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# Adopt Child Online

“Embrace ... Educate ... Empower.”

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The Concept Paper

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# Adopt Child Online - ACO

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*This concept paper explains the motive behind the formation of ACO and describes how this concept will go on to transform the lives of underprivileged children.*

**Website:** <http://www.acoindia.org>

**Founded:** 04<sup>th</sup> Jan 2010

## **Mission**

Imagine a nation with all its children educated. Imagine a nation with all hands helping to build it. Imagine a nation with a wealth of character - Be it our motherland India.

## **Vision**

ACO's vision is to educate and empower India by supporting dreams of impoverished children with the help of people who have a similar vision as ACO's. We believe the Right to Education belongs to everyone, big or small, and as a group of committed individuals we want to ensure that dreams are not left unfulfilled. ACO will make this happen by acting as an interface between the supporting individuals and the children.

## **Approach to achieve this Mission and Vision of ACO.**

### **The Starfish Story – Make a difference**

Upon hearing the following inspiring story, we were convinced that little steps now will yield big results later. This acted as a trigger for the ACO Concept.

*Loren Eiseley, while writing his book "The Unexpected Universe", was walking early one morning along the ocean side in Costabel. It was shortly after a storm had subsided and as he continued walking, he noticed that thousands of starfish had been washed up on the beach. Ahead of him was a gigantic rainbow of incredible perfection shimmering into existence. At the base of the rainbow stooped a little boy, gazing fixedly at an object in the sand. Eventually, he flung the object far beyond the breaking surf.*

*Eiseley went up to him and asked, "Son, what are you doing?" The little boy answered, "I'm throwing starfish back into the sea because if I don't they're going to die." "But there are thousands of starfish. In the larger scheme of things you're not going to make much of a difference to all these starfish." The little boy looked up at him, stooped down again to pick up another starfish and, gently but quickly, flung it back into the ocean. "It's going to make a big difference to that one" he replied.*

*Eiseley was embarrassed, uncomfortable with the contrast of the little boy's youthful, innocent love for the living with his own hardened, "mature" indifference to death. He had nothing to say and left,*



*continuing to walk on the beach but unable to get the picture of the little boy out of his mind. It was a moment of truth for Eiseley, of deep soul searching and self-confrontation. In time, he returned to the star thrower, silently picked up a starfish and spun it far out into the waves. "I understand." he said quietly. "Call me another thrower." Together, still under the hues of the rainbow, they spent hours throwing starfish back into the ocean. It was a task not assumed lightly, for it was men as well as starfish they sought to save, sensing intuitively that man cannot exist spiritually without life.*

*The same way a sponsor may not be able to make a big difference to the world by sponsoring one child. However he/she would be able to make a difference to that one child's life. With ACO, the difference we can make together will transform lives of underprivileged children. Not surprisingly we all together can make a difference to the world. Be a part in transforming this world into a better place.*

***Make "A Difference" Today!***  
*If you think YOU can, you are RIGHT.*

## **Introduction to ACO**

ACO (Adopt Child Online) is a non-profit, non-political organization run by Young and Energetic individuals, dedicated to empowering impoverished children by providing education to them and helping them become responsible citizens with the possibility of realizing and making their dreams come true.

The primary motive of ACO is to see to it that a child is not denied the right to education just because he is poor. There are several millions of children in our country who don't have access to good education due to a host of reasons. Whilst there are many people who wish that a part of their wealth be used to help the underprivileged, so in order to bridge this divide between the compassionate donors and deserving children, ACO identifies such children and gets them sponsored by such compassionate individuals. ACO thereby acts as an interface between the children and the sponsors and helps make all of this possible.

ACO was founded on 4<sup>th</sup> January 2010 with the dream of Eswar Reddy Maruri who faced many economic hurdles during his formative years because of poverty. Witness to difficulties, he wanted to make sure that no child, who is willing to study, is unable to do so due to the lack of funding. With a firm belief that education is the only way to empower the poor and with the intent to transform the world to help the poor children for their education, ACO was formed to act as an easy, reliable and transparent platform.

## **Why ACO**

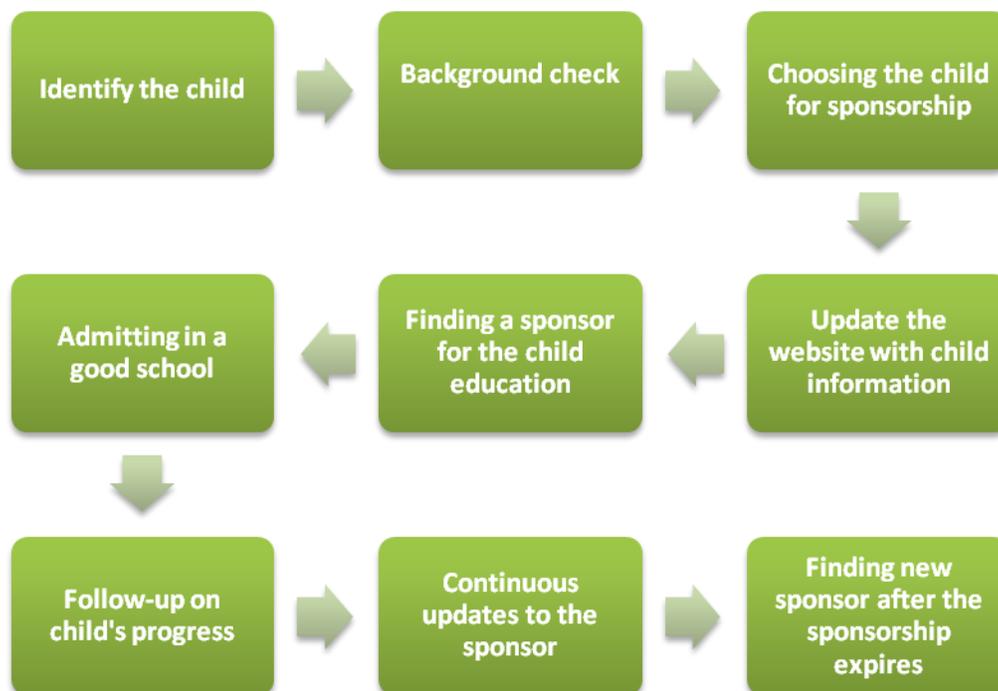
ACO strongly believes that education plays a major role in getting rid of poverty in India, by starting with surrounding localities. The premise here is that "Education will help put an end to dirty politics and will make this world a better place to live". Presently, conditions are such that



children cannot dream about education in good schools let alone a chance at a bright future. There are several reasons for the present condition and it makes perfect sense for us to start thinking about the solutions rather than worrying about the problems. ACO is attempting to offer one of the solutions to these problems.

Many individuals are willing to sponsor one or more children and help them get better education. However, for a willing sponsor transparency is as important as donation itself. There is ample scope for such a model to flourish given that ACO offers a transparent mechanism. So, there is a need for simple, accessible, reliable and transparent system which chooses the right children, sends them to good schools and continuously follows-up with their progress and provides updates to the sponsor. ACO is such organization that ensures this efficiency and transparency and possibilities to the Sponsors and Children.

### How ACO Operates



ACO Operations Flow Chart

**Adopt Child Online** is a web-based children education sponsorship program

**Sponsor** is the one who supports the child education in the form of funding.



### **Choosing the child**

An underprivileged child can be chosen anywhere from India. ACO will verify the background of the child and see if the child is eligible for sponsorship. Once the child is chosen by ACO, all the information about the child will be displayed on the ACO website. ACO will look for eligible sponsors who will support the child's education. Once the sponsor is available, we enroll them at good schools. With proper education, ACO is going to open a life full of opportunities to the child.

### **Timeline of Sponsorship**

ACO is going to look for a sponsor only for a certain period of time during a child's education cycle. Sponsor need not take care of the entire education of a child if he chooses to. A period ranging from 1 year, 2 years, 4 years according to the commitment from the sponsor. Once the committed period is over, ACO will look for another sponsor if the current sponsor is unable to continue sponsorship.

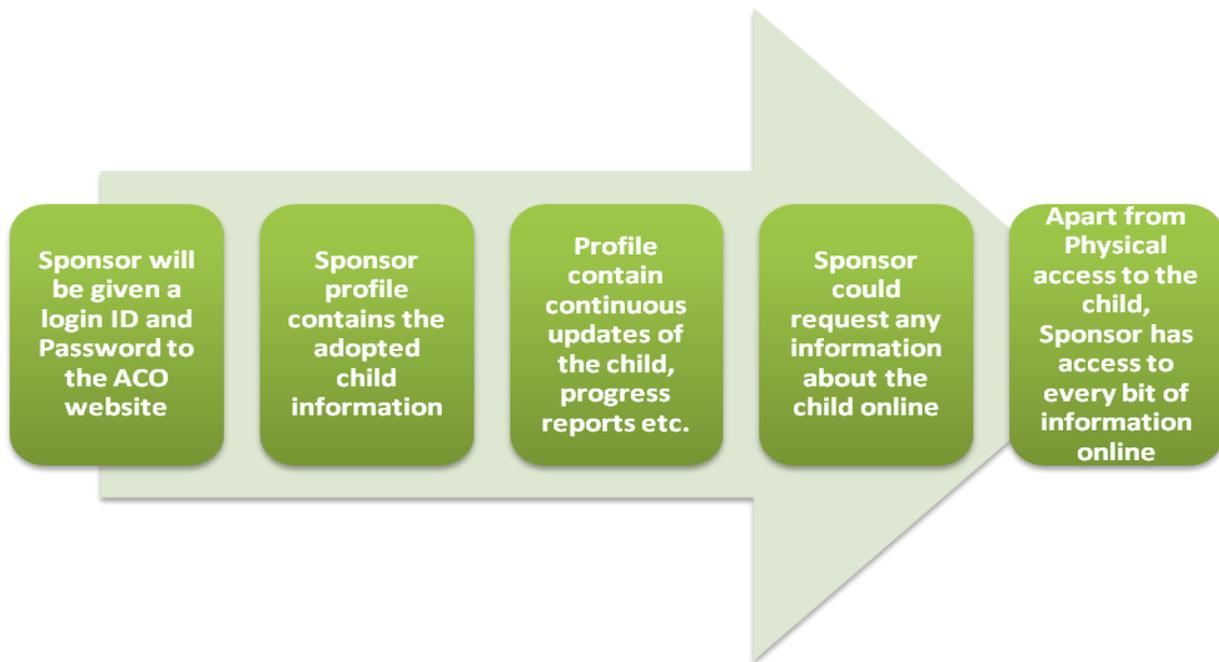
### **Follow-up Mechanism**

ACO will follow-up with the school faculty, guardians/parents to know child's continuous progress. ACO will prepare a check list for the same through which we can analyze the child's progress statistically. Also, ACO will request sponsors to speak to the child about their educational progress and encourage them.

### **The Concept of Virtual Adoption**

Every human being has the heart to help an underprivileged child. Once the sponsors support a child's education, ACO is going to create a platform where the sponsor feels the adoption of a child virtually. With every bit of child information provided online (on ACO website) and continuous updates about the child, the sponsor is going to experience great self-satisfaction with the virtual adoption. With that self-less feeling of awakened humanity with-in, the sponsor is not going to be the same person again.

This way ACO not only unlocks the intellectual potential of a child but also awakens the humanitarian in the average citizen. ACO is not only succeeding in providing education to a child but also delivering a humanitarian. ACO strongly believes that it is very important to the society.



#### Virtual Adoption Concept

### Transparency of Organizational Activities and Funds

Transparency in organizational funds, organizational activities are very important and ACO uses technology and web-based approach and near real time processing to achieve this.

#### Organizational Activities

Each and every activity of ACO will be transparent and all ACO members will be informed through E-mails. A group called [acoindia@googlegroups.com](mailto:acoindia@googlegroups.com) contain e-mail ID's of all sponsors and members. All activities are shared with this group and everyone in this group has access to send/receive any information.

#### Organizational Funds / Transparency

- ⇒ ACO will provide all the necessary bills (fee receipts etc.,) to the sponsor along with assurance certificate.
- ⇒ All transactions will be done through ACO Society Account
- ⇒ All funds raised/expenditure for ACO will be displayed on the website
- ⇒ Expense report is shared to all ACO members after every ACO activity
- ⇒ Every year the Annual Financial report / Balance Sheet will be displayed on the ACO website



### Information available on the Website/Online

- ⇒ The Child and Sponsor information (Only with sponsor approval)
- ⇒ All Contributions made to ACO will be put on the website.
- ⇒ Founders contact information is available on the website.
- ⇒ Annual Financial reports will be uploaded to the website
- ⇒ ACO provides a web login account to the sponsor. Sponsor can login to the website and find his/her adopted child status. ACO is going to provide the following information online to the sponsor:
  - Child Photograph, Schooling Information
  - Contact Number and Address of the child
  - Financial Background, Parental Background
  - Passions and Goals of a child
  - Quarterly Progress reports

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**Name:** Annapareddy Pragathi  
**DOB :**  
**Grade:** 12th, M.P.C group  
**School:** NRI College, Guntur  
**Father Name and Occupation:** Srinivasa Reddy, Expired  
**Mother Name and Occupation:** Aadilakshmi, Day Labor  
**Passion:** Engineering  
**Hobbies:** None  
**Status:** **Adopted** (Sponsor: Lavanya Gotety)  
**Period:** 1 Year (12th)  
**Sponsor to bear:** Rs 14,000/- per year  
**Income Per Year:** Less than Rs 20000/-

**Address of the Child**  
Sangatiguntla,  
Indra Priyadarshini colony,  
7th Line, Opp. Bharathi Vidya Vihar,  
Guntur.  
Ph: 9963638779 (Shanti, Child's guardian)

Child's Information in the Website



## Stakeholders and their benefits

### Children

True to its concept the sponsored children will be enrolled in good schools which have proper infrastructure and faculty. Competent education is important for these children because they may not have any parental guidance and support. Good education provides these children with an opportunity to become better citizens with self-confidence and in turn make a substantial contribution to society.

### Sponsors and ACO Members

**Sponsor** is the one who provides funding to the child for his/her education.

Whatever one wishes to do for the country and for the society can be done by helping a child with better education and hence can derive immense satisfaction. Sponsor will receive a unique username and password to login to the website. When sponsor logs into the ACO website, the respective profile will be loaded and this will display the information of the sponsored child. A simple user interface is available under his/her profile for sponsor to write any comments or to request any information from ACO.

**ACO Member** is the one who drives the organization to meet its goals

Sponsors and ACO members' self-less service gives them high levels of self-satisfaction. With their invaluable contribution, they are going to fulfill their desire by executing this divine task. All sponsors will feel the taste of love and humanity with this concept of virtual adoption, no matter where they are on the planet.

### Society

What happens when an underprivileged child is not taken care by the society or government? Mostly it delivers – A child who does not choose right path, who is not in right direction, who does not have good education, who does not know moral values – is a threat to the Society/Nation. ACO is contributing its part to eliminate this threat by helping the child in his/her education and thereby helping the society.

Society is greatly affected with this concept. It's each and everyone's responsibility to feel "Whatever happens around us, good or bad, directly or indirectly - Everyone is responsible." This transformation is only possible with everyone's contribution.



## **ACO Team**

ACO has very young and passionate team members to fulfill its mission. All team members are very energetic and committed to achieve ACO's mission.

### **Eswar Maruri, Founder and President**

Coming from a poor family in a small village in Guntur District of Andhra Pradesh, 27 years old Eswar faced many challenges and obstacles during his formative years. His motivation and drive helped him overcome the hurdles and transform himself into a young, dynamic and self reliant individual. In order to facilitate poor children with the kind of education they really deserve he founded ACO (Adopt Child Online). His constant drive and endless passion for whatever he does is only matched by his ability to organize and execute his plans with minimal fuss.

### **Gurava Maruri, Co-Founder and Treasurer**

Gurava Reddy has been a perfect example of how for a clear and focused mind aided by hard work and determination it is not impossible to make any dream a reality. Coming from a humble and testing background, he faced the most improbable of barriers in achieving his dream of doing engineering in one of the elite institutions of India and in the process became an inspiration to many like him. His passion and vision has always been to empower the neglected majority of this country - be it the poor child hoping to get educated or the farmer hoping to own what is rightfully his. With Gurava, at least for some..the hope wont be lost.

### **Trivikram Sai Uppalapati, Vice-President**

The one who strongly believe "Life is a journey but not a destiny" and always tries to give his best at each moment. Getting stronger day by day with his continuous learning capability, He became one of the keystones to ACO.

### **Ramya Ravi, General Secretary**

A self-confessed dreamer, an avid trekker with a childhood love for nature and animals, loves photography and calls it "Art with a Cause". She is very close to the Environmental causes and hopes to take them up full time. Recently, she made a documentary film which talks about the resilience of the human mind, The "Care" project was sent for wwf Earth Hour 2010 Film Contest.

### **Sunil Chelluri, Joint Secretary**

An Engineer from NIT and MBA from IIT Mumbai. Sunil worked with JP Morgan for awhile and now working as a Business Consultant for Green Stratos (Energy Consulting). His strong educational background, unbiased opinions, calm and balanced mind are great assets to ACO. His is also one of the authors of ACO Concept Paper.



### **RSR Krishna, Executive Member**

25 years old, Siva Rama Krishna, an IIT post graduate, currently pursuing his Phd at IIT Mumbai is a very passionate individual. He came from a poor family and he clearly knows what education mean to an underprivileged child. He is an example of hard work, passion and determination.

### **Vijay Krishna Varma Pericherla, Executive Member**

28 years old, Vijay is working as a SAP Team Lead at Texas Instruments, Bangalore. This is one of his keen areas of interest. Vijay is very energetic and known for his Leadership Skills.

## **Advisory Board**

**ACO Advisory board members have decades of experience in Human Development. They are very highly qualified, educated humanitarians.**

Dr. Ratnam Chitturi, NSF - North South Foundation

M.J.M. Ramalinga Reddy, Pragathi Welfare Society

Narsim Mangalpally, Senior Delivery Manager, Wipro Technologies

Srikrishna Joshi, Program Manager, Computer Associates

Shri. Sai Padma Murthy Founder, Global Aid India

Shri. Hemalatha, Principal, Sri Vidyanjali Pre-School, Hyderabad

Dr. V.B.J. Chelikani Rao, IFHD - International Foundation for Human Development

Dr. Srinivasa Rao, AFHD - Association for Human Development

Dr. Bhami Shenoy , Chief Editor, Catalyst for Human Development

## **Conclusion**

We are looking forward for people who have a strong will to contribute to ACO for it to realize its vision. Considering the scalability of the model, we strongly feel the need of more people to be part of the organization with a compassionate heart. With a strong team and a good network, we can really make a difference which is pertinent for our society considering the need of education to the poor. Considering the transparency of ACO, we want each and everybody to be part of ACO in any way so comfortable. (Sponsorship, Books and other utilities)

## **Request to Readers**

***Adopting an underprivileged child*** is considered as a divine task. You are not only adopting a child, you are setting an example to the society at large. With you, a poor child is not poor any more, an underprivileged is not underprivileged any more – Here is a kid that can dream beyond usual confines of reality. This is possible only with your contribution. Don't wait for things to happen. Do your bit and make things happen! If you think you can help, you are right, you can...***Be a part of ACO!***