

**ANNUAL REPORT**  
**2021-2022**



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# MESSAGE FROM THE FOUNDER

There are ways, times, that we come back to the beginning.

This year was that, nearing full circle, soon, we'll have been circling the sun for two decades.

Yet the circle doesn't yet complete, we pass by the chance to fuse the gap, spinning by on an uncharted journey.

We don't know where we are going, we do know what we want to solve and with whom.

The Infinite Game, by Simon Sinek, is a window, banging in the wind, his book helped us understand the game we're playing.

The game we want to equip millions of children to design, define and play.

We know what the stakes are.

We know who is in the middle of the storm.

To plan that play can get us out of it is not naive.

Only a game can enable an infinite number of children, young people, elderly people, of all cultures, languages, beliefs, abilities to play together, and to keep playing, adding more players, obstacles, wins and losses, only a game the size of a city, state, country can enable us to solve for Climate Change together.

Children, young people are in the middle. They have the ball.

We can do two things, find the space for them to try it out and provide the tools to help them design.

Tools to enable young people to design infinite games are diverse and infinite.

We've contributed with graphic novel adventures, comics, sticky TV, football, online/offline/outside skills, space and time to try.

Opening up spaces for young people to design, learn, play, start, in school days, finding the way through established frameworks, enables young people to turn our cities upside down for everyone.

We're all in the same game of solving for the Climate Crisis, even if we're not yet choosing to play.

Bang in the middle of everything we need to solve, at the centre of the crossroads, where the earth meets the ocean, are young people.

They are the sun that we revolve around.

That's what this year taught us.

**Lisa Heydluaff, Founder,**  
Going to school

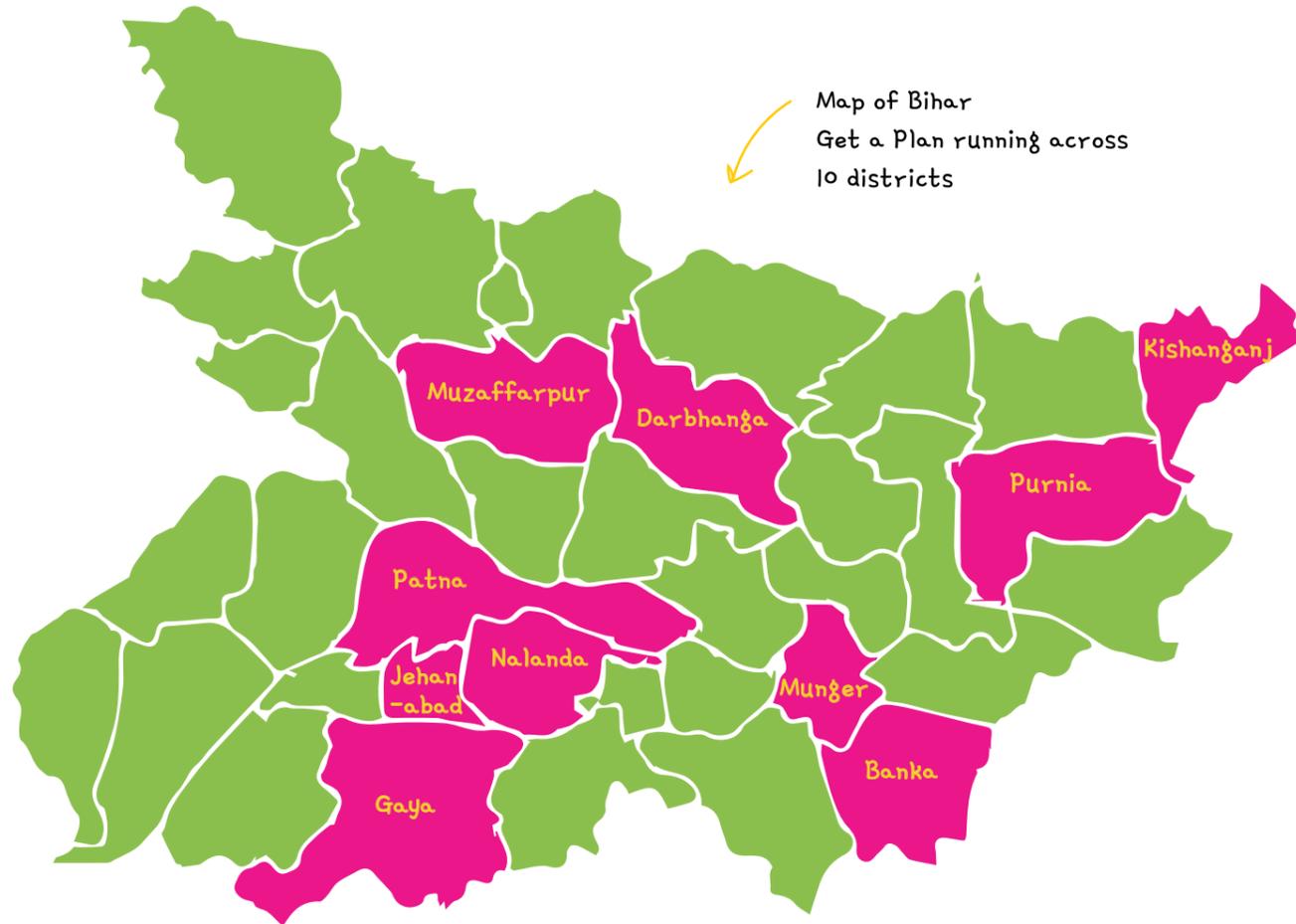
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# GET A PLAN

Daring to be themselves: Young, Green Entrepreneurs taking on Climate Change, at school, outside



**GET A PLAN IS A LARGE-SCALE, GREEN SKILLS AT SCHOOL PROGRAM, RUN DURING SCHOOL HOURS IN GRADE 9-12, IN 1,000 GOVERNMENT SECONDARY SCHOOLS IN BIHAR ACROSS 10 DISTRICTS.**



In the beginning, five years ago, Get a Plan was delivered through graphic novels (skills content) during school hours. Going to School teams brought graphic novels to school for young people to choose their own adventure and complete the four day, outside, skills challenge project.

Outcomes, baseline, and endline were tracked on an APP.

Schools closed and so Get a Plan moved outside.

Outside, Going to School teams set up **Green Enterprise Internships with 217 sustainable entrepreneurs** in organic farming, beekeeping, clean energy, garbage and sustainable packaging. Using our APP, teams enrolled young people in Green Enterprise Internships of their choice, were present daily to track skills outcomes and attendance and gave young people the graphic novels and skills projects they would have had at school, on site, and outside in Green Enterprise Internships.

Putting curricula together with **hands-on experience** with sustainable entrepreneurs doubled the programs' attendance and impact.

At Baseline, for this last year of the program, young people who were in the program last year already knew what Climate Change is, the root causes and the potential sustainable enterprises that could make a dent.

While **70,000 young people** were completing back-to-back internships, graphic novels and skills challenge projects, **50 young women green entrepreneurs pitched their enterprises** for support in Nalanda in November 2022. For two days young green entrepreneurs worked on their plans, market research and pitches.



Graphic novel adventures equip young people with the sustainable, entrepreneurial, green skills to transition from school to sustainable enterprise of her choice.

## LOOKING BACK TO FIND OURSELVES, HERE, NOW

Get a Plan began in 2018, the project was designed to equip 300,000 young people in the government school system with the skills they need to complete their education and transition from school to sustainable enterprise of their choice, with a special focus on girls' retention in school and transition, one day very soon becoming young start-up entrepreneurs solving for Climate Change where they live.

When the pandemic closed schools, Get a Plan moved outside. Outside, young people in the government school system elect to complete green enterprise internships. Outdoors with sustainable entrepreneurs in sectors that are solving for Climate Change, clean energy, garbage, sustainable packaging to replace plastic and organic farming, young people get front line experience of what it means to run an enterprise solving for Climate Change. Going to School teams are at present tracking attendance and skills outcomes through an APP. Young people get to experience their climate change sustainable enterprise education, through content and experience, with real life entrepreneurs, outside.

When the pandemic closed schools, Get a Plan moved outside. Outside, young people in the government school system elect to complete green enterprise internships. Outdoors with sustainable entrepreneurs in sectors that are solving for Climate Change, clean energy, garbage, sustainable packaging to replace plastic and organic farming, young people get front line experience of what it means to run an enterprise solving for Climate Change. Going to School teams are at present tracking attendance and skills outcomes through an APP. Young people get to experience their climate change sustainable enterprise education, through content and experience, with real life entrepreneurs, outside.

Get A Plan, Graphic novel adventures equip young people with the sustainable, entrepreneurial, green skills to transition from school to sustainable enterprise of her choice. Green Enterprise Internships run outside, with sustainable entrepreneurs giving young people hands-on experience of problem-solving for Climate Change by becoming a sustainable entrepreneur in rural Bihar.



DATA DRIVEN

Going to School Field Teams completed a baseline and endline study with students, using an APP that tracks outcomes for each individual student enrolled.

GRAPHIC NOVELS FOR CLIMATE CHANGE

When a young person signs up for a green enterprise internship, s/he is given a graphic novel to take home and read across the next 21 days. Graphic novel adventures feature young women protagonists on a quest, solving Climate Change-related problems that are affecting everyone where she lives using design-thinking skills and involves everyone in her sustainable business idea, equip young people with the sustainable, entrepreneurial, green skills they need to complete their education and transition from school to a sustainable enterprise of their choice.

21-DAY GREEN ENTERPRISE INTERNSHIPS

Offline, on-ground, outdoors, in-person green enterprise internships are conducted with sustainable entrepreneurs working in clean energy, garbage, sustainable packaging to replace plastic and organic farming. Green interns, 100,000 young people enrolled in Grade 9-12 across 10 districts, learn outside, experience first-hand how a sustainable business works, how to collect sector specific data, how to study competitors, apply design thinking to make a business plan and build a business.

GETTING THE WORD OUT AT SCALE

Get a Plan also runs on the state-run, free-to-air public service Skills TV on Doordarshan Bihar: Rough Cut: Green Enterprise Adventures in Bihar and the Young Entrepreneurs Skills Show, reached 20 million in the remotest corners of the state 2020-202

CHANGING YOUR MIND ABOUT BECOMING A START-UP GREEN ENTREPRENEUR

Get a Plan curricula and the mode of delivery in sync with green enterprise internships, outside, creates a exciting deep dive experience of green enterprise for young people, creating new avenues and perceptions of employment - green enterprise, green jobs, green skills.



LET'S TALK NUMBERS

1,000 GOVERNMENT SECONDARY SCHOOLS (GRADE 9 – 12)

10 DISTRICTS IN BIHAR

300,000 YOUNG PEOPLE TARGETED ACROSS FOUR GRADES

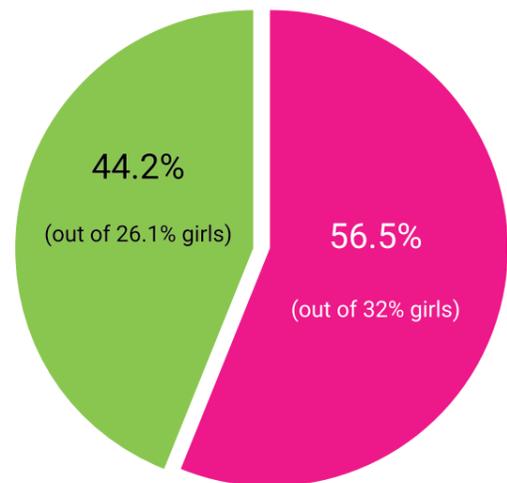
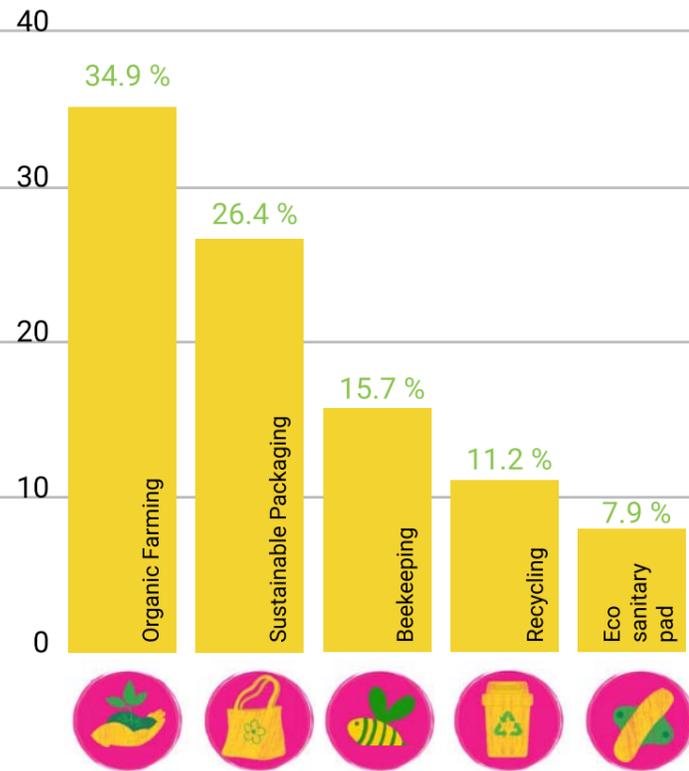
87,284 GIRLS & 63,355 BOYS DIRECTLY ENGAGED IN THE PROGRAM, GREEN INTERNSHIPS, GRAPHIC NOVELS

217 GREEN ENTREPRENEURS RAN INTERNSHIPS

719 ENTERPRISE INTERNSHIPS

GREEN INTERNSHIPS IN ORGANIC FARMING, BEE KEEPING, SOLAR POWER. SUSTAINABLE PACKAGING, BIOGAS, GARBAGE MANAGEMENT (HIGHEST IN ORGANIC FARMING – 219)

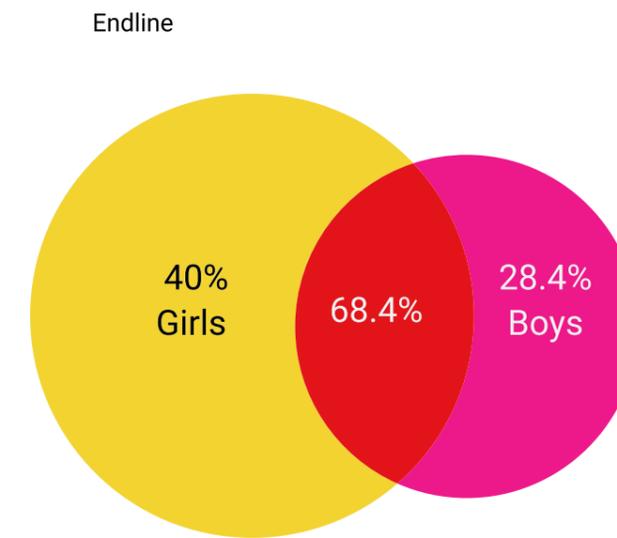
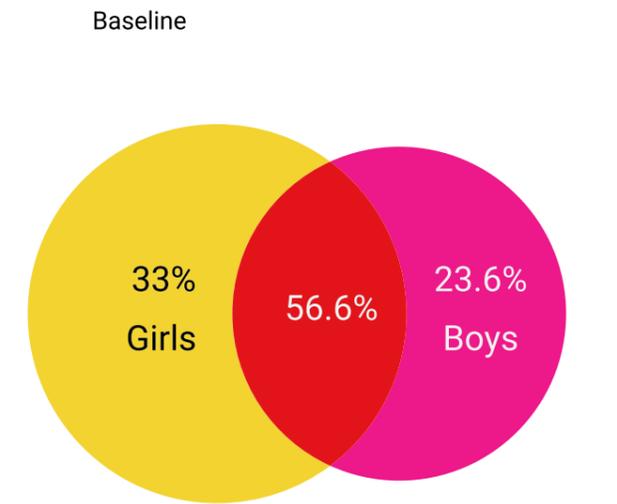
## What do young people need to take a risk to start a green enterprise in rural India?



Climate Change provides opportunities to change and innovate sustainable practices

Baseline █  
Endline █

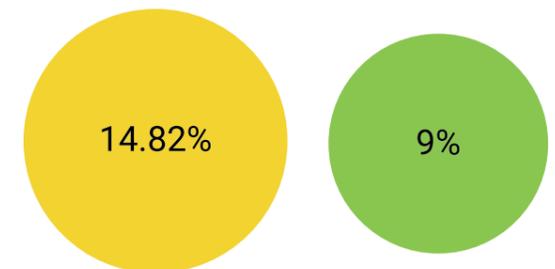
## Will climate change increase or decrease work opportunities for girls in future?



**68.4% young people say climate change will increase work opportunities for girls in the future.**

Climate change will decrease work opportunities for girls in future

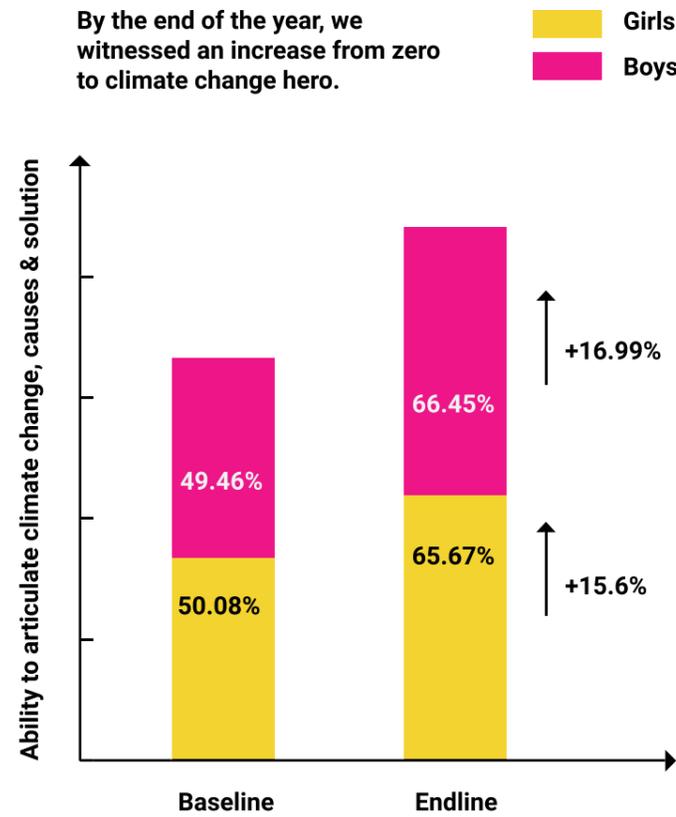
Baseline █  
Endline █



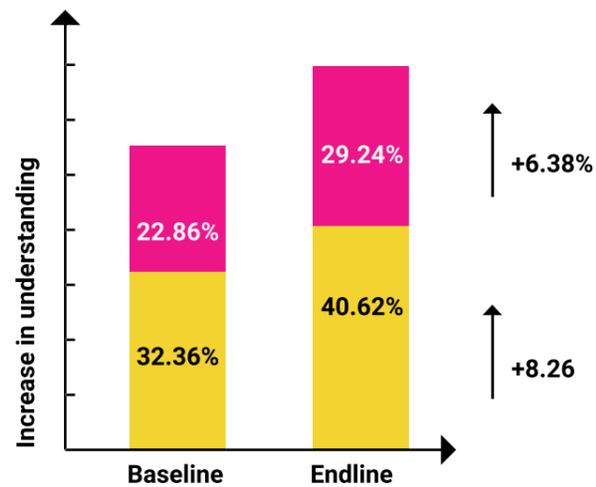
## What causes Climate Change?



By the end of the year, we witnessed an increase from zero to climate change hero.



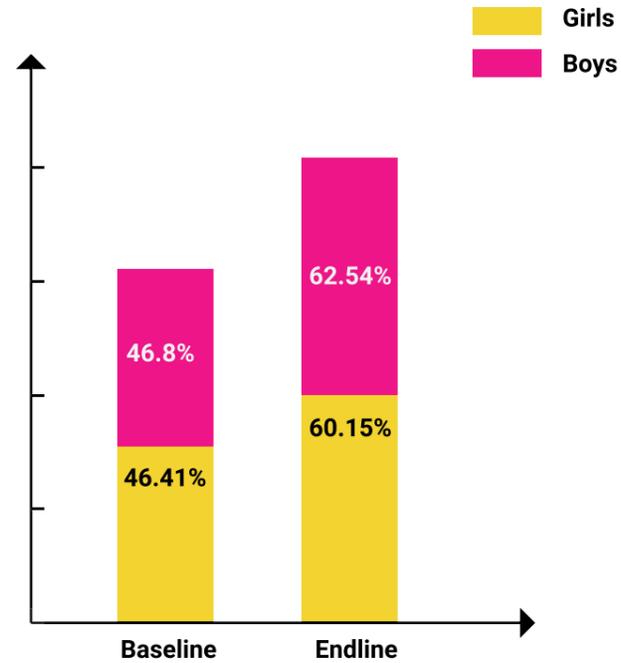
## From School to Sustainable Enterprise of their choice, more young people want to become problem-solving entrepreneurs.



61673 girls, 39003 boys know what's causing climate change. Next step - Climate Action

53.04% young people, equipped with sustainable skills, want to start green enterprises solving for Climate Change, creating jobs for young people after they've completed Grade 12.

## Career Plans



**61.12% young people (60.15% girls, 62.54% boys) report that they have formulated their career plan.**

## If it was up to you and you could do anything after grade 12, what would you do?

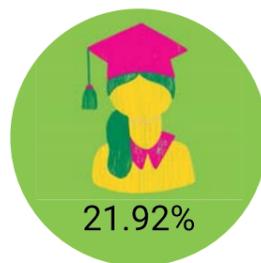
- I would sign up for a green enterprise internship with a local sustainable entrepreneur to learn the business and see if I can do it too- organic farming, solar, biomass, biogas, garbage.
- Start a green enterprise that solves climate change and creates jobs for young people.
- I'd go to college to study further.



**Business**



**Green Enterprise**



**Graduation**

## What do you think could unpredictably change your plans?



**Floods**



**Climate Change**



**Drought**



**Marriage**

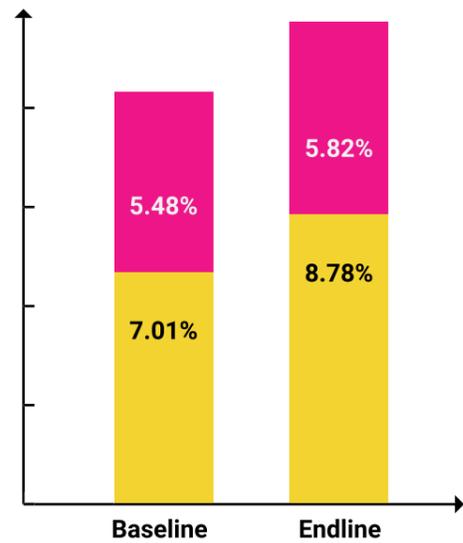
## Why should a young woman choose to work after she completes school?



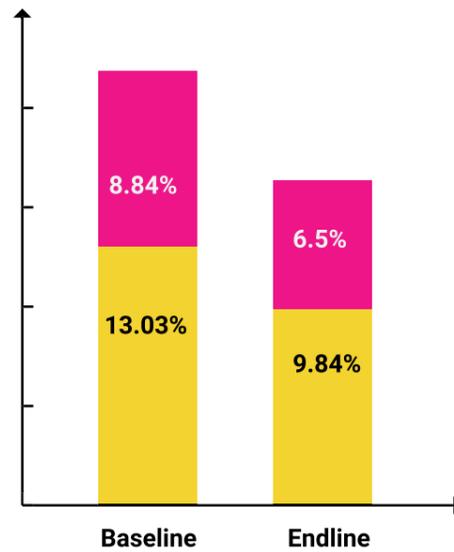
She has financial freedom to decide her path



She becomes independent and strong



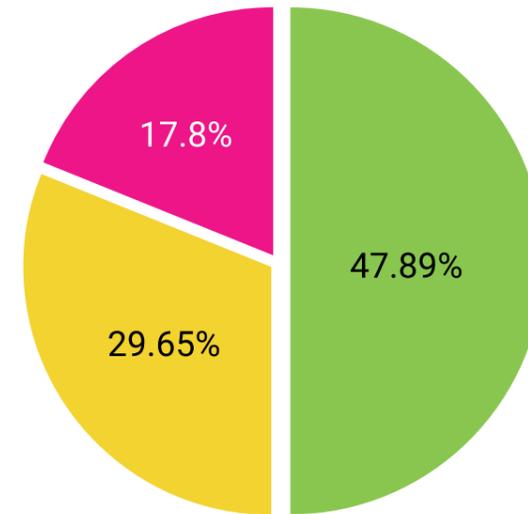
She can take care of her parents



Girls  
Boys

**Work brings financial freedom, say 33.18% of young people. She becomes independent and strong, say 14.63% of young people.**

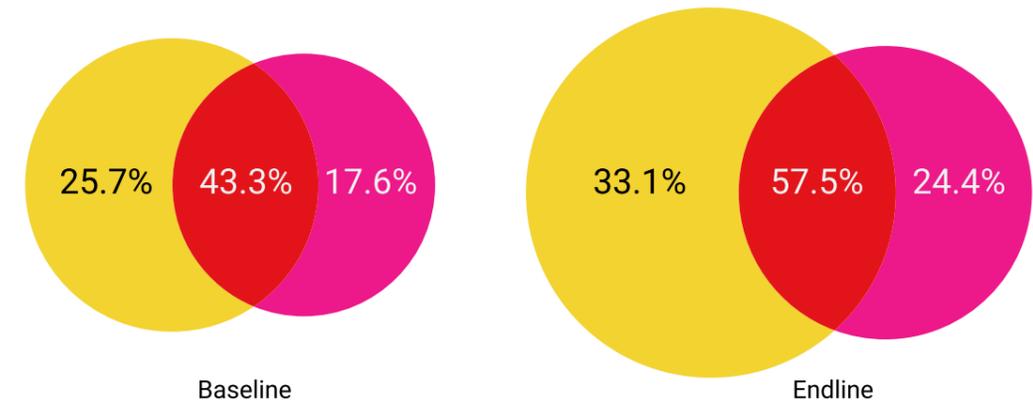
## What kind of enterprise do you want to start?



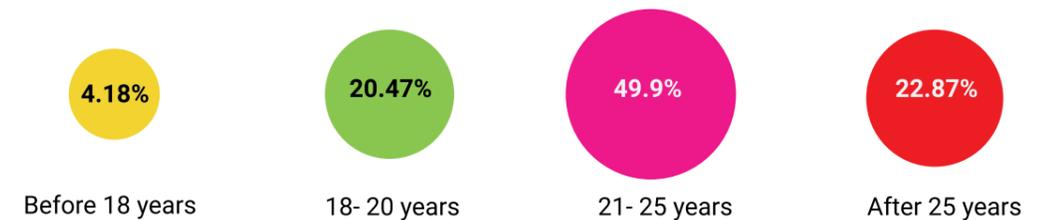
- Want to start a for-profit green enterprise
- Want to start a not-for-profit enterprise:
- Want to start a for-profit enterprise that is not necessarily keeping climate change in mind

**28.43% girls and 19.48% boys say they want to start a for-profit green enterprise that solves problems for everyone and Climate Change.**

## Should girls delay marriage to start their sustainable enterprise or get a job?

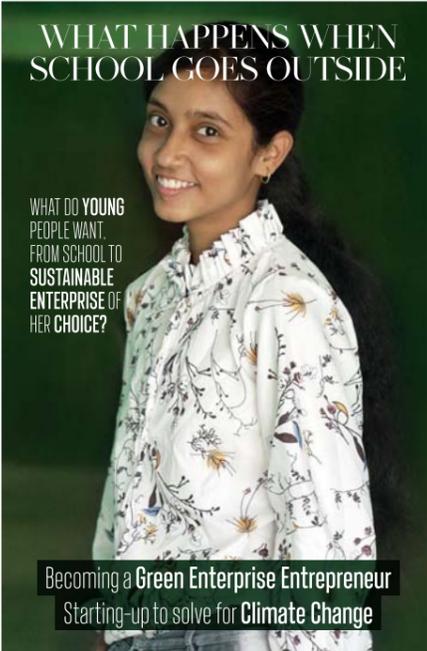


## Women should have a child between the ages...



**WHAT'S NEW**

1.



**RELEASED OUR YOUTH SKILLS REPORT**

What do young people want, hope for and need when it comes to starting an enterprise to take on climate change in rural Bihar?



**57 YOUNG GREEN ENTREPRENEURS COME TOGETHER TO WORK ON THEIR BUSINESS PLANS RAJGIR, NALANDA**

A group of 57 young women entrepreneurs visited Rajgir, Nalanda to explore their business plans and ideas through the Going to school Young Entrepreneur Program. Through the business plan young entrepreneurs excitedly pitched their ideas, plans and plans, shared their capital with cash flow and bullet journals on sustainable packaging, solar, biomass, biogas, beekeeping, organic farming, organic nursery etc. Sharing their vision for their business ideas, they also learnt the skills needed to develop their businesses further and understood how climate change could be addressed through their business.

2.



**SCHOOL TO SUSTAINABLE ENTERPRISES**

**KHUSHI KUMARI**  
**Age:** 15  
**Grade:** 12  
**District:** Jehanabad

Khushi woke up every day at 5 am. She did what she thought most young girls in rural Bihar do every day - clean, go to collect water, make lunch for their brothers, and partake in household activities.

Same, it was the same, then she ran into Get a Plan.

Schools were closed but there was a team from Going to School visiting her community. They talked about the Green Enterprise internships you could sign up for, right here, organic farming, beekeeping, solar.

Khushi's friends signed up, it was in collaboration with her school, so she did too.

Next thing she knew instead of the same, she was now going to school outside learning how to keep bees with a beekeeper.

The entrepreneur beekeeper was cool, he knew this stuff, and the Going to School team was there daily, taking attendance on an APP.

Khushi learned how to keep bees.. She learnt about the different types of bees, how to keep bees, make honey, set up and run a rural honey company, package, brand and even market her business.

She learned with 40 green interns who became friends.

Then she went to Nalanda to pitch her enterprise idea on stage, to see if one day soon, she too, could become a beekeeper and run a green enterprise.

From school to sustainable enterprise of her choice, women at work in new sectors, solving for Climate Change where they live.

“Climate change is getting worse due to the excessive use of vehicles that adds pollution to the environment. During my internship I learnt how nature works and how bees pollinate trees and plants and that’s how greenery thrives. Beekeeping is beneficial for making honey and also for human beings – by increasing oxygen through plants and trees. Beekeeping startups will help trees and plants with pollination and farming will get better, ultimately helping the climate.”

-Nisha Kumari,  
Beekeeping & Vermicompost, Muzaffarpur



“We must encourage more and more girls and women to become entrepreneurs. People must change their thinking because the number of girls and women entrepreneurs is very less. That’s why we should give attention to it. “

- Maya Kumari, Beekeeping, Kisanganj



“Climate change is sudden change in the weather, climate change happens because of the pollution around. To reduce this we should spread awareness, ensure proper dumping of garbage, and the use of plastic should be reduced to a minimum.”

- Aditi Pandey,  
Organic Farming, Banka



“Women are afraid of doing any new work because our society points fingers at any work done by women. If a boy does some work, no one tells him, but if a girl does the same work, many people in the society stand up to point fingers at her. My plan is to take this business forward and tell more people so that they too can create sustainable businesses too. No girl or woman should remain unemployed, instead she should get employed, stand on her feet and do anything she wants to feed herself.”

- Tania Kumari, Sustainable Products, Patna

“Climate change has been going on for decades. A great loss is caused due to change in climate. In our surroundings, chemicals are being used in the fields, the smoke from vehicles, and burning of plastics is causing pollution by which the climate is getting affected by it.”

- Raj Kumar,  
Solar, Patna



IKEA Foundation supports Get a Plan in 10 districts in Bihar.

IKEA Foundation  


Echidna Foundation supports Get a Plan in Madubhani, Bihar.

  
echidna giving

STORIES  
THAT  
MATTER

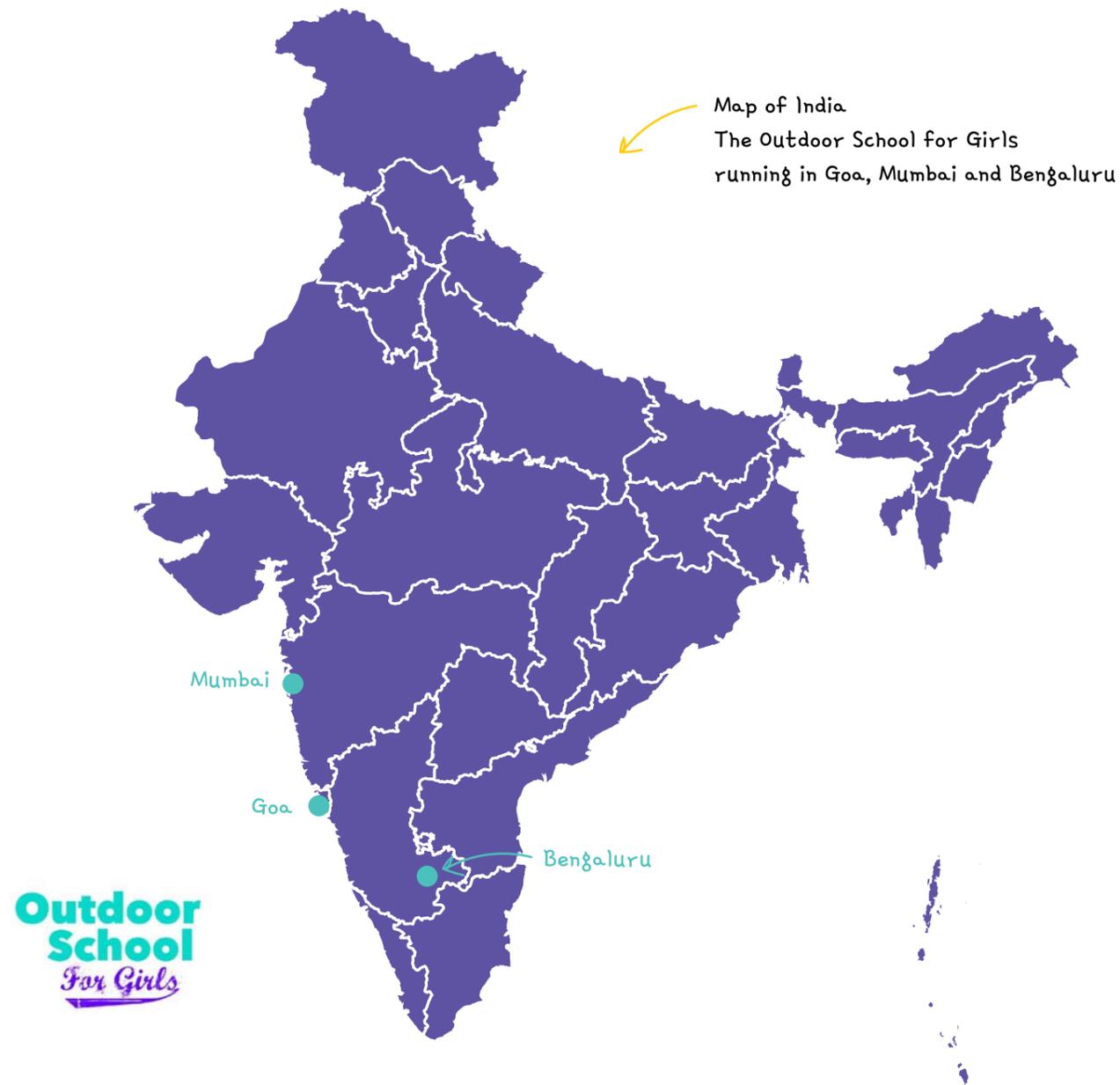
# 2. THE OUTDOOR SCHOOL FOR GIRLS

Moving the goalpost, one girl at a time



FOR THE FIRST TIME, THREE DAYS A WEEK, **GIRLS WILL PLAY FOOTBALL IN GOVERNMENT SCHOOLS**, OUTSIDE, DURING SCHOOL HOURS.

THE OTHER THREE DAYS **SHE'LL LEARN DIGITAL, LIFE, SUSTAINABLE ENTREPRENEURIAL SKILLS TO BE ABLE TO TRANSITION FROM SCHOOL TO SUSTAINABLE ENTERPRISE OF HER CHOICE AND TAKE ON CLIMATE CHANGE.**



The Outdoor School **for Girls** brings football to school for girls in Government Schools across India. Kicking off at scale, with football played at school for girls for the first time in India, the Outdoor School's goal is to equip **2.7 million girls** with the **football, life, digital and sustainable enterprise skills** she needs to complete **her education**, at school, outside, over the next five years.

Millions of adolescent girls have dropped out of school across India due to the pandemic. Football is the big reason why girls will come back to play. Outdoor School is designed to enable girls to learn sustainable enterprise skills they need to become sustainable entrepreneurs problem solving for Climate Change in the city.



# PROGRAMME FEATURES



## 7 to 16

Girls age 7-16, attending Government and municipal-run schools from low-income communities in Goa, Mumbai, Bengaluru.



## FROM THE FOOTBALL PITCH TO BECOMING A SUSTAINABLE ENTREPRENEUR

Girls play football three times a week during school hours, the other three days, outside in the same pitches, girls learn skills to enable themselves to take on Climate Change. Equipped with football and enterprise skills, after grade 12 or the age of 18, girls move from the pitch to becoming start-up sustainable entrepreneurs who solve for Climate Change.



## CREATING JOBS, SOLVING FOR CLIMATE CHANGE

Young women completing the Outdoor School project have the chance to pitch their sustainable enterprise ideas for grant support from a Youth Investment Fund. Enterprises supported are led by young women, solve for Climate Change and create jobs in Mumbai and Bengaluru.



## LASTING CHANGE THROUGH GOVERNMENT PARTNERSHIPS

Going to School has partnered with city governments of Mumbai and Bengaluru and the State of Goa to deliver the Outdoor School for Girls outside in football pitches, allocated to Government Schools during school hours. Through government partnerships, Going to School has access to 10,000 government schools with the potential to reach millions of girls outside at school, during school hours.



## ENABLING EXPERIENTIAL AND DIGITAL LEARNING

Outdoor School for Girls is delivered through experiential skills content. Going to School teams bring exciting content and technology to girls, to the pitch, to enable them to learn. Girls learn skills and play football on alternate days, six days a week, during school hours. Digital skills are merged with life and sustainable enterprise education with new modules, lessons and challenges designed for each grade (5-12), for girls, adolescents and young women with the goal of equipping her with the digital and life skills she needs to complete her education, solve for Climate Change while at school and transition from school to sustainable enterprise of her choice, using her digital skills to set up and run an enterprise that creates jobs and solves for Climate Change in Mumbai and Bengaluru.



## OUTDOOR SCHOOL TV

The Outdoor School for Girls TV Series follows teams of girls as they play football and learn skills in the city, communicating the program nationwide, to be aired on National TV in India, and through television partnerships in the UK and EU. Digital skills are taught through content, video, animation, content that is hosted on the Outdoor School Skills Channel and accessible to girls in the program through a portal and through an APP. Going to School teams equipped with mobile phones, laptops, take technology to girls outside, in pitches, to enable them to learn, access digital skills. Going to School teams bring technology to girls to learn in Mumbai and Bengaluru. The curricula, developed by Going to School content teams with Digital Skills Experts, Content Creators, Freelance content designers, is delivered benchmarked to Grade 5-12, with progressively challenging digital skills applications and skills outcomes.



## 50 MODULES, DELIVERED THROUGH SKILLS TRAINERS

Curricula is delivered by Going to School Skills Trainers, teams who take content to girls and are trained to do so. Content is adapted to each city, Mumbai and Bengaluru, and in local languages as well as English, beginning with 10 weeks of content for each grade, 10 x 5 = 50 modules.

## LET'S TALK NUMBERS

**4,378 CHILDREN BACK IN SCHOOL: 2,178 GIRLS, 2,033 BOYS**

**35 GOVERNMENT SCHOOLS IN NORTH GOA COVERED**

**21 COACHES**

**501 SESSIONS AS THIS GOES TO PRESS**



**WHAT'S NEW**

- 1. Five-year collaboration with the Government of Goa to teach football and skills across all Government schools in the state.**

With the goal to share football and life skills training (sustainable skills, employability skills, entrepreneurial skills) to students from Std V to Std X across all Government & Semi Government Schools in Goa, without hampering their routine academic activities Going to school partnered with the state Government. This program has a special focus to encourage girls to play football and learn new skills but includes boys too.
- 2. Echidna Foundation commits to support The Outdoor School for Girls, Life Skills, for three years.**
- 3. BT, British Asian Trust support The Outdoor School for Girls Digital Skills Delivery in Mumbai and Bengaluru, for three years.**
- 4. Three-year MOU to deliver football and skills at schools in Bengaluru and Mumbai.**
- 5. Football summer camps begins in 2023 in Mumbai, Bengaluru and Goa.**

Across Goa, Mumbai and Bengaluru, we have invited girls to sign up to play football and learn new skills during their holidays, and when the next academic year begins, the program will be delivered in schools across both cities and in North Goa.



**WHY FOOTBALL AT SCHOOL, IS ONE OF THE MOST POWERFUL SKILLS FOR GIRLS**

**KUSUMANJALI**  
**Age:** 13  
**Grade:** 8  
 Morjim, Goa

“Come for lunch!” called Kusumanjali’s mother, as she spent hours in her backyard teaching herself how to play football.

At an early age, Kusumanjali had a deep passion for the game that came from watching her older brother and his friends play outside. Never seeing her friends or other girls playing on the field, she often watched from a distance, and played in secret by wearing her brothers football shoes. When she mustered up the courage to ask her parents for football gear, she was shunned by the common response – “Girls don’t play football!”.

Kusumanjali’s collision with Going to School’s Outdoor School for Girls,

gave her the opportunity not only to play football at school during school hours but also challenge the status quo on the playing field.

It turns out girls do play football after all. Kusumanjali has been playing football in any weather, she’s learned how to play and the skills you need to succeed, teamwork, problem-solving, communication, and negotiation.

Her family wasn’t originally ‘her fan’ but they’ve changed, she now has a kit and shoes, and it seems the negotiation skills she’s learned on the pitch, are having an impact at home.

STORIES THAT MATTER

"I want to inspire many young girls to take up football, the same way I inspired by Senior Indian Woman's football Coach Maymol Rocky. I started playing football at the age of 9. During the start of my career, I had to go through a lot of struggles. Not many girls used to come out to play football, so along with another girl I started practicing football with boys from our village. With a lot of practice, I have enhanced my football skills. I have represented Team India twice! At the local level I have played with Churchill and Bangalore Braves. I look forward to always being the best in the game."

- Coach Ashika

"When it comes to playing football, everyone always looks for boys to play. But I'm telling girls, get ready, don't be afraid, soon they'll come and ask you to play."

- Nidhi Ganesh Parab, Morjim, Goa

"Since childhood, I have been passionate about playing football. But I was always afraid. It was my father who encouraged me a lot and that's when I started playing with boys in our area. Football is not just a game for boys, but for girls too. I think girls play it much better!"

- Tanishka Rajendra Redkar.

BT supports the Outdoor School for Girls in Mumbai and Bengaluru, digital skills.



BAT supports the Outdoor School for Girls in Mumbai and Bengaluru, digital skills.



Echidna Foundation supports the Outdoor School for Life Skills across Mumbai, Bengaluru and Goa.



# 3. PLAY CITY - THE CHILDREN'S SCRAPPY NEWS SERVICE

Finding solutions to the world's biggest climate challenges



**PLAY CITY, THE CHILDREN'S SCRAPPY NEWS SERVICE IS A MASS-MEDIA, NEWS-TALK-GAME-SHOW PROGRAM THAT RUNS ON AIR, ONLINE AND ON THE GROUND IN SCHOOLS SCRAPPY SEASON II IS DESIGNED TO ENABLE ONE MILLION CHILDREN TO DESIGN AND PLAY GAMES THAT SOLVE FOR CLIMATE CHANGE IN THE CITY.**

**SCRAPPY - 'TO MAKE SOMETHING OUT OF NOTHING TO CHANGE EVERYTHING.'**



### SCRAPBOOK

Scrapbooks made of up-cycled and sustainable tree free paper, enable children to learn the skills they need to design games to solve for Climate Change. Urban Vertical Farms, Sunny Solar Challenge - Energy Audits, How to make a sustainable sports pitch, design, plant, grown an Urban Forest. Scrapbooks are read, used, actioned at school, outside, with Going to School team members helping children explore the world around them and design solutions.



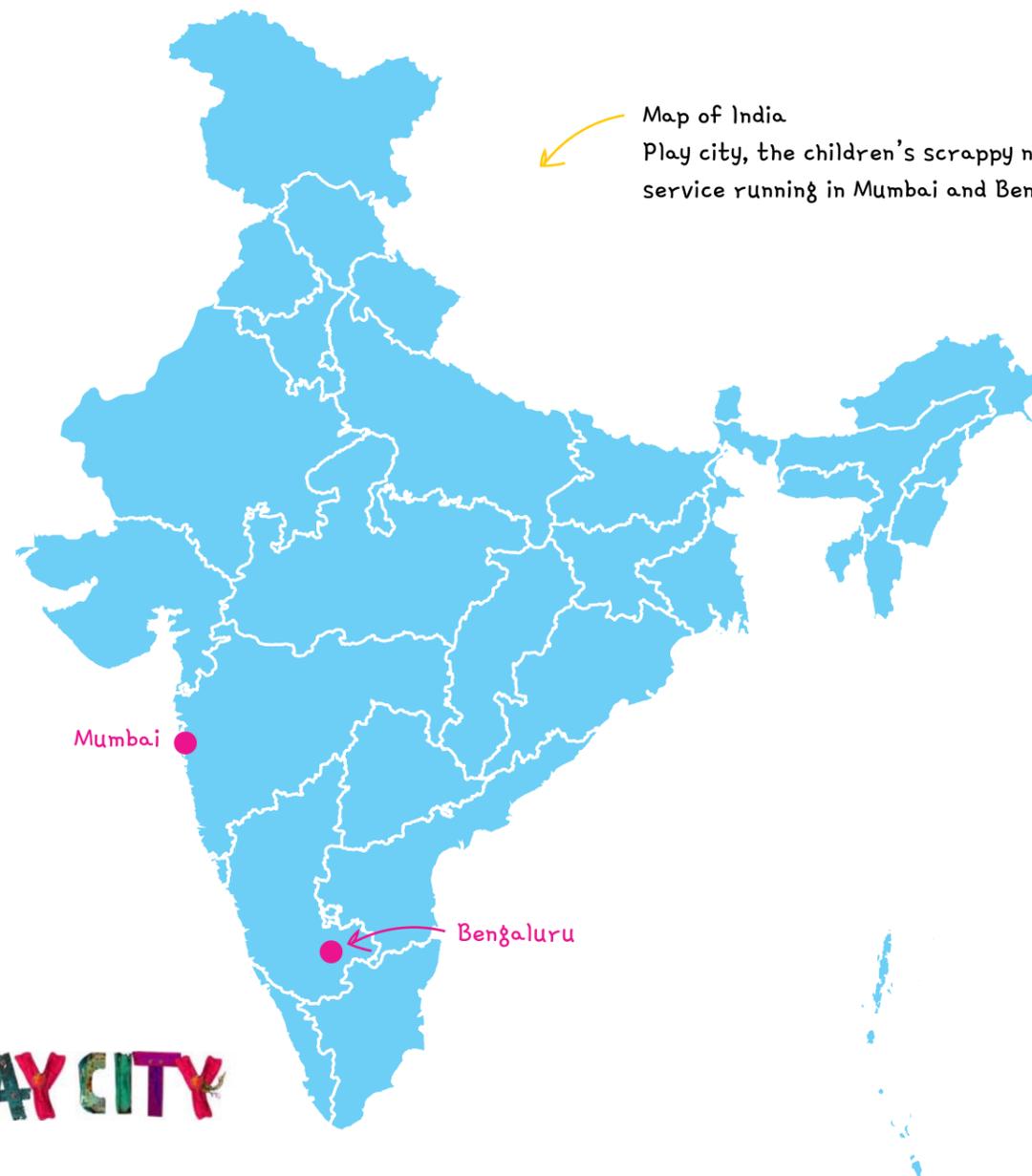
### PLAY CITY APP

Scrappy Universe of skills challenges and what's streaming from what kids are creating is accessible through the Play City APP, designed for individual children to play and teams of children in government schools in Mumbai and Bengaluru.



### SCRAPPY TV

Scrappy TV is the sticky series aired on TV channels in Maharashtra, Karnataka and Nationwide.



Map of India  
Play city, the children's scrappy news service running in Mumbai and Bengaluru



### LET'S TALK NUMBERS

TV channels aired Scrappy nationwide: DD National, DD Chandana (Karnataka), DD Sahyadri (Maharashtra) & ZEE Marathi

236,758 clicks on the scrappy website

10 million+ impressions online

10 million young people reached on television

# 1.



## Season II of Play City: Problem solving games, energy audit and more

In Season II of Play City, The Children's Scrapy News Service, kid anchors and reporters in Mumbai and Bengaluru got to the bottom of big and small problems they wanted to solve by asking the big question, 'Is this happening because the Climate is Changing?'

They went on to create games that helped them think about - What can a million children, playing together, do about solving climate change? Scrapy kids filed reports on diverse topics – the mangroves that surround Mumbai, what it means to be a fisherman even as fish in our seas and oceans continue to deplete, rainwater harvesting, organic farming, beekeeping in the city, why we need to be friends with cats, dogs and other animals, the state of rivers and lakes in and around Mumbai and Bengaluru, an energy audit and what it means to convert to solar, traffic, electric vehicles, public transport. Finally, the kids devised and played fun games – a garbage game, a water taxi game, the mangrove in a jar game, the colour of veggies game, the worm game and more...all while playing to find solutions in the way they understand best.

Students and Play City teams made 13 episodes of Play City, The Children's Scrapy News Service TV covering topics such as making a vertical farm, creating an urban forest, solar, garbage, mangroves, food waste, plastic in the ocean and on the beach, clean public transport, lakes of Bangalore.

## WHAT'S NEW

# 2.



## Scrapy reached 10 million young people through TV channels

Scrapy aired Monday to Friday on multiple national television channels in March 2022. On the public service, free-to-air TV channel Doordarshan National, it was telecast at 10 am, reaching an approximate 10 million young people. In Karnataka, it aired on Doordarshan Chandana at 8 am, 10 am, 3 pm and 5 pm, reaching an approximate 7 million young people. In Maharashtra, it aired on Doordarshan Sahyadri at 5.30 pm, reaching an approximate 4 million young people and on ZEE Marathi at 3.30 pm, reaching about 2 million. Online, Scrapy chalked up 10 million impressions with a 3 million+ reach and 236,758 website clicks and received extensive media coverage in 130+ print and online publications.

# 3.

## Volunteers map sports pitches across schools

Season III of Play City began in June-July 2022 with volunteers in both the cities, Mumbai and Bengaluru, conduct the Scrapy Schools Survey in 3,000 municipal schools in Mumbai and 714 government schools in Bengaluru. Oracle volunteers and Going to School volunteers went to schools with the Scrapy Survey APP to collect data on girls' and boys' enrollment in each grade between Grades 4 to 10, division-wise. Volunteers then spoke with the sports coaches and noted down the sports periods and what sports children play. Volunteers also mapped sports pitches in schools that had sports pitches attached and if they didn't, then visited the nearest sports pitches and mapped those too, finding out what sports are played there, who plays there other than school kids, timings, entry fee it at all, size of the ground, if the ground is government owned or not, and other important details, in addition to documenting it through photographs and videos.



## CHILDREN AT THE FORE: ASKING SIMPLE QUESTIONS TO DIFFICULT CLIMATE PROBLEMS

**Ibrahim**  
**Age: 10**  
**Grade: 5**  
**Mumbai**

Meet Ibrahim. A Cricket lover. Mathematics enthusiast. Camera shy. A 10-year-old boy who dreamt big dreams but didn't have a fighting chance to realise them. Until 'Play City' arrived in his school in Andheri, Mumbai.

A campaign in Ibrahim's neighbourhood brought him face to face with 'Play City'. What started off as a fun activity he signed up to be with his friends, ended up being a metamorphic moment in his life. Before that day, this happy go lucky almost adolescent boy wanted to be a cricketer, but the uncovering of the world of 'Play City' changed his life forever.

When Ibrahim began getting involved with Play City and understanding the ropes, he realised that his involvement would mean he needed to 'anchor' the shows. Being a shy child, he had cold feet and was under

confident of his ability to face the camera and speak in public. But a voice inside him pushed him to continue.

Ibrahim found himself on television. He felt a surge of happiness and his parents beamed with pride.

But the home run was Ibrahim's new passion to protect his environment and surroundings. He learnt about climate change, about how human beings are responsible for pollution and ecological degradation – and he learnt that he could play a decisive role in saving his surroundings.

*Today, Ibrahim, like the many young boys and girls of Play City, is using his skills to design solutions to Climate Change. He is an enabler, doer, motivator and wave maker. He's scrapy.*

“So, today’s topic is Mangroves. Do you know about different types of trees? No. I don’t know. The trees are of three types. The canopy, trunk and root system. The root system of the tree is under the ground. And the root system of the mangroves is above the ground. This is the difference between trees and Mangroves.”

Mahi & Ruchank,  
Episode-Magical Mangroves



STORIES THAT MATTER

“Today we will be talking about vertical garden. Vertical garden is something you make in front of your wall. And it gives a look to your wall. So what do you do first? You will need 3 iron rods. Then you need to make a stand to make those rods stand. Once you are done, use hardware and join a net. So that it is comfortable and keep it at little distance against your wall. So that it won’t create any problem for your wall.”

Siddhant,  
Episode - How to Build a Vertical Urban Farm Anywhere!



Oracle Supports Play City, The Children’s Scrappy News Service.



IKEA Foundation Supports Play City, The Children’s Scrappy News Service.



“Allow me to discuss about rooftop farming. Dwiti, which is your favourite vegetable? It’s brinjal And I like lady’s finger. What do you know about rooftop? I know about rooftop farming. We can do rooftop farming on our terrace it requires less water. And we can grow tomato, onion, capsicum, cucumber and many more.”

Aryan & Dwiti,  
Episode - Grow a Wild Organic Farm in a Flower Pot



# 4. BE AN ENTREPRENEUR IN THE CITY | YOUTH VENTURE FUND

**Breaking ground: Young women entrepreneurs starting-up to solve for Climate Change in the city of Mumbai & Bengaluru**



**Youth Venture Fund happening now, across Mumbai and Bengaluru, has two streams.**

If you are a young woman with an enterprise idea that solves for Climate Change in the City you can pitch your enterprise idea for start-up support.

If you don't yet have idea, but want to find one, become an entrepreneurs, you can sign up for the free 100 day Business School run across the city. With lessons and modules taught outside, across the city, internships, when a young woman is ready she can jump to the other stream.

Youth Venture Fund will support **201 Young Women Start-up Sustainable Entrepreneurs** across both cities, over the next two years.

Young entrepreneurs must be age **18-25 years**, have an enterprise idea that solves for Climate Change, is for-profit, creates at least five jobs and impacts a community of **1,000 people**.



# PROGRAMME FEATURES



## 100 DAY BUSINESS SCHOOL RUN FREE OF COST, ACROSS THE CITY

Across 100 days, participants learn core entrepreneurial skills that they apply to a start-up of their choice, regardless of sector but must solve for Climate Change. The curricula focus on enterprise skills required for start-ups e.g. how to identify a problem, take initiative, make a plan, communication, negotiation, financial skills budget/cash flow, market research and differentiation, marketing skills, organizational skills, evaluating risk, managing a team, quality control, sustainable packaging/green choices, etc. A participant elects to pursue a particular sector or enterprise idea, then the content provides deep dives into skills for that sector.



## MOBILIZING WOMEN TO JOIN IN

Enrolment drives run through outdoor events inviting young people to learn about the program. Targeted at young women aged 18-25 from low-income backgrounds in Mumbai and Bengaluru who have a business idea that solves for climate change in the city or who might not have such an idea but want to be an entrepreneur that solves for Climate Change and want to sign up for the 100-day business school. The program uses TV, video content, radio, to get the word out and direct engagement in low-income communities, through volunteers, partner programs and junior colleges. The goal is to give young women a chance to enroll in an educational entrepreneurial skills program if they've dropped out of school, or are not yet enrolled in college, and or if they are interested in learning entrepreneurial skills near where they live.



## LOCAL GREEN ENTERPRISE INTERNSHIPS

Within the 100 days, young women are given a chance to complete up to two 21-day internships run with sustainable entrepreneurs across the city in green sectors such as clean energy (solar, biomass, biogas), organic produce, sustainable packaging to replace plastic, waste management. Internship curricula is integrated in the current APP in local languages for tracking outcomes. 100+ sustainable entrepreneurs who run for-profit sustainable enterprises in sustainable sectors work with us to run internships for young people.



## BUSINESS PITCH

15-30 day boot camps are part of the 100 days for young women who want to build a business plan to pitch for funding and support. Run at different times during the 100 days, with participants enrolling in the year-long program every month for the first six months, the 'adaptable' boot camp gives participants the flexibility to jump right in if they are ready to build a plan or begin with the training and then enroll in internships and work on a plan.



## SUPPORT

Young entrepreneurs are invited to pitch their enterprise ideas for support in Pitch-it events. If successful young entrepreneurs receive skills support, grants, sustainable design inputs to enable them to run problem-solving successful enterprises.



## MENTORING & MONITORING FOR MARKETPLACE SUCCESS

When participants receive a grant to start a business, going to school provides intense monitoring with monthly in-person visits, detailed financial reports and increased skills support, problem-solving solutions when required. Going to school sustainably brands entrepreneurs and packages their product for a sustainable online marketplace for each city, increasing the visibility for the entrepreneur and the program as a whole. The project has local components that have a direct visible impact in each city, directly supporting young people to start sustainable enterprises, solving local problems, creating jobs and local role models, the local visibility ensures city-wide support for the expansion of the program. The project has global components, benchmarked reporting to global standards of Climate Change reduction, impact measurement and with a sustainable online marketplace for the young women's enterprises, ensuring global visibility.



The Outdoor School for Girls, targeting 2.7 million girls in both cities, will become a pipeline of entrepreneurs pitching their enterprises for support in the city.

# WHAT'S NEW

## 1.

### A YOUTUBE TV CHAT SHOW



To kick off the Be an Entrepreneur in the City-Youth Venture Fund, we made a TV-YouTube chat show run by young women anchors. The format is two young women, age 18-25, go out and about on public transport across each city in search of Climate Change. They talk to everyone they meet on trains, buses during their morning commute and on the streets, asking 'What is Climate Change? And, what do you think young people, specifically young entrepreneurs, can do about it?' That is the introductory episode. Episode two sees our anchors asking people across the city, what can young women entrepreneurs do about Climate Change? What specific support, skills do young women need to get started? Episode 3-10 sees them walking the talk with sustainable entrepreneurs in the city, entrepreneurs who are solving for Climate Change in the sectors we'd like to support, garbage, solar, biomass, biogas, sustainable packaging, organic farming, food waste, learning about the enterprise step-by-step start-up to success, exploring the skills young people need and how to get those skills. Each episode has a call to action to call the Youth Venture Fund if you have an idea or want to start an enterprise.

DB supports Youth Venture Fund with start-up support for 201 young women entrepreneurs across Mumbai and Bengaluru



JPM supports Youth Venture Fund by supporting the team to deliver the 100 day business school.





# OUR PARTNERS

## With Gratitude

2021-2022 was a record-setting year, thanks to the generosity and kindness of our global community of supporters. They supported our expanded goals, used their creativity to raise awareness and funds, backed entire projects, and stayed committed through the continuing uncertainty of the pandemic. We are deeply grateful to everyone who made our mission possible.

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