# Mahindra Saarthi Abhiyan Scholarship For Girl Child



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

Supported by

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# **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.



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

## Implementing partner

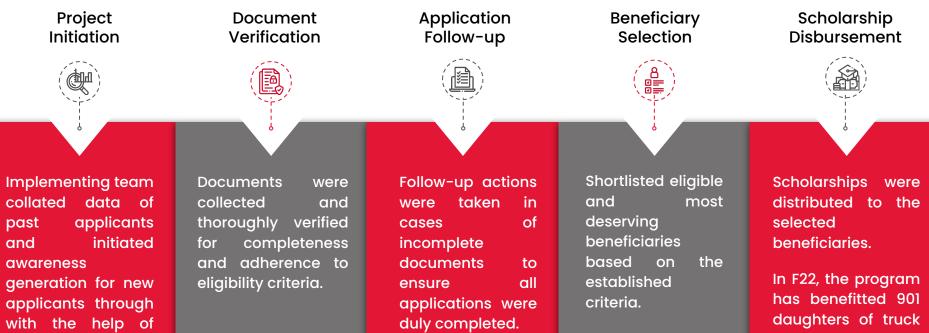
Directly Implemented by Mahindra and Mahindra.

# Geography

Implemented across India in: Assam Bihar Gujarat Haryana Jharkhand Karnataka Madhya Pradesh Maharashtra Punjab Rajasthan Tamil Nadu Telangana Uttar Pradesh



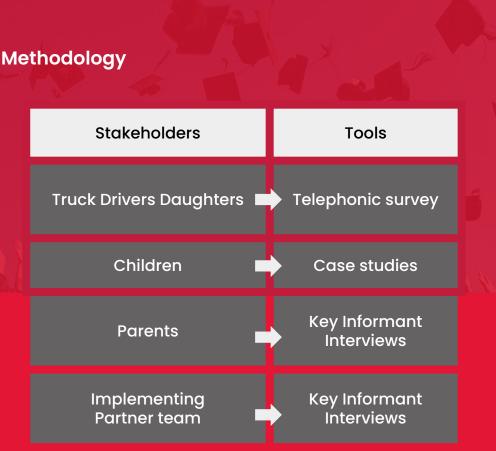
# Activities



local service managers.

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





# **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 daughters supported the from economically weaker families by providing opportunity of education.



of respondents stated that the 87% 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
4 QUALITY EDUCATION	<ul> <li>Providing scholarships for education.</li> </ul>	TARGET       4·3         Image: Im
5 GENDER EQUALITY	<ul> <li>Scholarship exclusively designed for girl child.</li> </ul>	TARGET 5-5 ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING
	<ul> <li>Scholarship support for economically disadvantaged families.</li> </ul>	TARGET 10-3 ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION

## **Case Studies**

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#### 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.

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

#### Jashandeep, Gurdaspur, Punjab.

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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.

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# Thank You

