

Mo School Abhiyan, Odisha

On November 14, 2017, Children's Day, the Honourable Chief Minister of Odisha launched the 'Mo School Abhiyan'. 'Mo School', in Odia means 'My School'. The 'Mo School Abhiyan' is a unique initiative to bring alumni, their alma mater and the community around a Government-run or a Government-aided schools together. It is important to underscore the context: More than 90% of the entire school going population in the State get their education at one of the 58,265 such schools. Thus, the purpose of the Mo School Abhiyan is to make these institutions more impactful at the grassroot level, particularly with alumni involvement.

How it works:

Mo School Abhiyan is a platform to encourage inclusion. The alumni and others interested in the betterment of government schools of Odisha participate, contribute to and share their knowledge, experience and life-lessons as well as voluntary financial contribution. The financial contribution is then matched, twice over, by the government. While the financial contribution speeds up the development of infrastructure, the actual involvement of others spurs the young minds.



The Concept of 5 C:

Mo School Abhiyan rests on five pillars: *Connect, Collaborate, Contribute, Create* and finally, *Celebrate*.

Connect:

'Mo School' is an opportunity to emotionally connect alumni with the current generation of students. Once the connection happens, 'Mo School Abhiyan' has dedicated programmes and mediums to let the alumni mentor the students.

It reaches out not only to people in the State, but also to others settled across the globe and encourages them to get involved with their schools. During the last two years, in the beginning of the session during April-June, social mobilisation activities were organised through awareness campaigns and alumni meetings in all districts under the leadership of the District Collectors. These programmes



involved School Management Committees, NGOs, Social and community organizations for their active support to their schools. Focus programmes were spearheaded through WhatsApp, email campaigns.

We have lost some ground on this in the last 3 months because of the Covid-19 situation but activities would soon resume as the world settles down. However, our Mobile Application, which was launched last year continues the connection programmes of 'Mo School Abhiyan'. This App is the most convenient way to connect the alumni and help them to know more about the developmental works needed and being undertaken in their schools. Through this app a member can do a lot of interactive activities including creation of alumni interest groups, post information on schools, and share views relating to education as well as upload photos on school level developmental works undertaken under 'Mo School Abhiyan'.



To view the App, please go to <https://play.google.com/store/apps/details?id=com.glynk.moschool>. Till date, the App has

been downloaded 14873 times.

Collaborate:

The collaboration between alumni, school and district administration as well as community, has led to infrastructure creation that has local pull and relevance. Such infrastructure includes building classrooms, hostels, toilets, setting up labs, libraries, providing electronic equipment, internet, furniture, clean drinking water, boundary walls, wheelchair ramps and so on. The collaboration extends to improving the mid-day meal and other nutritional initiatives. In many places, sports infrastructure and coaching support have come up. In addition, many schools have benefited from human and technology-enabled



interventions to enhance the educational ecosystem, multi-disciplinary educational content like documentaries, films, talks by old students. Health check-ups, doctor and counsellor visits have been organised. In some schools, collaboration has led to exposure visits, exchange programmes, participation in national and international sports, literary and cultural events.

Contribute:

School alumni can contribute money, in-kind resources or even volunteer time. Monetary contributions are generously matched by a double grant by the State Government. For example, if one contributes a lakh of rupees for improving school infrastructure, the Government provides matching grant of two lakhs and the school gets three lakhs for the proposed project. The Mo School Executive Body programme-manages the various projects, supported by the Governing Council and a Board of Advisors set up by the Government.

A web portal has been set up (www.moschool.in) containing microweb sites of 58,265 schools of the State. Donors can choose the intended purpose of their grant. Such proposals get reviewed and finalised in due consultation at the school level, based on the School Development Plan and the contribution gets deposited in the Mo School bank account. Based on the endorsement of a specially constituted District Level Committee for Mo School Abhiyan under the Chairpersonship of District Collector, the Executive Council of Mo School Abhiyan sanctions the matching grant within 60 days by which time, the school receives the matching grant directly into their account. There is no lower or upper limit to monetary contributions. However, the cumulative project amount for a school in any given year cannot exceed Rupees 1.5 Crores, inclusive of the donor contributions and the matching grant from the government.

Mo School partnerships:

Mo School, in partnership with Bakul Foundation & Tata Trusts, has taken a curated set of books, stories and animation films to 18 schools in 3 southern districts.

With contribution from the British High Commission, in partnership with the British Council, programmes have been set up to enrich English language proficiency of English teachers in 141 high schools

With Raspberry Pi Foundation, a UK registered charity running Code Club in schools to inspire the next generation, events have been created to foster interest in computer science.

Mo School Abhiyan has partnered with INFOSYS Foundation for revamping 50 no of 100 years & 50 years old high schools in the state.

We have partnered with Agastya International Foundation for teaching of Mathematics and Science, and with Jolly Learning Limited, UK for English literacy in young children across Odisha.

Create:

The contribution received at the school level enrich the physical or, learning environment and supplementary learning processes in and around schools. These are carried out through the active collaboration of alumni at school level. Teamwork through committees at the Block level drives monitoring and



effective implementation with members from alumni collectives. Contributors get regular updates on the progress of the projects. Social audit processes as well as a robust grievance redressal mechanism has been set up to ensure transparency and transformation at the school level.

Celebrate:

To bring together past and present students and teachers to honour school memories and felicitate Alumni and Alumni Associations that have shown a genuine interest in leveraging the Programme, Mo School Abhiyan organises a day-long celebration at the school level during January every year. The event serves as a catalyst for the Alumni to engage and bond with fellow Alumni, engage with the current students



and school authorities to collaboratively review the progress of the ongoing projects and to chart a future roadmap for their respective schools.

Organisational Mechanism & Programme Progress:

Mo School Abhiyan has been set up by the State Government under the School & Mass Education department, headed by a Chairperson in the rank of a Minister of State. The Principal Secretary, School and Mass Education, Government of Odisha acts as the Chairperson of the Executive Council along with the Member Secretary & CEO of the Society who is currently the State Project Director, Samagra Sikhya Abhiyan. A dedicated team of fulltime professionals manage the programme at the state level.

As on 31 March 2020, the Mo School Abhiyan has reached 312 Blocks out of the 316 Blocks of the State in our 30 districts. 10844 schools have received Rs. 39, 60,89,160/- as contribution to Mo School Abhiyan for 14917 school-based projects. This amount has been topped up with a total grant of Rs. 79,10,98,321/- from the government as matching grant.

The utilisation of funds is being closely monitored by the Mo School Abhiyan organisation with an aim to provide evidence-based summary on the progress of projects to the contributors. A web-based monitoring system has been set up in the organisation's web portal www.moschool.in to track project implementation and share progress with the contributors through Mo School dashboard. This user-friendly dashboard is available to contributors, school authorities, and all district-level functionaries and stakeholders. Recipient schools post their progress report and activity photographs in their respective school microsites at regular intervals.