



Louise Andre

Host organization: Educate Girls(India)

ICats role: Communications Associate

ICats duration: Feb – Dec 2013 (full-time)

Degree: Masters in Culture and Media Management (France)

Professional experience: 3 years of professional experience in communications

Summary

Louise applied her expertise in communications to promote Educate Girls’ (EG) program on and off line. By using social media, working on a PR strategy and setting up events and partnerships, she helped the organization gain coverage. As Educate Girls’ program is quickly expanding, publicity and word-of-mouth go a long way to ensure donations and to raise awareness on gender inequalities in rural India.

The problem Educate Girls aims to tackle

- Estimates show that for every 100 girls in rural India, only 1 reaches class 12.
- There are 26 gender gap districts in India.; 9 of them are in Rajasthan.
- EG aims to send all girls to school and to eradicate gender gap districts, starting with the ones in Rajasthan.



Educate Girls’ solution

- Community-based model with a Team Balika volunteer and a trained School Management Committee per village .
- Creative Learning Techniques to improve learning outcomes.
- A Bal Sabha, or Girls’ Parliament, in every school to impart life skills.

“Joining EG has been an amazing opportunity to apply my professional knowledge to a social cause. Women’s empowerment and children’s education are at the core of sustainable development. I felt incredibly driven working for both causes!

This fellowship has been my most meaningful experience to date.”

Louise

Educate Girls’ challenges

EG aims to scale from 3 to 15 districts by 2018. It is thus crucial to rapidly attract potential donors and new talents – while advocating for girls’ education.



Opportunity for an ICats Fellow

There was an opportunity for an ICat Fellow who could promote the program online as well as off line.

Louise's achievements ...



- Ensuring the steady presence of Educate Girls' program on social media and online donor platforms
-> Collecting donations and raising awareness on girls' education in rural Rajasthan
- Initiating PR to increase Educate Girls' presence in international and national media
- Setting up partnerships to take part in the Joy of Giving Week
- Planning panel discussions to present Educate Girls' new Payment-by-Results initiative

...contributing to Educate Girls' impact



- Expanded from 2-3 operational districts in 2013
- Launch of a Payment-by-Results pilot program in the district of Sirohi
- More than 5,000 schools and 536,000 children benefiting from the program at the end of 2013