



ImFACT22

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Annual Report 2021-22

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**Beyond the mountain of
uncertainty and hardships,
lies the River of Hope!**



OUR VISION AND MISSION



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



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 CO-FOUNDER & EXECUTIVE TRUSTEE

“Change is inevitable, and the disruption it causes often brings both inconvenience and opportunity.”

– Robert Scoble (American blogger, tech evangelist and author)

Challenges and constraints in life reveal the extraordinary within the ordinary. They have a way of bringing out the best from within us. Whenever the world has faced a crisis, examples of humanity, of people going the extra mile to help others, have helped us survive, given us hope and helped us move ahead in life.

The pandemic pushed us all to the edge. As individuals, as countries, as a people, we struggled to come to terms with this change that overturned every aspect of our lives. And while it brought misery and hardships, the courage and resilience shone brightly through to evade the darkest of moments.

For us at Smile, we have been on a war-footing throughout the pandemic. The pandemic affected everyone, but those who were already on the bottom of the socio-economic pyramid were pushed further away from the mainstream. In terms of both awareness and access to basic necessities, which were largely made available through technology and virtual means during the pandemic, they were at a disadvantage because

of the limitations of digital penetration. But, we chose to see the silver lining in the cloud and opted to march on in our mission of enabling and empowering the underserved communities to lead better lives.

We expanded into new terrains, adding fresh dimensions to our existing programmes and also adapting and reshaping our core programmes, as per the evolving needs of the people on ground. In education, we initiated several new pedagogical set-ups like cluster classes to ensure a smooth transition for children into a blended learning mode. We conducted in-depth surveys assessing the needs of children and their families, coping mechanisms, awareness on health and hygiene, and learning loss and recovery, which became a referential point for several mainline media houses in their articles on the subject. Taking our scholarship programme for girl children to the next level, we initiated projects to provide scholarships in technical and professional courses like engineering, promoting more female representation in STEM careers.

In healthcare, we added tele-counselling for building awareness, and telemedicine to our existing mobile healthcare model, always keeping last mile healthcare delivery in remote rural



areas and urban slums our first priority. We stepped up to keep providing primary healthcare services to the disadvantaged population at a time when the country's health infrastructure was severely overstressed, and also to help facilitate Covid screening and testing in partnership with state governments. In our skill training and livelihood programme, we introduced new modules to train General Duty Assistants and add to the health workforce of the country as we battled the biggest health crisis of our time. Besides this, we also added fresh modules for evolving industries with increasing demands for a skilled workforce including digital marketing, BFSI and digital marketing.

While people were afraid to move out of their homes, there were also those who kept moving to ensure that others are safe, and have access to their basic needs. At Smile too, our frontline workers were the champions who chose to keep serving the community amid all the challenges. I can only say that it is only because these 500 odd people work hard every day that we are able to impact the lives of 1.5 million children and families in more than 2000 villages and slums across the country. Their dedication and passion is a motivation for all of us at Smile and I consider myself fortunate to be working

alongside them.

What really touched and moved us was the overwhelming support that we received from every one of our corporate partners, and thousands of individuals, which helped us to not just continue with our programmes but also improve, adapt and expand despite the adverse circumstances. This trust and support, and the commitment of organizations and individuals to give back to the society, is what fuels our efforts on the ground and is the real driving force behind our work.

We hope that when you read ImFact'22, you will see not just the stories and the impact, but the people whose lives we are trying to touch, the people who are working to change these lives and also you, among all the other people, who are investing to make this change possible. Adversities will continue to come, but together, we can overcome them to emerge stronger and better!

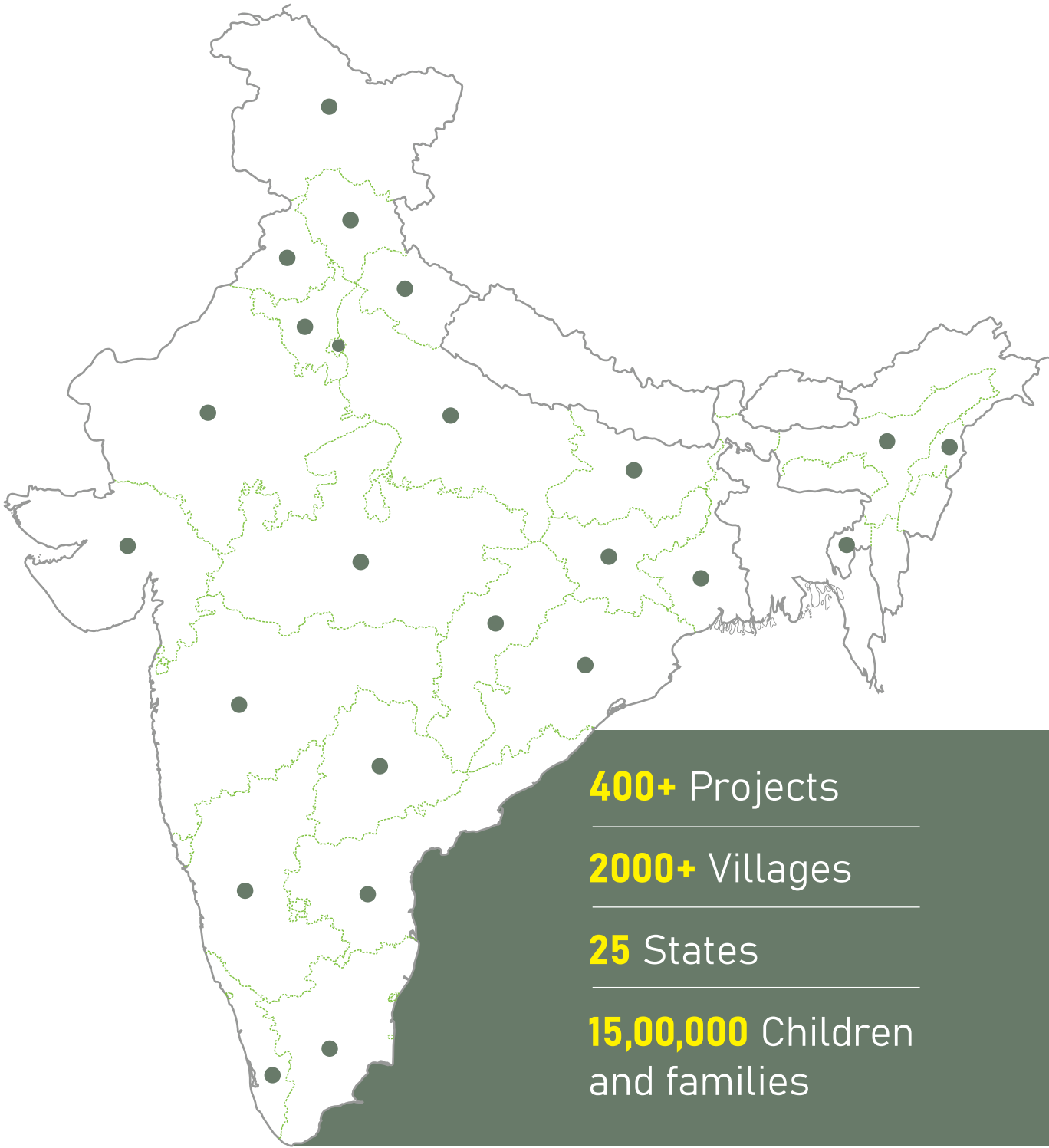
Santanu Mishra

Santanu Mishra
Co-Founder & Executive Trustee

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.



400+ Projects

2000+ Villages

25 States

15,00,000 Children and families

100,000
CHILDREN

261
PROJECTS

23
STATES



EDUCATION

Education brings redemption from poverty and exclusiveness, increasing the scope of employment, understanding on a range of issues, and awareness of one's basic rights and responsibilities. Smile Foundation came into being in 2002 with its flagship programme Mission Education and has since been working with the objective of empowering underprivileged communities by providing education, nutrition and healthcare support to children.





BREAKING BARRIERS OF GENERATIONAL POVERTY

Belonging to the bottom of India's caste hierarchy, the term **'Musahar'** loosely translates to **'rat-eaters/rat-killers'**. The Musahar tribe, numbering two million are mostly found in the states of **Bihar, Jharkhand** and **Uttar Pradesh**. While India is making social and economic progress, Musahars are still living in hamlets, eking out a spare living by working as casual or agricultural laborers. Even in today's time, these people are referred to as 'untouchables'.

The literacy rate amongst them has always been nonexistent. According to several reports, only 6% of Musahar men and 2% of Musahar women can read and write. They also lack the knowledge about basic hygiene and sanitation practices. Due to the Coronavirus pandemic, the situation became worse. As it is, the community children had no access to education and because of the lockdown, everything came to a pause.

Education is one of the most constructive factors of society. The opportunity for every child to learn and to make the most of their talents is at the heart of a fairer society. However, the children of

the Musahar community had this privilege taken away. These children are still struggling to bring their life back to normalcy.

Smile Foundation's Mission Education project in Bihar is educating children from Musahar tribe by bringing drop-out children back to school and providing them with digital learning devices to ensure successive learning. It also provides children with necessary stationary, uniform and support. It ensures the mental well-being of children through helpline services and counseling sessions for children to keep them engaged. Regular counseling sessions are held for parents to ensure the child's regular participation in school, and training of teachers is conducted periodically to prepare them for the dynamic digital learning environment.

Smile Foundation is actively involved in providing education for all despite all barriers. With programmes like this, they slowly aim to bridge the gap between 'privileged' and 'underprivileged', ensuring that all children get equal opportunities to learn, grow and excel.

THE NEED

Education is the basic right of every child irrespective of the differences in race, colour, gender, language, religion, caste, wealth, birth status or physical and mental ability. Right to Education, Learning, and Development (emotional, physical and mental) are fundamental human rights of all children below the age of 18 years as per the United Nations Conventions on the Rights of the Child (UNCRC). But millions of children are deprived of these basic rights for several reasons including conflict, natural calamities, ethnicity, disability, and above all poverty.

Smile Foundation was established with the prime intention of facilitating children to overcome these barriers and the prevailing inequity in society.

Realising the need of making education a fundamental right, an amendment was made to the Indian Constitution more than five decades after it came into being. The Right to Education (RTE) Act which came into force in 2010 made education free and compulsory for all children in the age group of 6-14 years. But even more than a decade after the implementation of the law, for many children in the country, the learning curve has not been steady. The socio-economic conditions of parents and lack of proper learning in schools are hindrances which prevent many children from having an education. Smile Foundation through its Mission Education programme is committed to bringing a change in the lives of these children.

BRIDGING THE GAP

If you need to address healthcare, poverty, population control, unemployment or human rights, there's no better way to start than providing an education to children in need. This has been the thought behind starting the programme and continues to be the thought behind execution of all the intervention under the programme. Education not only empowers a child to earn a livelihood and improve the financial condition of the family but also helps him/her grow up as a responsible national and global citizen. Smile Foundation plays the role of a catalyst to make the environment for the students conducive for effective learning.

The Mission Education programme caters to Preschool Education (3-6 years old), Formal Education (6-18 years school going children), Bridge Course Education (6-18 years old not going to school), and Remedial Education (6-18 years school going children). The target is underprivileged children living in difficult circumstances, children forced to work as labourers, children of the poorest of the poor parents, children afflicted and affected with HIV/AIDS, street and runaway children, those with a disability or a birth anomaly, disaster-struck children and children living in slums and hard to reach areas.

The education projects are designed keeping regional specifics and local dynamics in mind, including the language in use locally, nutritional food available there, and the service providers who could upgrade the infrastructure.



A four-pronged approach with a focus not only on children, but also on teachers, the infrastructure, and making the community have a sense of ownership, is followed. Like education, nutrition and the health of children are also given equal importance and this ensures that the children are regular in the classroom and studies. Community engagement activities like group discussions, street plays, and awareness campaigns are organised and the stakeholders and influencers at the local level are oriented.

THE PANDEMIC

The pandemic brought the elementary education system almost to a halt. It pushed many children out of schools in India while many children between the ages of 6-10 years did not enroll in school during the two years of the pandemic period. Schools and even Anganwadi centres remained closed and learning at home became a major challenge for underprivileged children in the absence of a smartphone and internet connection. To ensure uninterrupted learning, Smile Foundation launched its #ShikshaNaRuke (education should not stop) campaign to connect people who wanted to support with those who needed support.

Efforts were redirected towards ensuring that quality and timely learning resources and facilities continued to be available to the schools and education centres. Smartphones, tablets, stationary items, uniforms and other necessary support were provided to the underprivileged children, and teachers were also trained for the dynamic digital learning environment.

Years of efforts to keep children away from labour work went in vain with the second COVID-19 wave. Many lost their parents, many parents of children lost work, and many families have lost all their savings, land and other properties in meeting the healthcare expenses of the family. It has brought a life of poverty and misery for them.

Smile Foundation accelerated its efforts in seeking more support from the donors not only in the form of monetary benefits but also to facilitate strengthening of the capacity of grassroots partners and other stakeholders. To ensure that the economic and social disruption caused by the pandemic does not affect the mental health of children, helpline services were started and monitoring sessions were organised to help them stay occupied and think affirmative.

As the pandemic slowed down in 2022 and schools reopened, efforts were made towards bringing the dropout children back to school. Regular counselling sessions were organised with the parents to ensure that their child is an active participant in school. Efforts are still on to bridge the learning gap that has widened due to two years of closure of schools by providing children one-on-one handholding and special attention.



HIGHLIGHTS 2021-22

QUALITY TEACHING LEARNING

- STEM based learning Labs, books, Models and Activity Kits provided and installed
- Distribution of Math exponential kits and technology enabled English software
- E-Learning through tablets preloaded with content & smart classes
- Establishment of library corners
- Computer & IT enabled support through provision of computer teachers' remuneration and hardware in the form of desktops, UPS, Printer and AMC
- Awareness sessions on Health, WASH and ARSH



COMMUNITY CONNECT

- Virtual and physical meetings with parents to discuss progress of children
- Awareness sessions and health check-ups conducted for students as well as community members
- Awareness sessions on nutrition and low-cost nutritious food preparation



CAPACITY BUILDING OF TEACHERS

- Teacher trainings on usage of educational tablet (use of tablets, features, assessment tools, dashboard, report generation, etc.)
- Online and offline training sessions on multi-grade multi-level teaching through various pedagogical methodologies, classroom management, effective lesson planning, foundational teaching learning methodologies focusing on Math and English, and the art of storytelling



SCHOLARSHIP SUPPORT

- Smile Foundation provides merit-cum-need based scholarships to children, particularly girls, from disadvantaged backgrounds to complete their schooling and even pursue higher studies
- Internship facilities and round the year guidance and counselling is provided to the students through telephonic conversations and email connects with the counsellors
- Personality development programmes, soft skill training, life skill workshops, and mental well being sessions are an integral part of the programme

ENABLING LEARNING ENVIRONMENT

- Solar panel and solar lamps provided at Mission Education centres
- Sports and music equipments provision
- Mobile phones distributed to enhance and continue online learning for high school students
- Need Based procurement including white washing, classrooms and toilet renovation and construction works, Science Lab renovation, ROs, benches, almirahs, round tables, clocks, mats, plastering works, electrical works, etc.
- BaLA – Building as learning aids paintings done at Mission Education centres



PARTNERSHIPS FOR GOOD

- Byju's App and Android Box – Collaboration with Byju's to provide access to Byju's learning products and content for students across India. It includes free access for students of all boards for grades 1st to 12th. They also have a kids' friendly user interface, with transition from one topic to another based on puzzles and gamified assessments at the end of session.
- Life-Lab Elements – Collaboration with Life-Lab to provide STEM based lab set-up, models, science lab materials, etc. across STEM projects in Maharashtra, Telengana and West Bengal.



CHANGE THAT INSPIRES US



SUKHPREET KAUR
PUNJAB

"My father is a farmer who has spent his entire life working on other people's land. We've spent the majority of our days amid poverty and food deprivation. We never questioned our mother's capability to cook at times - we knew they supported us when they went without food. Over the years, I have seen my parents struggle and become stressed over their earnings.

I know I cannot return the favours they provided me, but I can try to give them the happiness they deserve. Our parents have ensured that nothing comes between our education. Despite the fact there is less income and more stomachs to feed, they have always encouraged us to focus just on our studies. And I believe the least I can do is make them proud by concentrating on my studies."

"I never had a permanent home. I have always lived in makeshift ones, as my parents are migrant workers. We moved from one city to another and state to state. I have mostly grown around construction sites. Sometimes it rained so much that we had to keep awake at nights and in the sun it became very hot. Yet, my parents worked very hard to feed me and my brother and sent us to this school.

The school has now started feeling like the home we never had. We learn here, eat and play. We are taught good things like maintaining hygiene wherever we are, helping others and protecting nature. I want to be a good person. I also want to be a doctor when I grow up, and help sick people get well."



ADISON
JHARKHAND



PRATIKSHA
WEST BENGAL

"My mother says honesty is more important than poverty. She has taught me to never give up, to live happily and to smile in every situation. Mother and father both go to work and come home late at night, but we have our meals together. That is our favourite time - I tell them about what I learnt in school, they tell me about their day.

When the pandemic started mother had become very sad thinking that now my school will stop. I reminded her that we should never give up, and the next day our teacher came home and we started studying again, but not in the classroom, in the open. It was fun, but I also missed school. Now I am going to school again and my mother feels really happy seeing me get ready for school, as she packs my bag."

"I was 9 years old when I lost my father. Though it has been three years since his death, I still find it hard to believe he is gone, I miss him so much. His sudden demise came as a blow not only emotionally but financially too. Money used to be a constant challenge in the family. But when he was with us, we felt like we had everything, and were never short of happiness.

Since then, my mother has taken a temporary job at a nearby tea garden. The pay is barely enough to have two meals a day. I try my best to take care of the house when my mother is away - from fetching water and firewood to cooking, washing and taking care of my siblings. But when I enter school, I forget everything else and just focus on learning more and more. I dream of becoming a teacher someday. I like taking care of children, like my teachers take care of me."



NIRAJ
BIHAR



IMPACT 2021-22



53% of 100,000
beneficiaries
were girls



21,000+ girls got
scholarship/vocational
training support



87% children
mainstreamed



100%
teachers trained



11,904
YOUTH TRAINED

7323
YOUTH PLACED



LIVELIHOOD

Smile Foundation through its Livelihood programme connects the unemployed or underemployed youth from disadvantaged groups and communities with the sectors which have large growth potential in terms of revenue generation and employability. The staggering youth population underutilised in the job market because of a lack of requisite qualifications and training are upskilled, uplifted, and mainstreamed to be a part of the country's growth story.



FROM DEPENDENTS TO COVID WARRIORS: THE SUCCESS STORY OF 125 GIRLS

125 girls from slums in and around Kurla district of Maharashtra have made their parents proud with their hard work and achievements. From being labeled a "burden" all their lives, these young girls gave a new direction to their journey when they became the forerunners of community service during Covid.

Most girls from their neighbourhood drop out of school after Class 10th, with a handful going in for higher education. With their parents working as street vendors, auto drivers and daily wagers, the girls do not get much opportunity to explore their potential and lead an independent life.

But as the pandemic kicked in and people started losing their livelihood, the daughters in the family were also encouraged to go out and find work. These 125 girls were identified and enrolled at Smile Foundation's STeP skilling centre and trained as general duty assistants (GDA) for the healthcare sector.

With Covid-19 at its peak, the shortage of healthcare professionals was being felt, and after

completing their training these young, determined girls stepped up to fill the gap confidently. 98 of the 125 girls got placed in govt. and private health centres, hospitals and clinics, while some felt motivated to pursue further education.

The girls not just became financially independent; many of them became the sole providers for their families when their parents were out of job. However, they did not stop there. In their spare time, they used their newfound skills to serve their community and help out families who could not access medical facilities due to the pandemic.



THE NEED

A country like India which has a huge young population can reap better benefits from the demographic dividend if its youths are more educated and employable. The youth comprises over one-third of the Indian population which in turn constitutes a major part of the labour force of the country.

The number of underprivileged youth in India who lacks education and proper guidance is so huge that according to a national survey only 15% of the young graduates passing out of colleges are employable; the rest are branded unemployable. Mere academic knowledge of subjects imparted through regular school curriculum hardly fetches jobs. And higher education is a distant dream for millions of youth in the country who live in disadvantaged situations.

It is not their lack of theoretical knowledge that causes this. Instead, it is the lack of right skills and attitude. There is thus, an increasing concern among the leading employers of the country, about the dearth of ready-to-deliver employees. In addition, the macro perspective affirms that, it is crucial for the energy of the underprivileged youth to be channelized properly with proper direction to aid economic growth and nation building to elude their addition to family woes, social stress and national misery.

BRIDGING THE GAP

Smile Foundation realised that with a little hand-holding these youths can become the backbone of the Indian economy. If the youths are shown the right direction, they prosper, their family prospers and so does the country. And thus STeP or the Smile Twin e-Learning Programme was launched in 2007. The aim was and is to help as many youths as possible in getting gainful employment. They include both youths who have dropped out of school and those who have completed their Class X and XII.

This e-learning education programme of Smile Foundation has continued to create a pool of young and independent people through skill enhancement in tandem with market requirements. Smile Foundation keeps a constant eye on the market trends and revisits the curriculum at regular intervals. The required changes are made to enhance the prospects of employment of the youths. The pandemic period witnessed many changes as online platforms increased and healthcare became the primary need of people. Even in the BPO sector, which was one of the primary employers, the demand for employees with acumen in healthcare and retail increased.

The STeP team at Smile Foundation pulled up its socks and the placement cell changed its focus to training its youths as per the market need. Healthcare training centres were set up to train the young boys and girls in the General Duty Assistant (GDA) course. There was a dearth of trained nursing assistants in the country and the need for home-based caregivers also went up. Thus those trained in the course easily got absorbed. Caregiving comes naturally to women and with a little training, they master the trade. It was delightful to see most of the girl students not only getting employed but also loved and admired for providing compassionate care to patients. More than 70 per cent of the STeP beneficiaries today are girls and they are as good in retail as in healthcare.



With the pandemic, there was a steep rise in unemployment and a need to re-skill and upskill the youth as per the changing needs of the job market. The STeP initiative shifted focus to emerging sectors including healthcare assistance, digital marketing, BFSI and e-logistics, besides core employability.



BETTER TECHNOLOGY, BETTER TRAINING

Technology is changing fast and Smile Foundation understands the need for capacitating the trainers at the STeP centres at regular intervals. Training of Trainers (ToT) sessions are organised where selected trainers from centres across the country are updated on the required technical and communication skills. These master trainers go back and up the skill of other trainers so that the students enrolled do not lag behind their competitors. The training modules developed by Smile Foundation for the trainers help them in making the young students' tech-savvy and teach them how to communicate effectively in both their personal and professional life. A digital learning platform has also been developed in collaboration with Wadhvani Foundation to make it more effective and translucent.



INDUSTRY EXPOSURE & PLACEMENT SUPPORT

STeP has tie-ups with more than 250 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 organizes 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.



SIEMENS SCHOLARSHIP PROGRAMME

The Siemens Scholarship Programme moulds youth to become industry-ready engineers, equipping them to build a sustainable career in Engineering, Resource & Development or Manufacturing. Under this initiative, the program offers four years scholarships to meritorious engineering students from economically disadvantaged families. Additionally, internships, mechatronics, soft skills trainings, projects and mentorships provided by Siemens acquaint these bright minds with the dynamics of the industry,

thereby leading to their holistic development. The scholars are selected by a thorough selection process from all over the country, with 50% scholarship being reserved for girls. Scholars who have graduated from the programme have turned role models in their communities, and have been placed in leading companies in various sectors ranging from engineering, banking and finance, IT services to infrastructure, automotive, consumer goods such as TCS, Tech Mahindra, Hella Pvt Ltd, VISA, Amazon, Siemens, etc.



BERGER PAINTS ITRAIN ON WHEELS

Berger Paints India Limited has partnered with Smile Foundation to implement their iTrain on Wheels program - an upskilling initiative aimed at honing the skills of young painters by training them in contemporary painting techniques while simultaneously upskilling existing painters in order to enhance their employability

opportunities. The program aims to develop a pool of skilled workforce and develop entrepreneurial skills in painters. In addition to this, Smile Foundation will also monitor and evaluate the program and its impact assessment. Presently, training is imparted through mobile iTrain vans in 24 states over 100+ remote sites.



VOCATIONAL TRAINING UNDER PROJECT MANZIL

Project Manzil aims to increase retention of girls in schools, reduce incidents of early marriage and ensure effective transition from school to higher studies and/or work by making available training in vocational skills in government schools, along with apprenticeships and jobs for out of school adolescent girls (15-19 years) across Rajasthan. Girls are provided training in

streams like IT, healthcare, beauty & wellness, security, retail, automobile, apparel, home furnishing, agriculture, tourism & hospitality, and electrical & electronics. is a five-year project funded by Children's Investment Fund Foundation (CIFF) and implemented by IPE Global. The in-school component of training is implemented by Smile Foundation.



"I was making plans with my friends about college and jobs, and then suddenly I was looking at myself in the mirror dressed as a bride. I never said anything back then, but I repent not taking a stand. I had just turned 18. Everything went so fast that I never got a chance to stop it. I had to drop out of school and could not complete my education. I had always dreamt of being independent, but when my marriage was fixed, it felt as if my dreams were shattered. Then a year later, I got a chance to accomplish my unfulfilled dream. I was surprised when my husband and in-laws gave me the application form for Smile's Manzil vocational training course. They believed in me and allowed me to reconnect with my ambition again. I am now working in a beauty salon. People say that a girl's dreams are fragile and can be snapped by any rock thrown at them. I say - not always!"



NIRMA JAT, RAJASTHAN

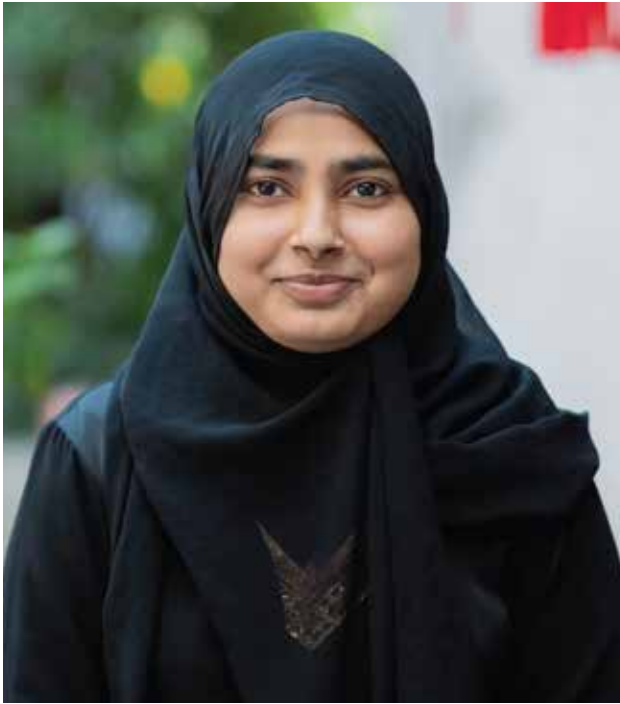
CHANGE THAT INSPIRES US



DIPTI, WEST BENGAL

THE HEALING TOUCH

For Dipti, one of the most intense moments as a nurse working with a super-specialty Hospital in Kolkata was healing a woman post a cerebral stroke. The patient was left-side flaccid and was so depressed that she was not willing to participate in the therapy sessions. "I told her gently that she will not be able to move back in time, and that now she had a choice to stay stuck where she was in mind and spirit or move forward and learn how to use her new body in different ways," says Dipti. Weeks after the rehab sessions she and her husband showed up one day again at the hospital. "Watch this," she showed her with pride that she could now move her left hand's fingers. The training on employability skills and patient care which Dipti received under Smile Foundation's Smile Twin e-learning Programme (STeP) made her passionate about nursing.



AFREEN, MAHARASHTRA

CHANGING MINDSET

Born and brought up in an overcrowded slum of Mumbai, Afreen could not continue her studies after high school because of financial constraints. She wanted to help her father and get a job. Though her parents believed that education should be gender-neutral, when it came to letting her work, they were hesitant. But as they say, if you want something desperately, the universe conspires to help you. Afreen's strong will to do something in life brought her to the Smile Twin e-Learning Programme centre. She only had to convince her parents to visit the centre once and the rest was history.

Upon completion of the course, Afreen emerged as a strong, confident woman ready to embrace any and every challenge at work. Today, she works as a business executive with renowned bank at a decent salary.

OVERCOMING THE LAST MILE

"My first memory of my father is pulling his rickshaw through the Mumbai rains and falling into a pit. I remember how my mother begged him not to go that day, but he was adamant, as we needed money to survive. We lived on everyday wages. We live in an environment where poverty and domestic violence is rampant. Most children of my neighborhood give up education midway. Many get caught in petty crimes too just to earn a few extra bucks. I would have been one of them had it not been for my mother, who accompanied me to school every day and made sure I study.

I work as a skill development executive and earn 14k per month. When I gave my first salary to Mom, she kissed my hands and said, "Mohsin, May God fill your hands with honorable work and hard earned wealth." That was the happiest day of my life."



MOHSIN, MAHARASHTRA

FULFILLING FAMILY ASPIRATIONS

"Since the last 23 years, I have seen my father doing his job with sheer dedication and sincerity. As a security guard, he stands for long hours, be it in peak summers or chilling winters. He never complains - always greets everyone with a smiling face. And for the sake of his family, he has been doing everything - from double shifts to guarding residences throughout the night without resting. Though I can never repay his sacrifices, I wish to see him take a small break from work. I am planning to take him to a vacation. It will perhaps be our first family vacation."

Pooja was trained on employability skills under Smile Foundation's livelihood programme STeP in Delhi. She has been placed in an Insurance firm as a Senior Relationship Manager.



POOJA, DELHI



IMPACT 2021-22

96%
STeP enrollees received
STeP certification

209
employee engagement
programmes held

153
exposure visits
organised

322
career counselling
sessions organised

65%
were placed in
200 brands

71%
beneficiaries
were Girls



HEALTHCARE

Smile on Wheels as it is popularly known, Smile Foundation's mobile healthcare programme was launched in 2006 with the purpose to make healthcare affordable, accessible and available to all. The mobile medical unit takes primary healthcare to the doorsteps of the disadvantaged communities living in urban slums, villages and extremely hard-to-reach areas. The focus particularly is on maternal and child health.

1,000,000
CHILDREN & FAMILIES
RECEIVED HEALTHCARE
SERVICES

58
PROJECTS

17
STATES



DOORSTEP HEALTHCARE FOR TRIBALS IN RI-BHOI, MEGHALYA

“From the demographic structure to its health facilities, Meghalaya is very different to work in, particularly the tribal communities. Before we started this project, most of the people were dependent on alternate medicine. Now they trust us and regularly come for OPDs”, the lead doctor of the Smile on Wheels mobile healthcare project in Ri-Bhoi district of Meghalaya shares. More than 12,000 children and families living in some of the remotest areas of Ri-Bhoi district, Meghalaya are receiving free doorstep healthcare services through the project. The Smile on Wheels mobile hospital is reaching to the doorsteps of tribal communities in 14 villages, including Umdihar, Nongrimjyrm, Mawkhla, Borgang, Saiden, Nartap, Sohlaitrim, Pahambirthem, Mawiong, Mawdiangum, Pahamrioh, Umling, Umtham, Dulongnar. Along with providing primary healthcare services, the doorstep healthcare programme is also giving special attention on behavioral change among children from the communities through awareness on hand washing, sanitization and maintaining general hygiene for staying healthy.

While the change in the communities is gradually starting to show, the Smile on Wheels team feels that they too are blessed to be working with the tribal children, women and elders. “I met an 87-year old patient in the field; we both didn't know each other's language but when he thanked me and showed a blessing gesture, I knew I had something to celebrate. No matter how difficult the situation gets while working, the people for whom we work keep us going.”



THE NEED

It is well recognized 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. While India has made rapid strides in the health sector since independence, data from NFHS-5 indicates that access to healthcare still remains a challenge.

Nearly 72% of the population in India still lives in rural areas and has access to about 25% of the healthcare infrastructure. Urban slum dwellers, on the other hand, suffer from adverse health conditions owing to mainly two reasons –first the lack of awareness; and second the unwillingness to lose a day's wage in order to reach the nearest medical facility. The sheer vastness and geo-spatial diversity of the country also make it difficult to meet the healthcare needs of the entire population.

Smile Foundation started its health programme with a view to providing healthcare to all irrespective of location and socio-economic standards, nonetheless, with a special focus on urban poor and underserved villagers.

BRIDGING THE GAP

Smile Foundation's healthcare programme aims at taking healthcare close to the homes of people and also encourages health awareness and contemporary healthcare-seeking behaviour among underprivileged people. It is done through campaigns, health camps organised at regular intervals, and providing health screening, medical care, and medicines through mobile health clinics. Keeping the health of children, women, and other vulnerable populations in mind, mobile health clinics were started which could reach out to people in the far-flung areas and informal settlements of the cities where people lack awareness about basic healthcare. These people are mostly daily wagers and have no time to go for even free-of-cost health check-ups in government hospitals.

Smile Foundation's hospital on wheels informs and educates people about good health, nutrition, and hygiene, creates alertness about the measures to be taken to prevent communicable and non-communicable diseases, provides ante-natal and prenatal care, immunisation and family planning services, conducts a wide range of pathological lab tests, and also serves as a referral for tertiary and secondary healthcare.

With telemedicine services becoming bliss for people living in remote areas, Smile Foundation has integrated the telemedicine model with the mobile health units' programme. Tele-consultation is provided through mobile medical units. For geriatric patients, pregnant women, and children, there is a special programme in which a nurse visits the house of the patient with a laptop to connect the patient with the doctor and provide medicines based on the prescription generated online. Smile Foundation believes that this public-private model can effectively bridge the gaps in the public health system. Telemedicine can connect people living in the remotest corner of the country with the top hospitals and specialists thus enabling the cure of rare diseases and arresting epidemic outbreaks.



THE PANDEMIC

India's strides in the health sector have not been phenomenal. The pandemic made the loopholes even more evident. The importance of preventive healthcare was further realised as people from the underprivileged sections struggled to get basic healthcare when they needed it the most. Infrastructures all across the country collapsed, people became bankrupt, and some had to sell off their agricultural land and even the house they lived in to pay for the bills of a hospitalised family member. This pushed millions of people into poverty. Smile Foundation felt it should and could do much more.

The campaign 'Health Cannot Wait' was launched to facilitate access to affordable healthcare, preventive medicine, health emergency preparedness and support at their doorstep across urban slums and rural pockets of India. While the mobile healthcare units continued to provide uninterrupted primary healthcare services to the less privileged people living in the villages and urban slums, dry ration kits were distributed among the vulnerable communities, hygiene kits were distributed among the underprivileged in rural areas and urban slums, protective gears were provided for the frontline workers, and oxygen banks were set up for government hospitals and health centres.

To increase the reach of government labs for COVID-19 testing, the mobile vans collected the samples as per the information provided by the government control rooms and delivered those to the diagnostic centres. This helped increase the number of testing done every day. Database management and tracking were also done regularly. Tele-counselling to reduce vaccine hesitancy among the people continues to be another important intervention under the healthcare programme, which was started when the pandemic created havoc.

Covid Response: Phase-2

Food & Safety

- **3.3 million** meals distributed (in addition to **27.7** million meals during Phase I response) benefitting **3,662,210** people
- **20,377** hygiene & safety kits distributed

Strengthening Health Infrastructure

- **515** oxygen concentrators, **80** oxygen cylinders provided to Govt. & private hospitals & health centres
- **867,000** 3-ply masks and **28,000** N95 masks distributed to healthcare workers, patients and general public
- **3593** thermal scanners, **6580** oximeters, **4347** sanitizers, **5038** home isolation kits provided to Govt. & private hospitals & health centres
- **233,766** RTPCR Kits provided to Govt. & private hospitals & health centres

Support in Covid-19 screening & testing

- A total of **32,759** samples were collected through Covid-19 mobile medical units in Pune & Chennai and testing was done as directed by government laboratories

Smile Foundation's comprehensive healthcare initiatives - Smile on Wheels mobile hospital programme, health camps and telemedicine centres aim to reduce out-of-pocket expenses on healthcare, decrease vulnerability to diseases, and promote a health-seeking behaviour, taking healthcare at the doorsteps of economically disadvantaged, socially excluded and remote population of the country.



TELEMEDICINE FOR LAST MILE DELIVERY

The concept of telemedicine works on the simple principle of providing healthcare services from a distance, and this answers the need of providing healthcare in India, even in the hinterlands. While public healthcare centres (PHCs) are essential for providing physical connectivity until the last mile, their integration with telemedicine centres can aid in an evolved and superior system of healthcare delivery. Through community-based tele-health kiosks in small towns and villages, patients can connect with specialist doctors at the nearest urban hospital. During the year, Smile Foundation benefitted over 85,000 people through its telemedicine projects in Mewat, Haryana, and Bhilwara, Rajasthan.



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 3,000 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 50,000 men, women and children were sensitised through various mediums like group discussions, street plays, door to door visits etc.



NEED-BASED 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. 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. With the support of HDB Financials, Smile Foundation organised 22 Physiotherapy camps across India for truck drivers as a special initiative to provide specialised care.



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 everyday etc were taught to the children. Special awareness sessions were conducted for adolescent girls on menstrual hygiene.

MATERNAL & CHILD HEALTH

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. Healthy baby shows, nutritious food demonstrations and distribution of fortified nutrition for expecting and lactating mothers and children is also an integral part of the health programme. Over 6,500 women directly benefitted through the maternal health programme.



ENABLING COMMUNITY HEALTH WORKERS

Frontline community health workers are key to the success of the National Health Rural Mission. Trainings were conducted for members of 5 Village Health Sanitation & Nutrition Committees on rural health, health delivery structure, health rights, management of VHSNC fund and role in improving community health. Online workshops were organised for over 100 frontline health workers including ASHA, Aanganwadi workers and ANM on non-communicable diseases and basic first aid techniques in Gadag (Karnataka), Virrudh Nagar (Tamil Nadu), Mewat (Haryana) and Pune (Maharashtra).



CHANGE THAT INSPIRES US



GOWRAMMA
KARNATAKA

"We spent all our lives working for our children. My husband works as a security guard still at 72, because now our children have left and refuse to take care of us. Both of us have diabetes; our health has started failing us now. Whatever savings we had, whatever my husband earns - everything we used to spend on medicines and doctor fees. Going to the government hospital is not easy for us either. From last two years, this medical van has started coming to our neighbourhood. The young team reminds us of our own kids. We talk to them and along with our health, our loneliness also seems to get better.

Even during Covid these people came regularly. They come to our home with medicines if we can't make it to the van. They hold our hand and take us for a check-up. I can only say that for the poor, old and forgotten people like us, they are doing a big help."

"See my hands now, they have healed completely. I take up odd jobs on daily wages, don't have a real job. I hurt my hand, it got burnt, and because it was left untreated a severe infection developed. For several days I was in pain. But for me the big trouble was I was not able to work. I have a family of five to feed - three children. They all depend on my income. Whatever happens, I must find work.

Someone told me about this van that provides free health services to people like us. I don't trust doctors and have rarely gone to one for treatment. We usually rely on home remedies, and leave the rest to fate. But this time, I really needed help. The pain was also getting worse and I was not sure how long it will take to heal by itself. I was surprised when the people talked so politely and treated every patient with so much respect. In 1 week, my hand felt better. Now I regularly visit the van, and my family also avails of the health services."



SHEBABRATO
WEST BENGAL



BISAHU KHARE
CHHATTISGARH

"My little grandson is the light of my life. His mother passed away while giving birth to him, but that day, I resolved I would love and care for him so much that he would never feel the absence of his mother. However, a few months later, when I started having health problems of my own, I realized I was getting older. I panicked, thinking who would take care of Surya now!

As soon as I visited the mobile medical van, the doctors started regular treatment for my muscle pain and hypertension. Their assurances and guidance gave me the hope that little Surya will not be left alone. With a strong will and the kind gesture of these doctors, I have been able to take care of my health, so that my grandson can have a better future."

"A mother's heart is tied to her child's. If something happens to my daughter, even if it is a small thing, I become extremely concerned. In our village, there is no doctor. The nearest clinic is 5kms away and we have to walk all that way. Two weeks before, my daughter started crying continuously. I didn't know what to do. My husband was out for work. I and my mother in law tried our best to soothe her, but she won't settle down. Then my mother in law said today is the day that the health van will come. The van started coming to our village once every 15 days, with doctors and free medicines. We keep track of the day when the van comes.

When I brought him to the medical van, the doctor told me she has diarrhoea. He gave me proper treatment guidelines and packets of ORS solution which helped to calm her. The moment she started smiling again, I was finally relieved!"



DIVYANSHI
RAJASTHAN



IMPACT 2021-22



350,000+ people sensitised on health related issues through awareness camps



85,647 people benefitted through telemedicine projects



75% of the **1,000,000+** beneficiaries were women and children



More than **10,000** children benefitted from School Health Programme



WOMEN EMPOWERMENT

Smile Foundation launched its women empowerment programme in 2005 to reach out to marginalised and socially-excluded women and adolescent girls. The aim since then has been to capacitate them through innovative community practices, support them in education and development of life skills, empower them to seek healthcare and bring sustainable changes in the community, and also engage men and boys in creating a gender-equal society.

72,650
WOMEN AND GIRLS
BENEFITTED



SELF HELP GROUP OF TRIBAL WOMEN INSPIRES CHANGE IN MODGAON, MAHARASHTRA

Meet this inspiring group of tribal women from Modgaon village in the Palgarh district of Maharashtra who started their own flour mill (atta chakki) in August 2021 during the pandemic. When most daily wagers were struggling to make a living and thousands of people were out of jobs, these women decided to step up and support their families.

"We didn't have any atta chakki in our village and had to walk a lot to grind grain. It made us realise that having our own mill will be such a great idea. We are mothers and feeding our children, families, community comes naturally to us. If a woman can work in the fields to grow crops, cook food for her family, she can also earn money and be the breadwinner for her family", says Meenal, a member of the village's Self Help Group (SHG).

Smile Foundation helped the women form the SHG, which they chose to name "Prerna" - the Hindi word for inspiration. They were provided training under the Swabhiman programme to help them realise their potential. After the training they decided to start the flour mill.

"If we don't have the skill, we can learn, it is the will that is more important. We have been able to earn decent money through the mill. We feel liberated to be self-sufficient and also support our family", says Lata, another woman from the Prerna group.



THE NEED

Over the past decade, gender equality has been recognized 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.

A community, society, and country prosper when its women and girls are empowered. Giving women and girls the liberty and opportunity to have an education, be self-sufficient and financially independent, get the right healthcare, and have a say in decision-making at home and outside the home is beneficial for society. In India, even as we are witnessing women rising to the topmost political, bureaucratic, banking, and corporate positions, they are only a small fraction of the country's women population. Gender bias is still prominently visible and will continue to exist as long as women and girls themselves do not rise to the occasion.

Smile Foundation's aim has been to address the concern through a simple but effective approach involving the community. Through innovative community practices, the programme seeks to make the marginalised and socially-excluded women and adolescent girls realise their inner strength and individual and collective self-esteem.

BRIDGING THE GAP

Women and girls are enabled to realise their potential and contribution to the family and society. The Change Agents educate, counsel, and advocate through street plays, puppet shows, mime shows, counselling sessions, one-to-one interaction, and other innovative mediums of interpersonal communication. The Information Centre set up in the intervention areas is open for people to have access to information on government schemes and have a basic understanding of women's issues, rights, and laws.

Smile Foundation's life skill education module developed for adolescent girls orients them on gender issues and their rights besides building their confidence, self-esteem, and negotiation skills. They learn about self-defence measures and the various career options available to them along with acquiring knowledge on maternal and child health, and the vigour to stand against the evils of female foeticide.

Women and girls living in the slum settlements and rural areas are also taught communication and networking skills to make the life of not only women but also men, children, and the elderly living in the neighbourhood better. They regularly interact and keep in touch with the Auxiliary Nurse Midwives (ANMs), Accredited Social Health Activists (ASHAs), staff at the primary health centres (PHCs), and also Health Department officials at the district level besides the representatives and staff of the local civic bodies. This has enhanced their access to basic healthcare, and knowledge about the different government schemes and brought an overall improvement in the quality of their lives.

Understanding that discrimination against women is not restricted to any particular class or creed, Smile Foundation organises various events to sensitise men and women of the privileged class too. Celebrities are actively involved in creating awareness among people on women empowerment while in collaboration with colleges and universities, events are organised for and with the youths. The purpose is to build a society that is gender inclusive and gender neutral.



Smile Foundation's empowerment programme for women and girls which is being implemented under the name Swabhiman (the Hindi term for self-respect), follows a tailor-made '4 S Model'—Seeking Healthcare as a Behaviour, Support for Livelihood, Supporters through Male Involvement, and Sustaining the Change in Communities.

NUTRITION ENHANCEMENT PROGRAMME

Launched in 2019, the Nutrition Enhancement Programme aims to improve the nutritional status of pregnant and lactating women, and children in the age group 0–6 years across 13 villages in Bhawanigarh block of Sangrur District, Punjab.

Nutrition plays a critical role in growth and development of women and children. Maternal nutrition impacts woman's health during pregnancy in turn influencing health of her new born. Studies have shown that the child's health in their first 1,000 days of life is critical and as it influence the outcomes during childhood and later in adulthood. Hence, it becomes imperative to ensure healthy pregnancy and healthy women and children.

Nutrition Enhancement Programme focuses to strengthen the physical infrastructure and initiatives of the government system, build in awareness and knowledge amongst the community. The programme also involves engaging with various stakeholders through capacity building. Some of the key activities under the program include:

- Refurbishment of Anganwadi centres to make the Anganwadis accessible, informative, and attractive for children and mothers
- Amplifying significant days such as Anaemia Mukt Bharat Diwas, Breastfeeding Week, Poshan Maah
- Capacity Building Sessions of Anganwadi Workers through organising trainings for the workers through experts
- Knowledge building of mothers, pregnant and lactating women on importance of health and nutrition aspects like diet diversity, IFA consumption, birth preparedness, breast-feeding, etc.
- Retaining practices and learning in the community on nutrition through sharing recipes using locally sourced high nutritional value ingredients
- Establishing community and individual kitchen gardens by using waste material to grow local vegetables to ensure diet diversity in routine



SUPPORTING WOMEN ENTREPRENEURS

Entrepreneurship and skill development training is provided to women from urban slums and rural areas with limited means owning low scale businesses. Industry experts join in-house Swabhiman trainers to help the women understand and apply the basics of business and financial management, marketing and communication. They are familiarised with ways and opportunities to scale up and expand their

small-scale endeavours to maximise profit and grow as independent, successful entrepreneurs. Financial Literacy sessions and life skill trinings are held from time to time for adolescent girls as a step forward in ensuring their economic empowerment by making them aware of banking, investment, financial security, etc. and helping them make informed and confident choices as they move ahead in their lives.



REPRODUCTIVE & CHILD HEALTHCARE

Reproductive & Child Health is the pilot initiative of Swabhiman aimed at providing basic primary healthcare and addressing issues of pregnancy, newborn and child health, and facilitating access to public and private health facilities. 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, breastfeeding and immunization. The programme envisages improvement in the health status of mothers, infants and children in underprivileged communities by bringing healthcare services to their doorstep through mobile healthcare 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 child, 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 in the long-term. 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. Resource centres are created within the communities to equip the women with relevant knowledge.



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 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.



CHANGE THAT INSPIRES US



SHAHEEN
DELHI

"Taking care of my three children is more important than conceiving repeatedly. This is something which did not occur to me till I was counselled. I am glad I was made aware," says Shaheen, a 26-year-old resident of Mahatma Gandhi Camp. She has three children; two boys aged eight and seven years and a girl who is three years old.

Shaheen was unaware of the benefits of a small family and the family planning measures available. She had to be counselled for more than four months on the significance of family planning, birth spacing, and immunisation. The guidance provided by the Swabhiman community health educators about the permanent method of contraception for women, i.e., tubectomy, eventually convinced Shaheen to opt for the same. She recently got a tubectomy done and is happy that she could take the necessary precautions and proper care of her health.

"Covid brought many problems with it – both outside and within our home. My husband who used to work at a tailoring shop lost his job. It became very hard to make ends meet. We could not even pay the school fees of our daughter. This led to many fights at home and I could see my family falling apart. At that time the Swabhiman community mobilizer started visiting me, asking about my health and well being. I started attending the meetings where we were taught about healthcare, financial literacy, and becoming self dependent. I gradually became more confident and encouraged my husband to start working from our home. I too learned sewing and got some support to get a machine. After that, we started receiving orders and getting back on our feet. During Covid, I also taught how to make masks to other women in my slum who needed some extra income. Now, thankfully, things are much better."



SHYAMA
HARYANA



YASHODA
KARNATAKA

Before the pandemic, Yashoda was a young mother to a one-year old, living with her cab driver husband in Bengaluru. However, her husband lost his job in the lockdown and things turned bitter due to the resultant financial constraints. Yashoda, however, fought back. She joined the 'Entrepreneur Development Training Programme' of Smile Foundation which enables women to start their own ventures.

Yashoda not only completed the training herself, but also gathered women in her community who were suffering like her. Soon she emerged as a leader of her peer group and set up a business of handmade organic cosmetics with them. Since then the group has started making lip balm, kajal, bathing salt, bathing powder and tooth powder. The enterprise has now been registered as "Kadamba Naturals". Yashoda wants to expand her business and support other women too in becoming self-reliant.

Ishwati was a daily wage labourer living with her family of six in Maharashtra. After a day's work her family was barely able to meet ends meet. When Smile Foundation began its Swabhiman programme, she was one of the first to come on board and helped mobilize other women from her community. Initially, Ishwati took up vegetable cultivation in her backyard. The two-pronged benefit being that not only does she run her own business, but also uses nutritious vegetables to feed her family. Slowly Ishwati mobilized other women of her community and formed a Self Help Group which now runs the vegetable cultivation business.

During the Covid-19 lockdown, it was this essential business which helped their families survive. Ishwati is a true change-maker, who has led women from her community towards financial independence and confidence.



ISHWATI
MAHARASHTRA

IMPACT 2021-22



A total of **72,650** women and girls empowered



32,120 women and children provided nutrition enhancement support



38,500 girls and women provided awareness & access of healthcare



1000+ women and adolescent girls trained as change agents





EMPOWERING GRASSROOTS

Capacitating grassroots community-based organisations (CBOs) to work smartly, adapt to the ever-changing technological landscape, and craft their initiatives in such a way that it is self-sustainable in the long run, has been a constant effort of Smile Foundation.

Empowering Grassroots is aimed at handholding, training and enabling CBOs to maximise their impact on the ground. 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 are held round the year to help the CBOs effectively resolve their day to day operational challenges.

In the last two decades, Smile Foundation has handheld and supported over 5000 grassroots initiatives across India, with an aim to strengthen the bottom of the socio-economic pyramid and bring transparency and accountability in the workings of the development sector at the grassroots level.



THE NEED

India has around 3.2 million registered non-government organizations (NGOs) and social entrepreneurs, working on various social issues in rural and urban areas. These organizations and social entrepreneurs play a significant role in the social development of the nation, tackling grassroots challenges and bringing various schemes and programs by the government and large organizations to the vulnerable and needy. However, these organizations face several challenges that hinder their ability to be effective advocates of social change.

As India is emerging as a growing economic power, the focus of foreign donors has shifted from India to other developing countries. On the other hand, India's middle-class segment is growing, along with rise in charitable giving. Additionally, India is the first nation to legalize corporate social responsibility (CSR), providing a structured boost to development endeavours at the grassroots. With the enactment of CSR Law, corporate India is emerging as a strong actor in the context of social development needs of the country.

Smile Foundation, based on its philosophy of Social Venture Philanthropy (SVP) and aligned with Atmanirbhar Bharat, has been working to empower such organisations towards better governance, self-reliance and self-sustainability.

BRIDGING THE GAP

CHANGE THE GAME INDIA

The overall objective of the Change the Game India (CtGI – the India chapter of Change the Game Academy) is to capacitate grassroots organisations in the areas of project management, communication, local fundraising, the process of transparency and good governance, including accounting systems, reporting and compliances etc. The training also focuses on creating awareness among the grassroots organisations on various government programme and schemes and how to leverage them.

Change the Game Academy is an initiative by Wilde Ganzen Foundation, Netherlands, and was co-created in association with CESE (Brazil), the Kenya Community Development Foundation (Kenya) and Smile Foundation (India). It aims to end dependency of organisations from Global South on foreign funding, by supporting autonomous local organisations to strengthen their in-country fundraising capacity.

MOBILISING SUPPORT

- Enabling CBOs to compliment and supplement the efforts of government towards achieving national and global development goals
- Mobilising and sustaining support and commitment from Government as well as other local stakeholders and decision makers

LOCAL FUNDRAISING

- Mobilising civil society and business community for strengthening community initiatives
- Helping CBOs understand the importance of effective communication, strong leadership and good governance to increase transparency and accountability
- Equipping CBOs with the basic knowledge and skills to diversify the resource and support base, in achieving credibility and sustainability



CHANGE THAT INSPIRES US



“Smile’s handholding and mentoring support from the very inception has helped NeeV to grow in manifolds.”

—Dr Shalini Malhotra, NeeV

Samvedana was started in the year 2003 to work as a catalyst for sustainable impact in the area of nutrition, education, and skill building amongst the underprivileged. The Empowering Grassroots programme made the organisation confident enough to step out of its comfort zone and connect with civic bodies, partner with the government, transfer ownership to community women, leverage technology and take to digital methods to connect with people on the ground. It changed the way it operated, improving community connect and visibility.

Samvedana now approaches its potential donors with added poise and professionalism. Besides more than 50 awards and recognition received by the organisation, in 2016, Ms Janaki Vasant received the Nari Shakti Puraskar from the President of India.



“Programmes like Mobilising Support gave us the right direction to scale up our initiatives and effectively channelise our energies for creating change and impact. It also instilled professionalism in pursuing our passion with a purpose.”

—Ms Janaki Vasant, Samvedana, Gujarat

Neev, a learning centre under Bharat Memorial Charitable Trust in Gurugram, Haryana joined hands with Smile Foundation in 2008 to educate the community children. Today, it has transformed from a literacy centre to a learning centre. There is a substantial improvement in process documentation of the programmes, keeping records of beneficiary details, organisational communication, and strengthening of financial documentation including maintenance of balance sheets.

Neev’s innovative fundraising platforms include Stand-up Comedy Nights, Spring Festival, and developing synergy with senior citizens for shared value. The celebration of the annual day as a yearly fundraising event helps in keeping regular connect with the stakeholders. NeeV has now also learnt how to make conscious efforts in increasing the visibility of the organisation through social media and other platforms.



CHILD FOR CHILD

Children were one of the worst impacted and vulnerable groups during the pandemic as schools shut down and they were restricted inside their homes, with no social interaction. They were suddenly taken out of the ecosystem where their teachers, friends and other caregivers and associations from the outside world create a community for them to thrive in. Most children ended up spending extra time on digital devices and consuming virtual content, along with the excessive negative information on the pandemic itself that was spread across platforms. The pandemic is expected to have a long term effect on the mental well being and overall development of children across the world.

Smile Foundation, through its Child for Child programme, has been working for nearly two decades now to positively engage school children from across the country and imbibe in them positive human values, helping them understand the importance of growing up as responsible, conscientious citizens.

During the pandemic, this intervention became even more relevant as the lockdowns and prolonged closure of schools forced the children

into isolation and increased the tendency of exposure to negative emotions like depression, anxiety, apathy and aggression. Our efforts during the pandemic were focused on reaching out to the maximum number of children virtually through different innovative and creative activities that would help channelize their young energy in a constructive way.

The Child for Child team also initiated dialogue and discussions with parents, teachers, principals and educators across the country to help re-create a supportive environment for children as well as caregivers as they navigate the adverse impact of the pandemic.

More than 500 value education sessions were conducted with more than 1000 schools digitally all across India. Under these sessions, children are sensitized to various causes and value systems, and made to understand the importance of growing up as empathetic human beings and 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.

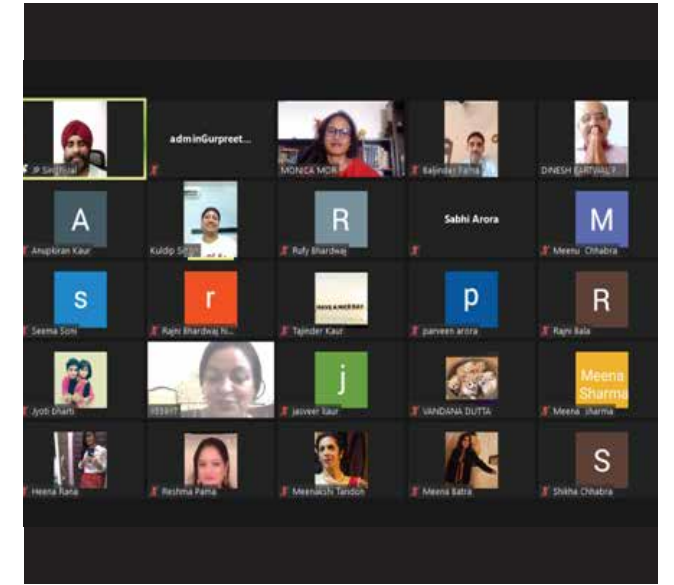
SIFFCY

The 8th edition of Smile International Film Festival for Children and Youth (SIFFCY) was organized to bring good cinema from around the world to children and youth in India. A selection of animated, non-verbal, and super entertaining movies highlighting various human values was showcased during the week-long festival to an audience of over 15,000+ school children, youth, parents and film enthusiasts. Smile Foundation believes that cinema is a powerful medium to instill positive values such as empathy and compassion in children at the right age.



PRINCIPALS MEET ON BLENDED TEACHING-LEARNING

Child for Child programme connected with school heads from all over India and brought them to a common platform to discuss the way forward for education. The topic for the online principals meet was "Best practices in Blended form of learning & teaching". Principals were invited from across different regions to get an understanding of how schools were dealing with the pandemic across states. The panel discussions were not only riveting to listen to but also there was a huge amount of learning for the principals and heads of institutions from each other during the Meet.



ANTI-CHILD LABOUR CAMPAIGN

Child for Child team of Smile Foundation picked up a cause close to the hearts of children "Child Labour" and built an online awareness competition titled "A Child is Meant to Learn, Not to Earn". The aim was to engage children with Art & Creative writing. This we felt would contribute hugely towards their mental wellbeing and keep them distracted in a constructive way. Over hundred schools participated from across the country and more than 5000 children joined hands to spread the message.



MASTERCLASS BY RUSKIN BOND

Children from schools across India, including children from Smile Foundation's Mission Education programme, got to learn the wonderful art of storytelling from the legendary author Padmashree Ruskin Bond. The digital masterclass helped children unleash their inner creativity and build their own stories and narratives to help navigate the world around them in their own language and expression. The innate curiosity of the children came out as they loaded their favourite author with questions about his most popular stories and characters.

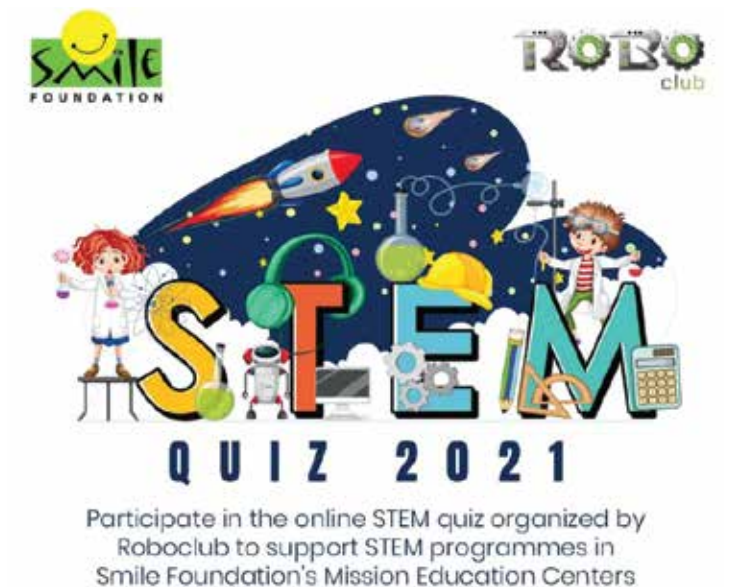
#WASTENOMORE CAMPAIGN

On Rashtirya Swachhata Diwas, Smile Foundation in collaboration with Pepsico India promoted the initiative of Plastic Waste management through a country wide campaign titled 'Waste No More'. School children were encouraged to take part and help create their own vision of an India where plastic is no more a waste. Children from over 260 government and private schools, and from the Mission Education programme from 52 cities participated in various thematic competitions through essay writing, painting, making best out of waste, and video & audio storytelling on Plastic Waste management.



STEM QUIZ WITH ROBOCLUB

With an aim of aligning privileged and underprivileged students with STEM education through quizzes and hands-on workshops, Smile Foundation's Child for Child programme, with support from RoboClub, has been organizing STEM quizzes and workshops. The 2nd national STEM Quiz reached out to 10000+ students with 200+ final participants from all over the country. The quizzes and workshops are aimed at getting youth to participate and test their skills, inspiring them towards hands-on learning and creating awareness on STEM careers.



SMILE FOUNDATION

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

BALANCE SHEET AS AT 31ST MARCH, 2022

(Amount in Rs.)

PARTICULARS	SCHEDULE	AS AT 31ST MARCH, 2022	AS AT 31ST MARCH, 2021
SOURCES OF FUNDS			
CAPITAL FUND	1		
Corpus Funds:			
Corpus Funds		379,362,699	36,16,55,052
Reserves & Surplus:			
General Reserve Fund		27,34,59,559	25,26,30,742
Current Liabilities & Provisions:	2		
Sundry Creditors for Expenses		33,81,403	1,02,36,373
Restricted Grants - Pending for Execution		18,41,42,120	25,74,85,905
Statutory Dues Payable		41,26,048	27,07,598
Other Current Liabilities		17,50,166	1,79,99,063
TOTAL		84,62,21,994	90,27,14,733
APPLICATION OF FUNDS			
PROPERTY, PLANT & EQUIPMENTS	3		
Tangible Assets & Intangible Assets:			
Total Net Block of Tangible Assets & Intangible Assets	3A	14,29,73,888	10,86,48,728
Less : Net Block of Tangible & Intangible Assets acquired out of Restricted Grants	3B	10,42,91,772	6,87,73,825
Net Block of Tangible Assets & Intangible Assets		3,86,82,116	3,98,74,903
CURRENT ASSETS, LOANS AND ADVANCES			
Deposits:	4		
Deposits with Banks		78,05,03,901	83,76,12,453
Security Deposits		40,78,745	33,85,570
Balance with Revenue Authorities		56,64,577	21,83,856
Loans & Advances:	5		
Project Advances		10,00,277	21,95,785
Restricted Grants Receivable		1,10,19,979	62,24,575
Other Advances		48,84,398	1,08,49,590
Cash in Hand		3,88,000	3,88,000
TOTAL		84,62,21,994	90,27,14,733

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 : 29th September, 2022

For and on behalf of board of trustees of
SMILE FOUNDATION

Sd/-
Sr. Director Operation
(Subroto Roy)

Sd/-
VP- Finance & Governance
(Pratap Kumar Ray)

Sd/-
Trustee
(Santanu Mishra)

Sd/-
Executive Director
(Vikram Singh Verma)

SMILE FOUNDATION

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

INCOME AND ITS APPLICATION ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH, 2022

(Amount in Rs.)

PARTICULARS	SCHEDULE	FOR THE YEAR ENDED ON 31ST MARCH, 2022	FOR THE YEAR ENDED ON 31ST MARCH, 2021
INCOME			
I. Voluntary Contributions (including for specified programmes)	6	87,34,62,923	63,50,73,361
II. Other Incomes	7		
Interest Income		3,62,31,557	4,14,75,211
Other Miscellaneous Income		2,47,885	6,05,339
(II)		3,64,79,442	4,20,80,549
Gross Income Available for Application (I + II)		90,99,42,365	67,71,53,910
APPLICATION OF INCOME			
I. Income Applied for Execution of Various Social and Welfare Programmes:	8		
Mission Education Programme		13,40,64,477	8,19,07,131
Action for Children Programme		-	3,05,95,553
Child for Child Programme		50,83,879	-
Smile Twin E-Learning Programme		16,67,089	68,28,887
Smile on Wheels Programme		9,02,31,234	8,68,21,925
Swabhiman Programme		21,36,07,372	12,78,05,444
Scholarship Programme		4,12,14,090	2,35,49,422
Relief & Diseaster		8,34,94,315	4,92,53,451
Nutrition Enhancement for Children & Women		19,62,87,000	15,05,68,424
Other Social and Welfare Programmes		1,53,53,574	1,43,56,410
		27,55,703	34,20,258
Total (I)		78,37,58,733	57,51,06,905
II. Administrative & Other Expenses	9	10,03,15,818	7,48,51,422
Total Income Applied (I + II)		88,40,74,551	64,99,58,326
Net Surplus / (Deficit) before Depreciation & Taxes		2,58,67,814	2,71,95,584
Less : Depreciation	3	23,31,350	23,34,132
Net Surplus / (Deficit) before Taxes		2,35,36,464	2,48,61,452
Less : Provision for Tax		-	-
Net Surplus / (Deficit) for the year		2,35,36,464	2,48,61,452

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 : 29th September, 2022

For and on behalf of board of trustees of
SMILE FOUNDATION

Sd/-
Sr. Director Operation
(Subroto Roy)

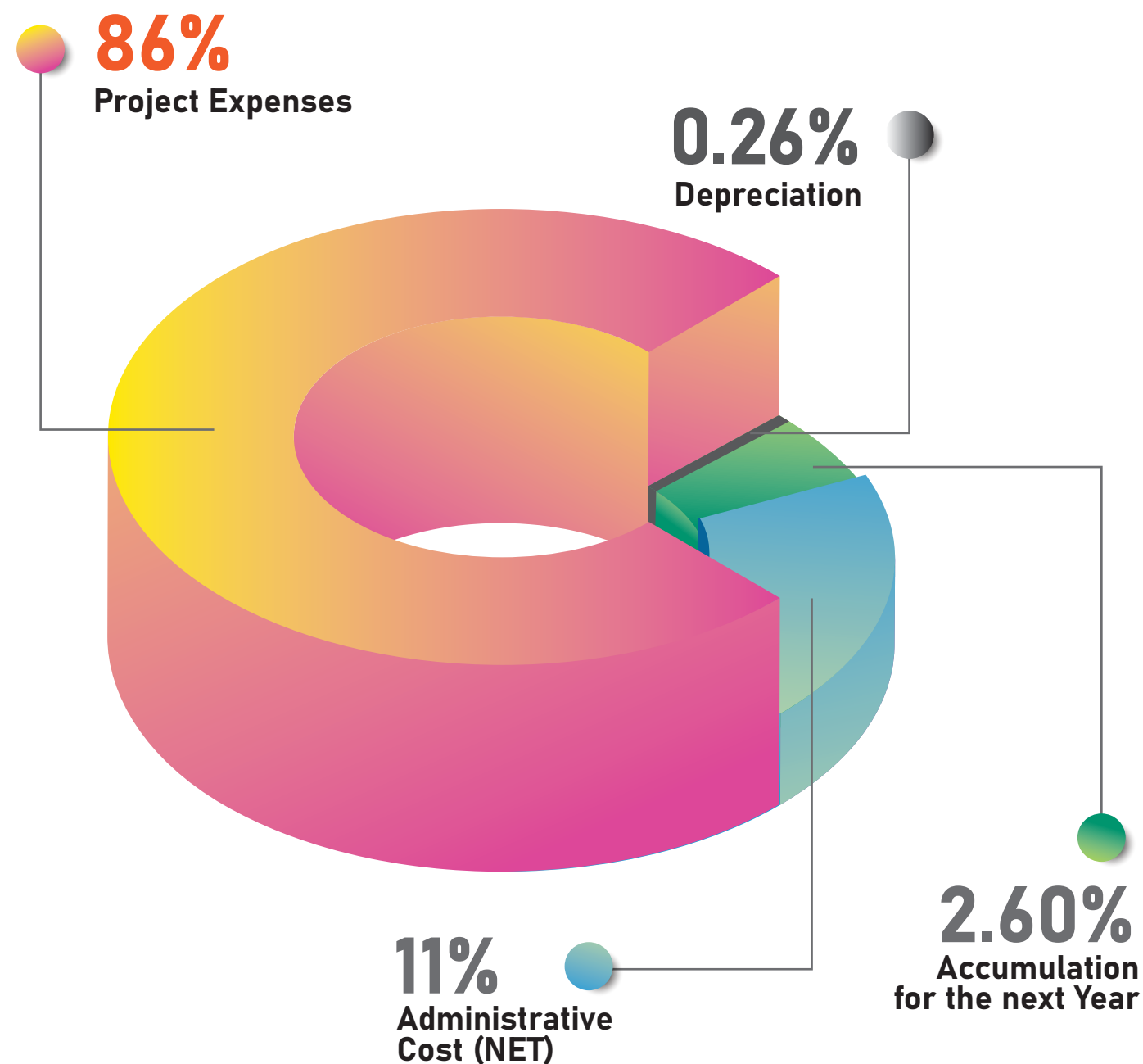
Sd/-
VP- Finance & Governance
(Pratap Kumar Ray)

Sd/-
Trustee
(Santanu Mishra)

Sd/-
Executive Director
(Vikram Singh Verma)

DISBURSEMENT OF FUNDS 2021-22

Receipts 90.99 (Amount in Crores)



Note: Total administrative cost is 17.89% out of which 6.86% 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, 2022.

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 - 30/10/2022

RECENT AWARDS AND RECOGNITIONS



EMPANELMENT & ACCREDITATION

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

★★★

Smile Foundation's now accredited with GlobalGiving, one of the largest global crowd funding platforms.

★★★

Smile Foundation has been accredited as a Guidestar India Platinum validated charity

★★★

An Implementation Agency under CSR IA Hub of the Indian Institute of Corporate Affairs (IICA) under aegis of Ministry of Corporate Affairs, Govt. of India

★★★

Smile Foundation has been accredited as a Charities Aid Foundation (CAF) America validated charity since 2014

★★★

Member of the United Nations Global Compact since 2017

★★★

Empanelled with National CSR Hub at TISS, an initiative under Ministry of Heavy Industries & Public Enterprises

★★★

Accreditation with India Development Foundation of Overseas Indians, under the Ministry of Overseas Indian Affairs, Govt. of India

★★★

Accredited as Charities Aid Foundation (CAF) India validated charity since 2012

★★★

Verified by NGO Source as equivalent to US Public Charity

★★★

Listed as a member organisation with United Way Worldwide

OUR SUPPORTERS

10FA	Deutsche Bank AG	Ishq FM	Relaxo Foundation
Abbott India Limited	Dow Chemicals International	Karza Technologies Private Ltd	S&P Global Foundation
Aditya Birla Captial Foundation	Pvt Ltd	Kennametal	Sage Foundation
Agilent Technologies	Dragon Fly	Macleods Pharmaceuticals Limited	Sanjeevni trust
Airbus Group India Pvt Ltd	Driplex Water	Mars Chocolate	SBI Capital
Alkem Laboratories Limited	Ericsson India Global Pvt Ltd	Mastek Foundation	SBI Card
Allianz	Ericsson India Limited	Meena Bazaar	SBI Life Insurance Company Ltd
Amazon	Essel Mining	MEL	Siemens Ltd
Anunta Technologies	Euronet Services India Pvt Ltd.	Microsoft	Siemens Technology Services Pvt Ltd
ANZ	Flipkart	Misereor e.V.	Siemens Energy Industrial
AT Kearney	Fossil Foundation	Mitsubishi Electric Automotives India	Turbomachinery India Pvt Ltd
Athena Health	GAYE	Pvt Ltd	(Dresser Rand India Pvt Ltd)
Atlas Copco India Ltd	Give Foundation	Mphasis	SS Suply Chain Solutions Pvt Ltd
Avery Dennison	Give India	MSD Pharmaceutical	SUN TV
BC Jindal Foundation	Give2Asia	MSL India	Suta
Bed & Bedding	Goodera	MYN Global	Target Corporation
Berger Paints	Google	NASSCOM Foundation	Tecnimont Private Limited
Bewakoof.com	Google Pay	Netflix	Thomson Reuters
Big Basket	Graviton	Novartis	Trycon Technologies Private Limited
Big FM	Hab Shifa	Online Giving	UK Online
Birlasoft	HDB Financial Services	Ozone Pharmaceutical	Vistara
Bluejay	Limited	PayPal	Wallace Flour Mills Ltd
BMC Software	HDFC Life Insurance Company	PepsiCo Foundation	Walters Kluwer
Booking.com	Ltd.	Pepsico India Holdings Pvt Ltd	Webasto Foundation
CAF America	HNF	Perfetti	Wellsfargo
CAF India	Honda India Foundation	Philips	Western Digital
Ciena	I H S Markit	Phone Pe	White Water Media
CISCO	Iamwow	PPG Asian Paints Private Ltd	Wilde Ganzen
Clarivate	Idemitsu Lube India Pvt Ltd	Prabhudas Ramji	WSP Consultants
Clifford Chance	IMCD	Practo	Yourcause
CNH Industrial India Pvt Ltd	IndoStar Capital Finance	Quaker	Yum Foundation
Commvault	Limited	Quantiphi Analytics Solutions Pvt Ltd	Yum Restaurants
Corporate Warranties	Intel	Quest Global	Zydus Healthcare Ltd
Cosco Shipping	Interactive Brokers India Pvt	R1 RCM India Pvt Ltd	Siemens EDA (India) Private Limited
Cosmos Maya	Ltd	R1 RCM	(Mentor Graphics)



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