

Project 2

Service Design to Connect Rural School Students with Educational Opportunities

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1. Introduction

Introduction

SKEWED DEMOGRAPHICS OF COLLEGE ADMISSIONS IN INDIA

Representation of students from rural, economically backward, govt schools significantly less in the best colleges in India - IIT JEE 2014 Report

- 76% from cities, 9.7 % from villages
- 68% graduate or postgraduate parents, 2.5 % illiterate parents
- 6% CBSE students in class XII, 55.1 % students in IITs are from CBSE boards
- Avg. training cost for IIT - 4 lakhs
- Students from higher income groups have 4 times more chance of getting admission than students from low income groups

Introduction

Need for Students

Support to overcome financial barriers associated with preparation for college admission tests

Work by Organizations

Organizations which tries to bridge the gap face difficulties in supporting students from rural areas

Opportunity through CSR

Companies Act 2013 increases flow of funds for development activities through CSR initiatives

2. Research

Stakeholder Interviews

SCHOOL TEACHERS

7 rural Govt. school teachers

NGO EMPLOYEES

Semi-structured interviews with 4 employees of Dakshana Foundation and 2 employees of Teach for India

COLLEGE STUDENTS FROM RURAL SCHOOLS

5 engineering students, 3 MBBS students

HR CSR EMPLOYEES

Komal Goyal, Chandra Foundation
Jyoti Parmar, CSR employee, CRISIL
Payal Vig, Dakshana Foundation

Secondary Research

- Existing Scholarships
- Information Websites
- Crowdsourcing Platforms
- Social Capital Funds
- Individual Donors

Secondary Research

Opportunities for creating new scholarships

- **Corporate Social Responsibility**
 - **Books:** Corporate Social Responsibility in India, Mitra, N., & Schmidpeter, R. (2017)
 - **Reports:** Handbook on CSR in India - PwC, India CSR reporting survey 2018 - KPMG
 - **Companies Act, 2013.** Section 135. Corporate Social Responsibility
- **Crowdfunding Platforms**
 - **Ketto, Milaap, Rang De**

Insights

Awareness about opportunities

School teachers and students unaware of the already existing opportunities in forms of scholarships, talent examinations, and financial support. All the information related to external exams comes through Principal and it is informed to students as printouts on the notice boards or verbally by teachers.

Technology used by school teachers

All interviewed teachers use smartphones, WhatsApp and are part of various WhatsApp groups. The schools have computers but they are used rarely. Schools have internet connection but they are slow and does not work at times.

Career choices by students

All the teachers shared incidents about students who were good at studies but did not pursue a rewarding career due to economic or social issues. Teachers were of the opinion that this is more common in terms of girl students as the families are not ready to spend a huge amount on the girl's education.

Insights

The network of teachers

Teachers are in touch with other teachers from nearby schools. They communicate either through WhatsApp or meet during inter-school competitions or events.

Challenges in reaching out to rural schools

Because of the lack of resources in rural areas, NGOs prefer working in cities. Employees also prefer working in the cities due to a better lifestyle.

Budget and resource constraints

Small scale NGOs work on limited budgets and a large amount of budget goes in administrative costs. Scaling and sustainability are major challenges faced by NGOs.

Anjali

Student, 15 years

ABOUT ANJALI

Family: Father, Mother, Two brothers, Grand parents.

Stays in a small house in her village

Interests: Solving puzzles, reading novels, listening to songs

Technology use: Father and mother owns basic phones

which she sometimes get to use.

Anjali is a bright and hardworking student studying in class X at Gov. Higher Secondary School, Ranbada village. Her father owns a small shop in the village. She has always dreamed to become a doctor. She is afraid that he may not be able to afford her studies and may marry her off after her school, like her cousin Gitanjali. She is the topper in her class and has represented her school for the district level scie



Mahesh

Teacher, 43 years

ABOUT MAHESH

Family: Wife and 2 children, stays in own house in village

Interests: Reading newspaper, discussion with friends about politics, chatting with friends and family

Technology use: He owns an android smartphone. He uses the school computer when there he has to send emails.

Mahesh is the science teacher at Gov. Higher Secondary School, Ranbada. He has been working in the school since last 12 years. He likes to help students but most of the students are not interested in studies. People in the village respect him because of his profession. He likes to use his smartphone to chat with his friends and relatives. He watches videos on YouTube. He is in charge of the computers at school. He helps students when they have to access internet from the school computer to check exam results.



Irrfan

HR Employee at an SME, 28 years

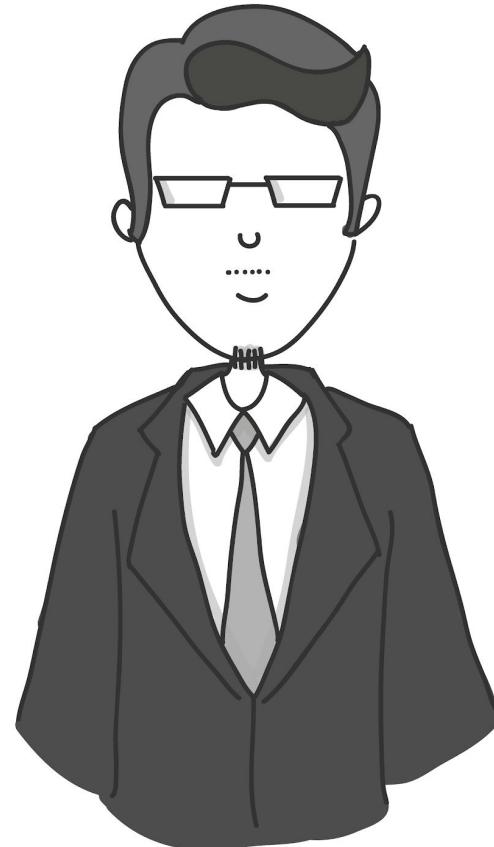
ABOUT IRRFAN

Family: Father, Mother, Sister, Stays in a rented apartment

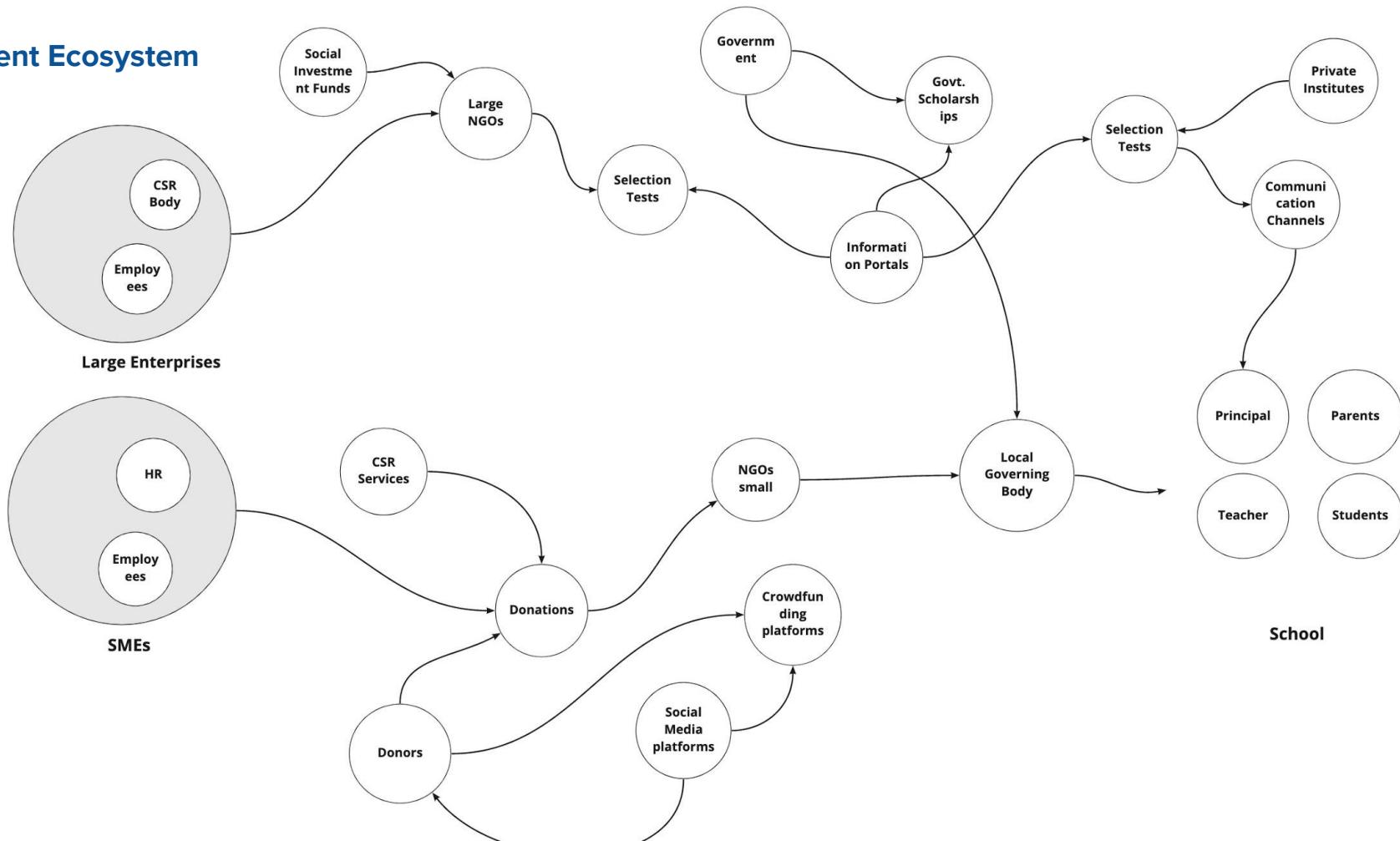
Interests: Travelling, watching TV series, meeting up with friends

Technology use: carries his smartphone all the time with. Owns one personal laptop. Uses office computer for work. Proficient with MS Office applications.

Irrfan has recently joined as HR professional at SMV Enterprises. He had completed his MBA two years ago. At the company, he works as HR employee but often involves working with other departments. He has recently been assigned to take care of company's CSR activities. He consult online resources to know more about CSR related activities. He wants to work at SME Enterprises for at least two more years so that he can become better professionally to apply for a big company with better prospects.



Current Ecosystem



CJM | Current Scenario

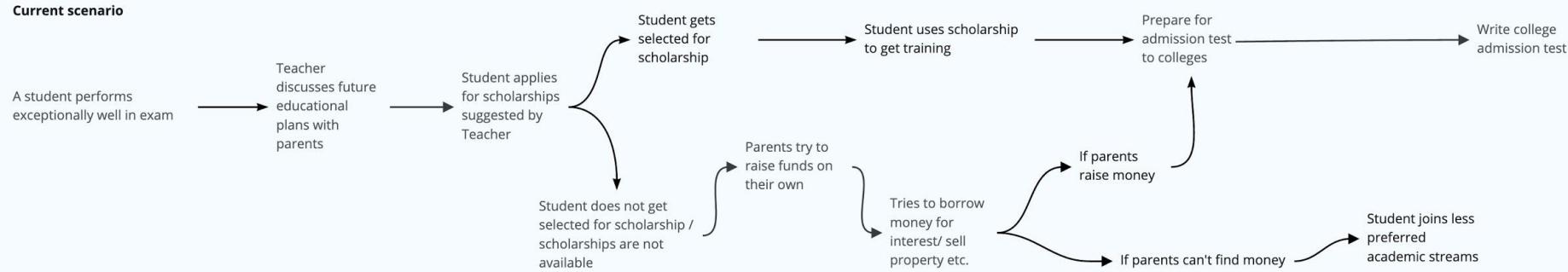
How does the teacher help the students?

Customer Journey Map

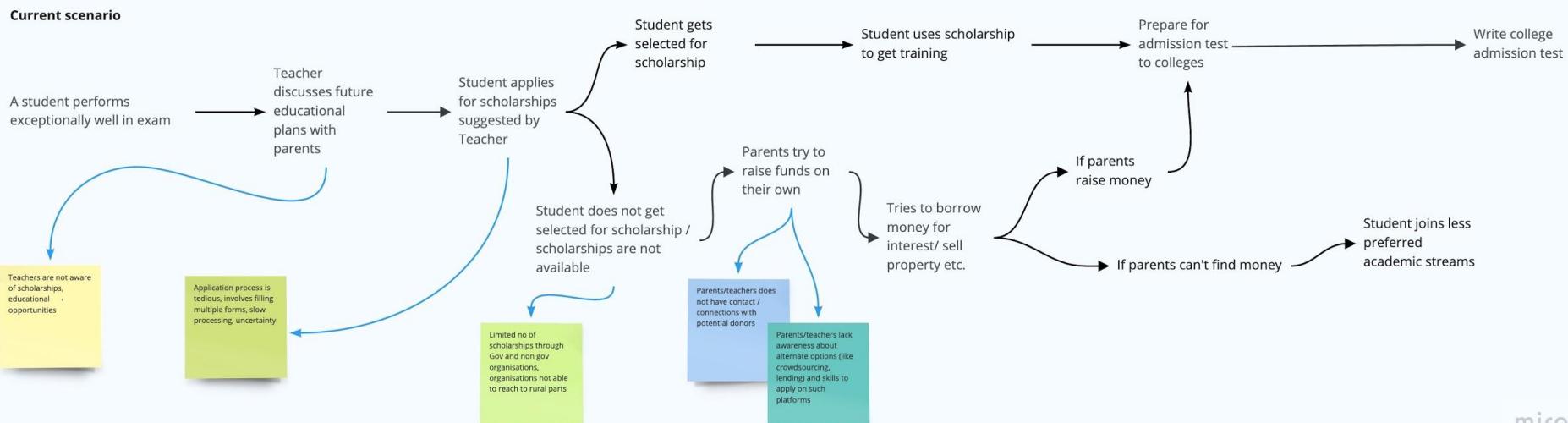
Reference Persona	Stage	Reach out	Identify	Apply	Raise Money	Decision making
 Mahesh	Stage Goals	Find people who might have information about opportunities for medical college admission test	Identify opportunities which can support Anjali by consulting with people	Apply to identified opportunities	Raise money by self if opportunities are unavailable	Decide whether to pursue her dreams or settle for a less preferred option
Journey Goal: To find support for Anjali's training for medical admission tests	Stage Context	<ul style="list-style-type: none"> Teachers and parents might not be directly connected to people who have information about scholarships Teachers donot have skills to reach out to 	<ul style="list-style-type: none"> Information sources might not be reliable. Parents and teachers may not be informed about which options are better for students 	<ul style="list-style-type: none"> The processes might involve redtapes, delayed approvals, delayed communication 	<ul style="list-style-type: none"> Parents might sell land or lend money with high interest to fund for the child's education Teachers may have to convince parents 	<ul style="list-style-type: none"> Parents may not be motivated to let the student go for training because of the financial burden Students may take up a stream which is not of interest to them
Key Aspects of the Situation Anjali is a smart student but cannot afford expensive educational support required to get into a medical college.	Thoughts	<ul style="list-style-type: none"> What opportunities are available? Which sources to trust? How can I find people? Is there any information in the internet? are there any organizations which works in the region? 	<ul style="list-style-type: none"> Which scholarship application has more chance for getting accepted? How to apply for scholarships? How to get certificates? Who to approach to know about more information? 	<ul style="list-style-type: none"> When will the scholarship amount be delivered? What are the chances of getting the scholarship? 	<ul style="list-style-type: none"> Should the student get money through loan? What other sources are available for money? Is there any other student who has taken loan through financiers? 	<ul style="list-style-type: none"> What is the best option for the student? Which other streams are available for the student if the preferred option is not possible?
Constraints Lack of information about existing opportunities, lack of skills in using tech platforms to find and connect with the opportunities, remoteness of the location	Feelings	Anxious, Determined	Confused, Curious	Happy, optimistic	Anxious, Confused	Confused
Enablers: Students who have previously received scholarships, NGO volunteers if available, relatives or people from village who have migrated to cities, Individual donors, private coaching institutes	Journey Related Activities	Contacting people in the village, contacting people who have migrated to cities, Connecting with students who have previously received scholarships	Contacting officials related to scholarship, contacting other students or teachers who have gone through similar process, talking to parents	Filling application forms, visiting offices and meeting employees related to the application process	Visiting banks, local financiers for loans	Discussion with parents, school principal, training institutes
Resources at disposal Smartphones, Computer at school, TV, Govt Scholarships, Selection tests by private institutes	Role of Resources and Enablers	Prev students can give information about scholarships, organizations can help in providing information	Prev benefactors can give information about the process	Employees helps in the application process	Other teachers suggest what are the other career options for students	Educated people can help with what other career options are possible for students

CJM | Current Scenario

Current scenario



Current scenario

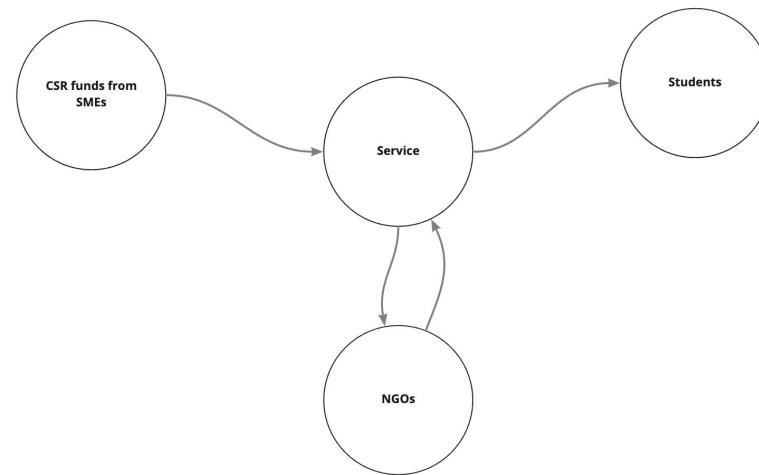


3. Ideation

Service Concept 1

Service connecting CSR by SMEs to NGOs and NGOs to school teachers and students.

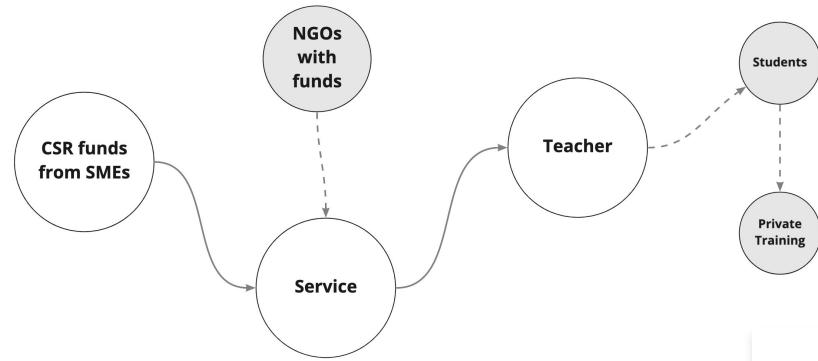
- For SMEs - identifying NGOs to implement CSR
 - variables such as similarity in value system, compatibility, trust, capacity etc.
- For NGOs - finding students and also connecting with CSR funds.



Service Concept 2

Service connecting teachers directly with CSR

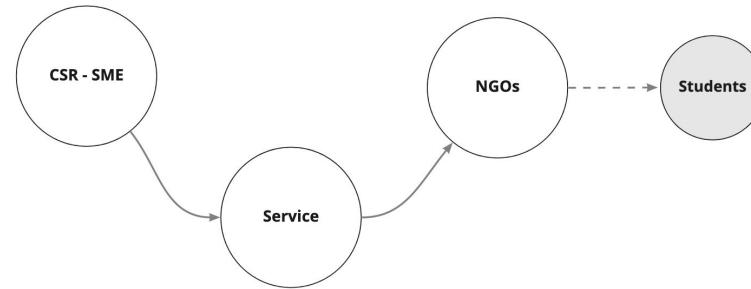
- The service provides value to teachers by connecting them with CSR funds for scholarships
- For the SMEs, the service identifies projects based on their CSR strategy.



Service Concept 3

Service connecting CSR to NGOs

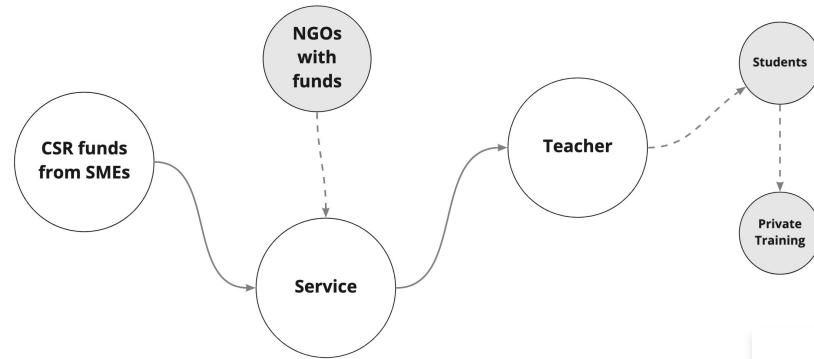
- The service connects the CSR funds with NGOs which identifies students from rural schools
- For the NGOs, the service provide value by helping in capacity building and scaling, through which they can reach out to rural areas.



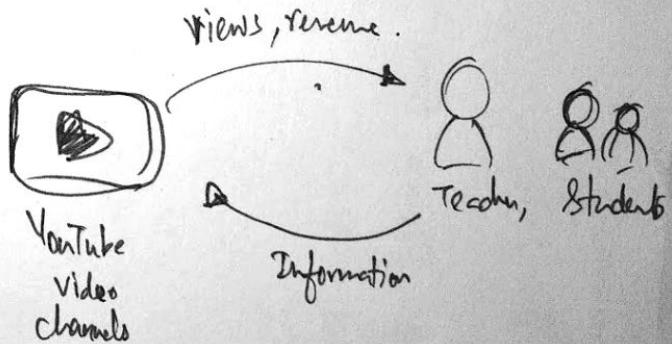
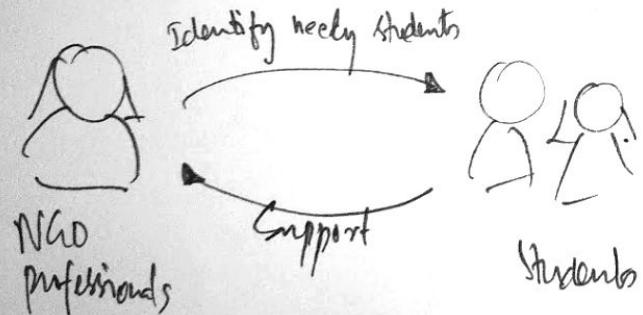
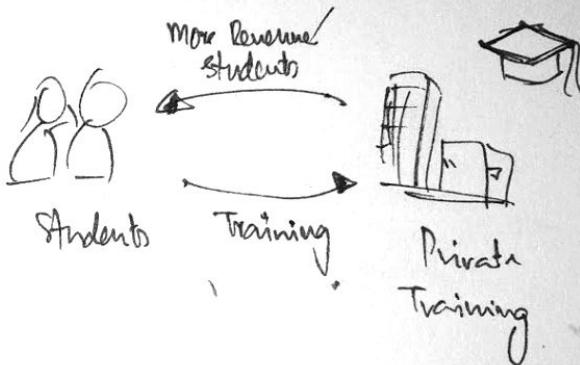
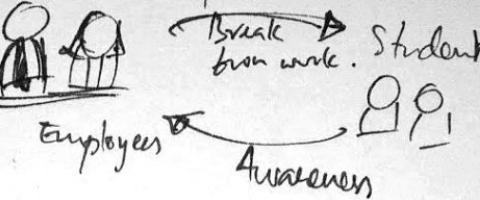
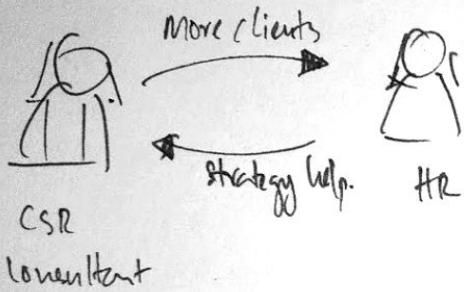
Final Concept

After analysing the research and exploring possible areas for intervention, I narrowed down the focus of the project to a **service which connects teachers directly with CSR activities of Small and Medium Enterprises.**

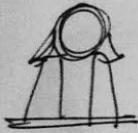
This helps to ensure that the students from rural areas gets access to educational opportunities, even if NGOs or other organisations are not present.



Value Co-creation



Stakeholders



HR professionals



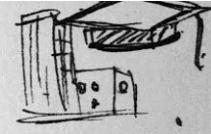
CSR
consultants



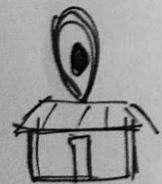
NGO
professionals



Govt
Education Agency.



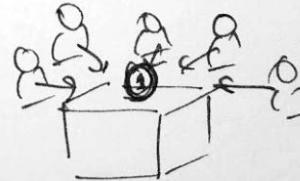
Private
Training
Centres



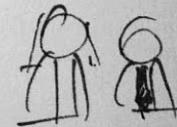
Local Businesses.



Online career guidance
channels.

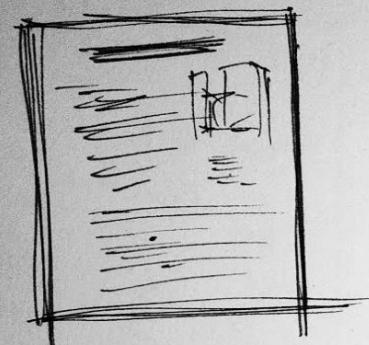


Crowdfunding/
Lending

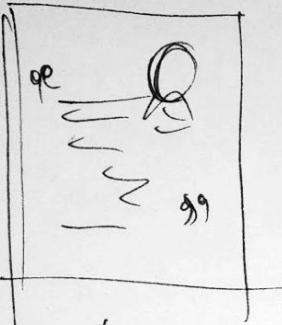


Employees in
SMEs

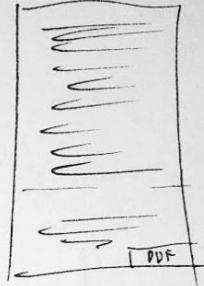
Touch points



Posters
- information



Posters
Success Stories



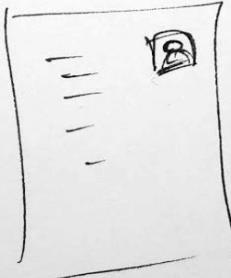
Printable
PDF files



Volunteers.



Class worksheets



Application
forms.



WhatsApp
service
channel



Videos.

4. Final Concept

Service Concept

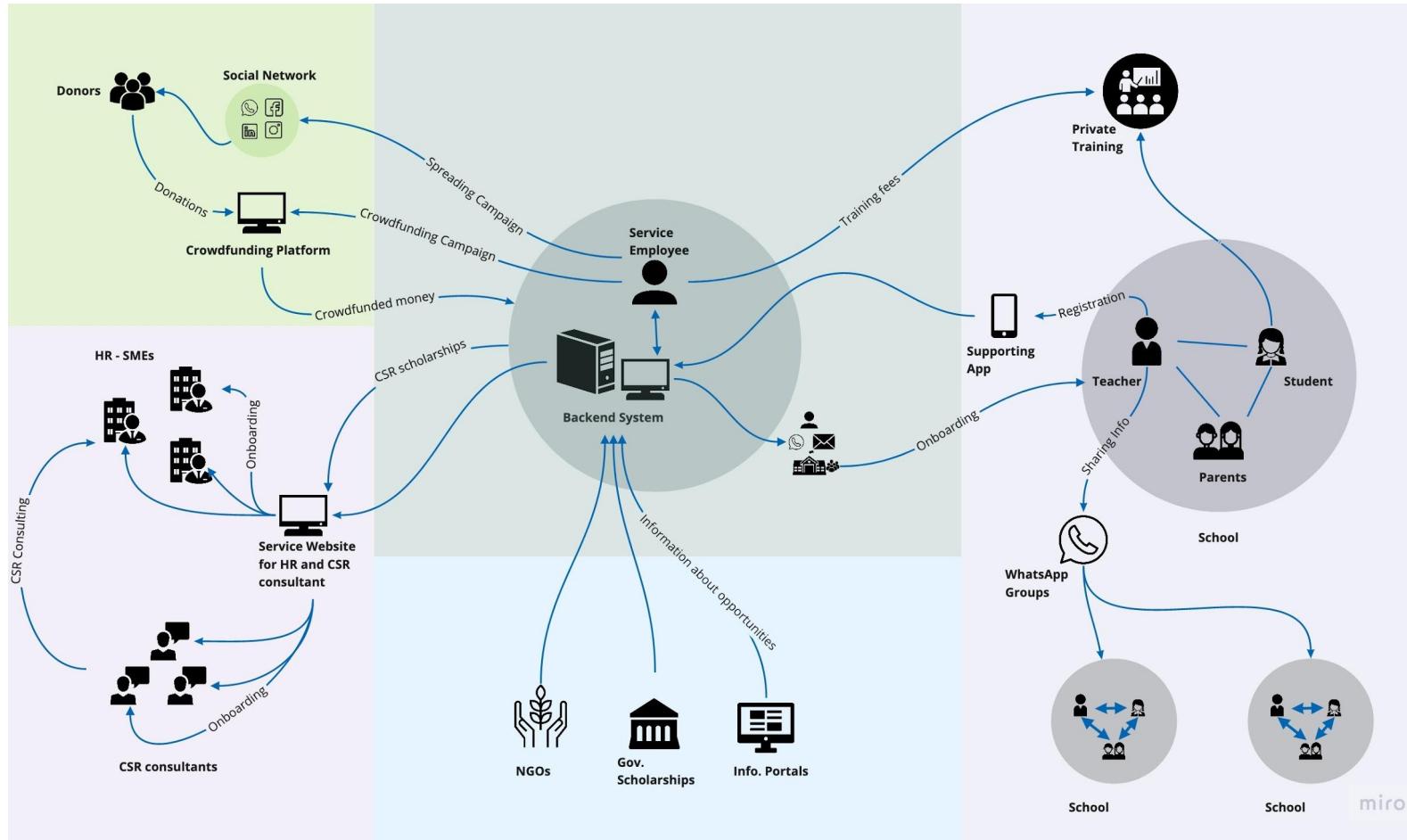
Pragati Foundation

Pragati Foundation provides assistance to rural school students to reach out to educational opportunities by:

- Providing customized information about existing opportunities
- Creating alternate scholarship options by
 - Helping them connect with CSR initiatives of Small and Medium Enterprises, and
 - Creating crowdsourcing campaigns



Service Ecosystem



How is the service addressing identified problems?

CURRENT PROBLEMS	HOW IS THE SERVICE SOLVING THEM?	TOUCHPOINTS INVOLVED
Teachers and students lack awareness about opportunities, academic options etc.	* make relevant, customized information accessible to teachers through touch points which are embedded in their daily lives	WhatsApp Channel, Posters on Notice Board
Application process is tedious and parents/teachers are often unaware of how to proceed	* Connect parents/teachers with parents/teachers who have obtained same scholarships	Smartphone Application, Contact details of parents
Limited number of funds available through Gov. and NGOs	* Service helps students to connect with CSR funds available through SMEs	
Teachers/parents lack skills to raise funds for students from alternate sources	* Service raises fund for rural school education support through crowdfunding platforms	Smartphone Application
Parents/teachers does not have contact/connections with potential donors	* Service spreads the crowdsourcing campaigns through professional networks such as LinkedIn through employees of SMEs registered on the service	Smartphone App, Website
NGOs are not able to reach out to every rural school	* volunteers visit events where schools participate (science fair, cultural fest etc.) and spread awareness about service, make schools register for the service	Volunteers, Smartphone application

CJM I

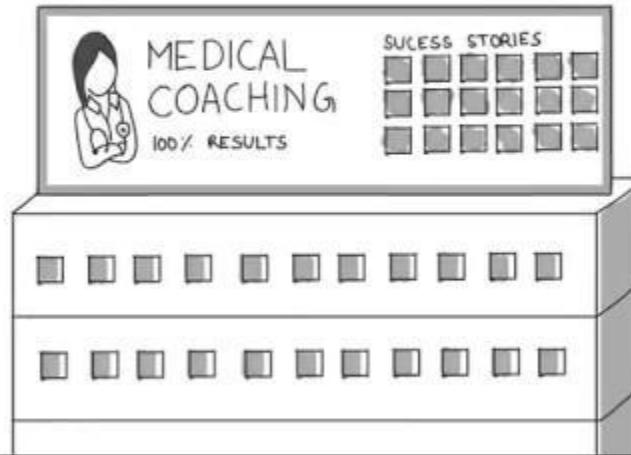
New Scenario

How does the teacher help the students through the service?

Customer Journey Map - New Scenario

Reference Persona	Stage	Before registration	Registering school	Informing students	Registering students	Waiting for scholarship	Scholarship Approval	After scholarship approval
 Mahesh	Stage Goals		Register school for the service so that students from the school can apply for scholarships	Communicating the info about scholarship to all the students in the school, especially the ones who are good at studies but are from	Register students for the service in time so that students get a chance to avail scholarships through the service		Find out if students from the school have received any scholarship	Help students with verification, collecting scholarship and joining a coaching institute
Journey Goal: To find support for Anjali's training for medical admission tests	Stage Context	Mahesh would have already looked at scholarships available online, Mahesh may already know what are the	Mahesh may have already installed similar apps which gives information about tests and scholarships	There may be existing methods in which information is communicated to students such as notice boards, school assembly, parent teachers meeting, etc.	Mahesh is familiar with downloading apps from Playstore and installing. Mahesh is also familiar with typing and filling forms in the phone	Students may also apply for other scholarships, Mahesh and students want to know the exact date in which they will receive the scholarship, and also, the chances of getting scholarship. If the students have less chance, they can start exploring other options	Students will not be present in school when scholarship status is released	Parents may not be aware of process involved in getting documents from Govt. offices
Key Aspects of the Situation Anjali is a smart student but cannot afford expensive educational support required to get into a medical college.	Thoughts	* What are the options available for students? * Which courses are good to get a job for students?	* Will the students be able to get a scholarship? * What are the chances of getting a scholarship? * When will they get it? * Has other schools also registered for the service?	* Which students should apply? * How to make sure everyone gets to know about the scholarship? * What if parents do not agree for some students?	* How many students can I register? * How much scholarship will the student get? * For which streams does the service offer scholarship? * What if some information is wrong in the application? * What if students score less marks in the final examination?	* When will the status be known? * What are the chances of students getting scholarships? * What are the options if students do not get scholarships?	* How to inform students? * How to collect the money from parents? * When is the deadline? * What if parents do not let students study further?	* What are the documents required? * Is there some specific form? * When to meet the service employee? * How to create joint bank account for students?
Constraints Lack of information about existing opportunities, lack of skills in using tech platforms to find and connect with the opportunities, remoteness of the location	Feelings	Empathy, Concern, Apprehension	Hope, Uncertainty, Anticipation, Happiness	Hope, Uncertainty, Anticipation, Happiness	Anxiety, Happiness, Anticipation, Hope, Uncertainty	Anxiety, Worry, Concern, Hope,	Happiness/Sadness, Excitement/Worry, Social status	Happiness/Sadness, Excitement/Worry, social status
Enablers: Students who have previously received scholarships, NGO volunteers if available, relatives or people from village who have migrated to cities, Individual donors, private coaching institutes	Journey Related Activities	Normal school activities, looking for opportunities for students	Normal school activities, Getting permission from Principal, Asking if any other teachers have availed such services	Announcing in the assembly, displaying info on the notice board, talking individually to students	Discussions with students and parents, collecting details from students	Checking status in app, calling other teachers who have registered students, calling service employees	Informing students, parents and other teachers, sharing information with friends, confirming with service provider	Helping student procure documents, confirming service provider for next steps, finding a suitable coaching centre for student, helping student and parent create bank account
Resources at disposal Smartphones, Computer at school, TV, Govt Scholarships, Selection tests by private institutes	Role of Resources and Enablers	Look for information online, ask people who have knowledge about opportunities	Download application, enquire about service		Use Service App in the phone to register students	Use service app to contact people who have received scholarships earlier	Service app shares number of students/parents collected during application process	Check online about coaching centres, call service for details of documents, bank account and other certificates
	Touch points		Service App, Service Website, Service Employee, Other teachers who have registered on the service	Print outs, Speech at assembly	Service App, Service Website	Service App, Phone call, Service Website, Students who have availed scholarship in the past, Other teachers	Call, Mail, Service App, Service Website	Service App, Service Website, Service Employee, Call

Service Prototype - Customer Journey

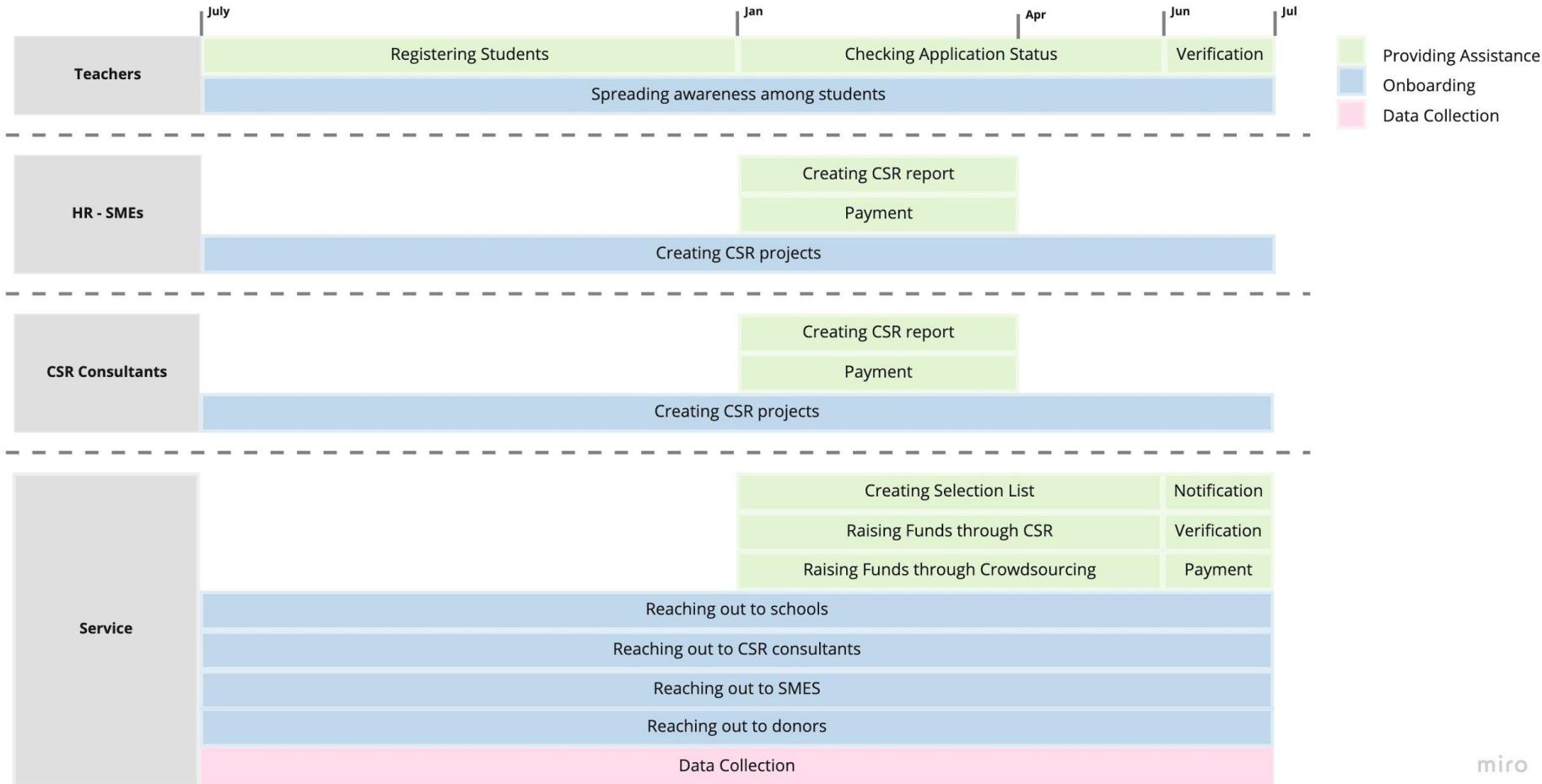


Service Activities

The service involves three types of activities:

1. Onboarding
2. Providing Assistance
3. Data Collection

Timeline of service activities



Service Activities

Onboarding
Providing Assistance
Data Collection

Service Activities

Onboarding

Providing Assistance
Data Collection

Reaching out to schools

Network of SMEs and
CSR consultants
Email ids
Linked In
Social Media

Reaching out CSR consultants and SMEs

Email ids of schools
WhatsApp Business
Account
Inter-school events
Direct school visits

Reaching out to Donors

Email ids
Professional Network
Social Media, Linked In

Creating CSR projects

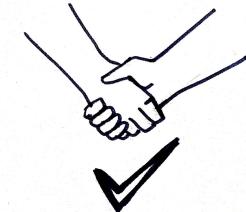
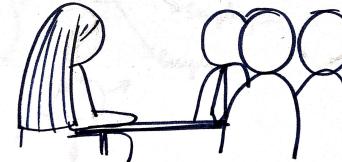
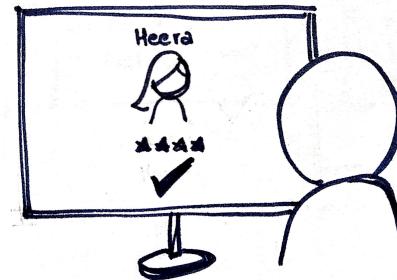
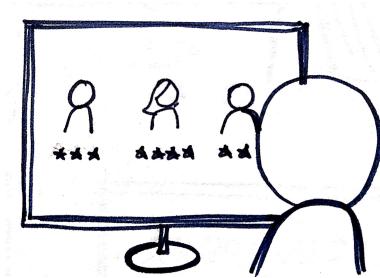
Service Activities

Onboarding

Providing Assistance

Data Collection

Creating CSR projects



Service Activities

Onboarding
Providing Assistance
Data Collection

Phase 1

Before application deadline

Phase 2

After application deadline

Phase 3

After receiving funds

Service Activities

Onboarding
Providing Assistance
Data Collection

Phase 1

Before application deadline

Phase 2

After application deadline

Phase 3

After receiving funds

Registering Students

Email ids of schools
WhatsApp Business Account
Inter-school events
Direct school visits

Service Activities

Onboarding
Providing Assistance
Data Collection

Phase 1

Before application deadline

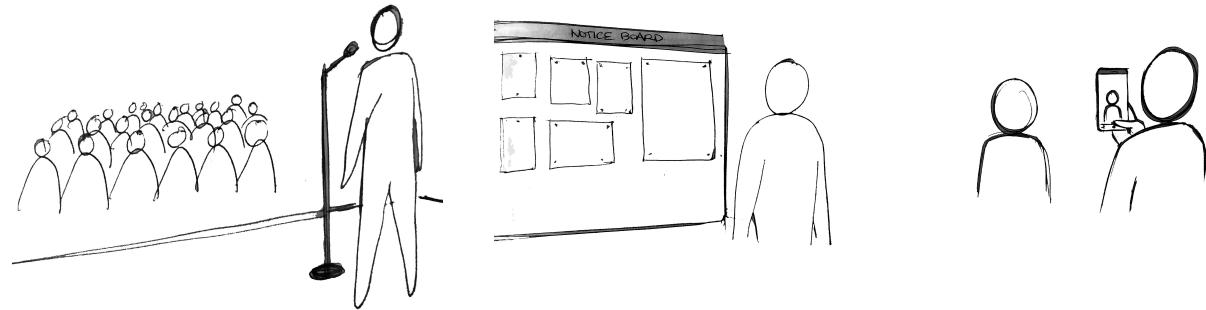
Phase 2

After application deadline

Phase 3

After receiving funds

Registering Students



Service Activities

Onboarding
Providing Assistance
Data Collection

Phase 1

Before application deadline

Creating Selection List

Phase 2

After application deadline

CSR

1. Raju
2. Rajesh
3. Gupta
4. Haw
5. Sasi
6. Pankaj
7. Roshan

Phase 3

After receiving funds

Crowd sourcing

1. Sunmesh
2. Pushpan
3. Gokul
4. Kishabh
5. Patil
6. Anjali
7. Vishnu

Service Activities

Onboarding
Providing Assistance
Data Collection

Phase 1

Before application deadline

Phase 2

After application deadline

Phase 3

After receiving funds

Creating Selection List

Funds through CSR

Funds through crowdsourcing

Service Activities

Onboarding
Providing Assistance
Data Collection

Phase 1

Before application deadline

Phase 2

After application deadline

Phase 3

After receiving funds

Notification

Verification

Payment

Service Activities

Onboarding
Providing Assistance
Data Collection

Students as
volunteers



Insights from
student selections



Inspire students
and parents



Impact assessment



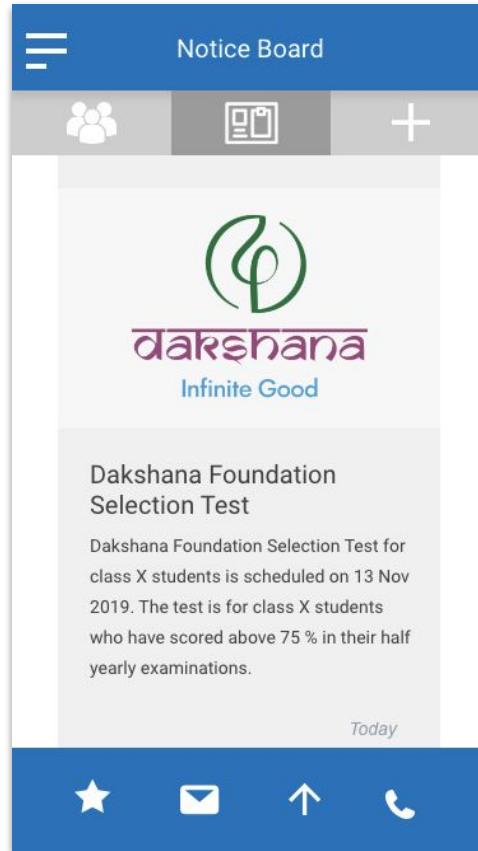
App for Teachers

USERS

Teachers, Students, Parents

FUNCTION

- Registering schools
- Registering students
- Getting to know status of application
- Customized(for school) information about scholarships and other opportunities
- Connecting with students/teachers who have received scholarships earlier
- Contacting service employees



Service Website

USERS

**CSR consultant,
HR employee,Potential
donors**

Teachers, Students, Parents,

FUNCTION

Teachers, Students, Parents

- Register School
- Register Students
- Check Application status
- Queries

CSR consultant

- Register
- Find companies who have opted for CSR consultancy service
- Contact companies

HR Employee

- Register company
- Find CSR consultant
- Know status of the project

Potential donors

- Fill details of interest
- See crowdsourcing campaigns
- See details/status of projects they have donated money into

Service Website



5.

Service Failure and Recovery

Service Failure and Recovery

Teachers not willing to register students: In case, teachers from the school are not willing to register for the service, the students can directly call service employees for provisional registrations. Students have to call the service employee and provide their details. To avail the service, students have to produce valid certificates directly to the service employee.

Students from a school not getting any scholarship: If students from a school is not getting scholarship at all even after many years of service, there are chances that teachers would stop using the app. In such cases, service employees will contact teachers directly to motivate students. The service would also ask students who are beneficiaries of the service to visit the centre and inspire the students and teachers. Volunteers would share their success stories with the students.

Service will also share the insight with government as well as NGOs working at grass root level education programs

Service provides prizes to students who perform well in academics in the school.

Service Failure and Recovery

Parents are not ready to send students for coaching:

Service employee would contact teacher in the school and request him to reach out to the parent and talk to them about the potential benefits of the scholarship. Service would also give posters depicting stories of students who have availed scholarship and got admission into good colleges

Service not able to register SMEs and Consultants in the initial years:

Service focus on crowdsourcing platforms to create scholarships and will work on reaching out to schools.

Delay in fund transfer:

Service will talk to the training centre to provisionally admit the student and the fees will be transferred later when the fund is ready. This ensures that students can join the training centre even if there is delay in fund transfer.

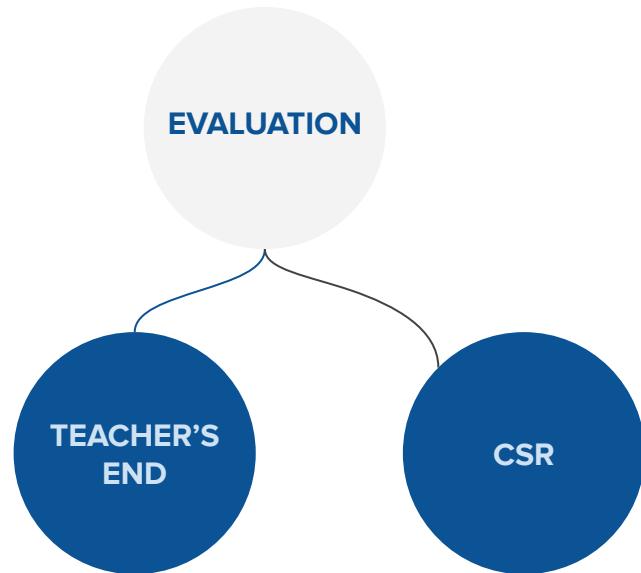
5. Evaluation

Evaluation

Objective of the design is to help rural school students to connect with educational opportunities which are already existing, as well as creating new opportunities through CSR initiatives of Small and Medium Enterprises and crowdfunding platforms.

The design will be evaluated on two factors

- Reaching out to rural schools and registering students for the scholarship application (School part)
- Creating new scholarships by registering SMEs and CSR consultants for the service (CSR part)



Evaluation | Teacher's end

KEY QUESTIONS

This part of the evaluation tries to answer if the service would be able to reach out to the schools and register teachers and students for the service.

- Whether the service will be able to reach out to rural school and make them register for the service?
- Whether the proposed design will improve awareness about educational opportunities among rural school students and teachers
- Whether the teachers will be able to register for the service on their own?
- Whether the teachers will be able to register students for the service?
- Whether the students will apply for the scholarship through the service?
- Whether the teachers would share the information about the scholarship with other teachers?

Evaluation | Teacher's end

METHOD

Participants: NGO employees/ Teachers working in rural school. The selected participants have experience working in rural schools.

Evaluation Method: Remote testing, Qualitative Survey

Tools Used: Questionnaire, Likert Scale

Protocol: The participants were shown the video prototype of the service concept which included interactions with one key touch point, the Teacher's app. A set of videos which explains the important functions of the app was also shown to the users. Queries related to the service were cleared.

A questionnaire with 9 questions was shared with the participants and they registered their response on a 5 point likert scale.

Evaluation | Teacher's end

PARTICIPANT DEMOGRAPHIC

Age	Gender	Designation	School/Organisation	District
27	Female	CRT	Ashram High School (Girls), Chelimela, Asifabad, Telangana	Kumram Bheem Asifabad
24	Female	Fellow	Government Girls Ashram High School	Asifabad
29	Male	Consultant	Cherial	Siddipet
28	Female	Upst	Ptm up school puthanangadi	Malappuram
24	Male	Teaching Assistant	Dakshana.org	Mehabubnagar
24	Male	Dakshana Fellow	Dakshana	Pune
24	Male	Dakshana Fellow	Dakshana (NGO)	Pune
52	Female	Senior Management	No school	Pune
28	Male	Region Head	Acumen	Mumbai
28	Male	Region Manager	Dakshana	Bangalore
28	Male	MBA graduate	Ex - Dakshana foundation	Pune
28	Male	High School Teacher	GHSS Karakunnu	Malappuram

Evaluation | Teacher's end

RESULTS AND DISCUSSION

Participants - School Teachers, NGO Employees		Theme
Sl. No	Statement	
1	The design helps in increasing awareness about existing scholarship opportunities	Increasing awareness
2	The design fits with in the existing methods at school for communicating information to students	Increasing awareness
3	The design will be able to reach out to teachers and students with this approach.	Reaching out to schools
4	Teachers would be willing to share info about scholarships with other teachers	Reaching out to schools
5	The school would be interested in registering for the service	Registration
6	Teachers would be able to register students for the service on their own	Registration
7	The service will motivate students to study to get selected for scholarship	Motivation
8	The service will increase parents allowing students to pursue higher studies	Motivation
9	The service would work well with teachers and students in a rural school situation	Overall service

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
P01	4	4	3	3	5	4	4	3	3
P02	4	2	2	1	3	1	4	4	2
P03	4	4	4	5	4	4	5	5	4
P04	4	5	4	5	4	5	5	3	5
P05	2	2	1	1	3	2	1	1	1
P06	4	3	4	4	4	4	4	3	3
P07	4	3	4	4	5	5	4	3	4
P08	4	5	5	5	5	5	4	5	4
P09	5	4	4	5	5	5	4	5	4
P10	3	4	4	3	5	4	4	3	4
P11	4	3	4	2	3	4	4	4	5
P12	4	5	4	2	4	4	3	4	4

Evaluation | Teacher's end

RESULTS AND DISCUSSION

Increasing Awareness about opportunities

Participants agreed that the design can increase awareness about opportunities (10/12, average score 3.8) but participants had diverse opinions about the design fitting in the existing methods of communicating information (average score 3.7)

Reaching out to schools

Participants feels that the design will be able to reach out to Gov. schools with this approach (9/12 average score: 3.6) but participants had mixed opinion about teachers willing to share information about scholarship with other teachers (average score 3.3)

Evaluation | Teacher's end

RESULTS AND DISCUSSION

Registration

Users agree that the schools will be willing to register for the service (**9/12 average score: 4.2**) and the teachers would be able to register students for the service (**10/12 average score: 3.9**)

Motivation

Participants feel that the service would motivate students to study better because of the scholarship but the service may not increase parents agreeing students to pursue higher studies.

Overall

8/12 participants agree that the service would work in a rural school system

Evaluation | CSR

KEY QUESTIONS

This part of the evaluation tries to answer whether :

- Whether the service would be able to create new scholarships for students through CSR initiatives.
- Whether the service concept would interest SMEs and CSR consultants to register for the service

Evaluation | CSR

METHOD

Users: People working in the CSR domain

Protocol: A storyboard of the service concept was shown to the participants. A mockup of the service website was also shown. Queries regarding the service were answered. Participants were asked questions about various components of the service and their opinion on whether the service would work or not.

No of participants: 4 (1 PhD student, 3 employees working in CSR domain)

Evaluation | CSR

RESULTS AND DISCUSSION

- Participants were positive that the service would be able to create new scholarships through CSR initiatives
- CSR consultants would be interested in joining the service given that they find enough companies to consult for. An approach that the service can try is by allowing CSR consultant companies also to join, not just individual consultants.
- **2/4 participants** felt that SMEs would find the design beneficial. Remaining 2 participants were unsure about SMEs registering as their expertise was in working for large companies.

Evaluation | CSR

RESULTS AND DISCUSSION

Other feedback:

- Concerns with the pinpointness of the project: Why just coaching for college admissions and why not other areas in education?
- Project is conceptually strong, consider taking it ahead with more focus on CSR side
- Companies are following a marketing CSR perspective
- CSR is starting to become common, the project will not need extra efforts if the government makes CSR reporting strict.
- SMEs are not aware of the importance of CSR, awareness about importance of strategic CSR should be conveyed.

6.

Learnings and Conclusion

Conclusion

- Students from rural economically backward backgrounds are at a disadvantage with respect to admission into colleges and one contributing factor is the lack of financial resources.
- A service was designed which connects rural school students with already existing educational opportunities, as well as provide additional scholarships available through CSR initiative of SMEs and already existing crowdsourcing platforms.
- The evaluation suggests that the service will be able to reach out to rural schools and students and teachers will be able to register for the service, though there are lot of practical constraints involved.

Learnings

- Service Design methods and tools and its application
- Working in a project with multiple stakeholders involved

Limitations

- Evaluation with rural school teachers was not possible due to various constraints

Thank You!