

2023



CELEBRATING 20 YEARS

GOING TO SCHOOL

ANNUAL REPORT



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A JOURNEY OF 20 YEARS

2003 - 2023

In many ways we never imagined we'd be writing to you from here, still, now in India, from how far we've come. It's good to be able to recognize the journey. It's great you are reading this. Thank you.

When we set out to launch Going to School in India, it was a bright, bold idea that hadn't been tested. It was wild. Could design-driven content, stories, games, puzzles, TV series, and now APPs, equip generations of young people with skills they need to complete their education offline, outside, at school, online and on national television?

The short answer is yes.

Impact assessments, tracking change, baseline to endline, viewership numbers, listening to young people, listening to their families, making changes to program plans when there are gaps to be filled - yes.

There are of course blips in the story, pot holes, cliffs, giant oh-nos, but after 20 years, does the model work?

Yes.

What's the key?

Design.

And, adaptability.

The model, made in India, is mercurial.

The core concept remains the same. Super content.

The mode of delivery dances like dust storms from paper to technology. We always made stories that we wanted young people to finish.

To research the 'what if' where they are and define their own questions, find their own answers, dare to follow (and change) their new life plans.

Get a Plan came to an end this year. 10 years in Bihar were epic. We profoundly thank the Government of Bihar for teaching us how to run programs at scale and being steadfast in that although it is at scale, it must always be new, dynamic and modern.

Get a Plan was only because of the continued visionary support of the IKEA Foundation. Thank you.

This year as we turned 20 and wrapped up a decade in Bihar with excellent results, we launched two new integrated projects.

The Outdoor School for Girls kicked off with partnerships with state and city Governments in Goa, Mumbai, Bengaluru and Raichur, North Karnataka, to bring football to school for girls in Grade 5-10, for the first time in Government Schools in India.

Three days a week she plays the great game, the other three days a week Going to School teams bring technology to the pitch to teach girls digital, life, sustainable enterprise and STEM skills.

The Outdoor School for Girls is made possible through the sparkly support of Oracle, BT and the Echidna Foundation.

From School to Sustainable Enterprise of her choice.

Age 18, Grade 12 onwards, she has a chance to enroll in experiential skills education in Mumbai and Bengaluru, intern with sustainable entrepreneurs, research business plans that solve for Climate Change and pitch for support to start-up now.

The Youth Venture Fund breaks new ground in Mumbai and Bengaluru with a collaboration between DB and JPM Morgan to make the potential of young women entrepreneurs come true.

While it's good bye for now to Bihar, we take with us a life-long journey of skills that we're putting to work to equip a generation of girls to take on Climate Change where they live.

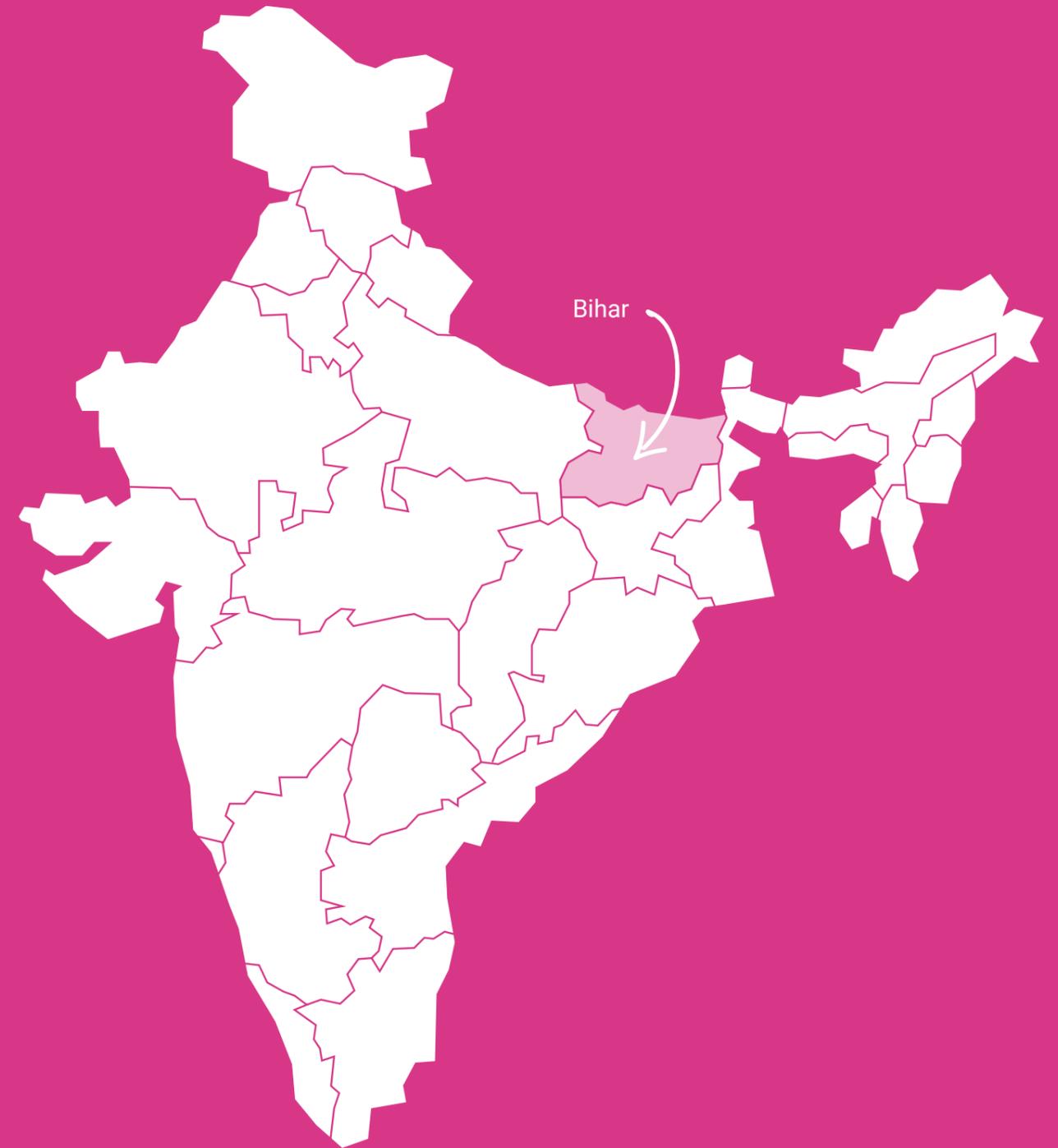
Thank you Bihar, thank you 2023.

Lisa Heydlauff

Director, Founder.

GET A PLAN

Get a Plan ran in 10 districts in Bihar, reaching 300,000 young people in Grade 9-12 during school hours.





OFFLINE, AT SCHOOL

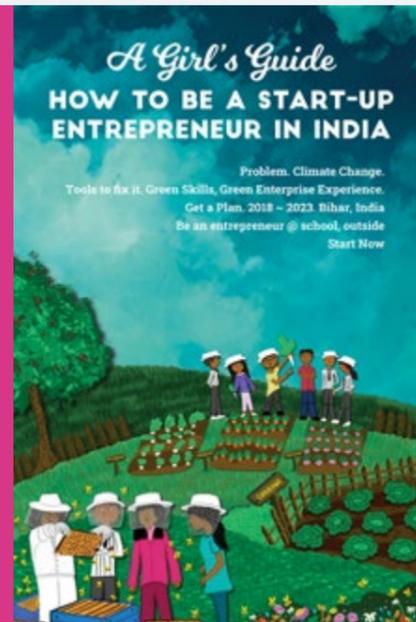
Powered through graphic novels, young people learned sustainable enterprise skills to solve for Climate Change. Graphic novels featured young women entrepreneurs starting sustainable enterprises to solve for Climate Change, with skills required to get started featured throughout the content.

OFFLINE, OUTSIDE

With the closure of schools midway, graphic novels were delivered onsite, outside in green enterprise internships. Young people learned skills hands on with sustainable entrepreneurs, read skills challenge content and completed team research projects to submit for assessment.

A GIRL'S GUIDE TO BECOMING A START-UP ENTREPRENEUR IN INDIA

Going to School released the publication in July, featuring case studies and data.



ONLINE

Using technology, a dedicated APP was developed and used to run baseline to endline surveys, track young people's skills achievements.

Going to School teams were present at school, outside, to use technology to complete attendance and track skills outcomes.



12.17%

AVERAGE IMPROVEMENT

- 67.62%
- 53.86%
- 79.24%
- 56.18%
- 36.87%
- 67.07%

7.83%

AVERAGE IMPROVEMENT

- 51.46%
- 77.58%
- 76.56%
- 36.14%
- 63.82%
- 68.73%

11.57%

AVERAGE IMPROVEMENT

- 59.97%
- 85.26%
- 38.62%
- 42.28%
- 76.62%
- 27.05%

8.04%

AVERAGE IMPROVEMENT

- 60.08%
- 55.80%
- 49.39%
- 48.65%
- 40.26%
- 45.71%

STUDENTS WITH A CAREER PLAN BY THE END OF THE YEAR

STUDENTS WITH CLIMATE CHANGE KNOWLEDGE AND ATTITUDE

STUDENTS WITH ASPIRATIONS TOWARDS JOBS AND ENTERPRISE

STUDENTS WITH PROBLEM SOLVING AND BUSINESS SKILLS

IMPACT

The Population Council designed the baseline to endline survey that was run through mobile phones handed to young people to answer independently.

GROUP 1 *Students who are new to the programme*
● Baseline ● Endline

GROUP 2 *Students who have had the intervention in the past year*
● Baseline ● Endline

GROUP 3 *Students who are getting ready for school-to-work transition*
● Baseline ● Endline



GET A PLAN

 Click the thumbnail to view video.



ROUGH CUT

 Click the thumbnail to view video.

Get A Plan delivered to

300 000

young people in grade 9-10

across **10** districts in Bihar for **5** years



IKEA Foundation supports Get A Plan in all 10 districts of Bihar.



Echidna Foundation supports Get A Plan in Madubhani, Bihar.

THE OUTDOOR SCHOOL FOR GIRLS

The Outdoor School for Girls delivers sport (football) with digital, life, STEM, Sustainable Entrepreneurial skills through integrated skills curricula to girls government schools in India.





PLAY. SKILLS. OUTSIDE.

The Outdoor School for Girls delivers sport (football) with digital, life, STEM, Sustainable Entrepreneurial skills through integrated skills curricula to girls government schools in India

From Grade 5-10, during school hours, outside, the program is designed to be able to equip girls with the skills they need to complete their education and solve for Climate Change, moving the game they've designed on the pitch to the wider canvas of the city kick-starting sustainable enterprises solving for Climate Change and create jobs.

Sports Skills Curricula:

FOOTBALL GOES TO SCHOOL FOR GIRLS

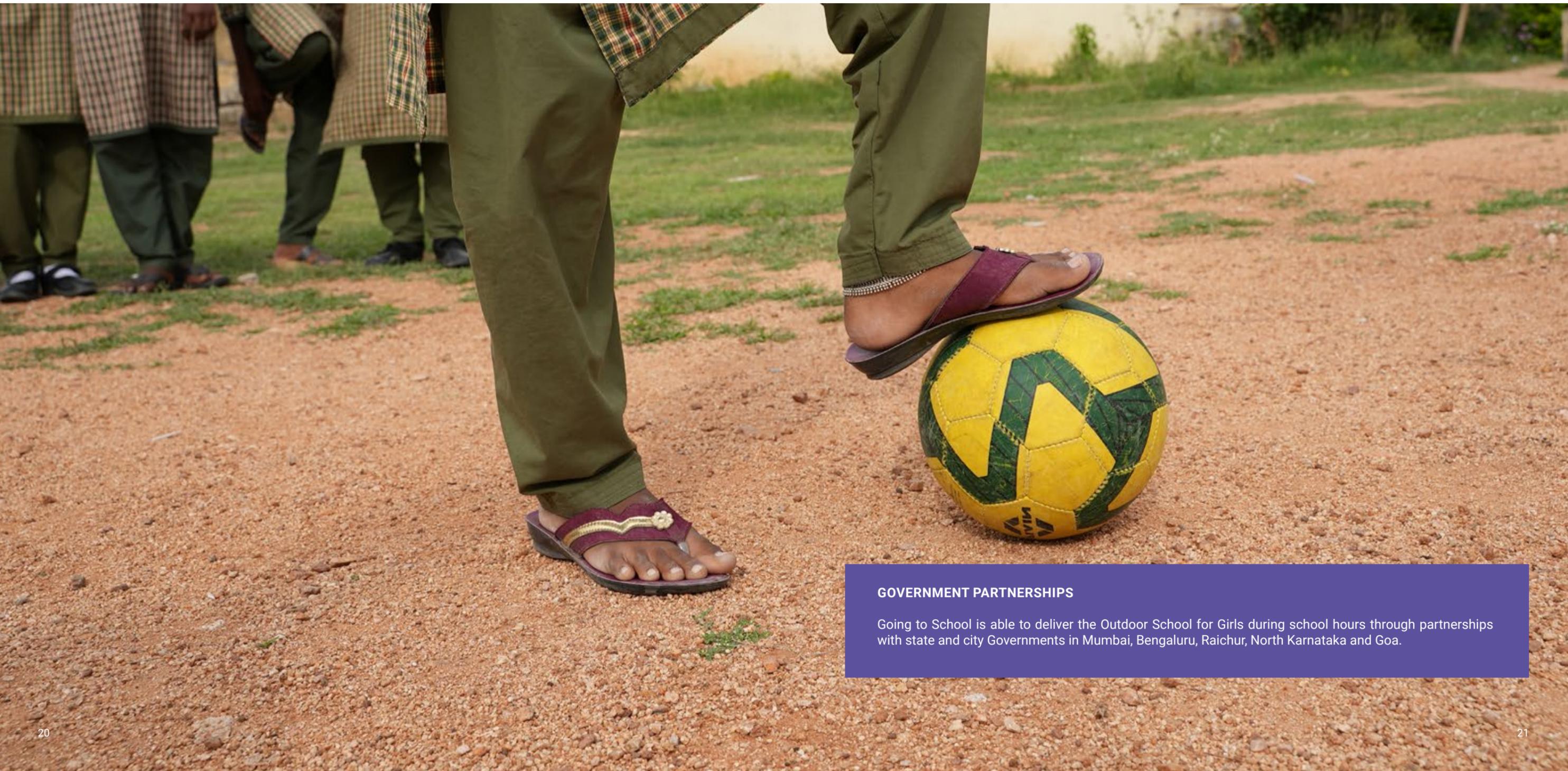
Girls come to school to play football and stay to learn skills.

The Outdoor School for Girls is designed to deliver to girls whatever the weather (schools open or closed).

Football is the glue, the big reason why girls enroll.

For the first time in the Government System in India girls are playing football at school, during school hours.

Integrating sports and skills curricula and delivery, three days a week Going to School teams bring technology to the same outdoor pitches to enable girls to experience and learn digital skills, life skills, STEM skills and sustainable entrepreneurial skills to solve for Climate Change in Grade 5-10 Government Schools.



GOVERNMENT PARTNERSHIPS

Going to School is able to deliver the Outdoor School for Girls during school hours through partnerships with state and city Governments in Mumbai, Bengaluru, Raichur, North Karnataka and Goa.

DESIGN. STORIES. SKILLS.

Luna, Freya, Viola, Isadora, Ana are the girl characters who lead the stories across Grade 5-10. From introvert to extrovert, scientist, market-researcher, data analyst, clean energy engineers to experimental chefs who are working towards zero waste, the girls explore the world around them, completing skills assignments, market research outside, at home, the next day returning to school to put their digital skills to work to share their research in digital design formats, uploading their research and seeing what happens to it online: infographics.

STEM skills, Life Skills, Sustainable Enterprise skills, Digital Skills are taught throughout the experiential content.

At school girls read a story outside, then together with Going to School teams they complete a skills activity, getting ready for the research assignment (homework), together girls go over what they need to do for their homework assignment to complete individually at home.

Girls lead and race through the content following and chasing the lead girl character, Luna, Freya, Viola, Isadora, Ana, who are all finding out what's causing the weather to change and be so erratic, discovering what people think about that and then diving in to understanding everything from market research to supply chain and cashflows for sustainable packaging enterprises that replace plastic (leaves, mushrooms, tree-free paper), garbage management, solar recycling and food waste.

BASELINE SURVEY TO ASSESS SKILLS

AspireImpact designed a baseline survey to assess girls life skills, digital skills, sustainable enterprise skills, STEM skills and understanding of Climate Change.

The survey questions were translated into four languages: Kannada, Hindi, Marathi, Konkani.

Unique surveys for each grade 5-10 were tested with girls in all locations.

Then using mobile phones, Going to School teams with volunteers, ran the baseline surveys across all locations.

Girls were given the phones to complete the surveys independently.



LIFE SKILLS

Grades 8 -10

DIGITAL SKILLS

Grades 8 -10

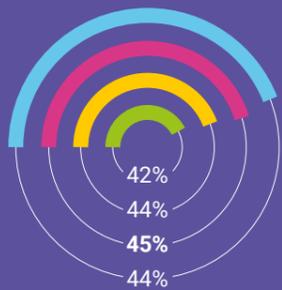
STEM SKILLS

Grades 8 -10

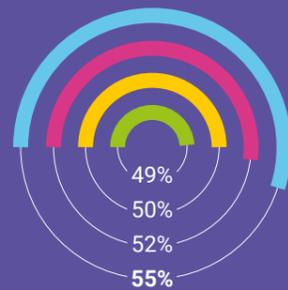
CLIMATE CHANGE

Grades 8 -10

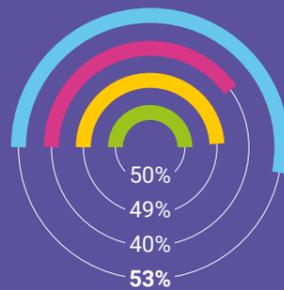
RESULTS



LIFE SKILLS
Grades 5 -7



DIGITAL SKILLS
Grades 5 -7



STEM SKILLS
Grades 5 -7

● Goa ● Mumbai ● Bengaluru ● Raichur

Overall, Raichur girls showed the best knowledge of climate change and its effects.

78%
76%
72%
76%

Mumbai and Goa girls performed best in their understanding of various life skills.

68%
69%
68%
69%

Overall, Goa girls had the best responses to questions around digital skills.

53%
51%
44%
54%

Bengaluru, Mumbai and Goa girls all showed the best understanding of life skills.

68%
72%
72%
72%

The same questions will be run again in March 2024 to be able to assess skills acquisition from baseline to endline for girls.



Climate Change is when your school is closed because of the heavy rainfall and then it floods too closing everyone's school across the city.

Then our school closed again when it got too hot. When it rained too much, our school and ground were filled with flood water. We couldn't play football, flood water spreads diseases like dengue and malaria and my friends got sick and couldn't come to school even when school was open. I missed Sayma and Achal. We'd made a team just like Luna did in the story. But when they were sick it was hard to carry on, you can't do teamwork alone. When they came back, we decided to be like Luna and figure out what was making the mess, the flood, making us sick. I looked at the flooded ground and felt like her. It wasn't just me who couldn't play, it was all of us, which is another Luna story to make a pitch that is green and powered by solar energy and doesn't flood, Luna uses all of the skills she has to measure, make a plan, and work on it on the computer to see if she's got it right. We've been designing our plan to make a sustainable place for girls and boys to play together, we're almost there, just a few more pieces we need to add like a walking track for the elderly people who come here in the evening and benches for when they just want to watch us play.

**SAFIYA, AGE 11, GRADE 8,
UNNAT NAGAR SCHOOL, MUMBAI**





ALIGA PRAIA

Click the thumbnail to view video.



BT VOLUNTEERING

Click the thumbnail to view video.



BENGALURU

Click the thumbnail to view video.



MUMBAI

Click the thumbnail to view video.



RAICHUR

Click the thumbnail to view video.

The Outdoor School for Girls is designed to deliver to

2 700 000

girls across the next three years

50 000

girls learned digital, life, sustainable enterprise skills at school

100 000

girls experienced skills through digital content and online

1000 000

girls will see the Outdoor School for Girls Reality TV program airing in early 2024



ORACLE

Oracle supports girls to learn STEM skills in Mumbai, Bengaluru and Raichur, North Karnataka.



Echidna Foundation supports girls to learn life skills through the program in all locations.



BT supports girls to learn digital skills in Mumbai and Bengaluru.



The Government of Mumbai has signed an MOU with Going to School to implement The Outdoor School for Girls during school hours in Grade 5-10



The Government of Karnataka has signed an MOU with Going to School to implement The Outdoor School for Girls during school hours in Grade 5-10 in Bengaluru and Raichur, North Karnataka.



The Government of Goa has signed an MOU with Going to School to implement The Outdoor School for Girls during school hours in Grade 5-10

YOUTH VENTURE FUND

From Business Schools to Sustainable Start-ups,
Climate Change Entrepreneurs in the City.



CRASH COURSES IN SUSTAINABLE ENTERPRISE, LEARNING FROM THE CITY

Business School Crash Courses for Young Women are part of Going to School's Youth Venture Fund program supported by JPMorgan, once she completes a crash course or three, she can elect to begin researching a business that solves for Climate Change that she can pitch for support for start-up seed capital grants from Deutsche Bank.





Business School:

EXPERIENCE SKILLS TO SOLVE FOR CLIMATE CHANGE

Experiential Business Schools run outside, across the city, on site visiting sustainable enterprises.

Business Schools are designed to enable young aspiring women entrepreneurs to learn the skills they need to be able to start-up an enterprise that solves for Climate Change in the City.

Entrepreneurs, professors, chartered accountants, marketing experts, teach onsite business skills from market research to cash-flow, in street markets with visits to sustainable enterprises to understand supply chain and what is green and what is not.

From business planning to production processes, to start-up and run, potential women entrepreneurs learn practical business skills researching markets, competition, customers, pricing and USP to selling unique products and services to solve for Climate Change (products that people don't even know they want yet :)

This outdoor experience gives potential women entrepreneurs a hands-on experience of sustainable enterprises in action in the city, and visits provide access to new enterprises that they otherwise might not have visited.





Business School:
MUMBAI

In partnership with Masoom, Going to School ran business schools across Mumbai, enabling women to learn skills outside, onsite exploring scrap enterprises, waste repurposing, cardboard upcycling, hydroponic farming.



Business School:
BENGALURU

In partnership with Dream a Dream, Going to School ran business schools across Bengaluru, enabling women to learn skills outside, onsite, with visits to Sahaas Zero Waste to understand plastic management enterprises and to Blue Cat Paper, to learn about making tree-free paper from material factory waste and water hyacinths.

FROM BUSINESS SCHOOLS TO START-UPS:

Pitch it! The Kind Shark Tank

Once she's completed a business school or three, she can elect to research a business that solves for Climate Change and step up to pitch her enterprise for support in the Pitch it! rounds.

Supported enterprises must:

- Solve for Climate Change
- Be outside (out of the house)
- Create five jobs (be more than self-employment)
- Impact a community of 1,000 people

In two rounds, in Mumbai and Bengaluru, 75 potential entrepreneurs pitched their enterprises to Deutsche Bank volunteers, in an interactive sit-down format that enabled entrepreneurs and volunteers to spend time going over their business research and making a plan for what they want to do.





PITCH IT! THE RESULTS ARE IN

Aspiring women entrepreneurs pitched enterprise ideas for support that were engaging and important to the city. From solar dried fish jerky that ensures fish that would otherwise be thrown out becomes a tasty dog and fish snack, to waste management at the household level collecting waste, separating and composting, to up-cycling saris that are burned or end up in a landfill emitting harmful gases, to interlocking bricks made of mud to replace the current harmful red brick process, micro-greens, solar dryers for farmer's vegetables to repurpose, preserve and sell increasing farmer's incomes and diverting food waste, with more waste diversion through making banana stem products from tons of waste that is burned, women who graduated from Business Schools researched and pitch plans that can solve for Climate Change.



PITCH IT!

Mumbai

[Click the thumbnail to view video.](#)



PITCH IT!

Bengaluru

[Click the thumbnail to view video.](#)



BUSINESS SCHOOL

Mumbai

[Click the thumbnail to view video.](#)



BUSINESS SCHOOL

Bengaluru

[Click the thumbnail to view video.](#)

500

women attended business schools outside,
across the city

105

women pitched their enterprises for support

29

women entrepreneurs were supported
to start-up to solve for Climate Change

J.P.Morgan

J.P.Morgan supports Business Schools across Mumbai and Bengaluru, ensuring 2,000 women get a chance to learn the skills they need to succeed.

Deutsche Bank



Deutsche Bank provides seed capital grant support to women who have graduated from Business Schools to enable them to start sustainable enterprises that solve for Climate Change and create jobs.

PLAY CITY

The Children's Scrappy News Service.

From the Finite to the Infinite Game.



ON AIR, ONLINE, ON THE GROUND IN SCHOOLS

The stakes are higher than they've ever been, the pandemic is past but Climate Change was well and truly here.

There's nothing fun about Climate Change, but if a game is not fun, no one wants to play.

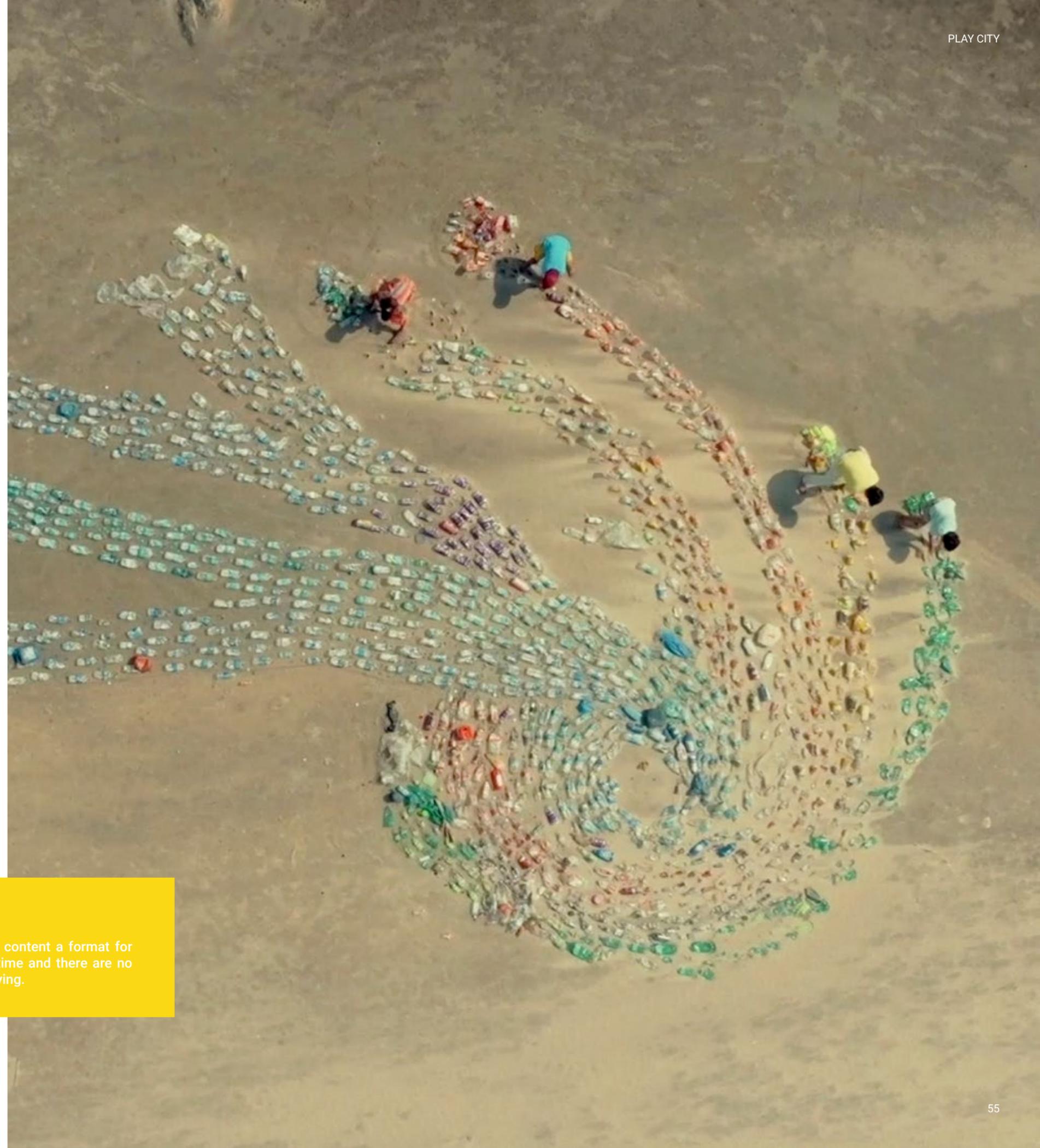
Play City is The Children's Scrappy News Service + Game

Finite games, football, have teams, a time limit, pitch, scores, winners and losers.

Infinite games have no time limit, no teams, the games can add infinite numbers of players and change as more people play, these games are played everywhere (not just on the pitch) and there are no winners or losers, we're all in the game, playing all the time.

THE INFINITE GAME BY SIMON SINEK

Simon's book made us realise the infinite game could be a design framework, a content a format for climate change education, you keep playing, everyone plays, everywhere all the time and there are no winners or losers because we are all in it together, the trick is, you have to keep playing.



Made in Mumbai and Bengaluru, children design gamified solutions, moving from finite to infinite games to solve for Climate Change in the city, putting their STEM skills to work to design games that everyone wants to play across the city all the time.

Play City. The Children's Scrappy News Service is a series of skills education TV adventure stories designed to equip children with the skills they need to problem solve for Climate Change in the city.

Every adventure story follows a team of seven children who use their scrappy skills to design and action games to solve for Climate Change that everyone can be a part of.



From Press Play Beach Plastic where a team of seven children notice signs on the beach that they start then seeing everywhere from crabs to plastic bottles, to The City's Tangled Plans, where a team of children in Bengaluru go in search of stories of elderly trees and based on their research, re-plant an urban forest, the skills education adventures move from finite to infinite games, exploring the skills we need to take on the biggest challenge of our time Climate Change, and to ultimately keep playing.

Play City is a nationwide television series; Online skills universe; Scrapbooks made of up-cycled materials, played out across the city, games designed to keep changing, adapting, problem-solving and enabling children to practice their skills while they play.

Play City is designed to equip children with skills they need to problem-solve for the biggest challenge of our time, Climate Change, and have fun as they learn offline, online and on television.



SUSTAINABLY SCRAPPY:

A newsroom for children built of bamboo and powered by natural light, once upon a time in India.





PLAY CITY PROMOS

 [Click the thumbnail to view video.](#)



NEWS ROOM

 [Click the thumbnail to view video.](#)

10 000 000

children watched Play City on National Television

500 000

children played skills through online content

75 000

children played scrappy skills across the cities of Mumbai and Bengaluru



Oracle supported Play City in Mumbai and Bengaluru, to deliver at school offline, online, delivering STEM skills to solve for Climate Change in city school systems.



IKEA Foundation

IKEA Foundation supported Play City Climate Change Education for Young People to be designed, created, aired on TV and delivered through Climate Change skills curricula online.

OUR FINANCIALS

INFLOW OF FUNDS (FY 2022 - 2023) (AMOUNT IN INR IN LAKHS)

Donation/Grants from Corporate	402.62	Contributed by Individuals	-
Donation/Grants from Foundation	1,141.66	Income from Investments	29.19
Donation/Grants from Government Funders	-		

BALANCE SHEET AS AT MARCH 31, 2023 (AMOUNT IN INR)

	AS AT 31.03.2023	AS AT 31.03.2022
SOURCES OF FUNDS		
Trust Fund	1,09,70,611	98,95,866
Fixed Assets Fund	83,00,972	1,00,48,136
Earmarked Funds	3,91,98,257	2,68,32,440
TOTAL	5,84,69,840	4,67,76,442
APPLICATION OF FUNDS		
FIXED ASSETS	83,00,972	1,00,48,136
CURRENT ASSETS, LOANS AND ADVANCES		
Current Assets	5,29,25,057	3,55,69,297
Loans and Advances	19,67,284	18,82,523
(A)	5,48,92,341	3,74,51,820
Less: CURRENT LIABILITIES		
Sundry Creditors	28,02,953	7,14,893
ESI and PF Payable	4,946	8,621
TDS Payable	19,15,574	-
(B)	47,23,473	7,23,514
Net Current Assets (A-B)	5,01,68,868	3,67,28,306
TOTAL	5,84,69,840	4,67,76,442

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2023 (AMOUNT IN INR)

	FOR THE YEAR END 31.03.2023	FOR THE YEAR END 31.03.2022
INCOME		
Income towards Earmarked Funds		
Grants Recieved	15,44,17,483	7,82,91,242
Interest on Fixed Deposit & Saving Accounts	62,805	1,88,116
Income towards General Funds		
Interest on Fixed Deposit & Saving Accounts	28,83,831	37,26,474
Less: Transferred to Earmarked Funds	62,805	1,88,116
Interest on Income Tax Refund	35,080	59,720
Donations	10,800	57,357
TOTAL	15,73,47,194	8,21,34,793
EXPENDITURE		
Expenses towards Earmarked Funds		
Administration Cost	2,60,00,797	1,80,05,288
Program/Workshop Cost	11,30,48,035	13,66,57,161
Depreciation	15,34,568	17,93,346
Expenses towards General Funds		
Administration Cost	20,78,932	16,21,153
Program/Workshop Cost	27,07,392	21,19,687
Depreciation	2,84,072	3,32,213
TOTAL	14,56,53,796	16,05,28,848
Excess/(deficit) of income over expenditure for the year	1,16,93,398	(7,83,94,055)
Less: Transferred to Earmarked Funds	1,38,96,888	(7,79,76,437)
Less: Transferred to Earmarked Funds		
Balance transferred to trust fund	(22,03,490)	(4,17,618)



IKEA Foundation

ORACLE

J.P.Morgan

Deutsche Bank



echidna giving



OUR SUPPORTERS

With Gratitude

2022-2023 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 and backed entire projects. We are deeply grateful to everyone who made our mission possible.

Going to School
INDIA
TOGETHER

