

Anandalaya
The Flagship Odisha Seva Prakash
(VRMVK)



A Presentation
by
VK-AICYAM Team



About VK-OSP Anandalaya

Anandalaya is an 'education supportive service' of Vivekananda Kendra Odisha Seva Prakalp for the tribal and the socially disadvantaged children in the age group of 3-9 years. The objectives are

1. Create education supportive atmosphere in interior villages
2. Impart education through play-way learning and increase interest for studies among primary school students
3. Pro-active focus in bringing girls to primary education
4. Reduce the rate of drop-outs and thus improve the status of education
5. Give value-based education (man-making) and thus improve the quality of education
6. Enhance patriotic feeling among villagers
7. Create health awareness among children and through them among villagers
8. Work for the all-round development of the village (nation-building)

*The key principles of these objectives are **Shiksha** (Education), **Samskara** (Rites of passage), **Swasthya** (Health), and **Swabhimana** (Self-esteem) that aim at bringing about perceptible changes in the holistic development of the children's body, mind, and spirit, as envisaged by Swami Vivekananda. All learning methodologies and pedagogy employed in Anandalaya revolve around these four important aspects of man-making process and lay solid foundation for children's future.*

VK-OSP Anandalaya – Activities at a Glance



VK-OSP Anandalaya: Expected Outcome and Our Focus

Expected Outcome:

- Positive feedback from Anandalaya children and parents
 - Progress made in learning and practicing discipline, conduct, and other competencies
 - Interest and motivation to enroll and study well in high schools
- Positive Feedback from Anandalaya Acharyas regarding the learning and maturity gained by them
- Anandalaya is the 'Top 2' mind recall of the donors in the field of 'social service'
- To be a national benchmark on delivering NCF Foundational Stage Curriculum Goals

Our Current Focus:

- Synergize Anandalaya Lesson plan with NCF Foundation Stage Curriculum Goals and Activities
- Create digital learning content to support the day-to-day activities of Anandalaya
- Adopt digital technology to conduct and scale Anandalaya Acharya Training (Induction and Refresher)

Once we have 100 Anandalayas running (in next one year), we will proactively discuss with State and Central Government for collaboration to scale the initiative as a part of school education with multiple operating models.

VK-OSP Anandalaya: What we have today...

- 54 Anandalayas in 04 Districts of Odisha covering 05 Blocks and 54 Villages
 - 1200 village children participating in the Anandalaya way of learning
 - 120 Acharyas / Supervisors engaged in Anandalaya way of teaching
- Opening of additional 10 Anandalayas by March 2024 (including expansion to 01 new district)
 - Identified villages, local contacts, and Acharyas
 - First Induction training for new Acharyas completed
- Website Information: <https://vkaicyam.org/anandalaya/>
 - About VK-OSP Anandalaya
 - Anandalaya Promotion
 - ✓ Narrative and Appeal in Odia (A Day at Anandalaya): 22 Minutes Video Rendition
 - ✓ Narrative and Appeal in English (Anandalaya in Nutshell): 9 Minutes Video Rendition
 - Anandalaya Learning Content
 - ✓ A Learning Session at Anandalaya (Narrative in Odia): 100 Minutes Video Rendition
 - ✓ Four Theme Based Learning Videos (Shiksha, Samskara, Swasthya, and Swabhimana)
 - ✓ Anandalaya Acharya Training (Narrative in Odia) Learning Objects (Video Rendition)
 - ✓ 100+ Anandalaya Digital Learning Objects (Each Learning Object Demonstrated through one or more Pedagogies)
 - ✓ “Anandalaya Marg Darshika” – A Physical Book covering most of the learning covered in Anandalaya sessions
- Steering Committee to steer the Anandalaya Growth Plan, Current Operation, and Capability Building
- A Report on Anandalaya – by The School of Management, Birla Global University (December, 2023)

Social Model Canvas

Service: Anandalaya, VK – OSP

Design By: Santosh Mohanty, July 31st, 2023

Key Collaborators 7

- Institutional Grants (Funding)
- Individual Donors (Funding)
- Primary Schools at the location
- State Government – School and Mass Education Department (Funding and Admin Support)
- Central/State Government – Ministry of Tribal Welfare (Funding and Admin Support)
- RSETI (Community Connect)
- ASHA/Anganwadi Workers (Community Connect)
- Acharyas (Creation and Digital Demo of Learning objects)
- VK-AICYAM (Acharya Training)
- Steering Committee (Growth Strategy, Program Governance, and Beneficiary/ Donor Reach Out Planning & Facilitation)

Capabilities to Build 5

- Creation of
- 150 – 180 learning objects covering
 - All learning pedagogy
 - All four dimensions
 - Lesson Plan
 - Digital renditions
 - Monthly learning Heat Map
 - Acharya Learning Plan

Capacity to Build 6

- In coming three year (2023-25), scale to manage
- 8000+ children in 250+ Anandalayas
 - Learning and Career Guidance Program for 700+ Acharya
 - Interaction with the community
 - Interaction with Donors
 - Preparation of updates/reports

Value Propositions 1

- Motivating, Mentoring, and Preparing children to develop natural interest towards education
- Children practicing integral learning through Shiksha, Samskara, Swasthya, and Swabhiman
- Children in remote locations practicing the Curriculum Goals of NCF Foundational Stage
- Enable village youths to build spiritual experience by rendering integral education to village children and thereby strengthening their EQ
- Positive social influence on villagers towards sustainable and respectful livings

Beneficiary Interaction

- Interaction with Children in the age group of 3+ to 10 at the community identified locations in most of the week-days both in morning and afternoon sessions (1.5 to 2 hours each)
- Learning program for Acharyas (Anandalaya Teachers)
- Monthly meeting with parents

Beneficiary Reach Out

- Reaching out to
 - Community elders to encourage children to be part of Anandalaya
 - Community youths to become Acharyas
- Anandalaya children becoming ambassadors for Anandalaya
- Donor and Beneficiary connect

Beneficiary Segments

- Village Community in Odisha
 - Villages where Children drop-outs are high before they reach Std. V
 - Remote villages with low literacy rate
 - Tribal community in remote villages
- Urban slums where children drop-outs are high before they reach Std. V

Expense Structures 8

- Monthly Payment to Acharyas (Anandalaya Teachers)
- Monthly Payment to Supervisors (Guiding Acharyas for a cluster of Anandalayas)
- Travel expenses on Acharyas/Supervisors travel for yearly training
- 6-8 yearly celebrations at Anandalaya
- Travel expenses on Field visit of SteerCo Members once in a year to each of the Anandalayas

Yearly expenses associated with one Anandalaya is nearly INR One Lakh.
The target is to open 250+ Anandalayas by the end of 2025 covering all the 30 districts in Odisha. The locations are remote areas that have the maximum primary school drop-outs.

Funding Structures 9

- Individual donations (One time donation, Yearly commitment for donation for at least three years, Funding the One or Multiple Anandalayas for a certain number of years (INR One Lakh per Anandalaya per Year))
 - Institutional grants (One time Grant, Commitment for Grants for at least three years subject to clearance of scheduled reviews, Funding/Sponsoring a Cluster of Anandalaya for a certain number of Years)
 - State/Central Government Funding based on there budget on School & Mass Education / Education for Tribal & under-privileged communities
- Steering Committee drives the Donor Relationship and Beneficiary Value Proposition

VK-OSP Anandalaya: Strategic Intent (1 of 2)

Delivering the Value:

- Mentoring children to develop natural interest towards education
- Helping children to practice of integral learning through Shiksha, Samskara, Swasthya, and Swabhiman
- Delivering NCF-Foundational Stage-Curriculum Goals in remote locations
- Providing village youths the opportunities to become Anandalaya Acharyas and thereby building their teaching capabilities and holistic personality while imparting integral education to the village children
- Positive social influence on villagers towards sustainable and respectful livings

Segmenting the Beneficiaries:

- Villages where Children drop outs are high before they reach Std. V
- Remote villages with low literacy rate
- Tribal community in remote villages
- Urban slums where children drop outs are high before they reach Std. V

VK-OSP Anandalaya: Strategic Intent (2 of 2)

Developing and delivering key capabilities:

- Continuous creation/improvement of learning assets and training assets (both in print and digital medium)
- Regular training for Anandalaya acharyas (Induction, Refreshers, and Cluster-level experience sharing)

Managing funding and expense:

- Funding from Individual/Institutional donors
- Grants from Institutions/Government
- Remuneration to Anandalaya acharyas and supervisors
- Expenses on Anandalaya Acharya Training

Steering Committee to drive:

- Growth Strategy, Planning & Facilitation, Beneficiary/ Donor Reach Out, and Program Governance
- Stakeholder communication and Report out

VK-OSP Anandalaya – In a Nutshell

A

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3. Pro-active focus in bringing girls to primary education
4. Give value-based education (man-making)
5. Reduce drop-outs rate and improve the education status
6. Enhance patriotic feeling among villagers
7. Create health awareness and establish practices for healthy living among children and villagers
8. Work for the all-round development of the village leading to sustainable living (nation-building)

D

Our Current Focus:

- Synergize Anandalaya Lesson plan with NEP/NCF Foundation Stage Curriculum Goals and Activities
- Create digital learning content to support the day-to-day activities of Anandalaya
- Adopt digital technology to conduct and scale Anandalaya Acharya Training (Induction and Refresher)

B

*The key principles of these objectives are **Shiksha** (Education), **Samskara** (Rites of passage), **Swasthya** (Health), and **Swabhimān** (Self-esteem) that aim at bringing about perceptible changes in the holistic development of the children's body, mind, and spirit, as envisaged by Swami Vivekananda. All learning methodologies and pedagogy employed in Anandalaya revolve around these four important aspects of man-making process and lay solid foundation for children's future.*

C

Our Current Asset:

1. 54 Anandalayas in 04 Districts of Odisha covering 05 Blocks and 54 Villages (1200 village children participating in the Anandalaya way of learning and 120 Acharyas / Supervisors engaged in Anandalaya way of teaching / knowledge sharing)
2. Preparation to open additional 10 Anandalayas by March 24
3. Digital Content for Learning, Training, and Positioning
 - ✓ A Day at Anandalaya (Narrative in Odia): 22 Minutes
 - ✓ Anandalaya in Nutshell (Narrative in English): 09 Minutes
 - ✓ A Learning Session at Anandalaya (in Odia): 100 Minutes
 - ✓ Theme Learning (Shiksha, Samskara, Swasthya, and Swabhimān)
 - ✓ Anandalaya Acharya Training (in Odia) Learning Objects
 - ✓ 100+ Anandalaya Digital Learning Objects (Each Learning Object Demonstrated through one or more Pedagogies)
 - ✓ “Anandalaya Marg Darshika” – A Physical/Digital Book covering most of the learning covered in Anandalaya sessions