

Medha Update - September 2011

Hope all is well. It's been a while since our last meeting. We look forward to catching up with you soon. We also wanted to give you an update on what's been happening at Medha since we last touched base. We look forward to hearing from you as always.

Regulation/Legal:

Since our last update, we have successfully registered the required entities in the US and India to operate and receive grants in both countries! This is an enormous accomplishment that was achieved in remarkable time thanks to our certified accountant team in India at Atul Ravindra & Co. and our legal team in the US at Duane Morris. Atul and Marc – we can't thank you enough. We now have in place:

[if !supportLists]1) [endif]A Section 25 company to conduct non-profit activities in India and receive grants domestically

[if !supportLists]2) [endif]A 501(c)(3) corporation to conduct non-profit activities in the US and receive grants from US-based donors

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Delivery Phase:

We are still currently preparing to deliver the Medha program to 300 students in the next six months. Since our last communication, we have made significant progress in the following areas:

[if !supportLists]1) [endif]**Curriculum** – We have developed a high-level curriculum outline that will serve as the basis for the Medha program. We have shared this outline with various advisors, students, and employers, and are incorporating their changes into the subsequent development process.

[if !supportLists]2) [endif]**Education Partnerships** – We have started to finalize partnerships with educational institutions we plan to deliver the Medha program with. These partnerships have commenced by interacting with students for curriculum feedback. Over the last couple of months, we have conducted in-depth interviews and focus groups with over 150 students across three central colleges in UP. Access to these students was granted by the principal of these institutions with the full support of his/her

associated deans and faculty. This is a great first step in formalizing these partnerships and provided us invaluable feedback on our proposed curriculum.

[if !supportLists]3) [endif]**Employer Partnerships** – We continue to gather feedback from our key employer partners on the proposed curriculum and implementation process. We have also secured a number of guest speakers and visitors from our employer relationships.

Human Resources:

As we ramp up in anticipation of the Delivery Phase, Medha is actively seeking talented people to join our core team. If you know someone that is qualified and interested please let us know, right now we are looking for (full job descriptions attached):

[if !supportLists]1) [endif]Director – Training. To lead the faculty training program and assist with curriculum development.

[if !supportLists]2) [endif]Associate – Curriculum. To assist with the next phase of curriculum design and development.

[if !supportLists]3) [endif]Associate – Marketing. To assist with all marketing and communication needs to all stakeholders.

We are also in the process of looking for qualified interns, volunteers, and fellows that can join Medha on a short or medium-term basis to gain invaluable work experience and help us take the program to the next level. We have both personally benefited from such programs and believe under the right circumstances they can be extremely symbiotic.

We would also like to thank our intern for the summer/rainy season, Ben Miller. He was extremely instrumental in helping us build the curriculum overview, as well as developing the student feedback questionnaires and building our website (to be launched very soon, see below). We can't thank you enough Ben.

Fundraising:

Just last week, we secured our largest institutional grant to date, **\$100,000 (Rs. 47 Lakh)**, from Citi Foundation. It is the first grant Citi Foundation has

given to a start-up organization globally! In addition to another substantial institutional grant of **\$20,000 (Rs. 9.5 Lakh)** from Spencer Trask, and friends and family donations, our current funding is **Rs. 60.5 Lakh (\$132,000)** out of our estimated Delivery Phase budget of **Rs. 1.1 Crores (\$240,000)**. We are actively in the process of raising the additional funds from leading foundations here in India and the US, as well as from close friends and family. As always, if you, or someone you know, might be interested in contributing please let us know.

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Other Updates:

[if !supportLists]1) [endif]We are just a couple weeks away from launching our website. We have designed it in a “blog” format to keep it simple, interactive, and current. There is also a direct link to Paypal to allow for donations in the US and India. We will send out a separate announcement when it launches and hope all of you will visit and contribute.

[if !supportLists]2) [endif]We have launched our Facebook page at <http://www.facebook.com/medha.org.in>. We will regularly post current events and activities there, and encourage all of you to “like” us 😊

Thank you again for all your support. Please let us know if you have any questions.

Best,

Byomkesh & Chris