

Protsahan India Foundation

Registered as: Trust | **Founded:** 2010

Head Office Location: New Delhi

Region of Impact: New Delhi, Pune, Maharashtra

Annual Budget (2012-13): INR 12 Lakhs (\$20,000)

Adolescent Girls Budget (2012-13): INR 8 Lakhs (\$13,333)

Staff Strength: 14 full time, 2 part-time; 6-8 volunteers



Overview

Protsahan works with vulnerable, at-risk and marginalized communities in urban slums to empower children, especially girls, through the medium of creative arts such as design, photography, technology and cinema. Creative expression, design innovation and thinking are used to impart basic education, job-based skills and life-skills to ensure that vulnerable youth grow up to become self-sufficient in every respect. Protsahan has 5 flagship programs- namely, EDUCARE, Creative Street Micro-Entrepreneurs, Stree, Artisan Honor and Community-Based Awareness Initiatives.

Adolescent Girls Program

Protsahan uses 5 main creative arts for empowerment which are: (1) Design & Art (2) Photography & Digital Stories (3) Technology (4) Cinema (film making, theatre & music) and (5) Educational Games. The EDUCARE program is a bridge course which provides girls with basic education and functional literacy, who are further mainstreamed into existing government schools. Campaigns and community-level initiatives such as film screenings, street plays (*nukkad nataks*) and wall paintings are created by Protsahan girls, to raise awareness about topical issues such as menstrual hygiene, domestic violence etc. Through the Creative Street Micro-Entrepreneurs program, girls are equipped with vocational skills such as photography, film-making, and design; they are also imparted entrepreneurial skills through training.

Model

Protsahan's model combines (1) creativity, (2) empathy and (3) sustainability to provide basic education through non-traditional means impacting 'harder to teach' children.

1. Using the medium of art and creativity, Protsahan educates girls about various issues, enables them to develop their own perspective, creatively express opinions, communicate effectively and develop critical life-skills such as decision making, problem solving and leadership ability.
2. The approach is strongly rooted in empathy as it creates a safe space for girls to build their trust and confidence, and promotes creative expression, which is critical to addressing the needs of girls who come from especially disrupted backgrounds such as child labor, domestic abuse, sexual violence, those suffering from HIV and girls with
3. Girls are also equipped with a skill through which they can earn a livelihood and become self-sufficient in the future.



Milestones

- 2011: 156 girls admitted into government schools
- 2011: World Bank recognizes Protsahan's 'creativity approach'
- 2012: Speaker at TEDxYOUTH
- 2013: Indian Television Academy Award in Child Welfare category

Impact to Date

- Present in 3 slums across Mumbai and Pune
- 8000 girls impacted through creative arts model
- 366 girls enrolled in government schools
- 12 organizations partnered with for delivery of creativity model

Theory of Change

If at-risk and vulnerable adolescent girls and children are educated and empowered using creative and unique teaching methods, they can access mainstream education, acquire life skills and livelihood skills to become independent and financially sustainable. If adolescent girls are empowered then they can break free from the intergenerational cycle of poverty, abuse and violence.

Growth Plans

Protsahan's 'creative education' model of empowerment can be used to fulfill various developmental needs of young girls; hence, it wants to focus on creating partnerships with other organizations who can employ this model to meet their objectives.

The program aims to reach out to 25,000 adolescent girls in the coming 3 years through partnerships with 6 organizations, some of which Protsahan has worked with in the past.

Protsahan will focus on strengthening its 'creative education' curriculum and on investing in a team of trained professionals, who can deliver sessions on a range of topics. Furthermore, effort will be put into strengthening the vocational training program, by modularizing the curriculum and teaching methods.

| | 2012-13 (a) | 2013-14 (e) | 2014-15 (e) | 2015-16 (e) |
|--------------------------------------|-------------|-------------|-------------|-------------|
| Total Org Budget (INR Lakhs) | 12 | 18 | 54 | 75 |
| Total Adolescent Girls Budget | 8 | 15 | 48 | 66 |
| No. of Adolescent Girls | 3,900 | 4,100 | 7,000 | 8,500 |

Leadership & Management

Protsahan is headed by Founder-Director, Sonal Kapoor who comes with a background in communications and advertising, and brings several accolades to Protsahan. She was chosen as The Youth Delegate in 2011 at the World Bank-IMF, and is an advisor to the UN for children's projects. Protsahan's operations are strongly supported by a team of creative professionals, young artists and external resource persons.

Partnerships

Protsahan works with 2 government schools in Delhi for enrolling girls. They have partnered with various corporates such as Accenture, Google, Ernst & Young, Deloitte and PVR Cinemas for campaigns such as Road Safety, Slum Panchayats and a Madhubani Wall Project laong wiorth. Additionally, they have partnered with NGOs such as Teach for India and Disha for delivering the 'creative education' model.

Funders

Protsahan's programs are supported by international agencies such as UNICEF for its 'Open Defecation and Sanitation' campaign, UN Women Singapore Committee and MasterCard for the vocational training program, and other specific fundraising campaigns. Additional funds are also raised through the sale of products such as bags, key rings and candles produced by girls and women.