

Thank you for your interest in applying for the Zero Project Impact Transfer program. This short application form will help the selection team choose 10 projects from the Zero Project nominations to be part of this year's Impact Transfer program. Please answer the questions as fully as you can to help us with this process.

Before you apply, please read our briefing document and make sure you can demonstrate how you meet the following criteria:

- *You have sufficient track record and evidence that your innovation works and can be replicated (inter)nationally;*
- *Replication is a strategic priority for your organization, with buy-in at a senior level of the organisation, and some resources are already available for replication;*
- *At least one senior person (with decision-making power) from your organization can commit approximately 1 day a week to the programme for webinars, assignments etc. from Oct 2020 to March 2021;*
- *You are open to learn, share and be challenged, and have a proactive attitude;*
- *You are able to participate in webinars and assignments in English.*

Please note you can save your progress and return to the survey at any time, as long as you use the same computer and browser to complete the survey. Also be aware that question numbers may appear out of order as certain questions depend on your previous answers.

If you have any queries about the program, or have any trouble accessing this survey, please contact Paula Reid at p.reid@zeroproject.org. An accessible Word version is available on request.

Name

Mr. Moses Chowdari.

Email address (please note that by entering your email address, you are giving the selection team permission to contact you regarding your application)

moses@enableindia.org

Name of your organisation

EnAble India.

Name of your project nominated for the Zero Project Awards

. What is your motivation for applying to join the Zero Project Impact Transfer program? (max 3000 characters)

The Big Picture: There are approximately 285 million persons with vision impairment in the world today. To put this in perspective, 25%+ of the world's population have some form of vision impairment and India has one of the largest population with vision impairment. 19% of the persons with disabilities in India are of vision impairment, (says the World Vision Report 2019). This is further accentuated by the fact that: □ ~70% of them live in rural India □ ~23% of them are in the employable age group of 20-39 years Persons with Vision Impairment face gaps in accessing opportunities as most them are unaware about solutions for rehabilitation. But, the good news is, with the advent of screen reader technology, Digital Literacy has been a game changer & Computers/ Smart Phones have become the 'Eyes' for the visually impaired. However, still a large number of them are not availing any opportunities because of poor awareness & reach of services. Therefore, a Collective Campaign was launched in 2018-19 called #SeeAMillion, to transform Persons with Vision Impairment into Active Citizens & Nation Builders through Digital empowerment. The Pilot of #SeeAMillion has been a success in 2019-20 reaching out to 3800+ visually impaired across 15 states building scalable Collaborations with 20+ Organizations. At the centre of this Campaign will be the EYE Learn Platform via EYE Tool – a self-learning automated tool to enable visually impaired learn & use computers efficiently using screen readers thus reducing dependency on expert trainers. This will create a pathway for 21st century computer based jobs, equipping users to work productively with quality. Till date, the Tool has been used by 10000+ Users across 20 Indian states & 14 countries with content available in Indian languages such as Hindi, Kannada and Tamil. Given this background, our Motivation to apply for Impact Transfer program is to reach the unreached via: □ 1. Theory of Change: Developing Theory of Change to demonstrate an evidence-based impact model with scale and sustainability pathways. □ 2. Replication Support across borders (inter)nationally: Building the strategic routes and adaptive blueprints for wide-scale replication of the EYE Tool. □ 3. Systematic Matchmaking: Building an operational model (which could be a Go to platform for visually impaired) for mainstreaming the tool across domains. We have seen the positive impact for our EnAble Vaani Model while working with the Impact Transfer through tailored support & mentorship program. With the knowledge gained, we are in the process of launching Vaani Model in Ethiopia & Mauritius & look forward to our current nomination for EYE Tool to receive similar support in mainstreaming large number of persons with vision impairment.

. What is your experience of replicating or transferring your innovation?

- We have already replicated our innovation
- We have not replicated our innovation yet, but it is a strategic priority and we have a clear idea about what to replicate, where and with which partners
- Replication is a new topic for us, but it is the right time to start working on it

. Please provide us more information on your replication strategy and experience so far (Where did you replicate this innovation? How did you replicate ? Which partners did you work with to replicate this innovation? How did you finance the replication? Results so far? Lessons learned?)

This question was not displayed to the respondent.

. Please explain your initial ideas on replicating your innovation (what you wish to replicate, in which geographies, which type of partners will you need, or any other relevant information). If you do not know yet, please write 'Don't know'

With EYE Learn platform (EYE Tool) at the centre, the #SeeAMillion Campaign has a clear plan for scaling as a Collective and under that we would also like to scale the platform through digital literacy labs imparting training to persons with vision impairment. However, we need support & mentoring to develop and sharpen our replication strategy for EYE Tool. Since the time of conception of the platform, we have kept replication in mind while designing the solution (EYE Tool) for eg- the partner organizations to have the facility/ access to upload new content without making any changes in the software of the Tool thereby facilitating the model of replication. We aspire to scale the impact of our services & reach the unreached by: □ 1. Accessing opportunities for additional support for replication □ 2. Adopt Theory of Change Model for unlocking possibilities and mapping preconditions to achieve the long term goal thus aiming towards scalability & cross border transfer.

. Please describe the main questions or challenges you hope to address by participating in the Impact Transfer program.

We intend to create a model for expansion & scaling of EYE tool by:

1. Addressing the key questions to validate our assumptions for EYE Learn Platform as the Future of Digital Literacy for Persons with Vision Impairment, such as:
 - a) What are the core components to transfer? Identify & finalise a clear defined approach & operational model comprising all core components which need implementation?
 - b) Where to transfer? Identify & finalize the potential parameters for selecting geographic focus by knowing where the problem is most pressing, larger demand for the solution and availability of best local implementers.
 - c) Who to transfer? Identify & finalize the criteria's for selecting the potential partners? Define the key requirements for the type of partnership for e.g.- funders, implementers or networkers? Identify criteria's & parameters to embed EYE Tool as part of the academic curriculum in the state government's education programs & policies enabling its applications in schools & colleges for Persons with Vision Impairment.
 - d) How to transfer? Identify & finalize the preferred transfer models & framework for replication across borders (inter)nationally considering key factors such as funding, resources, skills & capacities etc. Once we identify & finalize the potential models for transfer we would like to assess the Impact Model from the local Implementer perspective thereby making a difference to the larger ecosystem
2. Training & Best Practices: Learn & incorporate best practices from collaborations & multi-disciplinary networks on impact transfer model and contribute effectively as a part of the Collective under the #SeeAMillion Campaign.
3. Mentorship: To understand, clarify & strategies replication model under the mentorship & guidance of experts.
4. Networking through Systematic Matchmaking: Connecting to the right kind of partners & potential Users, empowering them to become the real Change Makers. This will enable us to amplify interactions at various platforms thereby widening the reach of our stakeholders.
5. Visibility & additional opportunities: By pitching in our model across geographies for replications & receive opportunities from local partner organizations.
6. Distribute the Ability to Solve: Enabling Partners and other like-minded institutions share the rights of uploading the content on the Tool & disseminate the training to large number of persons with vision impairment. Therefore, in next 8 years, we expect to see transformation among the visually impaired into Active Citizens & Nation Builders, aspiring to have One Million EYE Learn Platform Users paving the way for contributing to their self-development.

. Is replication a strategic priority for your organisation, supported by staff, your board and external stakeholders?

- Yes
- No
- I don't know

. Please explain how replication fits into your strategy and long-term goals, and how replication is supported by your Board and leadership team. If you are not sure, please write 'Not sure yet'

As a System Leader, the Board & Leadership team at EnAble India recognize & believe that a systemic view has to be taken in empowering persons with disability. This is further accentuated by the fact that we believe every stakeholder has the potential & can equally contribute in the ecosystem development. Therefore, to ensure easy access for practitioners & other stakeholders, we have shared our manuals & learning guides through our open source platform called - EnAble Academy (www.enableacademy.org). EnAble India is also the Founder Member for Disability Network Alliance in Karnataka- India, a Board member at the Workability Asia & Workability International and also our Founder Ms. Shanti Raghavan is a member of the Governing Council at The Skill Council of Persons with Disability. We have also set up one of its kind Leadership Academy for training & nurturing of Disability Professionals. EnAble India has also been actively harnessing the Power of Collectives to scale livelihoods of Persons with Disabilities through Campaigns such as Mission1000 for Persons with Intellectual Disability, #SeeAMillion for Persons with Vision Impairment & has initiated Hear A Million for the Deaf. These developments clearly indicate that 'Replication' is a large part of our organizational scale strategy aiming to promote cross – pollination of ideas for building the eco system. As EYE Tool has years of human centred insights, we aspire to empower partners/ organizations to build on the same, addressing to their local needs thereby strengthening the power of the Collective. This will enable persons with vision impairment in building hopes & aspirations for career development, access opportunities for education & employment thereby making them Active Citizens & Nation Builders. We strongly believe that, this will be possible if we are able to reach out to every single person with vision impairment not only in India but around the world who has a need for Digital empowerment.

. Have you standardized your model and operations in a way that allows partners to easily replicate it (guidelines, operations manuals, trainings,...)?

- Yes
- To some extent, but we still have more work to do
- Not yet

. Are specific human or financial resources already available for replication? Please explain.

EnAble India has an experience & understand the value of working with the Zero Project – Impact Transfer Model for EnAble Vaani. Therefore, we do have an idea & an overall strategy on the kind of human & financial capital required. Human Resource: 1. Leadership level: Mr. Moses Chowdari, the Program Director at EnAble India having an experience of 10+ years in the Disability sector, will be leading the entire program as a Champion for the #SeeAMillion Campaign. 2. Strategic level: Ms. Manisha Gupta, Founder & CEO at Start Up-India (<https://www.startup-india.org/>) will be involved in strategic plans & development of the program. Manisha has also worked with Ashoka: Innovators for the Public for ten years as the India Country Representative and International Director for Ashoka's youth programs. At Start Up, Manisha has also developed replication-focused scale plans for more than 50 social entrepreneurs and their organizations. 3. International Liaison: Mr. Julian Tarbox, has a vast experience in Disability Livelihoods. Julian has already been actively involved & experienced the Impact Transfer Program in 2017-18. 4. Project Management: Ms. Rituparna Sarangi, has an experience of working in the social development sector for around a decade, focusing on capacity building & livelihood generation for marginalized communities. Financial Resource: Currently, we are in the process of securing funds for enhancing the product (EYE Tool) taking the platform for technology development into the next level & scale across borders.

Is there a clear project owner in your team who has the capacity, skillset, and decision-making power to participate fully in our program (approx. 1 day per week between October 2020 and March 2021) and support the replication of your innovation?

- Yes, we have a project owner for this program, with the necessary skills and seniority
- Not yet, but we have enough capacity and can easily assign a project owner for this program
- No, we do not have enough internal capacity for this program at the moment

Please provide more information on the profile of the person who will serve as project owner for the Impact Transfer program (background, experience, ...). You can also add a link to the person's profile (on LinkedIn or on your website), if you wish.

The Project will be owned by Mr. Moses Chowdari & Ms. Manisha Gupta. The detail profiles are given below: 1. Mr. Moses Chowdari: a) Position: The entire program will be led by our Program Director & the Member of the Senior Leadership at EnAble India, Mr. Moses Chowdari, having a 10+ years of experience in Disability Space. Moses is also an important member of the core conceptualization team of the #SeeAMillion campaign. b) Contribution: Moses, heads the Enable Vision program at Enable India that focuses on building the ecosystem for digital literacy and livelihoods of persons with vision impairment across India. He also heads Enable Vaani, a moderated social network platform for Persons with Disability, which is currently used across 20 states in India. Moses builds sector talent by helping organizations develop & build leadership capacities. He has trained over 250 trainers across the globe including countries like the United Kingdom, Mauritius, Gambia, Afghanistan and Nepal. c) Recognitions: Moses Chowdari has won NCPEDP-Mindtree Helen Keller Awards- 2018, for his contribution towards EYE Tool & other scalable solutions & the NAB Sarojini Trilok Nath Award as the 'Best role model'. d) Decision maker: Moses is a person with vision impairment, a former candidate/ student at EnAble India who has now grown to be the Decision Maker. e) Moses's LinkedIn Profile: https://in.linkedin.com/public-profile/in/moses-gorrepati-30849172?challengeId=AQG8JhWzw6kZvQAAAXQuwONCkFf61J6byAL0cKz_CaqPinEYeznj8ENCzt0q9lYhOcOV7H5-qPMphWg7y1VLzil5eo87ei-x5g&submissionId=a1c873ab-660e-2f16-10c7-d376ef1cfb71 2. Ms. Manisha Gupta: Manisha was a journalist before she joined the social entrepreneurship sector. For 26 years, she has studied, chronicled and shaped the eco-system for social entrepreneurship in India. Manisha worked with Ashoka: Innovators for the Public for nine years as the India Country Representative and International Director for Ashoka's youth programs. At Ashoka, she built India's first collaborative community of social entrepreneurs. She also launched the first media and communication campaigns to promote social entrepreneurship in India. In 2009, Manisha founded Start Up! - an incubator, impact accelerator and leadership springboard for social entrepreneurs. Under her leadership, Start Up! has seeded and scaled more than 75 social ventures across 17 states. It has trained 400+ early-stage cultural leaders and social entrepreneurs to create high-impact and sustainable change models. Start Up! also manages the India Social Entrepreneur of the Year Award – co-hosted jointly by Schwab Foundation for Social Entrepreneurship, the World Economic Forum and Jubilant Bhartia Foundation. Manisha has co-authored two books, 1098- Child line Calling and Opening Doors – Ten Years of Ford Foundation's International Fellowships in India. She is a passionate believer of creating deep impact through lean teams.

We are interested to understand your impact model (also called Theory of Change): who are your main target groups, which key activities do you offer to these target groups, what impact (change) do you want to achieve for your target groups, and how do you measure this impact (if you do).

Please fill in the table below focusing on your main target groups, activities, expected impact and indicators.

	Insert your TARGET GROUP (one target group per box, maximum 3)	Insert your key ACTIVITY for this target group	Insert the main IMPACT (CHANGE) that your activity is supposed to achieve for this target group	Insert the main INDICATOR you use to measure your impact (if available)
1	Reaching out to Persons with Vision Impairment (School children, College students & Job seekers) through Networks & Alliances	1. Providing a bouquet of Digital Literacy courses of different formats & time durations under two major categories: one on one need based or in group batch. 2. Skill upgradation through training for working professionals for learning any particular concept 3. Basic Communication & employability training 4. Assessment of skills for evaluation. 5. experience jobs- through job simulations	Build agency by empowering Persons with Vision Impairment as Active Citizens & Nation Builders through Digital Empowerment	Increase in number of Users to 1 million in 10 years across geographies specially focusing on Asian & African countries through transfer model replication.
2	Reaching out to Enablers (Siblings & Parents of persons with vision impairment, Volunteers, & Trainers) through Networks & Alliances.	1. Orientation workshops for Siblings, Parents & Volunteers (who do not necessarily know screen reader). 2. Certification courses for Trainers thereby raising their capacities to scale the impact of services through Digital Literacy Platform.	Building support mechanism & human capital for the sector as advocates to drive the change.	1. Creating a network of 1000+ enablers (siblings, parents & volunteers) as support mechanisms. 2. Increase in the number of Trainers to 200 in the next 3-5 years.
3	Institutions (Partner NGOs, Schools, Colleges, Government agencies, Content publishers and Product Companies)	Collaborations through Partnerships for scaling Digital Literacy platform reaching out to large number of persons with vision impairment.	Building knowledge & skill capital for the sector through collaborations & Distribute the ability solve.	Increase in the number of partnerships from 50-100 various kinds of institutions at national & international level. Replication in two- three countries in the next 3 years through partnerships.

. Does your current funding model allow you to take repayable investment i.e. not grants, but equity or loans that you will have to pay back?

- Yes, and we have already received a repayable investment
 Yes, and this is something we want to explore
 No

As part of the selection process for the Impact Transfer programme, we will be putting together a short video on each shortlisted project for our selection panel. We would be grateful if you could send us:

- Any video material you currently have about the project (via YouTube, DropBox etc.) that you did not already submit as part of your Zero Project application.
- A short video (maximum 20 seconds), explaining why you wish to join the Impact Transfer programme. This video can simply be filmed on a mobile phone.

If you have weblinks to these videos, please include them below. Otherwise you can send them to p.reid@zeroproject.org.

Below is the web link of a 20 second video by our Founder- Ms. Shanti Raghavan. <https://youtu.be/ZsWOG3tPUmM>. This web link is also emailed to p.reid@zeroproject.org.

. If you have any other supporting documents (such as your organization structure, impact evaluations, or strategic plans) that you have not already included in your original Zero Project application, please include the web links below. Alternatively, you can email documents to p.reid@zeroproject.org, including your name and project title.

The selection panel will handle any documents you send us confidentially.

The Organization structure of EnAble India is shared via email to p.reid@zeroproject.org.

There are no further questions in the survey. Please use the 'Next' button below to submit your application.

By submitting your application you are giving the Zero Project Impact Transfer team permission to share your responses with members of our selection panel.

Location Data

Location: [\(12.971893310547, 77.593688964844\)](#)

Source: GeolIP Estimation

