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# SUKHA EDUCATION FOUNDATION

BRIDGING THE GAP BETWEEN EDUCATION  
AND EMPLOYABILITY

# OVERVIEW

At Sukha Education Foundation, we believe that communication is an essential tool that sculpts one's life experiences, development, and growth.

We teach communicative English to bridge the gap between Education and Employability.

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# CORE TEAM



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Co-Founder  
**Sanjana Vijay**

“Starting Sukha would be my first step in paying forward the kindness and opportunity shown to me”.



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Co-Founder  
**Kavya Ramachandran**

“I feel the role of a teacher is an extension of the term 'student'. You are constantly learning and evolving.”



# PROBLEM STATEMENT

As we move towards a globalized world, the relevance of English communication (especially in the workplace) is more pronounced than ever.

A recent report by the Micheal and Susan Dell Foundation highlighted that there in fact does exist a positive relationship between English proficiency and the salaries commanded. Wherein, 73% of job roles require English proficiency as a ‘must-have’ and is increasingly being demanded.

It is unfortunate that the skill of an individual is pegged to their English speaking ability consequently widening the individual’s reach to attain their desired job/career goal. At Sukha, we do not believe in the superiority of the English language over other regional languages. But its relevance in today’s workforce cannot be overstated.

At Sukha we aim at bridging this gap between education and employability.



# OUR MODEL

## WHAT WE DO

Sukha Education Foundation (Sukha) is a volunteer-run organization officially registered with the Government (Section 8 company) in June 2021.

We conduct classes for children and adults to help them improve their English communication, writing, and reading skills. We act as mentors to help them be the best versions of themselves possible. Finally, we intend to connect job seekers to opportunities- Referrals to other organizations for additional services and opportunities.

## DEEP DIVE

- We impart English language skills to small batches of students (maximum 5 students per batch) once a week - Through online platforms such as Google meet and Zoom
- Over the course of the week, we provide activities, articles, and assignments for the students to practice
- Currently, we operate with 7 teacher mentors, managing 30-40 students overall.
- We also act as mentors, available for the students to reach out to, form meaningful personal connections and catch up with them regularly to discuss their goals and priorities
- Additionally, we conduct skill development sessions (CV writing and E-mail writing sessions) with our students on a bi-monthly basis



## Our USP

At Sukha, we are certain that with smaller batch sizes, our teachers have an opportunity to observe, assess and build meaningful connections with each student they mentor.

Furthermore, the core team of Sukha has curated proprietary lesson plans and class structures for each level (Beginner 1,2, and Intermediate), in addition to providing 1:1 additional support to the students as and when required.

## Student Demographic

- Currently, students from all across Tamil Nadu
- All of our students and teachers reached out to us through mutual network connections
- Youngest Student- 9th Standard (14 years old). Oldest Student is 45 years old
- All/Most have been in Govt Schools/low-income private schools with limited to no exposure to English
- All students struggle with constructing sentences in English

## Similar players

U&I, TeachforIndia and Make A Difference (MAD)

# ORGANISATIONAL CULTURE

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## Sukha's culture

We have a very simple goal at the end of attending classes with us- We want our students to feel:

- **Confident** about their abilities
  - **Aware** of their opportunities
  - **Attempt** to speak and communicate in English with ease
  - **Pass it on:** Try to teach others in their community with passion and drive to make a positive impact in everyone's lives
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## Our top guiding principles are as follows:

- **Kindness-** We treat all members of Sukha and students with kindness and comfort
- **Solution-oriented-** All members at Sukha must work towards having the drive to solve the existing educational divide that exists in our society
- **Strong feedback loop-** Sukha prides itself on feedback. We seek to always collect feedback from our students after every class, and also seek to create a strong feedback system with all of our volunteers. Feedback helps everyone in the organization grow together.
- **Commitment-** Treat every member (volunteer and student) with respect Valuing each volunteer's time and commitment

# KEY ACHIEVEMENTS

Sukha had officially registered with the Government (as a section 8 company) in June 2021. Since then (4 months since formal inception), we have been able to create the following:

## Curriculum

- Develop proprietary curriculum and lesson plans for each level (beginner 1 and 2, intermediate)
- Create baseline metrics, indicators, and assessment tools to clearly identify each student's current ability and chart out a personalized learning journey/strategy for the next 6 months

## Outreach

- Initiated conversations with Global shapers to expand a cohort across Kerala
- Created a website and active social media presence for the organization

## Operations

- Manage 7 batches of classes, with a maximum of 5 students per batch. Overall training over 30-40 students across all batches
- Onboarded 6 teachers and developed teacher training material/sessions for the same
- Growing the organization from 2 employees (two co-founders) in June 2021, to now managing a 12 member team across multiple verticals



# SHORT-TERM OPERATIONAL PLAN

## ATTENDENCE

In certain cases, timings don't match and students are unable to attend. Thus, over the course of the next nine months- year, we intend to introduce several non-monetary nudges that help build a sense of community amongst our students and maintain a low attrition rate among students.

## VISIBILITY

Currently, Sukha has utilized personal network connections to build the organization. Over the next nine months, we will connect with colleges and businesses to expand Sukha's student base.

## REVENUE PLAN

Sukha's current model is 100% virtual. Going forward we expect to establish a clear source of revenue that will help fund the expenses for organizational expansion.

## DISTANCE LEARNING

Several students of Sukha, at times, miss out on classes due to unstable internet connections. At Sukha we have taken note of this challenge and will work towards solving it. Over the course of the next nine months- year, we will work towards sending out learning packets to students. This includes stationery and self-explanatory workbooks that help our students continue on their learning journey.



# LONG TERM STRATEGY



## ONE YEAR GOALS

- Expand to 3 cities across India.
- Kick start the mobile app for Sukha ( Work in progress stage)
- Hosting at least 1 summit to enable building a community.
- Ensure a low student attrition rate (less than 10%) of students completing the entire course (6 months)

## THREE YEAR GOALS

- Expand to 5 - 8 cities across India
- Pay a part-time fee to our city coordinators.
- Opening up one physical center
- Have the mobile app up and running with advanced features and learning modules
- Collaborating with other NGO's
- Collaborate with college LPP Programmes.
- Connecting our students with potential employers/job opportunities.

## FIVE YEAR GOALS

- Run quality checks for Curriculum, Teacher Training, and Student progress ( metrics to track to check quality in this aspect would be level of confidence, Sentence structure, being able to articulate thoughts and feelings, getting more opportunities on the career front)
- Partnering with government schools to run an after-school program for high school students.
- Expanding Sukha to teach subjects beyond English (Mathematics, various coding languages, Art, etc.)
- Provide re-training programs at large organizations for their employees
- Collaborate with hiring agencies to expand employment opportunities for students of Sukha
- Create a community of teachers organically (students turned teachers), i.e. Training some of our current students to pass on knowledge and learning to new batches of students

# POST PANDEMIC GOALS

Sukha has been established during the course of the pandemic. Given the logistical challenges the pandemic has brought with it, Sukha is a self-serving/functioning organization that operates 100% virtually.

Going forward, When the pandemic situation eases we would look to expand by setting up at least one model (physical) center at its headquarters (Chennai) to be able to conduct in-person classes and sessions with the students and teacher mentors.

# QUESTIONS TO SOLVE FOR

As a result of incubation support, we would seek assistance in the following areas:

## Thought partners

Strategizing with the core team of Sukha for the following:

- Curriculum development
- Technical support for building out the Sukha mobile App
- Check and balance metrics for tracking yearly goals of the organization
- City expansion plans

## Visibility

We would like to further discuss and expand on our networks and enable us to expand both in terms of connecting with students, and teachers but also experts who could help us think through curriculum development

## Qualitative indicators

Curating metrics one can use to measure the qualitative factors. These include

- Qualitative attributes such as confidence, proactiveness, and participation in class
- Nudges that we can provide to our students to ensure high attendance rates

# STUDENT TESTIMONIALS




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**Sudrsh Natarajan**

“In this lockdown I got too bored, I looked for a course to improve my lifestyle skills. I got a message regarding this English class so I joined. I think this class will be like staff teaching basics. But this class is totally different. I learnt many new things, which is apt for our life. They alter as per our need. And I improved my English language a lot”.




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**Ramya Murugan**

“I 'm Ramya, I'm working as a staff nurse in Chennai. I was done my school in Tamil medium and so I struggled with English and I worried about it. That time, I joined this super English class. Class is very interesting and fun. They break my anxiety of speaking English in front of others. Now my English is much better”

# BOARD OF ADVISORS




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**Krishnan S Iyer**

Krishnan is a Finance and Strategy Professional with significant experience in the fields of Strategic Planning and Risk Management. He is currently spearheading strategy and heads the asset management in India's leading privately held Infra-Logistics firm, which has assets of over \$1 billion. He also is an Investor and Board Member across Publicly Listed, and Privately held entities that have a Global Presence. He is often consulted by Governments, Sovereign Wealth Funds (SWFs), Foreign Institutional Investors, and Other Funds for his views on the Infrastructure and Logistics Industry.

Krishnan is a pro-bono Advisor to both NSRCEL, and the Goldman Sachs 10K Women Programme, and has given numerous talks on Valuations.

Krishnan is an under-graduate of BITS (Pilani) India, a post-graduate alumnus of MIT-Sloan School of Management (Massachusetts, CA) and a Certified Accounting (IFRS) Specialist.