



EDUCATION



HEALTH CARE



LIVELIHOOD



CHILD FOR
CHILD



WOMEN
EMPOWERMENT



EMPOWERING
GRASSROOTS

ImFact 17

ImFact 17

Annual Review Report
2016-17

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

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; also to sensitize privileged children, youth and citizens in general to promote Civic Driven Change.

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.

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MESSAGE FROM THE EXECUTIVE TRUSTEE

"Technology is best when it brings people together" – Matt Mullenweg (Founder of WordPress)

Of the countless transformational changes that have been made possible by advancements in digital technology over the past few decades, the most relevant for us has undoubtedly been its impact on empowerment of civil society.

Not only has technology made information from around the globe accessible across socio-

economic and geo-politic boundaries, it has also provided an open platform to the masses to express their opinions and ideas.

Today, thanks to technology, no one is alone or isolated. A space has been created for people, communities and nations, however marginalised or remotely located they may be, to tell their stories to the world. This in turn has paved the way for public debate, participative discussions and collective social action on issues that really matter.

If we want to achieve the Sustainable Development Goals (SDG) by 2030 with the ultimate objective of poverty alleviation, sensitising and empowering the civil society is our only hope. Long lasting change at the grassroots can only be brought with the active involvement of the masses. Technology, hence, will play a vital role in enabling the development process. Civil society organisations need to recognise this potential and embrace technology as their biggest ally.

At Smile Foundation, we have made efforts from the very beginning to utilise technology as a tool to implement our Civic Driven Change model – by reaching out to a wider populace through digital media, engaging them through positive and inspiring communication, and encouraging them to become change makers. Through various initiatives, our aim has been to sensitise and partner with corporate, influencers, school children and youth, media, and the whole spectrum of civil society, in bringing real and sustainable change on the ground.

Furthermore, we have also integrated technology within our systems and processes to ensure efficiency, transparency and accountability at all levels, in an endeavour to achieve the highest social return on investment (SROI). In our programmes too, we have adopted digitalisation processes across our grassroots welfare projects be it in education,

healthcare, livelihood or community engagement, to help the benefits of technology reach the unreached communities, living right at the bottom of the socio-economic pyramid.

2016-17 was another memorable step forward on our journey. With the continued trust, support and encouragement of our partners-in-change, we were able to impact the lives of more than 600,000 children and families through over 200 projects spread across the remotest and hardest to reach villages and slums in 25 states of India.

There have been challenges and there have been achievements, there have been setbacks and there have been milestones. But, the change continues to unfold every year. And with each passing year, with a renewed energy and enthusiasm, we feel recommitted to the vision and mission with which we started – that of improving the lives of less privileged children and families.

ImFact'17 will give you a glimpse into our last year's journey and highlight some of the most inspiring stories from the ground that became our motivation on the way. We hope you will find it an interesting read!

Santanu Mishra

Santanu Mishra
Co-Founder & Executive Trustee

HIGHLIGHTS OF THE YEAR

April



A three-month intensive awareness campaign on nutrition and promoting a health-seeking behaviour was organised in 20 remote locations that reached out to more than 5000 children and families. Along with this, more than 2 lakh meals were provided to children across India.

May



Smile Foundation conducted a residential Mobilizing Support Training Programme for grassroots NGOs and CBOs, part of the global Change the Game initiative. 18 participants from Karnataka, Kolkata, Delhi, Haryana, West Bengal, Odisha, Telangana, Jammu and Gujarat attended the training.

June



Virat Kohli Foundation joined hands with Smile Foundation to host a one-of-its-kind charity dinner and raise support for the empowerment of children and youth. Virat Kohli was joined by his colleagues from the Indian Cricket team including MS Dhoni, Shikhar Dhawan, and Yuvraj Singh.

July



The South African Consulate celebrated Mandela Day with Smile Foundation children at a Mission Education centre in Mumbai. They painted walls, sang and danced with the kids, remembering the teachings of Nelson Mandela, and also extended support towards the education of the children.

August



A two-day residential camp 'Learning Fest' was held for Swabhiman scholars to ensure their holistic development. Interactive and self exploratory workshops by experts were conducted to empower them with essential life skills, along with inspiring sessions with women achievers and role models.

September



Actor Ajay Devgn launched Smile Foundation's "She Can Fly – Give Her the Sky" initiative in support of girl child empowerment. As the Goodwill Ambassador for the cause, he will help raise awareness and support for the education, nutrition, healthcare and overall welfare of girls in India.

October



The 11th edition of Smile Foundation's charity fashion show Ramp for Champs was held in Mumbai. 50 achievers and personalities from all walks of life matched steps on the ramp with children from Smile Foundation, and raised support and awareness for the cause of girl child education.

November



LG joined hands with Smile Foundation to prevent the spread of dengue, malaria and chikungunya in the national capital region by sensitising slum communities to protect their families against the menace. Fumigation drives and health camps were conducted in 83 slums, covering a population of 5.5 lakh.

December



The 2nd edition of SIFFCY (Smile International Film Festival for Children and Youth) showcasing more than 100 critically acclaimed films from 50 countries was held in New Delhi. Over 12,000 children and youth gathered to celebrate and watch Good Cinema at the week-long extravaganza.

January



Over 1000 individuals ran to support the cause of child education with Smile Foundation at the Standard Chartered Mumbai Marathon 2017 including employees from Life Insurance Corporation, Cello, SBI Life Insurance Co. Ltd., Abbott Healthcare India, State Bank of India and Prudential UK.

February



Nine new Smile on Wheels mobile hospital projects were launched in Ludhiana, Ahmedabad, Kalyan, Surat, Kolkata, Pune, Bengaluru and Chennai covering a total of 129 remote villages and slums, taking healthcare at the doorsteps of over 150,000 children and families.

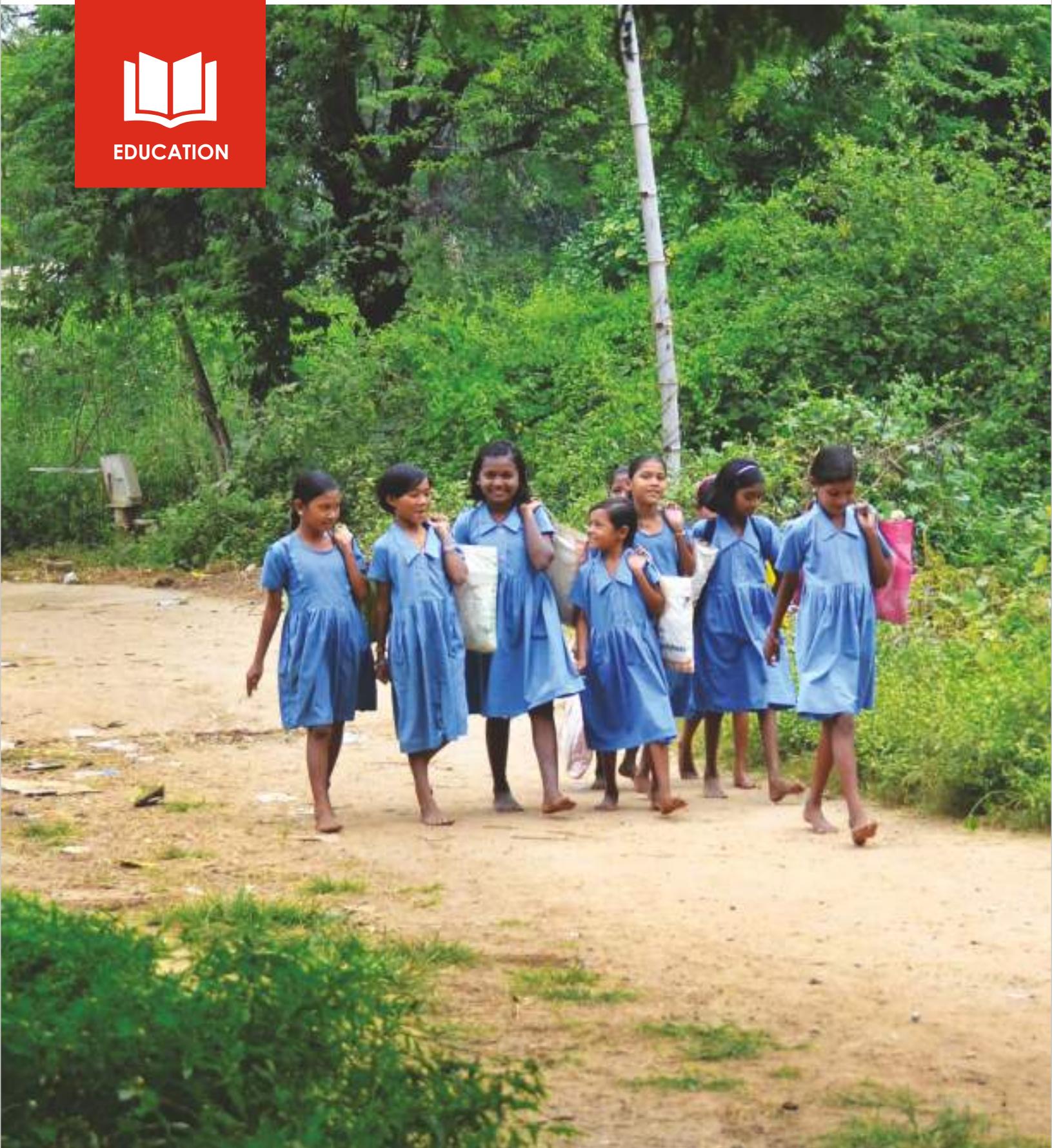
March

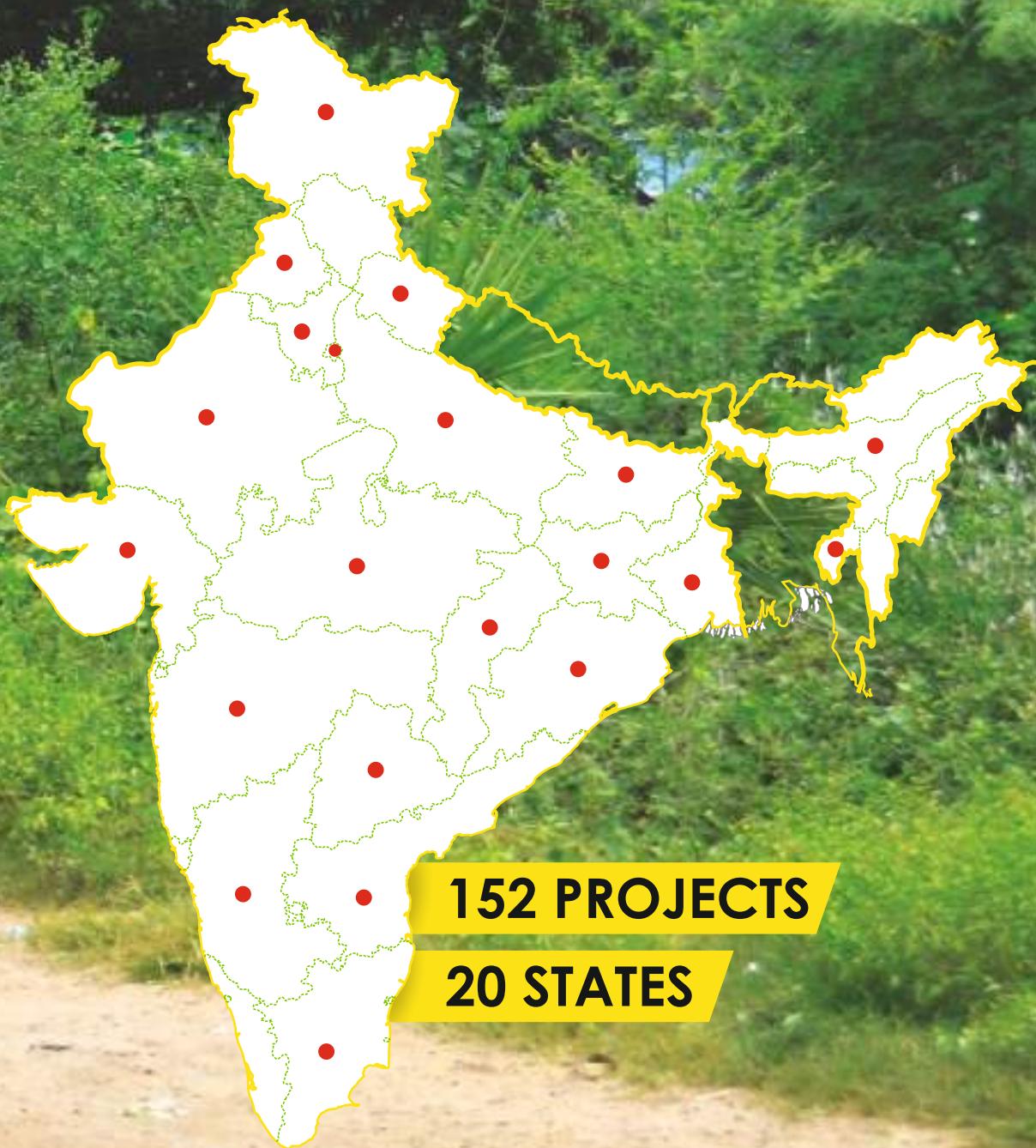


Smile Foundation partnered with Ericsson to launch its global 'Connect to Learn' initiative in India under Smile Twin e-Learning Programme (STeP), introducing advancements like digitalisation of curriculum, facilitation of projectors, screens, high speed internet, and laptops for trainers across all centres.



EDUCATION





152 PROJECTS

20 STATES



Smile Foundation's flagship programme Mission Education provides basic 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.



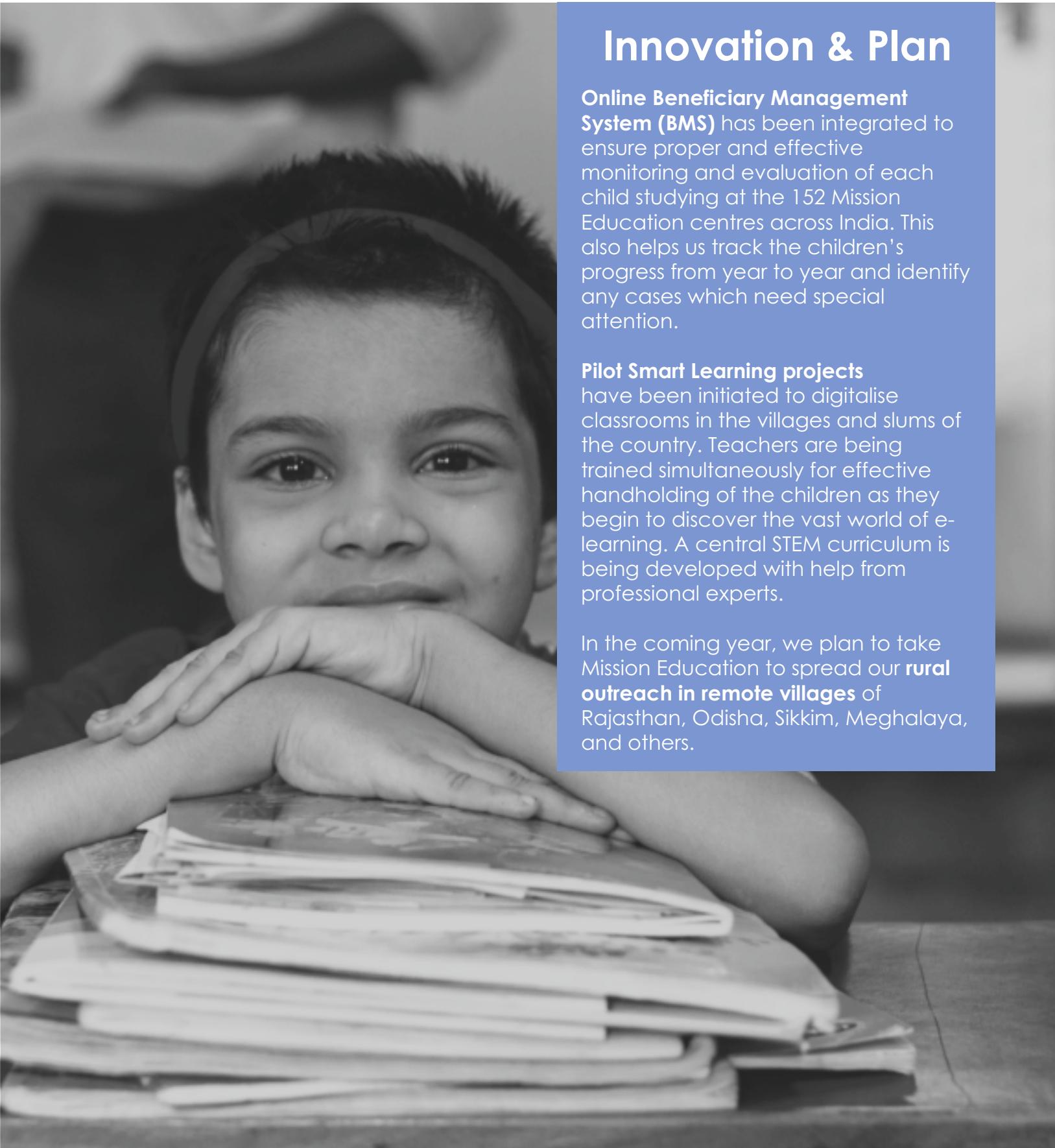
With an increase in the number of centres across the country to 152, the Mission Education programme has been making efforts to bring the hardest-to-reach children, many of whom had never attended a school before, under the fold of education.

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. These health camps provide the only professional medical aid for many of these children.

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 for the first generation learners. Specially created books, innovative teaching learning material, scientific equipments and digital learning tools have been distributed among the children to enhance their holistic development.

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. This has led to a marked increase in enrolments and retention of the currently enrolled children at Mission Education centres around the country.



Innovation & Plan

Online Beneficiary Management System (BMS) has been integrated to ensure proper and effective monitoring and evaluation of each child studying at the 152 Mission Education centres across India. This also helps us track the children's progress from year to year and identify any cases which need special attention.

Pilot Smart Learning projects have been initiated to digitalise classrooms in the villages and slums of the country. Teachers are being trained simultaneously for effective handholding of the children as they begin to discover the vast world of e-learning. A central STEM curriculum is being developed with help from professional experts.

In the coming year, we plan to take Mission Education to spread our **rural outreach in remote villages** of Rajasthan, Odisha, Sikkim, Meghalaya, and others.



Education for the children of brick kiln workers in Kalyan

With their parents toiling hard in the brick manufacturing factories of Kalyan, Maharashtra, these children never had a normal childhood. Even as kids they were carried along to the factory sites by their parents, and when they became old enough to stand, they had already joined work at the quarries to add their share to the family income.

Never having seen any other side of life, these children could not even dream of a different future. Five years ago when Smile Foundation's Mission Education centre BHT was initiated in the community, it was condemned by the parents. They thought that the only duty of their children should be to help the family survive.

It took months of rigorous counselling, endless home visits and mobilization sessions to convince the parents about the importance of education and bring the first batch of children to the centre. To keep the children in centre and make them regularly attend classes was another challenge for the teachers.

But with relentless hard work, playful and engaging teaching methods, activity-based learning, provision of routine health check-ups, nutrition, exposure visits

and a lot of devoted attention, today the scenario has changed.

250 children are currently enrolled at the centre and willingly attend classes on a regular basis. Their parents take great care not to miss any of the parents-teacher meetings and take a lot of interest in their children's academic progress.

Regular health and hygiene camps are organised under the project for not just the children, but also their parents. Working in hazardous circumstances day and night, the community is often left vulnerable to several health risks. Health camps and awareness sessions keep a check on the spread of preventable and communicable diseases, along with promoting a health seeking behaviour in the kids from an early age.

The centre is now not only well-accepted and appreciated by the community; it has been adopted by the community members, who actively participate to make the initiative a success. Regular meetings are held where the community leaders discuss ways to improve the centre. The children are leading this movement of change, and some of them have now even started teaching their parents.

CHANGE THAT INSPIRES US



Pratima Murmu, West Bengal

Pratima was three months old when her mother passed away. Her father Budhi was devastated, but promised himself that he will give all the love in the world to their only daughter, including her mother's share of love.

He used his wife's shawl to wrap baby Pratima around his chest when he went for daily labour work. When Pratima used to cry in the night, Budhi could not stop his own tears as he cuddled her back to sleep. He would not let the child out of his sight even for a moment.

Budhi fed her, bathed her, played with her, and firmly held her hand as she took her first steps. He was duly rewarded when Pratima said her first ever word – "Baba". Despite struggling to make ends meet, he enrolled Pratima at Mission Education centre Serve in Faraki Danga, Burdwan.

"Every day when she comes back from school, she teaches me something new. I am so proud of her", says Budhi.

"My daughter was four years old when my husband died. I will always remember those painful years – the screams of my little child, and the silence that followed. She stopped talking to anyone, even to me", shares Padma.

After only a few months, Padma and Shobha were shown the door by her husband's family. Seeing her daughter in the constant grip of fear and grief, Padma decided to leave their village and take Shobha to some far off place. They had nothing with them, no money, no belongings. Even the food they were carrying with them ran out in a few days.

Padma and Shobha are now settled in Vaipuri, Hyderabad. Padma does labour work on daily wages – whatever work she can get, carrying bricks, cooking, cleaning dishes, even sweeping. Padma has become a regular student at Mission Education centre Karuna. She has started talking and playing with other children at the centre.



Shobha, Telangana



NUTRITION

DURING THE YEAR

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 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 20 states across 152 Mission Education centres

Poster/Painting/Story Writing/Essay Writing competitions on healthy eating habits were conducted

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

IMPROVING QUALITY ENHANCING EDUCATION

Smile Foundation's Mission Education centres offer opportunities of holistic development to children from the socio-economically marginalized sections of the society. Emphasizing on quality education, Mission Education has widened the use of effective teaching learning materials across all its centres. This in turn has helped the children to consolidate what they have learned, extend and construct knowledge for themselves and develop strategies and adequate skills for better learning.

Genuine grassroots level organizations that are doing exemplary work in the area of child education were identified during the year and provided with Teaching Learning Material kits.

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 special workshops on teaching Science in Middle School. The workshops included activity based games and learning methodologies. A series of workshops was also organised for teachers on the sensitive and pertaining issue of child sexuality and abuse.



INFRASTRUCTURE SUPPORT



DURING THE YEAR

44 education centres – both government and non-governmental, were identified where children were studying in inadequate learning environment due to lack of proper infrastructure

Children from 37 locations across 13 states of India benefitted under Mission Education's Infrastructure Support project

The project facilitated construction and provision of classrooms, furniture, lavatories, drinking water facility and more

To enable digital learning where none previously existed, computers along with necessary accessories such as printers and scanners were provided

Supportive infrastructure like special TLMs, chairs, mobility support etc. were provided at education and care centres for specially-abled children

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.



22,000 children were directly provided education during the year through **152 Mission Education centres in 20 states** across India



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



100% of teachers at Mission Education centres **received training** in innovative academic methodologies, ensuring an interactive and engaging environment in the classroom



4170 school drop-outs resumed education under Bridge Course, to facilitate their mainstreaming into formal educational institutions



9239 children received remedial support as an extended effort to ensure retention and a good academic performance in school



90% of eligible children were **mainstreamed to formal schools**, after successfully passing out from Mission Education centres, further ensuring a bright future



More than **450 health camps** were conducted to cater to healthcare needs of children



IMPACT





LIVELIHOOD





32,000

youth trained and

20,000

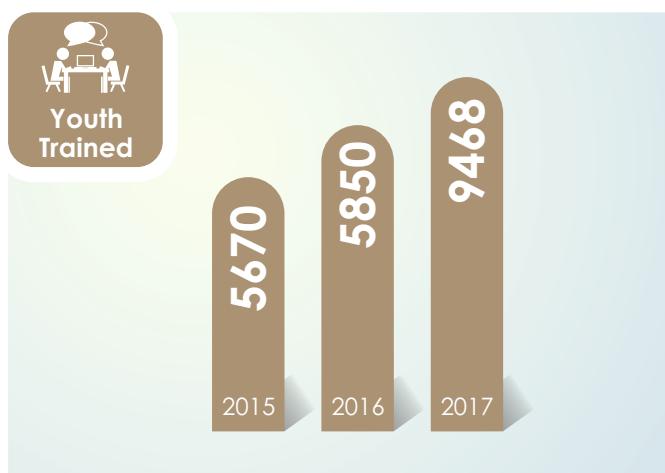
placed so far

in over **200**
world brands

STeP BY STeP

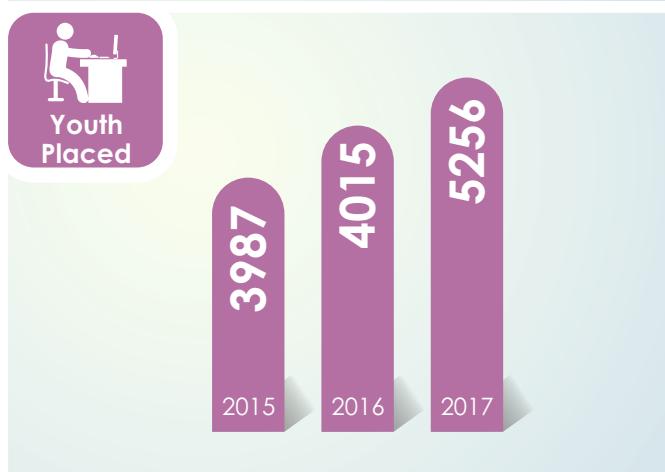


Smile Twin e-Learning Programme (STeP) works for the marginalised youth, helping them attain a decent employment by providing vocational education and training. Targeting girls and boys between the age group of 18 and 25 years, the programme strives to empower them through market-oriented skill training,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



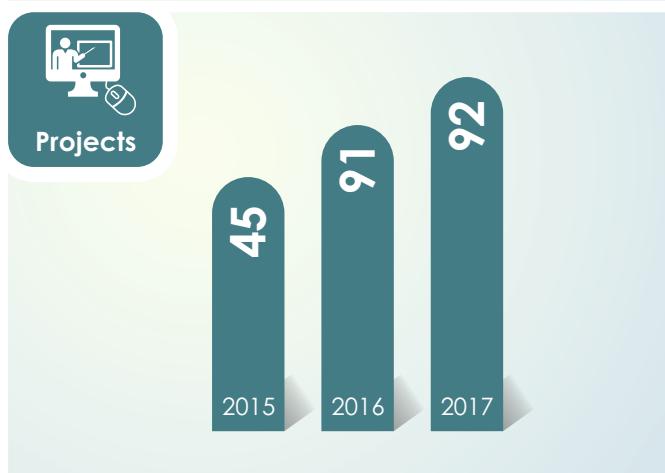
STeP spread its reach in 12 cities across 9 states including Delhi, Haryana, UP, Maharashtra, Andhra Pradesh, Telangana, Karnataka, Tamil Nadu and West Bengal. In total, 9468 youth were trained during the year.

The capability, skills, and learning levels of a student can be judged through regular assessments. This not only helps teachers to improve their modes of teaching but also helps students to understand their weaknesses and strengths, giving them an opportunity to improve their performance. The programme initiated centralized assessments of the trainees across the country which helped in standardising the process.



Exposure visits took the students outside the confines of the classroom into the real world where they would soon be working. Employer engagement programme brought professionals from the industry into the classroom who shared their experiences. 213 employer engagement sessions and 203 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 achieve around 70% placement, securing employment for 5256 youth. STeP has tied up with over 150 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 as part of the internship programme, assisted the STeP coordinators. The volunteers conducted sessions for the trainees on retail management and communication skills; workshops on confidence building; role plays and activities as part of personality development.

STeP was benefitted significantly by young volunteers from Universities and colleges, who conducted special sessions for the trainees on retail management, communication skills and confidence building.



Innovation & Plan

- **Digitisation of STeP centres** was initiated which included digitalisation of curriculum and equipping centres with projectors, screens, high speed internet and laptops for trainers. Marked improvement has been witnessed in attendance, classroom interaction, retention, and quality learning.
- **Centralized assessments** were introduced at STeP centres across the country which not only helped in standardizing the assessment procedure but also in minimising the scope of error at the assessors' end. The assessments will also be digitalised in the next phase.
- The plan for next year is to **increase the target age group of youth** from 18-25 to 18-29 years, and **expand to Tier I and Tier II cities** including Hyderabad, Pune, Indore, Patna, Ahmedabad, Lucknow etc.



New possibilities open up for slum youth in Bengaluru

Bengaluru, famed as the IT hub of India, is home to a large migrant population from the remote villages of Karnataka and other states. Coming to the city in search of better job and growth opportunities, many end up working as daily wage labourers, struggling to fulfil the basic needs of their families.

As such they find it hard to give priority to the education of their children. Unqualified and untrained, the youth take up the same low paying jobs as their parents to add their share to the family income. Generation after generation of migrant families is caught up in this vicious cycle of ignorance, poverty and suffering.

To break this cycle, Smile Foundation initiated a Smile Twin e-Learning Programme (STeP) centre in Yelahanka, a small town on the outskirts of Bengaluru. The project aims to provide a much-needed opportunity to youth from socio-economically marginalised migrant families who could not complete their education due to financial constraints.

The centre identifies and inducts deserving youth, and trains them in employability skills along with

rigorous one-on-one counselling sessions to boost their self-confidence. The students are trained in computer education, basic management and retail skills, English communication, and personality development to not only enhance their skill set, but also bring about a change in their attitude.

Industrial visits, interactions with experts from different professional backgrounds, career counselling, and placement and post placement assistance are provided to the students to help them choose the career best suited to their individual interests and aptitude, and give them a hands-on practical learning experience in the chosen field.

With the community's youth getting all set to become first generation white collar workers, parents and elders have also become expectant of new hope and opportunities entering their lives. The young men and women seem determined to build a better – secure and dignified future for themselves and their families where they do not have to fight an eternal battle to survive every day.

CHANGE THAT INSPIRES US



Afreen, Mumbai

"It is not always easy for girls to have dreams"

19 year old Afreen is the first girl in her family who went to school, all thanks to her mother's efforts. Afreen's father was against her education and when he refused to give a single penny for their daughter's school fees; her mother started working from home, and put all her earnings into Afreen's education.

Even then, her father never left a chance to taunt mother and daughter and Afreen's education became the reason for every small and big fight in their home. If there was not enough food at home, if the bills were not being paid on time, anything that went wrong – the reason was Afreen's schooling.

Under such strained circumstances, Afreen could not continue her education beyond Class 10. But determined to make her mother proud, she joined the STeP employability training programme. Afreen is now employed with a reputed law firm in the city and is using her salary for her younger sisters' education.

"I have bought new clothes for my father, I hope he likes them."

Shiva Kumar's father wore and re-wore the same two sets of clothes for years. The colours faded and stains from the auto rickshaw he drove for a living took their place. But his resolve to educate Shiva did not fade away. Shiva who had seen his father struggle round the year to feed the family did not study beyond the 12th standard and began looking for a job. But his lack of professional skills proved to be a major hurdle in his pursuits.

When Shiva accidentally came across Smile Foundation's STeP programme he immediately enrolled for the course. Gradually his communication skills and computer skills improved and so did his confidence. His personality also developed and after the completion of his course he landed a job at the reputed multinational pharmaceutical company Dr. Reddy's Lab. Shiva hopes to work harder and take care of all the needs of his family.



Shiva Kumar, Hyderabad

SIEMENS-SMILE SCHOLARSHIP PROGRAMME



DURING THE YEAR

The Siemens-Smile Scholarship programme offers scholarships to meritorious engineering students from economically disadvantaged families who aspire to become engineers. Additionally, training, projects and mentorship provided by Siemens acquaints these bright minds with the dynamics of the industry, thereby leading to their holistic development.

Internships and cross-functional trainings on business solutions, sales, service, supply chain, quality, and manufacturing processes, are part of the holistic development process of each student under the scholarship programme. This is accompanied by soft skills training in self development, communication skills, creative thinking, time management, personality development, presentation skills, interpersonal skills, decision making, problem solving, ethics, emotional intelligence and career planning.

The programme is aimed at supporting deserving candidates to pursue their education and launch a sustainable career in engineering, research and development, or manufacturing. The students are supported with the scholarship throughout the four years of graduation. 50% of the scholarships are reserved for girls.

The Siemens-Smile Scholarship programme is a joint initiative by Siemens India, Smile Foundation and Growth Centre (I) Pvt. Ltd.

284 youth provided scholarship, including 144 boys and 140 girls

17 final year students got placed in top companies including Siemens, TCS, Vedanta, and Tech Mahindra



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.



Personality Development

The aspect of Personality Development has been made an integral part of STeP to curtail the hindrances that stand in the way of expression of individual personality. The inclusion of the subject has helped trainers in inculcating positive qualities like punctuality, flexible attitude, willingness to learn, friendly nature, etc among the identified students. The youth are trained to socialise and be responsible for their actions and develop a positive mentality towards their duties which is very important to sustain in a professional world.

Industry Exposure

Industry Exposure gives the students firsthand knowledge of their future prospects in the job industry and aims at making them market ready. STeP trainees are taken for exposure visits regularly to reputed corporate houses, retail outlets and private organisations. During such visits, the students are imparted knowledge on management skills, on-job experiences, and measures that they must take to upgrade their skill levels. Many a times the employers also visit the centres to interact with the students.





Volunteer Engagement

This aspect of the programme includes the engagement of youth from reputed colleges and universities with the students of the STeP centres all over the country. Being in the same age bracket band brings about a more interactive environment in the classrooms. The challenges of the students can be better understood and resolved during such sessions.

These volunteers help enhance the communication, vocal and interpersonal skills of the students. The volunteers also consider this a two way learning process, which also augments their own knowledge and skills. Innovative techniques, games and puzzles are being used by these volunteers to increase student participation at the STeP centres.

Curriculum

In a fast paced industrial economy as today's, it is important to be skilled to deal with the intricacies of a working system. STeP equips its young trainees to explore various opportunities in the job market by providing them adequate market-oriented training. Putting a highly research-based approach into practice, a new curriculum on Retail and Basic Management as well as Personality Development and Soft Skills was developed during the year. Keeping all the current market needs in mind upgraded computer operating systems have also been provided to the students at the centres.

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 and create opportunities for students. The Cell also organises workshops on a range of topics covering professional development, communication skills, interview process and career guidance.

Post the training period, the Centralised Placement Cell takes up the responsibility of identifying relevant job opportunities for the graduating youth. STeP also conducts post placement follow-ups to ensure that a healthy employee-employer relation is maintained.



There was an overall **increase of 54.9%** from last year in enrolment at STeP centres



In the reporting period, out of the total youth enrolled under STeP, **87% successfully completed training** and received certificates of accomplishment



213 employer engagement sessions and **203 industry exposure visits** were held during the year across the country



55.7% of the total trained youth got placed in first attempt of the recruitment drive in more than 200 reputed brands



52% of the total beneficiaries were **girls**



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



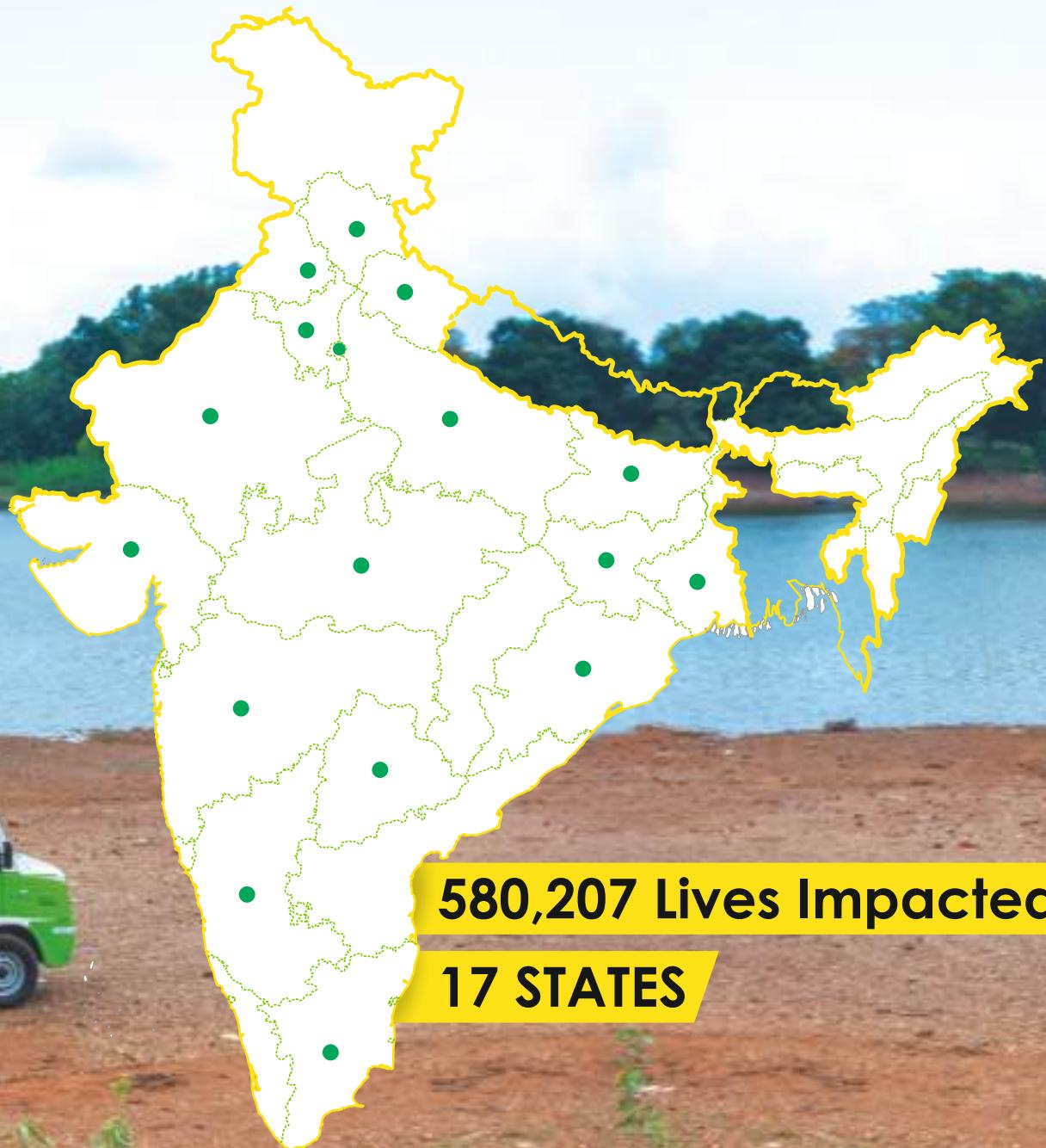
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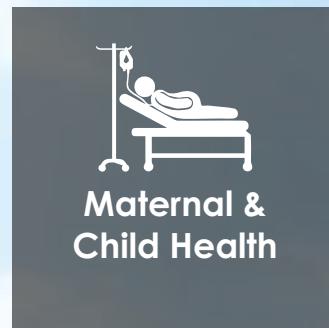
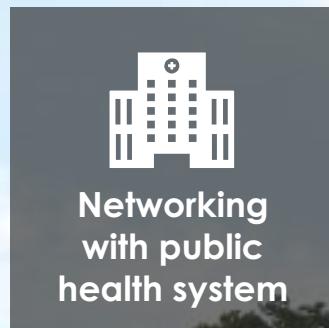




HEALTH CARE







Smile Foundation's comprehensive healthcare initiatives including the Smile on Wheels mobile hospital programme and Smile Health Camps aim to improve maternal and child health, reduce vulnerability to diseases, and promote a health-seeking behaviour. By combining preventive, promotive and curative health services, the programmes serve the economically disadvantaged, socially excluded and remote population of the country.



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 fully equipped GPS enabled mobile hospital units feature all the necessary equipment along with audio visual aids and a team of medical experts.

With the launch of new projects in Bengaluru, Chennai, Kolkata, Pune, Delhi, Gurgaon, Kanchipuram, Hyderabad, Ahmedabad, Chitradurga, Surat, Ludhiana and Mumbai, Smile on Wheels has successfully brought an additional 232 villages and slums under its ambit. The remotest of villages and unreachd slums were identified under the projects, to take healthcare at the doorsteps of the most deserving communities. 580,207 people were directly benefitted under the Smile on Wheels mobile hospital in 17 states; of which 240,725 were women, 176,678 men and 146,753 children.

ECG, MRI and other pathological lab facilities were provided to the people, along with antenatal and prenatal care to mothers and expecting mothers. To bring down maternal and infant mortality rates, special emphasis has been put on women and child health.

Being a community centric health service delivery model, Smile on Wheels also gave priority to strengthening the local populace with awareness and skills to address the health issues at village and block levels effectively. Village Volunteers Resource Persons (VVRP) were identified and trained and Village Health & Sanitation Committees were formed. Networks were created with the government hospitals and Public Health Care units and referrals were made for specialised treatment to public and private health care facilities. Awareness sessions on hygiene, nutrition, sanitation and other vital issues were conducted regularly for the people.



Innovation & Plan

- Online Health Management Information System (MIS) is being integrated into the mobile hospital programme to maintain proper health records of each beneficiary and ensure that prescribed treatment and medicine are being provided for each ailment.
- Intensive training and **capacity building of frontline health workers** (ASHA, ANM, AWW, VHSC members) was conducted to increase awareness among mothers and care givers of children under five years of age.

- Teachers from schools around India were **trained in the basics of first aid** including CPR, stretcher making, wounds & fracture, fire precautions to ensure the wellbeing of children under the School Health Programme
- The plan next year is to facilitate the **presence of Smile on Wheels in every state** and provide healthcare services at the doorstep of **1 million children and families** every year.



Healthcare at the doorsteps of Chitradurga farmers

Listed among the 250 most backward districts of the country by the Ministry of Panchayati Raj, Chitradurga in Karnataka has a rural population of more than 80%. Living in remote villages, the socio-economically marginalised populace has very limited access to even the most basic amenities.

But for more than a year now, families from 15 of the most disadvantaged villages in Chitradurga have healthcare coming right at their doorsteps. The Smile on Wheels mobile hospital project dedicated to serve the district was launched in June 2016, with support from Mineral Enterprises Limited. Targeted to benefit over 16,000 children and families every year, the project focuses on mother and child health.

As most of the people in the villages are small-time farmers and daily wage earners, they would never take a day off to visit the nearest health facilities that were kilometres away. Surviving from day to day was their biggest challenge and they believed everything else could wait. Illiteracy and lack of awareness further made them prone to ignorance. Through rigorous mobilisation activities, street plays, door to door visits and awareness drives, the Smile on Wheels team was successful in enabling more and

more people from the identified villages to avail of the doorstep healthcare services. Medical diagnosis, pathological lab services, free of cost medicines and treatment is provided to the people at the mobile hospital. In case of serious ailments and advanced cases, referrals are made to the nearest public and private medical centres.

With the aim of promoting a health-seeking behaviour in the communities, mothers, children and the elderly are provided special counselling and sensitisation sessions on vital health issues such as personal hygiene, sanitation, immunisation, and healthy eating. School Health programme ensures that school going children adopt the simple necessary practices such as hand washing in their daily routines.

The fact that the Smile on Wheels project has been well accepted by the villagers was quite evident when the whole community gathered to celebrate the completion of one year of the project. Women sang folk songs and children performed, as whole villages came together to congratulate the doctors and paramedical team of the mobile hospital on their sincere efforts and good work.

CHANGE THAT INSPIRES US



Gaurav, Haryana

When Rita and Sandeep had their first child Gaurav six months back, the condition of their family was worse than usual. Gaurav's elder sister was down with a bout of viral fever. Being daily wage earners, it became very difficult for them to bear so many expenses.

A couple of months later, baby Gaurav's scalp started turning red and flakes began to appear on his scalp. Initially the mother thought it was no cause for concern but when the flakes turned heavy she was alarmed and started consulting the village quack. But there was no respite.

After hearing about the Smile on Wheels mobile hospital, Rita took her baby to the clinic where he received regular treatment for four weeks. Gaurav has now fully recovered and his parents are overjoyed to see him growing up healthy and happy.



Savitha, Chennai

82 year old Savitha lives with her husband in a tin shanty in the middle of a congested and unhygienic Chennai slum. When their children refused to take care of them they had no option but to suffer silently.

Savitha's husband is slowly losing his eye sight and both husband and wife are suffering from many other health problems due to their age. But like most of the other families in their village, they do not have time to care for diseases or even if they do, they do not have a choice because they have to earn their daily bread and look after their families.

The Smile on Wheels mobile hospital which regularly visits the community has managed to keep the people healthy of late through regular visits, distribution of free medicines and diligent follow-ups. Savitha and her husband receive timely check-ups and are happy to receive some attention and care.

DURING THE YEAR

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. 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.



9450 Information Education and Communication sessions were conducted under the Smile on Wheels programme to create awareness in the community. To sensitise an entire community it is very important to start from the base i.e. the family. Men and women in a family should have equal responsibility of maintaining hygiene and sanitation. Under these sessions, parents are sensitised on how to maintain personal hygiene, keep their surroundings clean, the importance of having a toilet for the family and teaching the children good habits from early childhood. **67,718 men, women and children were sensitised** through various mediums like group discussions, street plays, door to door visits etc.

3310 children received health care services from the School Health Camps organised all over the country. 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. The children are also sensitised on issues of personal hygiene and health through lessons on hand washing, benefits of exercising daily, brushing your teeth twice everyday, etc. The motive of these sessions is to help them acquire the capability to create awareness in the community and their families and inculcate good habits at an early age, making them responsible for the future as well.



SMILE HEALTH CAMPS

Health Camps
conducted



114

Children and
families benefitted



21,792





DURING THE YEAR

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 the 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 which include women & child health, ANC and PNC services, awareness sessions with women, free medical check-ups and medicine distribution, free laboratory tests (HB, blood and urine routine tests, HIV, TB etc) and referrals for major cases.

Fumigation drives, health camps and lab tests were conducted to fight the onslaught of mosquito bred diseases malaria, dengue and chikungunya in Delhi NCR. The campaign reached out to over 5.5 lakh people in 83 slum areas.

Women and children formed nearly 67% of the total beneficiaries of the Smile Health Camps

4200 benefitted from Health camps conducted in Goa, Haridwar, Guwahati and Silvassa for daily wage labourers and their families. Free of cost services including health check-ups by medical officers, distribution of medicines and pathological tests were provided during the camps.

Special health camps for senior citizens were conducted in Gurugram. The facilities available were general health check-up, ECG facilities, sugar test, and check-up for arthritis. Medicines were distributed free of cost to the beneficiaries after diagnosis.



580,207 people were directly benefitted through **39 operational Smile on Wheels** mobile hospital projects covering 623 villages and slums in **17 states**



New Smile on Wheels projects launched in **nine states** covering an additional **232 villages**



An overall **increase of** around **34%** from last year was recorded in the number of beneficiaries of Smile Foundation's healthcare programmes



114 multi-speciality camps were conducted in underserved slums and remote rural areas, meeting the immediate healthcare needs of **21792 people**



66% of the total beneficiaries covered in the reporting period **were women**



3010 school going children benefitted from School Health Programme



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



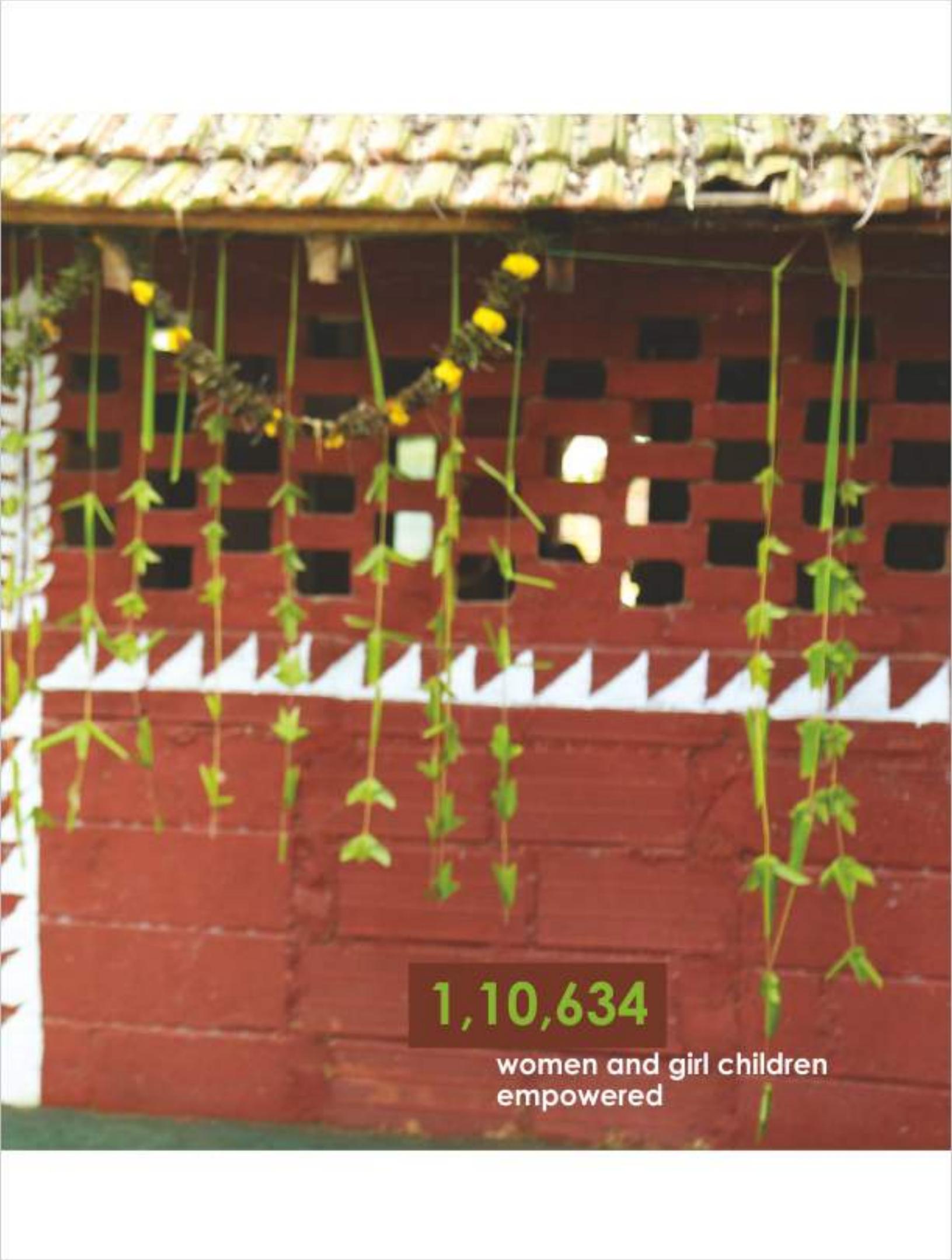
IMPACT





WOMEN
EMPOWERMENT



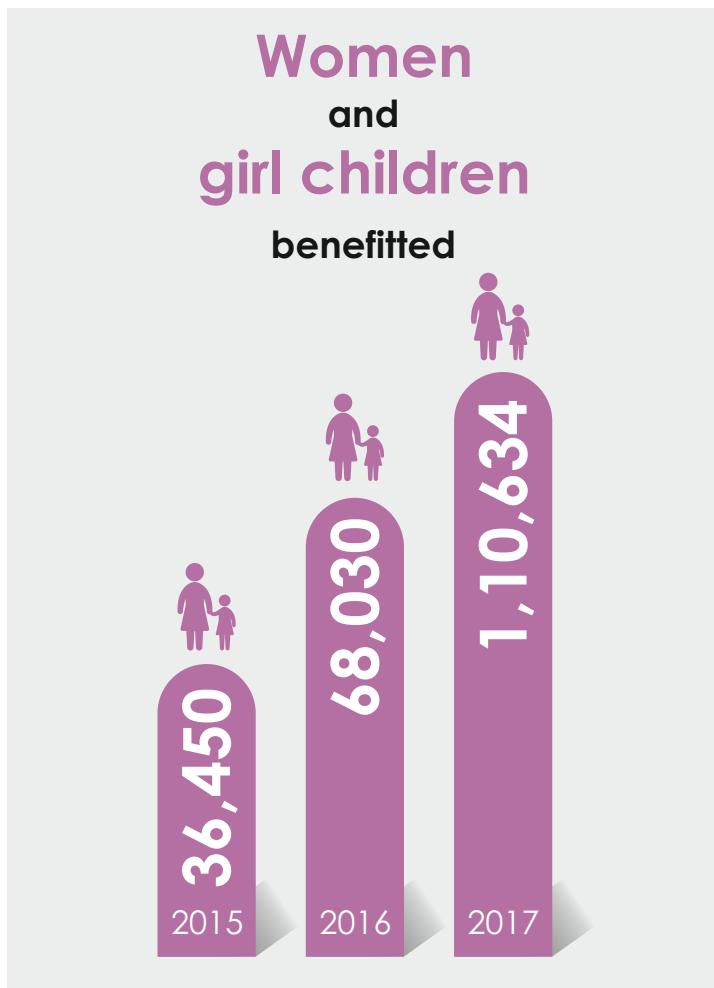


1,10,634

women and girl children
empowered



Swabhiman, meaning self-respect in English, aims at achieving empowerment of the less-privileged women, by enabling them to build, secure and use socio-political assets to improve their wellbeing, exercise their rights, 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.



With the number of beneficiaries increasing from 68,030 in 2015-16 to 110,634 in 2016-17, the Swabhiman programme has been able to spread its wings further, reaching out to and impacting the lives of women and girls from the underserved strata of society.

A special project on Vocational Skill Training on Tailoring was initiated in 12 villages of the Kanchipuram District of Tamil Nadu for young women. Besides imparting the skills, the women were also provided with sewing machines on completion

of the course, as a first step in enabling them to have an independent and dignified livelihood.

Swabhiman focuses on creating awareness and building capacity for women's political participation and collective action against social injustice and exploitation. Regular awareness sessions and group meetings with adolescent girls and women were conducted on reproductive health, safe motherhood, antenatal and postnatal care, breast feeding, nutrition, legal awareness, career counseling, life skills, self defence, menstrual hygiene, etc. 26777 women benefitted from the initiatives covered under home visits by the Swabhiman team at various locations around the country. In addition to this 60,409 married women, adolescent girls and men benefitted by awareness generation through group meetings and one-on-one counselling.

9585 women received direct medical aid in the form of health camps. 6249 mothers and expecting mothers received Ante Natal Care and Post Natal Care benefits. 2611 women and girls were provided with sanitary napkins and contraceptives to create awareness on menstrual and reproductive health. Special programmes focusing on the same were organised for school girls across India.

The mainstay of Swabhiman programme's community outreach is through Change Agents, Peer Educators, Community Health Educators and Swabhiman Health Volunteers. More than 120 of these change agents were developed and provided training by some of the best trainers and resource persons from specialized organisations.

The merit based scholarship programme for girls continued to provide support to meritorious girls from disadvantaged families. A total of 80 girls received support in form of reimbursement of tuition fee, uniform and textbooks. They were also provided guidance in academic and personal development.

Innovation & Plan

- Interesting and **engaging sessions with women achievers** and influencers from different fields were conducted for Swabhiman Scholars to motivate and inspire them to follow their dreams. An **annual residential Learning Fest** was organised bringing scholars from different communities together to connect, interact and learn together.
- **Resource Centres** were initiated in all target communities that will act as an information hub and networking centre that can be accessed by women and girls providing area profile, maps, emergency helpline numbers, information on government schemes and health related bulletins.
- The plan next year is to **reach out to more communities** and take the Swabhiman movement around the country and work on enhancement of aspects such as economic empowerment.





Educated girls & empowered women lead the change in Chhatarpur

Right next to the high-rise buildings and sprawling farm houses of Chhatarpur area in New Delhi, loom the dilapidated and neglected shanties of the Nut colony slum cluster. The majority population here is either engaged in their traditional community occupation of singing and playing drums, or making paper flowers and selling trinkets by road-sides.

When Swabhiman was first initiated in the community, it was perceived as no more than a wasted effort, with the men opposed to sending their wives and daughters for awareness sessions, trainings and workshops. Slowly, but steadily, the Swabhiman team set out to turn this tide. They started conducting door-to-door visits and counselling families, making the male members of the community aware of the importance of women empowerment. With help of regular street plays, celebration of relevant days, and group meetings, sensitisation on education, health and rights of girl children and women was done.

Today, the men and women in the community stand together in support of the programme. Every week a mobile hospital visits the community with the aim of

providing mothers and children from the community free access to primary healthcare services. In addition, stand alone health camps with special services by paediatricians and gynaecologists are also conducted as required to take care of their specific health needs. Health talks by experts are a regular feature of the project, to keep the women updated on vital RCH issues.

Exceptional girl children from the community were identified and provided scholarship support to complete their education. Their parents are also regularly counselled so that they encourage their daughters to pursue their dreams in life. The girls are further given relevant exposure and life skills training to ensure their over-all development. These girls have become peer influencers and are spreading the change further among their families, friends and neighbours.

With the consolidated efforts of the Swabhiman team and the community, the wheels of change have been set in motion, and the results are highly encouraging.

CHANGE THAT INSPIRES US



Kamla

"I work as a maid – wash dishes, do cleaning and mopping in 5-6 houses every day. My husband sells plastic balls at traffic signals. Whether it is hot, cold or raining we never take a single day off. Just so that our daughters can have an easier life and do not have to struggle like us", shares Yogita's mother.

Yogita, oldest of three sisters, has been awarded the merit-based Swabhiman scholarship to complete her schooling and higher studies. Even though they are illiterate themselves, Yogita's parents have worked hard all their lives to ensure that their daughters went to school.

Walking in their footsteps, their daughters have always performed above average in class. Yogita has been a class topper and also takes a keen interest in sports. She wants to become a teacher so that she can teach all the little children of her community and ensure that they also get the opportunity to excel.

"When I told her I was with child, Aruna didi (Swabhiman Health Volunteer) was as happy as my mother would have been. Here in the city, I and my husband live alone. My husband is a security guard, leaves for work in the morning and comes home late.

I felt so lonely and scared for my child. But didi put all my fears to rest. All through my pregnancy, she visited me every day – talking to me, advising me what to eat, how to take care of my health, taking me for check-ups. She even convinced my husband to get my delivery done in a hospital.

She has truly been a guardian for my child. When he was born healthy and fit, didi too had tears in her eyes. She comes to meet him regularly and always guides me on his and my own diet. The little boy has already become so attached to her."



Yogita



SWABHIMAN SCHOLARS

DURING THE YEAR

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.

140 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

A residential Annual Learning Fest was initiated to bring together all Swabhiman Scholars and help them connect, interact and learn together

Maternal and Child Health

18,885 women were provided **Reproductive and Child Healthcare services**.

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. During the year, **114 Swabhiman Health Camps** were conducted at various locations that directly benefitted **9585 women and children**. Diagnosis, counselling, medicines and contraceptives are made available for free during the camps.



Feminine Care & Wellbeing

Gender-sensitive interventions were conducted round the year with the aim of generating intense awareness among the women and girls, and promote behavioural change. Through community participation tools like workshops, trainings on various health components, street plays and other outreach initiatives, women and girls were sensitised to the importance of health, education, decision-making and legal rights. A resource centre was developed for each target community that acts as a depot for provision of information on the area and population profile, government schemes, etc.

Male Involvement

In a society such as ours it is important that a change be brought to the existing ideas of male dominance and superiority along with the empowerment of women. This programme is specially articulated to bring attitudinal and behavioural changes in the community men so that they support their partners in all aspects of life. Under this aspect the men in the family are made aware of the fact that they are equally responsible for family planning, responsible fatherhood, adoption of permanent male sterilization, providing critical care support to spouse during pregnancy and ensuring safe delivery.



VOCATIONAL TRAINING PROJECT



DURING THE YEAR

Smile Foundation initiated the Vocational Training Programme, as part of the ongoing community development and rehabilitation programme in 12 villages of Kanchipuram district, Tamil Nadu, in association with PepsiCo Foundation to give a helping hand to the inhabitants in rebuilding their lives after the floods of 2015.

The project was aimed at encouraging women and girls from the village to enrol for skill training course in tailoring and sewing, to help them have a dignified and independent livelihood. This was to provide a sustainable source of income to families who had suffered losses during the disaster, along with empowering women and older girls with a useful skill set.

More than 235 women enrolled in the first two batches of the vocational training programme and successfully completed the course. To motivate and encourage the women in this new phase of their lives and give them a little extra support they were also gifted with a sewing machine each.

Most of the women who completed their courses have found jobs at tailoring shops and garment manufacturing factories, or have begun working from home. There are many who have joined the programme after getting inspired from the success stories of the women who have now become independent, confident and able to merit a secure and dignified livelihood.

235 women have successfully completed the vocational training programme

Each trained woman has been provided with a sewing machine as an initial support for their new beginning

Workshops with health experts, yoga and stress management sessions were conducted regularly for the women trainees

A convocation ceremony was held during which all the women received course completion certificates and were encouraged by the whole community, including dignitaries like the Minister of State for Industries and the Minister of State for Electricity, Excise & Prohibition, Govt. of Tamil Nadu



A total of 110,634 women and girl children were benefitted and empowered through various interventions under the Swabhiman programme



120 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 60,000 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



9585 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 140 deserving girls for secondary and senior secondary education through full scholarships, besides regular counselling for academic and personal development



IMPACT





CHILD FOR
CHILD



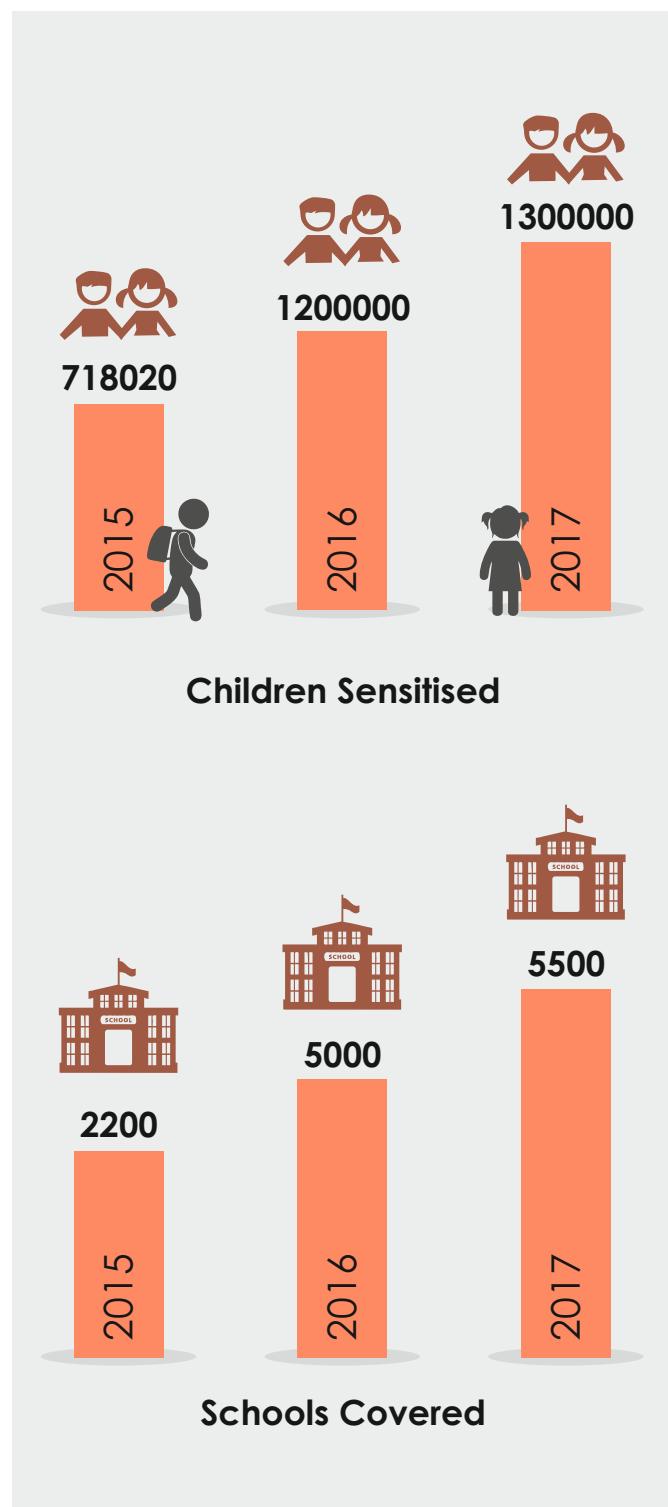


5500
schools

29
states

417
districts

Child for Child (CFC) 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. CFC currently reaches out to nearly 1.3 million children in more than 5500 schools, spread across 417 districts of India.



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. Children have the potential to be the best change agents, be it in their family or the community in which they live. 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. Smile Foundation's Child for Child programme was initiated in 2006 as an affirmative step in this direction.

Under 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 responsible citizens and change makers. Before their minds are set with age, the CFC 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. In addition, their parents and teachers are also involved in the process.

More than **6000 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.



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 Government schools, and **small educational initiatives working for marginalized communities, were extended support by privileged schools** for construction of new classrooms and computer literacy centres enabling access to quality education in a conducive environment.

The **2nd 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 100 critically acclaimed award winning films were showcased during the week-long festival to an audience of more than 12,000 school children and many others.





EMPOWERING
GRASSROOTS





More than
5000
grassroots organisations
empowered so far

A national capacity building programme, Empowering Grassroots is aimed at handholding, training and enabling community based organisations (CBOs) to maximise their impact on the ground. It 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 workings of the development sector at the grassroots level.

Identifying, handholding and training grassroots NGOs from across the country to enhance their:

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

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).

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.

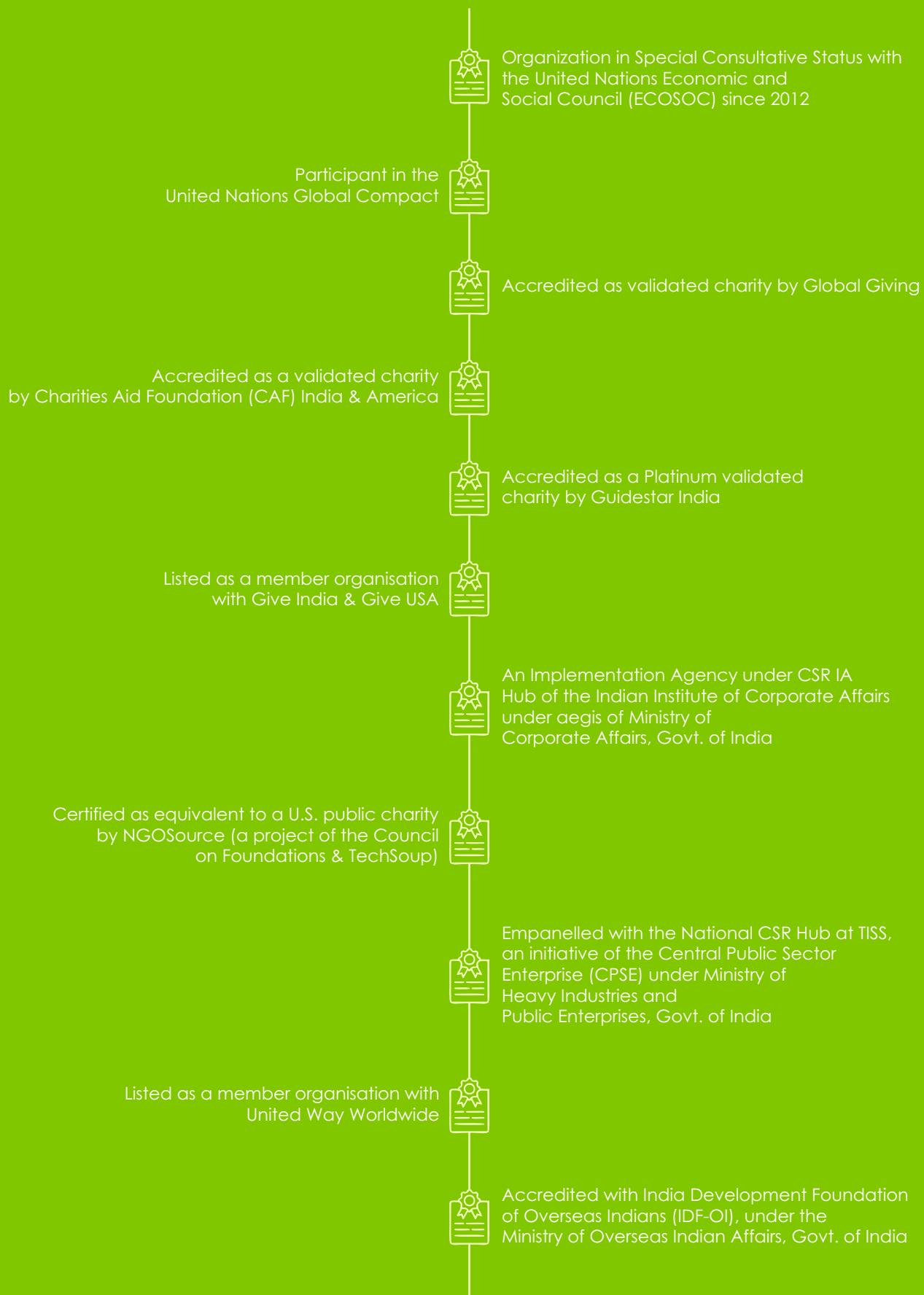
More than **5000 face to face hand-holding meetings were held across India** where an attempt was made to understand the on-ground challenges faced by grassroots NGOs and resolve them effectively through community participation. A dedicated team travelled and conducted monitoring visits, in-house trainings, 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



EMPANELMENT AND ACCREDITATION



SMILE FOUNDATION

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

BALANCE SHEET AS ON 31ST MARCH, 2017

(Amount in Rs.)

PARTICULARS	SCHEDULE	AS ON 31ST MARCH, 2017	AS ON 31ST MARCH, 2016
SOURCES OF FUNDS			
Capital Funds	1		
Corpus Fund		268,420,598	246,320,598
General Reserve Fund		123,263,820	90,417,994
Current Liabilities & Provisions	2		
Sundry Creditors for Expenses		1,111,235	3,717,450
Restricted Grants - Pending Execution		168,568,121	136,389,442
Other Current Liabilities		2,560,297	2,125,994
TOTAL		563,924,071	478,971,478
APPLICATION OF FUNDS			
Fixed Assets	3		
Total Gross Block of Fixed Assets		101,085,918	98,869,753
Less : Gross Block of Assets held by Trust having Right to Use Only		22,209,563	22,209,563
Gross Block - Owned Assets		78,876,355	76,660,190
Less : Accumulated Depreciation		30,782,864	27,298,119
Net Block of Fixed Assets		48,093,491	49,362,071
Current Assets & Loans and Advances	4		
Deposits			
Deposits with banks		493,337,409	410,596,025
Security Deposits		2,162,136	1,249,841
Income Tax Refund Dues		7,195,145	5,250,661
Loans & Advances	5		
Project Advances		1,938,151	735,692
Restricted Grants Receivable		7,786,864	2,268,542
Other Advances		3,410,874	9,455,970
Cash in Hand			52,674
TOTAL		563,924,071	478,971,478

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

9

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 : 26th October, 2017

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, 2017

(Amount in Rs.)

PARTICULARS	SCHEDULE	FOR THE YEAR ENDED ON 31ST MARCH, 2017	FOR THE YEAR ENDED ON 31ST MARCH, 2016
INCOME			
I. Voluntary Contributions (including for specified programmes)	6	455,580,638	277,398,885
II. Other Incomes	7		
Interest Income		31,763,915	26,608,686
Other Miscellaneous Income		352,601	26,403
(II)		32,116,517	26,635,089
Gross Income Available for Application (I + II)		487,697,155	304,033,973
APPLICATION OF INCOME			
I. Income Applied for Execution of Various Social and Welfare Programmes:			
Mission Education Programme		48,263,231	26,010,470
Action for Children Programme		55,086,084	37,235,929
Child for Child Programme		25,213,232	23,949,910
Education Programme U/s 35AC of Income Tax Act, 1961		2,198,319	7,178,838
Smile Twin E-Learning Programme		110,305,580	62,856,994
Smile on Wheels Programme		112,296,176	51,563,061
Swabhiman Programme		8,563,913	6,148,738
Scholarship Programme		32,408,239	11,537,111
Disaster and Relief		-	12,323,292
Other Social and Welfare Programmes		7,998,722	11,063,345
Total (I)		402,333,496	249,867,687
II. Administrative & Other Expenses	8	49,033,088	44,180,356
Total Income Applied (I + II)		451,366,583	294,048,043
Net Surplus / (Deficit) before Depreciation & Taxes		36,330,571	9,985,930
Less : Depreciation	3	3,484,745	2,738,657
Net Surplus / (Deficit) before Taxes		32,845,826	7,247,273
Less : Provision for Tax		-	-
Net Surplus / (Deficit) transferred to General Reserves Fund		32,845,826	7,247,273

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

9

AUDITORS' REPORT

As per our report of even date annexed

For and on behalf of board of trustees of
SMILE FOUNDATION

For M.K. Kuchchhal & Co.
Chartered Accountants

Sd/-
Manoj Gupta

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

Place : New Delhi
Date : 26th October, 2017

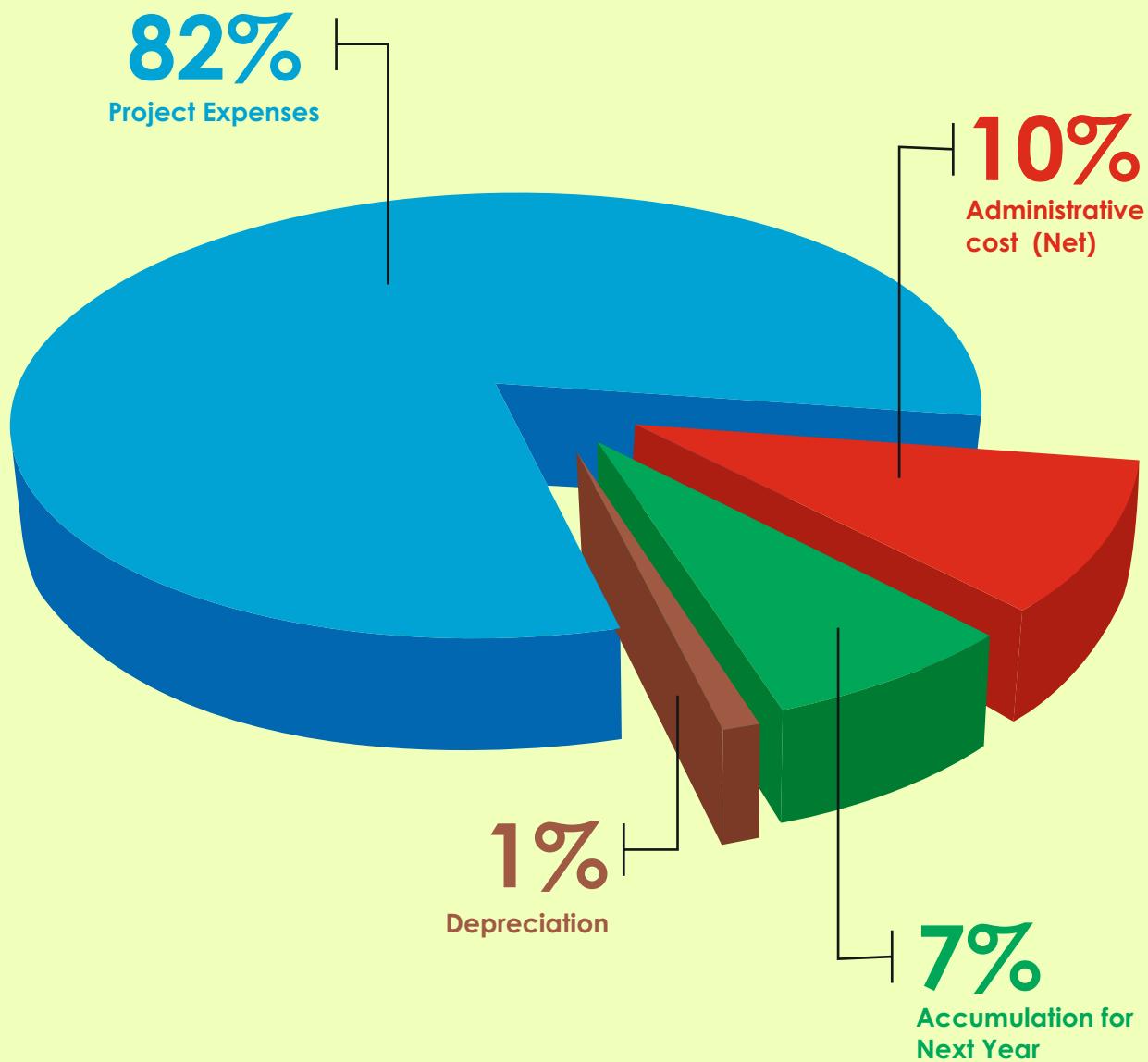
Sd/-
GM - Finance
(Pratap Ray)

Sd/-
Chief Operating Officer
(Sanjeev Dham)

Sd/-
Trustee
(Santanu Mishra)

Sd/-
Trustee
(Yogesh Jagia)

DISBURSEMENT OF FUNDS 2016-17



RECEIPTS 48.77

Amount in Crores

NOTE: Total administrative cost is 15.50% out of which 5.64% 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, 2017.

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.

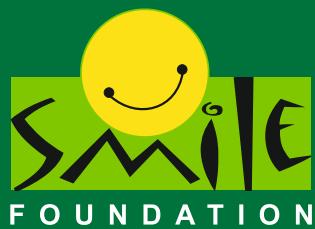
For S Behera & Co
Company Secretaries

Sd/-
(Shesdev Behera)
Company Secretary in Practice
CP No. 5980
Date – 30/10/2017

OUR SUPPORTERS

ABCE	Deutsche Bank
Abbott	Disney
Adobe	Emars Events & Shows Pvt Ltd
Aglowmed	Epsilon
Ajmera Builders	Ericsson Global
Allstate	Ericsson India
Amtek Auto Ltd	Gift XOXO
ANZ	Gundecha Charities
Aurelle by Leshna Shah	Harman International India Pvt Ltd
Avon Mold Plast	HDFC Credila
AXA	Herbalife
Baxter India	Hexaware Technologies
Blackrock Services India Pvt Ltd	Himalaya
Blue Hyundai	Honor Mobile
BNY Mellon	ICICI
BookASmile	India First Life Insurance Company Ltd
Boston Scientific	Indian Energy Exchange
British Council	IndiGo
Canara HSBC OBC Life Insurance Company Ltd	Indus Valley
Capital Via	Ingenico
Cello	Ingersoll Rand
Cisco	INOX CSR Trust
Clifford Chance Business Services Pvt. Ltd.	Intas Pharmaceuticals
CNH Industrial	J K Cements
Colgate	Jhelum
Colors KBC	Kanakia Spaces Pvt Ltd
Datagenic	KFC

KLM
Konica Minolta Business Solution India
Kuehne Nagel
Kunal Chanana
LG
LIC
Magna Publication
Mahindra & Mahindra
Mantri Developers
Medtronic
Meena Bazaar
Meethibai College
Mineral Enterprises Limited
Myntra
Narayan Jewellers
Nippon Paints
NTT Communication
Opentext
Orion Mall
Party Sharty Entertainment Pvt Ltd
PepsiCo Foundation
PepsiCo India
Perfetti Van Melle
Petrofac
Philips
Prudential
Puma
Pune Fashion Week Pvt Ltd
Quaker
R1 RCM Global Pvt Ltd
Reliance
Sanjeevan Trust
SBI Life
Schenker India Pvt Ltd
Schindler
Shire
Signode
Smith Medical
Society General
South African Consulate
State Bank of India
Swarovski India
Syniverse
Target
Tata McGraw Hill
TCPL
Telstra
Thyssen Krupp
Triumph Motorcycles
Union Bank Social Foundation Trust
United Health Group



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