: +91 983 0967257
City Office Address	No-22 Canal Street Road, Kolkata West Bengal, India 700084. Phone: +91 033 24625544
Contact	Dr. Krishnendu Sengupta (TSS Coordinator) Phone: +91 983 1078500 Email: tss@Muktiweb.org

1.4 Vision

MUKTI envisions a society where every individual is empowered to work towards and expect a promising future.

1.5 Mission

MUKTI's mission, aligned with its vision, is to implement projects and operate programs in India that:

- are aimed at helping the underprivileged, illiterate and poor people
- utilizes local human resources effectively thereby promoting employment and self-reliance among the local populace
- are not detrimental to the environment

1.6 Management

A Board of Trustees, comprising 8 members, is responsible for framing out policies and actions to be implemented by one or more wings of the ground level working committee.



2 The Project – Talented Student Sponsorship (TSS)

2.1 Background

Illiteracy is prevalent among the people of various poor or undeveloped regions of India, further exacerbated by the lack of income that puts pressure on the children to work to provide food for themselves and their families. There are many opportunities cropping up in India; which are eluding and will continue to elude the inhabitants of these regions unless they get access to quality education.

The TSS Project created by MUKTI aims to address this issue. It is a sponsorship program, in effect since 2003, through which individual students are provided with the support required to get access to a structured education. Besides financial support, the sponsor can communicate with the student through exchange of letters as well as visits; thereby providing moral support as well. Thus the sponsorship is designed to create a long-term relationship between the sponsor and the students being sponsored, with MUKTI serving as a bridge between the two parties.

While the ultimate aim of this program is to prepare the student to gain meaningful occupation after completion of his/her education, MUKTI believes that being sponsored by a kindly human being will make better human beings out of the students themselves; so that someday they can reciprocate the kindness to another.

This proposal, prepared by the board of MUKTI, outlines the financial support required for implementation of the project. Additionally, MUKTI requests the sponsor to consider extending financial support over several years for the selected student to help him/her get established in life.

2.2 Project Details

2.2.1 Selection Criteria of Students

Students are selected for the TSS program under an open and transparent process, conducted and monitored by a central selection committee of MUKTI. The following are the features of the selection process:

- The selection is based on both the merit of the student as well as his/her financial situation.
- Each student is given a form to fill up with the following information:
 - Personal details
 - Educational details --- both current and past.
 - Family details.
- The details in the form are extensively verified
 - The school teachers' feedback is an important indicator of the student's academic history.
 - Local knowledge and feedback is gathered to verify the family details, especially those regarding financial condition. The local MUKTI coordinator will verify the student's financial condition; and the respective section will be filled up in the form.
- Minimum criteria are set 70% marks in the Madhyamic (Standard 10)/Higher Secondary (Standard 12)/ exam.
- The approximate annual income of the family is used as an indicator to determine the family's (in)ability to provide adequate financial support for their child
- Student should have a bank account to receive money from MUKTI; if required, MUKTI will help the student to open bank account



- Application collection last date is 30th June of every year
- Selection list will be published by 15th July of every year
- Sponsor list will be published by 30th August of every year

2.2.2 Budget and Overhead

For each student, an annual budget is assessed based on his/her stream of study (Science/Engineering/Medical/Arts). This amount takes care of the following:

- School fees
- Textbooks (outgoing students are requested to donate old text books to needy students coming in next year)
- Other essentials like exercise books, pen, pencil etc
- School uniforms, if required
- Food and lodging expenses, if required
- Private tuition, if required; though this practice is not promoted by MUKTI.

Over and above the assessed budget, there is an overhead cost for each student, covering the following expenses:

- Accounting, auditing, stationery, communication and other office expenses
- Minimum expenses for selected students who are awaiting sponsorship (or do not have a sponsor for the year)
- Continuing expenses for students whose sponsorship is discontinued from sponsors' end for any reason.

The sponsorship amount is the sum of the assessed budget and the overhead.

The budget, overhead and sponsorship amounts are tabulated below:

Stream of study	Assessed annual budget per student (INR)	Annual overhead per student (INR)	Annual sponsorship per student (INR)
Science/Engineering/Medical	12,000	1,500	13,500
Arts	6,000	750	6,750

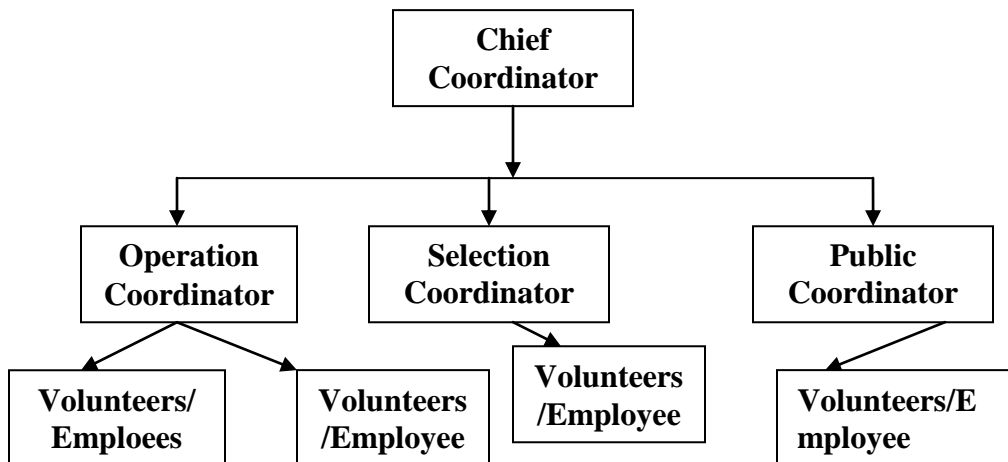
2.2.3 Project Management and Feedback

MUKTI will be gathering feedback on a routine basis through its network of volunteers. This activity will be coordinated by MUKTI's regional Education Coordinator. Performance indicators such as updated school results will be gathered; feedback from school teachers will be solicited as necessary. MUKTI will track on-going needs for each student and will communicate this to sponsoring individuals/agencies to ensure that there is no interruption in a child's' education. MUKTI will also elicit local feedback on the financial situation of the families.

Once in a month, the MUKTI Coordinator will get in touch with the individual students through telephonic conversation & will give the same feedback to the Central Management & same will pass to the Sponsor. For every 100 Students there will be full time coordinator.



The Management will be organized as shown below:



Team Structure

- a) Dr Krishnendu Sengupta (Chief Coordinator of the project)
 - i) Subhra Choudhury (Coordinator – Public communication and publication)
 - (1) Volunteers/ Employee
 - (2) Volunteers/ Employee
 - ii) Ashok Kr Singh (Coordinator – Operation)
 - (1) Volunteers/ Employee
 - (2) Volunteers/ Employee
 - iii) Dr Dulal Mondal (Lead –Coordinator Selection Committee)
 - (1) Santanu Mandal (Selection coordinator – North Bengal)
 - (2) Abinash Adhikari (Selection coordinator – Mursidab)
 - (3) Amalendu babu (Selection coordinator – Baruiপুর)
 - (4) Raghunath Bairagi (Selection coordinator – Raidighi)
 - (5) Tapan Mandal (Selection coordinator – Midnapore)
 - (6) Jibesh Patra (Selection coordinator – Bankura)

The students will be encouraged to communicate with their sponsors. MUKTI will send the sponsor a performance summary and any other pertinent information on a routine basis. The sponsor is requested to monitor the performance, and provide tips and suggestions. MUKTI believes that inspiration and advice are as valuable as financial support, and strongly encourages the sponsor to communicate with the student. MUKTI also actively encourages the sponsor to visit the student and will facilitate such visits.

Once a year MUKTI will organize a seminar and an event to felicitate the TSS students and sponsors.



3 Sponsorship Details

3.1 Who can be a sponsor?

The following entities can be a TSS sponsor

- Individuals: Any person can sponsor one or more students as well as even a part (half of a science student) of a student
- Corporations/Organizations: Any corporate body or organization can sponsor one or a group of students. In this case the organization will be considered as joint project partner and in the corresponding document or news coverage partners name will be quoted and respected.

3.2 How does MUKTI bring in sponsors?

MUKTI uses the following methods to bring in sponsors:

- Advertising in popular newspapers
- Using personal network of volunteers/employees/management to contact potential sponsors
- Use the Internet, including advertising in popular websites, direct email, blogs and other social networking sites.

MUKTI creates a fact sheet providing information about the organization to potential sponsors. This provides a potential sponsor with enough information about the efficacy of the TSS program.

3.3 What can a sponsor expect from the program?

The sponsor is entitled to the following:

	Individual Sponsor	Corporate/Organizational Sponsor
Complete program package containing Student Photo, Profile, Memento, FAQ	Yes	Yes
Status reports about student's progress	Every 6 months	Every 6 months
Progress report	Every year	Every year
Receipt of sponsorship	Yes. This can be used to claim 80G tax deduction from Government of India	Yes.
Direct student contact and visitation	Yes.	Yes. Representative of organization can directly contact the student and visit him/her
Recognition	Sponsor name will be displayed in MUKTI's website (if permitted by the sponsor)	Organization name will be displayed in MUKTI's website (if permitted by the sponsor) Organization will be recognized as a partner during news coverage.
Right to voice opinion to MUKTI management regarding any major change in the program	Yes	Yes



3.4 Sponsorship details

By sponsoring a student, sponsor will be providing with the below details,

- Sponsor should fill up a sponsorship form.
- To sponsor a Science/ Engineering/Medical Student 13500 Need to be given where 12000 (Rs 1000 PM) will be paid to student and Rs 1500 as over head and buffer expenses.
- For Arts student Sponsor amount Rs 6750 out of that Rs 6000 (Rs 500 PM) paid quarterly will be paid to student.
- Sponsor has to pay the entire amount upfront.
- If memento needs to be sent out side India, sponsor has to pay extra amount as postage charge.
- Two sponsors can share one science student.

3.5 Sponsorship formalities

- A list of students and respective bio-data will be attached.
- Sponsors should specify their choice/ preference of student they wish to sponsor. A pledge to continue support for additional years will be appreciated. Current payment should be restricted to one year.
- Sponsors are requested to fill up the 'Sponsor Information Form' for future correspondences (attached).
- Sponsors are requested to communicate changes to their information, including address or contact information changes to MUKTI. Such information should be e-mailed to tss@Muktiweb.org
- Additional information about where funds should be sent is presented in later sections

4 Area of Intervention

In the year 2010 MUKTI has reached the following districts of West Bengal.

- Siliguri.
- Kolkata.
- 24 Parganas (South)
- 24 Paraganas (North)
- Midnapore
- Murshidabad.
- Hoogly
- Howra
- Birbhum



5 Payment Options

Various Options of Donations

Electronic Fund Transfers	<p>If you want to donate in Indian Rupees, you can directly transfer the money to MUKTI's SBI account</p> <p>Bank name: SBI (State Bank Of India) Account Number: 30599000811 Account Name: MUKTI Account Branch: Mahamayatala IFSC code: SBIN0011363 MICR Number: 700002323 Branch Address: 1648 Garia Main Road.Kolkata-700084 Phone Number : +91-3324352719</p>
Cheques	<p>If you are in USA, please draw a cheque in favor of "MUKTI FOR SOCIAL DEVELOPMENT" and mail your donation to the following address:</p> <p>MUKTI FOR SOCIAL DEVELOPMENT 519 Bellevue Street, Santa Cruz, CA 95060, USA.</p> <p>If you are in India, please draw a cheque in favor of "MUKTI" and mail your donation to following address: Kiran Kanti Kar (MUKTI Treasurer) MUKTI No-22 Canal Street Road Kolkata -700084 Phone No: +91 033 24625544</p>
Cash	<p>Cash may be directly deposited in any branch of the bank with whom MUKTI has account to the credit of "MUKTI" (if you are in India) or "MUKTI FOR SOCIAL DEVELOPMENT" (if you are in USA) and following are the details:</p> <p>For Indian Ruppes: SBI Bank Account No: 30599000811 For US Dollors: Well Fargo Bank Account #: 5052301933 and Routing #: 121042882</p>

After making the donation please send a mail to tss@Muktiweb.org or call us with the donation details, purpose of the donation and your address, so that we can send you the receipt Alternately please give us a call at any of the numbers given in the contact page. We can collect it from you and give the receipt to you.

For India, any donations are 50% tax deductible under Section 80G of the Income Tax Act



6 Appendix - 1

Application form



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