



## Mimaansa – SWOT Analysis

### S

Strengths

*Positive tangible and intangible attributes, internal to an organization and within the organization's control.*

#### General

- Very specialized in remedial classes
- Kids are very cooperative and interested
- **Replicable model for copying and implementing**

#### People and Stakeholders

- Qualified counselors and remedial teachers implementing the remedy program
- Enthusiasm in Volunteers
- Support from professional through partners agencies in HR
- Social media is powerful for recruitment volunteers
- **Strong induction sessions and training of the volunteers**
- Specific /precise volunteers position and roles

#### Properties (Buildings, Equipments and other facilities) we have or we need

- Low cost workplace
- Laptops and equipment available
- Educational Material: Reasonable remedial education Aid –books, cards, materials, etc.

#### Monitoring and evaluation, auto-improvement

- **Documenting progress of every child is being made**

#### Communication/Marketing

- Webpage
- Strong in Social Networks

### W

Weakness

*Factors that are within an organization's control that detract from its ability to attain the desired goal.*

#### General

- **Lack of organization for the weekly classes**
- Constantly convincing policy makers to let them implement their program due to people changes



#### People and Stakeholders

- Unable (budget) to acquire more skilled professional for remedial teachers
- Teachers expect Mimaansa to fill the gaps they have left and Mimaansa has to oblige
- Staff development and policies --- Not contemplated (not needed)
- Not quality control of volunteers income, just gathering whoever is interested
- Inconsistency in the volunteers' tasks, profiles and performance

#### Financial resources, donors

- Cash-flow complications
- **Do not have proper registration required to access more donations**
- Unltd. India serve as unique funder (except some occasional individual donors)

#### Management/ leadership

- Lack of knowledge in people management, not able to be decisive enough.
- Lack of Management policies, not blueprint of HR management.

#### Products (Publications etc.)

- No creation of flyers, reports or newsletters.

## O

pportunities

*External attractive factors that represent the reason for an organization to exist and develop.  
Opportunities are potential future strengths*

#### General

- Promise from government official to collaborate.
- Mimaansa has an original remedial program with Neuro---linguistic programming techniques. This represent a difference from other programs and can be exploited
- Mimaansa carries experimental techniques using special software in Samsung tables for remedial education. The results of the experiment can lead to new opportunities
- The educational material for the program can be redacted along with the program
- **Diversification: Every school is suitable for Mimaansa's program.**

#### People and Stakeholders

- **Many NGOs in education sector and working in the school where Mimaansa could work.**
- Teachers have started to accept Mimaansa's work and this can lead to understanding and to allocation of the remedial classes
- Parents are starting to understand Mimaansa's work. This understanding can be directed to make them more involved, check on the child at home. Also, these parents can become an encouragement for others

#### Management/ leadership

- The leadership now is concentrated in Poojaa and as the organization grows she can

delegate tasks

**Monitoring and evaluation, auto-improvement**

- Evaluation now is child-specific, it should be also school-specific

**Communication/Marketing**

- The new website and the social networks provide new means for visibility, expansion, etc.

**T**hreats

*External factors, beyond an organization’s control, which could place the organization mission or operation at risk. Threats are potential future weaknesses*

**General**

- Big stigmatization of remedial classes in the country.
- Lack of space for the remedial program if the actual promise space is not as expected

**People and Stakeholders**

- They have no protection against school officials, they could terminate the program without any outside permission
- Changes in teachers and officials make Mimaansa to train and explain their work to them continuously
- Teachers to find Mimaansa methods a thread to their own teaching methods
- Kids can mock the kids attending the remedial sessions
- Untrained staff in school campus can lead to bad press
- Interference by the teachers and officials in the everyday’s work of Mimaansa

**Financial resources, donors**

- Cash-flow problems

**Products (Publications etc.)**

- Intellectual property for the created material, school curriculums, LD and remedial classes curriculum and documentation

## Plan of Action

- How can we Use each Strength?
- How can we Stop each Weakness?
- How can we Exploit each Opportunity? Identify by time frames
- How can we Defend against each Threat? Identify by probability of happening



### **School teachers and Government Relationships**

- Need of clarity and strategy
- Long term Plan
- Strengthen collaboration with teachers

### **Standard Model for replication**

- Processes Documentation
- Measurement of success
- Reporting

### **Volunteer Program**

- Design and structure of the volunteer program
- Volunteer Management Scheduling

### **NGO Collaboration**

- Exploring opportunities
- Teacher Training Model

### **Financial Stability**

- Registration
- Expansion of donors base
- Communication