



About Educate Girls

An empowering success story

Educate Girls is an NGO that mobilizes communities for girls' education in rural India. Founded by Safeena Husain, this 11 year old organisation has reached out nearly 6,000 schools in the villages of Rajasthan and Madhya Pradesh.

The Challenges:

The Educate Girls learning kit 'Gyan ka Pitara', was a comprehensive knowledge capsule with several exercises and worksheets this had to be distributed in rural areas. While there was a volunteer community team in charge there was a need for a more seamless distribution channel would help the NGO expand the program across rural, remote and tribal areas.



“We wanted to reach almost 2 lakh children with our learning curriculum. But our kit weighed almost 16 kg. How would we distribute so many of them? That’s not a skill set I had as a non-profit,” **says Safeena.**

Scale-Up Intervention

When MIF Mentor Niray Sheth, Head, Customer Service, Marico Ltd, was on-boarded some new learnings came up. While the logistics of the NGO where in place, the cost was the real issue that had to be tackled. So this challenge was now treated as a procurement problem. A key insight here is that it is critical to know the right challenge slowing down your growth. An outsider’s perspective could prove to be helpful like in this case.

Scale Up Actions

- Cost reduction by deploying procurement practices
- Identifying relevant vendors for cost reduction
- Knowledge transfer of best practices to the NGO



The MIF team guided the NGO to reduce the cost of the learning kit reduced by nearly two-thirds.

Impact Generated

Printing and delivery costs dropped by a whopping 50%! This translates into saving of Rs. 1.5 crores a year, helping Educate Girls reach out to 20,000 more girls this year. They now are able to reach 2laks children with their curriculum.