



# UNDERSTANDING IMPACT OF PARIKRMA HUMANITY FOUNDATION

A REPORT BY  
BRANDSCAPES WORLDWIDE  
4<sup>th</sup> APRIL 2023

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## SETTING THE CONTEXT

*Parikrma*<sup>TM</sup>  
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# Research Objective



- The broad objective of the study was to assess the overall impact of the Parikrma Foundation Initiatives at various levels and to understand the progress made so far from the previous assessment
- Measuring the impact of the Parikrma model on children through their learning achievement, acquired knowledge level and skill sets, health and nutritional status, self-esteem and level of aspiration
- To gauge the perception of parents about the Parikrma model.



# BSW Dual Approach

## Step 1: Qualitative Model

- To gauge the perception of different stakeholders about Parikrma model as well as the impact of the program.



## Step 2: Quantitative Model

- To measure the impact of the program on academic, career, personality development and extra curricular activities of students.

# Qualitative sample design

Focus group discussions - Students	
Class 4 Parikrama Students	2
Class 6 Parikrama Students	2
Class 8 Parikrama Students	2
Class 11 Parikrama Students	1
Govt/Private school Students	2
<b>Total</b>	<b>9 Groups</b>

In Dept Interview – Donors & Volunteers	
Corporate	2
Private	2
Volunteers	2
<b>Total</b>	<b>6 IDIs</b>

Dyads – Parents (Each Dyad having both mother and father)	
Parents	4 Dyads

Triads – Separately with mothers and fathers – 3 respondents in each triad	
Mothers	2 triad
Fathers	1 triad
<b>Total</b>	<b>3 triad</b>

In Dept Interview - Alumni and their peers				
Age	Ex- Students (Completed PUC and in graduation) Age 18-21	Early Jobbers (2-3 years work experience) Age: 22-25	Experienced (4-5 years work experience) Age: 26 - 30	Total
Parikrma Alumni	2	2	2	6
Peers in same position	---	1	1	2
<b>Total</b>	<b>2 IDIs</b>	<b>3 IDIs</b>	<b>3 IDIs</b>	<b>8 IDIs</b>

# Quantitative sample design

Sample plan	Parikrma school		Government school		Private school		Total	
	Sample size	Achieved sample	Sample size	Achieved sample	Sample size	Achieved sample	Sample size	Achieved sample
Class 4	40	40	30	30	30	31	100	101
Class 6	40	41	30	28	30	27	100	96
Class 8	40	40	30	32	30	31	100	103
11 <sup>th</sup> and 12 <sup>th</sup> grade	40	39	30	32	30	31	100	102
<b>Total students</b>	160	160	120	122	120	120	400	<b>402</b>
<b>Parents</b>	80	78	40	41	40	42	160	<b>158</b>
<b>Alumni</b>	75	80	75		75		150	<b>155</b>
<b>Donors</b>	Coorporate		Induividual		Volunteers			
	15	15	25(5 NRI)	25(5 NRI)	10	6	50	<b>48</b>
<b>Total sample size</b>							<b>760</b>	<b>763</b>





## IMPACT OF PARIKRMA- AN OVERALL ASSESSMENT

Parikrma<sup>TM</sup>  
Centre for Learning

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# Parikrma evokes high level of trust across stakeholders, seen to have far wider impact than as expected from a 'free' school



## STUDENTS

- A safe, loving, enabling environment
- Access to education, activities, and nutrition



## PARENTS

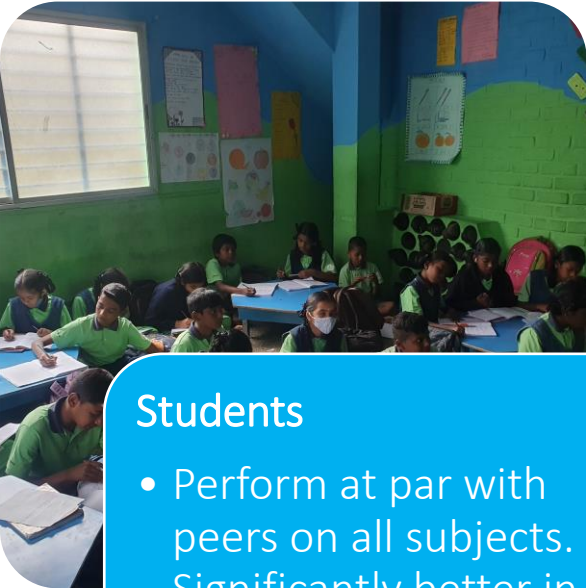
- Motivated by good WOM
- Enter with very basic expectations – free schooling, meals
- Receive way more – activities, healthcare, stress relief, skill support and most importantly hope



## ALUMNI

- Attribute their personality and success to Parikrma – education, activities, confidence, life skills
- Remain emotionally connected with Parikrma – still a safe haven in a difficult world

# High quality and holistic education are seen as mainstays of Parikrma



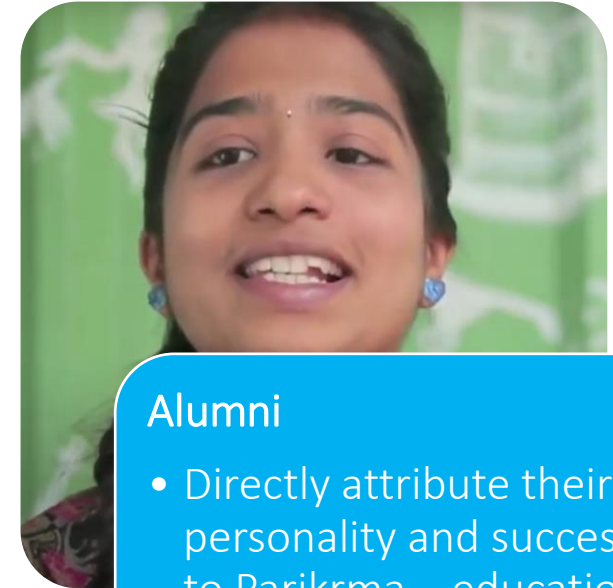
## Students

- Perform at par with peers on all subjects. Significantly better in English
- Indulge in a wide variety of activities (more than peers) and sports



## Parent

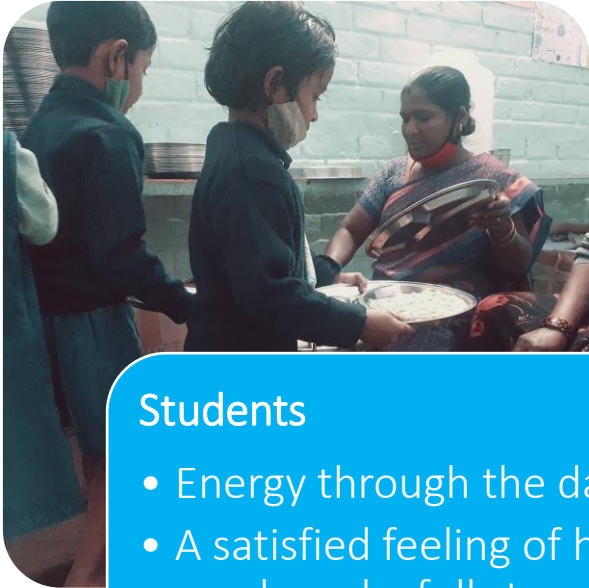
- Educational inputs are visible to them – good English, multiple activities
- Well supported by teachers in understanding child's needs and learning styles



## Alumni

- Directly attribute their personality and success to Parikrma – education, activities, confidence, life skills

Parikrma's stress on nutritional fulfillment for its students finds appreciation across. 3 meals a day is considered way more wholesome and generous than the 'stipulated' midday meal



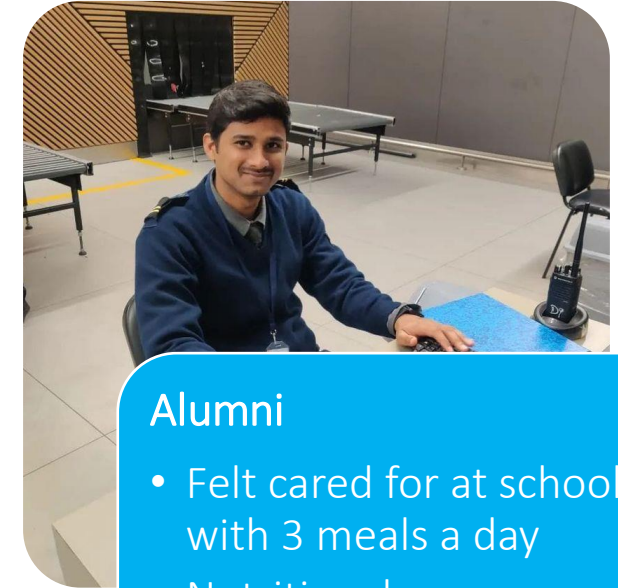
### Students

- Energy through the day
- A satisfied feeling of hot meals and a full stomach – keeps students calm and happy



### Parent

- Reduced stress – time, money effort and even lends knowledge in feeding a child for the whole day
- Some guilt reduction – an evening meal is not always guaranteed in some homes



### Alumni

- Felt cared for at school with 3 meals a day
- Nutritional awareness once inculcated, remains with them for life
- More appreciative of the food provided post leaving school



# The focus on health, especially mental health, is a major delight factor and differentiator for Parikrma



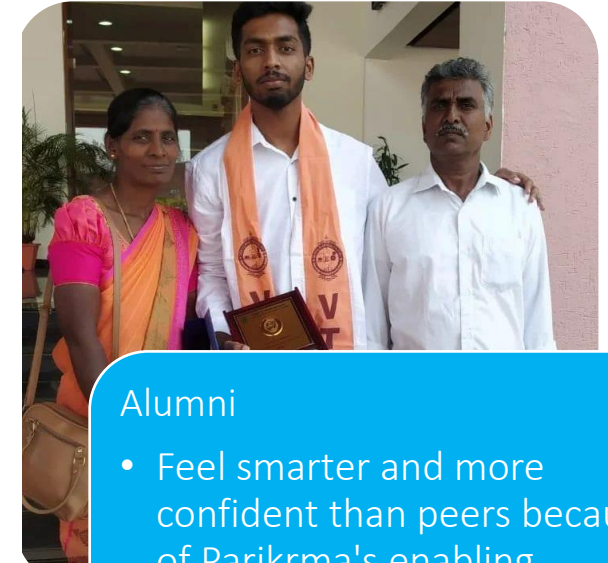
## Students

- Learnings on health and hygiene are lifelong
- Safe and loving environment where they feel seen and heard
- Confidence – encouraged to express opinions, interact with adults one-on-one, compete with other schools



## Parent

- Healthcare - check-ups, guidance and hygiene inputs bring new concepts into the home, impact their lives.
- Special initiatives like uterus check up done to educate the mothers about cancer. This makes the mother feel that they are cared for.



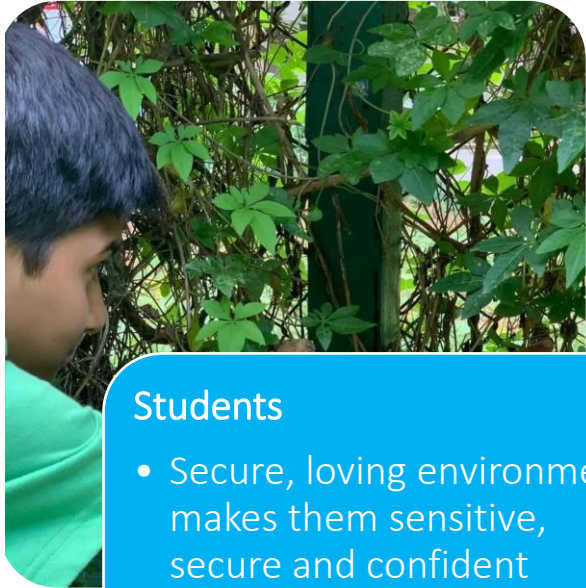
## Alumni

- Feel smarter and more confident than peers because of Parikrma's enabling environment - confidence, teamwork, adaptability, leadership
- Health awareness once inculcated, remains with them

While all schools emphasize societal awareness and engagement, it manifests strongly in Parikrma students because they are given an enabling environment to practice it



Social  
responsibility



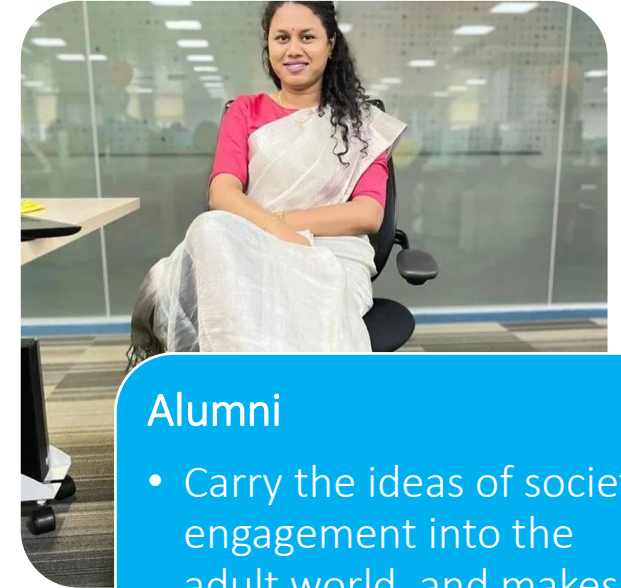
### Students

- Secure, loving environment makes them sensitive, secure and confident
- Therefore, effective ambassadors for societal change in their families and communities
- Makes them consider 'caring' careers as viable options



### Parent

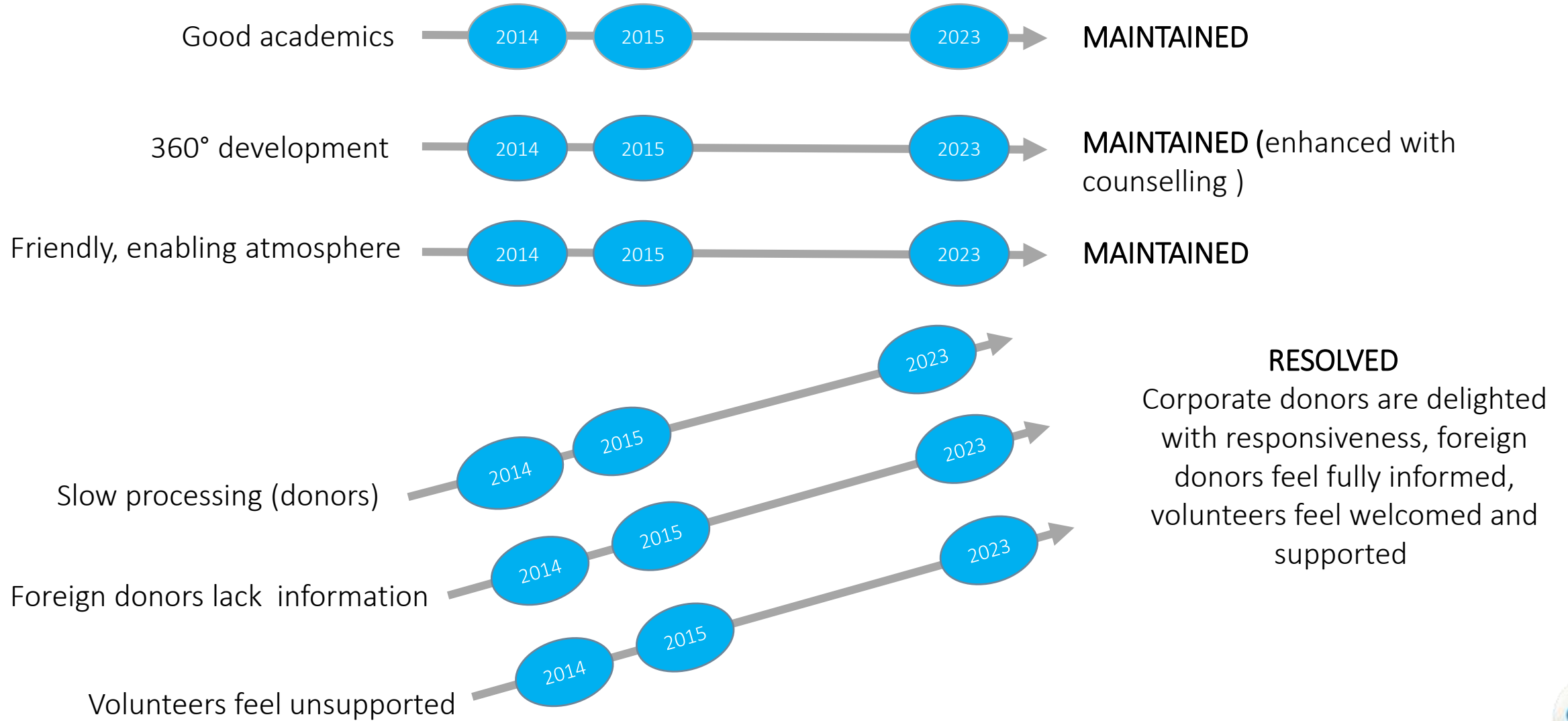
- Introduced to new ideas and behaviors beyond the grind of daily life e.g. gender equality, environmental responsibilities



### Alumni

- Carry the ideas of societal engagement into the adult world, and makes them want to give back to society and school
- 'Caring' careers are considered viable options

# Over the years, Parikrma has not only maintained standards but also made significant progress on problem resolutions







# PERCEPTION OF PARIKRMA AMONGST STUDENTS





# Students at Parikrma vouch for the facilitative environment to express and explore



“ I have 2 goals; one is about CA and the other is to become a doctor and based on SSLC marks. I will decide which among these two. (6<sup>th</sup> standard student, Parikrma, Nandini Layout)

I want to either become a doctor or a rapper. We have singing classes and they encourage me to explore both the fields. (8<sup>th</sup> standard student, Parikrma, Jayanagar)

”

Parikrma culture is seen as giving “A drive to follow their own interests” → Students do not limit themselves and explore their talent

Students not only want success for themselves but also want to create an environment that will help others grow as well → Makes the students socially aware

An environment is maintained where students can approach teachers and share their thoughts/doubts/concerns/Emotions → Confidence is enhanced

School instills the willingness to work hard to have better career and improve the quality of their lives → Desire to prove themselves and move forward in life



# They see themselves as resourceful, caring and thoughtful individuals who do not shy away from exploring new things

All figures are in %

**SELF –CONFIDENCE:** Constant participation in competitions and activities (beyond books) molds them into confident individuals who do not shy away from expressing

**TALENTED :** Participating in multiple activities arranged by Parikrma enables them to explore their interests and talents for a suitable career

**VOCAL ABOUT FEELINGS:** A unique trait among the students at Parikrma – do not shy away from expressing thoughts and feelings due to the constant encouragement from school, peers and teachers

**EAGER TO LEARN NEW THINGS:** Exposure of the kids to volunteers/meeting donors and talking to them develops a sense of curiosity and eagerness to learn

**HELPFUL AND CONSIDERATE:** Parikrma considered a safe place and this Parikrma culture’s influence instills the belief in them to reciprocate in the same manner and practice it in everyday life

Class 11 <sup>th</sup> and 12 <sup>th</sup>	Parikrma School
<i>Base:</i>	39
My school has helped me in building my self- confidence	90
I participate in multiple competitions which gives me the confidence to face any situation	77
I listen and interact with volunteers who visit our college for sessions	62
I take part in multiple activities in school which helps in my development	59

A2b. Which of the following statements applies to you



Spacious, well laid out classrooms and constructive pedagogy makes learning easy and quick to comprehend



Education

### Infrastructure



The classrooms are spacious and well ventilated to accommodate 20-30 kids.

They are equipped with blackboards and smart screens giving the kids an **experience of smart learning**. This process has **improved their understanding of concepts**



*Our teachers show videos on the smart screen while teaching, this helps us understand better. (6<sup>th</sup> std student, Parikrma, Koramangala)*



### Education



Students can understand the subjects taught to them easily due to the **blended learning** and **detailed explanation** by teachers

Subjects with hands on learning and practical approach are found useful and liked due to higher rate of understanding

Students **don't feel the need for additional tuitions** (even though parents seek it) because of the quality education at Parikrma



*I love science and computer subject as it is a practical subject. The understanding is better and I like it better. (8<sup>th</sup> std student, Parikrma, Nandini Layout)*



A simple and continuous orientation towards health care helps students develop their own consciousness around it

## Overall well-being



Constant learning is given about Health Care to which makes them tuned to the health care aspects

During Covid-19, support and arrangement from school were comforting to the students and parents alike

Yearly health check ups are looked forward to and learnings (oral and physical hygiene) are eagerly shared with friends and parents

All Students are sensitized about menstrual health and hygiene → Students across feel this as extremely helpful



“ Every year we have health check-up, dental check-up, eye, BP, Eye sight, Ear, Height and weight. They tell us what to do and teach us about hygiene. (6<sup>th</sup> std students, Parikrma, Koramangala)



“ During Covid the school arranged for vaccination for us parents. The ensured we were well aware, gave us vaccination. (8<sup>th</sup> std students, Parikrma, Nandini Layout)

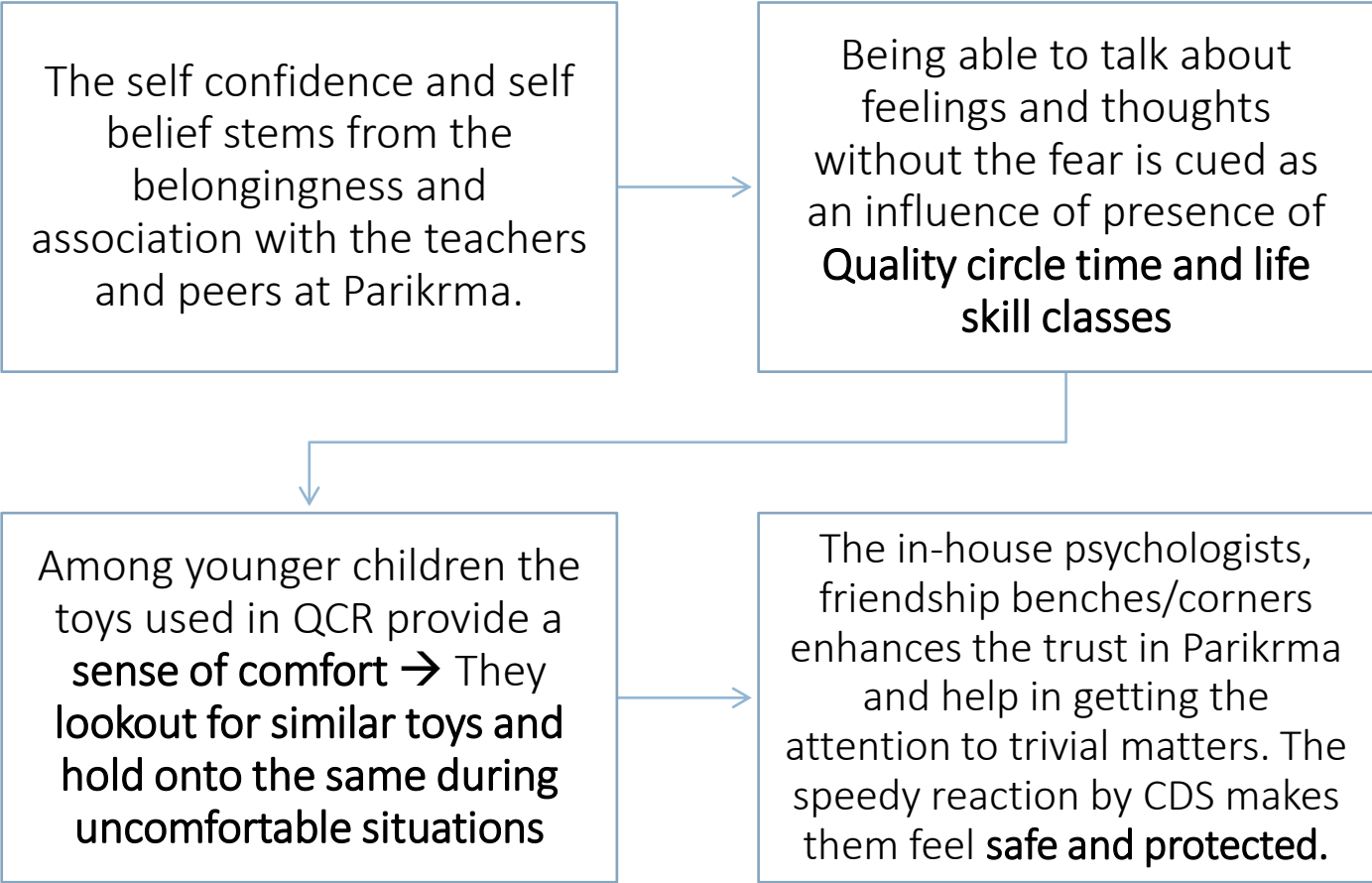
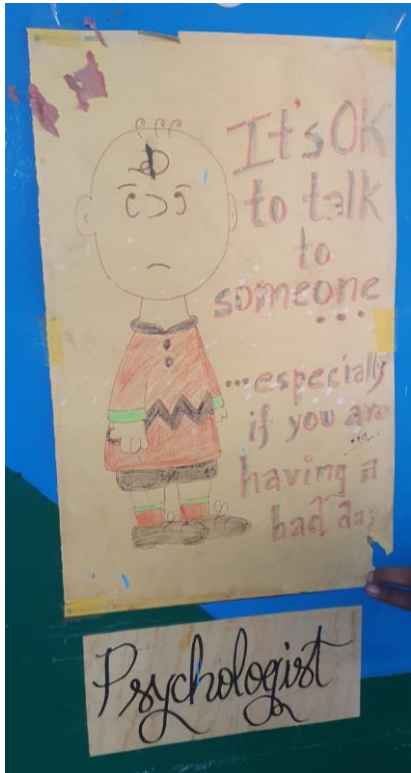




# Focus on mental health differentiates Parikrma from other schools and seen as the need of the hour



The idea of being molded to speak out feelings and thoughts distinguishes them from other kids. Positive reinforcement about their thoughts plays a crucial role in building confidence and motivates students to discover self & the underlying interests



“ We share and express our feelings. We do some activities. The object will be moving around us and who ever gets the object they have to talk. I bought a similar teddy bear and sleep along with. (4<sup>th</sup> std student, Parikrma, Sahakarnagar) ”



# Students find the meals at Parikrma filling, healthy and nutritious



Students feel happy getting wholesome food  
Parents feel gratification for the well-balanced diet → A huge stress off their mind

Quantity and quality of the food at school is **filling**. Being loaded with vegetables, pulses and eggs twice a week, the food is seen as **nutritious and healthy and well balanced**



Parikrma is differentiated from government school because the breakfast and evening snacks which takes care of the overall development of the students

The food served at schools are much valued  
As the food quality is considered **higher**, this gives the impression to both students & parents that students are **eating healthier food**



Students appreciate the food provided by Parikrma as they feel it takes a lot of tension of their parent's head . School seemingly takes care of them like a family

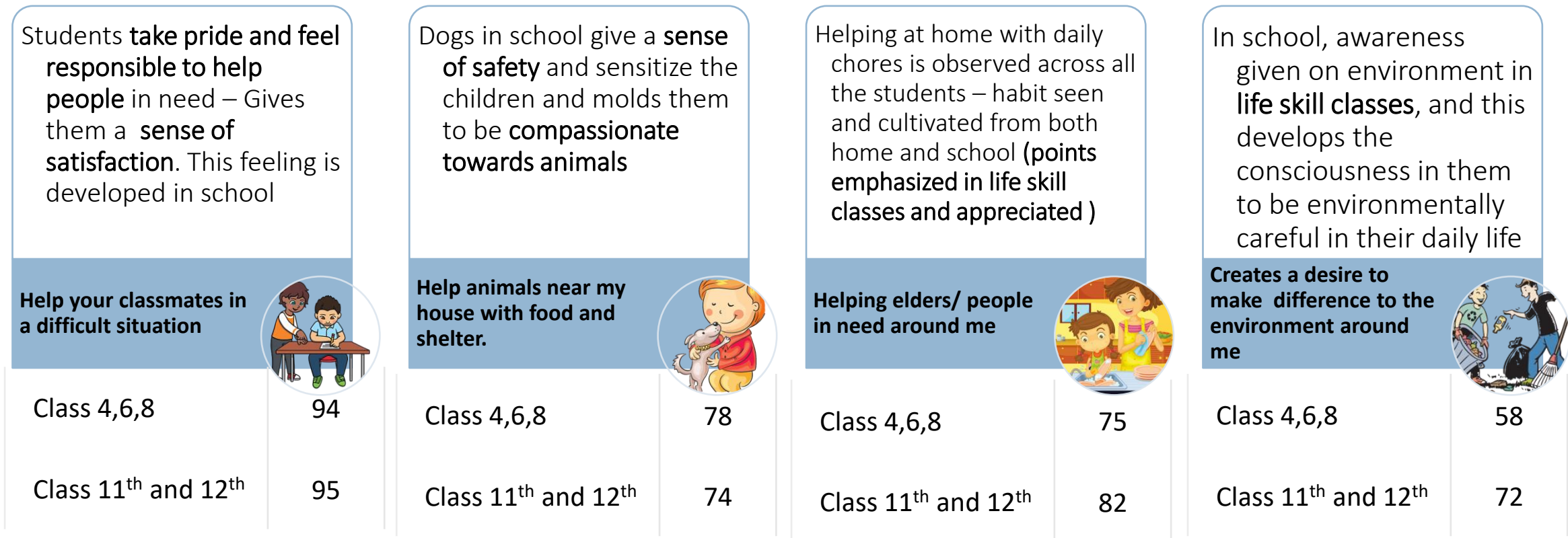
“ After eating my stomach is filled and I don't have to worry about going hungry. They provide Ragi Malt and my mother also says this is very healthy. So I drink it everyday. (4<sup>th</sup> std students, Parikrma, Koramangala) ”



# Parikrma invokes a high degree of social consciousness amongst students, they consider it as life lessons



Activities taken up by Parikrma like environment awareness classes, gardening, animal care, repurposing of waste (making pots from bottles) has a direct influence on making them socially aware





A generous dose of extra curricular activities at Parikrma helps gain confidence to stretch outside their comfort zones and explore and excel in areas of interest



Activities like dancing, art, drama and music class, gardening are seen as a **stress buster and opportunity to explore their own interest**

In Jayanagar, activities like painting, garland/jewelry making, candle and soap making are seen as **means to learn new things and provide helping hand to parents**. In other centers, they are associated with discovering self and interests

While extra curricular activities, formation of clubs and Saturday are keenly looked to participate in



“ When we were in school, we had activities at least once a week, now we don't have it now. (11<sup>th</sup> std, Parikrma, Sahakarnagar) ”

“ We are taught Jewelry making in school. Because of this, I can help my mother in making these items which she sells to earn money...I feel very happy that I can help her. (6<sup>th</sup> std, Jaya Nagar) ”

# Parikrma students continuously strive to develop new skills

All figures are in %

## Focus on developing new skills

Class 11 <sup>th</sup> and 12 <sup>th</sup>	Parikrma School	Non-Parikrma School
<i>Base</i>	39	63
Using advanced technology, I try to understand the concept better	87	78
I read books (e.g., Novels, newspapers, fictional books)	64	63
I keep myself updated with the latest trends and news	51	75
I go for extra tuition to perform well in exams	13	24



*Teachers teach us every subject step by step so that we get a hang of what they are saying. They also show it in the class on smart screens. So we get proper understanding of the subject. (11th std student, Parikrma, Sahakarnagar)*



Sports is given an equal due and students feel comfortable in even choosing sports as a career option

### AREAS OF DELIGHT:

Football is an emotion in Parikrma and is seen as one of the spirit of Parikrma.

Annual sports meet and football competition is celebrated as a festival which is eagerly waited for.

Active participation in sports gives the students the **courage to explore a career in Sports**



### IMPACT:

Participation in multiple competitions, cultural programs has a positive impact on Parikrma students as they interact with multiple students from different backgrounds

This broadens their horizon and gives their confidence a boost

“

*We have PCL, where we all have athletics and football. We all attend for the football matches. (8<sup>th</sup> std students, Parikrma, Koramangala)*

”

“

*I really like when I go for inter school competitions as I talk to other kids and I like it with the idea that I can talk to other school kids and complete and win with them. (8<sup>th</sup> std students, Parikrma, Koramangala)*

”





# Parikrma students participate in a diverse range of activities as compared to non-Parikrma

All figures are in %

## Extra curricular activities participated for class 4,6,8,11 & 12

	Class 4,6 & 8		Class 11 <sup>th</sup> and 12 <sup>th</sup>	
	Parikrma School	Non-Parikrma School	Parikrma School	Non-Parikrma School
<i>Base:</i>	121	179	39	63
Outdoor Sports	84	77	77	63
Drawing/ Painting	<b>79</b>	46	<b>67</b>	29
Dance	<b>69</b>	53	44	48
Social work	64	65	23	13
Indoor games	58	56	38	<b>59</b>
Yoga/ Meditation	<b>52</b>	31	13	<b>32</b>
Music	<b>49</b>	27	23	27
Drama Skit	<b>32</b>	12	15	24
Debates, Elocution etc	<b>26</b>	11	31	21
No participation	5	3	-	2
<b>Average</b>	<b>4.8</b>	<b>3.3</b>	<b>3.3</b>	<b>3.2</b>

Further, we had asked activities participated in Outdoor & indoor sport.

Significantly higher than Non- Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school students

# Football and Athletics are the most focused outdoor activities at Parikrma; higher incidence in outdoor activities than indoor

## Students who participated in Outdoor/ Indoor activities in L1Y

All figures are in %  
L1Y= Last 1 Year

	Class 4,6 & 8		Class 11 <sup>th</sup> and 12 <sup>th</sup>	
	Parikrma School	Non-Parikrma School	Parikrma School	Non-Parikrma School
<i>Base:</i>	114	158	30	48
Football	58	22	63	21
Athletics	55	25	67	48
Kho-Kho	50	58	13	54
Kabaddi	49	39	23	52
Carrom	44	46	40	56
Cricket	29	41	40	42
Chess	22	25	10	17
Badminton	20	27	17	33
Board Games	14	9	27	21
Basketball	10	13	3	2
Table Tennis	5	4	3	2
Taekwondo	5	12	-	-
<b>Average</b>	<b>3.5</b>	<b>2.8</b>	<b>2.4</b>	<b>2.7</b>
<i>Participation in inter-school</i>	58	45	49	17

“During competition, Parikrma focuses a lot on competition and try motivating students. They bring all that hidden talent through sports. (11<sup>th</sup> std students, Parikrma, Sahakarnagar)”

A1a. You mentioned that you have participated in outdoor or indoor sports, please select the sport that you participated in in the last 1 year.

A1d. Have you ever been selected for inter-school tournaments?

Significantly higher than Non- Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school students

\*Low Base < 30

Parikrma students have performed well across all subjects. Score significantly higher in English than Non-Parikrma students

All figures are in %

### Academic Performance of Class 4,6,8

	Parikrma School	Non-Parikrma School
<b>Class 4</b>		
<i>Base:</i>	40	61
Environmental Science	39	36
English	<b>39</b>	33
Maths	40	35
<b>Class 6</b>		
<i>Base:</i>	41	55
Science	35	30
English	<b>44</b>	36
Maths	34	30
<b>Class 8</b>		
<i>Base:</i>	40	63
Science	<b>47</b>	38
English	<b>39</b>	30
Maths	26	25

**Significantly higher than Non- Parikrma School at 95%**

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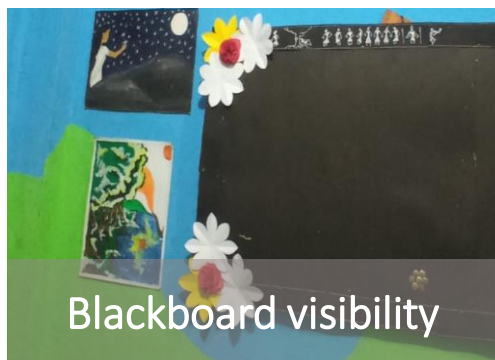
Non-Parikrma School = Govt + Private school students





# Students articulate some areas of improvement for a better experience

## Infrastructure of the school



While the classroom is well ventilated, the visibility of blackboard is obstructed for the front benchers due to the glazing effect caused by the sunlight



Among the younger classes, the students are seated on the floor causing strain in the back → prefer to have back support or desks

## Education



Frequent **changes in the teachers** affect the **continuity and association with the subject**.

Buddy system that helps them in **understand the subject from their peers better** is missing in class 8 and 11.

## Extra Curricular



Discontinuity of activities due to the **discharge of the teacher** is a concerning issue. **Continuity in the classes and clubs is desired**.

Discontinuity of extra curricular in the higher class **increases pressure** and they feel disconnected with the everyday routine.

Students **seek to try all the clubs** and select one based on their liking rather than participation because of coercion.



## UNDERSTANDING PARENT'S VIEWPOINT: CLASS 4,6,8,11 AND 12 STUDENTS



Parents opted for Parikrma based on positive feedback on what their child will get - access to quality education, along with free meals and frequent parent teacher connects

## Reason why parents send their child to Parikrma?

Word of mouth and strong recommendations - Parents got to know about Parikrma via their neighbors and coworkers and they recommended strongly

### MEAL PROVISION – 3 TIMES

Less strain on them to prepare **wholesome meals for their children.** Also saves money and hence seen as a big support

Meals provided	Parikrma school	Non Parikrma school
<i>Base</i>	121	179
Three times meals provided	100	67

All figures are in %

### QUALITY EDUCATION- FOR FREE

Private schools are excessively expensive, and government schools also charge somewhat, whereas Parikrma offers children a **quality education free of charge**

Satisfaction level for quality education	Parikrma school	Non Parikrma school
<i>Base</i>	121	179
Very Satisfied	82	28

### MULTI MODES OF COMMUNICATION

Parent teacher connects via F2F meetings/ online updates assists parents in **understanding their child's needs.**

How teachers communicate with parents	Parikrma school	Non Parikrma school
<i>Base</i>	121	179
Face-to-Face meeting	97	88
WhatsApp/SMS	90	35
Phone call	69	53
Diary/ Note/ Letter	46	59

C3. Please tell me how satisfied are you with the quality of Education that your child's school or college is currently providing

C5. How do teachers communicate with you when they have to share any information?

C10. Does your Child's school provide meal on the school premises?



Parikrma parents' feel that the school takes care of their child's overall transformation and their well-being whereas Non-Parikrma parents feel that the school is mostly focused on their child's education

Perception of their child's school	Parikrma School	Non-Parikrma School
<i>Base</i>	78	83
My child enjoys going to his/ her school	100	95
My child's school has constant electric supply. Lights, fans, air-conditions should be in working condition	99	51
I see a positive change in my child	97	88
My child's school takes care of Parents well being	97	51
My child speaks in English very fluently	96	61
I feel my child is much smarter than other children in the locality	94	72
My child's school ensures equal balance of extra-curricular activities and studies	88	55
My child considers his/ her school like their home	83	29
My child's school take care of his/ her well-being so that I focus on other priorities of my house	81	42
My child's school only focuses on studies	35	64
My child's school gives a lot of homework	24	37
My child doesn't like going to school	-	10

From Parikrma parents

The school places **equal importance on the mental and physical development** of students.

*To be honest Parikrma has changed our life. Our lifestyle has improved. (Sahakar Nagar, Parikrma)*

*Parikrma provides 3 meals for kids. Apart from this, they have parent's health check up, provided vaccinations etc. (Koramangala Parikrma)*

Significantly higher than Non-Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school parents



# Parents get a sense of holistic development of their wards at Parikrma

## How do parents feel about child's progress on:

TOP 2 box = Excellent + Good	Parikrma School	Non- Parikrma School
<i>Base</i>	78	83
Personal grooming (hygiene, looking presentable)	<b>92</b>	63
Self- study	86	82
Speak confidently	82	84
Creativity (drawing, dancing, singing)	78	65
Sports (like cricket/ football/ badminton/ kabaddi etc)	<b>69</b>	53

All figures are in %

“ My children are well disciplined and are Respectful and helpful towards others. They wash their uniform and clothes by themselves. They even take care of our health. They learnt all this in Parikrma. (Jayanagar, Parikrma) ”

### From Parikrma parents

The school provides various student groups, such as science, math, library, and computer, to facilitate their academic and intellectual growth.

The school conducts an annual day event for the students and parents, which promotes public speaking.

The inter-school competitions organized by the school boost children's confidence and self-assurance

Provide s students with opportunities to explore their creative potential and expand their career horizons via activities such as dance, music, and art.

**Significantly higher than Non-Parikrma School at 95%**

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Non-Parikrma School = Govt + Private school parents

# Parents see technology adoption and a constructive pedagogy as key differentiators for Parikrma



## Technological proficiency

- Smart board technology perceived to help better understanding and comprehension of concepts
- During the lockdown, the school provided phones for online lessons and offered support through WhatsApp chats. Highly appreciated by parents

## Teaching Pedagogy

- Fluency in English among children gives sense of pride. Seen as beneficial for their future academic and professional pursuits
- The positive impact on the academic performance of students roots from the balance between school and personal life → Not stressed out due to homework and exams. Children can live their life
- After-school classes are available for students who need extra assistance, eliminating the need for tutoring. Lessens the burden on the parents

## School initiative

- Initiatives taken towards children's well being and safety gives a sense of reassurance in the minds of parents; Hence building trust on Parikrma
- Idea of Parikrma talking about Mental well being highly appreciated → Makes the children expressive and confident which is visible in their children





Most Parikrma parents want their child to become a doctor. Also, Bangalore being a city of techies, the aspirations are high towards being an IT professional across schools.



Aspirations for children	Parikrma School	Non-Parikrma School
<i>Base</i>	78	83
Doctor	38	24
IT Professional/ Engineering	23	27
Teacher	22	25
Professional sports player	6	8
Scientist	5	7
Businessperson	3	17
Architect	3	5
Army Officer	3	11
Artist	1	11
Journalist	-	13
<b>Average</b>	<b>1.3</b>	<b>1.6</b>

All figures are in %



A better and educational future for kids → Lends assurance to parents of kids having a better life than them



Kids to be independent, have good jobs and make their family's life better → Gives them a sense of pride

**Parent's ultimate wish is to raise well-rounded individuals who are equipped with the skills and knowledge to succeed in whatever path they choose**

“ I want her to become a teacher and live her life independently. (Sahakarnagar, Parikrma) ”

“ I want to purchase my own property. we cannot achieve our dreams, but our kids should achieve their dreams of what they want to do. (Koramangala, Parikrma) ”

“ It does not matter what my kid becomes, as long as he is educated and doing a good job. (Jayanagar, Parikrma) ”

Significantly higher than Non-Parikrma School at 95%  
Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school parents



# Parikrma's welfare initiatives helped parents manage their family dynamics better



For men, it was about leaving bad habits and “reconnecting with family” as well as “taking care of their responsibility towards them”

For women, it gives them “financial independence by providing earning opportunities” and giving them “ability to have better money management skills” → This makes them feel ‘Empowered’

## Improved Family Relationship

- Parikrma offers various programs to promote a healthy and nurturing home environment for children. **Family counselling sessions educate parents on social etiquette and behavior around children**, fostering a better living and growing space for them.
- Deaddiction camps create a positive atmosphere in the household and gives the **father an opportunity to shed bad habits and re connect with their kids**

## Skill enhancement

- Parikrma supports and motivates women to **achieve financial independence** by providing them with training in various skills such as tailoring, beauty services, cooking, and more → Women pick up the training easily and hence get practical benefit out of it → Hence most soug after sessions amongst them

## Adaptation of a healthier lifestyle

- Parikrma 's health camps provide education on **maintaining a healthy lifestyle**, while the school offers free vaccinations and health checkups, ensuring that necessary healthcare services are accessible without any financial burden
- **Parent-teacher meetings** inform parents about their children’s health needs, **facilitating better decision-making for the family.**

Outcome of family welfare program	Parikrma School
<i>Base</i>	70
Connect with my child emotionally	87
I became more confident	80
Improved my standard of living	75
Made me more self-sufficient and independent	68
I have developed new skills	46
Life got better by providing avenues to earn	42
Me and my family got rid of bad habits	21

All figures are in %



# Mothers acknowledge Parikrma's endeavors in instilling confidence in them, helped them acquire skills to become self dependent



Welfare



Self-help groups support parents in prioritizing their own and their family's well-being, resulting in stronger relationships between parents and children.

Women who have engaged in these welfare activities have reported feeling more self-assured and empowered, as they now possess the skills and means to earn their own income.

Deaddiction camps have assisted some parents in becoming emotionally, financially, and mentally present for their children. This has led to enhanced family relationships, as well as the ability to save money that can be allocated towards fulfilling needs and improving their standard of living.







## EXPLORING ALUMNI EXPERIENCE



# Alumni feel that Parikrma provided a safe and nurturing environment to help them bloom and grow both personally and professionally

The presence of Expats in the classroom gave them a global context early on → **Enhanced confidence to talk to people from outside and increase confidence**

Alumni feel a **familial connection with the teachers.** They attribute their confidence to take on the world to their teachers. Teachers perceivably went beyond their role and acted as **mentors**

Post completion of school, Parikrma graduates felt a little out of their element after years of familiarity

However, the knowledge-based experiences they received provides grit to face outer world

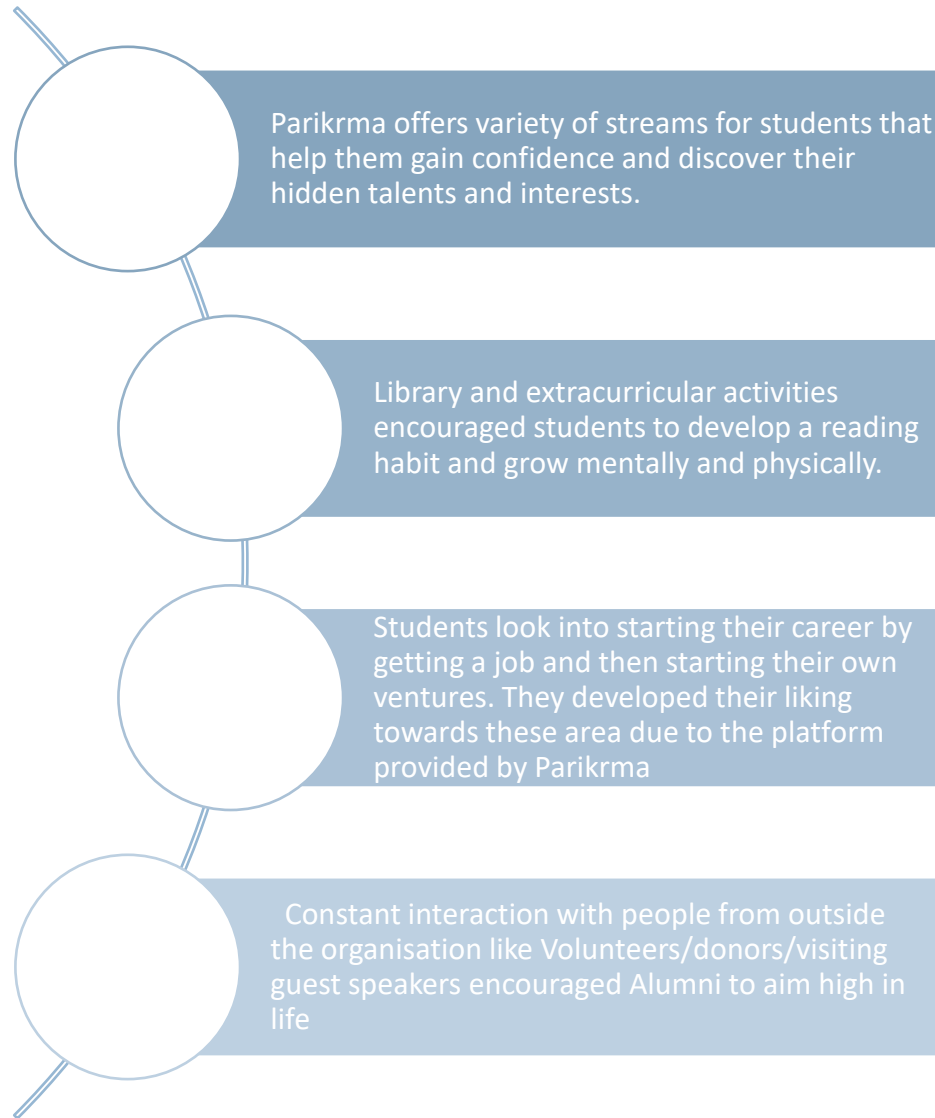
“*The school gave me so much confidence that a shy and quiet person like me could work and survive and prosper in my career. (Early jobber, Parikrma)*”

“*The teachers were so cooperative and helpful that I could ask any question I wanted. This gave me confidence to me to be more proactive and ask questions wherever required. (Recent graduate, Parikrma)*”

# Parikrma alumni owe their growth to their teachers, systems and effective counseling at the school

Perception of school	Parikrma School	Non-Parikrma School
<i>Base</i>	80	75
My school has helped in building my career	99	52
My school helped to boost my self confidence	99	35
My school took care of my basic necessities like food, school uniform, shoes	98	53
My school helped me develop soft skills	95	45
My school teachers are still in touch and were helpful	81	27

All figures are in %



“Most of us didn't plan actually what we want to study and which college to go to and even the parents left to Parikrma so Parikrma did such a good job of taking care of children so I was Never worried and was never being involved in anything. (Experienced Jobber, Parikrma)”

“Talking to people outside India and working in big companies in India increased the desire in me to be like them one day....it helped me aim for more than I could ever think as the discussion were motivating. (Early Jobber, Parikrma)”





# Alumni attribute their self confidence to the way they were taught at Parikrma

## Satisfaction level regarding teaching methods in School

All figures are in %

	Parikrma School	Non-Parikrma School
<i>Base:</i>	80	75
Very satisfied	<b>49</b>	15
Satisfied	51	49
Neutral	-	24
Dissatisfied	-	5
Very dissatisfied	-	7
<b>Average</b>	<b>4.5</b>	<b>3.6</b>

Significantly higher than Non-Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school alumni



Today, they have clear goals and are focused on achieving financial independence



Mindset

The young people who recently graduated from Parikrma feel inspired and career-focused after pass out from Parikrma



Confidence

Alumni have a **close relationship with Parikrma that connects them to their roots**, keeps them in touch with the juniors, and inspires them to attend school and interact with their peers

They feel they can reach back to Parikrma in the time of need → The idea of **“some one is behind them”** gives them a lot of confidence



Career

They hope to become engineers, therapists, football players, or psychologists, and are even confident about starting their own businesses.

Mentoring and guidance	Parikrma School	Non-Parikrma School
<i>Base</i>	80	75
Yes	21%	11%

All figures are in %



# Holistic education at Parikrma is considered key to Parikrma performing better than other schools by the alumni

All figures are in %

## On what parameters, other school students had better performance.

	Parikrma School	Non-Parikrma School
<i>Base:</i>	80	75
Independent, when it comes to financial planning	69	36
Able to communicate effectively	68	27
Taking lead in tasks at work	61	15
Excellent analytical skills	53	35
Effective teamwork	51	35
Adaptable to any situation	50	17
I believe I was better than other students in above mentioned parameters	15	29

## Competing with students from other schools

	Parikrma School	Non-Parikrma School
<i>Base:</i>	80	75
Very easy	1	9
Easy	63	28
Neither easy nor difficult	28	32
Difficult	6	24
Very difficult	3	8
<b>Average</b>	<b>3.5</b>	<b>3.0</b>

G4. How easy or difficult it was to compete with students from other schools?

Significantly higher than Non-Parikrma School at 95%

G5. On what parameters do you think students from other school performed better as compared to you?

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school alumni





# Social consciousness evoked at Parikrma stayed with the alumni and helps them to become better citizens



They became more accountable for their activities in society thanks to the life skills seminars.



The library helped Alumni increase their reading habits and improve their English fluency.



It was more enjoyable to participate in sports while maintaining good attendance and academic performance at school.



They were more environmentally conscious as a result of their connection to nature, their enjoyment of the campus's animals, and their time spent cleaning ponds.



A small number of alumni believe they would be prepared to visit the school and inform the kids of the value of such opportunities that can be used to concentrate on oneself and leverage their potential .



## Alumni applaud the contribution of Parikrma in their lives but elicit the need for school to transition them better to a challenging environment outside

- **Understanding of world outside Parikrma** - Some, especially experienced jobbers believes that, teaching them about **financial stability and finance management** is also crucial and should be incorporated to prepare the students better to survive in the world post Parikrma
- Parikrma alumni believe that the children should be given more opportunities to take on responsibilities, instead of being protected too much, to better prepare them for challenges outside Parikrma in future
- Among early jobbers and experienced professionals, a feeling emerging that career counseling should be prioritized to help them make informed decisions. The current counselling is limited to mainstream professions like Science, Commerce and Arts. So, counsellors should be more willing to look beyond regular career streams
- Extracurricular activities and clubs are to be student driven rather than teacher driven. A succession process with the club would improve the involvement of students and alumni in the school activities



## FEEDBACK FROM DONORS & VOLUNTEERS OF PARIKRMA



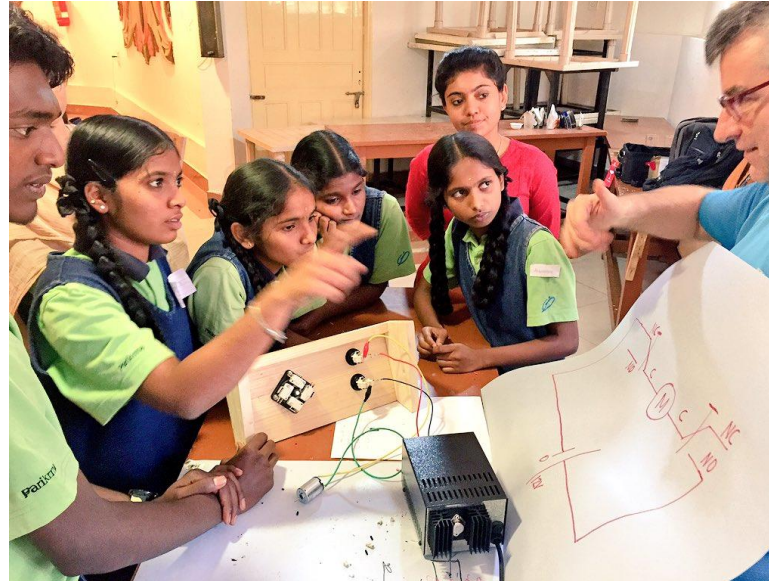


Parikrma is regarded as an organization that not only works for children but for the overall upliftment of the society. It is seen to impact the child's overall development and means of subsistence

They were introduced to Parikrma and their works through the **company CSR activities** or because of the close association with **the management**

All figures are in %

Perception of Parikrma school	
<i>Base: Donors</i>	<b>40</b>
It's a trusted organization	85
Constantly improving the quality of children's education.	83
Training for parents and better lifestyle through the family welfare program	55



Parikrma is seen as a **holistic NGO** which looks into the **overall development of the children** and their parents

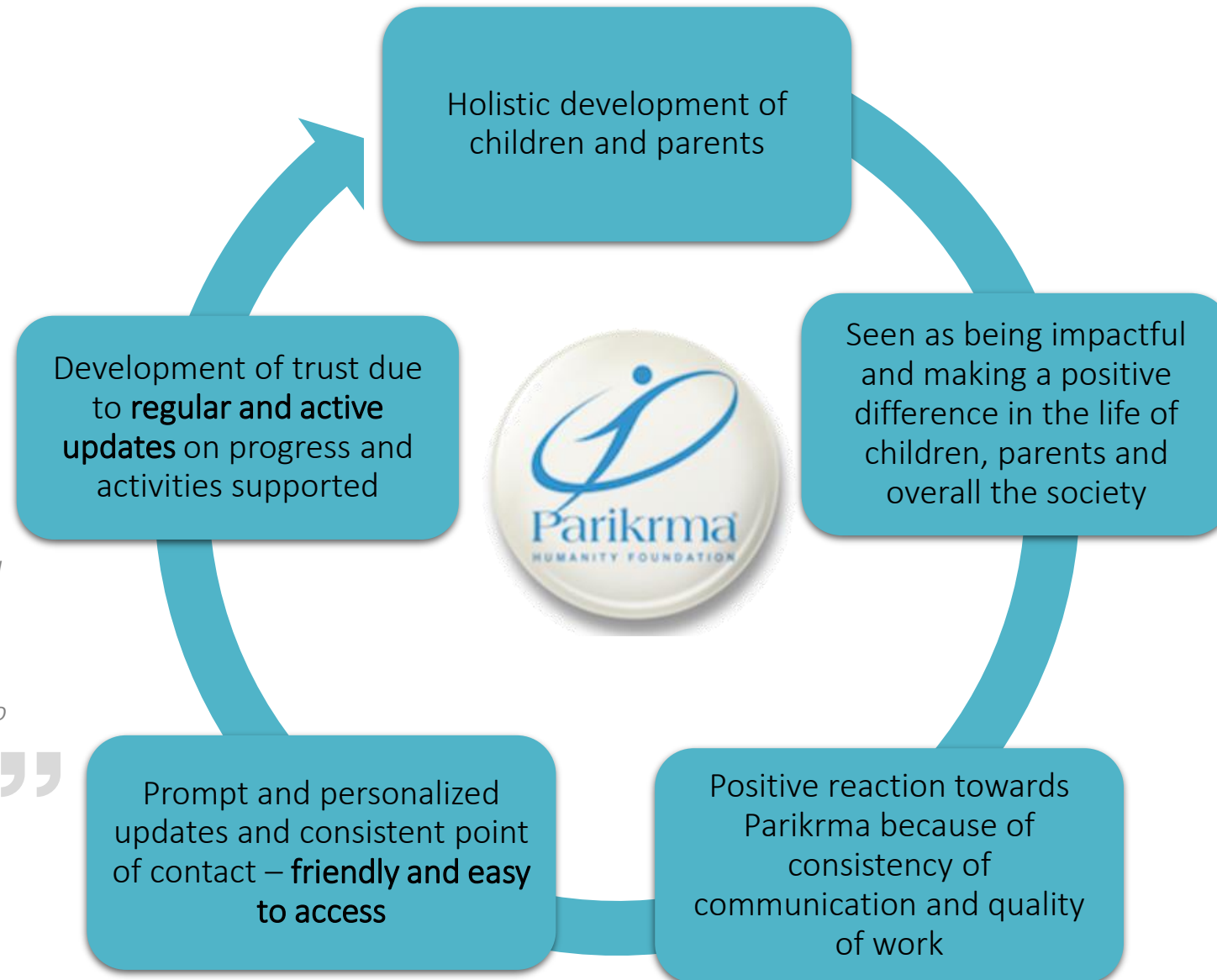
Parikrma's all inclusive facet (helping children in education, health and as well helping children's parents w.r.t skill training etc. ) inspires the donors/volunteers to be associated with Parikrma and continue

“ I know the founder personally she is a friend of mine, she informed me that she has started this NGO and give me a little detail of this Parikrma foundation is all about and its holistic approach and I found that yes that is something very unique and very nice. (Individual donor, India) ”

“ I think it is a holistic approach. We get what we like. I think it is basically they create this whole virtual eco system which kind of builds on positivity of one over the other. (Corporate donor, India) ”



# The trust and motivation to associate is driven via a prompt, warm and consistent communication



“When my mother passed away, we took over the child care from my mother, and now we are supporting three kids. And the beautiful thing is that we always receive the report cards from Parikrma when they interact with us, addressed to my mother. (Individual donor, Germany)”

“They are well disciplined, and I felt they had high standards that would help these children to function. (Individual donor, India)”

# Donors and volunteers are satisfied with the transparent Parikrma's corporate governance policy

## Reasons for being associated with Parikrma

### Accountability

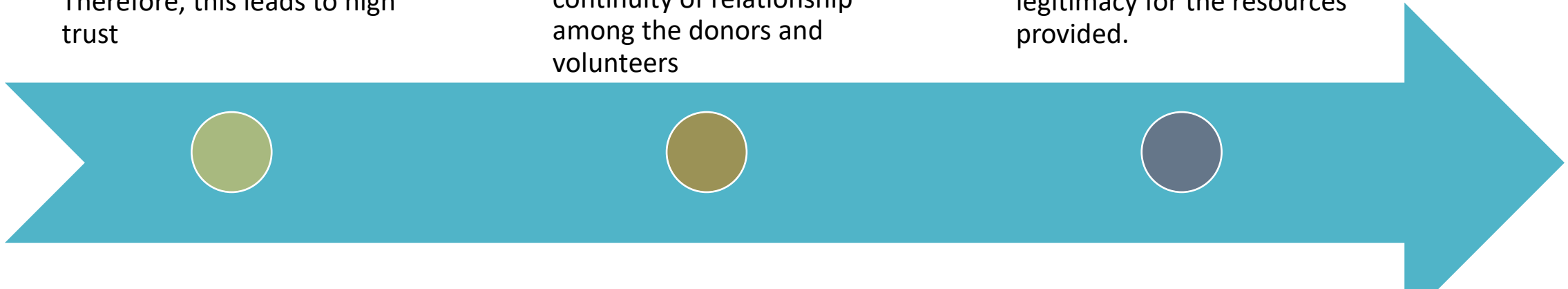
Corporate governance is highly efficient at Parikrma and up to satisfaction of donors. Therefore, this leads to high trust

### Transparency and regular updates

Timely updates and progress are reassuring and motivates the continuity of relationship among the donors and volunteers

### Financial Accountability

Receipts to acknowledge the transactions in various fundraising activities helps in building accountability and legitimacy for the resources provided.



Perception of school	
<i>Base:</i>	40
It's a trusted organization	85
Practises good governance	55

Transparency of information shared with you by Parikrma	
<i>Base:</i>	40
Very satisfied	41
Satisfied	39

Utilization of funds	
<i>Base:</i>	40
Yes, I am aware and well informed that my funds are getting utilized efficiently	80

All figures are in %

A1. Thinking about Parikrma school, please select from the following statements that apply to Parikrma?

A4. Regarding your funds, which of the following statement apply to you?

A5. Are you satisfied with the transparency of the information shared with you by Parikrma?

# As advocates of holistic education, donors like to be actively involved in skill development when needed

Nature of supporting varies from sponsorships to children to funding the improvement of the quality of education received at school – teacher skill enhancement, smart classes

Education



Corporate tie-ups, internships and skill development like computer training, software awareness and useability → improve the employability and skillsets of children

Skills development



Support during Covid with smart phones for online classes → continuity of the classes and learning

Need of hour requirements



*I think they initially started off with by working with committees and providing education to the kids under certain committees so that was their initial mission and couple of years ago they said we want get into teacher enablement and partner with the government and they came up with this digital approach of enabling a lot more features and which is where we said that we are going to partner with them additional we are supporting the school, so our partnership has been essentially in all these areas with Parikrma and I believe their focus is right with regards to leveraging technology for advancing the cause of education not only in the schools that they have created and run but even with the larger school eco system. (Corporate Donor, India)*

Prompt communication and regular updates are the key strengths of Parikrma and improves trust among donors and volunteers

Ease of communication between staff & Donor/ Volunteers



**Consistency in communication** - Constant contact with donors gives assurance on work being done and optimum utilization of resources and funds

**Regular updates on the progress of children via quarterly newsletters**, forms emotional attachments and gives a sense of satisfaction and feeling of being involved

**Personal connect with donors and volunteers** with constant and prompt communication is reassuring and helpful

**Opportunity to involve and interact with kids** during the annual days and sport meets adds to the goodwill among donors

**Increase of activity in social media** helps tracking progress and impact, boosting their campaigns and confidence in Parikrma

**Strong and well-organized management** with accountability of resources help in development of trust

Accountability of resources and their **utilization of their funds with timely receipts** adds to trust being developed

**Well behaved students and their attitude** encourages the donors to participate and stay with Parikrma



Donors receive frequent updates on new initiatives/ events.  
 Awareness of Parikrma is driven from Friends/ Family followed by online search

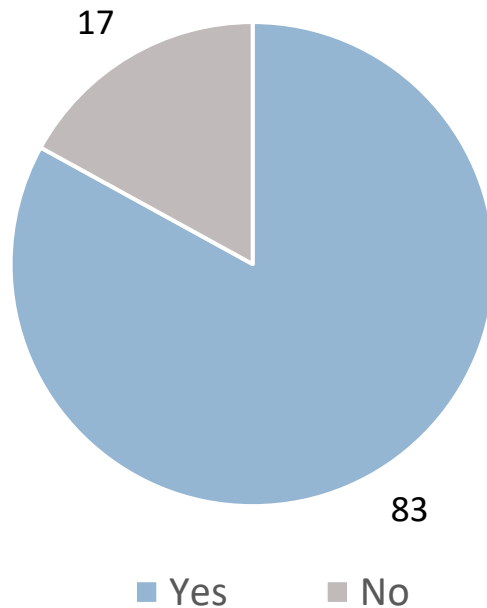


Donors

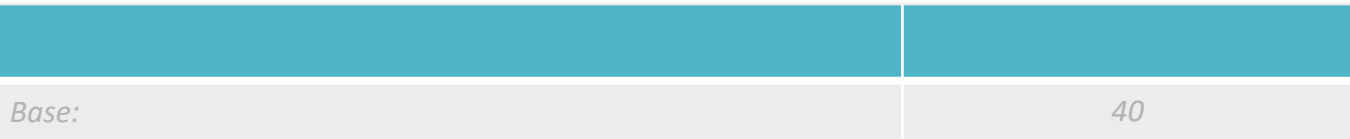
All figures are in %

### Regular notifications about new initiatives/events

Base: 40



### Awareness of Parikrma School



Source	Percentage
Friends/Family	58
Website/Online search	13
Social Media (Facebook, Instagram, etc)	10
Parikrma school reached out to me directly	15
Through other medium	18



Donors are satisfied with the progress of students. Parikrma staff outperform on qualities like knowledgeable & professionalism as compared to staff from other NGOs

All figures are in %

**Progress of Parikrma students**

<i>Base:</i>		40
Very satisfied		<b>65</b>
Satisfied		25
Neutral		10
Dissatisfied		-
Very dissatisfied		-
Can't say		-
<b>Average</b>		<b>4.6</b>

**Qualities of Parikrma staff**

	They are knowledgeable	Have better communication skills	They are professional in their work
<i>Base:</i>	40	40	40
	73	53	73
	10	20	13
	5	8	5
	-	-	-
	-	-	-
	12	19	9
<b>Average</b>	<b>4.9</b>	<b>4.8</b>	<b>4.9</b>



As the donors are elated with their experience of being associated with Parikrma and the difference it is making in the society, they wish to see Parikrma have new ideas, grow and reach out to more

- Currently donors see the leadership of Parikrma associated most strongly with the founder. For better impact and future growth, they wish Parikrma will broad base the leadership
- Donors perceive if the leadership is broad based, it will help the organisation to grow the current Parikrma module and also manage it by reaching out to more no. of donors/volunteer → This will create more Buzz
- A second line of leadership will also ensure better future facing success
  - This will give them more confidence about the sustainability and longevity of the Parikrma model
  - It will also indicate that there is a focus now on the acceleration of the growth of Parikrma model

“ Parikrma is a too important organisation...it is helping children so immensely, I feel it needs to grow and touch more children. (Donor, Germany) ”

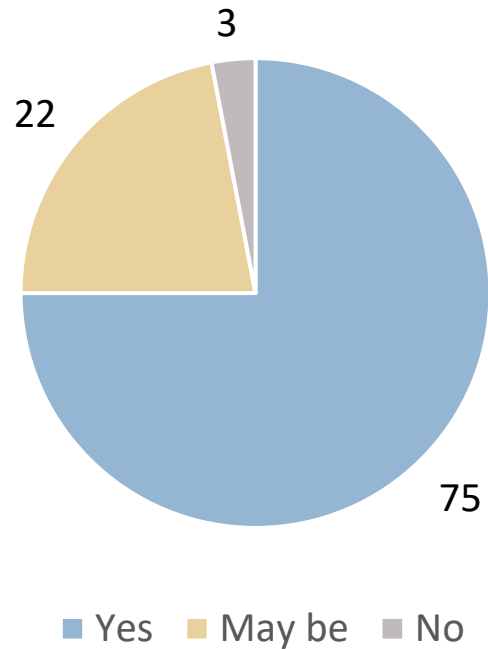
“ The person whom everyone knows is Shukla...who else is there....there should be more faces whom we all know. (Donor, India) ”

# Donors are in strong agreement that Parikrma should expand its model to more schools of Bangalore

All figures are in %

## Expansion of Parikrma School in Bangalore

Base: 40



## Parikrma presence in foreign countries

Low Base

*NRI donors agree on the fact that Parikrma would gain advantages by extending its presence to foreign countries.*

“

*I think Parikrma is doing a great job, but they are limited to selected schools. I feel they should expand towards rural areas as well. (Individual donor, India)*

”







## SUMMARY & WAY AHEAD

*Parikrma*<sup>TM</sup>  
Centre for Learning

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# Parikrma Performance: A Snapshot on Key Pillars

	Students	Alumni	Parents
Education	+	+	+
Nutrition	+	+	+
Healthcare	+	+	+
Social Responsibility	+	+	-----*
Family welfare	+	+	+

\* Parents do not pay too much attention to the variable

 Highly Positive  
 Positive

# Stakeholders across i.e., Students, Parents & Alumni feel a strong emotional connect towards Parikrma. This emotional connect has manifested into certain expectations from Parikrma

- Students, Parents and Alumni are extremely happy with being associated with Parikrma
  - As Parikrma have had positive impact in their life, they are emotionally attached and seek Parikrma's help in tackling some of the day-to-day issues in the community like
    - Wellbeing of the students while commuting to school. Take a proactive role to address safety issues and make the community safer by working with the community ecosystem
    - Enriched counselling service to choose future career path
    - Orient students with street smart survival mechanism which will help higher classes students to transition smoothly into outer world while leaving school
    - Students (especially younger classes) wish Pongal less on the spicy profile

# Parikrma fulfills needs at all levels from basic to higher order for students and parents. Scope to make it a better experience with some fine tuning

## Self-actualization needs

Students – supported and confident  
Parents - how to live a better life  
Family - societal engagement

### Gaps and action points

- Greater independence for senior students (eg. student councils)
- Extended counselling for senior students – non-traditional career options, relationship issues



## Psychological needs

Students - belongingness, safety  
Parents – reduced stress, 'guided', hopeful

### Gaps and action points

- Self-defence classes (live in unsafe areas)
- Life skills for senior students
  - Soft skills – teamwork, problem solving
  - Analytical skills – business cases, personal financial management
  - Career coaching – internships, industry networking, career mentorship, entrepreneurship training

## Basic needs

Free – education, activities, 3 meals, uniforms, healthcare

### Gaps and action points

- Desks and chairs for all kids
- Blackboard visibility issues
- Help students with homework





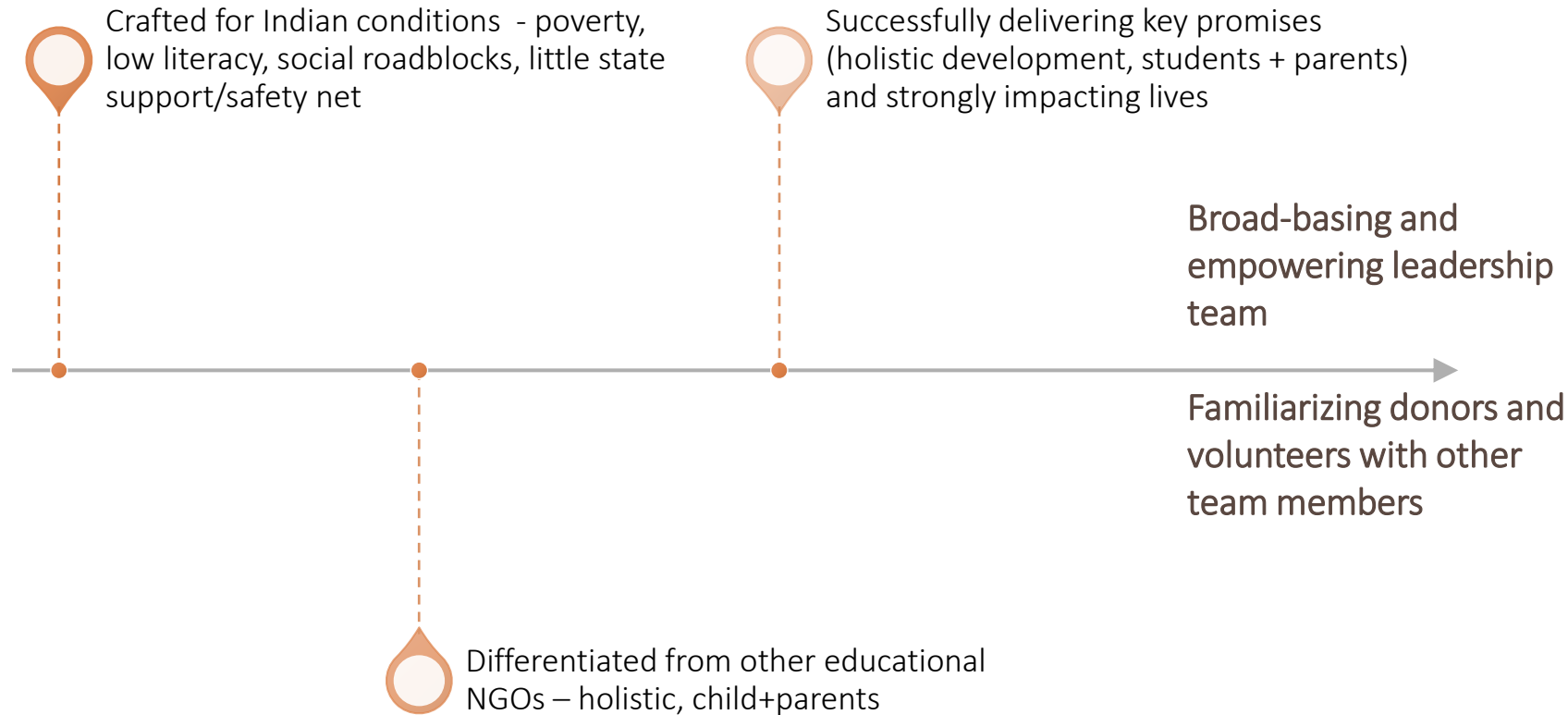
## Some of the action points Parikrma can implement to create better impact amongst the stake holders

- In order to make the impact more alive, we can have a “MEET AND CONNECT” event where all stake holders (Students/Parents/Alumni/Donors) can meet each other and have conversations, communicate their stories with each other
- Have more presentations based on facts and figures. Empowerment is very important cue to talk about
- Communicate with donors regularly on other projects and their progress outside of the campaigns they are involved in
- International donors needs reassurances timely. Also, difficulty faced in financial transactions for international donors due to difficulty in getting the correct IBAN No. (takes longer period of time) and lag in Parikrma website during payment
  - They also seek to have more visibility of Parikrma and its success stories so that they feel motivated



# Parikrma is a well-designed, well-delivered product offering. A broad-based leadership team could help

1. Ensure the longevity of the model
2. Optimize and scale-up for wider impact



- Longevity and Impact
  - Widening, deepening the donor base
  - Scaling up schools/colleges
  - Extending into relationships with other NGO's, private schools to enhance offering



# UNDERSTANDING IMPACT OF PARIKRMA HUMANITY FOUNDATION

A REPORT BY  
BRANDSCAPES WORLDWIDE  
4<sup>th</sup> APRIL 2023





## APPENDIX



*Parikrma*<sup>TM</sup>  
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# STUDENTS

	Life @Parikrma	Life @Government and Private School
Education	Free and quality education Easy to approach teachers and clear doubts at the same time without hesitancy and is encouraged	Free education in government but varies in quality; paid education in private schools Hesitancy in asking doubts to teachers and worried about being scolded and being punished
Nutrition	3 times meal a day is a definite advantage over others and immensely helpful Additional meals like Malt and breakfast provided	In Gov school, same food as Parikrma – complains of spice level. Private school – must carry food from home (no support from school)
Healthcare	Yearly health check ups and basic health care can be availed at the CDS room	Yearly health check ups organized in government school, but no access to medication at school No health check ups in private schools, basic medication available in some cases
Extracurricular	Wide range of activities for learning and it helped shape interest areas for the students	No extra curricular activities at government school Standardized and consistent classes in private schools
Behavior and attitude	Motivation is associated with reward system – habit picked at school Recognition or reward are the motivation to indulge in activities	Motivation to do anything is being the best and improving condition for self.
School infrastructure	Spacious and comfortable classrooms Lack playground in the school except in Sahakarnagar	Presence of ground in some government and private school. Congested seating in government schools
Self confidence	High confidence due to constant exposure to competitions, donors and volunteers	Low on confidence on comparison to Parikrma students – not encouraged to speak up and express
Competitions	Actively motivated to participate in multiple competitions across spectrum – intraschool, state, national level	No active participation unless related to academics



	Life @Parikrma	Life @Government and Private School
Education	Free and quality education Easy to approach teachers and clear doubts at the same time without hesitancy and is encouraged	Free education in government but varies in quality; paid education in private schools Hesitancy in asking doubts to teachers and worried about being scolded and being punished
Nutrition	Three-time meals are appreciated and feels the balanced diet made them feel healthy and values it. Extra efforts of providing malt adds to the benefits of body and mind development	Only one-time meals are provided. Private school – must carry food from home, complains of it being cold
Healthcare	Appreciated the efforts taken especially in covid to teach what should be done, providing vaccine and food supplies. Having an in-house psychologist at the school provides support to students in understanding and addressing their mental health concerns, with collaboration between the school and parents.	Yearly health check ups organized in government school, but no access to medication at school No health check ups in private schools No mental health concerns are addressed.
Extracurricular	Wide range of activities for learning for mental and physical growth. Teachers driven hence continuity is subjective to teachers → prefer student driven	No to some extra curricular activities at government schools, whereas standardized and consistent classes in private schools
Behavior and attitude	Student were motivated and were eager to prove that Parikrma is the best place to be Although counseling is available at school, there is a concern about the spoon-feeding approach to education.	Motivation to do anything is being the best and improving condition for self. No to some career counseling is provided.
School infrastructure	Always were happy in the school because of the play area and the animals and ponds as an added benefit. Facilities currently not available	Presence of ground in some government and private school. Congested seating in government schools
Self confidence	High confidence due to constant exposure to activities, donors and foreign volunteers	Low on confidence on comparison to Parikrma students – not encouraged to speak up and express



Parikrma students try different learning techniques to develop new skills.



Students

All figures are in %

### Focus on developing new skills

Class 11 <sup>th</sup> and 12 <sup>th</sup>	Parikrma School	Non-Parikrma School	Govt School	Pvt School
<i>Base</i>	39	63	32	31
Using advanced technology, I try to understand the concept better	87	78	72	84
I read books (eg. Novels, newspapers, fictional books)	64	63	69	58
I keep myself updated with the latest trends and news	51	75	81	68
I go for extra tuition to perform well in exams	13	24	28	19



Teachers teach us every subject step by step so that we get a hang of what they are saying. They also show it in the class on smart screens. So we get proper understanding of the subject. (11<sup>th</sup> std student, Parikrma, Sahakarnagar)



Parikrma students have enhanced their self-confidence through participation in tournaments and interactions with visiting volunteers.



Students

All figures are in %

### Impact of school in gaining self-assurance

Class 11 <sup>th</sup> and 12 <sup>th</sup>	Parikrma School	Non-Parikrma School
<i>Base</i>	39	63
My school has helped me in building my self-confidence	90	81
I participate in multiple competitions which gives me the confidence to face any situation	77	59
I listen and interact with volunteers who visit our college for sessions	62	57
I take part in multiple activities in school which helps in my development	59	70

Govt School	Pvt School
32	31
81	81
63	55
63	52
66	74



*I feel very confident as we were told by our teachers that we are self made. Our teachers are like a backbone to us. (11<sup>th</sup> std student, Sahakarnagar, Parikrma)*



**Significantly higher than Non-Parikrma School at 95%**

**Significantly higher than Parikrma School at 95%**

Non-Parikrma School = Govt + Private school students





High school students are been taught to focus on social awareness across schools.



Students

All figures are in %

## Contribution towards the society & environment

Class 11 <sup>th</sup> and 12 <sup>th</sup>	Parikrma School	Non-Parikrma School
<i>Base</i>	39	63
Helped your classmates in a difficult situation	95	97
Helped elders/ people in need around	82	92
Helped animals (street dogs, cows etc) near my house with food and shelter	74	75
Made a difference to the environment around me (how to avoid throwing waste in public, planting trees for nature)	72	63

Govt School	Pvt School
32	31
100	94
94	90
81	68
72	55

Further to our question on whether students should help their school with social activities, all Parikrma students agreed that they need to help the school with social cause activities

“

*“I feel very happy when I help others as I feel I am making a difference in their life, like how Parikrma made in mine. (11<sup>th</sup> Std Student, Parikrma Sahakarnagar)*

”

**Significantly higher than Non-Parikrma School at 95%**

**Significantly higher than Parikrma School at 95%**

Non-Parikrma School = Govt + Private school students



# Parikrma students participate in a diverse range of activities as compared to non-Parikrma



Students

## Extra curricular activities participated for class 4,6,8,11 & 12

All figures are in %

	Class 4,6 & 8		Class 11 <sup>th</sup> and 12 <sup>th</sup>	
	Parikrma School	Non-Parikrma School	Parikrma School	Non-Parikrma School
<i>Base:</i>	121	179	39	63
Outdoor Sports	84	77	77	63
Drawing/ Painting	79	46	67	29
Dance	69	53	44	48
Social work	64	65	23	13
Indoor games	58	56	38	59
Yoga/ Meditation	52	31	13	32
Music	49	27	23	27
Drama Skit	32	12	15	24
Debates, Elocution etc	26	11	31	21
No participation	5	3	-	2
<b>Average</b>	<b>4.8</b>	<b>3.3</b>	<b>3.3</b>	<b>3.2</b>

	Class 4,6 & 8		Class 11 <sup>th</sup> and 12 <sup>th</sup>	
	Govt School	Pvt School	Govt School	Pvt School
<i>Base:</i>	90	89	32	31
Outdoor Sports	87	66	59	68
Drawing/ Painting	47	46	28	29
Dance	52	54	41	55
Social work	66	65	19	6
Indoor games	57	55	56	51
Yoga/ Meditation	32	29	38	26
Music	29	26	19	35
Drama Skit	9	15	13	35
Debates, Elocution etc	2	19	19	23
No participation	4	2	3	-
<b>Average</b>	<b>3.4</b>	<b>3.3</b>	<b>2.9</b>	<b>3.4</b>

Further, we had asked activities participated in Outdoor & indoor sport.

Significantly higher than Non- Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school students



While the Parikrma school students participate in most of the outdoor activities, they should be encouraged to participate in indoor activities as well...



Students

### Students who participated in Outdoor/ Indoor activities in L1Y

All figures are in %  
L1Y= Last 1 Year

	Class 4,6 & 8		Class 11 <sup>th</sup> and 12 <sup>th</sup>		Class 4,6 & 8		Class 11 <sup>th</sup> and 12 <sup>th</sup>	
	Parikrma School	Non-Parikrma School	Parikrma School	Non-Parikrma School	Govt School	Pvt School	Govt School	Pvt School
<i>Base:</i>	114	158	30	48	*23	83	*25	75
Football	58	22	63	21	26	18	16	27
Athletics	55	25	67	48	57	25	40	25
Kho-Kho	50	58	13	54	65	67	44	47
Kabaddi	49	39	23	52	57	45	48	32
Carrom	44	46	40	56	48	53	64	37
Cricket	29	41	40	42	48	41	36	41
Chess	22	25	10	17	22	23	12	28
Badminton	20	27	17	33	30	25	36	29
Board Games	14	9	27	21	22	7	20	11
Basketball	10	13	3	2	4	12	-	13
Table Tennis	5	4	3	2	4	4	-	4
Taekwondo	5	12	-	-	-	12	-	12
<b>Average</b>	<b>3.5</b>	<b>2.8</b>	<b>2.4</b>	<b>2.7</b>	2.8	<b>3.0</b>	2.5	<b>2.6</b>
<i>Participation in inter-school</i>	58	45	49	17	19	52	16	39

During competition, Parikrma focuses a lot on competition and try motivating students. They bring all that hidden talent through sports. (11<sup>th</sup> std students, Parikrma, Sahakarnagar)

A1a. You mentioned that you have participated in outdoor or indoor sports, please select the sport that you participated in in the last 1 year.

A1d. Have you ever been selected for inter-school tournaments?

Significantly higher than Non- Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school students

\*Low Base < 30



Parikrma students have performed well across all subjects.  
In English, scores are significantly higher than Non-Parikrma schools.



Students

All figures are in %

### Academic Performance of Class 4,6,8

	Parikrma School	Non-Parikrma School
<b>Class 4</b>		
<i>Base:</i>	40	61
Environmental Science	39	36
English	<b>39</b>	33
Maths	40	35
<b>Class 6</b>		
<i>Base:</i>	41	55
Science	35	30
English	<b>44</b>	36
Maths	34	30
<b>Class 8</b>		
<i>Base:</i>	40	63
Science	<b>47</b>	38
English	<b>39</b>	30
Maths	26	25

	Govt School	Pvt School
<b>Class 4</b>		
<i>Base:</i>	30	31
Environmental Science	34	38
English	28	38
Maths	32	38
<b>Class 6</b>		
<i>Base:</i>	28	27
Science	30	30
English	31	41
Maths	27	33
<b>Class 8</b>		
<i>Base:</i>	32	31
Science	33	44
English	29	32
Maths	24	27

Significantly higher than Non- Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school students



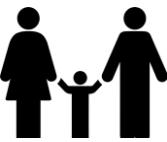


As they see Parikrma as a family, students have expressed few uneasiness that they go through



- Due to the locality of stay, students seek self defense training from school to ease the worries of parents and self
- Across centers, some children face difficulty in language subjects like Hindi, Kannada as their first language (Tamil) at home
- As the playground is not close to school, walking to it on the road takes more time and also, they are worried about the accidents. Hence wish for a space in close proximity
- While basic medicine is available at CDS, students seek support for additional medicines prescribed by doctors during health check up as they are expensive → Wish for parents' burden to be reduced
- Some students feel Pongal to be a tad spicier due to additional pepper. Would prefer food which is less on the spicy profile

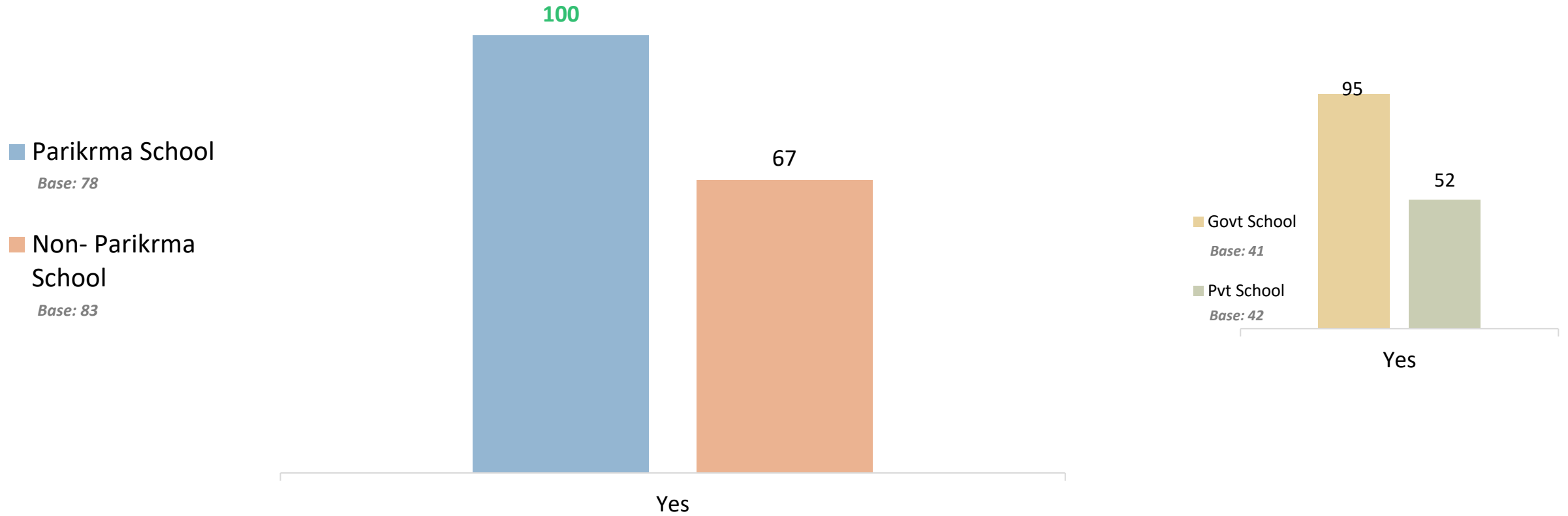




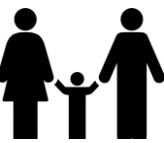
Parents

All figures are in %

## Meal program in school/ college



Parikrma parents express high levels of satisfaction with the quality of education provided.



Parents

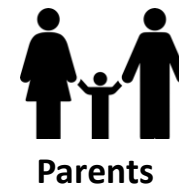
All figures are in %

### Satisfaction level for quality education

	Parikrma School	Non-Parikrma School
<i>Base:</i>	78	83
Very satisfied	<b>82</b>	28
Satisfied	17	<b>57</b>
Neutral	1	<b>14</b>
Dissatisfied	-	1
Very dissatisfied	-	-
<b>Average</b>	<b>4.8</b>	<b>4.3</b>

	Govt School	Pvt School
<i>Base:</i>	41	42
Very satisfied	20	36
Satisfied	59	55
Neutral	21	7
Dissatisfied	-	2
Very dissatisfied	-	-
<b>Average</b>	<b>4.1</b>	<b>4.2</b>

Parikrma teachers believe in ease of communication with the parents.



### Ease of communication with teachers

All figures are in %

	Parikrma School	Non-Parikrma School
<i>Base</i>	78	83
Face-to-Face meeting	97	88
WhatsApp/SMS	<b>90</b>	35
Phone call	69	53
Diary/ Note/ Letter	46	59

	Govt School	Pvt School
	41	42
	93	83
	24	45
	49	57
	56	62

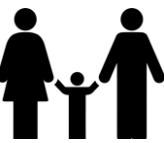
### Parent-teacher interaction satisfaction level

	Parikrma School	Non-Parikrma School
<i>Base:</i>	78	83
Very satisfied	<b>68</b>	22
Satisfied	29	<b>53</b>
Neutral	3	<b>23</b>
Dissatisfied	-	2
Very dissatisfied	-	-
<b>Average</b>	<b>4.7</b>	<b>4.1</b>

	Govt School	Pvt School
	41	42
	17	36
	<b>59</b>	<b>48</b>
	<b>24</b>	<b>21</b>
	-	3
	-	0
	<b>4.1</b>	<b>4.1</b>







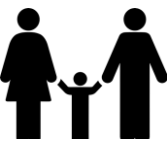
Parents

All figures are in %

## How do parents feel about child's progress on the following

TOP 2 box = Excellent + Good	Parikrma School	Non-Parikrma School	Govt School	Pvt School
<i>Base</i>	78	83	41	42
Personal grooming (hygiene, looking presentable)	92	63	73	52
Self- study	86	82	80	83
Speak confidently	82	84	88	81
Creativity (drawing, dancing, singing)	78	65	61	64
Sports (like cricket/ football/ badminton/ kabaddi etc)	69	53	61	45





Parents

All figures are in %

## Perception of their child's school

	Parikrma School	Non-Parikrma School
<i>Base</i>	78	83
My child enjoys going to his/ her school	100	95
My child's school has constant electric supply. Lights, fans, air-conditions should be in working condition	99	51
I see a positive change in my child	97	88
My child's school takes care of Parents well being	97	51
My child speaks in English very fluently	96	61
I feel my child is much smarter than other children in the locality	94	72
My child's school ensures equal balance of extra-curricular activities and studies	88	55
My child considers his/ her school like their home	83	29
My child's school take care of his/ her well-being so that I focus on other priorities of my house	81	42
My child's school only focuses on studies	35	64
My child's school gives a lot of homework	24	37
My child doesn't like going to school	-	10

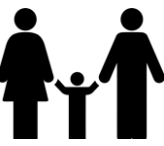
Govt School	Pvt School
41	42
93	98
44	57
88	88
51	50
51	71
56	88
54	57
34	24
39	45
68	60
29	45
12	7

Significantly higher than Non-Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school parents





Parents

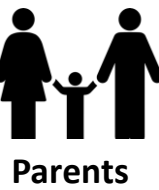
All figures are in %

## Aspirations for their children

	Parikrma School	Non-Parikrma School
<i>Base</i>	78	83
Doctor	38	24
IT Professional/ Engineering	23	27
Teacher	22	25
Professional sports player	6	8
Scientist	5	7
Businessperson	3	<b>17</b>
Architect	3	5
Army Officer	3	11
Artist	1	<b>11</b>
Journalist	-	<b>13</b>
<b>Average</b>	<b>1.3</b>	<b>1.6</b>

Govt School	Pvt School
41	42
20	29
22	31
37	14
7	10
5	10
<b>17</b>	<b>17</b>
7	2
10	12
7	<b>14</b>
<b>15</b>	<b>12</b>
<b>1.5</b>	<b>1.6</b>

Although highly grateful, Parents wish to take certain help only form Parikrma because of their high trust with the organization



- Parents have suggested that enhancing counseling services could be beneficial for their children's future career paths, as they believe that it can provide valuable guidance and support.
- Keeping safety as a concern, parents wish to include self defense classes like karate lessons for their kids
- Parents appreciate the provision of support groups, but they express a preference for Parikrma to offer business loans at a more affordable interest rate. This way, they can become self-employed and rely less on seeking employment to sustain their livelihoods.



Since Parikrma is focused on developing the right skills for their students and provide basic necessities, Alumni of the school have benefited and hence build their career.



All figures are in %

### Perception about their school

	Parikrma School	Non-Parikrma School	Govt School	Pvt School
<i>Base</i>	80	75	36	39
My school has helped in building my career	99	52	56	49
My school helped to boost my self confidence	99	35	31	38
My school took care of my basic necessities like food, school uniform, shoes	98	53	64	44
My school helped me develop soft skills	95	45	47	44
My school teachers are still in touch and were helpful	81	27	11	41

Significantly higher than Non-Parikrma School at 95%

Significantly higher than Parikrma School at 95%

Non-Parikrma School = Govt + Private school alumni



Parikrma Alumni are independent, hence adapt leadership skills as compared to other school students.



All figures are in %

**On what parameters, other school students had better performance.**

	Parikrma School	Non-Parikrma School	Govt School	Pvt School
<i>Base:</i>	80	75	36	39
Independent, when it comes to financial planning	69	36	33	38
Able to communicate effectively	68	27	19	33
Taking lead in tasks at work	61	15	8	21
Excellent analytical skills	53	35	39	31
Effective teamwork	51	35	33	36
Adaptable to any situation	50	17	11	23
I believe I was better than other students in above mentioned parameters	15	29	25	33



They are very satisfied with the teaching methods in Parikrma and it has helped them boost their self confidence



All figures are in %

### Satisfaction level regarding teaching methods in School

	Parikrma School	Non-Parikrma School
<i>Base:</i>	80	75
Very satisfied	<b>49</b>	15
Satisfied	51	49
Neutral	-	24
Dissatisfied	-	5
Very dissatisfied	-	7
<b>Average</b>	<b>4.5</b>	<b>3.6</b>

	Govt School	Pvt School
	36	39
	17	13
	39	59
	25	23
	6	5
	14	0
	<b>3.4</b>	<b>3.8</b>



Parikrma has always focused on students being an all rounder hence competing with students from other schools was easy for them



Alumni

All figures are in %

### Competing with students from other schools

	Parikrma School	Non-Parikrma School
<i>Base:</i>	80	75
Very easy	1	9
Easy	63	28
Neither easy nor difficult	28	32
Difficult	6	24
Very difficult	3	8
<b>Average</b>	<b>3.5</b>	<b>3.0</b>

	Govt School	Pvt School
	36	39
	6	10
	31	26
	28	36
	22	26
	14	3
	<b>2.9</b>	<b>3.2</b>



## Some improvements from alumni w.r.t input



- Parikrma alumni, including both early jobbers and experienced professionals, suggest that the management could benefit from involving Alumni's (especially experienced ones) to share responsibilities alongside the management.
  - This collaborative approach could bring fresh perspectives and valuable contributions to the organization
- Alumni believes that current students are not vocal about their relationships and counseling should also be done on personal and romantic relationships to prevent seeking misguided information on social media





Parikrma is regarded as a reliable institution, consistently enhancing the standard of education provided to children.



Donors

All figures are in %

### Perception about Parikrma school

<i>Base:</i>	40
It's a trusted organization	85
Constantly improving the quality of children's education.	83
Training for parents and better lifestyle through the family welfare program	55
Ensures donors are involved in the initiatives	55
Practises good governance	55
Use of advanced technology to improve the way of teaching	40
Competency management system	35
Secured in ways of working	20
Invitation as a guest lecturer and interact with their students	18



Parikrma school provides a good platform for the underprivileged and they help students by providing opportunities. They are happy being associated with Parikrma and the staffs are good at their work.



Volunteers

All figures are in %

## Perception about Parikrma School

<i>Base:</i>	*6
Platform for the underprivileged for their upliftment	83
Generate good opportunities for their students	67
Programs on education & extra circular activities are well planned	67
Purposeful initiatives which help us keep involved	50
Driving family welfare initiatives	50
Responsible and affectionate with their approach to work	33
Parikrma abides by transparency	33

## Association with Parikrma School

Top 2 Box	
<i>Base:</i>	*6
Very satisfied + Satisfied	100

## Qualities of Parikrma staff

Top 2 Box	They are knowledgeable	Have better communication skills	They are professional in their work
<i>Base:</i>	*6	*6	*6
Very satisfied + Satisfied	100	100	100



They feel that Parikrma should host more online meetings and recommends that school should guide students on finance & teach self-defence to girls



**Volunteers**

*All figures are in %*

**Changes to be implemented**

<i>Base:</i>	<i>*6</i>
Host regular online group meetings with volunteers from all over the city	83
Give volunteers the opportunity to voice their suggestions	33
Focus on volunteer recruitment basis soft skills and different expertise	33
Give volunteers the flexibility to work and contribute as per their comfort	17

**Recommendation**

<i>Base:</i>	<i>*6</i>
Teaching financial independence to older students	67
Teach self-defense techniques to girls	67
Coach or supervise the children in sports and yoga	50
Tie up with hospitals and provide health care support	17
Parikrma doesn't need any recommendation on additional activities	17

