

WWW.ALTERYOUTH.COM

TOWARDS A LITERATE

বাংলাদেশ

COMPANY PROFILE



ALTERYOUTH



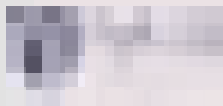
ALTERYOUTH

ACHIEVING



“2018 Asia-Pacific SDG Enterprise Award”

- UNDP Asia Pacific Regional Hub



“Top 100 Social Enterprises to watch for in Asia 2018”

- National University of Singapore



“National ICT Award 2018”

- Presented by Mr. Zunaid Ahmed Palak,
Hon’ble Minister of State for ICT Division, GoB



Empowered Lives.
Resilient Nations.

“SDGs Startup Award”

- UNDP Bangladesh

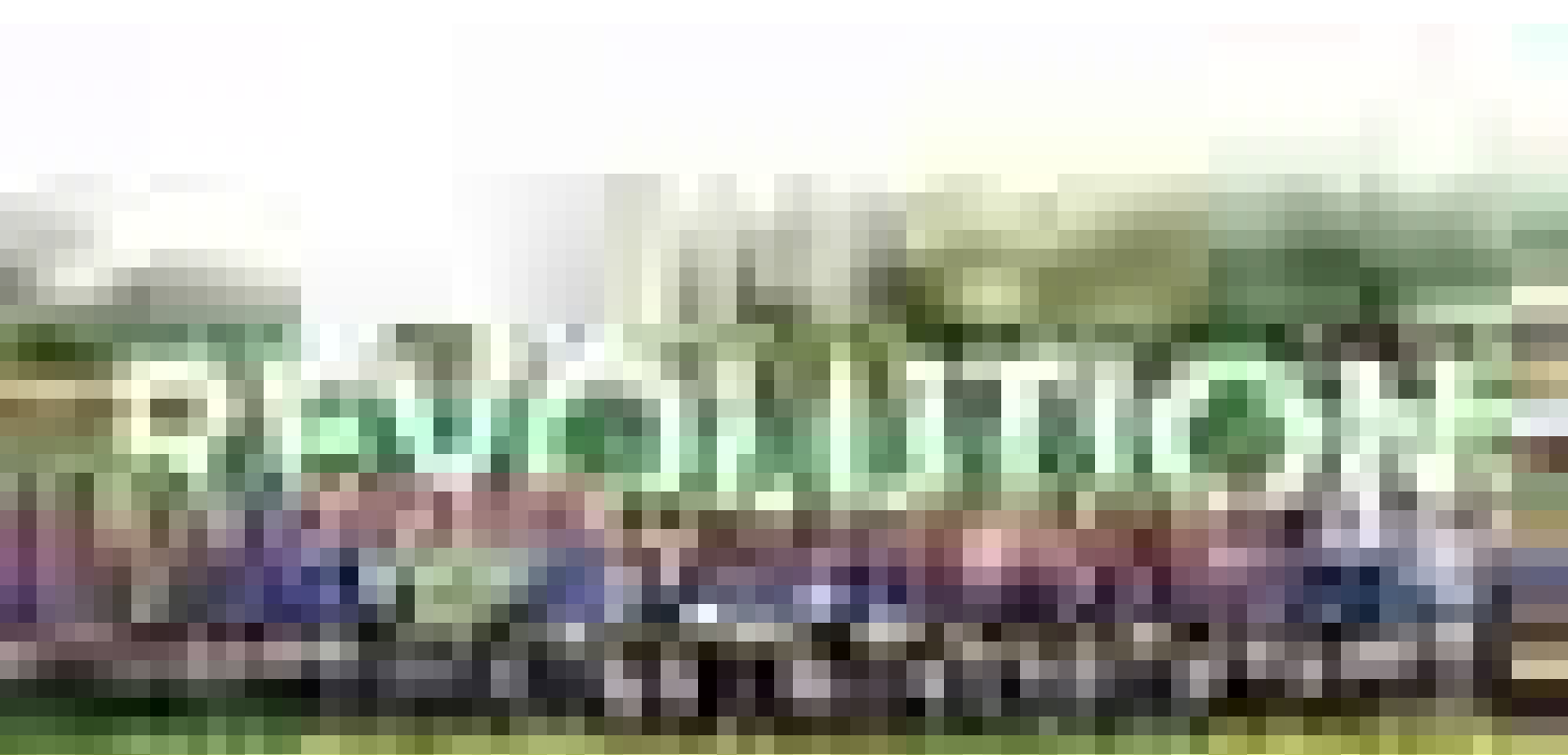
About AlterYouth

With a vision of a literate Bangladesh, AlterYouth Limited is a technology startup that enables a platform for individuals and organisations to start ‘Literacy Scholarships’ online, for financially struggling students in Government Primary Schools and prevent dropouts before achievement of literacy.

‘Literacy Scholarship’ is an innovation of AlterYouth, designed to financially incentivize attending school for primary school students until completion of class 5; after which a child has achieved full literacy. It is Tk 800/month, higher than what such a child could have earned working (opportunity cost), preventing the student from dropping out to work. In addition, it offers online monitoring and management of the scholarships for the scholarship providing entities.

A social enterprise by design, AlterYouth launched with funding from Startup Bangladesh, ICT Division, Government of Bangladesh. Its innovation lies on its transparency; enabling entities to financially support beneficiaries directly through banking channels and its nationwide scalable model. All scholarships are transferred through digital payment modules, while scholarship sponsors have direct access to their beneficiaries. AlterYouth does not accept/use donations, its enterprise model lies on the service charge of scholarships maintained through the platform.

AlterYouth’s scholarship operations now constitute 74 Government Primary Schools. The model’s integrity has allowed rapid expansion to have significant impacts in the country’s movement towards achieving the Sustainable Development Goals; No Poverty, Quality Education and Gender Equality. AlterYouth’s impact on SDGs was translated into recognition with ‘SDGs Startup Award’ by UNDP Bangladesh and the “2018 Asia Pacific Outstanding SDG Enterprise Award” by UNDP Asia Pacific Regional Hub.



Towards a Literate Bangladesh

Why do we have illiteracy in Bangladesh?

98%



Children born in Bangladesh enroll in Class 1.

19%



Drop out of school by Class 5, before achieving literacy.

Source: Annual Primary School Census, Ministry of Primary & Mass Education, GoB, 2016

Despite Government Primary Schools being free, providing free books and Tk 100/month stipends.

Problem under microscope: Choosing work over school

Children drop out of school to work and earn; essential to their family's survival.



Income Opportunity
BDT 100/month

Nazida
Class: 3, Roll: 9



Income Opportunity
BDT 700/month
(Maximum)

START SCHOLARSHIPS ONLINE

Directly for students in Government Primary Schools throughout Bangladesh

PREVENT DROPOUTS



If children are dropping out for an income, let income be higher at school: Literacy Scholarships.

Nationwide Dropout Solution: AlterYouth.com

Anyone, from any part of the world, can now start Literacy Scholarships online for financially struggling students in Government Primary Schools and ensure literate citizens for Bangladesh.

SCHOLARSHIP BUDGET

For one student for one month

Literacy Scholarship

Transferred to the recipient's guardian's mobile bank account

Tk 800/month

Scholarship Service charge:

Tk 150/month

Scholarship provider pays in total:

Until completion of class 5 by the recipient

Tk 950/month

At home and abroad, there are more financially able Bangladeshis than there are children in our Government Primary Schools at risk of dropping out. Connecting the two groups, with an already existing 98% enrollment rate in class 1, can establish a literate Bangladesh.

HOW A SCHOLARSHIP WORKS

A detailed walkthrough of the AlterYouth Experience.

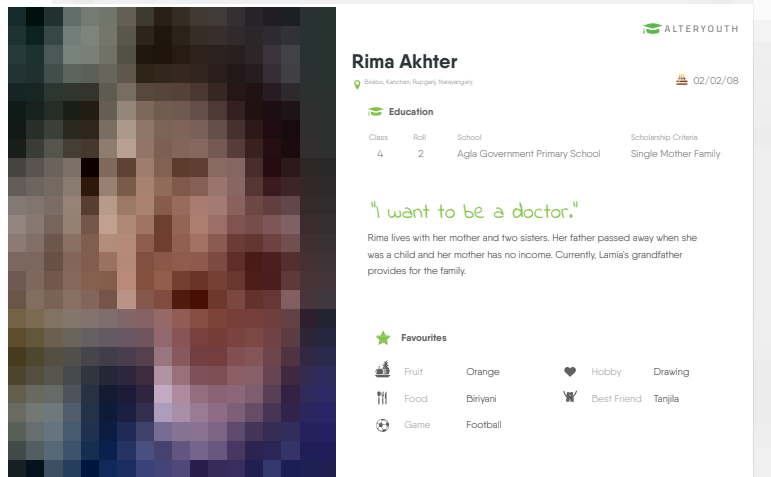
STEP 1

START SCHOLARSHIP

You receive a detailed profile of your student upon starting.

Scholarship Criteria:

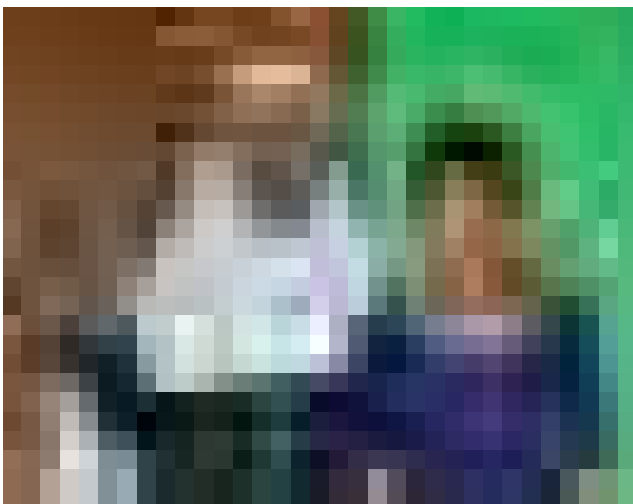
- i) Single Mother
- ii) Orphan
- iii) Disabled Father



STEP 2

ESTABLISH TECHNOLOGY

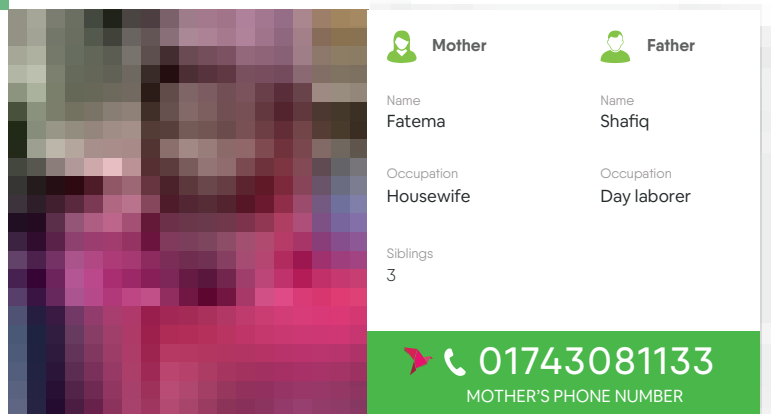
Your student's mother is provided a mobile phone, an active sim connection and her own bKash account.



STEP 3

CONNECT WITH THE FAMILY

You gain access to the family of your student through the provided mobile phone.



STEP 4

CONNECT WITH THE SCHOOL

You have access to the Head Teacher of your student's school.

STEP 5

TRANSFER SCHOLARSHIP

The scholarship is disbursed to your student's mother's bank account every month while you receive the transaction details.



**ALTERYOUTH**
TOWARDS A LITERATE BANGLADESH

Bank Statement
Scholarship has been sent to your student's mother on:
01743081133

**SCHOLARSHIP TRANSACTION DETAILS**

Transaction ID	5PRFS3B7P
Transaction Date	27-6-18
To Wallet	1743081133
Amount	800.00

Student Name	Rakibul
Class	3
Roll	10

STEP 6

RECEIVE REPORT CARDS

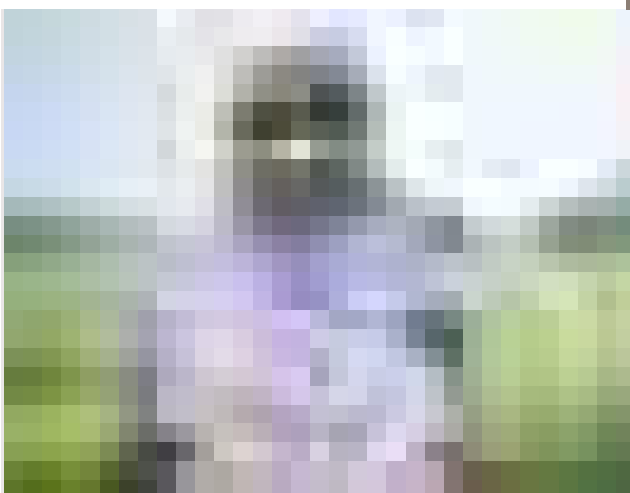
Academic performance of your student is monitored and you receive a copy of the Report Card every academic term.



STEP 7

COMPLETION OF PRIMARY SCHOOL

You receive a copy of your student's Primary School Certificate upon completion of class 5.

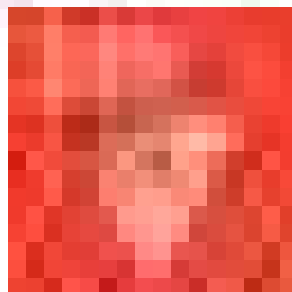
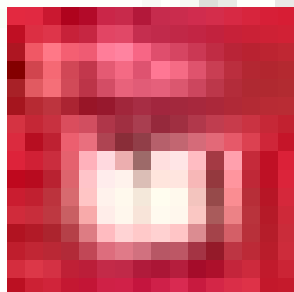


STEP 8

ENSURE A LITERATE CITIZEN

You have secured the ability to read & write for a child in rural Bangladesh, entirely over the internet.

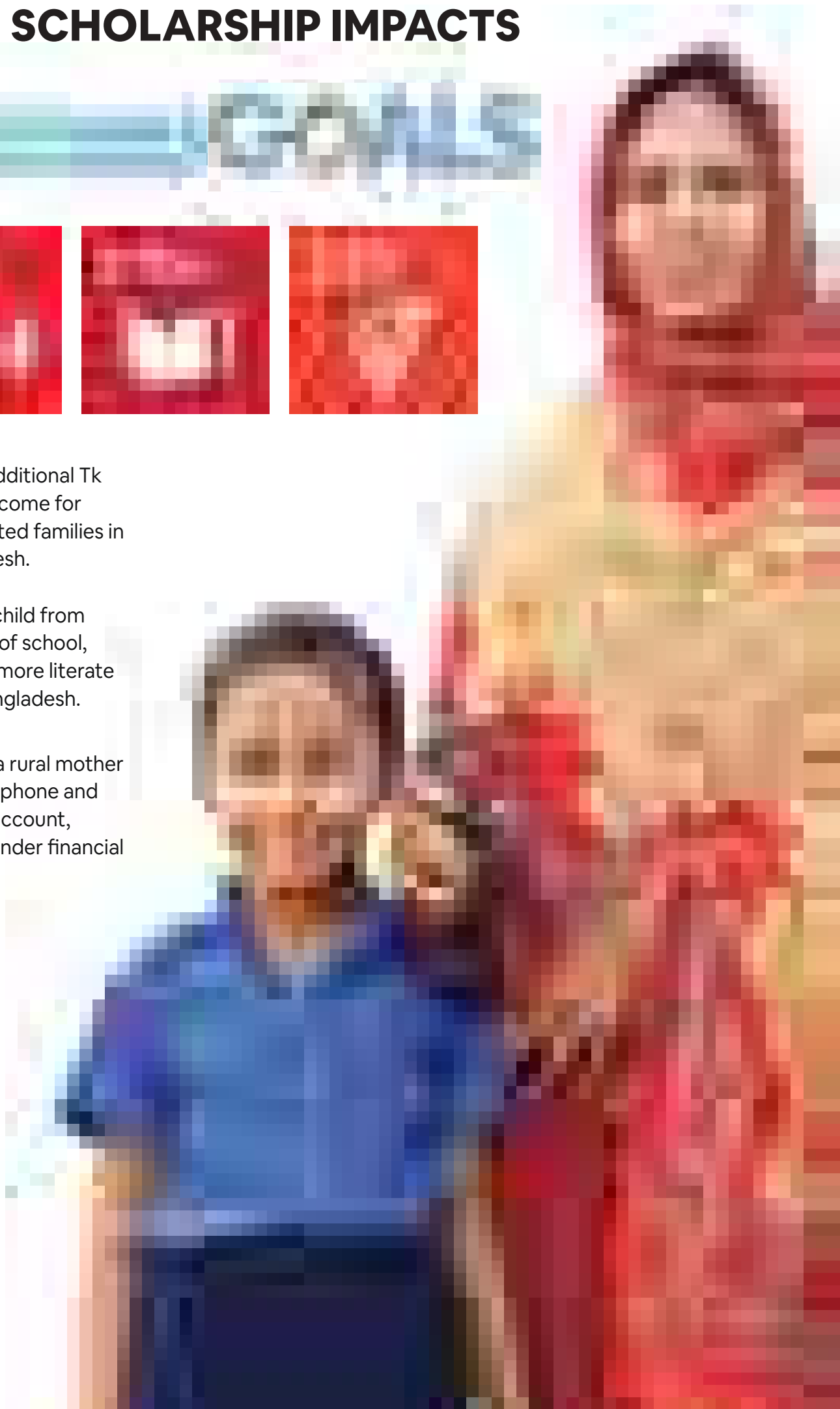
EACH SCHOLARSHIP IMPACTS



Enabling an additional Tk 800/month income for poverty affected families in rural Bangladesh.

Preventing a child from dropping out of school, securing one more literate citizen for Bangladesh.

Empowering a rural mother with a mobile phone and mobile bank account, bringing her under financial inclusion.



CURRENT IMPACT



327
Users



Giving



483
Scholarships



74
Government
Primary Schools



152
Villages



FEW OF THE SCHOOLS IN OPERATION



ZINDA

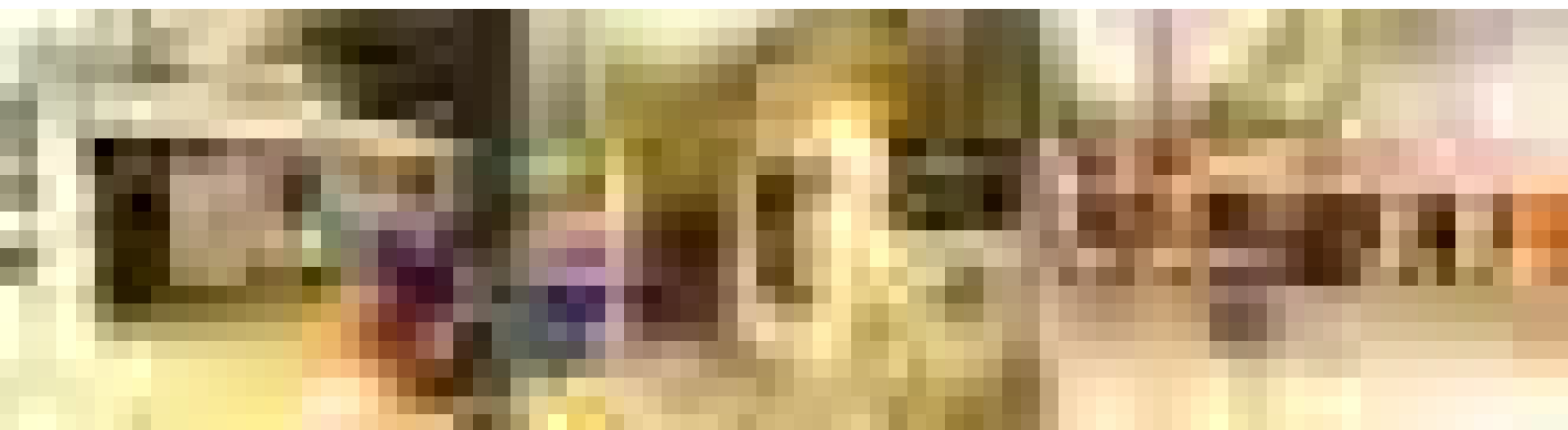
Government Primary School

AMDIA

Government Primary School

DAUDPUR

Government Primary School



PURBO DAUDPUR

Government Primary School

ROHILA

Government Primary School

AGLA

Government Primary School



BOILDA

Government Primary School

BELDI SHONADI

Government Primary School

UTTAR KHAISHIYAIR

Government Primary School



DEBOI

Government Primary School

HANKUR

Government Primary School

DAKKHIN KHAISHIYAIR

Government Primary School



প্রযুক্তি প্রতিদিন

এমার্জিং স্টার্টআপে সেরা অন্টার ইয়ুথ

৯ অক্টোবর ২০১৭

এক সমীক্ষায় দেখা গেছে, পঞ্চম শ্রেণিতে উঠতেই ২৫ শতাংশ শিক্ষার্থী স্কুল থেকে ঝরে পড়ে; যা সংখ্যায় প্রায় ৯ লাখ। যার অন্যতম কারণ আর্থিক অসচ্ছলতা। ঝরে পড়াদের জন্যই তৈরি হয়েছে অন্টারইয়ুথ। এ দেশকে শতভাগ শিক্ষিতের দেশ হিসেবে গড়ে তুলতে সিটিসি স্কলারশিপ প্ল্যাটফর্ম এটা। যার মাধ্যমে সরকারি প্রাথমিক বিদ্যালয়ের শিক্ষার্থীদের চাইলেই যে কেউ সরাসরি স্কলারশিপ বা বৃত্তি দিতে পারবে। ফলে একটি শিশু পড়ালেখার পাশাপাশি বাড়তি ইনকাম করতে পারছে। এর মাধ্যমে একটি শিশুকে প্রতি মাসে ৮০০ টাকার একটি বৃত্তি দেওয়া হবে। প্রতিষ্ঠানটির উদ্যোক্তা আসিফুন নবী বলেন, আমাদের ওয়েবসাইটের মাধ্যমে পৃথিবীর যে কোনো দেশ থেকে যে কেউ এই বৃত্তি দিতে পারবে; যা পাবে শুধু সরকারি প্রাথমিক বিদ্যালয়পড়ুয়া অসচ্ছল পরিবারের শিশুরা। এই বৃত্তির আওতায় কোনো শিক্ষার্থীকে বাছাই করা হলে, তার মাকে একটি মোবাইল দেওয়া হয়। এই মোবাইল নম্বর থেকে একটি ব্যাংক অ্যাকাউন্ট করে দেওয়া হবে। যার মাধ্যমে সরাসরি আর্থিক লেনদেনগুলো হবে। একই সঙ্গে শিশুটির রেজাল্ট কার্ডও সংগ্রহ করে বৃত্তিদাতাকে প্রতিনিয়ত জানিয়ে দেওয়া হবে। এ ক্ষেত্রে আমাদের কিছু শর্ত রয়েছে। শিশুটির স্কুলে উপস্থিতির হার থাকতে হবে ৬৫ শতাংশ। একইভাবে ক্লাস ফাইভ পর্যন্ত বৃত্তি দেওয়া হবে। আমরা প্রাথমিক পর্যায়ে নারায়ণগঞ্জ রূপগঞ্জের দাউদপুর ইউনিয়নের ২০টি প্রাথমিক বিদ্যালয় নিয়ে কাজ করছি।

-প্রযুক্তি প্রতিদিন প্রতিবেদক

AlterYouth receives National ICT Award 2018



PRESENTED BY

Mr. Zunaid Ahmed Palak, Hon'ble Minister of State for ICT Division, GoB

Mr. Mustafa Jabbar, Hon'ble Minister, Telecom & ICT Ministry, GoB

**AlterYouth CEO, Asif U. Nabi & Chief Operations Officer, Maheer Mannan
received the National ICT Award 2018.**



Memorandum of Understanding signed between AlterYouth and The Ministry of Primary and Mass Education, Government of Bangladesh

A Memorandum of Understanding was signed between AlterYouth and the Ministry of Primary and Mass Education, Government of Bangladesh on the 9th of Decemeber 2018 at the Bangladesh Secretariat to collaborate in enabling Literacy Scholarships for potential dropouts in Government Primary Schools nationwide, aimed towards a literate Bangladesh.

Dr. AFM Manzur Kadir, Additional Secretary of the Ministry of Primary and Mass Education and Mr. Asifun Nabi, Chief Executive Officer of AlterYouth Lintied signed the MoU on behalf of the organizations in presence of the Honourable Secretary Mr. Md. Akram Al Hossain, Additional Secretary Mr. G M Hashibul Alam and the Director General of the Directorate of Primary Education, Dr. Md. Abu Hena Mostofa Kamal.



AlterYouth receives 2018 Asia-Pacific SDG Enterprise Award by UNDP Asia-Pacific

10th August 2018



Asifun Nabi, CEO of AlterYouth, a tech-startup working to prevent dropouts in government primary schools, and Meraj Enam, Chief Creative Officer, receives a “2018 Asia-Pacific SDG Enterprise Award” on behalf of the startup from Jayathma Wickramanyake, United Nations Secretary-General’s envoy on youth, at the “Asia-Pacific Forum on Youth leadership, Innovation and Entrepreneurship” in Beijing on August 2. UNDP Bangkok Regional Hub and UNDP China, in partnership with the all China Youth Federation, organised the event.



YOUTH
CO:LAB
ACCELERATOR
BANGLADESH
A NATIONAL DIALOGUE TO FOSTER
THE STARTUP ECOSYSTEM IN BANGLADESH

Project Co-Leads



Citi Foundation
citi

Empowered lives.
Resilient nations.

WINNER OF SDGS STARTUP AWARD 2018

This certificate is awarded to

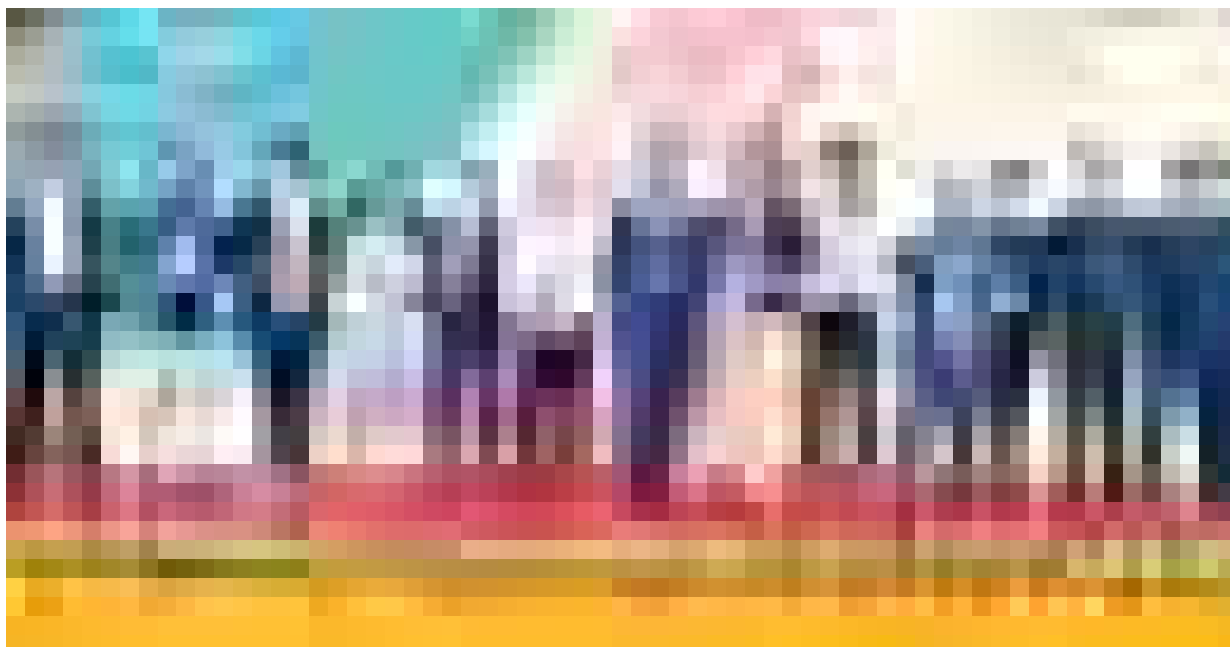
ALTERYOUTH

at the Youth Co:Lab Accelerator Bangladesh

LINDA GERMANIS,
PROJECT MANAGER, UNDP INNOVATION HUB

United Nations Development Programme (UNDP)
07 September, 2018

UNDP Bangladesh and Citi Foundation honours AlterYouth for achieving SDGs



In recognition of the impact of Literacy Scholarships in achieving the Sustainable Development Goals for Bangladesh, AlterYouth received the 'SDGs Startup Award' from UNDP Bangladesh, at the 'Accelerator Bangladesh' event held in Bangabandhu International Conference Center, Dhaka. The event was organised by UNDP Bangladesh, Citi Foundation and the Ministry of Youth & Sports.

Ministry of Youth and Sports Additional Secretary ABM Ruhul Azad, UNDP Bangladesh Deputy Country Director Kyoko Yokosuka, and Citi Bangladesh Country Officer N Rajashekar, along with 300 other delegates from public, private, and academic sectors were present at the closing event.

Photograph: AlterYouth team receiving the award from Ministry of Youth and Sports Additional Secretary ABM Ruhul Azad, UNDP Bangladesh Deputy Country Director Kyoko Yokosuka, and Citi Bangladesh Country Officer N Rajashekar.

WINNER OF THE ASIA-PACIFIC YOUTH SDG ENTREPRENEURSHIP AWARD

This certificate is awarded to:

ALTERYOUTH

At the Asia-Pacific Forum on Youth Leadership,
Innovation and Entrepreneurship.

3rd August, 2018

Date

Beniam Gebrezghi, UNDP



AlterYouth mentioned on National University of Singapore's Asia Ranking

100 Social Enterprises to watch for in Asia 2018

Sorted by Sector

Evergreen Labs Social Ventures	Agriculture	Vietnam	HealthyFarm aims to improve the entire clean food value chain through a multi-level approach: increasing the general supply of clean food, enabling a fair income for farmers and guaranteeing affordable prices for consumers.
Tisser Rural Handicrafts	Arts, Culture & Heritage	India	Tisser Rural Handicrafts is a social venture established to uplift the lives of rural Indian artisans by improving their reach to urban markets.
Nature Renascent	Arts, Culture & Heritage	Malaysia	Nature Renascent develops excessive local pineapple plant leaves into fibers to produce high quality eco-friendly stationeries and threads for clothing materials. It also helps to alleviate farmer's income, reduce deforestation and plantation burning activities.
AlterYouth	Education & Training	Bangladesh	AlterYouth is developing an online C2C scholarship platform, where anyone can directly provide literacy scholarships to struggling students in government primary schools throughout Bangladesh.
Upbeing	Education & Training	China	Upbeing promotes social innovation projects through online and offline social learning for students to train and participate in understanding social/community issues, developing new businesses, communication and creative skills.
Inclusive Impact Hong Kong	Education & Training		Inclusive Impact provides customised team building experience coached by current or retired para-athletes in Hong Kong to corporate partners, NGO and government sectors.
上海佰特教育科技有限公司	Education & Training	China	To empower and provide professional financial literacy educational courses for children (ages 3 to 15) in the urban and rural areas.
AfterSchool	Education & Training	Hong Kong	AfterSchool is an online learning community that aims to provide high-school students with a highly-personalised, affordable and healthy learning environment. It combines the learning of science, gamification, social elements and artificial intelligence.