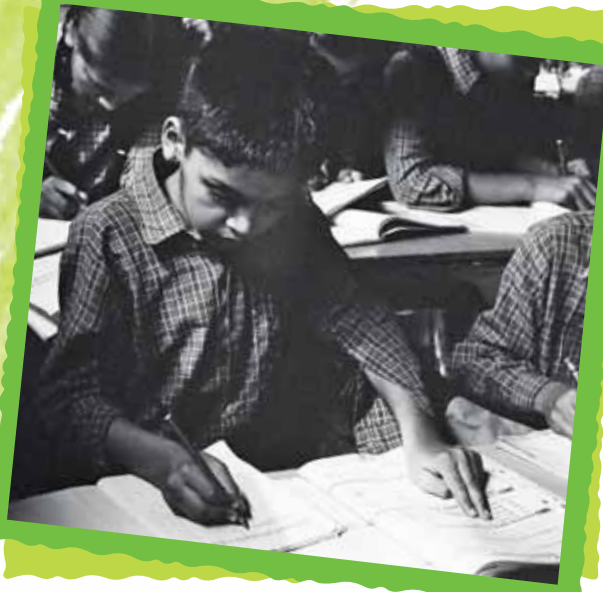




## Leading Change

# Be the change you want to see !

**QUOTED BY MAHATMA GANDHI AND PROBABLY ONE OF THE MOST CITED QUOTATIONS WHEREVER THE CONTEXT OF CHANGE APPEARS! DESPITE HAVING HEARD AND MAY BE EVEN QUOTED IT SOMETIME, WHAT WE POSSIBLY MISS IS HOW DID THE MAN COME BY MAKING SUCH A SIMPLE YET STRONG STATEMENT JUST OUT OF THE BLUE! IN FACT IT WAS NOT OUT OF THE BLUE. HE SAID IT BECAUSE HE WAS TAKING A LEAD IN SHOWING PEOPLE THAT THE ONLY WAY TO BRING ABOUT CHANGE IS START DOING IT YOURSELF!**



Gandhi's Satyagraha movement is still discussed across the world with great admiration but it certainly could not have been the passion of one man that engulfed the country in a revolution and left a mark in world history. So what was it that he did differently? What was it that made his struggle for independence the most memorable one in the world? The answer to these questions is – he made people realize that freedom is what they also wanted more than anything else.

Gandhi was neither the first one nor the only one to have applied the theory of mobilizing people, by simply making them aware, for bringing about change. This theory has been applied time and again and has been successful every time. It will therefore not be wrong to draw an inference that “Awareness of people is the Key.”

Awareness is also called Sensitization and is what was implied whenever there has been a need for change and this time it is no different. An immediate change of the situation where the country is almost swallowed up in social evils like poverty, trafficking, population, unemployment, adulteration and inadequate healthcare, is needed. And the only way out this time is also Sensitization.

But sensitization of whom? And the answer is of both – the haves and the have-nots. Sensitization of the have-nots or the underprivileged about their rights; and awareness of the haves

or the privileged lot about their vital role in bringing about change. Awareness makes the have-nots seek development and awareness of the haves makes them participate in development thereby paving way for sustainable development.

Smile Foundation has, in straight alignment with what it considers a mandate for development, has undertaken sensitization initiatives for both, the privileged and underprivileged. Since inception, Smile has been reaching out to the marginalized with not only development initiatives but also has tried to continuously make them aware of the solutions to their problems, both short and long term, so that they seek the solutions and eventually development themselves.

Through personal, group and community counseling sessions, beneficiary groups and community dwellers are sensitized regularly about issues related to importance of education and health and how they are the most important factors of empowerment. Alongside the development programmes, Smile Foundation continuously works towards creating IEC tools for community sensitization. Regular counseling sessions are held with parents of children in order to explain to them the importance of education of their children; with adolescent youth to make them aware of the necessity of employable skills; with community dwellers in order to develop health seeking behaviour in them; and with women and adolescent girls to make them realize the importance of self- empowerment.

Sensitization of the privileged mass is an effort that Smile has undertaken from the time of its own establishment. The Foundation believes that sustainable development and social equality are not the government's problems alone; they are very much the problem of the common man and ought to be addressed by one and all.

And while it has been working with this belief, Smile has been making continuous efforts to make people aware that they have to be active participants for development to take place and become sustainable. Public service advertisements, television documentary series, national & regional events, celebrity endorsements, advocacy through electronic & print media, social networking platform, short films and feature film – these are some of the ways through which Smile has been reaching out to people, sensitizing them about the significance of mass participation and appealing them to do their bit.

Choone Do Aasman is one of the mass sensitization initiatives that Smile Foundation has undertaken with invaluable support from NDTV. This is a series of short films on the real life stories of children having high aspirations despite the difficulties they live with. First season of this series has won the INB Award 2010 and the Asia Pacific Child Rights Award 2010.

The award winning feature film I am Kalam, is yet another and the most recent innovative initiative of Smile for mass sensitization. Smile Foundation took this initiative in order to try and reach out to people around the world drawing their attention to the grave issues of child labour and the poor condition of children's education in the country. And eventually gain their support for the movement it initiated of Sending Every Child to School. Apart from its unique of being the first film in India to be ever produced by a development organization, I am Kalam also went forward to be the most critically acclaimed film of the year and has won 15 national and international awards.

Smile Foundation has set as its vision to Lead Change. While itself having undertaken the role of a catalyst that brings change in the lives of thousands of underprivileged, Smile has been so far, and will always in the future, endeavor to enable the civil society across the world to engage proactively in the change process.





## How we work

SOCIAL VENTURE PHILANTHROPY  
GOOD GOVERNANCE



## What we do

ACTION FOR CHILDREN  
MISSION EDUCATION  
SMILE TWIN E-LEARNING PROGRAMME  
SMILE ON WHEELS  
SWABHIMAN  
OUTREACH



## Special Interventions

SMILE HEALTH CAMPS  
SPECIAL SUPPORT PROGRAMME



## Support Systems

CORPORATE PARTNERSHIPS  
INDIVIDUAL PARTNERSHIP  
ALLIANCES

21 

## Sensitization Initiatives

CHILD FOR CHILD  
EVENTS & CAMPAIGNS  
ADVOCACY & RECOGNITION  
CELEB CONNECT  
I AM KALAM

 31

## The Financials

BALANCE SHEET  
INCOME AND EXPENDITURE ACCOUNTS  
DISBURSEMENT OF FUNDS







## How we work



SMILE FOUNDATION BELIEVES THAT WHETHER YOU ARE ADDRESSING HEALTHCARE, POVERTY, POPULATION CONTROL, UNEMPLOYMENT OR HUMAN RIGHTS, THERE IS NO BETTER PLACE TO START THAN IN THE CORRIDORS OF EDUCATION. AS A SOCIAL VENTURE PHILANTHROPIST, SMILE FOUNDATION PROMOTES AND CATALYSES UNIVERSAL EDUCATION OF UNDERPRIVILEGED CHILDREN, DEVISES METHODS TO MAINSTREAM THEM INTO FORMAL SCHOOLS AND FACILITATES THEM TO EMERGE AS PRODUCTIVE ASSETS AND SETS THE FOUNDATION FOR NATION BUILDING.

## Social Venture Philanthropy

Smile Foundation has evolved a working model Social Venture Philanthropy (SVP) which is based on the successful business model of Venture Capital.

Under the SVP model, the Foundation identifies, handholds and builds capacities of genuine grassroots NGOs to achieve scalability, sustainability, leadership and a deep sense of accountability. Through the SVP model, Smile Foundation makes an effort to broad-base investment in order to maximize its reach and optimize returns by approaching and strengthening a large number of like-minded individuals and organizations globally.

Smile Foundation provides seed money for launch of new projects, expansion of old projects, and also emphasizes on regular counseling, better productivity, efficiency enhancement and capacity building of grassroots NGOs.

Smile Foundation is reaching out to 200,000 underprivileged children and youth through more than 160 development projects spread across 22 states of India namely Delhi, Haryana, Punjab, Jammu & Kashmir, Rajasthan, Gujarat, Maharashtra, Goa, Uttar Pradesh, Uttarakhand, Chattisgarh, Bihar, Orissa, Jharkhand, West Bengal, Assam, Manipur, Madhya Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka and Kerala.

## Good Governance

The entire management process of Smile Foundation is based on the principles of good governance. Policies and decisions are made through a four-tier system, namely board of trustees, advisory body, executive committee and departments and decisions.

Smile Foundation encourages grassroots NGO partners to follow good governance norms and strives to build their capacities towards it.

The project management and monitoring system in Smile Foundation comprises of systematic and well-laid processes, which includes desk appraisal, field appraisal, monitoring, project auditing, activity report analysis, field evaluation, impact analysis and evaluation etc.

The Foundation has a four-tier audit system to ensure that funds are optimized. The system includes process audit, project audit, statutory audit and external evaluation.





# What we do

## Action for Children

**THE YEAR 2010-11 SAW THE END OF PHASE I AND THE BEGINNING OF PHASE II OF ACTION OF CHILDREN (AFC) PROGRAMME. AFC PROGRAMME WAS INTRODUCED IN THE YEAR 2007-08 AND WAS IN STRAIGHT ALIGNMENT WITH THE WORKING MODEL OF SMILE I.E. SOCIAL VENTURE PHILANTHROPY (SVP). WITH THE AFC PROGRAMME SMILE AND ITS PARTNER ORGANIZATIONS HAVE BEEN PUT ON A PATH WHICH WOULD LEAD TO BUILDING OF THEIR CAPACITIES AND DRIVE THEM TOWARDS SELF SUSTAINABILITY EVENTUALLY.**

The project is seen as a role model, which leads to inculcating a 'giving culture' in the middle and rich class of Indian society by continuous advocacy, proper governance compliance for maintaining transparency, and the action adding value to the existing endeavors of the Government and organizations who are trying to protect underprivileged children from further exploitation. However, despite the significant progress in areas of child poverty eradication, child literacy and health standards, there still remains a gulf between the standards prevailing in India and the rest of the world. Amidst all this, the Action for Children programme focuses on providing an impetus to training of partners on sustainability, leadership and communication which are essential and necessary to advance child rights and Sustainable Development in an integrated way, and would also act as a catalyst towards attainment of social justice and equality within the country. Since the scale of problem is very high and scattered, a solid role model is a need of the hour and AFC programme run by Smile is setting up the same.

In the first phase Smile Foundation faced a lot of challenges like difficulties to reach people, poor giving culture, the country's CSR being at a nascent stage, expensive mass media, unregulated social sector, etc, during implementation of the programme. These challenges in turn led to significant learnings like the importance of brand building in fundraising and the need to engage corporates, individuals and PSUs for strengthening and expanding the development programmes.

The second phase of the AFC programme (2011-15) is part of the 'Together4Change alliance which officially started their collaboration with a subsidy support from the Dutch Ministry of Foreign Affairs. In order to start the collaboration a 'kick-off workshop' was organized in Kenya with participation of all organizations involved in the T4C network including Smile Foundation. The workshop served to reach a joint understanding and internalization of the relevance, strategy, aims and operational plans of the T4C alliance and as a preparation for the joint implementation of the T4C programmes. The workshop aimed at facilitating the emergence of the T4C community with a strong emphasis on joint learning.



The T4C kick-off workshop in Kenya



## Mission Education

**MISSION EDUCATION IS A NATIONAL LEVEL PROGRAMME OF SMILE FOUNDATION WHICH FOCUSES ON BASIC EDUCATION AND HEALTHCARE OF UNDERPRIVILEGED CHILDREN. THROUGH THE PROGRAMME, SMILE FOUNDATION PROMOTES UNIVERSAL EDUCATION AND CREATES THE PROCESS REQUIRED TO STREAMLINE THE UNDERPRIVILEGED CHILDREN INTO THE MAINSTREAM SCHOOLS IN A MORE SUSTAINED MANNER.**



Children Practicing for a dance competition

The Mission Education programme has 59 projects in 34 cities across 19 states in India. There are 12,500 direct and 30,000 indirect beneficiaries in the programme. These beneficiaries have achieved an annual progress result of 96%. Moreover 85% of the beneficiaries have been successfully mainstreamed in both government schools and public schools.

Apart from 12,500 children being taught at the various project centres, training sessions were conducted for teachers at regular intervals during the year for their capacity building. In addition to this, special support was given to 10,000 children in terms of effective learning material. 124 health camps were organised in all the project centres across the country at regular intervals throughout the year. Among the health care services provided in these camps were general health check-ups, dental check-ups, distribution of de-worming medicines, and distribution of iron and calcium tablets. Moreover, there were around 3,400 children identified at various project centres who were given special nutritional support.

In addition to these development activities, time to time community mobilization activities were undertaken with the purpose of sensitizing the privileged masses innovatively about the plight of the underprivileged children. These community mobilization activities sensitize people through advocacy on child related issues and involve them in mobilizing resources for the self-sustainability of the projects.

## Key Achievements

42,500 beneficiaries – both direct and indirect – across 19 states in India. 96% annual progress results achieved and 85% of the direct beneficiaries mainstreamed in formal schools.

## Plans for the year ahead

- Ensuring and working towards the sustainability of all partner organizations
- Taking Mission Education programme to more outreach and rural areas with at least 10 new and innovative projects
- Enhancing the quality of education at all project centres through introducing new tools, regular trainings and workshops and other innovative methodologies
- Ensuring application of suitable and effective monitoring tools and MIS for improved programme management
- Sensitization of more and more people about the plight of the underprivileged and the impact the programme



Barclays bank volunteer talks to the kids at a project in Delhi



Children with their SUPW work



Children having fun after school



## Smile Twin e-Learning Programme

**THE SMILE TWIN E-LEARNING PROGRAMME (STEP) IS AN EMPLOYABILITY PROGRAMME FOR THE UNDERPRIVILEGED YOUTH LIVING IN URBAN SLUMS AND RURAL AREAS. IT IS AN INCREASING CONCERN AMONG THE LEADING EMPLOYERS OF THE COUNTRY REGARDING THE DEARTH OF READY-TO-DELIVER EMPLOYEES. IN ADDITION IT IS ALSO CRUCIAL THAT THE YOUNG ENERGY OF THE COUNTRY BE CHANNELIZED CORRECTLY IN ECONOMIC GROWTH AND NATION BUILDING.**



A class in progress

STeP is thus an initiative that aims at creating a pool of young and independent people, from the marginalized section, through skill enhancement in tandem with market requirements. It is an effort to create opportunities for the marginalized adolescent youth through which they can bring their own upliftment and thus lead to sustainable development.

The programme mainly provides training in English proficiency, basic computers, retail management and personality development etc. Counselling on career, gender issues, reproductive and sexual health, HIV/AIDS and soft skills are the other aspects that the course also focuses on.

The curriculum of STeP has been formulated by the International

Management Institute, New Delhi. And the computer education of the course is based on the lines of the Microsoft Unlimited Potential Programme.

Eight new STeP projects were started this year in Hyderabad, Chennai, Bengaluru, Faridabad, Ludhiana, Mumbai Nagpur and Kolkata, thus making a total of 60 projects in 40 cities across 18 states in the country. 2820 students were trained at various STeP centres and 80% of students among them were placed at entry level jobs in different organizations. The projects at NOIDA, Jhansi, Vizag, Chennai, Mumbai and Hyderabad have been able to achieve 100% placements. With this, STeP has been able to train over 7000 underprivileged young boys and girls and has placed over 6,100 students so far.



Convocation Day

Apart from the trainings and placements, 72 career counseling sessions with industry experts were organized at various centres ensuring that each student benefits out of it. 60 exposure visits with various organizations were conducted to give the students more practical knowledge of the present work scenario. A hardware training session in alliance with CISCO was organized at all various project centres for offering more employment and self employment opportunities for the students. An updated English curriculum designed by CLR in association with Tech Mahindra was piloted at five projects in Delhi NCR and two projects in Mumbai.

In order to connect with the implementing partners, in a much better way, an innovative Video Communication medium has been put in place. This internet based cloud solution that provides video communication under a low internet bandwidth,

provides fast, easy and secure video streaming and connects 50-50,000 people at a time. This medium is being used to conduct virtual classrooms through which centralized trainings and workshops with highly skilled professionals are being implemented for students across the country. A new soft skill development curriculum has also been started this year.

In addition to this, an alliance with 60 more organizations has been developed as employing partners, thus offering more placement opportunities for the STeP students. As many as 30 volunteers from prestigious institutes like ISB, MICA, Symbiosis, IIFT, etc were engaged for time to time sessions of career counseling, soft skill training, community mobilization etc. As a step towards self-sustainability of the projects, 35 of the partner organizations conducted community mobilization activities.



## Key Achievements

2,820 students trained and 80% among them placed. 100% placements in NOIDA, Jhansi, Vizag, Chennai, Mumbai and Hyderabad project centres. Eight new projects started and 60 more organizations became employing partners. An updated English curriculum designed by CLR in association with Tech Mahindra piloted at five projects in Delhi NCR and two projects in Mumbai.

## Plans for the year ahead

- Starting at least five more STeP centres
- Addition of at least 50 more organizations as employing partner
- Expansion of the upgraded English curriculum from its pilot phase to all the projects across the country
- Regularizing career counseling as a mandatory activity for all project centres
- Encouraging more number of girls to enroll for the programme



Workshop for Trainers of BPO Training Module



Exposure visit for students at Domino's



Exposure visit at Westside for the students

## Smile On Wheels

**SMILE ON WHEELS IS A NATIONAL LEVEL HEALTH CARE PROGRAMME WITH AN OBJECTIVE OF PROVIDING COMPREHENSIVE PRIMARY HEALTHCARE SERVICES TO THE UNDERPRIVILEGED COMMUNITY IN OUTREACH, URBAN SLUMS AND RURAL AREAS, RIGHT AT THEIR DOOR STEPS.**



First Smile on Wheels for Jaipur



Smile on Wheels launch in Varanasi



The underlying theme of this programme is to bring needed medical expertise, services, medicines, etc, to the needy areas, with a special focus on health needs of children and women. Hence the programme seeks to address problems of mobility, accessibility and availability of primary healthcare in urban slums and remote rural areas of the country. A fully equipped mobile hospital is developed for this and is run in partnership with like-minded organizations.

These mobile hospitals operate in a two-pronged approach – first, they bring quality healthcare services to doorsteps of the needy; and second they promote healthcare awareness and contemporary healthcare services seeking behaviour among the underprivileged. The mobile hospitals have trained healthcare practitioners, basic clinical testing facilities, exposure to preventive and promotive practices and services and a strong referral service network. However, the most important feature of the programme is its consistent and regular accessibility.

This year, there were 10 Smile on Wheels operating in 9 states. These mobile hospitals covered a population of over 9.1 lacs in 138 slum and rural areas directly benefitting/treating the health of 78,556 people. This year saw the launch of four new projects – 1 in Jaipur (Rajasthan), 1 in Varanasi (Uttar Pradesh) and 2 in Delhi NCR.

In addition to this, there were various new associations that were done to give the programme new dimensions. An association with BISR, Bhimtal (A concern of Birla Institute of Technology), for technical consultancy to build more quality and need-based customized mobile hospitals is one among the many associations that were done. Smile on Wheels also received an invitation from the World Health Congress and participated in the World Health Convention – a global event, as one of the most innovative health delivery systems existing currently.



Beneficiaries queue up to visit the doctor



Key handover to OBI by Smile and Asian Hotels

## Key achievements

- 78,556 people treated in 138 slums and rural areas
- 4 new projects started
- Recognized by the World Health Congress as one of the most innovative health delivery systems currently existing

## Plans for the year ahead

- Expansion of the programme with a total of 14 operational mobile hospitals
- Strengthening the programme further and reaching out to a population of 1 million with contemporary healthcare services

## Swabhiman

SWABHIMAN IS AN INITIATIVE FOR THE EMPOWERMENT OF GIRL CHILD AND WOMEN THROUGH ADVOCACY, EDUCATIONAL SUPPORT, HEALTH AND NETWORKING INTERVENTIONS. EMPOWERING WOMEN AND ADOLESCENT GIRLS FROM URBAN/RURAL COMMUNITIES, ENABLING THEM TO LEAD DIGNIFIED LIVES WHO IN TURN ACT AS CHANGE AGENTS FOR THE ENTIRE COMMUNITY MAKING THE IMPACT MORE SUSTAINABLE IS A MAJOR STRATEGIC HIGHLIGHT OF THE PROGRAMME. SWABHIMAN ALSO WORKS TOWARDS THE SENSITIZATION OF WOMEN AND ADOLESCENT GIRLS FROM PRIVILEGED SECTIONS OF SOCIETY.



Sensitization through a mime show at EMPI Business School





Swabhiman completed five years of accomplishments in the year 2010 and set off on its journey into its second phase focusing on four strategic components to implement the programme – advocacy of the privileged youth; educational support for underprivileged adolescent girls; community based health and educational interventions; and allying with like-minded organizations. Based on an end line survey carried out in the first phase, an 18 months project was initiated focusing on “Improving Access to Quality Family Planning Services for Young Women in Urban Slums of Delhi”. Social Marketing of contraceptives and Male Involvement in empowering women to take family planning decisions were two innovations of the project.

Support programme for the girl child beneficiaries by Lotus Herbals was further extended this year and through various project visits during the year, the partnership was even more strengthened. In addition, Swabhiman also played a very important role in capacity building of the ASHA workers of Parivartan programme which is supported by Procter & Gamble and NRHM. This capacity building was done in four rural districts of Rajasthan. The ASHA workers were trained about how to motivate rural women and adolescent girls for adopting healthy sanitation and reproductive health practices.

The programme has been, for the last three years, providing educational support to deserving and needy adolescent girls under the Shinnyo-Smile scholarship project. And this scholarship was extended to 32 beneficiaries this year. In addition, regular workshops and counseling sessions were organized for the overall development of the beneficiaries. And for the same, experts from various fields were invited. An advocacy and fund raising campaign “Beti Bhi Apni Hai” was launched as a pilot project in EMPI Business School, Chattarpur. And after the success of the pilot project, similar campaigns were successfully carried out in various prestigious colleges and institutes like IIT Delhi and Roorkee; College of Arts, Delhi; Jesus & Mary College, Delhi; and ABES Engineering College. Over 1900 youth were sensitized through these campaigns on issues like empowerment of women and girl child, drug de-addiction, sex abuse, etc.



Health Mela based on Family Planning in an intervention area



Change Agents distributing contraceptives

In addition, 32 developmental alliances were done during the year with various colleges, educational institutes like Symbiosis Institute of Mass Communications, Bangalore; IMI, Delhi; TAPMI, Manipal; Amity University, Noida; LSR, Delhi, IMS, Noida; with various corporate bodies and institutions like Alpine Hindustan Construction Joint Ventures, Abbot India, Nucleus Software, Parivaar Seva Sansthan, Shipra Mall, Ansal Plaza and Delhi Haat (INA); and media houses like Fever 104 FM and Salaam Namaste. Various activities, starting from becoming the Social Partner at the Child Health Congress to associating with Nucleus Software Pvt. Ltd. for the purpose of creating visibility and cultivating more partnership opportunities were undertaken regularly in this year.

## Key achievements

- Through its various initiatives Swabhiman has been able to cover a population of around 150,000, in ten slums of Delhi, benefitting them both directly and indirectly.
- Three new projects have been undertaken by the programme.
- 33 advocacy and fundraising events were carried out for promoting the cause of girl child through which association with 32 alliances was achieved.
- 1900 youth from prestigious educational institutes were sensitized through various advocacy campaigns.
- Smile Foundation also became the prestigious Social Partner for the year's Child Health Congress.

## Plans for the year ahead

- Further strengthening the existing health and empowerment initiatives and scaling up the programme by starting at least four new empowerment based initiatives
- Providing educational support for at least 1000 adolescent girls in form of scholarships
- Strengthening the advocacy of privileged youth through association with at least 50 more colleges across the country
- Better communication of impact of the programme through various innovative communication tools
- Scaling up the programme through launch of four more innovative empowerment based projects

Advocacy of the cause through a Sufi Rock show at ABES College of Engineering



## Outreach

**UNDER OUTREACH, SMILE FOUNDATION DIRECTLY IMPLEMENTS THE COMMUNITY DEVELOPMENT INITIATIVES FOR CORPORATES AND OTHER DEVELOPMENT AGENCIES. THE OBJECTIVE IS TO STRIVE FOR SUSTAINABLE DEVELOPMENT, WITH SPECIAL FOCUS ON UNDERPRIVILEGED CHILDREN AND WOMEN, BY DIRECT IMPLEMENTATION OF DEVELOPMENT INITIATIVES IN ALL THEMATIC AREAS OF SMILE FOUNDATION.**

The distinct approach of Outreach programme serves a dual purpose. On the one hand, it helps in furthering the CSR mandate of corporates through effective implementation while on the other hand self implementation helps us to have better understanding of the programme implementation on the ground level.

Under Outreach programme, innovative methodologies are continually put to work by a dedicated team to scale-up the undertaken community social development programmes. There are currently four partnerships that are being implemented with support of JSL Foundation, Caterpillar Foundation, Procter & Gamble, and Save the Children.

A three-year partnership with JSL Foundation was initiated in April 2009 and focuses on providing education to the underprivileged children in Jajpur, Orissa in the plant area of the supporting company. Under the project, there are five bridge course centres, five remedial education centres and two computer education centres. The objective of the bridge education centres here is to encourage children towards education and also to build their capacities for mainstreaming into formal education. The remedial education centres provide coaching classes to the students who are weak in studies and cannot afford tuition classes.

The Caterpillar Foundation supported project supports the education of children in remote villages of Tiruvellore district of Tamil Nadu and Hossur district of Karnataka, by building the infrastructure of the schools in order to facilitate proper education for the children and to improve the quality of teaching. The necessary infrastructural support includes building classrooms, separate toilets for girls, school compound walls, as well as providing safe drinking water facilities, furniture, computers and lab equipments, etc for government schools.



A static clinic in Janta Colony, Delhi



Students during annual function of remedial Centers



In October 2009, with support from Procter & Gamble, Smile Foundation initiated Parivartan, a project that aims at ensuring improved health seeking behaviour for women with focus on safe and hygienic menstrual practices through training and other IEC tools. The project is implemented in four districts of Rajasthan in collaboration with the National Rural Health Mission (NRHM).

A prestigious health promotive programme supported by Save the Children is being implemented in 10 slums and resettlement colonies of north-east district of Delhi. This project provides healthcare to over 100,000 people. This is a part of a bigger endeavour by Save the Children which focuses on 60 slums with a population of 6 lakhs underprivileged women and children in Delhi. The objective of the project is to reduce child mortality rate, to promote institutional deliveries and healthy behavioural practices. The major activities undertaken under this project are regular health camps and static health clinics for providing healthcare services; focus group discussions with community members for sensitization; providing referral health services; and also networking with the relevant government departments. The features which are unique to the project include doorstep services to the unreached people, identification of slum clusters depending on their vulnerability, outreach and direct service delivery system, cultivation of community volunteers for sustenance, active participation from community and empowerment of the youth to take responsibility in the future.



People queued up at a health camp

## Key Achievements

The programme has benefitted 163,364 underprivileged people comprising children, youth, women and old people.

## Plans for the year ahead

Partnerships with corporates like MoserBaer, Cairn Energy India Pty Limited and Siemens are in the pipeline.



Training of Community Health Volunteers



# Special Interventions

## Smile Health Camps

**SMILE HEALTH CAMPS IS A SPECIAL INITIATIVE OF SMILE FOUNDATION TO PROVIDE HEALTH CARE SERVICES TO MEET THE IMMEDIATE HEALTH CARE NEEDS OF THE MARGINALIZED COMMUNITY IN REMOTE RURAL AREAS AND SLUMS THROUGH STANDALONE CAMPS.**



An elderly patient gets his eyes checked in a Delhi camp



Smile organizes customized health camps extensively across the country offering comprehensive health services – curative, preventive, promotive and referral – to a large number of people in selected intervention areas. This special initiative is carried out in a bifocal model – multi disciplinary mega health camps and general health camps. The multi disciplinary mega health camps are specialized camps, in rural areas, that offer integrated multi disciplinary health care services including investigative and surgical interventions. These services are done in make-shift hospital environs by a dedicated team of medical experts. Free diagnosis, medicines, food, accommodation and surgical care are provided in these camps. A mega health camp is organized every year at Shahpura in Bhilwada district of Rajasthan since 2004 in association with Jain Sabha Women's Wing. It is a ten days camp that caters to about 100 villages around Shahpura. The camp has a makeshift hospital with 500 beds with more than 100 specialist doctors and paramedical staff specialized in surgeries, ophthalmology, gynaecology, orthopedics, medicine, ENT, anesthesia, radiology, pediatrics and pathology, provide voluntary services in the camp. This year 3012 people were directly benefitted at the Mega Health Camp.

The general health camps are conducted in small durations in different parts of the country on the basis of health needs of a specific location. These health camps aim at promoting health seeking behaviour in the long term and thus, unlike a general curative health camp, these camps also majorly work on building awareness regarding common ailments, family planning methods, nutrition, hygiene and sanitation. These camps provide comprehensive health services free of any cost. This year more than 2650 people were directly benefitted from health camps that were organized at various locations. Mobilizing the people and making them aware that such camps are made available is a challenging task. However, local folk music groups, involvement of local leaders and pamphlets printed in regional languages were some of the methods put to use for same with great results.

## Key Achievements

5671 people directly benefitted through health camps held at various locations.

## Plans for the year ahead

Doubling the current reach in order to be able to meet the healthcare needs of more and more number of people.



Members of the Jain Sabha visit patients at the Bhilwada camp in Rajasthan



Patients get free medicines at Karimnagar camp in Andhra Pradesh



Patients queue up for registration in the Bhilwada camp in Rajasthan

## Special Support Programme

**SMILE FOUNDATION CONSTANTLY STRIVES TO EMPOWER INDIVIDUALS, PARTICULARLY UNDERPRIVILEGED CHILDREN ENABLING THEM TO MEET BASIC AMBITIONS OF THEIR LIFE AND REALIZE THEIR POTENTIAL, MAKE INFORMED CHOICES, RESIST OPPRESSION, FIGHT FOR RIGHTFUL EXISTENCE AND FACILITATE NEW POSSIBILITIES AND OPPORTUNITIES FOR THEM.**



Smile takes up individual cases based on their immediate needs. These are individuals who have exhibited outstanding academic records but are at the risk of discontinuing their studies due to impoverished circumstances. They are given educational support in individual capacity.

Individuals suffering from any critical diseases are provided support for their health; specific cases are also taken for rehabilitation wherein they are given educational support, vocational training, entrepreneurship training, counseling and provision for aids and appliances. Support for education and health is also provided to recognize those children who have performed outstanding deeds of bravery and selfless sacrifices including bravery award winners. There are over 4200 individual children who have been supported through this programme.





# Support Systems

## Corporate Partnerships

**IN THE INCREASINGLY CONSCIENCE-FOCUSED MARKETPLACES OF THE 21ST CENTURY, THE DEMAND FOR ETHICISM IS INCREASING. SIMULTANEOUSLY, COMPANIES HAVE STARTED UNDERSTANDING THAT THEIR IMPACT ON THE ECONOMIC, SOCIAL AND ENVIRONMENTAL LANDSCAPE, DIRECTLY AFFECTS THEIR RELATIONSHIP WITH THE STAKEHOLDERS. THUS, RESULTING IN CORPORATE SOCIAL RESPONSIBILITY HAS FOUND PLACE ON THE PRIORITY LISTS OF TOP AND EXECUTIVE MANAGEMENT OF ORGANIZATIONS WORLDWIDE.**

In India, corporate social responsibility is still one of the least understood and prioritized. In addition to this shortcomings of the development sector like, lack in understanding, inadequately trained personnel, non-availability of authentic data and specific information, etc, has further hindered the direction that is required for the social responsibility intent to succeed. The country's demography and diverse social problems forms yet another hurdle that makes it difficult for willing corporates also to reach the right people. All these limitations put together has led to the creation of a need for developmental catalysts instead of just grassroots level implementers.

Smile Foundation is one such catalyst that works towards meeting the needs of development while helping corporates in investing in social initiatives. With multiple modes of partnership like payroll giving, cause related marketing, direct child support and youth support, Smile helps corporates in strengthening their CSR programmes by letting them adopt, initiate or partner development projects. In other words, Smile Foundation devises ways for its partners in which they can help and make a difference. Instead of just channelizing resources of the corporates, Smile strives to get them directly involved in these initiatives.

The initiative for children's education received support from Crisil, Zee TV, Henkel, Alcoa India Private Limited, BNY Mellon, CapitalOne, Agarwal Rubber Limited and Prestige Group. The healthcare initiative received support from Arcelor Mittal, GAIL India Limited, Times of Money, Asian Hotels, Vatika Group and Moser Baer. The girl child and women empowerment initiatives were supported by Target International and Winalite. Corporates like Samsung, IndianOil Corporation Limited, HDC Ltd and FIS extended support for the livelihood initiative of Smile Foundation. In addition to these corporates like Airtel, Aircel, Bisleri, Jockey, Biocon, Schaffler Group and Sunderam Motors provided invaluable support to various initiatives undertaken from time to time.





## Individual Partnership

Smile Foundation establishes partnerships and builds networks with likeminded national and international development agencies and educational institutions. These alliances are made with the primary objective to connect the domain expertise, resources and strengths with Smile's own developmental initiatives. With the objective of involving individuals directly in the development initiatives undertaken, Smile Foundation set up the new vertical of individual partnership. The initiation of this vertical is completely aligned with Smile's genesis that "Sustainability, social equality and environment are no more the government's problems alone; every individual is equally responsible for the change that is required." Smile Foundation believes strongly that individual intervention is the only key for sustainable growth and development to take place and is thus striving towards making the same possible. Smile Foundation started the individual partnership vertical in Delhi. This vertical will further be expanded in Mumbai, Bangalore, Kolkata and Chandigarh within a span of two years.

## Alliances

**ALONG WITH EXPANSION AND STRENGTHENING OF EXISTING PROGRAMMES, SMILE FOUNDATION ALSO FOCUSES ON BRINGING INNOVATIONS IN ITS ENTERPRISES THROUGH THIS ASSOCIATION WITH DEVELOPMENTAL ACTORS. MANY PROMINENT DEVELOPMENT AGENCIES, DONOR ORGANIZATIONS, CONFEDERATIONS AND ASSOCIATIONS ACROSS THE GLOBE HAVE JOINED HANDS WITH SMILE TO FURTHER ITS WELFARE INITIATIVES.**

This year Smile joined hands with Save the Children India and its counterpart from Netherlands with the objective of putting into practice the organization's expertise and strength in the area of child rights. A mobile medical unit was launched in this partnership for improvement of Child Survival in the urban slums of Delhi. This mobile medical unit is making healthcare facilities for underprivileged children accessible and available through a mobile hospital. The mobile medical unit with an objective of providing comprehensive mobile health care services to under-privileged children in the urban slums, is an extra ordinary step to solve the child centric health problems for underprivileged. The project covers a total population of 1, 00,000 with special focus on pregnant and lactating women and children under five years of age to ensure child survival.

In addition, Smile Foundation partners with reputed educational institutions in order to involve the youth in the process of development. This year Smile partnered with International Management Institute, Indian Institute of Foreign Trade, FMS, University of St. Gallen, Royal Holloway University of London, Asia University, Fulbright Scholar USA and the University of Rotterdam.



# Sensitization Initiatives

## Child for Child

**THE CHILD FOR CHILD (CFC) PROGRAMME IS AN INITIATIVE OF SMILE FOUNDATION THAT SENSITIZES PRIVILEGED CHILDREN OF THE EXISTING DISPARITIES IN THE SOCIAL ORDER AND MOTIVATES THEM TO CONTRIBUTE THEIR INDIVIDUAL MITE TOWARDS THE CAUSE OF THE LESS PRIVILEGED. IT BRINGS TOGETHER CHILDREN FROM BOTH THE BACKGROUNDS – AFFLUENT AND DEPRIVED, IN AN ATTEMPT TO FOSTER IN THE AFFLUENT CHILDREN A SENSE OF RESPONSIBILITY TOWARDS THEIR LESS PRIVILEGED COUNTERPARTS, EARLY ON IN LIFE.**



Children from Navrachna School, Vadodra flock to watch I am Kalam



Children of Amar Jyotji English School, Bangalore at a story telling session





With the idea to “Catch them Young”, students of reputed schools across India are approached and sensitized about the issues of underprivileged children. Efforts are made to make a privileged child see through the eyes of an underprivileged child. The young students are then motivated to take small steps in the direction of addressing the issue. The programme also aims at building desirable values, outlook, knowledge, character of the children so that they act responsibly towards their family and society.

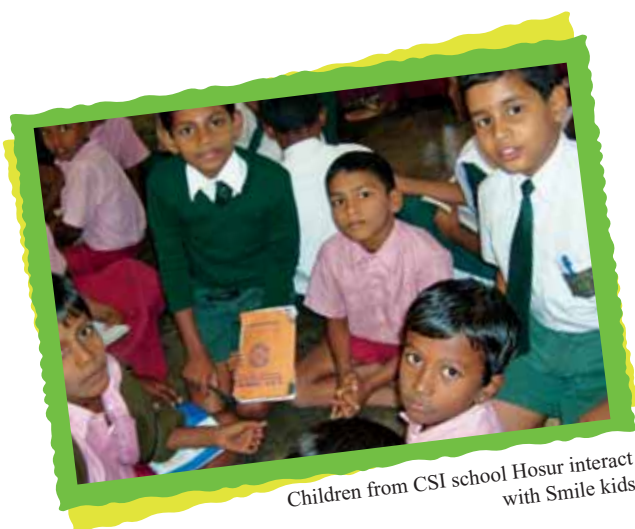
This year the programme reached 475 schools across the country and sensitized over 450,000 privileged children. Some of the activities that were organized and carried out for the sensitization of the children were anti-child labour events carried out simultaneously across Goa, Ahmedabad, Pune and Nagpur; a Walkathon in Bangalore participated by over 800 school children from leading schools and corporates like Mphasis, PWC and Standard Chartered; workshops on adolescence; educative play on affects and prevention of various diseases; and workshop on leadership through sports.

## Key Achievements

Sensitized over 450,000 privileged children in 475 schools across the country.

## Plans for the year ahead

Putting to use, more innovative methods, in order to sensitize the children in an entertaining way.



Children from CSI school Hosur interact with Smile kids



Sensitization through story telling



Children of Bharatiya Vidya Bhavan, Haldia cheer for Kalam





## Events & Campaigns

**SMILE FOUNDATION BELIEVES THAT THE DESIRED CHANGES IN THE LIVES OF THE DISADVANTAGED CHILDREN WILL COME ONLY WHEN MORE AND MORE PRIVILEGED PEOPLE COME FORWARD IN FINDING A SOLUTION TO SOCIETAL PROBLEMS. WITH THIS CONVICTION, REGULAR EVENTS AND CAMPAIGNS ARE ORGANIZED ROUND THE YEAR TO SENSITIZE THE PRIVILEGED MASS AND INVOLVE THEM IN THE DEVELOPMENT PROCESS.**



Smile participates in the Airtel Delhi Half Marathon

These events and campaigns are implemented at both national and regional levels to ensure optimum penetration and reach. This year the focus was more on conducting events in tier I and II cities, while simultaneously continuing national level activities. Some of the events and campaigns that were carried out this year are a national and open to all T-shirt designing competition in association with Cotton Council International; Be the Change campaign with children and youth carried out simultaneously in Ranchi and Hyderabad; felicitation events of inspiring people from various regional areas like Jaipur, Kolkata, Allahabad and Jamshedpur; a charity dinner with the Indian community in Perth Australia; Diwali workshop and celebration at Chandigarh; a budding hip-hop band Underground Authority performing exclusively for youth beneficiaries of Smile; press conference for the promotion of I am Kalam; spreading smiles campaign at the Airtel Delhi Half Marathon; Christmas celebrations with celebs and children beneficiaries in Mumbai and Lucknow; collaboration with Zee TV for a promotional campaign in Mumbai, Chandigarh and Lucknow; International Women's Day celebration campaign with Fever FM at various locations in Delhi; and a Holi campaign in Delhi.

Having reached the tier I and II cities along with the metro cities, Smile Foundation plans to continue reaching maximum number of people and sensitize them.





The First look of I am Kalam



Christmas celebrations with Malini Awasthy in Lucknow



Diwali celebration and workshop in Chandigarh



Fashion Designer Anjana Bhargav looks at the T-shirt designs made by Smile kids



Fashion for Change in Bangalore



Smile with mascot Shera at the Commonwealth Games



Felicitatation of folk singer Swaroop Khan



## Advocacy & Recognition

**SMILE FOUNDATION GOT OVERWHELMING RESPONSE FROM MASS MEDIA IN SENSITIZING THE PRIVILEGED MASS ABOUT THE PLIGHT OF THE UNDERPRIVILEGED PEOPLE. BESIDES SEVERAL CAMPAIGNS IN LEADING TELEVISION CHANNELS THAT REACH BEYOND THE INDIAN TERRITORY, NUMEROUS NEWSPAPERS, MAGAZINES, RADIO CHANNELS, ONLINE PUBLICATIONS, BOTH NATIONAL AND INTERNATIONAL, CAME FORWARD TO SUPPORT SMILE FOUNDATION IN ITS DEVELOPMENT INITIATIVES.**

This year Smile Foundation won the Asia Pacific Child Rights Award 2010 for its television campaign Choone Do Aasman that was broadcasted on NDTV.

This award is instituted by CASBAA, ABU and UNICEF and is given to the best television programme produced in the Asia-Pacific region with a focus on child rights. This is the 10th year for the CASBAA, ABU and UNICEF Child Rights Award and was held in Tokyo. The award ceremony took place during the ABU General Assembly.

Choone Do Aasman is a series of short films on the real life stories of children having high aspirations despite the difficulties they live with. The Indian News Broadcasting Awards 2010 also felicitated the campaign as the Best Hindi Documentary series of the year. The INB Award has been established to recognize the work and achievements of the media fraternity. This was the third edition of the awards.

Smile Foundation also won the Barclays Bank Chairman's Award 2010 for putting its best efforts along with the bank's Indian employees in helping disadvantaged communities. This was the 14th annual Chairman's Awards and was held in Madrid. The award is given to Barclays employees and development organizations for working together in devising innovative strategies to bring a positive change in the lives of the marginalized. This year's awards had received 376 nominations from 27 countries.

## I Am Kalam selected for London Film Fest

PTI  
NEW DELHI

**T**HE story of a poor boy, who is inspired by A P J Abdul Kalam so much that he starts referring to himself by the name of the former President, has been selected for the London Film Festival next month.

'I Am Kalam' had its world premiere at the Marche du Film at the 63rd Cannes Film Festival in May 12 and will be released by December, says its director Nila Madhab Panda.

Eight other films will also be showcased at the 54th British Film Institute London Film Festival from October 13-28 - 'Udaan' (by Vikramaditya Motwane), 'Paan Singh Tomar' (Tigmanshu Dhulia), 'Aamir Bashir's 'Harud', 'Mee Sindhuai Sapkal' (I Am, Sindhuai Sapkal) by director Ananth Mahadevan, Kaushik Ganguly's 'Aarekti Premier Golpo' (Just Another Love Story), Kiran Rao's 'Dhobi Ghaat', 'Miral' (by Julian Schnabel, co-production with France, Italy and Israel) and 'Pink Saris' (by Kim Longinotto, co-production with UK).

Set in Bikaner in Rajasthan, 'I Am Kalam' is the story of Chhotu's hunger for education, something which he cannot aspire to have because of penury.

Through an engaging, entertaining and fast-paced narrative like a fable, the 87-minute film takes the viewer to the world of Chhotu, who at one point starts referring to himself as Kalam after watching on TV, the former president speak about how he got his education fighting several odds,' Panda says.

Chhotu, played by Delhi

slum boy Harsh Mayar, works in a dhaba. His life takes an unexpected turn when he befriends the son of an erstwhile king of a princely state. Chhotu reads his friend's old books and hopes of achieving his dream.

"The film, produced by Smile Foundation took six months to complete," Panda told PTI.

According to the director, 'I Am Kalam' is the story of struggle that he faced and observed since his own childhood.

"The film celebrates the survival of the human spirit against overwhelming odds. It could be a story from any developing country and especially with a colonial past. I started my career in filmmaking, working intensively on the issue of child labour. I understood that it is an inheritance of an exploitative structure that profits from cheap labour without any responsibility," he says.

The strong narrative, scripted by Sanjay Chauhan (of 'Paan Singh Tomar' fame) talks about how every child deserves to live his childhood, no matter where he is born. The cast includes Bollywood 'badman' Gulshan Grover (as the dhaba owner), child actor Hussain Saeed (of 'Delhi 6' fame as the prince) and French actress Beatrice Ordeix.

The music is composed by Sumit Bose, often referred as the 'Bob Dylan' of India, and Deepak Pandit.

The film has won a number of awards and recognitions on the international circuit. The Lucas International film festival jury awarded the prize for best feature film to 'I Am Kalam'. It also got the prestigious Don Quijote Prize of the International Federation of Cine-Clubs (FICC) awards.

**The other Kalam** AGAINST THE ODDS The tale of how a passing Rajasthani prince helps a Chhotu from a tea stall change his life is winning Nila Madhab Panda's 'I Am Kalam' accolades around the world

**Phorum Pandya**  
@www.phorumindia.com

**Y**ou've seen them at tea stalls and roadside eateries, rushing about taking orders and cleaning tables. Unusually, they're all called 'Chhotu' (Little One), because they are so little. It doesn't matter what their real names are.

In Nila Madhab Panda's 87th film 'I Am Kalam', a boy's life is changed when a Rajasthani prince passing the road side dhaba where he works asks what his real name is.

Chhotu's character is named himself, the boy (played by the same boy actor) - Kalam, after former President A.P.J. Abdul Kalam. The plot follows how the child's life changes as the Prince's father helps him get an education.

"It all started 10 years ago, while shooting a documentary on child labour in Rajasthan," says Panda. "A little boy was clearing our tables and we got talking. He was also a Chhotu, and when I asked what he wanted to do when he grew up, he said he wanted to be like (then President) Kalam."

In the film, the little boy is played by 10-year-old Harsh Mayar, who Panda found in a Delhi slum. "He had done 500 auditions, but the moment we saw him, we knew he was the one," says Panda.

Produced by NCC Smile Foundation, the film had its world premiere at the Cannes Film Festival last August.

**I wanted to send out the message that effort is more powerful than fate... and that the privileged masses must join the effort to educate our children and help their dream.**

**NILA MADHAB PANDA, Director**

The best feature film award and the Don Quijote Prize of the International Cine Club Federation at the Lucas Film Festival in Frankfurt, Germany. 'I Am Kalam' will next be screened at the world's largest children's film festival, The International School Film Week, in London on October 18.

"I come from a poor region of western Orissa - Rajapur - and I have seen poverty up-close," says Panda. "I have tried to portray some of those real life situational scenes, while also ensuring that it isn't a heavy film like Nalini Ranjan or Shantnu Mishra. I wanted to celebrate the smile behind every struggle, especially for children."

Panda, who has produced and directed 48 films and documentaries including 'Climate's First Orphan' and 'Alone, on female indentured in his 15 year career, says this was a commendable effort, mostly because his lead actor had never acted before.

"It is always tough working with children, especially when you are on a tight budget. But Harsh was very naughty to boot," he says, smiling. "Of course, that was a part of his charm, and we had a blast with him. But we had to assign him assistants just to handle him."

Mayar had a blast too, says Panda. "He had his first interview, learnt to ride a bicycle, even learnt to play the khural, a Rajasthani instrument played using two sticks," says Panda. "Unintentionally by means of his acting of any hesitation before the camera, he was guided a lot, adding in the authentic feel of the film."

Mayar, meanwhile, is now back at school and dreams of being... Badman Khan. "I want to be an actor," he says, grinning. "I must have around the sets with the other child actors. Madhab uncle never yelled me and explained every scene like a story."

**We believe that, whatever the issue, there's no better place to start than with education. Chhotu's story is the story of millions of children in India and very close to our cause.**

**SANTARU MISHRA, Executive Director, NCC Smile Foundation**

**10-year-old Harsh Mayar in a still from 'I Am Kalam'**

Economic Times

Hindustan Times







## Celeb Connect

**CELEBRITIES ARE AMBASSADORS, OF THE SOCIETY THEY ARE FROM, TO THE REST OF THE WORLD. THEY HAVE THE POWER OF INFLUENCE ON MILLIONS. PEOPLE ACROSS AGES AND SEGMENTS CONSIDER THEM AS ROLE MODELS. AND MOSTLY FOLLOW WITH GREAT CONVICTION THE IDEAS PROMOTED BY THEIR FAVORITE STAR. IT THUS BECOMES VERY IMPORTANT FOR THE CELEB THAT HE/SHE ENDORSE A WORTHY CAUSE. AT SMILE FOUNDATION, WE HAVE RECEIVED IMMENSE SUPPORT FROM MANY CELEBRITIES OF THE COUNTRY SO FAR.**

This year along with nurturing existing associations, many new associations were done. Celeb couple Arshad Warsi and Maria Goretti; folk singer Malini Awasthy; actors Jacky Bhagnani, Ritesh Deshmukh, Malaika Arora Khan and Renuka Shahane; cricketer Saurabh Tiwari; Commonwealth Games medalists Deepika Kumari and Ashish Kumar; choreographer Remo D'Souza; popular TV actors Pawan Malhotra, Sushant Singh Rajput and Ragini Khanna; and popular singers Meyiang Chang and Swaroop Khan were some of the celebrities who associated with Smile Foundation.

Smile Foundation appreciates their invaluable contribution in bringing Smile to greater heights.



Arshad Warsi and Maria Goretti for Smile at the Airtel Delhi Half Marathon



Smile kids with Malaika Arora Khan



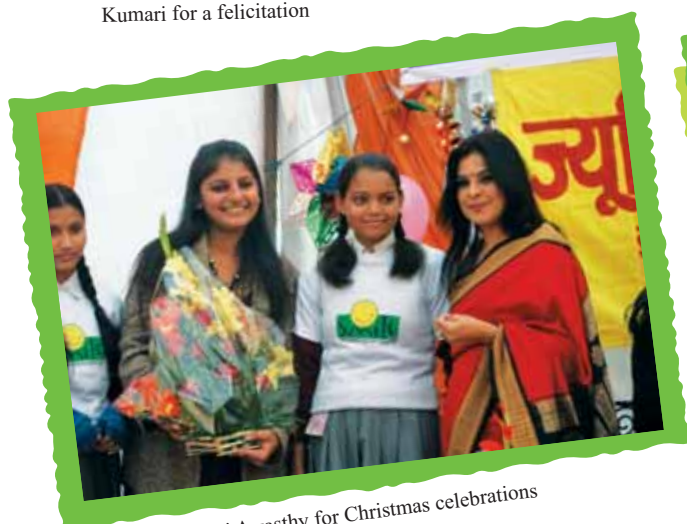
Ajay Devgn meets Smile kids specially during a Delhi visit



CWG Medal Winner in archery Deepika Kumari for a felicitation



Smile kids with Renuka Shahane



Folk Singer Malini Awasthy for Christmas celebrations



Roshni Chopra for the launch of Smile on Wheels in Varanasi





## I am Kalam

ONE OF THE MOST IMPORTANT AND SPECIAL INITIATIVES THIS YEAR HAS BEEN THE THEATRICAL RELEASE OF I AM KALAM – THE AWARD WINNING FEATURE FILM PRODUCED BY SMILE FOUNDATION. APART FROM ITS UNIQUE OF BEING THE FIRST FILM IN INDIA TO BE EVER PRODUCED BY A DEVELOPMENT ORGANIZATION, THE FILM ALSO WENT FORWARD TO BE THE MOST CRITICALLY ACCLAIMED FILM OF THE YEAR AND WON 15 NATIONAL AND INTERNATIONAL AWARDS.



Special Screening for former Indian President, Dr. APJ Abdul Kalam

Smile Foundation took this initiative in order to try and reach out to people around the world drawing their attention to the grave issues of child labour and the poor condition of children's education in the country. And eventually gain their support for the movement it initiated of Sending Every Child to School. Bearing in mind that in a world that is already exposed to extraordinary content plain appeals do not stand a chance in grabbing attention any more, Smile Foundation proactively took the initiative and the challenges therein to come up with a mainstream Bollywood film; and has tried to package a very important cause in a contemporary fable like manner in an attempt to reach out to the maximum number of people towards this cause.

I am Kalam was premiered at the Marche Du section of the 63rd Cannes Film Festival. Following this, the film travelled across the world to as many as 30 prestigious film festivals where it received an overwhelming response, from both, the critics and the general audience. Among the many achievements of this well-intentioned film, is also a special screening for the former Indian President, Dr. APJ Abdul Kalam, screening for the Dabbawala Sangathan of Mumbai; and screening for the adolescent inmates of the Tihar Jail. The film was released in 110 theatres across India. And as intended the film has been successful in entertaining and simultaneously sensitizing the people. However the release being urban population centric, the film has so far reached only metro, tier 1 and 2 cities. As the next step Smile Foundation now, through its association with a network of 2500 schools, 100 colleges, 50 apex management and technical institutes, 75 corporates and 160 NGOs has already started taking the film to the rural interiors too, in order to sensitize individuals, authorities, groups and communities at all levels.



Film Still: Chhotu bringing tea for the tourists



Actor Amitabh Bacchan wishes Harsh Mayar luck



Film Still: Bhati & Lucie jamming at the dhaba



Film Still: Chhotu & Rannvijay meet for the first time

## Key achievements

Winner of 15 awards including the 58th National Award, four audience choice awards, the Aravindan Puraskaram, four best feature film awards, two critic awards and two best actor awards.



# The Financial Statements

SMILE FOUNDATION, NEW DELHI

Balance Sheet as on 31.03.2011

PARTICULARS	SCHEDULE	AMOUNT FOR CURRENT YEAR	AMOUNT FOR PREVIOUS YEAR
<b>SOURCES OF FUNDS</b>			
Fund Accounts	1	213479984	186696656
Loan Funds	2	200000	0
Current Liabilities & Provisions	3	23732985	27321264
<b>TOTAL</b>		<b>237412969</b>	<b>214017920</b>
<b>APPLICATION OF FUNDS</b>			
Assets			
Fixed Assets	4	34463353	29924452
Current Assets and Loans & Advances (Including Bank Deposits)	5	202949616	184093468
<b>TOTAL</b>		<b>237412969</b>	<b>214017919</b>

Statement of Significant Accounting  
Policies and Notes to Accounts

12 The schedules referred above, form  
an integral part of balance sheet

## Auditor's Report

As per our Audit Report of even date  
u/s 12 A (b) of Income Tax Act 1961

For and on Behalf of Board of Trustees of  
M/s Smile Foundation.

Manoj Kumar  
FCA.M.NO.86669  
For and on Behalf of  
M. K. Kuchchhal & Co.  
Chartered Accountants

Sd/-  
(Manager Accounts)

Sd/-  
(Chief Operating Officer)

Place : New Delhi  
Date : 28/09/2011

Sd/-  
(Trustee)

Sd/-  
(Trustee)

## SMILE FOUNDATION, NEW DELHI

### Income and Expenditure Account for the year ending 31.03.2011

PARTICULARS	SCHEDULE	AMOUNT FOR CURRENT YEAR	AMOUNT FOR PREVIOUS YEAR
<b>INCOME</b>			
Donation - General	6	12,300,946	8,690,133
Donation Eligible For 35 AC	6	2,500,000	
Donations (Restricted Revenue Grants)	6	55,864,985	45,494,914
Donations From Schools/Other Institutions	6	22,186,814	18,977,905
Other Income	7	10,482,470	12,635,773
<b>SUB TOTAL</b>		<b>103,335,214</b>	<b>85,798,724</b>
<b>EXPENSES</b>			
Fund Raising Cost	8	15,681,103	6,820,758
Net Funds Available for Projects		87,654,112	78,977,966
Expenses For Various Welfare Projects	9	64,403,274	64,728,778
Administrative Expenses	10	10,821,401	8,202,182
Financial Expenses	11	117,644	40,093
<b>SUB TOTAL</b>		<b>75,342,320</b>	<b>72,971,054</b>
Net Surplus Before Depreciation		12,311,792	6,006,912
Less: Depreciation		2,953,465	3,034,580
Net Surplus		9,358,327	2,972,333
Less: Provision of taxes		-	-
<b>NET EXCESS TRANSFER TO RESERVE</b>		<b>9,358,327</b>	<b>2,972,333</b>

Significant Accounting Policies

12 The schedules referred above and notes to accounts, from an integral part of the income & expenditure account

#### Auditor's Report

As per our audit report of even date attached

For and on Behalf of Board of Trustees of  
M/s Smile Foundation.

Manoj Kumar  
FCA.\M.NO.86669  
For and on Behalf of  
M. K. Kuchchhal & Co.  
Chartered Accountants

Sd/-  
(Manager Accounts)

Sd/-  
(Chief Operating Officer)

Place : New Delhi  
Date : 28/09/2011

Sd/-  
(Trustee)

Sd/-  
(Trustee)



# CERTIFICATE OF COMPLIANCE

## TO WHOM IT MAY CONCERN

We have examined the compliance of conditions stipulated in the “Standards of Good Governance” by Smile Foundation, for the year ended March 31, 2011.

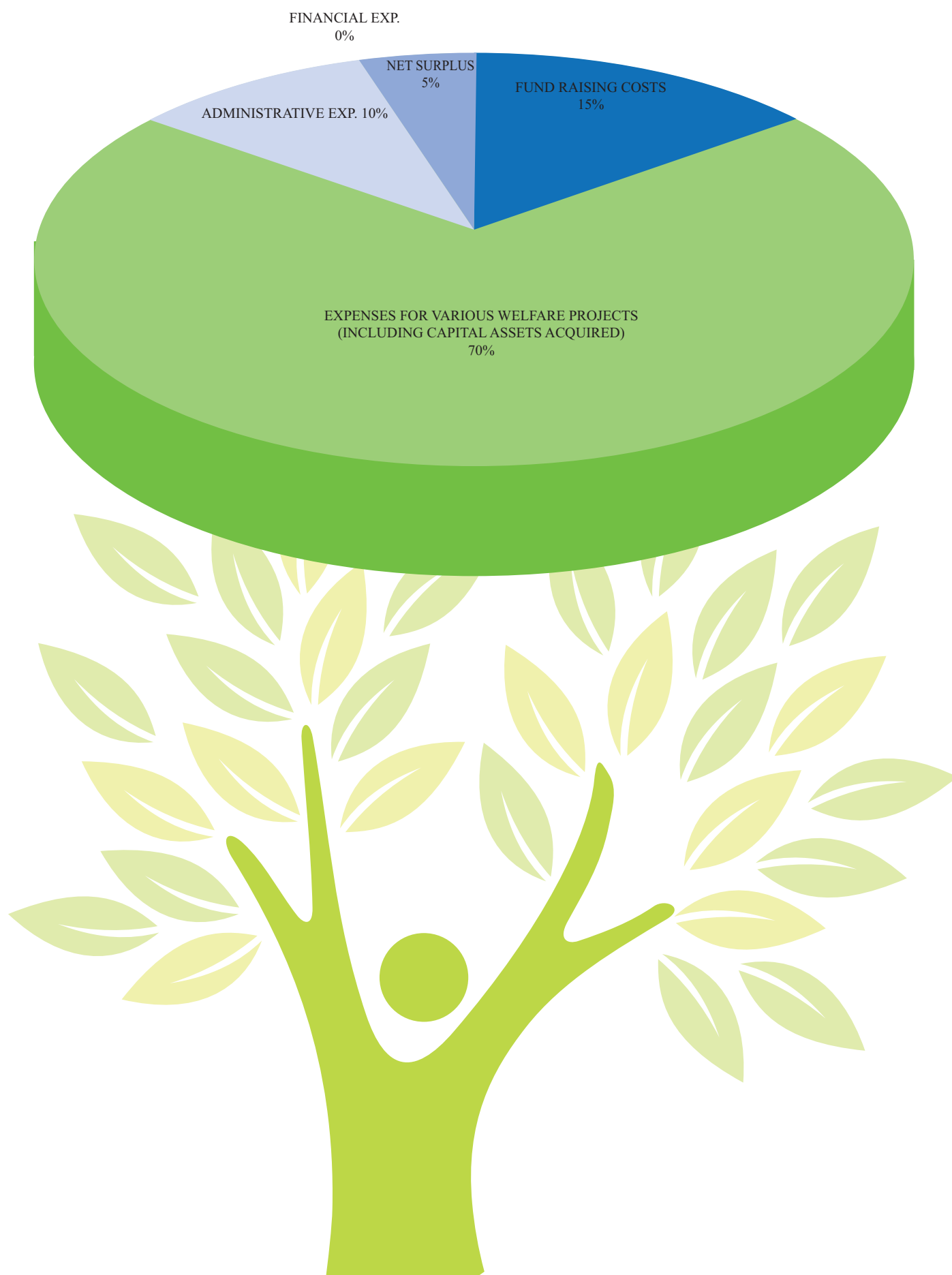
In our opinion and to the best of our information and according to the explanations given to us, we certify that Smile Foundation has complied with the standards as stipulated in the “Standards of Good Governance”.

The compliance of clauses/conditions of “Standards of Good Governance” is the responsibility of the management; our examination was limited to procedures and implementation thereof adopted by Smile Foundation for ensuring the compliance of all the standards.

For Arbind Kumar Singh & Associates  
Company Secretaries

Sd/-  
(Arbind Kumar Singh)  
Company Secretary in Practice  
CPNo. 7995  
Date: 15th October, 2011

## Disbursement of Funds for the Financial Year 2010-2011







[www.smilefoundationindia.org](http://www.smilefoundationindia.org)

## Head Office

V-11, Level 1, Green Park Extension, New Delhi 110016

Phone: +91 11 43123700 | Fax: +91 11 41354454

E-mail: [info@smilefoundationindia.org](mailto:info@smilefoundationindia.org)

## Regional Offices

### Mumbai

102, 'Sheraton Classic', Ram Mandir Road,  
Vile Parle (East), Mumbai 400057

Phone: +91 22 26104106/07

E-mail: [mumbai@smilefoundationindia.org](mailto:mumbai@smilefoundationindia.org)

### Goa

34/F - 2, Lake View Apartments, Lake View Colony,  
Lane - 3, Miramar, Panaji, Goa 403001

Phone: +91 9822121007

E-mail: [goa@smilefoundationindia.org](mailto:goa@smilefoundationindia.org)

### Kolkata

1st Floor, 7B, Ekdalia Road, Gariahat, Kolkata 700019

Phone: +91 33 24607084

E-mail: [kolkata@smilefoundationindia.org](mailto:kolkata@smilefoundationindia.org)

### Bangalore

No. 71, Old No. 33, Dickenson Road, Bengaluru 560042

Phone: +91 80 9901900402

E-mail: [bangalore@smilefoundationindia.org](mailto:bangalore@smilefoundationindia.org)

### Hyderabad

H. No. 8-2-120/45, Road No. 2, 2nd Floor,

Banjara Hills, Hyderabad 500034

Phone: +91 40 31900090 / 91

E-mail: [hyd@smilefoundationindia.org](mailto:hyd@smilefoundationindia.org)

### Chennai

No. 43/18, 2nd Floor, Kutty Street,

Nungambakkam, Chennai 600034

Phone: +91 44 28256400

E-mail: [chennai@smilefoundationindia.org](mailto:chennai@smilefoundationindia.org)