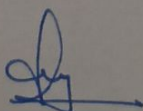
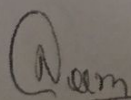


**MOU for the study on
Identifying Strategies to Increase the Visibility and Outreach of
The Jeypore School**

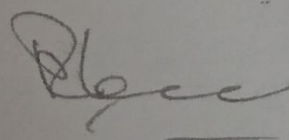
The Jeypore School (TJS), an initiative of the Disha foundation, launched in 2022, is dedicated to empowering children with learning disabilities through specialized education, therapeutic interventions, and holistic development. The school fosters a learning environment that supports psychological, physical, cognitive, and social well-being of students, promoting their overall growth and it is especially beneficial for the students whose development or well-being may be hindered in a conventional classroom setting. The school is affiliated with the Department of Education (DoE), Rajasthan and accredited by the National Institute of Open Schooling (NIOS) to provide education up to the secondary level (10th grade). Beyond this, it offers vocational education in alternative and unconventional careers like Photography, Media, Arts, Music, Sports, Printing, Cooking and Hospitality. The Jeypore School runs in the campus of Disha Foundation and is supported by Kotak Mahindra Bank. Though the school was initiated in 2022 under the aegis of Disha Foundation- a well-known organization with 30 years of experience in addressing the needs of individuals with multiple disabilities,

Scope of Study

The Jeypore School is currently facing challenges in visibility and student enrolment. Considering this fact, the main objective of the study is to identify the



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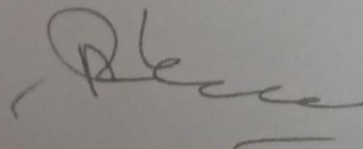
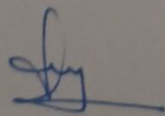
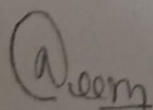


key factors contributing to the limited popularity of the school, and to identify strategies to enhance its visibility and expand outreach leading to increase in admissions. It will involve a rapid inquiry to identify the key issues and suggest strategies to expand the school's outreach and enrolment to serve more children effectively.

Methodology

The rapid inquiry will use qualitative techniques of research, which will include the following methods to obtain information:

- Discussion with the key officials of the The Jeypore School (TJS).
- Observation of campus, physical infrastructure, facilities, classrooms and class set-up for teaching, teaching methods, various skill labs, equipments for therapies, etc.
- Review of communication material used for publicity, like brochure, leaflets, posters, newsletter, information sheets, etc.
- Review of digital platforms of the school including the website and social media platforms (School's Facebook, LinkedIn, Instagram pages)
- Discussions with the TJS officials to understand their teaching processes and techniques, challenges being faced, and perspective about the school's outreach and growth
- Discussions with some other stakeholders including paediatricians, psychiatrists, and teachers of other general schools.



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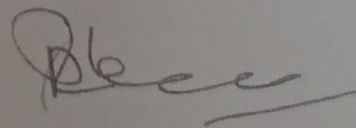
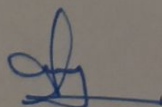
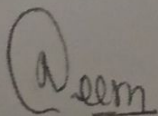
- Analysis of enquiries and enrolments in last three academic years
- Desk research – An extensive review of research studies and the information available at the websites of various schools of learning disabilities in India, their best practices and marketing approaches.

While analysing the information and designing strategies, efforts will be made to include some best practices and approaches from other schools providing special education in different parts of the country. These may include examples on what other schools are doing to enhance their visibility, outreach and increase admissions.

Key tasks to be undertaken by IIHMR University:

The Following are the key tasks to be performed under the study-

- Development of data collection plan and tools in form of checklist, schedule, discussion etc.
- Constitution of study team and training
- Preparation of fieldwork plan and execution
- Desk review and extraction of secondary information
- Collection on information (primary and secondary)
- Data entry, data analysis and draft report
- Feedback and finalization of the report



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Role of The Jeypore School (TJS)

- Support in providing secondary information/data
- Providing details of respondents and support in establishing contact with them.
- Feedback and support in study execution
- Extending all other support to IIHMR in facilitating study.

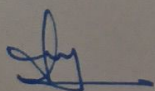
Time Period : Three Months

Deliverables:

1. Draft Report
2. Final Research report.

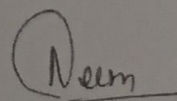
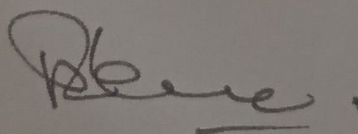
Consideration and Terms of Payment :

To support the noble cause and with the intention that TJS is able to effectively undertake the cause, a grant of Rs 1,00,000 (Rs One Lakh only) shall be given to IIHMR University, Jaipur by Bhoruka Charitable Trust, Rajasthan as a philanthropy activity. Taxes are extra as applicable. The time and other costs to execute this grant are more than Rs 2 lakh, but since this activity is for a great social cause, IIHMR University is willing to contribute 50% of the cost. The remaining cost of the



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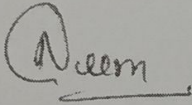
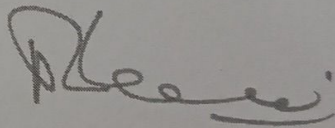
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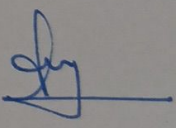


project shall be paid by the BCT-R to IIHMR University, Jaipur, as a grant after completion and submitting of the final report

It is agreed that contributor of the grant(BCT-R) is not the beneficiary and shall not have any vested or other benefits. This is purely for the betterment of the society and underprivileged children. However, the effective utilisation of the grant shall be the responsibility of IIHMR University.

The parties are signing this agreement on the date stated in the introductory clause

For Boruka Charitable Trust, Rajasthan	For IIHMR University, Jaipur
	
(Neeru Khangarot)	(Dr P R Sodani) President


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