

WOMEN
EMPOWERMENT



EDUCATION



LIVELIHOOD



HEALTH CARE

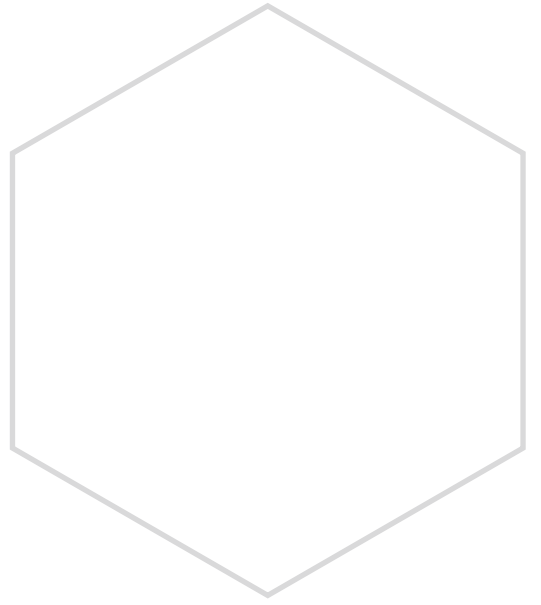


EMPOWERING
GRASSROOTS



CHILD FOR
CHILD

ImFact18



ImFact 18

Annual Review Report
2017-18

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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 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.

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

ImFact'18 captures the best of our journey, bringing alive some of the most memorable moments and the most inspiring narratives through these pages. Hope you will find it an engaging read!

Santanu Mishra

Santanu Mishra
Co-Founder & Executive Trustee

(On behalf of Smile Foundation's Board of Trustees)

CHILDREN AND FAMILIES: LIFECYCLE APPROACH

Beginning in the corridors of education, Smile Foundation adopted a **lifecycle approach** and extended its thematic areas of intervention by supporting family health, livelihood, and women empowerment.

Children, their families and the community become the target group for Smile Foundation's activities as child education cannot be done in isolation, without ensuring the welfare of the whole family. Following the lifecycle approach, Smile Foundation has directly impacted the lives of over 1.5 million children and families so far.

IMPACT SO FAR



EDUCATION

More than
200,000
children
provided
education



HEALTH CARE

Over
1,000,000
people
provided
healthcare



LIVELIHOOD

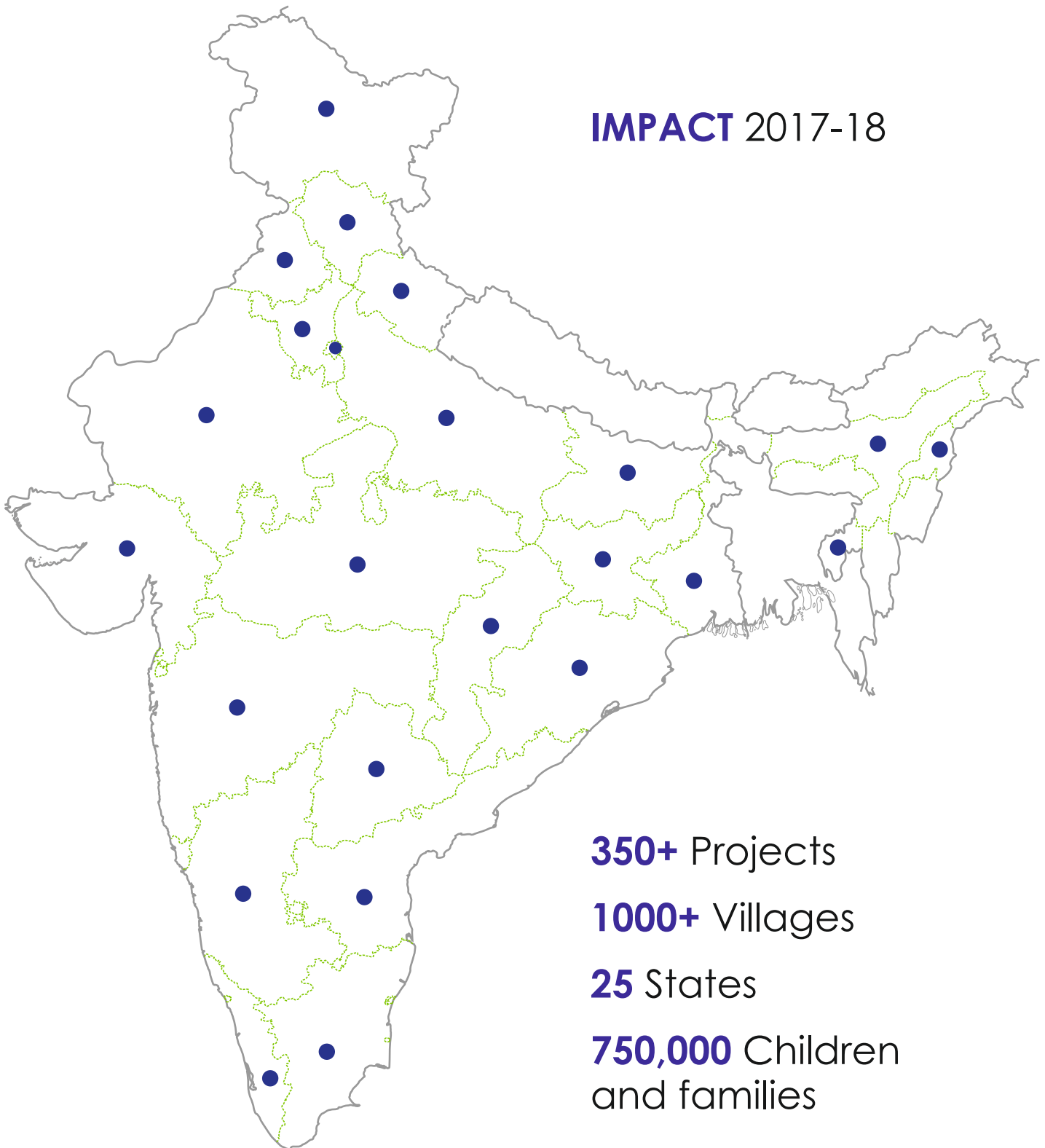
42,000
youth
trained &
25,000
placed



WOMEN EMPOWERMENT

Over
5,00,000
women &
girl children
benefitted

IMPACT 2017-18



350+ Projects

1000+ Villages

25 States

750,000 Children
and families

HIGHLIGHTS OF THE YEAR



April

Mega Health Camp was conducted under the Smile on Wheels project in Bilaspur, Himachal Pradesh, benefitting more than 3000 people. Over 500 eye tests and cataract surgeries were conducted, restoring the eyesight of many elderly in need.



May

Co-Founder & Executive Trustee of Smile Foundation – Mr Santanu Mishra was felicitated with the CSR Person of The Year Award for "having created a sustained impact of more than 15 years in the CSR sector" by SPO India.



June

New STeP centre was launched with support from Thyssenkrupp, training 120 youth from the Sunkadakatte slum area in Bengaluru, in market-oriented job skills to enhance their employability in retail and service sectors.



October

400 sailors of Indian Navy Service Chennai joined hands with Smile Foundation to celebrate the Joy of Giving Week, and contributed to support the education of children of 200 children at a Mission Education centre in Dharavi, Mumbai.



November

His Holiness The Dalai Lama launched "The World of Children", Smile Foundation's special initiative aimed at bringing together privileged and underprivileged children and inspiring them to build a better world.



December

The 3rd edition of the Smile International Film Festival for Children and Youth (SIFFCY) was held at the Siri Fort Auditorium in New Delhi, showcasing 120+ critically acclaimed films from over 50 countries to 15,000 children.



July

Convocation Ceremony of Smile Foundation's Vocational Training Programme, supported by PepsiCo Foundation, was held in Mamandur, Tamil Nadu. 235 women received course completion certificates and a sewing machine each.



August

22 leaders of grassroots initiatives from Jharkhand, Delhi, Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Himachal Pradesh, and Karnataka attended a 5-day residential capacity building programme under Change the Game Academy initiative.



September

Leaving their boardrooms, leading names from the corporate world cooked, contested and raised awareness and support for nutrition of less privileged children at Smile Foundation's unique charity cook-out "Cook for a Smile".



January

Over 1000 volunteers and corporate employees ran to support the cause of child education with Smile Foundation at the Mumbai Marathon 2018. Their support ensured education of over 1500 children under Mission Education programme.



February

Smile Foundation was conferred the GuideStar India – NGO Transparency Award for "adopting comprehensive transparency, accountability and good governance procedures with an exemplary level of public disclosure".



March

The 12th edition of Smile Foundation's charity fashion show Ramp for Champs was held, where girl children from Smile walked the ramp and confidently matched steps with over 30 eminent personalities and influencers.



Smile Foundation's flagship programme Mission Education provides quality education, healthcare and nutrition support to socio-economically disadvantaged and out-of-school children in remote villages, tribal belts and unreached slums across India. The programme was initiated in 2002 with the belief that whether we are addressing healthcare, poverty, population control, unemployment or human rights, there is no better place to start than in the corridors of education.





DURING THE YEAR



Education is both the means as well as the end to a better life; means, because it empowers an individual to earn his/her livelihood and the end because it increases one's awareness on a range of issues – from healthcare to appropriate social behavior to understanding one's rights, and in the process evolve as a better citizen.

Smile Foundation's educational initiatives include Pre-school [3-6 yrs], Non Formal Education [6-14 yrs non-school 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.

With an increase in the number of centres across the country to 261, the Mission Education programme has been making efforts to bring the hardest-to-reach children, many of whom had never attended a school before, under the fold of education.

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. Digital literacy, an inherent aspect of 21st century education, has become the spine of the educational pedagogy at Mission Education centers with focus on applying technology that arms our students with the skill sets they need to succeed throughout their life.

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. Scholarship support has provided to exceptionally talented students to complete their higher education in professional courses.

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.

REGAINED CHILDHOOD: A RAY OF SUNSHINE



 Bhaktharahalli Village, Karnataka

Just 60 kilometres away from the bustling city of Bengaluru is the little known village of Bhaktharahalli which cuts a very different picture from its neighbouring metropolitan. Home to around 500 families, the village has majority of its population engaged in farming and agricultural labour. Due to consistent low rainfall, the area is declared drought prone every year with the poor, landless farmers bearing the brunt of crop failure and incurring heavy losses. For these families struggling to survive every day, sending their children to school had never been a priority. Preparing children to become extra hands at work and add to the household income seemed a much better prospect to them for sustaining their hand-to-mouth existence. To make things worse, the nearest school was a 15 km walk. When a Mission Education centre was first initiated in the village ten years ago, the biggest challenge was to bring the first batch of children to school. The teachers went from door to door, talking to parents, convincing mothers to send their children to school, and finally the wheels of change started turning. It was the first small victory when parents started enrolling their children to the school without being prompted. They could see the difference education was making – the children behaved properly, dressed up neatly, talked confidently. Today, with facilities like computer labs, library, nutritious meals, exposure visits, sports and other co-curricular activities, the centre has expanded and provides education to children from seven nearby villages.

ENHANCING QUALITY, IMPROVING LIVES



Leaner-Centred Pedagogy

Baseline assessments were done to assess the learning levels of children, with focus on language and numeracy skills. Further, need based solutions were provided including language labs, libraries, theatre and visual art workshops, math learning apparatus, etc.

Smart Classrooms

Smart class installations and e-learning solutions were integrated with classrooms at various Mission Education centres to use applied technology for providing children an opportunity to enhance their skills and knowledge, making them future ready to excel in a digital world.



Covering Health & Education

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

The Five Hygiene Factors

Infrastructure support was extended to all Mission Education centres, keeping in mind the five hygiene factors - clean air (better ventilation), clean water (drinking water facilities), proper seating (furniture), adequate light (lighting) and proper toilets.



CHANGE THAT INSPIRES US



Naresh, Nagaland

"My parents are farmers. They work for 7 days a week. Be it rain, heat or cold, they are out working in the field. I hope when I grow up I can give them a comfortable life and the happiness they deserve."

Naresh is a student of Class 7 at Mission Education centre in Punro, Nagaland. Like all the children of his tribe, Naresh joined his parents in the fields when he was old enough to stand up. The nearest school was in another village, and the hilly terrain was another reason for the parents to prevent their children from going to school.

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

Today, Naresh is one of the class toppers. He wants to become a doctor when he grows up and set up a clinic in his village to help his community.

"My dream is to fly."

Eight year old Sonia wants to become a pilot. Her inspiration is her father who is a driver. But she is often discouraged by her friends who tell her that slum children like them should not dream of the skies.

Sonia studies in Class 1 at Mission Education centre in Kolkata, West Bengal. She is one of the oldest children in her class, but this has never stopped her from participating fully in all classroom activities.

Sonia's father has raised her single handedly, working day and night to provide for her survival. Never having been educated himself, he never thought of sending Sonia to school. But, when teachers from the Mission Education centre went knocking on his door, and Sonia showed great interest in joining school, he enrolled her without delay.

Being a fast learner, Sonia has adjusted well to the centre and has now been put in a fast track class.



Sonia, West Bengal

NUTRITION

Malnutrition slows a child's development and makes them vulnerable to a number of illnesses. The UN's Standing Committee on Nutrition (SCN) has identified malnutrition as the largest single contributor to disease in the world. It's a sad fact that many children around the world don't get enough to eat, and the foods they do eat often lack essential nutrients vital to a child's overall health and growth. Left untreated, malnutrition can inhibit the physical and cognitive development of children and lead to lifelong consequences.

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

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

Awareness sessions on child nutrition, adolescent nutrition and nutrition for mothers were conducted to seek commitment to the cause from influential members of the community

Street plays highlighting importance of nutrition and combating malnutrition were organised to spread awareness in communities

Parents and children were given knowledge on healthy eating habits, meal planning, infections and unsatisfactory feeding practices by dietary experts

Nutrition support was provided to children in 22 states across 261 Mission Education centres

Hand washing awareness campaign was conducted as a step ahead in encouraging hand hygiene among the children





INFRASTRUCTURE SUPPORT

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.

Buildings, classrooms, laboratories, and equipment- education infrastructure - are crucial elements of learning environments in schools. There is strong evidence that high-quality infrastructure facilitates better instruction, improves student outcomes, and reduces dropout rates, among other benefits. 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. The infrastructure support intervention covers construction of classrooms, sheds, toilets and water tanks in the schools. It also includes equipping the centres with electronic gadgets, furniture, sports items and entertainment utilities.

Infrastructure support was provided at 27 locations in 12 states - Andhra Pradesh, Chhattisgarh, Delhi, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand and West Bengal.

TEACHERS' CAPACITY BUILDING

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 teachers' capacity building workshops for teachers from all the four zones, 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 centres 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 during hands-on school that have emerged as per the need analysis based on the interactions with teachers.

A wide range of topics including Classroom Management, Experiential Learning of Mathematics to enable children's understanding of the basic concepts of mathematics in a concrete way, creation of Learning Resource Groups, Aiding Literacy Development in the early years and Child-Centered Teaching methodologies were covered during the workshops.

IMPACT



51% of the total **beneficiaries were girls.** Education of girls gets priority by bringing about an attitudinal change in the parents' outlook towards their education.



88% of eligible children were **mainstreamed to formal schools**, after passing out from Mission Education centres, further ensuring a bright future.



27710 children were directly provided education during the year through **261 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 **1000 health camps** were conducted to cater to healthcare needs of the children.



7078 school drop-outs resumed education under Bridge Course, to facilitate their mainstreaming into formal educational institutions.

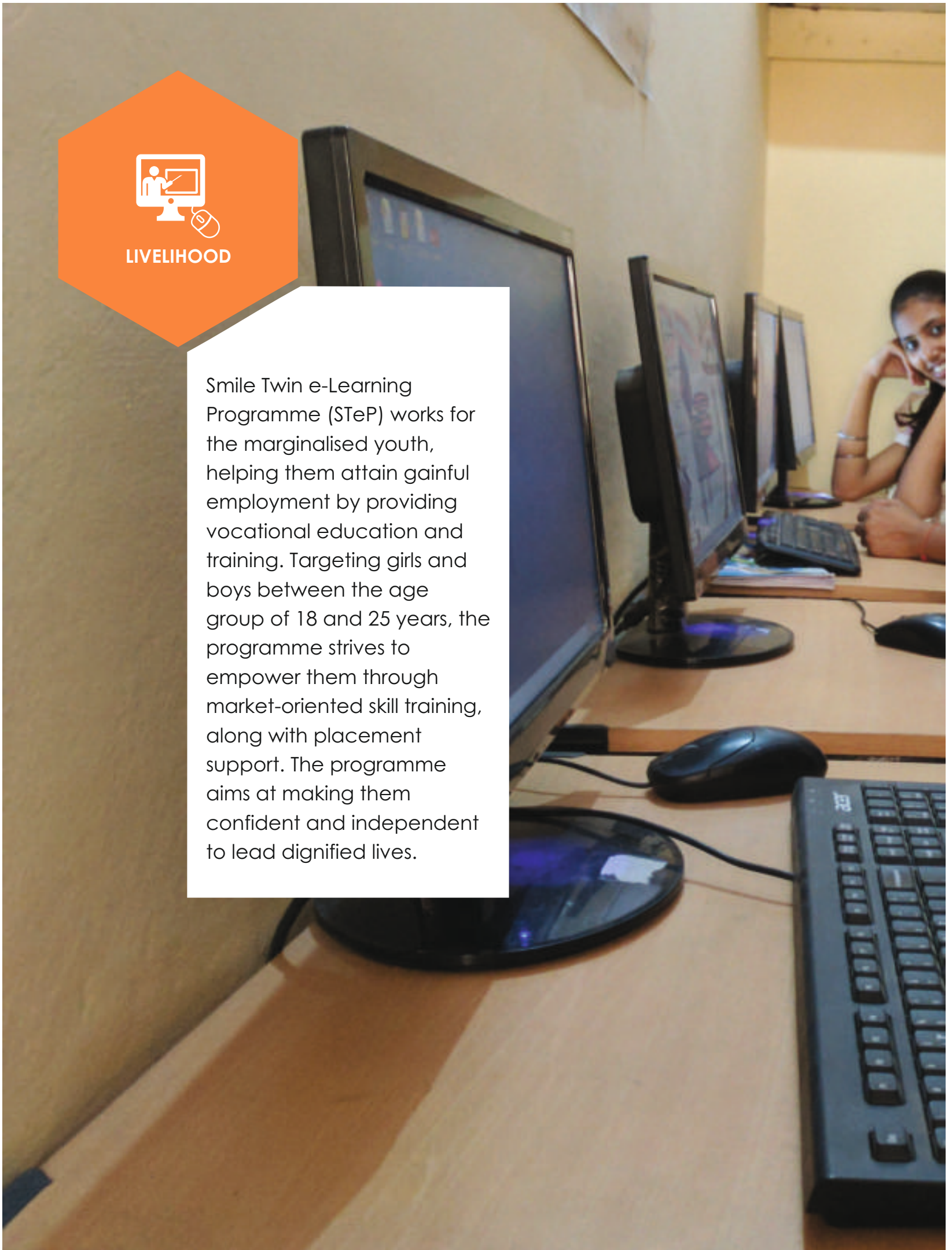


10484 children received **Remedial Support** as an extended effort to ensure retention and a good academic performance in school.



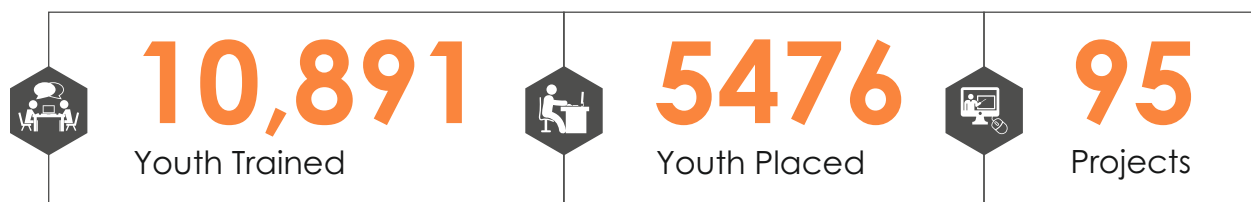
LIVELIHOOD

Smile Twin e-Learning Programme (STeP) works for the marginalised youth, helping them attain gainful employment by providing vocational education and training. Targeting girls and boys between the age group of 18 and 25 years, the programme strives to empower them through market-oriented skill training, along with placement support. The programme aims at making them confident and independent to lead dignified lives.





DURING THE YEAR



Youth is perhaps one of the most powerful resources that a country can have. India is expected to have over 500 million youth population by 2020, which means around 64% of our population will be added to our workforce, the country's socio-economic development will witness an unprecedented rise. Economists believe such favourable demographic dividend could add a significant 2% to the GDP growth rate. However if we do a reality check, this projection best seems to be a distant dream. India happens to be one of the fastest growing economies in the world, and yet this financial growth has not trickled down to benefit the sheer volume of people who are out of jobs. What is even more unfortunate is that it is not so much the dearth of jobs, as the lack of skilled manpower that is the reason behind such large numbers of unemployed youth. There is a yawning gap between the market requirements and the knowledge and skills of the youth, such that they fail to get jobs as per their potential and are forced to join the majority of the country's working populace in the unorganized sector, or worse. With this very vision and in a concerted effort to equip, enable and empower the youth, Smile Foundation initiated its national livelihood programme, the Smile Twin e-Learning Programme.

In total 10,891 youth were trained during the year under STeP. These young men and women come from backgrounds where they get negligible attention in terms of education and awareness, owing to adverse economic situations at home. They mostly drop out of school after passing their 10th or 12th standard and lack the skills required for any white collared job. They then engage directly in daily wage work as labourers in construction sites or as vegetable vendors or any minor job that pays them even minimum wages. The programme identifies school such youth from socially marginalised and economically disadvantaged

communities and provides them the requisite skills training spanning a period of six months.

The curriculum maintained its standard of excellence. Revised study material has been introduced to keep the training programmes topical. New curriculum has been developed for Retail and Basic Management as well as Personality Development and Soft Skills in collaboration with industry experts.

Exposure visits took the students outside the confines of the classroom into the real world where they would soon be working. These help the youth get hand-on training and develop an understanding of concepts such as workplace culture, customer satisfaction, work ethics and also familiarize them with every day challenges. Employer engagement programme brought professionals from the industry into the classroom who shared their experiences. 269 employer engagement sessions and 268 industry exposure visits were held during the year.

STeP programme's central placement cell coordinated with potential employers in the retail and service sectors and was able to secure employment for more than 5400 youth. Many others chose to wait for better opportunities, or complete their higher education after completing their STeP training. The STeP programme has tied up with over 200 reputed brands like Airtel, Eureka Forbes, Burger King, Reliance Market, HDFC Bank, Aegis, Wave Cinemas, D-Mart, Westside and Vodafone to provide employment to the trainees.

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



One of the biggest challenges faced by the STeP team when they initiated a project in Kurla, Maharashtra, was enrollment of women youth trainees. The community is home to daily wagers, hawkers, small-time vendors and fruit and vegetable sellers. Women from the community were discouraged from taking up jobs and working for a livelihood. The community mobilizers faced a lot of challenges in counseling the families who were unwilling to let their daughters step out of the houses. After months of counseling and door to door visits, the first female youth trainee was enrolled. It had not been easy, but it was a start. Gradually, the word spread and the centre started getting queries from parents of young women who had either been unable to complete their schooling, or were looking for ways to support themselves and their families financially. Some of them were young wives and mothers who had been married at an early age and wanted to add to the family income, with dreams of securing the future of their children through education. Female enrollment increased and the parents gained further confidence as they saw the impact within six months of training on the young community women. After the first batch passed out, many got jobs with good companies. Each one of these women became an inspiration for the many more who just needed a little encouragement to find their own voices. They became a beacon of hope for parents who had never realised the potential of their daughters, or had to curb their beliefs owing to societal pressures. Today, the centre is one of the first in the STeP programme to have a higher female to male enrollment ratio.

ENHANCING QUALITY, IMPROVING LIVES



Digitized Curriculum

More than 70 percent of the STeP course content has been made digital, in collaboration with Ericsson's Connect to Learn initiative. These web-based training modules are highly interactive and engaging, which help in promoting student interest and participation.

Online Assessments

Centralised online assessment system has been introduced under the STeP programme to help standardise the assessment procedure in centres across the country. This also makes the trainers more effective, and helps monitor the trainees' performance over time.



Industry specific training modules

To match pace with the fast changing 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.

Training of Trainers

For providing quality employability training to the youth trainees, STeP conducts training of trainers programme that helps them learn ways to keep a tab on the learning graph of individual students and devise strategies to work on their strengths and improvement areas.



CHANGE THAT INSPIRES US



Omkar, Maharashtra

"This is not just my first job, it is a reply to all those who said daughters are a burden."

When Shobha could not get a job after completing school, neighbours started blaming her father for pinning their hopes on a daughter. He had suffered the same taunts when he had decided to send Shobha to school, while the family was almost starving.

But Shobha's parents always stood by her and told her not to let negative talk hurt her. It was her father who enrolled her for the STeP programme and encouraged her throughout to keep working hard and giving her best.

Today, Shobha works at the manufacturing unit of a reputed Indian corporate and earns Rs. 12,000 a month. It is a big addition to her family income and a crucial support to her father who is old now and cannot go to work daily. Shobha is also pursuing her graduation through a distance learning programme to further advance her career.

"With my first salary, I got a gift for everyone in the family. It was the first time I gave them something."

Omkar lives in one of the mushrooming non-descript slums of Mumbai with his parents and two younger brothers. His father is the only earning member in the family, working as a sweeper in a nearby college compound.

Despite seeing his father's struggle to feed the family and the honesty with which he did his job, Omkar always looked for quicker ways of earning money. Falling in bad company, he started getting involved in wrong doings. Whatever money he made, he would spend it all on himself.

It was when his father got ill and had to discontinue his job that he finally took heed of his responsibilities towards the family. He joined the STeP programme and put in sincere efforts to learn and improve. After completing his training, he got placed in the first attempt with a well-known food retail outlet.



Shobha, West Bengal

MARKET-ORIENTED TRAINING CURRICULUM

The primary objective of Smile Twin e-Learning Programme (STeP) is to enhance the prospects of employment for underprivileged youths who are educated, yet resort to contractual or casual labour work, and even unsolicited activities due to lack of industry skills and opportunities. In order to fulfil this goal, boys and girls roped into this project are subjected to 6-month training in English Proficiency (spoken and written) and Basic Computer Education to begin with.

The training module also includes subjects like Basic Management and Retail Sales Management that enable an individual to find his or her rightful place in the fast expanding retail, hospitality and BPO sectors. Another key component of quality employability training is inculcating Soft Skills in candidates so that they are confident around people and do not feel alienated at their workplace.

Any traits that pose a threat to the expression of their individual personality are eliminated through comprehensive training in Personality Development. This subject is included in the training module to inculcate punctuality, flexibility, will to learn, eagerness to help others and other such positive qualities in the youth, enabling them to sail smoothly through their corporate journey.

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.

Industry Exposure gives the students first-hand knowledge of their future prospects in the job industry and aims at making them market ready. It provides the students a direct chance to learn from the experience of others who are already a part of the industry. The learning experience is practical and the interface helps the youth gain an insight into industry requirements. STeP trainees are taken for exposure visits to corporate houses, retail outlets and private organisations, during the training period and imparted knowledge on management skills, on-job experiences, and measures that they must take to upgrade their skill levels on a continuous basis. Many a times the employers also visit the centres to interact with the students.





CAREER COUNSELLING

Every student in the STeP centres is equipped with their own set of personal strengths and skills. The main aim of including the aspect of career counselling is to help students choose a field that is in tune with their skills and their job expectations and offer the right career guidance to the students. Career counselling has proved beneficial in terms of providing new directions to the students and boosting the confidence of the students. Students can now discuss in 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. A total of **1026 career counselling sessions** by in-house trainers as well as industry experts were conducted in STeP centres across India.



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.



CENTRALISED PLACEMENT CELL

STeP has tie-ups with more than **200 renowned brands** that offer employment to the students. Smile Foundation operates a Centralised Placement Cell that works with potential employers from different sectors to understand their needs, analyse them and create opportunities for students, both through campus and off-campus placements. The Placement Cell also organises workshops on a range of topics covering professional development, communication skills, interview process and career guidance. Post the training period, the Centralized Placement Cell takes up the responsibility of identifying relevant job opportunities for the graduating youth. STeP also conducts post placement follow-ups to ensure that a healthy employee-employer relation is maintained. It also works on the retention of the newly employed students. Education and training has ensured that these youth live a dignified life and become an inspiration for their siblings and other youth in their communities.

IMPACT



There was an overall **increase of 48%** from last year in enrolment at STeP centres



In the reporting period, out of the total youth enrolled under STeP, **94% successfully completed training** and received certificates of accomplishment



269 employer engagement sessions and **268 industry exposure visits** were held during the year across the country



53% of the total trained youth **got placed in first attempt** of the recruitment drive in more than 200 reputed brands



56% of the total beneficiaries **were girls**



1026 career counselling sessions by in-house trainers as well as industry experts were conducted across all STeP centres





HEALTH CARE

Smile Foundation's comprehensive healthcare initiatives - Smile on Wheels mobile hospital programme and Smile Health Camps, aim to reduce out-of-pocket expenses on healthcare, reduce 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.





DURING THE YEAR



Smile on Wheels, adopting a doorstep delivery approach, provides promotive, preventive and curative health services in remote rural areas and urban slums. It has revolutionised the primary healthcare approach in India by reaching out to millions, and addressing problems of mobility, accessibility and availability of primary healthcare. The model envisages an efficient and cost effective health delivery system for the community which ensures reduced or no out of pocket expenses. The fully equipped GPS enabled mobile hospital units feature all the necessary equipment along with pathological lab facilities, audio-visual aids and a team of trained and experienced medical professionals.

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. The Mobile Medical Unit not only provides curative services but also acts as a bridge between the community and government. Considering the need, the beneficiaries are referred for advanced treatment to different Government & Private hospitals. Smile on Wheels has developed linkages with Government Hospitals which can provide specialized care free or at affordable prices to the beneficiaries.

Each year, millions of people die of preventable deaths. These deaths happen due to preventable behaviors and exposures and can be averted. Thus, one of the most effective ways to keep the community healthy is to make the people aware and prevent the vector or the cause which leads to chronic illnesses. The main aim is to generate awareness through dissemination of

information leading to adequate program literacy regarding entitlements and processes both for the beneficiaries as well as the implementers to ensure optimum results. Smile on Wheels team conducts street plays, rallies, video screenings, poster campaigns awareness sessions and community meetings to enlighten the community on topics relevant to health. Such IEC activities promote preventive measures & actions in the community.

To bring down maternal and infant mortality rates, special emphasis has been put on maternal and child health. Daily supplements to expecting mothers, nutrition plans, medicines, blood tests and counseling for Institutional Delivery are some of the services provided. Expecting parents are made aware of various beneficial Government Programmes like JSSK (Jannani Sishu Suraksha Karyakram), PMMBP (Pradhan Mantri Maternity Benefit Program), RBSK (Rashtriya Bal Suraksha Karyakram), RKSK (Rashtriya Kishore Swasthaya Karyakram) and others.

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 front line health workers like ASHA & ANM is also conducted.

SERVING WITH A SMILE UP IN THE HILLS



📍 Udhampur, Jammu & Kashmir

The benefits of Jammu & Kashmir's health infrastructure are yet inaccessible to the remote villages of the scenic Udhampur district. The hilly terrain often presents challenges, making it difficult for people, particularly the socio-economically vulnerable populace, to avail even primary healthcare services. Security risks in the state make the situation even worse. Addressing this, a dedicated Smile on Wheels mobile health van was initiated to take healthcare services to the doorsteps of the community in 16 villages of Udhampur. The community that had once resorted to seek medical care only under the most dire circumstances, enduring illnesses that could eventually turn fatal, now has health services readily available to them. In addition to this, counselling sessions are regularly conducted to make the community people aware of the risks and signs of preventable ailments and promote a health-seeking behaviour. One of the biggest achievements of the project has been a significant increase in the number of women seeking healthcare services. Being at the greatest risk of malnutrition, anaemia and reproductive health issues, women are given special focus. Dr. Sardari Lal from the core project team shares, " I feel joy working with my patients. They tell me that they feel better knowing that medical care is always available, and just that sense of security wards off the harshest of illnesses." The Smile on Wheels mobile health project in Udhampur propagates the "prevention is better than cure" ideology, with the dedicated doctors and paramedical staff always serving the community with a smile.

ENHANCING QUALITY, IMPROVING LIVES



Health Management Information System

Records of each patient and all community activities conducted in a Smile on Wheels project are tracked through a well-managed digitized Health Management Information System which helps in monitoring proper and effective execution of the programme on the ground.

Combating Tuberculosis

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



Collaboration for Community Hygiene

Smile on Wheels teams in Ludhiana, Surat, Ahmedabad, Mumbai and Kolkata collaborated with Municipal Corporations to provide solutions on fogging, anti larval droppings and water logging for maintaining better community hygiene and prevent outbreak of diseases.

Adolescent Girls Groups

Adolescent girls from the community were identified to form Adolescent Girl Groups, to encourage discussion and awareness on issues such as menstrual and personal hygiene and sanitation. Through capacity building, these girls are further being groomed into change agents.



CHANGE THAT INSPIRES US



Bhaskar, Karnataka

Bhaskar picks rags for a living. Over the years, he developed multiple skin problems and infections, with a constant itching in his throat, and continued breathing problems. Bhaskar stays with his son and daughter in law, who refuse to take him to a doctor, or spare any expense for his medicines.

His only companion was his wife, who died two years ago. After this, Bhaskar's health took a turn for the worse and he could not work anymore. His son started treating him like a burden, verbally abusing him at the slightest excuse. Bhaskar started falling into depression.

When the Smile on Wheels mobile hospital first came to Bhaskar's village, he had completely resigned to his situation. A concerned neighbour brought the doctor to Bhaskar's shanty, and his treatment started.

Gradually Bhaskar's health improved and he started visiting the Smile on Wheels regularly. Today, he has not only started working again, but is also smiling more.

"At one point, I thought I had lost her."

Pari's mother heaved a sigh of relief when after weeks of illness, her daughter finally gave her a smile. Pari lives with her parents in an urban village on the outskirts of Gurgaon, Haryana. Her parents recently migrated from their village, looking for better work opportunities and a brighter future for Pari.

It had only been two months since Pari's father found job as a caretaker and her mother as a maid, when they noticed Pari's high temperature. The fever refused to go away, Pari lost her appetite and grew weaker with each passing day.

Not knowing what to do, they ran to hospitals, but long queues awaited them. Then they learnt about the Smile on Wheels mobile hospital which visited the community regularly. Pari was diagnosed with pneumonia and treated with immense love and care. She is a perfectly healthy 2 year old now.



Pari, Haryana

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. These camps are conducted with the help of important community stakeholders, government health departments, and specialist doctors such as Gynaecologists, Paediatrics, Ophthalmologists, Dentists and General Physicians.

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. Women, children and the elderly are given special attention throughout 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 wide range of services are provided during Smile Health Camps such as ANC and PNC services, awareness sessions, free medical check-ups and medicine distribution, pathological tests and referrals for major cases.

A total of 463 Health Camps were conducted during the year, benefitting 31,648 people

Women and children formed nearly 71% of the total beneficiaries of the Smile Health Camps

4652 benefitted from Health camps conducted in Haridwar, Guwahati and Silvassa for daily wage labourers and their families. Free of cost health check-up, distribution of medicines and pathological tests were provided during the camps.

Special health camps were conducted for children of Juvenile Justice Home in Bhiwandi, Maharashtra. In addition to free healthcare services, girls from the home were provided counseling on good touch bad touch, nutritional diet and menstrual health and hygiene.

Mega Health Camp was conducted in Bilaspur, Himachal Pradesh, with focus on eye check-ups. More than 500 tests and 180 cataract surgeries were done.





MATERNAL & CHILD HEALTH

Around **68,000 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 at a regular basis on maternal and neonatal danger signs, nutrition for the mother and baby and healthy habits.

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. The topics included Hand-washing, Menstrual Hygiene, Importance of Immunization, Self Cleanliness, Pollution prevention, Nutrition, Alcohol Abuse, Importance of protein diet, Methods to prevent Malaria, dengue, Safe drinking water, Ante Natal Care etc. **80,737 men, women and children were sensitised** through various mediums like group discussions, street plays, door to door visits etc. The awareness programs on health have been essential in increasing the community awareness on relevant health issues to understand the necessary steps of prevention, control and treatment of common diseases.

SCHOOL HEALTH PROGRAMME

5095 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. 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.

IMPACT



615585 people were directly benefitted through **39 operational Smile on Wheels** mobile hospital projects covering **585 villages** and slums in **15 states**



New Smile on Wheels projects launched in **five states** covering an additional **150 villages**



An overall **increase of around 23%** from last year was recorded in the number of beneficiaries of Smile Foundation's healthcare programmes



463 multi-speciality camps were conducted in underserved slums and remote rural areas, meeting the immediate healthcare needs of **31648 people**



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



5095 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



WOMEN EMPOWERMENT

Swabhiman aims at achieving empowerment of marginalised women, by enabling them to build, secure and use socio-political assets to improve their wellbeing, take advantage of new opportunities and play a more active role in public life through a set of programmatic interventions in the areas of education, reproductive and child health, behavioural change, life skill education, and community sensitization.



DURING THE YEAR



75,961

Women and girl children benefitted



18,000

Community members sensitised

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

Research has shown that gender inequality in areas of reproductive health, women's empowerment and labour market participation impairs human development as well as the country's development. According to the Human Development Report (UNDP), "gender inequality is especially tragic not only because it excludes women from basic social opportunities, but also because it gravely imperils the life prospects of future generations."

Smile Foundation's Swabhiman programme truly justifies its name, which means self-respect in English, with the aim of empowering women and adolescent girls from lower socio-economic strata and enabling them to realise their potential in every sphere of life – be it home, workplace or community. Projects under this programme are designed to uplift the women in the society, especially the ones who are less privileged and slog hard all day long to tend to their families, and make them capable to lead a life of dignity through a tailor-made strategy called the '4 S Model', which translates to four novel approaches – Seeking Healthcare as a Behaviour, Support for Education, Sustaining the Change in Communities and Supporters in Men through

Male Involvement. One of the key interventions of Swabhiman is to promote positive health-seeking behaviour through activities like house-to-house visits, meetings and counselling sessions; the demand for increasing health services in targeted communities are met with the help of a fully equipped mobile hospital. Under Swabhiman, several awareness and advocacy campaigns are also organised on critical issues, such as reproductive & child healthcare, condemning discriminatory practices like female foeticide and acceptance of girl child with the aim of sensitising the privileged as well as underprivileged on the cause of women empowerment.

Swabhiman identifies adolescent girls and women from the community and gives them intensive training on gender and reproductive health, life skills education, rights and legal provisions etc. to develop them into Change Agents, who in turn actively participate in the process of community mobilisation. Along similar lines, males are roped in the cause to create an enabling environment for women, and mothers-in-law are sensitised to support their daughters-in-law. The programme aspires to make women from underprivileged communities capable of improving their well-being; exercising their rights; building, securing and using their socio-political assets and playing a more active role in public life.

In efforts to realise its goal of empowering women and helping them reach their optimal potential in all facets of societal living, Swabhiman operates with support from government institutions that play a key role in enhancing community awareness. Participation of such institutions in nurturing the Swabhiman network has qualitatively impacted the outcome of efforts and activities.



The Lahu Garh community in Mumbai, Maharashtra has become a breeding ground of dreams for many young girls and their mothers. The women in the community are either housewives slogging hard each day tending to their families, or working as sweepers and maids sweating out to help with the household income. Health had never been on their priority list as the daily grind for survival hardly left them any spare time. Early marriages, unhygienic living conditions, no gap between children, lack of knowledge about proper nutrition and low self esteem because of the inherent gender bias in society, had not only had an adverse effect on the health of these women, but also made them oblivious to their own independent identities. When Swabhiman was initiated in the community, most women were reluctant to be a part of it, owing to familial commitments, restrictions at home and the discouraging prospect of losing a day's wages. But the Swabhiman team, through its consistent and persistent counseling and community mobilization sessions was successful in helping them to come out of the four walls of their homes. Today these women and girls regularly attend awareness meetings and trainings on reproductive health, appropriate nutrition, life skills, antenatal and prenatal care, family planning and other subjects central to a woman's life. Many of them have become Change Agents and are instrumental in creating behavioural change that stays within the community for long. Presenting a classic example of male involvement, Lahu Garh has stood out in terms of creating awareness in the community and getting a considerable number of men actually involved in the process of empowering women. With empowered women, educated girls and responsible men, the community is prospering today.

ENHANCING QUALITY, IMPROVING LIVES



Ensuring Economic Empowerment

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.

Capacity Building for Master Trainers

With community engagement at its core, field teams are the most important pillar of Swabhiman. Focused capacity building sessions were held for the team on ground on relevant issues, to help them emerge as 'Master Trainers' in the community.



Liaising with Community Health Workers

Swabhiman team worked closely with Anganwadi workers, ASHA and ANM during immunization days round the year – informing, counselling & escorting beneficiaries for vaccination. Such liaising helps fill in the gaps between community and public health service facilities.

University Tours for Scholars

Tours to reputed colleges and universities were held for Swabhiman scholars to prepare and motivate them to pursue higher education after completing their schooling, along with career counselling sessions to guide the girls to pursue subjects as per their interest and aptitude.



CHANGE THAT INSPIRES US



K Rosy, Karnataka

"Being a woman, my family's demands for a son despite my two daughters pained me a lot."

Teena is barely 28 years old and already the mother of two girls. Having married and conceived early, and unable to get proper nutrition and care, Teena had grown very weak and had severe anaemia. She was identified during a community mobilization session by the Swabhiman team. After several counselling sessions Teena shared that her family wanted her to conceive again in the hopes of a male child.

The Swabhiman team intervened and counseled Teena's husband about her precarious health condition. After several home visits, they convinced him to start using family planning methods and give the best care to her wife and daughters.

Today, Teena and her husband both attend Swabhiman meetings regularly. Teena is focusing on regaining good health and also her daughters' health.

"I have grown up in the middle of fighting, abusing, poverty and sickness. But my mother has taught me to never let difficulties come in my way."

Rosy lives in a Bengaluru slum, in a one room shanty with a tin roof and walls. Their family cooks in the open, washes in the open. "It is almost like living on the street" she says.

Rosy's father used to work as a coolie, but over the years he turned into an alcoholic, quarreled and lost his job. Now he either sits at home all day doing nothing, or roams around in the community.

Despite all these challenges, Rosy's mother sent her to school, and taught her to love, care and respect others. She has been working as a maid for the past twenty years to make sure her children not only survive, but also excel in life. Rosy too, has made her mother proud by always shining in her studies and winning the Swabhiman scholarship to complete her schooling and higher education.



Teena, Delhi

SWABHIMAN SCHOLARS

Education is a cornerstone for development and empowerment of women. Hence, an intervention supporting the education of adolescent girls forms an integral part of Swabhiman. 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. Many of these girls are now pursuing their graduation from reputed colleges and universities.

The girls are all first generation learners. Their parents are mainly engaged as domestic help, drivers, street vendors and daily wagers. The prevailing gender biases clubbed with the trap of child marriages makes it difficult for these girls to even attend schools. It is also the determination and hard work of these girls which has made them overcome all these obstacles.

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. Inculcating these qualities in the girls has also made them agents of change in the society, inspiring others and spreading awareness about the importance of education.

509 girls were provided merit-based full scholarship to complete their schooling, as well as higher education

Regular exposure visits and knowledge exchange programmes were conducted for the scholars including tours of vocational training institutes, television and media networks, interactive activities with employees of corporate offices, and historical and cultural excursions

Interesting and innovative interventions like theatre workshops, motivational talks with women achievers, and life skill training sessions by experts were held round the year to enhance the confidence of the girl scholars and ensure their holistic development

Annual Learning Fests were conducted across projects to bring together all Swabhiman Scholars and help them connect, interact and learn together





REPRODUCTIVE & CHILD HEALTH

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. **19,108 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 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.



BEHAVIOURAL CHANGE

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

IMPACT



A total of **75,961 women and girl children** were benefitted and empowered through various interventions under the Swabhiman programme



Over 100 women and adolescent girls were trained to be “**change agents**” to further serve as Community Health Educators, Health Volunteers and Peer Educators in their communities



Over **18,000 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



19,108 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 **509 deserving girls** for secondary and senior secondary education through full scholarships, besides regular counselling for academic and personal development





CHILD FOR
CHILD

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

DURING THE YEAR



It is a tragic contradiction of the modern Indian society that while children from middle and higher income households are being brought up accustomed to advanced technology and luxurious lifestyles, thousands of children from lower income households are living a life of hardships and struggling to fulfil even basic needs like food and shelter. The gap between the privileged and the underprivileged is widening to an unprecedented extent. Privileged children are living in an isolated space, unaware of the harsh realities of life on the street, taking their privileged status for granted. Underprivileged kids on the other hand are living in a marginalized space, unable to find a place for themselves in the mainstream society.

Children – privileged and underprivileged, are the future of our country and only when they stand together, will our society truly progress. Smile Foundation's Child for Child programme was initiated in 2006 as an affirmative step in this direction.

Smile Foundation strongly believes that unless the privileged society is involved proactively in the process of development, sustainable change will not happen. Following this model of Civic Driven Change, we sensitise and engage the civil society, making it an active partner in all our welfare initiatives. Children have the potential to be the best change agents, be it in their family or the community in which they live. But, unfortunately, in today's world, indifference is fast taking over the natural empathetic tendencies of children. Dangerous addictions, loneliness, insecurity, violence and aggression have become the common traits of a teenager. Hence, it has become very important to channel the energy and enthusiasm of children and youth into a positive direction, by imbibing a conscious

perspective and constructive value system in them. They must be sensitized from the beginning as the values that are instilled in this tender age decide the future of a child, and subsequently of the whole nation. If privileged children take the responsibility of ensuring welfare of the underprivileged children, an equitable society can be envisaged.

Under the Child For Child programme, Smile Foundation visits various schools and conducts engaging sessions for the young minds. CFC seeks to inculcate a conscience and value system in the children so that they grow up to become not only successful individuals, but also responsible citizens, good human beings and potential change makers in the future. Before their minds are set with age, the Child For Child programme tries to make them count their own blessings and understand the plight of less privileged ones. Once they start realizing the worth of the privileges they are born with, they automatically turn their thoughts towards positivity and develop the right outlook, and start exploring opportunities for contributing towards bringing change in the society from a young age.

Dr. APJ Abdul Kalam has rightly said that "If we have to become a nation of beautiful minds, I strongly feel there are three key societal members who can make a difference. They are the father, the mother, and the teacher." With the same belief, the Child for Child programme has been designed to work at three levels - school children, their parents, and the teachers. The parents and teachers are also involved in the sensitisation process as they are an important and influential part of the foundational growing up years of children, and hence instrumental in their learning and development process.

More than **7500 value education sessions were conducted in schools** across India. Under these sessions, children are sensitized to various causes and value systems, and ushered to realize the importance of growing up as responsible citizens of the country. To engage the young minds, stories and lessons are shared from the lives of inspiring change-makers, pioneers and leaders of India who dedicated their lives to the betterment of society.



The **3rd edition of Smile International Film Festival for Children and Youth (SIFFCY)** was organised to bring good cinema from around the world to children and youth in India and help stimulate discussion among them about vital personal, societal, moral and world issues. Over 120 critically acclaimed award winning films were showcased during the week-long festival to an audience of more than 15,000 school children and many others.

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





**EMPOWERING
GRASSROOTS**

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

DURING THE YEAR



The growth of the non-profit sector in India in the last two decades has been phenomenal. India has possibly the largest number of active non-government, not-for-profit organizations in the world. Official estimates put the number at 3.3 million. From relief services to educational initiatives, from healthcare projects to housing organizations, grassroots NGOs work in numerous spheres which touch the daily lives of marginalized communities across the country. Engaging directly with the people, these NGOs are able to participate in the thought-making process of the communities they work with, and thus have the capacity to bring about long-term change. As such, the sector has had a substantial contribution in the nation building process.

But accelerated development soon reaches a stagnant point if it is not sustainable. Ensuring sustainability of initiatives requires a reorientation of NGOs focusing on their capacity building to attain competitiveness. This is not an easy transition, requiring NGOs to rethink and reform their programme designs, planning, fund mobilisation, fund management, and effective programme delivery. There is also a need to guide these NGOs to be able to identify and adapt with the changing national and global socio-political and economic developments which affect them. To equip and facilitate grassroots NGOs in the country to address these issues and eventually aim at achieving sustainable development at the grassroots and community level, Smile Foundation initiated Empowering Grassroots.

Under 'Empowering Grassroots' initiative, CBOs are trained on vital issues relevant to the development sector in the country like scalability, sustainability, communication, resource mobilisation and governance by industry experts from reputed Indian and international organisations. Handholding meetings and face to face learning sessions are held round the year to

help the CBOs effectively resolve their day to day operational challenges, helping achieve the highest social return on investment (SROI). Empowering Grassroots is not only an effort to strengthen the bottom of the socio-economic pyramid in India, but also an attempt to bring transparency and accountability in the development sector at the very grassroots level.

- 

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

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

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

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

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

Over **500 grassroots NGOs were trained** during the year **through intensive workshops** simplifying complex management models, resource mobilisation techniques, effective communication strategies and fund-utilisation mechanisms. These sessions were facilitated by experts from relevant fields from international and Indian development organisations, government bodies and specialised institutions and corporate.



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

More than **5000 face to face hand-holding meetings were held across India** where an attempt was made to understand the on-ground challenges faced by grassroots NGOs and resolve them effectively through community participation. A dedicated team travelled and conducted monitoring visits, in-house trainings, discussions, community stakeholder meetings and mobilisation sessions to enhance the efficiency and output of the community initiatives as well as encourage local support and action.





AWARDS AND RECOGNITION



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



NGO Transparency Award (Platinum Winner)
by GuideStar India



Lifelong Health Award
by Merck Consumer Health



Social Impact Award
by Pratigya



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



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



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



Global CSR Excellence & Leadership Award
by ABP News



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 31ST MARCH, 2018

(Amount in Rs.)

PARTICULARS	SCHEDULE	AS ON 31ST MARCH, 2018	AS ON 31ST MARCH, 2017
SOURCES OF FUNDS			
CAPITAL FUND			
Corpus Funds:			
General Corpus Funds	1	295,520,598	255,420,598
CSR Corpus Funds		64,994,585	13,000,000
Reserves & Surplus:			
General Reserve Fund	1	149,302,746	123,263,820
Current Liabilities & Provisions:			
Sundry Creditors for Expenses	2	4,656,277	1,111,235
Restricted Grants - Pending for Execution		121,344,421	168,568,121
Other Current Liabilities		6,014,746	2,560,297
TOTAL		641,833,371	563,924,071
APPLICATION OF FUNDS			
FIXED ASSETS			
Tangible Assets:			
Total Gross Block of Fixed Assets	3	92,441,666	101,085,918
Less : Gross Block of Assets held by Trust having Right to Use Only		12,056,035	22,209,563
Gross Block - Owned Assets		80,385,631	78,876,355
Less : Accumulated Depreciation		33,799,672	30,782,864
Net Block of Fixed Assets		46,585,959	48,093,491
CURRENT ASSETS, LOANS AND ADVANCES			
Deposits:			
Deposits with Banks	4	502,383,968	493,337,409
Deposits with Banks - For CSR Corpus Fund		66,674,391	
Security Deposits		2,820,290	2,162,136
Balance with Revenue Authorities		7,866,954	7,195,145
Loans & Advances:			
Project Advances	5	2,525,652	1,938,151
Restricted Grants Receivable		9,689,191	7,786,864
Other Advances		3,241,965	3,410,874
Cash in Hand		45,000	
TOTAL		641,833,371	563,924,071

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 October, 2018

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, 2018

(Amount in Rs.)

PARTICULARS	SCHEDULE	FOR THE YEAR ENDED ON 31ST MARCH, 2018	FOR THE YEAR ENDED ON 31ST MARCH, 2017
INCOME			
I. Voluntary Contributions (including for specified programmes)	6	540,092,983	455,580,638
II. Other Incomes	7		
Interest Income		31,520,074	31,763,915
Interest Income on CSR Corpus Fund		1,271,744	
Other Miscellaneous Income		590,767	352,601
(II)		33,382,585	32,116,516
Gross Income Available for Application (I + II)		573,475,568	487,697,154
APPLICATION OF INCOME			
I. Income Applied for Execution of Various Social and Welfare Programmes:			
Mission Education Programme		82,816,999	48,263,231
Action for Children Programme		50,936,446	55,086,084
Child for Child Programme		20,485,804	25,213,232
Education Programme U/s 35AC of Income Tax Act, 1961			2,198,319
Smile Twin E-Learning Programme		127,405,836	110,305,580
Smile on Wheels Programme		174,903,764	112,296,176
Swabhiman Programme		8,597,936	8,563,913
Scholarship Programme		5,455,726	32,408,239
CSR Corpus Expenses for Education and Health Programme		1,297,159	
Other Social and Welfare Programmes		5,028,589	7,998,722
Total (I)		476,928,259	402,333,496
II. Administrative & Other Expenses	8	67,516,990	49,033,088
Total Income Applied (I + II)		544,445,249	451,366,584
Net Surplus / (Deficit) before Depreciation & Taxes		29,030,319	36,330,571
Less : Depreciation	3	3,016,808	3,484,745
Net Surplus / (Deficit) before Taxes		26,013,511	32,845,826
Less : Provision for Tax		-	-
Net Surplus / (Deficit) for the year		26,013,511	32,845,826

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 : 29th October, 2018

For and on behalf of board of trustees of
SMILE FOUNDATION

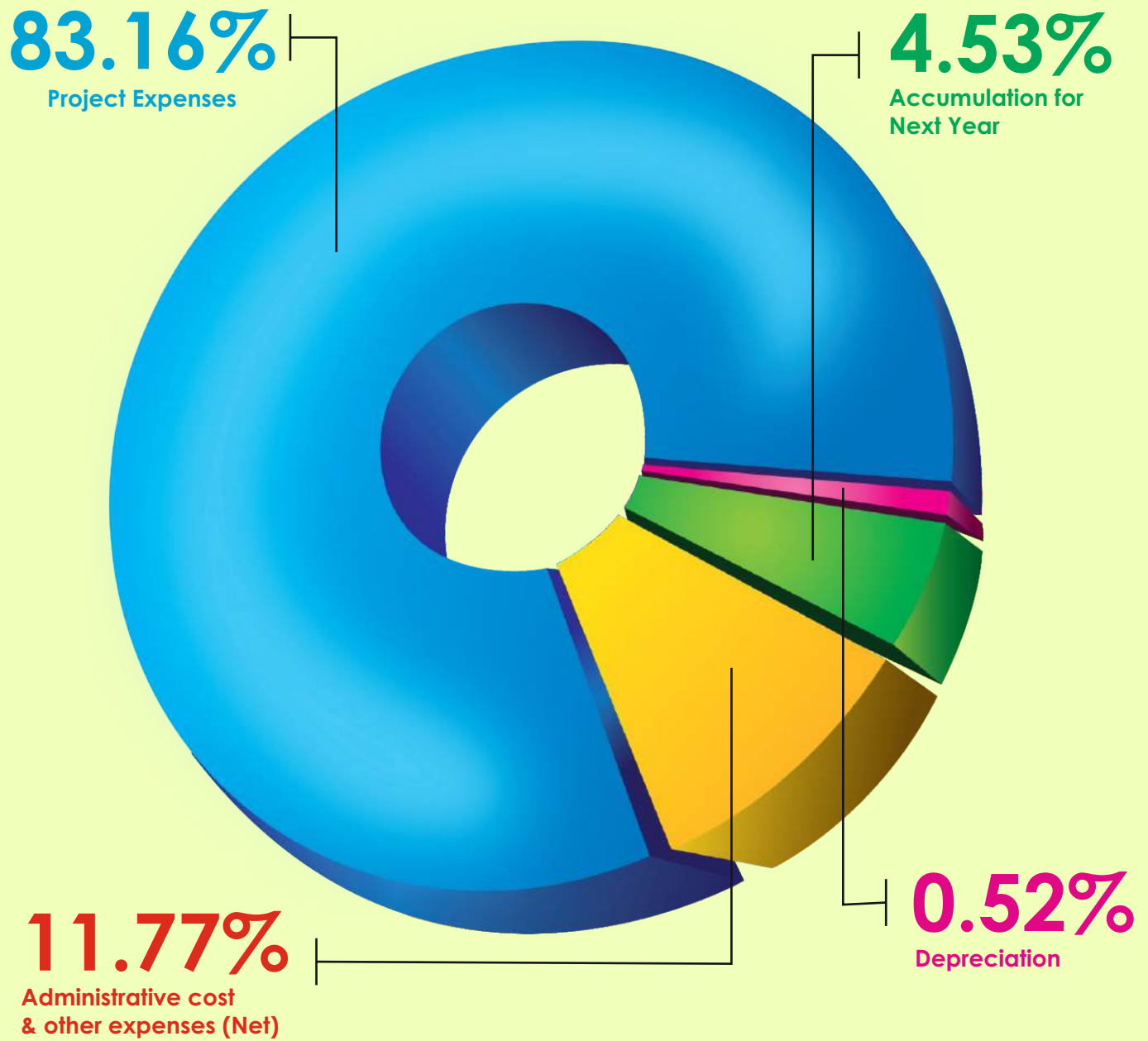
Sd/-
GM - Finance
(Pratap Ray)

Sd/-
Chief Operating Officer
(Sanjeev Dham)

Sd/-
Trustee
(Santanu Mishra)

Sd/-
Trustee
(Yogesh Jagia)

DISBURSEMENT OF FUNDS 2017-18



RECEIPTS 57.35
Amount in Crores

NOTE: Total administrative cost is 18.53% out of which 6.76% 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, 2018.

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 – 30/10/2018

OUR SUPPORTERS

A T Kearney Limited
Abott
Adobe
Airbus Group India Private Limited
All State
Amazon Prime
Ameriprice
Amex GBT
ANZ Operations and Technology Private Limited
ANZ Support Services India Private Limited
ARCADIS
Ashapura
Avery Dennison
Avery Dennison Foundation
AVI OIL India Private Limited
Avon
AXA
Bacardi India Private Limited
Barclays
BC Examinations and English Services India Private Limited
Benivity
Blackrock
Book a Smile
Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
CAPARO
Capitalvia
C-Edge Technologies Limited
Cello
Central Dentsu
Cisco Systems (India) Private Limited
CNH Industrial India Private Limited
Convergys India Services Private Limited
Dancesmith
Deutsche Bank A G
Disney India
Droom
Embassy
Epsilon
Ericsson Global India Private Limited
Ericsson India Private Limited
Fidelity Information Services India Private Limited
FIS Global Business Solutions India Private Limited
FIS Solutions India Private Limited
Fresenius Medical Care
GGS
GlobalLogic India Limited
Goodera
Google
Gufic
GXS ITC Private Limited
HDB Financial Services Limited
HDFC Life
Herbalife Family Foundation
Hexaware Technologies limited
Hike
Indiacast
Indian Energy Exchange Limited
Indus Valley
Ingenico International India Private Limited
Ingersoll Rand (India) Limited
INOX
INS Chennai
INTAS
Intel
Interglobe Aviation Limited (Indigo)

ION Exchange
ISA Canada
ISARC (India SME Asset Reconstruction Company Ltd)
Letstrack
LIC Housing Finance Limited
Luxues.com
Manisha International
Maou
Medtronic
Mineral Enterprises Limited
Mitsubishi Electric Automotive India Private Limited
Mphasis Consulting
Myntra
Nagarro
Nalanda Foundation
Nivea
NTT Comm
Opentext Technologies India Private Limited
Oracle India
Origio India Private Limited
Orion
Pegasus Buildtech
Pepsico Foundation
Philips India Limited
Phoenix
Play Games 24X7 Private Limited
Prudential Global Services Private Limited
PUMA Sports India Private Limited
R1RCM Global Private Limited
Relaxo Foundation
Reliance Commercial Finance Limited
Roasta
S&P Capital IQ (India) Private Limited
Sanofi
Sayona
SBI Cards Payment Solution India Private Limited
SBI Life Insurance Company Limited
Schindler
Seaview
Shinnyo-en
Siemens Limited
Signode India Limited
SNP Global
Sonalika
SPDJI
SPI Cinemas
Syniverse Technologies India Private Limited
Tally Solutions Private Limited
Target International
TCPL Foundation
Telstra
The Economist Charitable Trust
Thomson Reuters
Thyssenkrupp Elevator India Private Limited
Triumph
Unicity
YUM Restaurants India Private Limited

“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



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