

# ImFact19



Annual Review Report - 2018-19



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# CONTENTS

06 **Message from the Executive Trustee**

08 **Reach and Presence**

10 **Education**

20 **Livelihood**

30 **Health Care**

40 **Women Empowerment**

50 **Child for Child**

54 **Empowering Grassroots**

58 **Awards and Recognition**

59 **Empanelment and Accreditation**

60 **Financials**

64 **Supporters**



# 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

**To empower underprivileged children, youth and women through relevant education, innovative health care and market-focused livelihood programmes**

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 sensitise privileged children, youth and citizens in general to promote Civic Driven Change

# OUR BELIEF

Smile Foundation believes that unless members of the civil society are involved proactively in the process of development, sustainable change will not happen. Believing in this principle of 'Civic Driven Change', Smile Foundation sensitises the civil society in order to make them partners in its mission.

# Message from the Executive Trustee

"It begins with the civil society – when people initiate positive actions, actions that can change lives and the course of history."

The technological revolution of the last two decades has been a defining moment in history – not only increasing awareness levels across the socio-economic hierarchy, but also providing an avenue to stage the views of the voiceless masses. The civil society is gradually gaining ownership over the change that is to be brought about. Armed with information, access and opinion, today ordinary people are leading movements of social change from the front.

Across the globe, Internet has provided power in the hands of people at the bottom of the pyramid, on the one hand, and at the same time, has been instrumental in making the upper parts of this pyramid aware of vital social issues. Together, these two are making a certain positive change in the society driven by civil society itself.

With the civil society strengthening and taking on the baton of social change, the onus has also come on businesses and governments to focus on social responsibility as one of their primary agenda.

Businesses are gradually waking up to aware consumers and have realised that to survive and thrive in this changing world, they need to be responsible towards the community. Philanthropy has moved on from being an act of charity to a business necessity. But just like government alone cannot solve all social problems, businesses cannot either. Businesses have the resources and the technology, civil society organisations have the ground knowledge and the community rapport, and governments have the bandwidth and reach. They are all spokes in a wheel, and when all work together, the cycle of change moves forward.

In this context, collaboration and convergence appear to have become a necessity, and are no longer a choice.

**At Smile Foundation, we have always acknowledged the possibilities and potential of this phenomenon. Civic Driven Change has been a founding principle of the organisation. Along with our work at the grassroots, we have been making consistent efforts to sensitise and involve corporate, local government bodies, individuals, institutions, media and the larger civil society in the process of bringing sustainable change at the grassroots. In a journey of over 15 years, Smile Foundation has directly impacted the lives of more than 1.5 million children and their families. This has only been possible through meaningful collaboration and positive partnerships.**



In 2017-18, we added another beautiful chapter to our journey – exploring new paths, setting new benchmarks, rising up to challenges, charged with the determination to bring real and long lasting change in the lives of the vulnerable and deserving children and families in the remotest parts of the country.

ImFact19 captures the best of our journey, bringing alive some of the most memorable moments and the most inspiring narratives through these pages. Hope you will find it an engaging read!

*Santanu Mishra*

**Santanu Mishra**

Co-Founder & Executive Trustee  
(On behalf of Smile Foundation's Board of Trustees)



# CHILDREN AND FAMILIES: LIFECYCLE APPROACH

Beginning in the corridors of education, Smile Foundation adopted a lifecycle approach and 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, without ensuring the welfare of the whole family. Following the lifecycle approach, Smile Foundation has directly impacted the lives of over 1.5 million children and families so far.



## EDUCATION

More than **2,32,000** children provided education



## HEALTH CARE

Over **15,41,000** people provided health care



## LIVELIHOOD

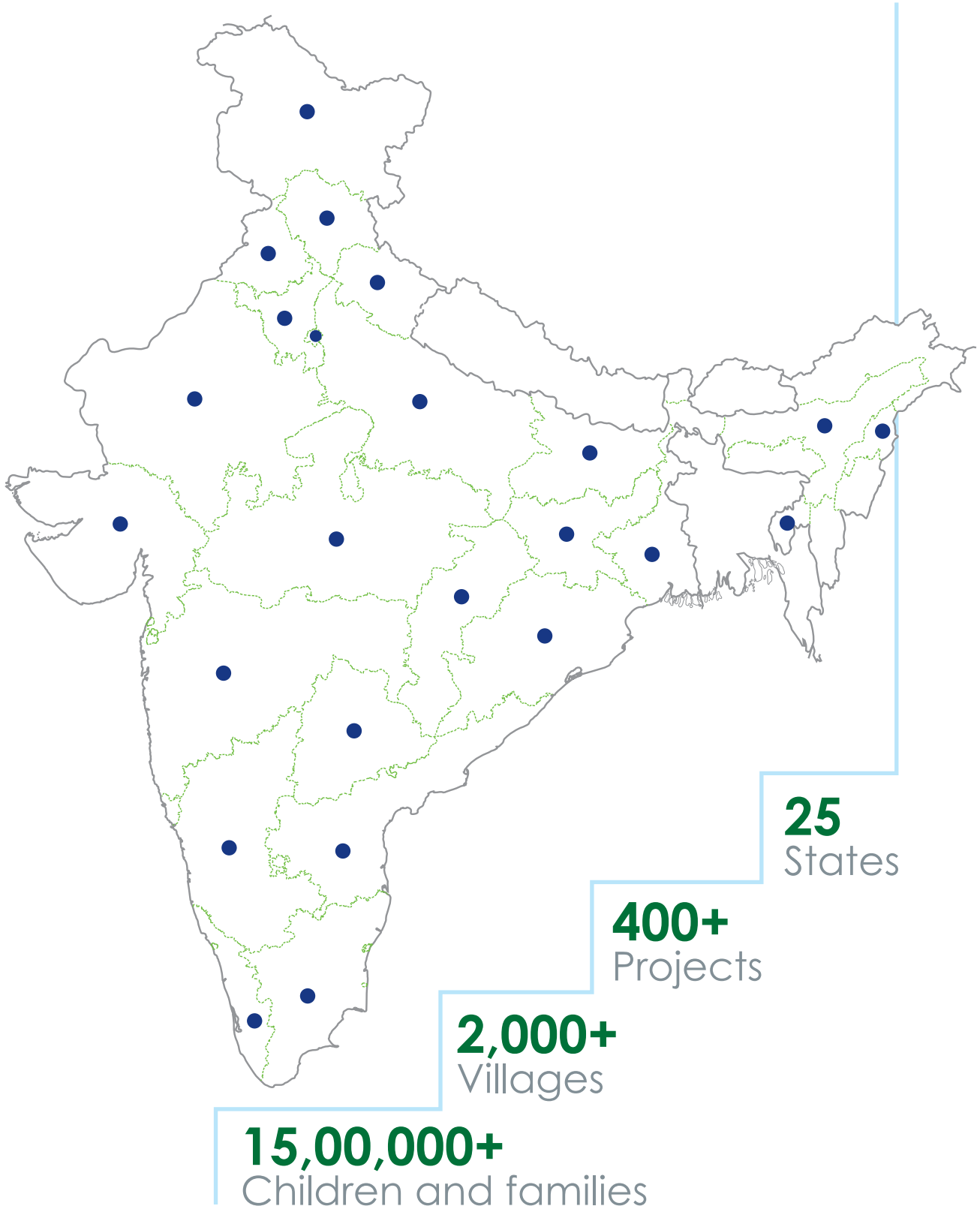
**47,000** youth trained & **28,000** placed



## WOMEN EMPOWERMENT

Over **5,60,000** women & girl children benefitted

# IMPACT 2018-19







# EDUCATION

Smile Foundation believes that the long march for national development starts with the first step of every child across the school gate. Our flagship education programme promotes and catalyses universal education among underprivileged children, creates processes to mainstream these children in a sustained manner, strengthens their abilities to cope up with the formal education system, facilitates them to emerge as productive assets and sets the foundation for nation building.

## UNDERSTANDING THE CONTEXT

There are over 60 million children out-of-school globally, with 57% being girls. India is fourth among the top 10 nations with the highest numbers of out-of-school children in primary level.

India has expressed its recognition of the fact that when its children are educated, healthy, happy, and have access to opportunities, they are the country's most significant human resources. The National Policy for Children, 1974 declared children to be a "supreme national asset". Despite many a decade of efforts, a vast majority of the population in India has remained outside the education system. The Right to Education Act, 2009 guarantees all children up to the age of 14 the right to 'free and compulsory' education.

Achieving this goal has, however, been a daunting task due to challenges in implementing and monitoring quality standards in teaching across the country. Geographical or spatial constraints and socio-economic and cultural patterns of the population prove to be the major

## DURING THE YEAR



**32,000**  
Children  
provided  
education



**240**  
Projects



**23**  
States

hurdles in their path towards educational achievement. Insufficient public funds to cover the education cost is one of the nation's toughest challenges. The situation is worse in rural areas where funding is a serious problem as it fuels many other issues like shortage of staff, lack of proper infrastructure and lack of books and learning materials among others.

Children from poor backgrounds lag at all stages of education. When earning a livelihood and taking care of the members of the family becomes a primary matter of concern in one's life, education stands a little or, very often, no chance of pursuance. For the poor, education is an expensive luxury, and this negative outlook continues on with every new generation. Poverty damages childhood with significant effects on a child's physical and mental health, as well as educational achievement. It limits the

expectations of the child's ability to perform well in school, constantly reminding him/her of the minuscule chance he/she has to overcome adversity and poverty.

## BRIDGING THE GAP

Understanding these mental, physical and rational complexities of poverty and suppression allowed Smile Foundation to master an education model with proven impact, with the clear-cut objective of bringing non-school going children to school through non-formal education centres. The uniqueness of the programme lies in its 3C approach of involvement of Community, working at Centres on the Child. The locations with the most significant need are identified, and the best community-based organisations working in the field of education, or carrying out similar projects are selected as implementation partners for the

programme. Realising the importance of health and family involvement in sustaining the education process, has been made an integral component of the education programme, and every centre conducts regular health check-ups, partnering with local doctors and health centres.

The programme, which today offers education to marginalised children in poor rural and urban communities in 21 states of the country, has succeeded in bringing more than 200,000 children to school since its inception in 2002. In addition to adopting radically low-cost solutions, providing training to teachers, establishing and stocking libraries, and providing the educational centres with computers as well as nutrition support are some of the particular aspects of Mission Education (ME).

Community engagement is achieved through forums like Parent Teacher Associations (PTAs), Mother Associations (MAs) and Village Education Committees (VECs) to build linkages between teachers and parents as well as establish connections with the community. There are dedicated Remedial and Bridge course centres to provide educational support through support classes to the underprivileged students in the

age range of 6 – 18 years which forms the remedial support.

Under the bridge courses, the centres provide facilities of accelerated learning through condensed courses to prepare the dropped out and never enrolled children of the age group of 6-14 years to get mainstreamed in regular schools. There are non-formal education centres – conducting organised educational activity outside the established formal system for those who are not able to participate in the formal school. The activities at these centres are designed to coordinate the method of instructions, age group of learners, duration of teaching, syllabus, and the process of evaluation etc. to customise to the targeted student beneficiaries.

Furthermore, effective teaching-learning materials (TLM) are widely used in Mission Education centres to monitor individual capacities of students to learn, understand and respond to concepts and lessons. With such innovative teaching methods and materials, ME centres pave the way for their students into mainstream schools while blurring the social divisions between the unprivileged and the privileged for generations to come.







### Asha

"I will make my parents proud when I grow up, I will become a teacher and I will teach the children who do not have schools in their village and I want to give a comfortable life to my parents."

With her parents toiling hard as daily wage laborers at a tea garden, Asha never had a normal childhood. Even as a baby, she was carried along to the work site by her parents, and when she was barely old enough to stand, she had already joined work to help with the family income. Never having seen any other side of life, Asha could not even dream of a different future.

When the Mission Education centre opened in their village, it took months of counselling to convince the parents to send their children to school. Asha's parents were one of the first to enrol her to the centre.

Today, Asha is in school and hopes to become a teacher when she grows up to fulfil her mother's dream.

## Change that inspires us

### Vishnu Kanda, Tripura

"One day when Baba came home from work, he asked if I had completed my homework. He got very angry when I said I hadn't. The next day, he took me to his workplace- the tea garden. He said - look Vishnu, if you don't study hard enough, you will not get the right education. And if you don't get the right education, you will not get a good job."

Vishnu's father works in the tea garden and spends the entire day in the garden to feed his family. He never wanted any of his children to work in a tea garden and face hardships like him and always had big dreams for Vishnu. Due to lack of resources he could not get Vishnu enrolled in a school. Things changed when a Mission Education centre opened near Vishnu's house. His father immediately got Vishnu enrolled in the centre. Now Vishnu is a regular in his class and he is also one of the top students in his class, always working hard to make his father's dreams come true.



## INNOVATION FOR IMPACT



### Digital learning to enhance learning outcomes

Smart class set-up was introduced in various Mission Education centres to use digital learning as a tool in improving engagement within the classroom, making teaching-learning processes more fun and interactive, and reducing drop-outs.

Competency Based e-Learning Solution (CoBELS) was integrated to transform the Mission Education centres into modernised educational institutions and add an interesting dimension to the conventional methods of teaching through this game-based application.

e-Learning tools like tablets were procured with preloaded educational content for academic grades Pre-Primary to Class 10 to enable the students to learn through educational videos, interactive books, engaging games, fun worksheets and entertaining animations through a personalised learning path.

### Holistic development

Smile Foundation partnered with the international Amani Project that combines learning theory from the Yale Center for Emotional Intelligence with music therapy and music-making. Over 300 children from various Mission Education centres were part of the pilot project. Inspired by life changing impact music has on people, the project aspires to instil emotional intelligence and





value of empathy among children through music.

Through a series of well-designed workshops in filmmaking, theatre, graphic novels, and expression in art, children from Mission Education centres engaged with varied stories, artists and activities, story creation and viewer interaction possibilities tapping into the diverse themes that connect to their life.



Sports, yoga and physical education have been included within the curriculum under Mission Education programme to help improve the thinking and motor skills of the children and also help them remain healthy and active in the classrooms, in turn leading to improved learning outcomes, increased participation and higher retention.

### Nutrition for education

Malnutrition slows a child's development and makes them vulnerable to a number of illnesses. The UN's Standing Committee on Nutrition (SCN) has identified malnutrition as the largest single contributor to disease in the world. Left untreated, malnutrition can inhibit the physical and cognitive development of children and lead to lifelong consequences.



The nutrition project under Smile Foundation's Mission Education programme outlines an investment in the next generation by highlighting nourishment as a core focus area. The project incorporates evidence-based nutrition interventions, as well as integrates nutrition goals into broader efforts in critical areas such education, sanitation and health, broadly under two categories:

- a) **Nutrition Support:** Catering to nutritional needs of the underprivileged children
- b) **Nutrition Awareness:** Sensitising the underprivileged communities towards the issue of malnutrition amongst children, mothers and family members



## Infrastructure support to create enabling physical environment

When learning conditions are improved, the possibility of children to excel academically increases. Majority of the education centres in urban slums and rural areas in India experience infrastructure backlog. This causes lack of interest among the children in studies and accounts for high dropouts of children. Provision of convenient, hygienic, safe and secure water and sanitation facilities in schools can be critical in reducing drop-out rates for girls.

Smile Foundation, through infrastructure support under the Mission Education programme, aims to address this gap and thereby improve the learning conditions of the underprivileged children. Baseline assessments were done to assess the learning levels of children, with focus on language and numeracy skills. Further, need based solutions were provided including language labs, libraries, theatre and visual art workshops, math learning apparatus, etc.

The infrastructure support intervention also covered construction of classrooms, sheds, toilets and water tanks in the schools, along with equipping the centres with electronic gadgets, furniture, sports items and entertainment utilities.

## Capacity building of teachers

Teaching is a very vigorous field with regular innovations in pedagogy and technology, and this renders professional development an ongoing, life-long process. Teacher Training seeks to provide rigorous personal and professional training to teachers in the most effective way possible, with a user-friendly platform where they can access the training materials at their convenience.

Through innovative capacity building workshops for teachers, Smile Foundation introduced new methodologies and tools for teachers to help them make the classroom teaching-learning process interesting and effective among the children. Teachers from Mission Education centers across India attended workshops aimed at providing a learning experience on topics related to the study of curriculum subjects with learning teaching techniques and putting these into practice, which have emerged as per the need analysis based on the interactions with teachers.

A wide range of topics including classroom management, experiential learning of Mathematics to enable children's understanding of the basic concepts of Mathematics in a concrete way, creation of Learning Resource Groups, aiding literacy development in the early years and child-centered teaching methodologies were covered during the workshops.





**51% of the total beneficiaries were girls**

Education of girls gets priority by bringing about an attitudinal change in the parents' outlook towards their education



**87% of eligible children were mainstreamed** to

formal schools, after passing out from Mission Education centres, further ensuring a bright future



**32,000 children were directly provided education**

during the year through 240 Mission Education centres in 23 states across India



**100% of teachers received training**

in academic methodologies, ensuring an engaging learning environment for the children





# IMPACT



## More than 800 health camps

were conducted to cater to health care needs of the children



## 8,185 school drop-outs resumed education

under Bridge Course, to facilitate their mainstreaming into formal educational institutions



## 10,690 children received Remedial Support

as an extended effort to ensure retention and a good academic performance in school





# LIVELIHOOD

Indian organised 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. Smile Foundation's livelihood initiative seeks to address this gap by providing underprivileged youth the requisite skills to make a legitimate claim for jobs in sectors which are the engines of growth of the Indian economy.

## UNDERSTANDING THE CONTEXT

Today, more than half of India's population is below the age of 25. By 2020, India's average age will be just 29 years, making it the country with the most significant young population in the world. Youth is an age ripe with promises, expectations and aspirations about the future. But unfortunately, today this age group is also increasingly marked by economic and social vulnerability for many young people. The statistics for India are alarming.

The 68th Round Survey Report by the National Sample Survey Organization (NSSO) reveals that there are 10.8 million unemployed young men and women. It is crucial for the energy of the underprivileged youth to be adequately channelised with proper direction to aid economic growth and nation building to elude their addition to family woes, social stress and national misery.

**The number of underprivileged youth in India lacking education and proper guidance is so vast that according to a national survey "Only 15% of the young graduates passing out of colleges are employable; the rest are branded 'unemployable'." There is an increasing concern among the leading employers of the country, about the dearth of ready-to-deliver employees. A PCI study reveals – over half of the young men and two-thirds of the young women surveyed, reported interest in skills training.**

Heeding to this scenario, National Skill Development Corporation India (NSDC) was established in 2009. The significance of the issue today is so much that the Indian Prime Minister has set up "Skill India" on a mission mode in 2015.

### DURING THE YEAR



**5,093**  
Youth  
trained



**3,332**  
Youth  
placed



**72**  
Projects







## BRIDGING THE GAP



Initiated in the year 2007, Smile Foundation's livelihood programme aims to impart employability skills to the youth from marginalised communities and helps them to attain a basic quality of life and work towards a dignified future. The target groups under the project are the underprivileged youth between the age group of 18-25 years who are either class 10th or class 12th pass.

The programme provides underprivileged youth various options for complete integration into the mainstream industry and market through specialised training programmes leading to gainful employment. For the same, project centres are set up in various parts of the country, where target youth are mobilised, trained and facilitated with job opportunity. The centres are equipped with hardware and curriculum as well as trained faculty to enable the training.

What makes the programme unique is that it addresses the need gap from both demand side and supply side. This mini MBA is not just a medium of education, but a means of nurturing the mental health and personality development of the underprivileged youth, facilitating them to do their part in making the world a better place.

**The livelihood programme provides the youth with the requisite soft skills needed at the workplace and making the candidates confident through comprehensive training on personality development. Industry Exposure Programme as part of the curriculum, in the form of short visits to premises of potential recruiters and seeing things first hand, makes it realistic. Simultaneous to the training runs the efforts of mobilising target areas to create awareness about the vocational training and ensuring maximum enrolment through counselling sessions of families.**

To ensure the quality of the programme, Smile Foundation implements 'training of trainers' programme that focuses on augmenting teaching skills on Information Technology and English, among other subjects. To bring larger corporate participation, Volunteer Engagement is an integral part of the programme and gets in youth from reputed colleges and universities to take charge of their less privileged counterparts adding value through peer to peer learning cycle.

A dedicated Placement Cell under the programme understands the needs of potential employers from varied sectors, analyses them and identifies relevant job opportunities for the graduating youth through placements. Professional career counselling sessions are conducted to help the students choose the right domain of employment in tune with their skills and job expectations. Most of the candidates trained at STeP centres evolve into first-generation organised sector professionals becoming inspirations for their siblings, upcoming generations and communities at large.


 A young woman with long dark hair, wearing a blue patterned shirt, is sitting at a desk in a computer lab. She is smiling and looking towards the camera. Her hands are on a red computer mouse. In the background, other people are working at computers.
 

### Rimpa Roy, Delhi


"I never wanted to be a millionaire but hoped that someday I would stand on my own feet and make my parents proud of me."

Rimpa's childhood was not easy. Her family struggled to get her educated and she kept struggling to make their struggle worth it. According to her, the biggest responsibility anyone can take is to give back to parents, family and the society for every sacrifice they endured just to give you everything you have.

When Rimpa joined the STeP programme and started learning Spoken English and Computer Training skills, she gained confidence - the confidence which made her believe that she could, in fact, repay her parents for every sacrifice and struggle they had endured for her.

After attending these classes, she feels that she has come closer to realising her dream and is thankful for whatever life has given because all of it has made her what she is today; someone who has her goals in sight and is ready to do all the hard-work that is required.

## Change that inspires us


 A young man wearing a white cap and a red polo shirt is sitting at a desk in a computer lab. He is looking at a computer monitor and pointing at the screen with his right hand. In the background, there is a sign that says "CHICKEN RUSH".
 

### Sumit, Kolkata

"Most people don't even know what it is like to not have even a single penny in your pocket and how under-confident that makes you feel."

Coming from an economically weaker section of the society Sumit felt lost after his father passed away. Financial conditions grew worse which was an added pressure apart from the collective grief shared by the family during trying circumstances. For Sumit, the confidence to support his family in their time of crisis came from a desperate need to bring home food and resources because it was a question of survival.

During his employability training at STeP Centre, he focused on learning the skills and the confidence required to earn a stable income and a life of dignity. He received both of these as he got placed right after completing the STeP course.

Today, Sumit feels that all the hardships during these years have shaped him into becoming what he is today, someone who is able to face and overcome hurdles.





## INNOVATION FOR IMPACT

### Evolving curriculum as per changing market needs

To match pace with the rapidly evolving service and retail scenario in the country, and match the skill requirements of emerging industries, STeP is expanding its curriculum to include specialised training modules that would prepare the youth trainees for job roles in specific industries.



Along with the foundational modules of English Communication, Computers, Personality Development, Basic & Retail Management, and Soft Skills, a new Hospitality curriculum has been introduced. Collaborations have been done with some of the industry leaders to enhance learning opportunities and maximise the benefit to the youth trainees.

STeP also collaborated with an online English learning platform to help the youth trainees learn and practice their communication skills through interactive conversations and role play situations to overcome hesitation in similar real-life engagements. The platform also allows the trainees to focus on the areas that are specific to their needs and allows them to learn at a comfortable individual pace.

### Industry exposure

Industry exposure gives the students first-hand knowledge of their future prospects in the job industry and aims at making them market ready. It provides the students a direct chance to learn from the experience of others who are already a part of the industry. The learning experience is practical and the interface helps the youth gain an insight into industry requirements.

STeP trainees are taken for exposure visits to corporate houses, retail outlets and private organisations, during the training period and imparted knowledge on management skills, on-job experiences, and measures that they must take to upgrade their skill levels on a continuous basis. Many a times the employers also visit the centres to interact with the students.

### Career counselling

Every student in the STeP centres is equipped with their own set of personal strengths and skills. The main aim of including the aspect of career counselling is to help students choose a field that is in tune with their skills and their job expectations and offer the right career guidance to the students.

Career counselling has proved beneficial in terms of providing new directions to the students and boosting the confidence of





the students. Students can now discuss in detail about the new job trends, the variety of choices and make a more informed choice. Employees and management from various potential workplaces are engaged to give them live experience sharing sessions and a sneak peek into various career opportunities.

To further help the students choose a career in accordance with their interests and aptitude, centralised aptitude tests have been introduced which help them understand objectively which career profiles their individual skills are best suited for.

### Volunteer engagement

This aspect of the programme includes inviting youth volunteers from reputed colleges and universities, who take the onus of adding value to the learning process of their less privileged counterparts inducted at STeP centres across India. These young dedicated volunteers not only score high with STeP students by bringing a more interactive and practical approach in the classrooms, but being of the same age group, are also able to understand better and resolve the various challenges that the students face.



Innovative techniques, games, quizzes, role plays and puzzles are being used by these volunteers to increase student participation at the STeP centres. Mostly these volunteers help enhance the communication, personality development, vocal, linguistic and interpersonal skills of the students. The volunteers consider this a two-way learning process, which also augments their own knowledge and skills. Volunteer engagement has succeeded in making the learning process livelier for the youth trainees.

STeP has also recently started exploring the high potential of pass-out trainees from the programme who are now successfully employed as inspiring role models for the currently enrolled youth. The first series of STeP alumni meets was initiated to bring past and current trainees together which proved to be very encouraging for both the segments.

### Centralised Placement Cell

STeP has tie-ups with more than 200 renowned brands that offer employment to the students. Smile Foundation operates a Centralised Placement Cell that works with potential employers from different sectors to understand their needs, analyse them and create opportunities for students, both through campus and off-campus placements.

The Placement Cell also organises workshops on a range of topics covering professional development, communication skills, interview process and career guidance. Post the training period, the Centralised Placement Cell takes up the responsibility of identifying relevant job opportunities for the graduating youth.

STeP also conducts post placement follow-ups to ensure that a healthy employee-employer relation is maintained. It also works on the retention of the newly employed students. Education and training has ensured that these youth live a dignified life and become an inspiration for their siblings and other youth in their communities.



# IMPACT



**5,093 youth were trained**, taking the total number of trained youth to over 47,000 so far, and 3,332 youth were placed, taking the total number of youth placed to over 28,000 till date



Out of the total youth enrolled under STeP, **96% successfully completed training** and received certificates of accomplishment





**209 employer engagement sessions and 159 industry exposure visits** were held during the year across the country



**65% of the total trained youth got placed** in first attempt of the recruitment drive with more than 200 reputed brands



**61% of the total youth beneficiaries were girls**





# HEALTH CARE

It is well recognised that improvement in health status of population is both an important means of sustaining economic and social development as well as an end in itself. Smile Foundation's thoughtfully designed comprehensive health module ensures that quality and timely health care reaches the deprived corners of Indian villages and cities, through a combination of mobile health units, health camps and awareness programmes.

## UNDERSTANDING THE CONTEXT

If we google the term, 'health care in India', we would get around 8,87,00,000 results in about 0.34 seconds. But, when an average individual from a random locale is in search of a health care centre, he finds abysmally low choices. In an urban locality, it may be better, but in a rural area where the need is the highest, the scenario is not half as good.

A staggering 72% of the total population in India still lives in rural areas and has no or limited access to health care facilities. This vast population mostly relies on alternative medicine and government programmes in rural health clinics. As per a report by the UN, this major section of the community has access to only 25% of the health infrastructure available in India which includes doctors, specialists and other health resources. 75% of the health infrastructure is concentrated in urban areas that are inhabited by only 27% of the population of the country.

**Also, as per WHO's World Health Report, India's health care system ranks 112th out of 190 countries. People from backward sectors of society, who live in destitution, still have no availability or the opportunity to avail proper health care. Daily wagers prefer to work even in their poor health condition just to not miss their pay for that particular day, as their travel to the 'nearby' health clinic would consume their entire day. At a time when India is said to be a growing economy, health care has majorly failed it.**

One in three of the world's malnourished children lives in India. 46% of all children below the age of three are too small for their age, 47% are underweight, and at least 16% are wasted. Every year, thousands of women die due to pregnancy-related causes. The child and maternal mortality rates in India are amongst the highest in the world.

### DURING THE YEAR



**5,41,835**  
People  
provided  
health care  
services



**34**  
Projects



**15**  
States







## BRIDGING THE GAP

Smile Foundation's mobile health programme Smile on Wheels works extensively towards improving lives of people in need by addressing problems of mobility, affordability, accessibility, availability and awareness of primary health care with a particular focus on children and women, in urban slums and remote rural areas. Well-equipped mobile hospital units with medical expertise, services and medicines traverse across deserts, forest tracts, hilly terrain and urban bylanes to bring affordable and accountable health care where none previously existed.

The model envisages an efficient and cost-effective health delivery system for the community which ensures reduced or no out-of-pocket expenses on health care. The programme operates with a two-pronged approach - first it brings quality health care services to door steps of the needy and second it promotes health care awareness and contemporary health care seeking behaviour among the underprivileged. The mobile hospital units have trained health care practitioners, basic clinical testing facilities, exposure to preventive and promotive practices and services and a strong referral service network.

**Smile on Wheels aims at treating the patients at the very first platform of interception which is at the primary level - to start the treatment and counsel the patient from the very beginning when the problem has been identified and the person needs treatment and so the person gets cured before the problem gets aggravated or reaches to a very advanced stage which is more precarious or even fatal. The Mobile Medical Unit not only provides curative services but also acts as a bridge between the community and the government. Considering the need, the beneficiaries are referred for advanced treatment to different government & private hospitals. Smile on Wheels has developed linkages with government hospitals which can provide specialised care free or at affordable prices to the beneficiaries.**

Being a community-centric health service delivery model, Smile on Wheels also gives priority for the strengthening of the local populace with awareness and skills to address the health issues at the village and block levels effectively. Activation of VHSC (Village Health and Sanitation Committee), involvement of all the major stakeholders in the issues of the community are some of the major key aspects on which the Smile on Wheels operates. Smile Foundation targets women and leverages their capacity as change agents in various health issues like sanitation, personal hygiene, waste management and others so that the community can grow and nourish as a whole. Capacity building of the stakeholders and training of government frontline health workers like ASHA & ANM is also conducted.

### Geeta Devi and Khem Raj, Udhampur

Geeta Devi's children have grown up and moved out of their ancestral home. She and her husband Khem Raj Sharma stay alone on an isolated hill on the outskirts of Udhampur, Jammu city. They survive on whatever they can earn from a small shop they own. Geeta Devi suffers from joint pains and Khem Raj suffers from high blood pressure. In their old age, one of the main problems they face is lack of access to proper healthcare services. The nearest dispensary is miles away.

When the Smile on Wheels mobile hospital first reached Geeta Devi and Khem Raj their joys knew no bounds. They finally had medical services right at their doorstep and would not have to worry about travelling miles on foot to see the doctor again.

Now Geeta Devi can consult with the doctor twice a month and has fewer complaints about her joint pain. She is also full of praises for the Smile on Wheels care-givers and is happy that her husband is healthy.



## Change that inspires us

### Ashtami, West Bengal

Ashtami still remembers the day her little boy caught fever. She started growing worried as the fever continued for two days. She knew that she had no option but to take him to a doctor far away in the city and that would take up the rest of her savings. The neighbours were helpful but they didn't have the kind of money it would take.

As her days passed in worry, she was visited by the Smile van along with the doctor and the nurse. One of her neighbours had told the Smile on Wheels doctor about the little child's continued fever. Ashtami was surprised to see how the doctors treated him with utmost care and love. He got better in the next few days, but they kept visiting back just to check how the mother and the baby were doing!

Ashtami is very grateful to the doctor and the nurse not just because they helped the baby recover, but also because of their care towards the other community members.





## INNOVATION FOR IMPACT

### Digitisation for standardised treatment

To ensure that approved and standardised treatment is being provided through all Smile on Wheels mobile hospital projects, records of each patient along with treatment administered are monitored and managed through a digitised Health Management Information System.

All Smile on Wheels mobile health units are equipped with GPS tracking systems to track and monitor all the vehicles and enable proper execution on the ground.



### Customised, need-based Smile Health Camps



Smile Health Camps is a special initiative, formulated to provide health care services to the marginalised communities in remote rural areas and slums through standalone camps. A needs assessment survey is done to identify the locations and communities where health care is an imminent need. Extensive mobilisation is done in and around the areas through pamphlet distribution, announcements and posters, which results in greater footfall of patients in the camps.

The health camps are customised as per the needs of specific communities and their duration could range from one-day specialised camps to 5-10 days intensive camps complete with make-shift hospital beds and medical apparatus for major operations and surgeries. A total of 142 health camps were conducted during the year, benefitting 37,373 people. Women and children formed nearly 71% of the total beneficiaries of the Smile Health Camps.

In all, 5,177 benefitted from health camps conducted in Haridwar, Guwahati and Silvassa for daily wage labourers and their families. Free of cost health check-up, distribution of medicines and pathological tests were provided during the camps. Further, 65 health camps were organised in Kerala benefitting 14,828 flood survivors with immediate medical attention.

### Prioritising maternal & child health

Over 65,000 women benefitted from the Maternal Health Programme which is an integral part of Smile on Wheels programme. Aimed at providing primary health care in the rural areas and urban slums, the programme uses its various networks with the village health communities to provide assistance during pregnancy and other issues like newborn and child health, newborn care at both public and private facilities. Behavioural change

among the people in the community is encouraged through various counselling and sensitisation sessions.



At places where health facilities are the poorest, the programme brings health care services to pregnant women, lactating mothers and newborn children to make their lives easier. Mothers and expecting mothers are counselled on a regular basis on maternal and neonatal danger signs, nutrition for the mother and the baby and healthy habits.

Liaising is done with community frontline workers including ASHA, ANM and Anganwadi workers through one-on-one sessions and larger capacity building workshops to handhold and train them to provide best possible assistance to the community's mothers and children.

### Promoting health seeking behaviour

The most powerful medium of preventive health is through awareness and information. India suffers from a problem of poor hygiene and sanitation due to lack of awareness and social taboos. Over 2000 Information Education and Communication sessions were





conducted under the Smile on Wheels programme to create awareness in the community on handwashing, menstrual hygiene, importance of immunisation, nutrition, substance abuse, etc. More than 50,000 men, women and children were sensitised through various mediums like group discussions, street plays, door-to-door visits etc.

Intensive workshops were conducted on tuberculosis, its impact, cure and prevention, in collaboration with World Health Organization and Revised National Tuberculosis Control Programme. Panchayati Raj Institutions, Block and District Level authorities, and health bodies participated.

Smile on Wheels teams in Ludhiana, Surat, Ahmedabad, Mumbai, Zavar, Agucha and Kolkata collaborated with Municipal Corporations to provide solutions on fogging, anti-larval droppings and waterlogging for maintaining better community hygiene and preventing outbreak of diseases like malaria and dengue.

### School health programme

Over 10,000 children received health care services from the School Health Camps organised all over the country under the Smile on Wheels programme. Monitoring the health of the child during the course of the year, health check-up of the children, eye and dental check-up, height and weight monitoring are some of the activities conducted under the programme.



Hand washing sessions, the use of soap to avoid falling sick from germs, the importance of going to bed early and waking up early, benefits of exercising daily, brushing your teeth twice every day etc., were taught to the children. Special awareness sessions were conducted for adolescent girls on menstrual hygiene, cervical cancer, etc.

The motive of these sessions is to help them acquire the capability to create awareness in the community and their families. Keeping in mind that inculcating good habits at an early age makes a child more responsible in the future as well, the sessions were conducted on a regular basis.



**142 multi-speciality camps** were conducted in underserved slums and remote rural areas, meeting the immediate health care needs of **37,373 people**



**5,41,835 people** were directly benefitted through 34 operational Smile on Wheels mobile hospital projects covering 478 villages and slums **in 15 states**





# IMPACT



**Over 70%**  
of the total  
beneficiaries covered  
in the reporting period  
were **women and  
children**



More than **10,000**  
**school-going children**  
**benefitted** from the School  
Health Programme



**Stronger linkages were built** with  
government health officials and NRHM, to  
further augment the project's reach to the  
underprivileged people





# WOMEN EMPOWERMENT

Working with the belief that when women are supported and empowered, the whole society benefits, Smile Foundation's women empowerment initiative is aimed at empowering women and adolescent girls from lower socio-economic strata and enabling them to realise their potential in every sphere of life – be it home, workplace or community by equipping them with necessary and relevant awareness, access and skills.

## UNDERSTANDING THE CONTEXT

Over the past decade, gender equality has been recognised as crucial not only to the health of nations but also to their social and economic development. The promotion of gender equality and empowering of women is a key aspect of UNDP's Sustainable Development Goals. But even though India is a signatory to the goal, unfortunately, it lags far behind in gender equality as a significant portion of our population—verily the half of humanity – the female sex, continues to be denied not just their rights and equal status, but even the chance to survive.

**India ranks 132 out of 187 countries on the gender inequality index, as per the UNDP report and why not - the newspapers are teeming with stories of violence against women. Abductions, rapes, murders, acid attacks, honour killings, dowry deaths, female foeticide, maternal mortality, the list goes on. A third of the world's child brides are in India, with as many as 47% of girls getting married before they turn 18.**

Commenting on the dismal educational status of girl children in India, Babatunde Osotimehin, Executive Director, UNFPA, has said: "Around 14 per cent of girls aged 15-19 years are illiterate, and 73 per cent never get to complete more than 10 years of school."

Among G-20, India is ranked the lowest for women by a survey that not only looked at violence but also empowerment. Hence, a highly vulnerable group of women is being created on the same stage of economic growth.

### DURING THE YEAR



**60,000**

Women and girl children benefited



**25,000**

Community members sensitised





## BRIDGING THE GAP

For the last decade, the Smile Foundation's women empowerment programme has successfully made a difference in the lives of more than 500,000 underprivileged women and adolescent girls. Projects under this programme are designed to uplift the women in the society, especially the ones who are less privileged, making



them capable to lead a life of dignity through a tailor-made strategy called the '4 S Model', which translates to four novel approaches – promoting health seeking behaviour, ensuring education of the girl child, male involvement in women empowerment and creating community change agents.

**Through its culturally acceptable gender-sensitive interventions, Smile Foundation's women empowerment programme generates intense awareness among women and girls so that affirmative, health-promoting behaviours are adopted. The programme also counsels and advocates women and adolescent girls on essential issues like menstrual hygiene; sexual and reproductive well-being; contraception; family planning; proper nutrition for mothers and child; so on and so forth. Innovative outreach tools like theme-based street plays, puppet and mime shows, counselling sessions, workshops and one-to-one interactions are used for community mobilisation and awareness generation.**

The nation cannot progress if half of its population is held back, which is why the situation of girls' education in India desperately needs addressing. Lack of education has a direct impact on their health, the future of their children, economic status, social standing and development of the society at large. Smile Foundation's women empowerment programme identifies genuinely deserving young girls in its target areas and provides full educational support to them. Also, the programme aims to sensitise their families and bring about positive changes in the attitude of their parents about the importance of sending their daughters to school.

One of the critical interventions of the programme is community outreach through Change Agents – Peer Educators, Community Health Educators and Health Volunteers. These change agents (adolescent girls), are identified from the community and empowered through training sessions on varied aspects of Life Skills Education like interpersonal relations, decision making and problem solving, critical and creative thinking, conflict management, negotiation and refusal, advocacy, rights and legal provisions, reproductive health, gender-based violence, goal setting and coping with emotions and stress.





### Pooja, Bengaluru

"My father owns a grocery store. My brother is a couple of years older to me and dreams of becoming a film star someday. Unlike him, I had always been unsure about myself, until one day, I was asked what I really wanted to do. When I told the community counselor how much I loved reading science books, she urged me to take a Swabhiman Scholarship test. I was very nervous about how I had performed, but my mother said- "There is so much more you can do than cook and clean for your family, like I do today."

After the test, I was accepted for the scholarship and started my education completely free of cost. More than books and knowledge, if I gained anything, it was the confidence that I can really do whatever I wish to if I work hard enough. My hard work has helped me realise what I really want to do, which is to become a doctor."

## Change that inspires us



### Teena, Delhi

"My girls are my biggest strength and greatest source of happiness."

When Teena had her first girl, her in-laws were not happy. They wanted her to try for a boy immediately after she had given birth. Her husband, Pashupati, who was not aware that conceiving immediately after childbirth could cause serious health complications for Teena, gave into the demands and soon Teena gave birth to another girl.

But the demands for a boy continued. Soon Teena approached the Swabhiman health educator who counselled her to opt for family planning and not give into the demands of her in-laws. Her husband who also demanded for a boy, later understood that gender bias is nothing to be proud of. He along with other men of the locality were counseled regularly on issues of family planning, harms of gender bias etc. He is now a proud father of two girls aged 8 and 6 and sends them to school nearby and believes that his girls will achieve great things in life.



## INNOVATION FOR IMPACT

### Supporting women entrepreneurs

A new dimension of economic empowerment was added to the Swabhiman programme, under which pilot projects were initiated to provide entrepreneurship and skill development training to identified women in Bengaluru with limited means owning low scale businesses. Industry experts joined the in-house Swabhiman trainers to help the women understand and apply the basics of business and financial management, marketing and communication, and ways and opportunities to scale-up and expand their small-scale endeavours to maximise profit and grow as independent and fruitful enterprises.



Financial Literacy sessions were initiated for adolescent girls as a step forward in ensuring their economic empowerment by making them aware of banking, investment, financial security etc. and help them make informed choices in the future.

### Preparing young women to be future leaders

Illiteracy, low priority on education for girls, high drop-out rate among adolescent girls are some of the contextual issues which this intervention addresses and focuses on young adolescent girls in the age group of 10-19 years. The girls are awarded merit-based scholarships to complete their schooling and higher studies. Many of these girls are now pursuing their graduation from reputed colleges and universities.

The Swabhiman scholars are also educated on aspects like critical and creative thinking, interpersonal relations, decision making and problem solving, advocacy, conflict management skills, negotiation and refusal, reproductive health, gender-based violence, goal setting, and coping with emotions and stress.



In all, 555 girls were provided merit-based full scholarship during the year to complete their schooling, as well as higher education. Regular exposure visits and knowledge exchange programmes were conducted for the scholars including tours of colleges, universities, media houses, corporate offices, and historical and cultural excursions. Annual Learning Fests were conducted across projects to bring together all Swabhiman scholars and help them connect, interact and learn together.

### Ensuring access to reproductive health care



Reproductive and Child Health is the pilot initiative of Swabhiman largely aimed at providing basic primary health care and addressing issues of pregnancy, newborn and child health, and facilitating access to public and private health facilities. Over 7,500 women were provided Reproductive and Child Health services.

Through continuous communication activities in households and

communities, the programme motivates, educates and prepares expectant mothers for childbirth, highlighting an array of health issues including maternal and neonatal danger signs, nutrition and more.

The programme envisages improvement in the health status of mothers, infants and children in underprivileged communities by bringing health care services to their doorstep through mobile health care as well as health camps that provide free diagnosis, counselling, medicines and contraceptives.

### Putting women first

The Swabhiman team counsels and advocates women and adolescent girls on important issues like menstrual hygiene, sexual and reproductive well-being, contraception, family planning, proper nutrition for mothers and children etc.

Gender-sensitive interventions are conducted round the year with the aim of generating intense awareness among the women and girls, so that affirmative, health-promoting behaviours are adopted by them. Through community participation tools like workshops, trainings on various health components, street plays, puppet and mime shows and other outreach initiatives, women and girls are sensitised to the





importance of health, education, decision-making and legal rights.

A resource centre is also developed that acts as a depot for provision of information on government schemes, community area and population profile, distribution of family planning methods and the like.

### Men as advocates of women empowerment

Gender equality is not just a woman's issue; it is a human issue – a goal in itself for the purpose of social progress; for meeting the challenge of reducing poverty and promoting sustainable development. Women will have true equality only when men encourage her participation in decision-making process and celebrate her freedom – be it in the family or community.

Swabhiman is designed to bring attitudinal and behavioural changes among the men in community through activities like regular household visits, spouse counselling and informal meetings with male family members. Under Swabhiman, men in the marginalised communities are made aware of the underlying importance of responsible fatherhood; increased male involvement in family planning; providing critical care support to spouse during pregnancy.

The objective of involving men in women empowerment is to transform them into real men who support their partners and set an example for existing and upcoming generations.







**Over 60,000 women and girl children were benefitted**

and empowered through various interventions under the Swabhiman programme



Educational support was provided to **555 deserving girls for secondary and senior secondary education** through full scholarships, besides regular counselling for academic and personal development



**100 women and adolescent girls were trained**

to be “change agents” to further serve as Community Health Educators, Health Volunteers and Peer Educators in their communities





# IMPACT



**Over 25,000 community members were counselled** on issues concerning

women rights through innovative advocacy events, celebration of events like International Women's Day and Girl Child Day, puppet shows and street plays



**More than 7,500 women and girls received health care support** at their doorstep. Many more were

provided adequate knowledge of reproductive and sexual health issues and access to primary health services





# CHILD FOR CHILD

Child for Child is a national level programme which aims to sensitise privileged children towards the life and aspirations of their less privileged counterparts, and inculcate in them feelings of empathy and conscience, so that they grow up to be responsible individuals and significant change makers.

## UNDERSTANDING THE CONTEXT

It is a tragic contradiction of the modern Indian society that while children from middle and higher income households are being brought up accustomed to advanced technology and luxurious lifestyles, thousands of children from lower income households are living a life of hardship and struggling to fulfil even basic needs like food and shelter. The gap between the privileged and the underprivileged is widening to an unprecedented extent. Privileged children are living in an isolated space, unaware of the harsh realities of life on the street, taking their privileged status for granted. Underprivileged kids on the other hand are living in a marginalised space, unable to find a place for themselves in the mainstream society. Children – privileged and underprivileged, are the future of our country and only when they stand together, will our society truly progress. Smile Foundation's Child for Child programme was initiated in 2006 as an affirmative step in this direction. Smile Foundation strongly believes that unless the privileged society is involved proactively in the process of development, sustainable change will not happen. Following this model of Civic Driven Change, we sensitise and engage the civil society, making it an active partner in all our welfare initiatives. Children have the potential to be the best change agents, be it in their family or the community in which they live. But, unfortunately, in today's world, indifference is fast taking over the natural empathetic tendencies of children. Dangerous addictions, loneliness,

### DURING THE YEAR



**17,00,000**  
Children sensitised



**4,400**  
Schools covered

insecurity, violence and aggression have become the common traits of a teenager. Hence, it has become very important to channel the energy and enthusiasm of children and youth into a positive direction, by imbibing a conscious perspective and constructive value system in them. They must be sensitised from the beginning as the values that are instilled in this tender age decide the future of a child, and subsequently of the whole nation. If privileged children take the responsibility of ensuring welfare of the underprivileged children, an equitable society can be envisaged. Under the Child For Child programme, Smile Foundation visits various

schools and conducts engaging sessions for the young minds. It seeks to inculcate a conscience and value system in the children so that they grow up to become not only successful individuals, but also responsible citizens, good human beings and potential change makers in the future. Before their minds are set with age, the Child For Child programme tries to make them count their own blessings and understand the plight of less privileged ones. Once they start realising the worth of the privileges they are born with, they automatically turn their thoughts towards positivity and develop the right outlook, and start exploring opportunities for contributing towards bringing change in the society from a young age. Dr. APJ Abdul Kalam has rightly said that "If we have to become a nation of beautiful minds, I strongly feel there are three key societal members who can make a difference. They are the father, the mother, and the teacher." With the same belief, the Child for Child programme has



been designed to work at three levels - school children, their parents, and the teachers. The parents and teachers are also involved in the sensitisation process as

they are an important and influential part of the foundational growing up years of children, and hence instrumental in their learning and development process.



More than 7,500 value education sessions were conducted in schools across India. Under these sessions, children are sensitised to various causes and value systems, and ushered to realise the importance of growing up as responsible citizens of the country. To engage the young minds, stories and lessons are shared from the lives of inspiring change-makers, pioneers and leaders of India who dedicated their lives to the betterment of society.



The 4th edition of Smile International Film Festival for Children and Youth (SIFFCY) was organised to bring good cinema from around the world to children and youth in India and help stimulate discussion among them about vital personal, societal, moral and world issues. Over 120 critically acclaimed award winning films were showcased during the week-long festival to an audience of more than 15,000 school children and many others.



To bridge the gaps and inequalities between privileged and underprivileged children is one of the main objectives of the Child for Child programme. To take a step towards the same, interactive sessions between privileged and lesser privileged children were organised where the two came together to celebrate festivals, share experiences, exchange their knowledge and learn new skills from each other. This encouraged the children to develop empathy and friendship.





# EMPOWERING GRASSROOTS

A national capacity building programme, Empowering Grassroots is aimed at handholding, training and enabling community based organisations to maximise their impact on the ground, strengthening the bottom of the socio-economic pyramid in India.

## UNDERSTANDING THE CONTEXT

The growth of the non-profit sector in India in the last two decades has been phenomenal. India has possibly the largest number of active non-government, not-for-profit organisations in the world. Official estimates put the number at 3.3 million. From relief services to educational initiatives, from health care projects to housing organisations, grassroots NGOs work in numerous spheres which touch the daily lives of marginalised communities across the country. Engaging directly with the people, these NGOs are able to participate in the thought-making process of the communities they work with, and thus have the capacity to bring about long-term change. As such, the sector has had a substantial contribution in the nation building process. But accelerated development soon reaches a stagnant point if it is not sustainable. Ensuring sustainability of initiatives requires a reorientation of NGOs focusing on their capacity building to attain competitiveness. This is not an easy transition, requiring NGOs to rethink and reform their programme designs, planning, fund mobilisation, fund management, and effective programme delivery.

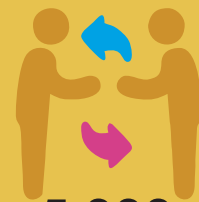
There is also a need to guide these NGOs to be able to identify and adapt with the changing national and global socio-political and economic scenarios which affect them. To equip and facilitate grassroots NGOs in the country to address these issues and eventually aim at achieving sustainable development at the grassroots and community level, Smile Foundation initiated the 'Empowering Grassroots' initiative. Under this, CBOs are trained on vital issues relevant to the development sector in the country like scalability, sustainability, communication, resource mobilisation and governance, by industry experts from reputed Indian and international organisations. Handholding meetings and face-to-face learning sessions are held round the year to help the CBOs effectively resolve their day-to-day operational challenges, helping achieve the highest social return on investment (SROI).

**Empowering Grassroots is not only an effort to strengthen the bottom of the socio-economic pyramid in India, but also an attempt to bring transparency and accountability in the development sector at the very grassroots level.**

### DURING THE YEAR



**Over 1,000**  
Community based organisations trained



**5,000**  
Handholding meetings held



#### Scalability

Scale up on-ground projects qualitatively as well as quantitatively and reach out to a larger number of people with better services



#### Sustainability

Bring stability in ground operations, engage and encourage the community for active participation and eventually achieve self-sustainability



#### Communication

Communicate goals, vision, work and impact effectively to community stakeholders, local authorities and prospective resource pool



#### Resource Mobilisation

Develop a steady resource pool for day-to-day implementation of welfare projects and look for alternate sources beginning from local community to leading corporates



#### Governance

Imbibe a deep sense of accountability, leading to proper fund utilisation and complete transparency in all internal processes and systems





Over 1,000 grassroots NGOs were trained through intensive workshops simplifying complex management models, resource mobilisation techniques, effective communication strategies and fund-utilisation mechanisms. **These sessions were facilitated by experts** from relevant fields from international and Indian development organisations, government bodies and specialised institutions and corporate.



CBOs and NGOs from around the country attended training on mobilising support and local fund raising from subject experts. These capacity building sessions were part of Change the Game Academy, an international e-learning platform for CBOs and grassroots NGOs created by the Dutch development agency Wilde Ganzen, which is being implemented by Smile Foundation in India. **The portal offers free e-learning courses, along with physical trainings, to enable community organisations across the world.**



**Face-to-face handholding meetings were held across India** where an attempt was made to understand the on-ground challenges faced by grassroots NGOs and resolve them effectively through community participation. A dedicated team travelled and conducted monitoring visits, in-house trainings, discussions, community stakeholder meetings and mobilisation sessions to **enhance the efficiency and output of the community initiatives as well as encourage local support and action.**



## AWARDS AND RECOGNITION



Social Impact Award (Promoting Education)  
by Indian Chamber of Commerce (ICC)



NGO Transparency Award (Platinum Winner)  
by GuideStar India



Lifelong Health Award  
by Merck Consumer Health



Social Impact Award  
by Pratigya



Certificate of Merit  
(Social Cause & Empowerment)  
by the World CSR Congress



Recognition for rendering valuable services  
under Social Responsibility by the Institute of  
Company Secretaries of India (ICSI)



Innovation Excellence Award in Social Sector  
by the Associated Chambers of Commerce  
and Industry of India (ASSOCHAM)



Global CSR Excellence & Leadership Award  
by ABP News



CSR Health Impact Awards



Recognition as Best NGO in Skill Development  
by the Associated Chambers of Commerce  
and Industry of India (ASSOCHAM)



Recognition for Best CSR Project in Women  
Empowerment by the Institute of Chartered  
Accountants of India (ICAI)



Education Excellence Award  
by Education Post & the Associated  
Chambers of Commerce and Industry of  
India (ASSOCHAM)



Recognition as 'Leader in Social Venture  
Philanthropy in Child Education'  
by Education Post & the Associated  
Chambers of Commerce and  
Industry of India (ASSOCHAM)



IPE NGO Excellence Award  
by World CSR Day & Asian  
Confederation of Business



Modern Medicare Excellence Award  
by GE Health care



Asia Pacific Child Rights Award



Barclay Bank Chairman's Award





## EMPANELMENT AND ACCREDITATION



Organization in Special Consultative Status with the United Nations Economic and Social Council (ECOSOC) since 2012



An Implementation Agency under CSR IA Hub of the Indian Institute of Corporate Affairs under aegis of Ministry of Corporate Affairs, Government of India



Participant in the United Nations Global Compact



Certified as equivalent to a U.S. public charity by NGOSource (a project of the Council on Foundations & TechSoup)



Accredited as a validated charity by Global Giving



Empanelled with the National CSR Hub at TISS, an initiative of the Central Public Sector Enterprise (CPSE) under Ministry of Heavy Industries and Public Enterprises, Government of India



Accredited as a validated charity by Charities Aid Foundation (CAF) India & America



Listed as a member organisation with United Way Worldwide



Accredited as a Platinum validated charity by Guidestar India



Accredited with India Development Foundation of Overseas Indians (IDF-OI), under the Ministry of Overseas Indian Affairs, Government of India



Listed as a member organisation with Give India & Give USA

## SMILE FOUNDATION

Regd. Off : V-11, Green Park Extension, New Delhi – 110016

BALANCE SHEET AS ON 31<sup>ST</sup> MARCH, 2019

(Amount in Rs.)

PARTICULARS	SCHEDULE	AS AT 31ST MARCH, 2019	AS AT 31ST MARCH, 2018
<b>SOURCES OF FUNDS</b>			
<b>CAPITAL FUND</b>			
<b>Corpus Funds:</b>			
Corpus Funds	1	36,08,42,449	36,05,15,183
<b>Reserves &amp; Surplus:</b>			
General Reserve Fund	1	19,75,18,629	14,93,02,746
<b>Current Liabilities &amp; Provisions:</b>			
Sundry Creditors for Expenses	2	90,04,881	46,56,277
Restricted Grants - Pending for Execution		21,43,18,211	12,13,44,421
Statutory Dues Payable		30,92,095	20,11,503
Other Current Liabilities		92,12,713	40,03,243
<b>TOTAL</b>		<b>79,39,88,978</b>	<b>64,18,33,371</b>
<b>APPLICATION OF FUNDS</b>			
<b>FIXED ASSETS</b>			
<b>Tangible Assets:</b>			
Total Gross Block of Fixed Assets	3	7,69,26,081	9,24,41,666
Less : Gross Block of Assets held by Trust having Right to Use Only		1,04,53,049	1,20,56,035
Gross Block - Owned Assets		6,64,73,032	8,03,85,631
Less : Accumulated Depreciation		2,38,08,480	3,37,99,672
Net Block of Fixed Assets		4,26,64,552	4,65,85,959
<b>CURRENT ASSETS, LOANS AND ADVANCES</b>			
<b>Deposits:</b>			
Deposits with Banks	4	72,59,87,367	56,90,58,359
Security Deposits		43,73,476	28,20,290
Balance with Revenue Authorities		45,05,164	78,66,954
<b>Loans &amp; Advances:</b>			
Project Advances	5	29,93,852	25,25,652
Restricted Grants Receivable		71,73,809	96,89,191
Other Advances		62,02,758	32,41,965
<b>Cash in Hand</b>		88,000	45,000
<b>TOTAL</b>		<b>79,39,88,978</b>	<b>64,18,33,371</b>

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

10

## AUDITORS' REPORT

As per our report of even date annexed

For M.K. Kuchchhal &amp; Co.

Chartered Accountants

Sd/-

Manoj Gupta

FCA/Prop./M.No.086669

Firm Regn. No.007670N

Place : New Delhi

Date : 30th October, 2019

For and on behalf of board of trustees of  
SMILE FOUNDATIONSd/-  
GM - Finance  
(Pratap Ray)Sd/-  
Chief Operating Officer  
(Sanjeev Dham)Sd/-  
Trustee  
(Santanu Mishra)Sd/-  
Trustee  
(Yogesh Jagia)



# SMILE FOUNDATION

Regd. Off : V-11, Green Park Extension, New Delhi – 110016

## INCOME AND ITS APPLICATION ACCOUNT FOR THE YEAR ENDED ON 31<sup>ST</sup> MARCH, 2019

(Amount in Rs.)

PARTICULARS	SCHEDULE	FOR THE YEAR ENDED ON 31ST MARCH, 2019	FOR THE YEAR ENDED ON 31ST MARCH, 2018
<b>INCOME</b>			
I. Voluntary Contributions (including for specified programmes)	6	58,01,71,191	54,00,92,983
II. Other Incomes	7		
Interest Income		4,18,21,636	3,27,91,818
Other Miscellaneous Income		1,79,872	5,90,767
<b>(II)</b>		<b>4,20,01,508</b>	<b>3,33,82,585</b>
<b>Gross Income Available for Application (I + II)</b>		<b>62,21,72,699</b>	<b>57,34,75,568</b>
<b>APPLICATION OF INCOME</b>			
I. Income Applied for Execution of Various Social and Welfare Programmes:	8		
Mission Education Programme		8,79,57,304	8,36,36,983
Action for Children Programme		5,13,31,944	5,09,36,446
Child for Child Programme		2,04,62,455	2,04,85,804
Smile Twin E-Learning Programme		8,39,84,719	12,74,05,836
Smile on Wheels Programme		11,81,72,852	17,53,80,939
Swabhiman Programme		1,77,77,518	85,97,936
Scholarship Programme		6,10,98,105	54,55,726
Relief & Disaster		1,06,44,263	-
Nutrition Enhancement for Children & Women		1,22,95,456	-
Other Social and Welfare Programmes		56,13,541	50,28,589
Total (I)		46,93,38,158	47,69,28,259
II. Administrative & Other Expenses	9	10,18,76,277	6,75,16,990
<b>Total Income Applied (I + II)</b>		<b>57,12,14,435</b>	<b>54,44,45,249</b>
<b>Net Surplus / (Deficit) before Depreciation &amp; Taxes</b>		<b>5,09,58,264</b>	<b>2,90,30,319</b>
Less : Depreciation	3	24,15,115	30,16,808
<b>Net Surplus / (Deficit) before Taxes</b>		<b>4,85,43,149</b>	<b>2,60,13,511</b>
Less : Provision for Tax		-	-
<b>Net Surplus / (Deficit) for the year</b>		<b>4,85,43,149</b>	<b>2,60,13,511</b>
<b>Net Surplus / (Deficit) transferred to:</b>			

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 Gupta**  
FCA/Prop./M.No.086669  
Firm Regn. No.007670N

Place : New Delhi  
Date : 30th October, 2019

For and on behalf of board of trustees of  
**SMILE FOUNDATION**

Sd/-  
GM - Finance  
**(Pratap Ray)**

Sd/-  
Chief Operating Officer  
**(Sanjeev Dham)**

Sd/-  
Trustee  
**(Santanu Mishra)**

Sd/-  
Trustee  
**(Yogesh Jagia)**

## DISBURSEMENT OF FUNDS - 2018-19

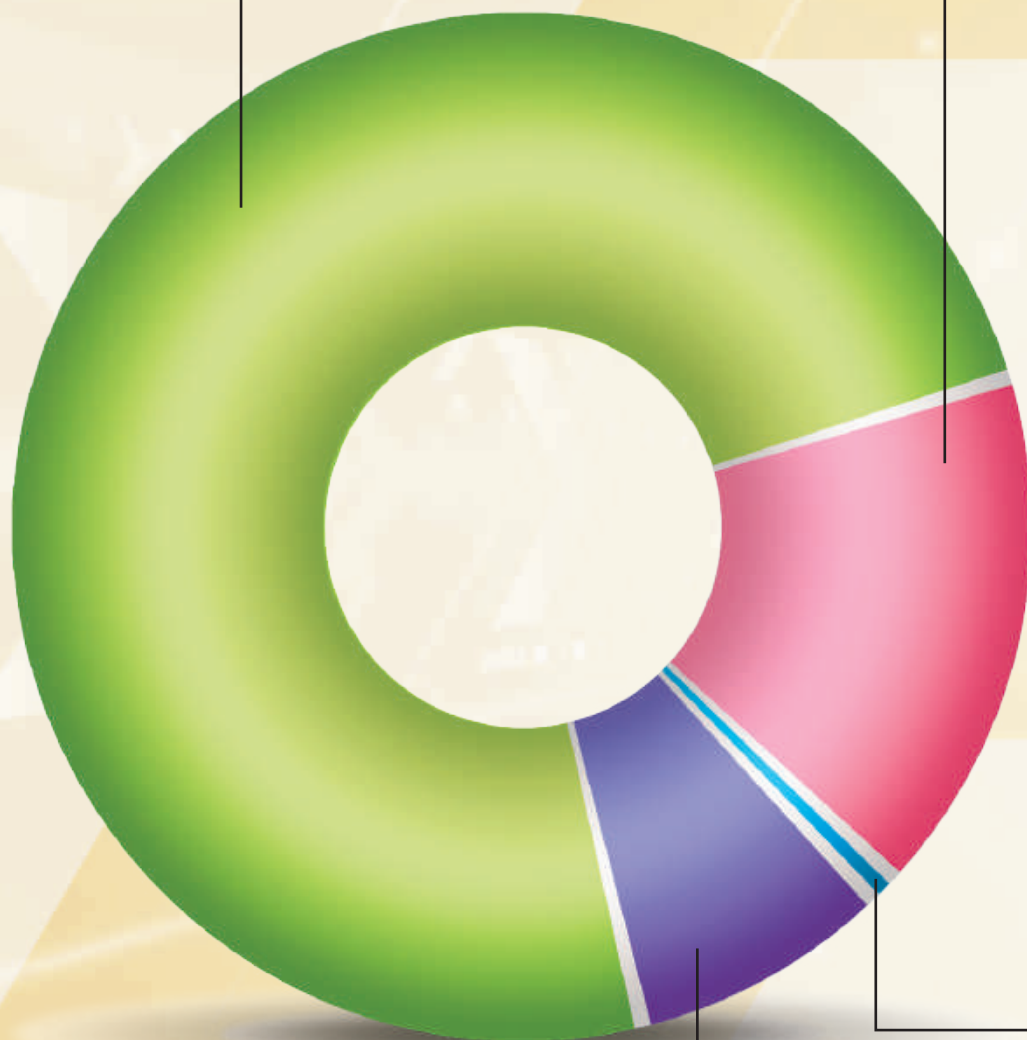
Receipts 62.22 (Amount in Crores)

**75.44%**

Project expenses

**16.37%**

Administrative cost and  
other expenses (Net)



**0.39%**

Depreciation

**7.80%**

Accumulation for next year

**NOTE:** Total administrative cost is 22.31% out of which 5.94% was recovered on execution of projects.



# 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, 2019.

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 – 30/10/2019

# OUR SUPPORTERS

10 FA India	Fresenius Medical Care
Accenture India	GE Transportation
Adobe India	GIC-Re (General Insurance Corporation of India)
Airbus Group	GIVA Jewellery
Anviti Insurance Brokers	Google Inc
ANZ Operations and Technology Private Limited	GXS Technologies
ANZ Support Services Private Limited	HDB Financial Services Ltd.
Apitive Components India Pvt. Ltd.	Herbalife Nutritional Family Foundation (Previously known as Herbalife Family foundation)
AT Kearney India Limited	Hindustan Unilever Ltd.
Avery Dennison	Hindustan Zinc Ltd.
AVI-OIL India Pvt. Ltd.	Honda Cars India Ltd.
BC Examination and English Services India Pvt. Ltd.	Idemitsu Lube India
BIC Cello India	India Care Foundation
Blackrock Services India Pvt. Limited	India Cast Media Distribution Ltd.
British Medical Journal	Indostar Capital
Browser Stack	Informatica Business Solutions Pvt. Ltd.
Charities Aid Foundation India	Ingenico
CISCO Systems Inc	Ingersoll Rand India
COFRESCA India	INOX Group
Deloitte	INTAS Pharmaceuticals Ltd.
Droom Technology	Intel India
Epsilon India	Ion Foundation
ERICSSON INDIA GLOBAL SERVICES PRIVATE LIMITED	ISARC (India SME Asset Reconstruction Company Limited)
First Source	
FIS	



LIC Housing Finance Ltd.	SBI Life Insurance Company Ltd.
Mahindra and Mahindra Partners (M&M Partners)	Shinyo Yen
Mphasis India	Signode India Ltd.
Mineral Enterprises Limited	SPX FLOW TECHNOLOGY (INDIA) Pvt. Ltd.
Mitsubishi Electric Automotive India Pvt. Ltd.	Sun Foundation
Mitsubishi Heavy Industries India Private Limited	Syniverse Technologies
Nasscom	Tally Solutions Pvt. Ltd.
Opentext Technologies Pvt. Ltd.	Target Corporation India Pvt. Ltd.
Oracle Group	Tata Communications
Origio India Pvt. Ltd.	TCPL Foundation (TCPL Packaging Ltd.)
Palo Alto Networks	Thomson Reuters
Pegasus Buildtech	Thyssen Krupp Elevator Company Ltd.
PH4	Trans Union Cibil Limited
Play4Win	Triumph Motorcycles (India) Pvt. Ltd.
Polycab India Ltd.	Turner Construction
PPG Asian Paints Pvt. Ltd.	United Health Group
PUMA Sports India Pvt. Ltd.	United Ways of Hyderabad
R1 RCM Global India Pvt. Ltd.	Vistara
RBL Bank	We Work Pvt. Ltd.
Relaxo Foundation	Western Digital India Pvt. Ltd.
Reliance Capital	Wolters Kluwer India Pvt. Ltd.
S&P Capital IQ	YUM Restaurants
S&P Global	Yunus Social Business Fund Bengaluru Pvt. Ltd.
Sab Ka Mangal Ho Foundation (Hightech group)	
SBI Card	

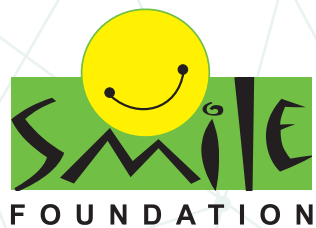
Never doubt that  
a small group of  
thoughtful, committed  
citizens can change  
the world;

*indeed, it's the only  
thing that ever has.*

Margaret Mead







**Head Office**

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