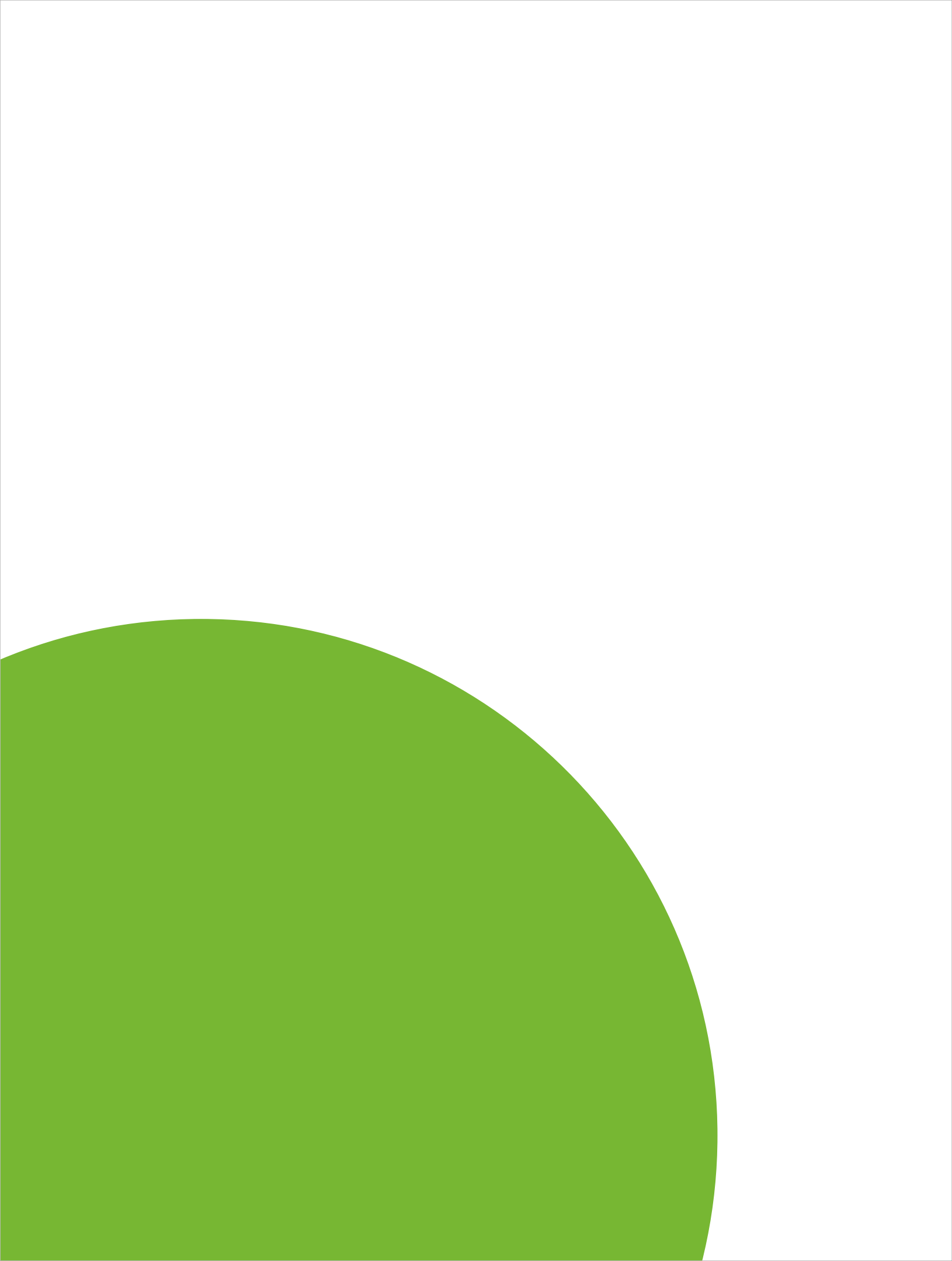




**ImFact20**





# ImFact20

Annual Review Report  
2019-20

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## 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 healthcare 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 sensitize 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

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 realized 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.



**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.

### SO FAR:



#### EDUCATION

More than  
200,000  
children  
provided  
education



#### HEALTH CARE

Over  
1,000,000  
people  
provided  
healthcare



#### LIVELIHOOD

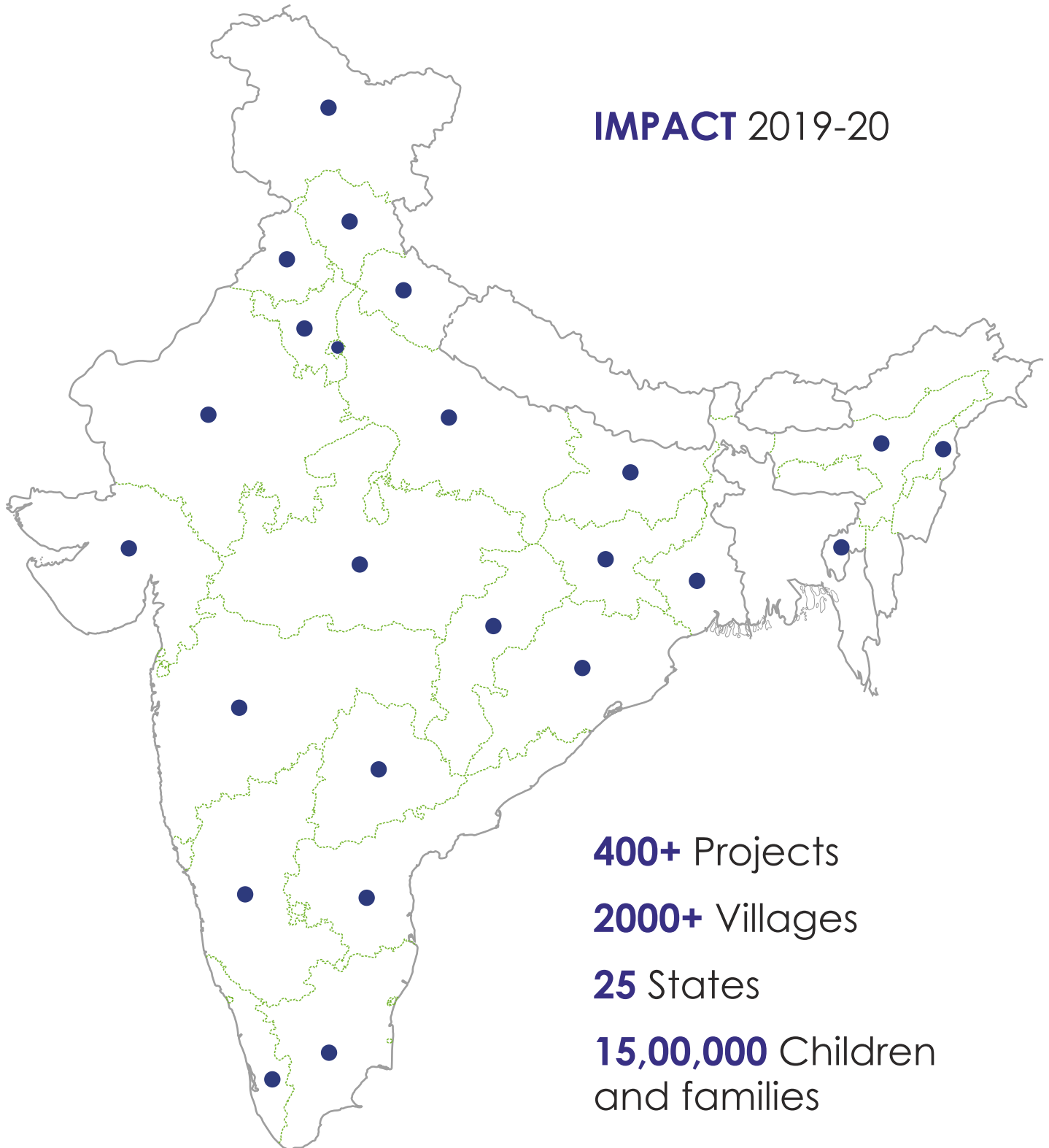
42,000  
youth  
trained &  
25,000  
placed



#### WOMEN EMPOWERMENT

Over  
5,00,000  
women &  
girl children  
benefitted

## IMPACT 2019-20











EDUCATION

**49,274**  
children

**201**  
projects

**22**  
states

Smile Foundation's flagship programme Mission Education provides education, nutrition and healthcare support to socio-economically disadvantaged and out-of-school children in remote villages, tribal belts and unreached slums across India, through a comprehensive model aimed at their holistic development.

## WHERE WE STAND

India is 4th among the top 10 nations with the highest number of out-of-school children in primary level. Despite decades of efforts, a vast majority of the population in India continues to remain 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 hurdles in their path towards educational achievement. 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.

Smile Foundation's educational initiatives include Preschool [3-6 yrs], Non Formal Education [6-14 yrs nonschool going], Remedial Education [6-14 yrs school going] and Bridge Course [14-18 yrs drop-outs]. It works for education for underprivileged children who are under difficult circumstances, such as child labour, children of poorest of the parents, children inflicted and affected with HIV/AIDS, street and runaway children, children with rare disabilities, disaster struck children and slum children. Special emphasis is given on girl education and women education, so that they and their families get empowered.

The inclusion of nutrition support within the programme has highly encouraged parents to send their children regularly to school, resulting in 100% attendance at most of the Mission Education centres and a marked decline in the number of drop-outs. For the parents, who have to struggle hard every day to provide two square meals to their children, the provision of nutritious food is incentive enough to send their kids to school. Focus on the physical and mental well being of the children has also been augmented through periodic medical check-ups and quarterly health camps conducted for the children at all Mission Education centres. Living in

remote villages, tribal areas and congested slum clusters amid extremely unhygienic conditions, the children are left vulnerable to a number of diseases and infections, with little or no access to even basic healthcare facilities.

Emphasising on quality education, teachers at Mission Education centres have been provided extensive training throughout the year to make classroom sessions more engaging and effective. Specially created books, innovative teaching learning material, and scientific equipments have been distributed among the children to enhance their holistic development. Slow learners have been provided remedial educational support as an extended effort to ensure retention and a good academic performance in school.

Infrastructural support has been provided in remote rural locations across the country to enable a conducive learning environment for the children. School drop-outs have been identified, counselled and finally brought back to school during the year. Regular counselling of parents and community members has been a year-round activity, thus bringing about a significant growth in awareness amongst thousands of families who once never supported education.



## CHANGE THAT INSPIRES US

"We can't afford a newspaper, but I make sure to collect all old newspapers I can find and read them. My teacher says knowledge never goes stale – it is always useful. I borrow books and magazines from neighbours and my school library to read too. I love yoga, but I want to become an architect when I grow up".

10 year old Deepashree is a rising star at the Mission Education centre she is enrolled in. Her father is a farmer, who earns about Rs 2500 a month and barely manages to make ends meet. But nothing deters Deepashree from dreaming and working hard to achieve those dreams. She joined the Mission Education centre when she was six years old and has continued to excel in studies. She has also won laurels in state and school level yoga championships.



**Deepashree**  
Lakkasandra  
Karnataka



**Jibon**  
Burdwan  
West Bengal

"Earlier my mother did not send me to school because it was far away. Baba lives in another city and we have no cycle. But now there is a school in my village and I go daily. Maa is also happy, but she misses baba. I want to get a job when I grow up and then baba can come back and stay with us."

Jibon Hembram is a class 2 student at Mission Education centre in Andharsuli village of Burdwan district, West Bengal. His father migrated to Kerala soon after he was born in search of work and is now engaged as a daily wager in Cochin. He sends back the meager earnings he makes home to Jibon and his mother, but survival is difficult. His mother stitches and sells sal leaves to make some additional income. Jibon loves to study Bengali and play with his friends.



## DURING THE YEAR

### Digital Learning

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. 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. **More than 16,479 children benefitted during the year through various forms of digital teaching learning support.**



### Holistic Development

Smile Foundation partnered with the global Amani Project that combines learning theory from the Yale Center for Emotional Intelligence with music therapy and music-making. Inspired by life changing impact music has on people, the project aspires to instill emotional intelligence and value of empathy among children through music. **More than 600 sessions were conducted at Mission Education centres across India. In addition to this, over 250 value education sessions were attended by 24,513 children with the objective of imbibing positive values.**



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, Healthcare & Hygiene Support

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. **More than 7,334 children received nutrition support during the year.**



Over 200 awareness sessions on WASH (Water, Sanitation & Hygiene) were conducted with children and their parents. Universal, affordable and sustainable access to WASH is a key public health issue and a target under Sustainable Development Goal 6. Health & hygiene kits were also distributed in areas where basic amenities were not accessible and available.



## Enabling 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, STEM 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. **Solar power support was also initiated in remote rural areas benefitting 8,822 students.**



## 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 subjects such as Mathematics & Science, creation of Learning Resource Groups, aiding literacy development in the early years and child-centered teaching methodologies were covered during the workshops.





**54%** of the total beneficiaries were girls. Education of girls gets priority by bringing about an attitudinal change in the parents' outlook towards their education



**82%** of eligible children were mainstreamed to formal schools, after passing out from Mission Education centres, further ensuring a bright future



**49,274** children were directly provided education during the year through 201 Mission Education centres in 22 states across India



**100%** of teachers received training in academic methodologies, ensuring an engaging learning environment for the children



More than **800** health camps were conducted to cater to health care needs of the children



**8,826** school drop-outs resumed education under Bridge Course, to facilitate their mainstreaming into formal educational institutions



**12,108** children received Remedial Support as an extended effort to ensure retention and a good academic performance in school





# IMPACT







LIVELIHOOD

**9,318**  
youth trained

**5,621**  
youth placed

**69**  
projects

Smile Foundation's livelihood initiative seeks to address the dichotomy of unemployed manpower that coexists alongside a thriving job market due to the skill deficit of the potential workforce 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.



## WHERE WE STAND

Today, more than half of India's population is below the age of 25. However, the number of underprivileged youth in India who lacks 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. While government initiatives like Skill India and Make in India continue to focus on skill training to enhance employability of the workforce, it is important for all the stakeholders to work together to ensure that the demand of skilled employees in the Indian economy is met by a brigade of well-trained job-ready professionals.

## WHAT WE DO

Initiated in the year 2007, Smile Foundation's livelihood programme aims to impart employability skills to the youth from marginalized 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 specialized training programmes leading to gainful employment. For the same, project centres are set up in various parts of the country, where target youth are mobilized, trained and facilitated with job opportunity. The centres are equipped with hardware and curriculum as well as trained faculty to enable the training.

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 mobilizing target

areas to create awareness about the vocational training and ensuring maximum enrolment through counselling sessions of families. 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 counseling 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 the livelihood project centres evolve into first-generation organized sector professionals becoming inspirations for their siblings, upcoming generations and communities at large.



## CHANGE THAT INSPIRES US

"Growing up in a resettlement colony in Govandi, Mumbai, my only aim was to see my family through difficult times. However, after being diagnosed with a serious illness, my father could work no more and my mother took the burden of feeding 6 family members by working as a house help. Along with my education, my dream to earn a dignified life for us all went to waste.

I was very hesitant when approached by a STeP staff to pursue a youth employability training course. However, within a short while after the enrolment at the program, I learnt communication, computer tools, and financial literacy that gave me the confidence to excel interviews, and I was soon placed as a Customer Care Executive. I can't thank my teachers enough for working towards my excellence."



**Harshali**  
Mumbai



**Ayub**  
Kolkata

"I could not study after 10th due to financial constraints in the family. My dad was diagnosed with cancer and we had to spend everything on his treatment. I enrolled in the STeP programme by Smile and got a placement after my training. Today, I am the breadwinner of the family. I feel proud and happy that I am financially independent as I have been working with OYO as a Guest Relation Executive."

My father has undergone surgery 2-3 times now. He doesn't keep well and can't go to work. After getting placed with OYO, I can bear the expenses of my family and feel independent now. I was promoted within 3 months based on excellent performance and my family feels very proud of me. My sister has also joined the STeP course and she seems to be learning a lot as well.

## DURING THE YEAR

### 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.



### 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.

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 Centralized Placement Cell takes up the responsibility of identifying relevant job opportunities for the graduating youth.





## 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.



## 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 details 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.





**9,321** youth were trained during the year, and 5621 youth were placed in reputed brands



Out of the total youth enrolled under STeP, **98%** successfully completed training and received certificates of accomplishment



**222** employer engagement sessions and 161 industry exposure visits were held during the year across the country



Over **60%** of the total trained youth got placed in first attempt of the recruitment drive in more than 200 reputed brands



**73%** of the total youth beneficiaries were girls

# STeP

Smile Twin e-Learning Program

LEARN TO EARN





# IMPACT









HEALTH CARE

**6,85,334**  
children & families

**43**  
projects

**14**  
states

Smile Foundation's mobile healthcare programme works extensively towards improving the 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.

## WHERE WE STAND

**A staggering 72% of the total population in India still lives in rural areas and has no or limited access to healthcare 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.**

## WHAT WE DO

Smile Foundation's thoughtfully designed comprehensive health module ensures that quality and timely healthcare reaches the deprived corners of Indian villages and cities, through a combination of mobile health units, health camps and awareness programmes. The model envisages an efficient and cost-effective health delivery system for the community which ensures reduced or no out of pocket expenses on healthcare. The programme operates in 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.

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 that the problem has been identified and the person needs treatment and gets cured before it gets aggravated or reaches to a very advanced stage which is more precarious or even fatal. 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 healthcare where none previously existed.

Being a community-centric health service delivery model, Smiles 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 stake holders in the issues of the community are some of the major key aspects on which the Smiles 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.





## CHANGE THAT INSPIRES US

"My son Sonu is my first child and since birth he was very weak, my health too had suffered and I had severe anaemia. When people from Smile on Wheels came to our house during a community mobilization, they asked me to visit the mobile hospital with my son for a check-up. They also counseled me and my husband.

When I went for check-up, I was very happy to see a lady doctor and I discussed my problems freely, she was very helpful and encouraging. She gave me supplements, advised on what I should eat to help me and my baby. She also explained about benefits of breastfeeding. I visit the Smile on Wheels regularly now, and with the doctor's help and by the blessings of almighty, mine and my son's health has improved a lot. See, how he looks now!"



**Baby Sonu**  
Bhiwadi  
Rajasthan



**Sandha Rani**  
Kolkata  
West Bengal

"After my husband's death I have been living alone, it has been almost 15 years. My children are married and settled in another city. They have not even come to visit me once all these years. But I have always managed to find some sort of work, so that I can feed myself. But since last year I have been facing multiple health problems.

The cost of medicines, going to a doctor, I cannot manage those things alone because I need to work too. I found out that this Smile van comes every 15 days to our slum colony, and they give free treatment and medicines. This has been a great relief for me. I have been visiting the van regularly, and I feel much better. They treat everyone equally, give us respect and listen to our problems. What more does an old lady like me need?"

## DURING THE YEAR

### 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 need-assessment survey is done to identify the locations and communities where healthcare 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 131 Health Camps were conducted during the year, benefitting 30,671 people.



### Prioritising Maternal & Child Health

Over 72,000 women benefitted from the Maternal Health Programme which is an integral part of Smile on Wheels programme. Aimed at providing primary healthcare 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 healthcare services to pregnant women, lactating mothers and new born 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 baby and healthy habits.



### Capacity Building of community health workers

Liaising is done with community frontline health workers including ASHA, ANM and Anganwadi workers through one on one sessions and larger capacity building workshops to handhold them and train them to provide best possible assistance to the community mothers and children. The purpose of these trainings is to enhance the capacity of ASHA and to impart the requisite knowledge, skills and attitude to help them play their role and responsibilities more effectively on the ground. Hundreds of community health workers were trained during the year at various locations across India.



## 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 hand washing, menstrual hygiene, importance of immunization, nutrition, substance abuse, etc. More than 65,000 men, women and children were sensitised through various mediums like group discussions, street plays, door to door visits etc.



## School Health Programme

Over 12,000 children received health care services from the School Health Camps organised all over the country, as part of 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 everyday 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.







**6,85,334** people were directly benefitted through 43 operational Smile on Wheels mobile hospital projects covering over 600 villages and slums in 14 states



An overall increase of around **18%** from last year was recorded in the number of beneficiaries of Smile Foundation's healthcare programmes



**131** multi-speciality camps were conducted in underserved slums and remote rural areas, meeting the immediate healthcare needs of 30,761 people



Over **75%** of the total beneficiaries covered in the reporting period were women and children



More than **12,000** school going children benefitted from School Health Programme



More than before and much stronger linkages were built with government health officials and NRHM, which has further augmented the project's reach to the underprivileged people





# IMPACT







EMPOWERING WOMEN  
HEALTH EDUCATION







WOMEN  
EMPOWERMENT

42,711  
women  
& girls

Smile Foundation's women empowerment initiative is aimed at empowering women and adolescent girls from lower socio-economic strata and enabling them to realize their potential in every sphere of life – be it home, workplace or community by equipping them with necessary and relevant awareness, access and skills.

## WHERE WE STAND

**India ranks 132 out of 187 countries on the gender inequality index, as per the UNDP report. A third of the world's child brides are in India, with as many as 47% of girls getting married before they turn 18.**

**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.**

## WHAT WE DO

Working with the belief that when women are supported and empowered, the whole society benefits, Smile Foundation's women empowerment programme works with girls and women, especially the ones who are less privileged, enabling them 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, the 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 mobilization 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 & creative thinking, conflict management, negotiation & refusal, advocacy, rights & legal provisions, reproductive health, gender-based violence, goal setting and coping with emotions and stress.



## CHANGE THAT INSPIRES US

"Baba left us about four years ago. He was the sole bread earner for the family. No one knew what to do. Suddenly, one day, Maa went out and started working as a maid. She worked throughout the day, and at night, she tended to our needs. Whenever I offered help with the household work, she would deny and ask me to put all my hard work in my studies and let her take care of the rest. My mother is my biggest support system and source of inspiration. I know that to help her I have to study hard and find a good job. The Swabhiman scholarship is just the first step towards achieving this dream and making Maa proud of me."



**Uma**  
Delhi



**Meena**  
Mumbai

"I was married very early, I was only 19. My husband had only completed schooling and could barely make ends meet. We were struggling to get by everyday when Community mobilize from the Swabhiman team visited us. She counseled both me and my husband that with some vocational training I too could help my husband with the household expenses. We were initially hesitant, but then I agreed to join the course. It was an amazing experience, besides learning sewing, I also developed a lot of self confidence. Today, I am working from home, and supporting my husband as an equal partner. He is now able to study further to look for a better job. We have also been practicing family planning as guided by the Swabhiman team and are waiting for the right time to start our family."



## DURING THE YEAR

### Financial Literacy & Economic Empowerment

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 women. 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.



### Swabhiman Scholarships

Illiteracy, low priority on education for girls, high dropout rate among adolescent girls are some of the contextual issues which this intervention addresses and focuses on the age group of 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. 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.

525 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.



### Building Community Resources & Participation

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.



## Male Involvement

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 in the community men 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.



## Awareness and Access to Healthcare

Reproductive & Child Health is the pilot initiative of Swabhiman largely aimed at providing basic primary healthcare and addressing issues of pregnancy, newborn and child health, and facilitating access to public and private health facilities. Over 6000 women were provided Reproductive and Child Healthcare 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 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 child, etc.







Over **60,000** women and girl children were benefitted and empowered through various interventions under the Swabhiman programme



**500** 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



Over **22,000** 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 **6000** women and girls received healthcare support at their doorstep. Many more were provided adequate knowledge of reproductive and sexual health issues and access to primary health services



Educational support was provided to **525** deserving girls for secondary and senior secondary education through full scholarships, besides regular counselling for academic and personal development





# IMPACT





## 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



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 Healthcare



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, Govt. 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 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, Govt. 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, Govt. of India



Listed as a member organisation with Give India & Give USA



# SMILE FOUNDATION

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

## BALANCE SHEET AS ON 31<sup>ST</sup> MARCH, 2020

(Amount in Rs.)

PARTICULARS	SCHEDULE	AS AT 31ST MARCH, 2020	AS AT 31ST MARCH, 2019
<b>SOURCES OF FUNDS</b>			
<b>CAPITAL FUND</b>			
<b>Corpus Funds:</b>			
Corpus Funds	1	359,204,519	360,842,449
<b>Reserves &amp; Surplus:</b>			
General Reserve Fund	1	230,019,823	197,518,629
<b>Current Liabilities &amp; Provisions:</b>	2		
Sundry Creditors for Expenses		22,601,380	9,004,881
Restricted Grants - Pending for Execution		184,297,550	214,318,211
Statutory Dues Payable		3,093,747	3,092,095
Other Current Liabilities		19,509,351	9,212,713
<b>TOTAL</b>		<b>818,726,371</b>	<b>793,988,978</b>
<b>APPLICATION OF FUNDS</b>			
<b>FIXED ASSETS</b>	3		
<b>Tangible Assets:</b>			
Gross Block - Owned Assets		67,585,275	66,473,032
Less : Accumulated Depreciation		26,168,050	23,808,480
Net Block of Fixed Assets		41,417,226	42,664,552
<b>CURRENT ASSETS, LOANS AND ADVANCES</b>			
<b>Deposits:</b>	4		
Deposits with Banks		745,549,159	725,987,367
Security Deposits		3,761,405	4,373,476
Balance with Revenue Authorities		4,771,435	4,505,164
<b>Loans &amp; Advances:</b>	5		
Project Advances		1,928,056	2,993,852
Restricted Grants Receivable		11,338,531	7,173,809
Other Advances		9,872,558	6,202,758
<b>Cash in Hand</b>		88,000	88,000
<b>TOTAL</b>		<b>818,726,371</b>	<b>793,988,978</b>

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

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### 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 : 14th January, 2021

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)**

# SMILE FOUNDATION

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

## INCOME AND ITS APPLICATION ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH, 2020

(Amount in Rs.)

PARTICULARS	SCHEDULE	FOR THE YEAR ENDED ON 31ST MARCH, 2020	FOR THE YEAR ENDED ON 31ST MARCH, 2019
<b>INCOME</b>			
I. Voluntary Contributions (including for specified programmes)	6	632,331,377	580,171,191
II. Other Incomes	7		
Interest Income		46,342,328	41,821,636
Other Miscellaneous Income		211,313	179,872
(II)		<b>46,553,641</b>	<b>42,001,508</b>
<b>Gross Income Available for Application (I + II)</b>		<b>678,885,018</b>	<b>622,172,699</b>
<b>APPLICATION OF INCOME</b>			
I. Income Applied for Execution of Various Social and Welfare Programmes:	8		
Mission Education Programme		110,045,076	87,957,304
Action for Children Programme		53,260,934	51,331,944
Child for Child Programme		18,395,189	20,462,455
Smile Twin E-Learning Programme		100,363,633	83,984,719
Smile on Wheels Programme		151,005,272	118,172,852
Swabhiman Programme		17,556,810	17,777,518
Scholarship Programme		48,834,596	61,098,105
Relief & Disaster		10,275,059	10,644,263
Nutrition Enhancement for Children & Women		15,961,776	12,295,456
Other Social and Welfare Programmes		4,969,248	5,613,541
Total (I)		<b>530,667,593</b>	<b>469,338,158</b>
II. Administrative & Other Expenses	9	114,983,991	101,876,277
<b>Total Income Applied (I + II)</b>		<b>645,651,584</b>	<b>571,214,435</b>
<b>Net Surplus / (Deficit) before Depreciation &amp; Taxes</b>		<b>33,233,434</b>	<b>50,958,264</b>
Less : Depreciation	3	2,370,170	2,415,115
<b>Net Surplus / (Deficit) before Taxes</b>		<b>30,863,264</b>	<b>48,543,149</b>
Less : Provision for Tax		-	-
<b>Net Surplus / (Deficit) for the year</b>		<b>30,863,264</b>	<b>48,543,149</b>

Significant Accounting Policies & Notes to Accounts  
forming part of Income and its Application Account

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### 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 : 14th January, 2021

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

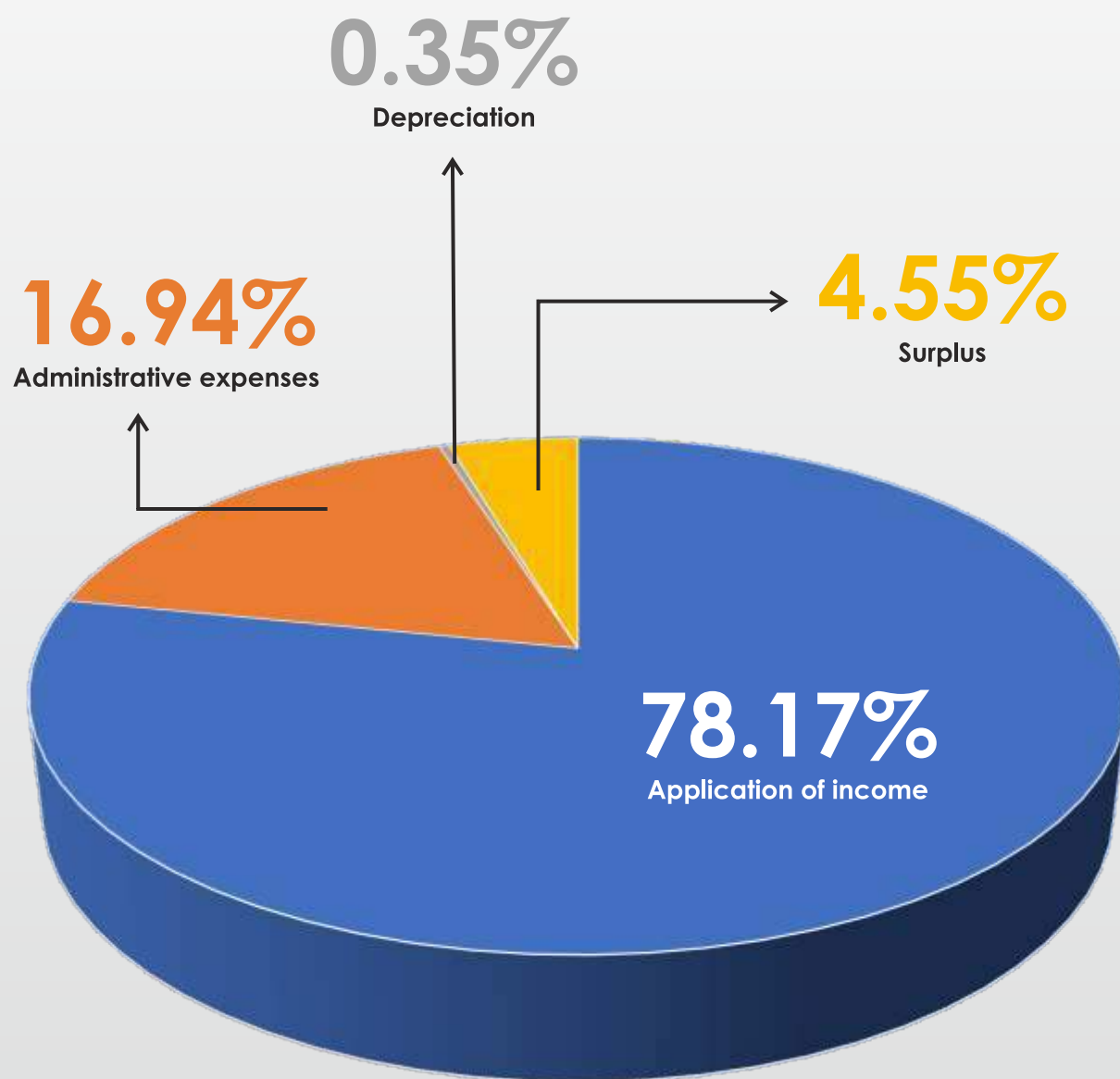
Sd/-  
GM - Finance  
**(Pratap Ray)**

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

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

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

## DISBURSEMENT OF FUNDS 2019-20





# 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, 2020.

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 – 30/10/2020

# OUR SUPPORTERS

10FA India	Cloudnine
Abbott India LTD	Cofresco
Accenture	Coversto
Aditya Birla Fashion & Retail LTD	Dance Smith
Aditya Birla Sun Life Insurance Company	DEShaw
Adobe	EGI Rise
Adobe Foundation	Epsilon
Adobe Systems	FIS
Agilent Technology	FMC
Airbus	Frost
Anandita Sen	Frost & Sullivan
Anviti Insurance brokers Pvt Ltd	Fujifilms
ANZ Operation	Giva
ANZ Support Services	Google
Aptiv	Grapes Digital (Happident)
Ashish Bhupander Charitable Trust	Group M
AT Kearney	Habshifa
BIC Cello India	HDB Financial Services
BirlaSoft Limited	HDFC Life Insurance
Blackrock	Herbalife Nutrition
BMC Software	Hunstman Corporation
BMJ	HZL
BookMyShow	I H S Markit
Brand Tree	Indostar Capital Finance
Browser Stack	Indus Valley
Capri Global Capital Limited	Informatica Pvt Ltd
Cardinal Healthcare India	Ingersoll Rand
Chhattisgarh Pesticides	Intas Pharma
CISCO	Intel

Ion Foundation	S&P Global
ISA Canada	Sanjeevani trust
Kompanion	SBI Card
Kutch Railways	SBI Life Insurance
Letstrak	Schindler India Pvt Ltd
LIC Housing Finance Limited	SIEMENS India Ltd.
Marico Limited	SIEMENS Software Pvt. Limited
Microsoft	SIEMENS Technology Pvt. Limited
Mineral Enterprises Ltd	Signode India
Mitsubishi Electric Automotive India Private Limited	Smith Medical India Pvt Ltd
Monotype	SPX Flow
Monsoon Trust	Sun Foundation
Mphasis	Tally Solutions
Nadiadwala Grandson Entertainment	Target Corporation
Opentext	Tata Communications
Otis Elevator	TCPL Packaging Ltd
OTIS Elevator Company	The Walt Disney Company India
Palo Alto	Toit
Pegasus Pvt Ltd	Triumph
Pernod Record	U Gro Capital
Philips	UHG
Phonepe	United Way of Hyderabad
Polycab India LTD	UWW
PPG Asian Paints Private Limited	Vistara
Puma	Western Digital
R1RCM	WeWork
RateGain	WildCilty
RBL Bank	Wolter
	Yum Restaurants



**“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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