

SMILE FOUNDATION | ANNUAL REPORT 2011-12



Expanding  
the REACH



Proper teaching-learning experience, identification with the school, and social bonding are among the factors which lead to motivation and comprehension amongst children, which also prevent them from dropping out.

(Research by National University of Educational Planning and Administration)

Education is not only about making a livelihood; education is also about making a life.

It has been a decade of meaningful journey since Smile Foundation began its mission convincingly with the tool of education for children. The belief has been that if we provide the underprivileged children with the gift of education, they would make a life of dignity. Thus, breaking the never-ending cycle of poverty and suffering forever.

Managing to stay healthy is a challenge in the communities, thanks to inadequate health seeking behaviour, lack of access to healthcare and issue of affordability. Further, a community as a whole needs to be healthy if we dream of keeping the children healthy. Getting healthcare is a community activity.

Girl children need special attention, proverbially, from womb to the tomb. If we empower the women in our communities, we can bring development to the community in a sustainable manner. Besides, if daughters are welcome to take birth in a community, girl children are sent to schools and women are part of making decisions in the family, if possible in the community, it indicates

that we are right on the path of making an educated, empowered and happy community.

Relevant education and guidance empower the youth to get engaged in meaningful vocations, thereby ensuring a dignified life. They also become valuable change makers not only for the community but also for the generation to come.

The vicious cycle of poverty and suffering, which once looked never-ending, begins to disappear from the community which is enabled and empowered through one or all of the above-mentioned stages, as needed.

The mission for the year ahead is going to be applying this intensive learning in the rural outreach of the country to extent the best possible.

Thanks to the encouragements towards each of the subject areas as well as the Integrated Community Development model during the year, we can gear up to make this mission a reality in the outreach.



The belief has been that if we provide the underprivileged children with the gift of education, they would make a life of dignity. Thus, breaking the never-ending cycle of poverty and suffering forever.

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About 40 million people in India plunge into poverty each year due to expenses on medical treatment. Moreover, health services to the poor cannot be 'poor health services.'

Source: Indian President Sh. Pranab Mukherjee's address on the 40th Annual Convocation of AIIMS in New Delhi.

# Contents

<b>About Us</b>	01	About Us
VISION	02	
MISSION	02	
INTEGRATED DEVELOPMENT DELIVERY MODEL	03	
REACH AND PRESENCE	04	
GOOD GOVERNANCE	04	
<b>Development Initiatives</b>	05	Development Initiatives
EDUCATION	06	
HEALTHCARE	10	
LIVELIHOOD	15	
WOMEN AND GIRL CHILD EMPOWERMENT	18	
<b>Civic Driven Change</b>	21	
ACTION FOR CHILDREN	22	
CHILD FOR CHILD	24	
EVENTS AND CAMPAIGNS	26	
CELEBS CONNECT	28	
ADVOCACY AND RECOGNITIONS	30	
<b>Support Systems</b>	32	Support Systems
CORPORATE PARTNERSHIPS	32	
INDIVIDUAL PARTNERSHIPS	33	
ALLIANCES	33	
<b>The Financial Statement</b>	34	The Financial Statement
BALANCE SHEET	34	
INCOME & EXPENDITURE ACCOUNT	35	
CERTIFICATE OF COMPLIANCE	36	
DISBURSEMENT OF FUNDS	37	



# About Us

“Sustainability, social equality and the environment are now business problems. And corporate leaders can't depend on governments to solve them.”

- Peter Senge, founder of the Society for Organisational Learning (SOL).

Senge's principles find an echo in the ideologies behind Smile Foundation formed in 2002 by a group of corporate professionals who, decided to finance, handhold and support genuine grassroots initiatives targeted at providing education and healthcare to underprivileged children. In the process, the Foundation has been effecting positive changes in thousands of lives. Smile Foundation is a member based organisation managed by a Governing Body comprising eminent people from the corporate world.

## Vision

As a catalyst to bring changes in the lives of thousands of children, youth and women, who are not privileged, by addressing the real need at the grassroots level and also enabling the civil society across the world to engage proactively in the change process following the philosophy of Civic Driven Change and adopting the highest standard of governance and thereby emerging as a leading knowledge and technology driven, innovative and scalable international development organization from India.

## Mission

- To empower underprivileged children and youth through relevant education, innovative healthcare and market-focused livelihood programmes.
- To deploy best possible methodology and technology for achieving ideal SROI (social return on investment).
- To practice and promote good governance.
- To link business competitiveness of the corporate with social development initiatives.
- To sensitize privileged children, youth and citizens in general to promote Civic Driven Change.



Smile Foundation formed in 2002 by a group of corporate professionals who, decided to finance, handhold and support genuine grassroots initiatives targeted at providing education and healthcare to underprivileged children.

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## Integrated Development Model

Smile Foundation was established with the objective of providing education and healthcare to underprivileged children in various parts of the country. While it continues to focus on education of children, its understanding and know-how of the problems at the grassroots and how they ultimately affect children, has led Smile to integrate development initiatives like healthcare for people, employment for the youth and empowerment for women, thus ensuring holistic development that is sustainable.

Smile has incorporated this approach of integrated development in its working model too. While it works through community based organisations putting to work their alignment and trust with the communities to deliver needed development; it simultaneously implements all its development initiatives directly, thus ensuring reach to people even in the most outreach pockets of India.



Smile Foundation benefits 200,000 underprivileged children, youth and women directly, across 24 states of India.

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## Reach and Presence

Smile Foundation directly benefits over 200,000 underprivileged children, youth and women every year across 24 states of India. The Foundation has already affected positive changes in the states of Delhi, Haryana, Gujarat, Maharashtra, Odisha, Rajasthan, Uttar Pradesh, Bihar, Jharkhand, Jammu & Kashmir, Punjab, Madhya Pradesh, Karnataka, Andhra Pradesh, Tamil Nadu, Uttarakhand, Chhattisgarh, West Bengal, Goa, Kerala, Assam, Tripura, Meghalaya and Manipur.

## Good Governance

Governance is the need of the hour in the development sector in order to ensure and promote application of best management practices, compliance of law and adherence to best possible ethical standards. The entire management processes and practices of Smile Foundation are in compliance with the principles of 'Good Governance'.

Smile works on a delegated work environment. Each and every person in the organisation is involved in the process of decision making through a four-tier system. Monthly review meetings are held for each division and department regularly. The Executive Committee manages the Foundation's operation directly and it reports to the Board of Advisors. The Board of Advisors advises the Board of Trustees taking regular inputs from the Executive Committee. The Board of Trustees finally sets the vision and broad guidelines for the Foundation and ensures good governance in liaison with the Board of Advisors.

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.

A four-tier audit and evaluation mechanism is also in place to ensure the impact of the investment and accountability in utilisation of funds. The system includes process audit, project audit, statutory audit and external evaluation.





# Development Initiatives

## Education

29,278 Children  
Directly Benefitted Through Various  
Educational Initiatives



Looking forward - project centre in Delhi



Children learning computers in Pune

Smile Foundation believes that whether you are addressing problems related to healthcare, poverty, population control, unemployment or human rights, there is no better place to start than in the corridors of education. That is because education is the means as well as the end to a better life. While it empowers an individual to earn his/her livelihood, it also increases one's awareness on a range of issues, thus in the process making the individual evolve as a better citizen.

Mission Education is a national level programme which focuses on basic education and healthcare of underprivileged children. Through the programme, Smile promotes universal education and creates the process required to streamline the underprivileged children into mainstream schools in a more sustained manner.

The programme seeks to address critical issues such as focusing on non school going children, drop-outs and quality education. It strives to bring non-school going children, mainly first generation learners, and school drop-outs under the education network through bridge education and subsequent mainstreaming to the formal system. The programme also makes provision of remedial classes for children, who regularly go to school, in order to ensure that they get adequate help and support in studying subjects they find difficult to cope with.

Emphasising on quality education, the programme makes provision for suitably qualified teachers, teaching and learning material, uniform, bags and stationery for the children, nutritional requirements, and recreational facilities like indoor games,

Children of a project in Rourkela sit and draw





### Key Achievements:

3,616 children mainstreamed into formal schools

Addition of four new projects in Tripura, Maharashtra and Rajasthan

58 operational projects across 19 states in India

interesting children books, magazines and journals, educational excursions and exposure visits, etc.

Mission Education works with specific objectives which are as follows:-

- Providing basic education to all children ensuring their “right to free and compulsory education”
- Ensuring enrollment and retention of children in project centres and formal schools
- Promoting education of the girl child
- Capacitating teachers to be effective as facilitators of learning
- Equipping children with life-coping skills
- Making provision for an environment conducive for learning and development
- Ensuring community participation that supports learning

Following the Integrated Development Delivery Model, the Mission Education programme is implemented directly as well as

through community based partner organisations. During the year 2011-12, the programme through its SVP (social venture philanthropy) mode has benefitted over 12,500 underprivileged children directly across 19 states.

Capacity building of partner organisations and sharing of best practices, special training and capacity building of teachers, expansion of four new projects in Tripura, Maharashtra and Rajasthan, and mainstreaming of children to formal schools have been among the major highlights of the programme this year. The children mostly being first generation learners, neither of their parents being educated, makes their main streaming a challenge for the programme. Despite that 3,616 beneficiaries have been mainstreamed in 84 schools across India.

Education for girl children was given special focus during the year. Various innovative and vocational activities for girls were initiated with the objective of escalating attitudinal changes towards their education. Girl child beneficiaries were made to participate in awareness campaigns, health camps, sports and other such

activities resulting in increased interest levels of their parents in their education. The boy-girl ratio in the project centres has come to an almost equal level thus indicating a progress in the awareness of people in target communities regarding importance of girl's education. In addition, special efforts were made to involve parents of all children in various social and cultural activities resulting in parents being more involved in their children's performance in academics, their punctuality, interaction with teachers, etc. Because of the regular health check up services and awareness sessions on health, hygiene and cleanliness, a clear progress in the health of children and subsequently their families has been achieved.

There has been an overall increase in the number of children being enrolled. The drop-out rate has reduced considerably, thus indicating a developed general awareness about the importance of education and successful mobilization and involvement of the target communities.

Smile implements four Mission Education projects directly in

association with Jindal Steel Limited in Jajpur (Orissa); with Gail India Limited in Guna (Madhya Pradesh); with Caterpillar Foundation in the villages of Tiruvellore district of Tamil Nadu; and with Avery Dennison in Pune (Maharashtra).

The project in Jajpur (Orissa) is operational for the last three years and is being implemented in nine villages. Besides providing quality education and allied services to children, the project has also successfully made the community realise the need of quality education for their children. To ensure sustainability, better relationship and acceptance in the community, various measures, like monthly meeting of village education committee, mother's association and parents-teachers meetings; celebration of national days; annual function, etc were undertaken. A total of 1078 children were directly benefitted through this project.

The project that is implemented in Guna district of Madhya Pradesh, is an integrated education and health project and covers five villages. The project ensures education of underprivileged children particularly school drop-outs and non school-going in the



A class in progress



New Mission Education project centre in Agartala, Tripura



Children getting ready for morning prayers in a Bangalore Mission Education centre





Singing the National Anthem at Jajpur, Odisha



Students of a project in Patna pour their thoughts in colour

## Healthcare

2,06,616 People

Directly Benefitted Through  
Innovative Healthcare Initiatives

“He who has health has hope; and he who has hope has everything”. Smile Foundation’s healthcare initiatives are as much inspired from this Arabic proverb, as they are from its own experience and understanding that in order to make a child continue his/her education, it is very important to keep him/her and the family healthy. And that is the primary reason why Smile focuses on providing comprehensive and contemporary healthcare services and facilities to the underprivileged. The rural outreach and urban slums in the country still have severe difficulties in accessing even the most basic yet critical medical services, because of various reasons – nearest affordable medical facility mostly being located at far off distances; lack of awareness; poor financial conditions; etc. The result, people still lose their lives to preventable and completely curable diseases like tuberculosis, diarrhea, malaria, cholera, etc.



Smile also supports individual children based on their immediate needs. During the last year, over 400 children have been provided special support.



Books are my best friends say children in a Lucknow project



A child gets weighed at smile health camp in Ranchi, Jharkhand



A mother receives medicine for her daughter in Chennai



A women gets her BP checked at Madhepura, Bihar



Mega health camp in Bhilwara, Rajasthan

age group of 6-16 years. This project targets a population of 7,500 in five villages and has over 300 direct beneficiaries. The projects in Tamil Nadu and Maharashtra are focused on developing infrastructure in government schools, in order to facilitate better educational performance. The necessary infrastructural support includes building classrooms, separate toilets for girls, school compound walls, supply of safe drinking water and electricity, furniture, computers, lab equipments, etc. These two projects together benefitted over 15,000 children.

Smile also supports individual children based on their immediate

needs. These are children who have exhibited outstanding academic records but are at the risk of discontinuing their studies due to unfortunate circumstances. Children suffering from any critical ailment 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 is also provided to children who have performed outstanding deeds of bravery and selfless sacrifices including bravery award winners. During the last year, over 400 children have been provided special support.





### Key Achievements:

Over 1.2 million target population reached through 17 mobile hospitals

Six new mobile hospital projects started in 4 states

Innovative Digital Monitoring System introduced in nine projects

Addressing the need that exists both in urban slums and rural outreach areas of the country, Smile Foundation provides comprehensive primary health services through

- A mobile hospital programme and
- Special health camps

Smile on Wheels is the national level mobile hospital programme of Smile Foundation. It seeks to address problems of mobility, accessibility and availability of primary healthcare to the

underprivileged population by carrying medical expertise, services and medicines right to their doorsteps. Smile on Wheels works on a two-pronged approach – first, to bring quality healthcare services to doorsteps of the needy; and second, to promote healthcare awareness and contemporary healthcare services seeking behaviour among them.

During the year 2011-12, through the partnership model with community based organisations, 1,16,214 people were directly



Beneficiaries queued up at a Delhi project





Yellow Fever vaccination at a school health camp in Barmer, Rajasthan



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A patient gets an ECG done at a Smile on Wheel project in Hyderabad



Special eye check up camp in Delhi



Medicine distribution at a health camp in Guna

benefitted. Women beneficiaries accounted for 42% of the total number, followed by men accounting for 33.1% and children for the remaining 24.9% of the total number. During this period, a total population of 10,73,250 was covered by 12 projects operational in 172 villages/slums of 9 states.

A digital monitoring system of all the mobile hospital units was introduced during the year. The monitoring is done through a GPS (Global Positioning System) that has been installed in nine out of the twelve mobile hospital units. Tracking movement of the mobile hospitals and their maintenance has improved through this monitoring system. Among the benefits are also, enhanced safety and security of the units, better centralised supervision even from a distance, and better proximity with the beneficiaries and the target communities.

Under its direct implementation mode, Smile launched four new projects – in Barmer (Rajasthan) and Jamnagar (Gujarat) in association with Cairn Energy; in Janjgir (Chhattisgarh) with Moserbaer; and in Madheypura (Bihar) with Siemens. With its already operational project in association with Save the Children in Delhi, during the year, Smile directly implemented Smile on Wheels in 5 states, reaching a population of over 200,000 in 77 rural villages and 10 urban slums and directly benefitted over 77,000 people.

Preventive healthcare measures through awareness programme and community capacity building were given special focus in all these projects. Movie screenings, street plays, health talk sessions, informative posters, distribution of reading material, etc

were some of the activities that were undertaken regularly. In addition, to promote hygienic and sanitation practices among children, animated film screenings were conducted in the primary, middle, high and higher secondary schools of the target villages and communities.

In addition to the mobile hospitals, Smile also provides healthcare services through health camps – both multi disciplinary and for general health services. The objective is to meet the immediate healthcare needs of the marginalised in remote rural areas and slums. The general camps are conducted in small durations in different parts of the country on the basis of health needs of a specific location. These mainly aim at promoting health seeking behaviour in the long term and provide comprehensive health

services free of any cost. The multi-disciplinary camps are specialised camps, in rural areas, that offer integrated healthcare services including investigative and surgical interventions.

For the ninth year in a row, Smile organised a multi-disciplinary mega health camp in Bhilwada (Rajasthan). This was a 10 days long mega health catering to 100 villages around Shahpura. Like every year, specialised services like surgeries, ophthalmology, gynaecology, orthopedics, medicine, ENT, anesthesia, radiology, pediatrics and pathology were provided in this mega health camp. Through this mega health camp along with 33 other camps organised in different parts of the country, over 13,402 people were directly benefitted.



## Livelihood

11,379 Youth Trained and  
8,122 Successfully Placed So Far

One of the biggest challenges that India faces even today after the country has made significant progress, is employment generation. While it is challenge for all young people seeking jobs, it is certainly more difficult for the youth coming from the marginalised sections. Most boys and girls from the economically weaker sections of the society manage to study up to the higher secondary level; some of them above average if not brilliant. However despite being good in studies and having a strong desire to study further, they get restrained primarily due to the family's economic conditions. Pressed with economic necessities, some or all usually take up menial unprofessional and non-progressive jobs on daily wages. But this invariably has a negative effect on their moral and mental states; moreover Education loses its importance and value in the perceptions of these young boys and girls, who would be the future of the country.



Class in progress in Jhansi, Uttar Pradesh

### Key Achievements:

Eight new project centres started

3,536 young boys and girls were trained during the year

Alliances with 100 corporates as employers, a 69% placement success was achieved

206 exposure visits and employee engagement activities were organised for the students

A special Yuva English training programme was extended to 300 students

5500 youth were mobilized through various community mobilization engagements



Students go through their curriculum in Ahmedabad



Exposure visit for students at Westside, Mumbai

One of the biggest challenges that India faces even today after the country has made significant progress, is employment generation. While it is challenge for all young people seeking jobs, it is certainly more difficult for the youth coming from the marginalised sections. Most boys and girls from the economically weaker sections of the society manage to study up to the higher secondary level; some of them above average if not brilliant. However despite being good in studies and having a strong desire to study further, they get restrained primarily due to the family's economic conditions. Pressed with economic necessities, some or all usually take up menial unprofessional and non-progressive jobs on daily wages. But this invariably has a negative effect on their moral and mental states; moreover Education loses its importance and value in the perceptions of these young boys and girls, who would be the future of the country.

Smile Twin e-Learning Programme (STeP) is a national level livelihood initiative of Smile Foundation that has been working towards transforming these young boys and girls into a pool of independent youth, living with self-esteem and dignity. This programme provides job-oriented marketing skills to the urban underprivileged adolescent youth in order to make them eligible for tapping job opportunities in the booming retail and service

sectors in the country.

The concept of STeP was evolved as a logical linkage to its educational programme where Smile Foundation supports the basic education of children between 5-14 years of age. It emerged out of the need to link education to job-oriented knowledge and skills. A gap was increasingly observed in the basic education offered to the students through twelve years of formal schooling and the knowledge and skills that the job-market requires. The sufferers of this challenge ultimately are youth from the marginalised sections who have to take up jobs early on in life, to support their family's incomes. Being educated their expectations are high, but their skills do not match the market requirement, finally making them take up menial, daily wage paying jobs.

Under this programme Smile Foundation sets up STeP centres across the country, mobilizes target areas in order to create awareness about the vocational training module and ensures maximum enrolment through counselling sessions of families about how the six months training course could bring about a transformation in their live. These six months of training comprises English Proficiency skills, Basic Computer Education,





The programme now has allied with 100 corporates who employ the students who have completed their training. This year there has been a 69% placement success.



Soft Skills, Basic Management, Retail Sales Management, Personality Development, Awareness on HIV/AIDS, sexual and reproductive health, career counselling sessions, exposure visits to various professional sectors and finally placement assistance.

Started in the year 2007, the programme had 54 operational centres in 19 states during the year 2011-12. With the support of three new donors – Hindustan Petroleum Corporation Limited, Indian Oil Corporation Limited and HDFC – six new project centres were started in four cities. In addition, two more new project centres were started with support from Samsung, one of the existing donors of the programme. During the year 3,536 young boys and girls were trained and 1,872 among them were placed in jobs. With this, the programme since inception has successfully trained 11,379 youth and facilitated jobs for 8122.

Yuva English – an English learning programme designed by Centre for Learning Resources (Pune) in association with Tech Mahindra – that was piloted in a few projects in Delhi NCR and Mumbai last year, was found successful and was introduced in more number of projects in Delhi. Yuva English is an interactive bilingual 140 hour Communicative English Course and more than 300 beneficiaries have already been trained. Yuva English not only provides the confidence among the underprivileged to read, write and understand English but also engages them in several activities making the entire training more interesting and practical. The comparatively little usage of Grammars in the Yuva English training has really been beneficial for the learners. This

has enabled the learners to be very comfortable and more participatory in the activities and role plays organised by the instructor. Moreover, the ability of the learners to read and understand English has gradually increased. Mobilizing the target group is an important component of the programme and by organising regular meetings in the community with women group and youth forum, the youth are made aware of the programme. A total of 5500 youth were mobilized during the year.

Exposure visits are also an integral part of the programme and provides unique exposure to the students of gathering first hand information about the organisations and industries they seek jobs in. During the year 100 exposure visits were organised for students in different project centres. In addition, 106 engagement programmes with professionals from various corporate were also organised. These engagement activities give students the opportunity to interact with professionals from different industries and find out more about the pursuing career options there.

The programme now has allied with 100 corporates who employ the students who have completed their training. This year there has been a 69% placement success. Steel Authority of India Limited, Cafe Coffee Day, Pantaloon, Edutech, Aegis, Capgemini, IBM, Coca Cola, Reliance, Eureka Forbes, Apollo Pharmacy, FedEx, Westside, India Bulls, Tata Docomo, Vodafone, Standard Chartered, GE Pvt. Ltd., Flipkart.com, Viva Mobiles and Hero Motor Corporation are some of the prominent employers of the year.



Career Counseling session in Jamshedpur, Jharkhand



An employee engagement session in Chandigarh

## Women and Girl Child Empowerment

150,000 People  
Benefitted Directly

It is a paradox of modern India that while women wield power and hold positions at the topmost levels, large sections of the women are still among the most underprivileged, abused and exploited. While the role of women is indubitably crucial in sustainable social development, especially of children; measure and initiatives that have been taken remain inadequate, especially for women coming from the marginalized sections. Basis this scenario, Smile Foundation, initiated Swabhiman – a programme focused on empowering underprivileged women and girls. Swabhiman works with a health and empowerment based approach.



Suraksha and Swabhiman campaign





### Key Achievements:

Recognised as a “High Impact Intervention Programme” by Dasra - a Research publication supported by Piramal Health Care

Interventions were launched in two new slum communities of Delhi, namely Hauz Rani and Kalyanpuri

More than 200 Change Agents identified from the target communities and trained for implementing the programme in the communities

Capacity building of 4 lac women and adolescent girls in rural Rajasthan ensuring menstrual health and hygiene

1900 privileged youth sensitized



The programme has been recognised as a “High Impact Intervention Programme” by Dasra - a Research publication supported by Piramal Health Care.



The programme has been by and large conceptualised in accordance with the goals and objectives enshrined in the National policy for the empowerment of women, and has been overall mandated to create processes and environment for women and adolescent girls at the grassroots to realise their optimum potential in all facets of societal living and situations. The programme is specifically aimed at realisation of both individual and collective self-esteem and inner strength for marginalised and socially excluded women and adolescent girls through innovative community practices.

One of the most unique elements of the Swabhiman programme is the Integrated Empowerment Approach that it works on. According to this approach, women and girls from the target communities are identified and trained to become Change Agents, who in turn get actively involved in implementing the various initiatives of the programme, in their respective

communities. This approach has been working successfully in two levels – one; implementation through people of the same community works better, because of the trust and relationship that already exists; and second, these Change Agents are walking examples of the development that comes through empowerment thus influencing more and more women and girls to get involved.

The programme's health and empowerment based approach is implemented through multiple innovative activities. These various activities are all implemented through the Change Agents and can mainly be categorised under:-

- Educational Support
- Providing Reproductive Health and Child Health Services
- Advocacy for ensuring Male Involvement in the empowerment process
- Attitudinal and Behavioural Changes

- Imparting Life Skill Education
- Networking and Convergence Support
- Sensitization of privileged Women and Youth

In the year 2011-12, Swabhiman moved into its second phase of implementation, with a total 150,000 population that was benefitted directly. The programme has been recognised as a “High Impact Intervention Programme” by Dasra - a Research publication supported by Piramal Health Care.

Based on the successful intervention of a three year integrated Reproductive Health Project in association with Population Foundation of India, another 18 months project on “Improving Access to Quality Family Planning Services for young women in urban slums of Delhi” was initiated. In addition, Swabhiman interventions were launched in two new slum communities of Delhi, namely Hauz Rani and Kalyanpuri with support from

National Small Industries Corporation. 1,458 counseling sessions for women and adolescent girls were conducted in the target communities. These sessions were mainly focused on menstrual, sexual and reproductive health of the women and adolescent girls.

Also during the year, 40 girls were given full scholarship providing them the needed educational support. More than 200 Change Agents were identified from the target communities and trained. They were all given training in basic self-defence techniques, miming, and puppetry and theatre arts, for various advocacy initiatives. Under an innovative initiative in association with Procter and Gamble, capacity building of 400,000 women and adolescent girls in rural Rajasthan was done through ASHA workers, ensuring menstrual health and hygiene. 1900 privileged youth from prestigious educational institutes across the country were also sensitized during the year.



A street play in progress in the community



Girls get sanitary napkins for better menstrual hygiene



Human Rights Day



Medicines and contraceptive distribution in the community



Women await their turn to meet the doctor in the mobile clinic





Smile at the Standard Chartered Mumbai Marathon

## Civic Driven Change

Smile Foundation believes that the desired changes in the lives of the disadvantaged will come only when more and more privileged people come forward in finding a solution to societal problems. Smile therefore continuously strives to sensitize and get the privileged mass involved in the development process to ensure that it is sustainable.

## Action for Children



Students during the annual sports day at Orysed, Odisha

Action for Children (AFC) programme is an innovative programme which focuses on long term sustainability of welfare projects and the organisation as a whole. Initiated in 2006-07, AFC programme has come a long way. With every passing year the AFC programme has strengthened Smile Foundation towards delivering effective results at the grassroots and also enhanced the capability of the organisation in trying to achieve sustainability involving local community, privilege section of the society and corporate.

In 2011-12 the major highlight under AFC (Action for Children)

programme was 'I AM KALAM,' the film produced by Smile Foundation which sensitized some 2 million individuals across the board on the cause of sending every child to school.

Apart from sensitization, AFC programme also focused on training and capacity building of grassroots partner organisations. In 2011-12 three workshops of partners were conducted on the theme of 'Enriching Partnerships' which included components like fundraising for sustainability, experience sharing, 5 Capability Model, communication and sensitization. These two-day workshops in the Eastern, Western and Southern regions of India





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gave tremendous response in terms of attendance of partners and their feedback. Furthermore, the workshops also gave a platform to all the partners for cross-learning.

Year 2011-12 also witnessed a series of trainings and capacity building workshops also with programme management,

communications and sustainability perspective. Since one of the core focus areas of AFC is training of professionals engaged in facilitating local civil society groups in fundraising and advocacy for Civic Actions for children, as many as six such training programmes were designed and organised, leading to great results.



Art and craft workshop at Samvedna Mission Education centre



Children performing in cultural programme at Jalpaiguri Hriday Mission Education centre in Ukilpara, Jalapaiguri



Childrens day celebration at Neev, Mission Education centre, Gurgaon



Independence Day celebration at Nai Disha, Mission Education centre, Noida

## 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.

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 over 850 schools sensitizing more than 760,000 children.



Students of Navrachna International School, Vadodara wait for a special screening of I am Kalam





A Principals Meet in Mumbai



Prize Distribution at Holy Cross Higher Secondary School, Chattisgarh



Students of DAV Vasant Kunj, New Delhi interact with Smile beneficiaries



Students queued up for the screening of I am Kalam in Sambalpur Odisha

## Events and 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 organised round the year to sensitize the privileged mass and involve them in the development process.

These events and campaigns are implemented at both national and regional levels to ensure optimum penetration and reach. This year too, 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 month long television series on true stories of girls fighting extraordinary fights for their own rights and survival; a cyclothon in Delhi on Human Rights Day for making an appeal for the rights of girls being given to them; special Christmas celebration for children at Kingdom of Dreams in Gurgaon; campaign for Sending Every Child to School, at the Airtel Delhi Half Marathon and Standard Chartered Mumbai Marathon; and an innovative Holi and Women's Day campaign with Hypercity in Bangalore.

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.



Christmas at Kingdom of Dreams



Students of Benhur Public School, Pilibhit watching I am Kalam





This year too, the focus was more on conducting events in tier I and II cities, while simultaneously continuing national level activities.

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Smile at the Standard Chartered Mumbai Marathon



Campaign for women and their safety



Smile group at the Airtel Delhi Half Marathon

## 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.

During the year along with nurturing existing associations, many new associations were done. Legendary Bollywood actor Amitabh

Bachchan; film actors Ajay Devgn, Arjun Rampal, Ranveer Singh, Anushka Sharma, Neil Nitin Mukesh and Rajeev Khandelwal; choreographer and film director Remo D'Souza, renowned artist Seema Kohli were some of the celebrities who associated with Smile Foundation for various causes.

In addition, eminent people like Indian President Shri Pranab Mukherjee, former Indian President Dr. APJ Abdul Kalam, Smt. Sheila Dikshit and Shri Lal Krishna Advani also got associated.



Shri Pranab Mukherjee launching the Mobile Emergency Response System of Smile Foundation





Neil Nitin Mukesh celebrates a special Christmas



Amitabh Bacchan with Harsh Mayar of I am Kalam



Ranveer Singh pledging his support



Anushka Sharma pledges to support the cause of children education



Arjun Rampal shares some smiling moments



Dr. Kalam with I am Kalam's cast



Rajiv Khandelwal cheers Smile kids



Eminent people like Indian President Shri Pranab Mukherjee, former Indian President Dr. APJ Abdul Kalam, Smt. Sheila Dikshit and Shri Lal Krishna Advani also got associated.

## Advocacy and Recognitions



Data Quest

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 was felicitated by the NTR memorial Trust for its Outstanding Achievement and High Standards of Excellence in Educating Underprivileged Children and Youth. Along with Smile eleven other organisations were also nominated for this award.



India Today Aspire





The Hindu

Physician Today



Dainik Bhaskar



Rajasthan Patrika



Gujarat Vaibhav

# Support Systems

## Corporate Partnerships

In the increasingly conscience-focused market places 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, corporate social responsibility has found place on the priority lists of top and executive management of organisations worldwide.

In India, corporate social responsibility is still one of the least understood and prioritised. 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.

This year the educational programme for children was supported by 24 corporates namely Hindustan Unilever Limited, Trent Hypermarket Ltd., Target International, Herbalife Family Foundation, Amway Opportunity Foundation, CRISIL, Prestige Group, Air France KLM, Secon Limited, Mindtree Limited, CapitalLand Hope Foundation, Capital One, CGI Information





Smile Foundation is one such catalyst that works towards meeting the needs of development while helping corporates in investing in social initiatives.

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Systems and Management Consultants Pvt. Limited, Forum Value Mall, CSS College Singapore, Volvo, Tata Capital, Global Op Financial Services, RPG Life Sciences Limited, International Finance Corporation, Bank of India, MTS, Barclays Shared Services, National Olympiad Foundation and S.K.M. Apparels.

LIC Golden Jubilee Foundation, Cairn Energy Pty. Limited and

Siemens Limited extended their support for the healthcare programme. The livelihood programme for youth was supported by HDFC, Core Projects, Hindustan Petroleum Corporation Limited and BNY Mellon. In addition, two innovative integrated community development projects were introduced in Smile this year and were supported by National Small Industries Corporation Limited and Gas Authority of India Limited.

## Individual Partnerships

With the objective of involving individuals directly in the development initiatives undertaken, Smile Foundation set up the 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.

## Alliances

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.

Along with expansion and strengthening of existing programmes, Smile Foundation also focuses on bringing innovations in its enterprises through this association with developmental sectors. Many prominent development agencies, donor organisations, confederations and associations across the globe have joined hands with Smile to further its welfare initiatives.

# The Financial Statement

## SMILE FOUNDATION

Regd. Off : V-11 , Level I, Green Park Extn. , New Delhi - 110016

### Balance Sheet as on 31-3-2012

PARTICULARS	SCHEDULE	AS ON 31.03.2012 (Amount in INR)	AS ON 31.03.2011 (Amount in INR)
<b>Sources Of Funds</b>			
Capital Funds	1		
Corpus Funds		184,495,598	179,495,598
General Reserve Funds		53,122,533	33,984,384
Loan Funds	2		
Secured Loan			200,000
Current Liabilities & Provisions	3		
Sundry Creditors for Expenses		932,028	610,983
Restricted Grants Received - Pending Execution		22,740,130	23,021,760
Other Liabilities		1,704,345	1,018,725
Total		262,994,634	238,331,450
<b>Application of Funds</b>			
Fixed Assets	4		
Total Assets(WDV)		54,955,903	49,181,155
Less : Assets Acquired under Grant from Project Partners		18,550,979	11,764,337
WDV - Owned Assets		36,404,924	37,416,818
Less : depreciation for the year		3,129,309	2,953,465
Net Block		33,275,615	34,463,353
<b>Current Assets &amp; Loans and Advances</b>			
Deposits	5		
Deposits with banks		214,345,248	184,654,167
Security Deposits		348,000	322,500
Tax Refund Dues		7,132,595	4,026,505
Loans & Advances	6		
Project Advances		3,621,408	10,283,710
Restricted Grants Receivable		2,535,348	1,052,394
Other Advances		1,615,792	3,397,06
Cash in Hand		120,628	131,757
Total		262,994,634	238,331,450

Significant Accounting Policies & Notes to Account forming part of Balance Sheet

14

AUDITORS' REPORT  
As per our report of even date annexed  
For M. K. Kuchchhal & Co.  
Chartered Accountants

FCA/Prop/M.No.086669  
Firm Regn. No.007670N  
Place : New Delhi  
Date : 17.09.2012

For and on behalf of board of trustees of  
M/s Smile Foundation

Sd/- Manager Accounts	Sd/- Director Operations
Sd/- Trustee	Sd/- Trustee



SMILE FOUNDATION

Regd. Off : V-11, Level I, Green Park Extn. , New Delhi - 110016

Income & Expenditure Account for the Period from 01.04.2011 to 31.03.2012

PARTICULARS	SCHEDULE	For the Period from 01.04.2011 to 31.03.2012 (Amount in INR)	For the Period from 01.04.2010 to 31.03.2011 (Amount in INR)
Income			
I. Donations/Grants	8		
Donations -Voluntary Contributions		48,540,875	12,300,946
Restricted Revenue Grants		59,416,975	55,864,985
Donations - Eligible U/s 35AC of Act		4,394,280	2,500,000
Donation Received from Schools		25,809,195	22,186,814
		138,161,325	92,852,745
II. Other Incomes	9		
Interest Income		17,033,181	10,482,239
Other Incidental Income		4,144,085	231
		21,177,266	10,482,470
Gross Funds Available for Application (I to II )		159,338,591	103,335,215
Expenditure			
I. Funds Utilised for Revenue Expenditure	10		
Mission Education Project (ME)		7,056,868	1,586,934
Mission Education Project (ME) - Eligible U/s 35AC of Act		3,796,675	
Action for Children Project (AFC)		33,527,529	40,797,123
Smile Twin e-Learning Project (STeP)		13,852,545	7,755,661
Smile on Wheels Project (SoW)		578,394	543,697
Outreach Project		12,347,330	6,233,539
Child for Child Project (CFC)		17,011,310	15,681,103
Other Social Welfare Projects		35,256,852	3,594,099
		123,427,503	76,192,156
II. Project Monitoring & Management Exp	11	1,411,300	2,582,996
III. Fund Raising Cost	12	1,990,720	1,309,225
IV. Other Expenses	13		
Finance Cost		58,539	117,644
Administrative Expenses		10,183,071	10,821,402
		10,241,610	10,939,046
Total Funds Applied (I to IV)		137,071,133	91,023,423
Net Surplus/(Deficit)before		22,267,458	12,311,792
Depreciation & Taxes			
Less : Depreciation		3,129,309	2,953,465
Net Surplus/(Deficit) before Taxes		19,138,149	9,358,327
Less : Provision for Tax		-	-
Net Surplus/(Deficit) transferred to Reserves		19,138,149	9,358,327

Significant Accounting Policies & Notes to Account forming part of Balance Sheet14

AUDITORS' REPORT  
As per our report of even date annexed  
For M. K. Kuchchhal & Co.  
Chartered Accountants

FCA/Prop/M.No.086669  
Firm Regn. No.007670N  
Place : New Delhi  
Date : 17.09.2012

For and on behalf of board of trustees of  
M/s Smile Foundation

Sd/-  
Manager Accounts                      Sd/-  
Director Operations

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, 2012.

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.

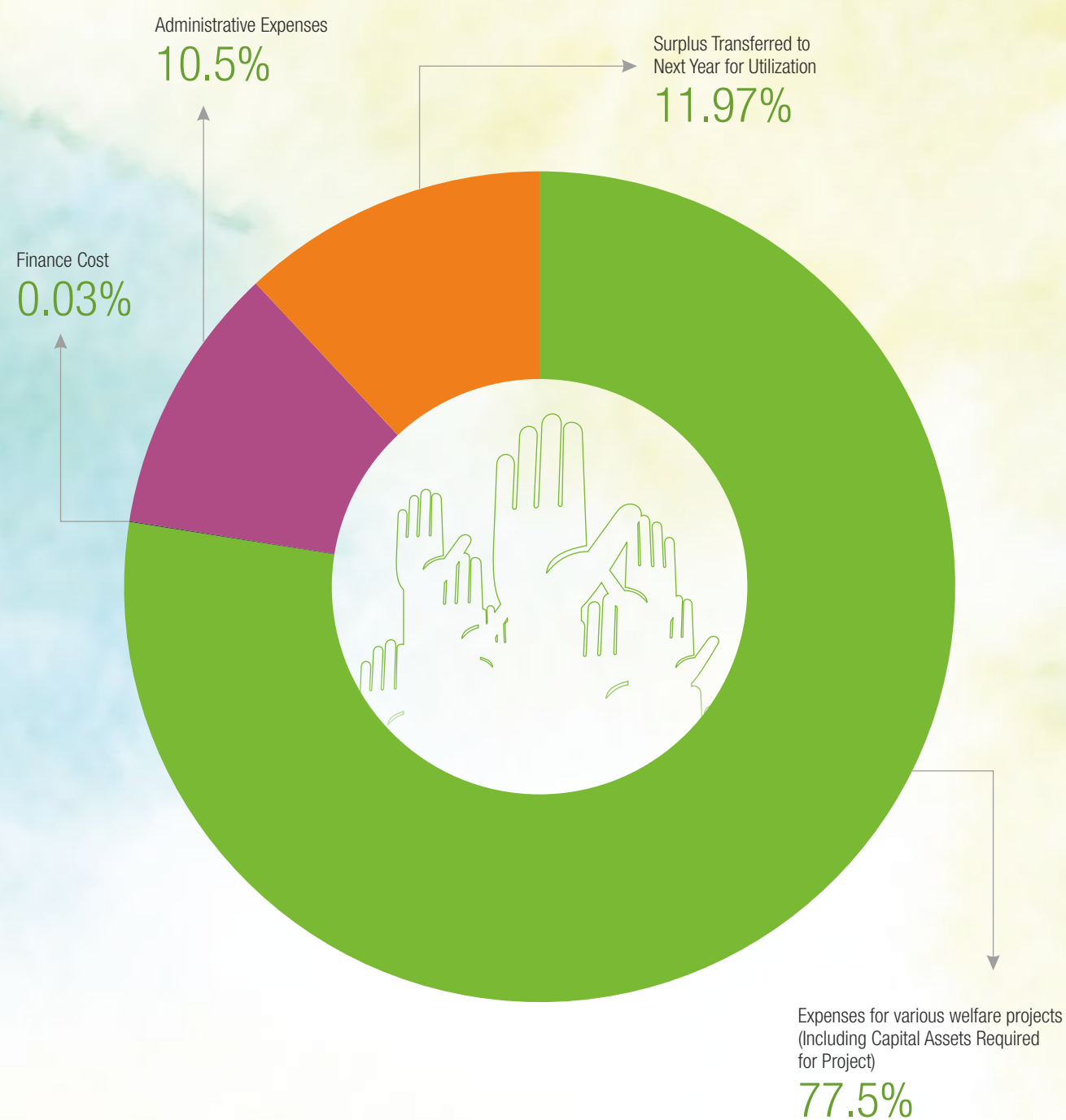
For S. Behera & Co.  
Company Secretaries

Sd/-  
(Shesdev Behera)  
Company Secretary in Practice  
CP No. 5980  
Date: 15th October, 2012



# Disbursement of Funds

for the Financial Year 2011-12



## REGIONAL OFFICES

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