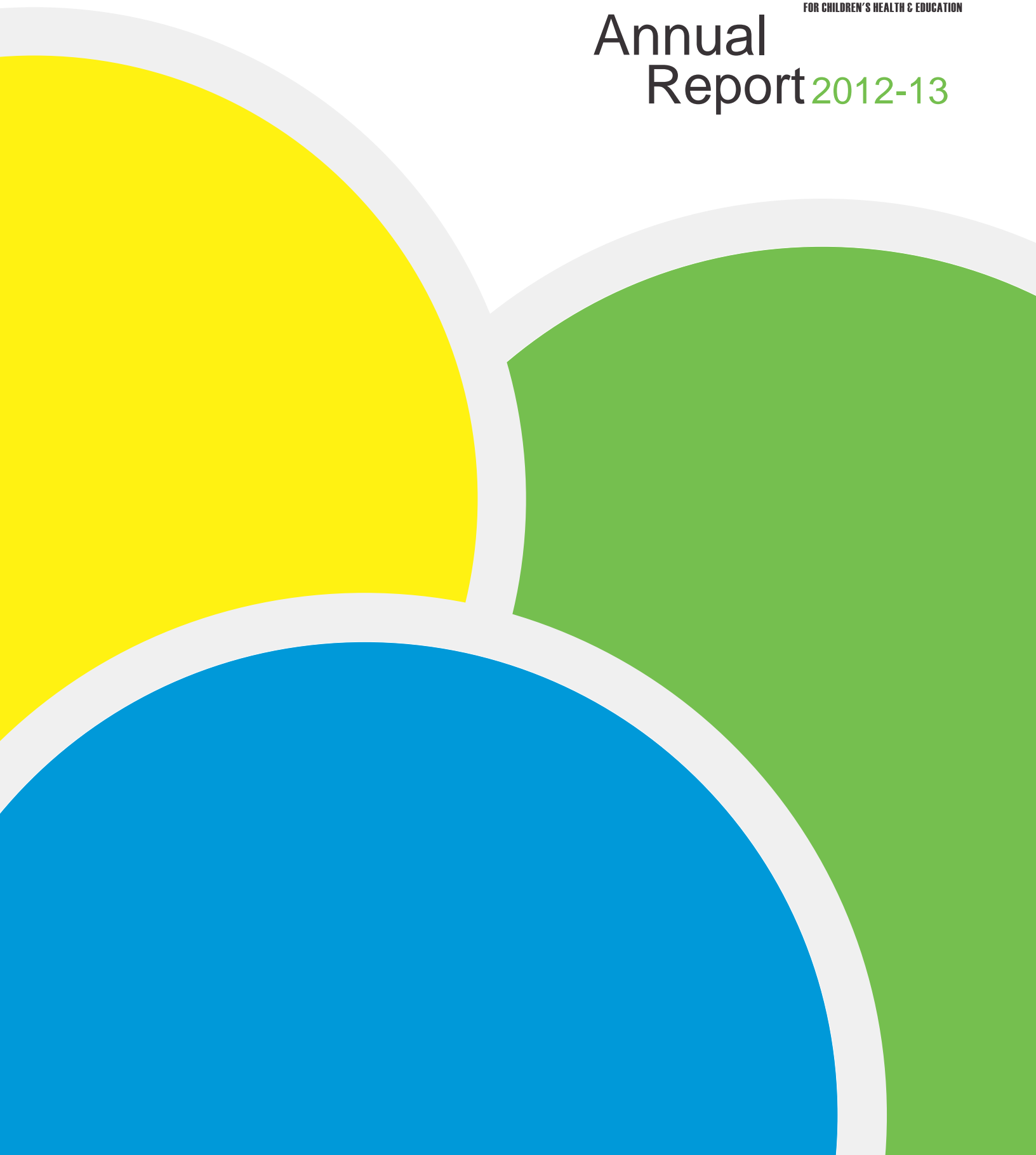




Annual Report 2012-13



CHILDREN, THEIR FAMILIES & THE COMMUNITY

Smile Foundation believes that education is both the means as well as the end to a better life: the means because it empowers an individual to earn his/her livelihood and the end because it increases one's awareness on a range of issues – from healthcare to appropriate social behaviour to understanding one's rights – and in the process help him/her evolve as a better citizen. Education is the most effective tool which helps children build a strong foundation; enabling them to free themselves from the vicious cycle of ignorance, poverty and disease.

Smile Foundation realised that Education for Children cannot be achieved without the family, particularly, unless the mother is assured of health care and empowered. Moreover, when an elder sibling is educated and relevantly skilled to be employable and begins earning, the journey of empowerment continues beyond the present generation.

Smile Foundation extended its thematic areas of intervention by supporting family health, livelihood, and women empowerment. Children, their families and the community become the target group for Smile Foundation's activities as child education cannot be done in isolation and nothing else but education for children can bring long lasting change in the society.





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ABOUT US

VISION
MISSION

WORKING MODEL :
Social Venture Philanthropy
Outreach

REACH AND PRESENCE
GOOD GOVERNANCE

VISION

Work as a catalyst in bringing sustainable change in the lives of underprivileged children, youth and women, with a life-cycle approach of development

Enable the civil society across the world to **engage proactively in the change process** through the philosophy of civic driven change

Adopt highest standards of governance to emerge as a leading knowledge and technology driven, innovative and scalable international development organisation

MISSION

Smile Foundation is to empower underprivileged children and youth through relevant education, innovative healthcare and market-focused livelihood programmes. Smile Foundation is 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; also to sensitize privileged children, youth and citizens in general to promote Civic Driven Change.

WORKING MODEL

Smile Foundation has evolved two working models namely, Social Venture Philanthropy (SVP) and Outreach. Depending on the necessity and circumstances, either of the models is deployed.

SOCIAL VENTURE PHILANTHROPY

Social Venture Philanthropy (SVP) is an innovative model based on the business concept of venture capital. Under SVP, believing in the ability of grassroots NGOs to bring real change in the community, Smile Foundation identifies, handholds and builds capacities of these NGOs, focusing on achieving scalability and sustainability, creating a culture of leadership and excellence and inculcating a deep sense of accountability among them.

OUTREACH

While working in the remote rural areas, Smile Foundation realized that capacities of community based organisations (CBOs) were not adequate to meet the expectations of social investors. Under Outreach model, Smile Foundation implements the development interventions directly as it requires intensive and professional engagement for a wider and sustained outcome.

Smile Foundation gets a first-hand experience on the nuances of development at the grassroots through its Outreach model and then shares the same with partner organisations.

EMPOWERING GRASSROOTS

Strengthening the SVP model, Smile Foundation also works towards empowering and enabling grassroots NGOs through its national level capacity building programme, Empowering Grassroots. Genuine grassroots organizations are identified from all over the country, besides the NGO partners of Smile Foundation, and are trained adequately so that they are able to become well governed and sustainable in the local areas itself.

‘Empowering Grassroots’ programme includes many tailor-made methods on various aspects of capacity building and empowerment such as effective leadership for development & strengthening, 5-C Model of building organizational competencies, involving local support for sustainability, better fund utilization, meeting the expectations of donors, good fundraising practices and effective communication with the stakeholders.



▲ Participants engaged in a Project Management activity at Empowering Grassroots, Bangalore

REACH AND PRESENCE

Smile Foundation is a national level development organisation directly benefitting more than 300,000 underprivileged children, youth and women annually through 158 projects on subjects like education, healthcare, youth employability and empowerment of women and girls across 25 states of India.

GOOD GOVERNANCE

Credibility and accountability have always been the bench mark for Smile Foundation and are achieved through the promotion of principles of good governance in the processes and practices. Smile Foundation has a four-tier audit and evaluation mechanism to ensure impact of investment and complete transparency and accountability in utilisation of funds. This four-tier audit mechanism reviews programmes and projects, internal operations, compliance of statutory norms and conducts an external evaluation for the impact and outcome of various development programmes.

The entire management processes and practices of Smile Foundation are in compliance with the principles of good governance.



MISSION EDUCATION

Beneficiaries
2012-13
16,500

Reach
21 States

Number of
Projects
70

Mission Education is a national level programme which provides basic education and healthcare to underprivileged children. 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. In India 8 million children are out of school. Smile Foundation believes that the long march for national development starts with the first step of every child across the school gate.



HG Wells was not exaggerating when he said in his Outline of History: "Human history becomes more and more a race between education and catastrophe." What was true during Wells's time in the early twentieth century remains true and probably more pervasive in our times. Four years back 9 year old Anam Malik was on the brink of such a catastrophe. Confined to her

home in Khora Colony, a crime infested slum nestled between Ghaziabad and Noida in the outskirts of Delhi, Anam's conservative parents thought schooling to be an

unnecessary luxury for a girl. And even if there had been intent, her father's income from a petty shop and her mother's occasional earnings from tailoring would not have been enough to afford Anam's schooling expenses. Both convention and economics seemed to have conspired against Anam. Anam was to grow unlettered - without a voice,



without an identity, without an opportunity to chart her destiny. She was to have no option of challenging the vulnerabilities of an uneducated woman from a poor household living in a crime infested environment. She was destined to be the poster girl of Wells's catastrophe.

However the catastrophe was averted when Anam and Smile

met. She was discovered during a regular door-to-door community mobilization. Frequent visits and hours spent with the family convinced Anam's mother that education would give her little girl a prospect to beat the odds. Anam now attends the all girls education centre in her neighbourhood – an affordable, effective and safe schooling opportunity run by Rasta, a Mission Education centre.

Anam tops her class and aspires to be a teacher. Today along with Anam are 16,500 more children under Smile Foundation's Mission Education fold across 21 states in the country who aspire to be doctors, engineers, sportsmen, chefs, civil servants and even an astronaut and a poet.

SCOPE

Mission Education is designed to work at three levels (i) bring non-school going children into formal schooling - majority being first generation learners and school dropouts (ii) enable school going underprivileged children to achieve grade level learning norms, (iii) Pre-school education for toddlers from families in difficult circumstances so as to ease transition to the formal school system.

Pre-school Education
[3-6 yrs]

Non-Formal Education
[6-14 yrs non-school going]

Formal Education
[6-14 yrs school going]

Remedial Education
[6-14 yrs school going]

Mission Education works with under-privileged children under difficult circumstances such as child labour, children of poorest of the parents, children inflicted and affected with HIV/AIDS, street and runaway children, differently abled children, disaster struck children and slum children. Mission Education inducts such children usually in the age-group 5-18 through non-formal education, remedial and bridge courses, subsequently mainstreaming them into the formal school system.

MISSION EDUCATION PROGRESS THIS YEAR

In the year gone by Mission Education could spread the light of education a bit further. 3082 non-school going children were enrolled into the programme, the remedial and bridge courses saw an enrollment of 4314 children and 1206 school dropouts were put back on track, with girls comprising 46% of the total beneficiaries. Behind these statistics went lots of hard work, dedication, determination and enthusiasm to take education to every doorstep.

Last year Mission Education expanded its reach further across the country as 10 new projects were initiated, bringing the total

ME centres in operation to 70. Mission Education entered Jharkhand, Goa and Bihar, reaching out to 21 states, in the reporting period.

Mission Education runs a concurrent programme of conducting health camps for the children at the ME centres, to ensure 100% attendance and retention of students. 256 of such health camps were conducted across the country.

In an effort to provide holistic exposure to children, sports meet and excursions were regularly organized by the ME centres. Inter ME Centre sports meets,

informative excursions, cultural programmes and celebrations of important days, kept the learning experience lively and interesting for children.

The teachers at the Mission Education Centres are our Generals, leading a revolution which brings hope where none existed and creating a generation of good and worthy citizens. Mission Education provides extensive support for Teacher's training and organizes learning forums for sharing effective classroom practices.

Story of Change - Jajpur, Odisha

Annual school result season across the tribal hamlets in Jajpur district, Odisha, would not bring happy tidings, for only 40% of the tribal students would barely manage to pass their annual school examinations. Obviously the learning handicap of these first generation learners was not being bridged by the formal school system. The students were failing, because the schools had failed them. In 2009 Mission Education, in partnership with Jindal Stainless Limited, decided to take up the challenge of reversing this trend. Learning centres were set up and Mission Education brought in a slew of inputs - remedial education, bridge course, regular training of teachers, basic health and hygiene, nutrition support and computer education.



Patience of the parents, hard work of the teachers backed by proven pedagogic inputs and processes of Mission Education, we were confident should work. **The 2012 annual school examination results were a dream run - Jakhapura Remedial Centre topped with 100% pass result**, followed by Remedial Centers at Nilamanideipur (96%), Budh Raja & Danagadi (92%), Kumbhiragadhia (84%) and Gulam Rasul (65%). We were not the only ones to be surprised by the turnaround. The State government took note and 20 students from five villages along with their teachers were formally invited by the then Hon'ble Finance Minister of Odisha to his office for a personal interaction.



Computer aided learning is being introduced at the ME centres in a phased manner. It is targeted that by 2013-14 all the ME centres will be equipped with computer systems and libraries



Children from ME centre in Gurgaon celebrate with their friends at the centre on being mainstreamed to nearby reputed public schools. 76% children were mainstreamed into the formal education system



Health camp in progress at ME centre in Kolkata. 256 of such health camps were conducted at ME centres across India



Expanding the reach - Kids from ME centre at Agartala in Tripura

SMILE ON WHEELS

Beneficiaries
2012-13
231,000

Reach
265 villages
and slums

Number of
Projects
21

Smile on Wheels is a national level Mobile Hospital Programme providing comprehensive mobile healthcare services to the under-privileged, with special focus on the health needs of women and children in remote rural areas and slums.

Well equipped mobile hospital units with medical expertise, services and medicines traverse across deserts, forest tracts, hilly terrain and urban bylanes to bring affordable, accessible and accountable healthcare where none previously existed. Along with providing healthcare Smile on Wheels provides something more fundamental, it replaces the domination of circumstances and chance over individuals by the domination of individuals over chance and circumstances.



In India, people with the greatest need for health care have the greatest difficulty in accessing health services and are least likely to have their health needs met. Premature mortality, escapable morbidity, undernourishment are all manifestations of poverty and are an everyday reality for a petty hawker in Mumbai to a landless labourer in Murshidabad.

This phenomenon in its most acute form can be witnessed in the life of Sobha Devi, a 37 year old woman living in Mithaj village in

Madhepura, Bihar, with her two sons. Her husband migrated to Kerala in search of work six years ago and sends whatever little he earns home every month. Sobha works as a daily wager in nearby fields.

Life took a turn for worse two years back when Sobha was afflicted with a severe pain in her breast. As thousands of other



women battling poverty in remote villages, Sobha wished the pain would go away on its own. Going to the hospital would cost money and loss of a day's wages - this was too expensive a price to pay, suffering the pain was a cheaper option for her. Her way out was to buy pain killers from the local kirana store; the temporary relief helped her carry on, but her ailment became worse, inching

towards a point of no return.

Smile on Wheels began operations in her village in this hour of dire need. The doctor's checkup revealed a lump in her breast and medication was immediately prescribed. In three months, the lump disappeared and so did the pain. Unwilling to take any chances, the SoW team referred Sobha to the Government hospital

to check for malignancy which thankfully came negative.

Sobha is not alone; village after village, town after town, district after district where SoW reaches, people who have lived with debilitating illnesses for many years are finding relief, children are starting life with a healthy outlook and social taboos and gender biases are getting broken.

SCOPE

Smile on Wheels is a comprehensive mobile hospital programme and is positioned to provide Mobility, Affordability, Accessibility, Availability and Awareness in terms of primary healthcare to the poor and vulnerable, especially women and children.

SoW provides three types of services to the beneficiaries –

Promotive Services: Spreading awareness on hygiene & sanitation, breast feeding, promotion of family planning methods, combating malnutrition among children & women;

Preventive Services: Immunization, antenatal services, growth monitoring, distribution of Iron Folic tablets and nutrition supplements;

Curative Services: Routine OPD, treatment of diseases and disbursement of medicines.

Mobility:

Takes healthcare to the doorsteps of people in un-served and underserved areas

Accessibility:

Makes health care available to vulnerable groups like the poor, tribal, women, children, disabled and aged

Affordability:

Provides healthcare to the poorest of the poor

Availability:

Provides high quality healthcare backed by state of the art diagnostic equipments

Awareness:

Provides information and education to promote health seeking behaviour

SMILE ON WHEELS PROGRESS THIS YEAR

Smile on Wheels increased its coverage by bringing a total of 265 villages and slums within its ambit. The programme also made its maiden entry into West Bengal this year, taking the number of states covered to 12 which include Haryana, Jharkhand, Karnataka, Chhattisgarh, Uttar Pradesh, West Bengal, Rajasthan, Delhi, Maharashtra, Gujarat, Andhra Pradesh and Tamil Nadu. To keep pace with the increased geographical spread, two new Mobile Hospital Units were inducted taking the fleet strength to twenty one.

Community awareness and capacity building towards preventive healthcare which had got a fillip last year maintained

traction this year. School Health Programme, an awareness programme to create a health-seeking next generation was incorporated in Smile on Wheels. The programme recognizes the potential of children as change agents in their families and the larger community and sensitizes them about vital health issues, the importance of maintaining personal hygiene and healthy habits.

The process started last year, of equipping each Smile on Wheels with Global Positioning System (GPS), was completed this year. This has resulted in better fleet utilization. Real time central monitoring of the vehicle maintenance parameters through the GPS has improved vehicle

down time resulting from breakdown and frequent servicing.

Smile Foundation joined hands with National Rural Health Mission; Department of Health, Govt. of Rajasthan; Help Age India and Cairn India to launch 'Padharo Mahari Lado' (Welcome, My Dear Daughter), an year-long campaign in Barmer, Rajasthan. The campaign is intended to reinstate the dignity of being a Girl Child in our society. As part of the campaign, extensive awareness programmes are organized every month, celebrating the birth of girl children and safety kits are distributed to new born girls.

Story of Change - Barmer, Rajasthan

Barmer, in Rajasthan, is one of India's poorest districts. Here, across the

stark desert landscape, water is easier to seek than healthcare.

What makes provisioning of healthcare in Barmer challenging is its settlement pattern of dispersed small hamlets, making locating a public health facility within easy reach a veritably impossible task. This leads to high opportunity cost of losing a day's wage for seeking medical consultation at a distant medical facility - a significant burden for this extremely poor community. Extremely low education levels translate to low appreciation of medical symptoms and benefits of modern medical procedures.

High transaction and opportunity cost exacerbated by social bias and low awareness level meant that Barmer was condemned to be a basket case of health deprivation. It was

in these rather challenging circumstances that Smile Foundation, with support from Cairn India, started health intervention in 41 remote villages of Barmer by initiating three mobile hospital units under the Smile on Wheels programme.

The green and yellow Smile on Wheels set against the golden hue of the desert sand make for a pretty sight as they race from village to village bringing much required quality healthcare to the doorsteps of thousands of isolated people. Over 50,000 have benefitted from the project so far.



Making the last mile connect: A health worker dispensing medicine inside a Smile on Wheels mobile hospital unit, stationed at a slum cluster in Chennai



School students watch a movie on personal hygiene and healthcare in Khakhal village, Patan, Gujarat



A health camp in progress at Guna, Madhya Pradesh. 36 multi-speciality health camps were conducted in remote villages and urban slums across India



An immunization and vaccination campaign at Mochi resettlement colony, in New Delhi

SMILE TWIN e-LEARNING PROGRAMME

Beneficiaries
Trained
13,750

Beneficiaries
Placed
9,850

Reach
16 States

Number of
Projects
35

Smile Twin e-Learning Programme (STeP) provides skill training and job placement to urban underprivileged youth so as to enable them to be gainfully employed in the burgeoning Indian service sector. Indian organized job market is characteristic of scarcity amidst plenty with unfilled vacancies coexisting with a large unemployed manpower. This dichotomy is the outcome of the skill deficit of the potential workforce. It also remains a fact that youth from poor households have a higher propensity to remain unskilled leading to the formal job market bypassing them. It is in this context that the STeP programme steps in to provide the underprivileged youth the requisite skills to make a legitimate claim for jobs in the sectors which are the engines of growth of the Indian economy.



The 2011 census figures indicate that India is on the threshold of reaping the demographic dividend. India's dependency ratio, as measured by the share of the young and the elderly as a fraction of the population, will come down more sharply in the coming decades. More working age people will mean more workers, especially in the productive age groups, more incomes, more savings, more

capital per
more growth.

However, the growth drivers of the Indian economy - the service and retail sectors, do not seem to find enough skilled people to man the

worker, and

jobs they generate. The thousands of youth entering the job market are labeled "unemployable" by the industry because they do not have the requisite skills.

Swapnil, a high school passed 20 year old from Mumbai, was till recently both unemployed and unemployable. His father, a security guard, was the sole provider of the family of eight.



Being the eldest son, Swapnil was expected to help his father with the household expenses. He had long tried for a job but had been turned down every time. Interview after interview he had drawn blank and with each failure his self esteem had plummeted and so had the hope of the family for better days.

Things changed when Swapnil casually strolled into a community mobilization session on youth

livelihood being organised by the Smile Twin e-Learning Programme (STeP). The STeP counsellors made him realise that his unemployment was due to absence of the required skill set, but that this bottleneck was easily surmountable.

Swapnil got enrolled at a STeP centre in Mumbai and received training in basic computer skills, retail management, personality

development, work ethics, team work and English communication. On completion of the course, Swapnil got placed as a trainee with a private firm at a decent salary. STeP has helped thousands of youth like Swapnil make the transition from being a dependent to a provider by being gainfully employed through skill enhancement.

SCOPE

STeP is designed to help urban youth from marginalized and poor communities gain the requisite skills which will make them employable in the job market. The programme identifies school drop-outs and youth from the age group of 18-25 and provides the requisite skills training spanning six months. The training includes providing English knowledge, computer proficiency, job related soft skills through classroom lectures, workshops, employment engagement programmes and exposure visits. STeP ties up with potential employers to provide placement for the trained youth in the fast expanding retail, hospitality, BPO and precision manufacturing sectors. The curriculum is constantly upgraded and improved to remain in sync with the market requirements.

Mobilization:

Mobilizing youth from poor households from the community

Filtering:

Entrance examination & Personal Interview

Intensive Training:

6 months of intensive training in customized curriculum

Placement:

Providing means for livelihood through tie-up with potential employers

STeP PROGRESS THIS YEAR

The STeP programme consolidated its implementation effort and focused on delivery. During the year STeP fine tuned its operating model for better and systematic functioning of the STeP centres. Mid-term assessment was introduced this year for the trainees to keep them focused and get a good feedback for mid course correction if required.

One critical input which can make or mar the programme is identification of the right beneficiaries. More than 3000 youth were mobilized during the reporting period through public meetings, home visits and distribution of pamphlets. Of those mobilized, 2055 enrolled at various centres and 1980 eventually completed the training and received certificates.

The curriculum maintained its standard of excellence. Revised study material was introduced to

keep the training programmes topical. A new curriculum for soft skills titled "Invent Success - Soft Skills for Workplace" was developed in collaboration with IOCL. Also developed was a revised curriculum on retail management, backed by extensive market research.

Exposure visits took the students outside the confines of the classroom into the real world where they would soon be working. Employer engagement programme brought professionals from the industry into the classroom who shared their experiences. 28 industry exposure visits and 32 employer engagement programmes were held during the year.

STeP programme's central placement cell along with the regional programme teams coordinated with the potential employers and was able to achieve 75% placement by putting 1485

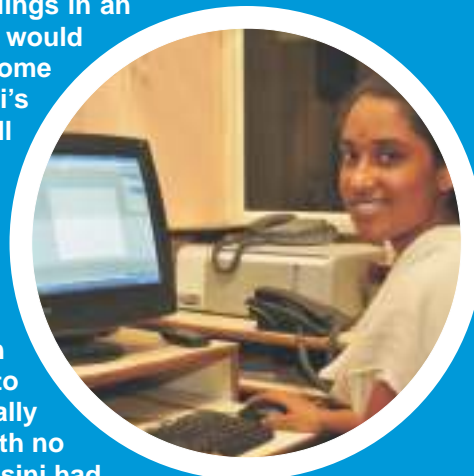
students on jobs. STeP has tied up with more than 140 reputed brands like West Side, Future Group, More Retail Outlet, Easy Day, Café Coffee Day, Pizza Hut, Eureka Forbes, Bata Showroom, ITC Maurya, Flipkart, Genpact, Tata Docomo, LIC, Vodafone and Mphasis to provide employment to the students.

STeP was benefitted significantly by volunteers from Universities and colleges, who as part of the internship programme, assisted the STeP coordinators. The volunteers conducted sessions for the trainees on retail management and communication skills; workshops on confidence building; role plays and activities as part of personality development.

Story of Change - Suhasini's Family

Living in extreme poverty along with her three younger siblings in an impoverished household, Suhasini had never thought she would one day become a beacon of hope for them. Her father's income of Rs. 3000 was barely enough for the family. But Suhasini's parents, wanting a better life for their children, had sent all their children to school. However, beyond school there were no resources to sustain her higher education; she dropped out so that her younger siblings could continue their schooling. When one thought things could not get worse, Suhasini lost her father and the family's only support system suddenly collapsed. Her mother went into depression, and the family was now facing difficulty in even procuring food. The onus was now on Suhasini to find a way out. Unfortunately her schooling had not really prepared her for the job market. Weak in English, with no computer knowledge and low on confidence, Suhasini had no real chance

of landing a decent job in the urban job market. It was at this dead end that she learnt about the STeP programme and enrolled at the Chennai centre. Here Suhasini was trained in computers, language, business etiquettes, diction and other soft skills. **Immediately after completing her STeP course, Suhasini was hired by Breadtalk Crustum Products Pvt. Ltd. and now earns Rs. 7500 a month. Her family, which was till recently on the margins, now looks forward to a secure future.** Suhasini's younger siblings also plan to take up the STeP course. And her mother, seeing her grit, determination and success, has again found a reason to embrace life.



A STeP Graduate from Chennai – Courteous, confident and presentable; the new age retail floor associate for a new age store



An Employer Engagement programme in Chandigarh to keep youth abreast with trends in the job market



STeP students in Mumbai get hands-on training in retail management, on an exposure visit to Amway



First Step towards Success - 40 youth from Balakati village in Khurda, Odisha, receive certificates on completion of their STeP course

SWABHIMAN

**Beneficiaries
2012-13
30,000**

Swabhiman is an empowerment programme of Smile Foundation aimed at realization of both individual and collective self-esteem and inner strength for marginalized and socially excluded women and adolescent girls through innovative community engagement strategies. Working with the belief that when women are supported and empowered, the whole society benefits, Swabhiman works through a highly effective approach named the '4 S Model' which stands for - Seeking Healthcare as a Behaviour, Support through Education, Support from Men through Male Involvement, and Sustaining Change in the Community.



Being a woman in India is not easy. Records state that the average Indian female has only 1.2 years of schooling and more than 50 percent of girls drop out of school by the time they are in middle school. As per NFHS III, only 26% of the currently married women in rural areas take decisions regarding healthcare for themselves and even the figure for urban areas stands at a dismal 29.7%. Crimes against women continue to be splattered

across newspapers . The child sex ratio in India dropped to an all time low in 2011, skewering the already high Gender Inequality Index.

One can go on reeling figures and statistics but the situation for majority of women on the street and at home is probably far worse than numbers alone can capture. When coupled with poverty and illiteracy, gender bias becomes living torture for many as their dreams and voices are stifled.

Pooja comes from a poor family with her father working as a security guard. From an early age Pooja showed remarkable



prowess both in scholastic and athletic abilities, constantly topping her class and getting medals in the sports field. However there was a distinct possibility that Pooja would get pulled out after her middle level schooling. Her parents wanted her to study, but could spare no money. Pooja knew the inevitable and was resigned to it. But her hopes were reignited when a Swabhiman coordinator spotted her during a door to door meeting. Pooja's exceptional talent was awarded

with a scholarship under Swabhiman, which helped her continue her studies.

This was three years ago. Last year Pooja topped her school, scoring 84% in class XII. She also brought laurels by captaining her school's volleyball team to the pole position at the Inter-school competition. Now Pooja is pursuing graduation from a reputed Delhi University college. She has become a Change Agent - an inspiration for her peers from

the community, and motivates them to attend the awareness

training programmes, self defense classes and life skills education sessions conducted regularly under Swabhiman. Pooja's parents take pride in her, as does the whole community. Pooja has now started building an independent identity, as have thousands of other girls and women who have been touched by the Swabhiman programme.

SCOPE

Swabhiman is designed to support the goals and objectives enshrined in the National policy for empowerment of women, with the mandate to create processes and an environment conducive for women and adolescent girls from disadvantaged households to help them lead a life of dignity by realising their optimum potential. Specifically the interventions aim to (i) provide life skills education to adolescent girls and women, (ii) facilitate bright young girls with scholarship, (iii) increase awareness of and access to quality reproductive and child health services, (iv) promote positive family planning behaviour among young eligible couples (v) create change agents, peer educators and health volunteers from within the community, to sustain the change and, (vi) include boys and men in the process of empowerment of women.

The 4-S Model

Seeking Healthcare as a Behaviour

Support for Education

Supporters in Men through Male Involvement

Sustaining Change in the Community

SWABHIMAN PROGRESS THIS YEAR

A fully equipped and staffed mobile healthcare clinic designed to deliver Reproductive and Child Health services made fortnightly visits to all the communities covered under Swabhiman providing treatment and counseling.

The mainstay of Swabhiman programme's community outreach is through Change Agents, Community Health Educators and Swabhiman Health Volunteers. More than 300 of these change agents were developed and provided training by some of the best trainers and resource persons from specialized organizations like Parivar Sewa Sansthan, Purvabhuyas theatre group, Population Foundation of India and National Institute of Health & Family Welfare.

Regular awareness sessions and group meetings with adolescent girls

and women were conducted on reproductive health, safe motherhood, antenatal and postnatal care, breast feeding, nutrition, legal awareness, career counseling, life skills, self defense, menstrual hygiene, etc. More than 1400 young girls and 2100 women benefitted from these awareness sessions.

Query boxes were installed at all the Swabhiman centers, where queries concerning family planning and reproductive health issues, which the women might feel shy to ask in person, can be dropped.

Contraceptive distribution depots are in place at all the Swabhiman Intervention centres. Over 3000 condoms were distributed among young married couples from these depots.

Use of sanitary napkins was extensively promoted amongst adolescent girls across all centres. Regular supplies of sanitary napkins were provided as well as counseling and awareness sessions were conducted to promote this good hygiene practice.

22 meetings were held with men to sensitize them towards quality family planning services and women empowerment.

The merit based scholarship programme for girls continued to provide support to meritorious girls from disadvantaged families. The beneficiaries received support in form of reimbursement of tuition fee, uniform and textbooks. They were also provided guidance in academic and personal development. Till date 5060 girls have benefited from the scholarship program.

Story of Change - Shri Ram J.J.Camp, Delhi

Meena, who never went to school herself, now sends her two daughters to school and takes lessons from them. Santosh, a victim of child marriage, has started using birth control pills after an early pregnancy spoiled the joy of motherhood for her. Both of them live in a slum cluster near Dhaula Kuan in South Delhi and are part of the Swabhiman programme. These women are either housewives slogging hard each day tending to their families, or working as sweepers and maids to help with the household income. Health had never been on their priority list as the daily grind for survival hardly left them any spare time. Early marriages, unhygienic living conditions, no gap between children, lack of knowledge about proper nutrition and low self esteem because of the inherent gender bias in society, had not only had an adverse

effect on the health of these women, but also made them oblivious to their individual identities. When Swabhiman was initiated in the community, most women were reluctant to be a part of it, owing to work and familial commitments and restrictions at home. But after persistent counseling and regular community mobilization sessions, **today these women regularly attend awareness meetings and trainings on reproductive health, appropriate nutrition, life skills, family planning and other subjects central to a woman's life.** Many of them have become Change Agents and are instrumental in creating behavioural change in the community.



Swabhiman Change Agents educate their peers from the community on the right diet for adolescent girls



A training workshop on Reproductive and Child Health for Swabhiman Health Volunteers



A rally being taken out to sensitize the community against female foeticide as part of the week-long celebrations during Girl Child Week



Street plays formed an important foray for sensitizing the community during the period. 22 street plays were organized in the reporting period through which 4110 community people were informed about significant issues like family planning, male sterilization and domestic violence.

SUPPORT SYSTEM

**CORPORATE
PARTNERSHIPS**

ALLIANCES

**INDIVIDUAL
PARTNERSHIPS**

CORPORATE PARTNERSHIPS

With the impending CSR mandate under the Companies Act 2013 gaining ground, the corporate sector has become an indispensable link in the process of social development. But much before the Act, Smile Foundation had recognized an ally in the corporate sector and had been aligning its development goals with their social responsibility.

With multiple modes of partnership like payroll giving, cause related marketing, child support, youth support, patient support and employee engagements, Smile Foundation helps them realize and fulfill their CSR. Rather than just channelize the resources from the corporate sector, efforts are made to directly involve them in the initiatives at the grassroots.

This year 35 corporates including Opera, Zeetex, Philips, Pernia Qureshi, PMC bank, Central Bank, SBI, LIC, Land Rover, Herbalife, Air France, Intas Pharmaceuticals, Prestige Group, Harley Davidson, ANZ Bank, Hyder, United Way of Delhi, Viacom 18, Shankara Pipes, CGI, Metropolis, BNY Mellon, Nerolac Paints, Barclays, HUL & TESCO, Surya Publication, Kimaya/Gimmicks, Motherhood, Ubqool, Coca Cola, Panasonic, Alcoa, Erricson and Western Digital lent their support to Smile Foundation.

ALLIANCES

Smile Foundation establishes partnerships and builds networks and liaisons with like-minded national and international development agencies and educational institutions with the primary objective of connecting their domain expertise, resources and strengths with its own development initiatives.

Over the years, many prominent development agencies, donor organizations, confederations, associations and institutions across the globe have joined hands with Smile Foundation and strengthened its welfare programmes.

This year, Rural Electrification Corporation Limited (RECL) supported two projects in Rae Bareilly, UP and Ashoknagar, MP, under Smile Foundation's mobile hospital programme, Smile on Wheels.

The Union Bank of India came forward to support a rehabilitation project in Uttarakhand.

Certification Engineers International Limited (CEIL) partnered with Smile Foundation to lend infrastructural support, including facilitation of computer systems, to the Smile Twin e-Learning Programme.



INDIVIDUAL PARTNERSHIPS —

In line with its belief of promoting civic driven change in the society, Smile Foundation attempts to involve individuals directly in the process of development. The participation of privileged individuals not only multiplies the cascading effect of change and helps it penetrate deeper into the society, but also aids in making the change sustainable.

CIVIC DRIVEN CHANGE

ACTION FOR CHILDREN

**CHILD FOR CHILD
EVENTS**

**CELEBRITIES &
PUBLIC FIGURES**

**MEDIA ADVOCACY
RECOGNITIONS**

ACTION FOR CHILDREN

Action for Children (AFC) is a global programme for child development with a focus on civic driven change, initiated by the Together4change alliance in 2008, with support from the Dutch government. Smile Foundation is the implementation partner for AFC in India.

AFC is based on the belief that the responsibility of social development lies not only with the government, but requires equal participation from the civil society. AFC aims at sensitizing the privileged section of society through advocacy on child related issues and also seeks to involve them in the process of development. The participation in turn brings about qualitative change in the lives of underprivileged children.

Under AFC, Smile Foundation handholds genuine grass-root level NGOs working for the welfare of underprivileged children and supports them to undertake “local actions” involving the civil society for generating resources locally and becoming self-sustainable. More than 100 local actions were conducted during the period.



▲ Children display their musical talent at ME centre in Tripura

Young girls welcome ► guests to the Annual Function celebrations at ME centre in Uttan, Maharashtra





◀ Students, teachers and parents come together to celebrate Independence Day at Raigarh, Chhattisgarh

▶ Parents and locals from the community help conduct the SportsDay at ME centre in New Delhi



◀ Students perform a dance drama as part of the Christmas celebrations at ME centre in Karnataka



▶ Children's Day is celebrated at ME centre in Kolkata with support from Local Civic groups





CHILD FOR CHILD

Children are the future of the nation and hence it is crucial to catch them young and inculcate in them the compassion – to empathize, and the conscience – to act responsibly. Those who are born to privileged parents and studying in reputed schools, can become real change makers in the society if they are sensitized in the formative schooling years.

With this belief, the Child for Child programme has been sensitizing privileged children of the existing disparities in the social order and motivating them to contribute in their individual mite towards their less privileged counterparts, so that they grow up to become responsible citizens and change makers.

This year the CFC reached out to 417 districts of India, addressing 900 reputed schools and, in the process, sensitizing close to a million children, besides their parents and teachers. Smile Foundation also became the only national development organisation to introduce such programme in the schools of Andaman and Nicobar Islands.



◀ DPS Rohini students share their computer lessons with Smile children at their school in New Delhi



▲ Students from J. H. Taranpore High School interacting with underprivileged kids at Mission Education Centre running at Jharkhandeswar Temple, Sakchi

Smile kids have fun playing ball with boys from students of Vinaynagar Bengali Sr. Sec. School, New Delhi



◀ Students of St. John's Academy, Allahabad, watch 'I Am Kalam', a parallel movie by Smile Foundation, highlighting the essence of the CFC programme



▲ Students from Vinaynagar Bengali Sr. Sec. School, Sarojini Nagar, Delhi, spend time with Smile kids

EVENTS & CAMPAIGNS

Smile Foundation periodically organises and participates in sensitisation events and public campaigns to sensitise the civil society and corporate world of the existing disparities in our society and engage them as change agents.

This year too was marked by various regional as well as national events and campaigns. Ramp for Champs, Smile Foundation's innovative campaign, initiated in 2011, weaving fashion with the cause of education was taken to Mumbai, after two successful seasons in Bangalore.

Smile Foundation participated for the third year in a row in the Airtel Delhi Half Marathon and the Standard Chartered Mumbai Marathon, besides registering its presence at the first ever World 10K Marathon in Bangalore.

Choone Do Aasman, a documentary series narrating real stories of children in difficult circumstances initiated in 2009 in collaboration with NDTV, went on to become a roaring success again this year, reaching out to millions of people.

Towards the end of the year, Smile Foundation became the Outreach Partner for the North-East Film Festival for Children, conducted by Children's Film Society India (CFSI). The festival showcased children's films, some of them award winning, in the seven states of north-east India.



◀ Popular Kannada actress Pooja Gandhi became the showstopper at Ramp for Champs



Dr. Kiran Walia ▶ and painter Arpana Caur encourage budding artists from Smile at Kalpatitva Festival, New Delhi



◀ Children from Smile Foundation displayed their singing talent on Indian Idol 6, in front of judges Anu Malik, Salim Merchant and Sunidhi Chauhan



◀ School kids at the CFSI's North East Film Festival in Guwahati, for which Smile Foundation was the outreach partner



▲ Smile Foundation at the Airtel Delhi Half Marathon 2012



▶ Smile Foundation stands up for the rights of the Girl Child at the World 10K Bangalore Marathon



▲ Telly actor Hiten Tejwani walks with a Smile kid at the Ramp for Champs event in Mumbai



◀ The Smile Team at the Standard Chartered Mumbai Marathon 2013

CELEBRITIES AND PUBLIC FIGURES

With success comes responsibility. For celebrities and eminent personalities, this is even more valid as Great success means Great responsibility. Known faces become role models for many in the society, millions of people tend to emulate them. Hence it is very important that these personalities endorse the right ideas and values and become an icon in the true sense of the word.

Many celebrities in the past years have come forward in support of

Smile Foundation and become the Face of Change, upholding its cause. This year too, many prominent actors, writers, politicians, sportspersons and other personalities pledged support for the cause.

Pantaloons Femina Miss India World 2012, Vanya Mishra became the Goodwill Ambassador for Smile Foundation's Girl Child Education initiative. Veteran hockey players Ashok Kumar, son of Major Dhayanchand and Harender

Singh, former coach of Indian Hockey Team supported Smile Foundation at the Airtel Delhi Half Marathon. Sania Mirza, Kareena Kapoor, Ajay Devgn, Sonakshi Sinha, Rohit Shetty, Madhur Bhandarkar and WWE stars Kane and Eva Peters were some of the other celebs who associated with Smile Foundation and spent quality time with Smile kids.



Dia Mirza vows friendship to Smile kids



Juhi Chawla supports Smile Foundation at the Standard Chartered Mumbai Marathon 2012



Abhay Deol gets good luck flowers from Smile kids



Kareena Kapoor and Madhur Bhandarkar with Smile kids



PFMI World 2012 Vanya Mishra stands up for Girl Child Education



Sania Mirza becomes Santa for Smile kids



Smile children visit Ajay Devgn at his film's sets



Renowned Odissi dancer Kiran Segal celebrated her book's success with Smile Foundation on Mother's Day



Sushant Singh Rajput celebrates Holi with Smile kids



Sonakshi Sinha spreads Smiles



WWE stars Kane and Eve Peters with Smile kids

MEDIA ADVOCACY

Smile Foundation got overwhelming response from mass media in sensitizing the privileged society about the cause of the underprivileged. Besides several campaigns on leading television channels, which reach beyond the Indian territory, numerous newspapers, magazines, radio channels, online publications, both national and international, came forward and voiced their support for Smile Foundation.



Training in marketing skills at Rs.50!

Pay between Rs.50 and 200 and get training in job-oriented marketing skills through the Smile Foundation's Smile Twin e-learning programme (STeP). Meant for urban underprivileged (adolescent youths), this course will hone their skills in English proficiency, basic computer education and soft skills. It also tries to develop basic confidence and communication skills of the candidates. According to Smile, STeP has trained 12,500 youth and placed over 9,500 through its placement cell since its inception in 2005. Students have found jobs in various sectors including retail outlets, hospitality and BPOs. The 6-month curriculum has been designed by IIM, New Delhi.

STeP programme aims to make the candidates employment-ready



RECOGNITIONS

Awards and recognitions make the organisation raise its commitment and work with higher expectation.

This year Smile Foundation became an organisation in **Special Consultative Status with the Economic and Social Council of the United Nations.**

Smile Foundation was also felicitated with the **Quality Initiative Mission Award 2013** for its Mission Education programme. For its healthcare initiatives, it was awarded the **Healthcare Leadership Award 2012**. Instituted by the Knowledge Resource Development & Welfare Group, nominations for the latter award were invited from seven countries including India.

OTHER AWARDS

- Asia-Pacific Child Rights Awards
- Barclays Bank Chairman's Awards
- GE Healthcare-Modern Medicare Excellence Award
- NTR Memorial Trust Award

EMPANELMENT & ACCREDITATION

- Empanelled with National CSR Hub at TISS, an initiative under Ministry of Heavy Industries & Public Enterprises
- Accredited with India Development Foundation of Overseas Indians (IDF-OI), under the Ministry of Overseas Indian Affairs, Government of India
- Accredited as Charities Aid Foundation (CAF) India validated charity since 2012
- Accredited as IRD-registered non-profit organisation with Guide Star
- Listed as a member organisation with United Way Worldwide





FINANCIAL STATEMENT

BALANCE SHEET

INCOME AND
EXPENDITURE ACCOUNT

CERTIFICATE OF COMPLIANCE | DISBURSEMENT OF FUNDS

SMILE FOUNDATION

Regd. Office: V-11, Level - 1, Green Park Extn., New Delhi – 110016

BALANCE SHEET AS ON 31ST MARCH, 2013

(Amount in Rs.)

PARTICULARS	SCHEDULE	AS ON 31 ST MARCH, 2013	AS AT 31 ST MARCH, 2012
SOURCES OF FUNDS			
<u>Capital Funds</u>	1		
Corpus fund		187,520,598	184,495,598
General Reserve fund		69,906,986	53,112,533
<u>Current Liabilities & Provisions</u>	2		
Sundry Creditors for Expenses		873,402	861,948
Restricted Grants - Pending Execution		43,442,477	22,833,932
Other Current Liabilities		1,355,418	1,680,623
Provisions			
Total		303,098,881	262,994,634
APPLICATION OF FUNDS			
<u>Fixed Assets</u>	3		
Gross Block		72,185,245	66,950,149
Less : Assets held with Trust having only Right to Use		22,248,413	18,550,979
Gross Block - owned Assets		49,936,832	48,399,170
Less : Accumulated depreciation		17,944,021	15,123,555
Net Block		31,992,811	33,275,615
<u>Current Assets & Loans and Advances</u>			
<u>Deposits</u>	4		
Deposits with banks		253,548,560	214,345,248
Security Deposits		338,000	348,000
Tax Refund Dues		8,623,001	7,132,595
<u>Loans & Advances</u>	5		
Projects Advances		3,423,383	3,665,208
Restricted Grants Receivable		2,042,848	2,535,348
Other Advances		2,840,650	1,571,992
Cash in Hand		280,628	120,628
Total		303,098,881	262,994,634

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

10

AUDITORS' REPORT

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

Sd/-

Manoj Kumar
FCA / Prop./M.No.086669
Firm Regn.No. 007670N

PLACE - NEW DELHI
DATE - 24TH SEPTEMBER, 2013

**For and on behalf of Board of Trustees of
M/s Smile Foundation**

Sd/-

AGM-Finance

Sd/-

Chief Operating Officer

Sd/-

Trustee

Sd/-

Trustee

SMILE FOUNDATION

Regd. Office: V-11, Level - 1, Green Park Extn., New Delhi – 110016

INCOME AND ITS APPLICATION ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH, 2013

(Amount in Rs.)

PARTICULARS	SCHEDULE	FOR THE YEAR ENDED ON 31 ST MARCH, 2013	FOR THE YEAR ENDED ON 31 ST MARCH, 2012
<u>INCOME</u>			
<u>I. Contribution & Grants</u>			
Voluntary Contributions			
- Eligible U/s 35AC of I.T. Act		707,977	4,394,280
- Others		47,088,371	74,350,070
Restricted Revenue Grants		68,390,497	59,416,975
Restricted Capital Grants		11,755,896	
(I)		127,937,741	138,161,325
<u>II. Other Incomes</u>	6		
Interest Income		18,426,271	17,033,181
Other incidental Income		29,856	4,144,085
(II)		18,456,127	21,177,266
Gross Income Available for Application (I+II)		146,393,868	159,338,591
<u>APPLICATION OF INCOME</u>			
<u>I. Income Utilized for Execution of Projects</u>			
Mission Education Project		24,890,674	7,056,868
Education Project U/s 35 AC of I.T Act		3,800,582	3,796,675
Action for Children Project		18,687,280	33,527,529
Smile Twin E- Learning Project		6,872,812	13,852,545
Smile on Wheels Project		1,550,084	1,550,084
Outreach Project		19,150,060	850,057
Child for Child Project		18,780,929	12,347,330
Swabhiman Project		2,613,325	17,011,310
Other social welfare Projects		1,935,983	1,720,050
Restricted Capital Grants Utilized in Smile on Wheels Project		11,755,896	33,265,139
		110,037,553	123,427,503
II. Project Monitoring & Management Expenses	7	1,025,964	1,411,300
III. Fund Raising Cost	8	928,748	1,990,720
IV. Administrative Expense	9	14,746,686	10,241,610
Total Income Applied (I to IV)		126,788,950	137,071,133
Net Surplus / (Deficit) before Depreciation & Taxes		19,604,918	22,267,458
Less: Depreciation	3	2,820,465	3,129,309
Net surplus / (Deficit) before Taxes		16,784,453	19,138,149
Less: Provision for Tax			
Net surplus / (Deficit) transferred to General Reserves fund		16,784,453	19,138,149
Significant Accounting Policies & Notes to Accounts forming part of Income and its Application Account	10		

AUDITORS' REPORT

As per our report of even date annexed

For M.K. Kuchchhal & Co.

Chartered Accountants

Sd/-

Manoj Kumar

FCA / Prop./M.No.086669

Firm Regn.No. 007670N

PLACE - NEW DELHI

DATE - 24TH, SEPTEMBER, 2013

**For and on behalf of Board of Trustees of
M/s Smile Foundation**

Sd/-

AGM-Finance

Sd/-

Chief Operating Officer

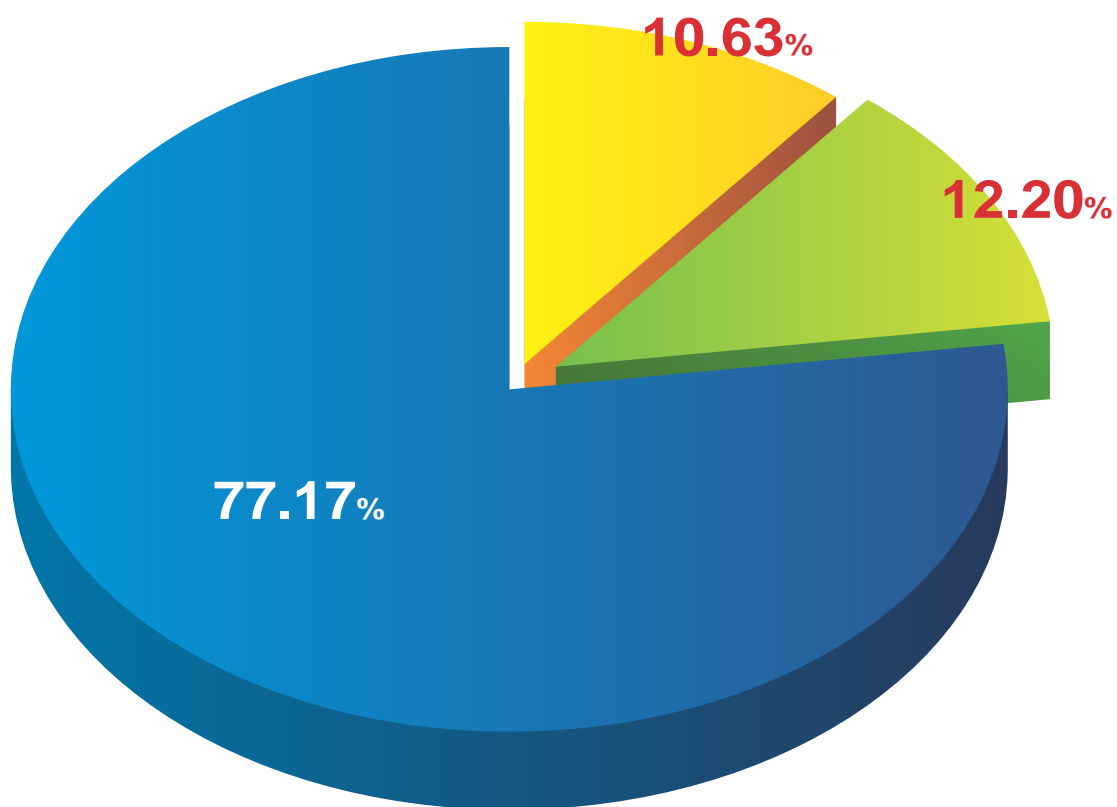
Sd/-

Trustee

Sd/-

Trustee

DISBURSEMENT OF FUNDS



- Management Expenses
- Expenses for various Welfare Projects
(Including capital assets required for the projects)
- Remaining transferred to next year for Utilization

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, 2013.

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 – 30th October 2013

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