

Annual Report

2010 - 11

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Chairperson's Note

From the Executive Director's desk

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Chairperson's Note

This financial year began on a positive note: Mobile Crches had emerged stronger from having addressed some of the internal challenges of programme, people and systems; kept its head above water in the year after the worst global recession since the 1920s, and ended 2010-11 with a windfall from a new donor and the welcome news of a three-year extension to the 100% tax exemption on donations to its Corpus Fund.

In 2010-11, evaluation, innovation and consolidation were common themes in all three dimensions of the Mobile Crches Programme – field operations on construction sites and slums in Delhi/the National Capital Region; training in childcare in various parts of North India; advocacy at the national and state levels on Young/Migrant Child issues.

On the evaluation front, assessment of impact of the MC intervention in the urban areas and a revisioning of curriculum for the 6-12 age group in the daycare programme at construction sites, are some examples. A tripartite relationship (between the community, MC and the government) under the Rajiv Gandhi CrecheScheme as a possible model for replication and the introduction of the Jan Sunwai (public hearing) as an integral tool to ensure that people's concerns are heard by those who govern, were some of the innovative strategies. The most remarkable consolidation was engineered on the "facilitation of daycare at sites" front. The reach to children almost tripled on sites where the builder took on increasing responsibility of financing as well as managing the daycare facility, after the initial set up and subsequent supervision by MC.

The support functions and structures of resource mobilization, human resource development and statutory and strategic governance, continued to receive substantive attention. While recruitment at senior management levels is not easy, making internal systems stronger is one way to weather the flux. In the near future the focus will continue on buildingthe Corpus Fund, bringing in new corporate partners and expanding the net of individual donors. Members of the newly elected Governing Council (Board) and the reconstituted advisory Committees, as well as additions to the General Body, for 2011–14, will bring new energy to addressing organizational and strategic issues.

We are and older, wiser organization, today, facing a harsher environment on the outside. We offer little competition to the search for talent andskills in thecorporate and international non-government organization sectors. While the widening of MC's net of key influencers in the government – from Ministries and Advisory Committees to Monitoring Bodies – is encouraging, the politics of short-horizon coalitions and all pervading corruption is not very reassuring. And last but not least, every rupee raised will require disproportionately greater resources, given the withdrawal of some funding institutions and the setting up of local fundraising arms by others, and the continuing, bleak outlook for the global economy.

Looking at a three year horizon, MC needs to grapple with the following questions: how rapidly will the current trend of mechanization and shorter gestation spans of construction projects change the situation of children at the sites; how and for whom can MC promote its models of intervention with young children so as to enable replication and, hence a larger reach; how conducive is the policy environment today and how strong our platform building and understanding of critical levers to catalyse systemic change within certain timeframes. In this context, building internal teams, carefully choosing partners in change and staying strategically focused assume fundamental importance. The GDP growth may yet trickle down, if we keep our ears to the ground and continue to ensure that democratic processes work, governments and employers are held accountable to their constituencies, citizens are kept informed and included in decision making and that the Young Child on construction sites and the growing slums of urban India, matters.

Anjali Alexander
Chairperson Mobile Crches

From The Executive Director's Desk

As one looks back on the year gone by, one comes away with a sense of immense satisfaction at Mobile Creches's progress, especially, in the areas of establishing linkages with some of the key stakeholders: builders at construction sites, parents and community members, civil society colleagues and decision makers in the government at the National and State levels. This momentum needs to be further augmented by focusing on critical levers at the grass roots as well as the policy level to ensure greater inclusion of the marginalised.

Our core programmatic work, delivered through our daycare centres at construction sites, continues to remind us how little has changed and provide inputs to feed into our advocacy for tripartite state structures to address migrant child issues. Mobile Creches was successful in converting five new contractors to take on increased responsibility for providing child care services at their sites. This has great potential for the future especially as construction activity moves from the saturated metros to smaller cities and towns across India. MC's expertise in setting up and running quality 'creches' at construction sites and our advocacy with builders will find more fertile ground given the pressure for compliance with the Builders and other Construction Workers Act, 1996. To rise to this challenge, MC's task is to ready its internal team and business transfer mechanisms, and identify builders, donors and other NGO partners to, collaboratively, take this forward, .

This element of community mobilisation finds resonance in our work at urban settlements. An Impact Assessment, whilst validating the strategies adopted to bring about increasing prioritization and sensitivity to Early Child Care, by the family and the state, highlighted the gaps in the capacities and orientation of other players working with the Young Child. The role of women and youth groups, the human and environmental factors that affect their contribution to community awareness and mobilization campaigns – and MC's role as a catalyst – needs to be strengthened in order to fully tap this great multiplier for bringing about a positive change in the urban scenario of high Infant Mortality Rates malnutrition and weak learning foundations.

Long term partnerships for training in ECCD have emerged as a significant strategy for a more sustainable impact on trainee organizations as evidenced in our interventions with Bhartiya Kisan Sangh, Jharkhand and Sewa Mandir in Udaipur. These have the potential to bring about systemic change at the individual, organizational and state levels.

Concerted efforts were made throughout the year to strengthen our advocacy efforts through coalitions and networks both at the field and policy level. Whilst the 'Jan Sunwais' organized by Neenv, the Delhi chapter of FORCES, continued to be our conduit of reaching larger numbers through its 40 member constituency, FORCES, The India Alliance for Child Rights, Right to Food Campaign and Wada Na Todo opened up doors to provide inputs for policy makers for the Young Child. Mobile Creches prepared documents to provide concrete recommendations for the National Policy for the Child, the XIIth Plan Approach Paper and the Rights to Food Bill with the Planning Commission, the National Advisory Council and the Ministry of Women and Child Development (MoWCD). The agenda for 'care' manifested in our proposals to the MoWCD for AW-cum-crèches will be strengthened in the coming years.

At an organizational level, Mobile Creches continued to forge ahead by strengthening its systems and oversight mechanisms.

Mridula Bajaj
Executive Director

Abbreviations

| | |
|---------|---|
| ANM | Auxiliary Nurse and Midwife |
| AWC | Anganwadi Centre |
| AWW | Anganwadi Worker |
| CWG-CWC | Commonwealth Games-Citizens for Workers, Women & Children |
| CBO | Community Based Organisation |
| DCWWB | Delhi Construction Workers Welfare Board |
| ECCD | Early Childhood Care and Development |
| FORCES | Forum for Creches and Childcare Services |
| FYP | Five Year Plan |
| GNCT | Government National Capital Territory |
| HCWWB | Haryana Construction Workers Welfare Board |
| ICDS | Integrated Child Development Services |
| MC | Mobile Creches |
| MIS | Management Information Systems |
| NCR | National Capital Region |
| NFE | Non Formal Education |
| NGO | Non Government Organization |
| PHC | Primary Health Centre |
| SHG | Self Help Group |
| RTF | Right to Food |

MC At A Glance : 2010-11



Mobile Crèches reached out to 14,018 children, trained 437 women and partnered with 60 organizations and 6 networks, to make the young child's voice heard across State and Central governments, the construction industry, academic institutions, the social sector, and parent communities in Delhi, NCR, and the interiors of Northern India

Mobile Crèches (MC) stepped into the second decade of the 21st century with a new confidence. The organization had survived and grown from the challenges posed, first, by the external factor of the global recession and its implications for funding and, second, by the internal demands imposed on itself in the Strategy Plan 2009-14. MC's spirited response to issues on the resource front – both human and material – was bolstered by upgraded systems to better plan, evaluate and execute a complex programme. MC stays committed to reach the excluded and impact the neglected: young children on construction sites and slums, in the urban landscape.

A defining feature of the Financial Year (FY), 2010-11, was the widening and deepening of MC partnerships in almost every sphere of the organization and its programme: leading builders taking on increasing responsibility of managing and financing crèches at their sites; reaching out to Labour Welfare Boards beyond Delhi; coming together of grass root action on children, women and care, with academic and research initiatives; strengthening alliances to bring into the fold a gamut of key advisory bodies – from Working Groups of the Planning Commission and the National Advisory Council and various Ministries to the Commission for the Protection of Child Rights; securing support

from new corporate funders (including Corporate Foundations); diversifying membership in Society, Board and advisory committees.

The picture looked less than rosy on the eve of this FY. But our efforts coincided with the fruition of some long lost seeds sown in the distant past, to help end the year with a surplus: MC's total **income of Rs 3.68 crores, for 2010-11**, exceeded its total **expenditure of Rs 3.59 crores** by Rs 9 lacs. For the first time the largest share of income, 44%, came from the corporate sector (includes corporate "foundations"), thanks to a one-off grant from the Google-Tides Foundation. This was followed by 30% from institutional donors and 14% from builder partners; the latter showing a 41% increase over last year's contribution! The Corpus Campaign continued and brought in almost Rs 43 lacs in INR contributions.

Childcare initiatives in the field in Delhi and the National Capital Region (NCR) continued to lead, accounting for almost 2/3rds, of the total expenditure – 51% going to initiatives at construction sites in the NCR and 13% to those in the slum communities in Delhi. Advocacy and Training, together, stayed steady at 14%, while absolute expenditure on Resource Mobilization (RM) jumped by 50% to increase its share in the pie to 6.8%. The latter reflected an enhanced investment in people, systems and new strategies aiming at larger volumes of small donations.

1. Field Interventions



MC is a recognized voice, today, in the field of Early Childhood Care and Development (ECCD). ECCD interventions at construction sites of the NCR and in the urban slums of Delhi have the same objective but are distinct in nature.

At the sites it takes the form of a workplace based intervention where the employer, in this case the contractor/builder, is a key partner. The working parents and their children, by virtue of the nature of construction work and their remote rural roots, provide a short window of opportunity to MC, as a catalytic agent, to initiate change and introduce processes that will sustain it. In the urban areas, the target population is the more settled migrants, even though a sense of "permanence" and security continues to elude them. Here, the community plays a key role and the primary focus changes from employers' responsibility to state responsibility. MC works to ensure better reach and quality of ECCD services while strengthening the demand for such services from the parent community.

In 2010-11, MC's ECCD initiatives reached **9564 children at 53 construction sites** (45 large ones and 8 smaller ones) in Delhi/NCR (Gurgaon, Noida and Greater Noida) and **4454 children in 8 slum settlements** in Delhi. MC's programme at construction sites accounted for 51% and the urban programme 13% of its annual expenditure of Rs 3.59 crores.

1.1 Interventions for Children of Construction Workers

The last 10 years have seen a tangible change in MC's positioning on the "responsibility of the builder" in providing crèches on site. And this is reflected not only in the nature of and the time invested in negotiations, but also in the cost sharing and, more recently, responsibility sharing by the employer, that MC has been able to bring about.

Waking Partners

The numbers of children reached with daycare services at 18 sites, of builders who "shared ownership" with MC and those who took on "complete ownership" of financing and managing on-site creches, increased from 543 last year to 3111 this FY! The ultimate goal of MC is to move builder partners up the "responsibility ladder". Our experience in 2010-11 reflects the coming of age of some partners, who have moved closer to what the law requires.

The number of children reached through the traditional daycare model – where MC takes complete ownership for set-up and day to day management with only part financial support from the builder – saw a marginal increase over the last FY. This is in keeping with the policy to run such centres as "proof of concept" while staying rooted to the field: to continue to reach children, maintain its core competency in childcare, provide a space for on-the-ground training and feed evidence to the making of policies and programmes.

jumped to 3111, a six-fold increase over last year!

MC's reach at the smaller sites, through awareness building and linkages with state services, doubled from 534 to 1198.

MC run Day-care centres at building sites: MC reached out to **5255 children at 27 sites** through the traditional daycare model, with the entire responsibility for set-up and management. MC runs the day-care centres with its own staff and a helper provided by the contractor. Financial support from the builder – ranging from 25% to 75% - is supplemented by other donations.

Trademark MC!

The cloth cribs with sleepy infants, old newspapers recycled into happy streamers fluttering from the ceiling, colourful growth charts with the coveted "green range" for "normal" on the walls, the drumbeat of the dholak and the flash of the flashcards, the giggly queuing up for the toilet, the ladling out of the morning daliya and the animated faces around low, rectangular blue tables full of coloring books and blocks. These are the bricks and mortar of the MC intervention. The childcare worker toils all day and holds it all together to form the cornerstone for bolder initiatives and bigger aspirations – scaling up reach in the metros and second rung towns; institutionalizing policy change and setting standards in the construction industry; reaching state services meant for children of settled populations to migrant children.

MC runs a full day programme, six days a week, for birth to 14-year-old children of construction workers. The centre has three sections – Crèchē for the 0 to 2 year-olds; Pre-school for the 3 to 5 year-olds; Non-Formal-Education (NFE) for 6 years and above. The age-appropriate, cognitive development activities range from early stimulation and early learning to school readiness. Preventive and curative healthcare includes immunization, regular check-ups and referrals and access to health services. On the

Building Blocks – Nutrition, Health, Education and Community

- 67% of the children, who stayed for at least four months, improved their nutritional status
- 91% of the children, who stayed for at least 2 months, were age appropriately immunized
- 357 children, 6 years and above, were admitted to schools; 60 of them got an MC scholarship
- The NFE Programme was reviewed and teachers trained for a new curriculum next year
- 54 community women/men played a leadership role in facilitating access to state services

nutrition front close growth-monitoring of the under-sixes and balanced, low cost, supplementary nutrition for all with special focus on the under-threes – the crèche-on-site enables breastfeeding by the mothers; soft weaning foods, timely and frequent, for the 6 months to 2 year olds; special diet with eggs for the malnourished.

All work and no play would make the centre a dull place. At MC, play-way is the right way with education, health, colours, numbers, stories, puzzles and games – all rolled into one, integrated whole. All major festivals, national holidays and the annual sports day, are celebrated at the centre with much fanfare and children's favourite excursions – a trip to the Children's Park,

Sultan Lake, BalBhawan or the Zoo – are interwoven with the educational theme of the month.

Facilitative partnerships with builders/contractors at large construction sites: This segment showed the largest increase in MC's reach through various partnerships: **3111 children at daycare centres at 18 sites**, 3 of which are now working on the build-operate-transfer mode! While it is never easy to get builders to share the cost of a crèche – even though mandated by law, for 50 and more women workers - getting them to share responsibility for management is even more difficult. Complete ownership has few takers: in 2010-11, Shapoorji Pallonji (SP) and Bestech took that step. After a partnership in the traditional mode, at their DLF Cyber City project, in 2006, and Greater Noida, in 2008, SP decided to move up the responsibility ladder: three crèches opened in Rohtak, Mewat and Amritsar in the calendar years 2009 and 2010, where SP took on complete ownership. The initial teething problems were sorted out with training, monitoring and technical support by MC. And Bestech followed suit in December 2010.

Outreach at smaller construction sites: MC came upon this model of intervention by trial and error. Seeing the reluctance of smaller contractors, to make longer term commitments to labour welfare and, hence, crèches on site, MC decided on an alternative route to work in Dwarka, a fast developing area of South West Delhi, dotted with smaller construction projects. Since 2000, MC has been engaging directly with the



construction workers and their children, on the lines of the urban slums programme, below. In 2010-11, MC worked at 8 such sites – through family based interventions, immunization camps, linkages to state services and awareness campaigns–to **double its reach to 1198 children and triple its reach to 1600 community members**. Efforts are on to activate the Integrated Child Development Services (ICDS) programme for providing mid-day meals for 0–6-year-old children at construction sites in Dwarka.

Partnership with the State: At MC the provision and ensuring of childcare services through partnerships, above, goes concurrently with the strategy of invoking state responsibility through labour laws meant, specifically, for construction workers' welfare. MC's pioneering partnership with the Delhi Building and Other Construction Workers Welfare Board (BOCWWB), in the days of the CWG 2010, paved the way for similar initiatives with the Haryana BOCWWB. Year-long dialogue over 2009 and 2010 with the Board and the contractor partners invited to the table led nowhere.

Education and Childcare

The Haryana Department of Education has started an initiative at brick kiln sites where, typically, family labour is employed. The idea is to bring out-of-school, 6–14 year-olds back into the mainstream. They are working with MC to bring the under-6 child into the ambit of the SarvaShikshaAbhiyan. MC will be a partner in the initiative, starting with pilot of five construction site centres, for six months, next year.

While MC will continue with this multi-pronged approach to ensure that the migrant child gets his/her right to development and care, the thrust lies with the second strategy of facilitating childcare services with the big builders at large sites. It is the only way forward towards scaling up coverage, while we keep nudging state governments to implement what has been on paper for decades.

1.2 Interventions in Urban Slum Settlements

As per the Delhi Economic Survey, 2007–08, slums and poor settlements in the city are home to 64% of the population of Delhi. The poor quality of life for children in these areas is reflected in higher mortality rates and greater incidence of anaemia and low weight. As urbanization continues at a rapid pace and cities big and small become home to the young and the poor, governments have to acknowledge this urgent challenge and start at the very beginning – the young child.

In 2010–11, MC reached out to **4454 children in eight urban, poor settlements** – MadanpurKhadar, Kirby Place, Trilokpuri, Seemapuri, Khanpur, HarollaBasti, Dakshinpuri and Shadipur – seven in Delhi and one in Noida (NCR). Unlike most NGO work that focuses largely on the supply side of services – service delivery, training, technical support, etc. – MC has also worked painstakingly to bring in the community as a key stakeholder and strengthen the demand side of ECCD services. The MC intervention package includes the following:

Awareness building with the community on ECCD – to develop an understanding of the criticality of the early years, the current plight of young children, and the rights of parents and children to basic services like water, sanitation, health and childcare. MC reached over **4500 people through street theatre** and other media presentations.

One-on-one interaction with families – with pregnant mothers and/or children under three, to bring about change in child-care practices of neo-natal care, breastfeeding,

weaning foods, etc. In 2010-11 MC reached out to **3363 families and 3444 children** and saw distinct improvements, especially in colostrums feeding, number of families abstaining from application of pre-lacteals and immunizations.

Power of community

Women's groups and community based organizations (CBOs), some of the latter formally registered, assisted by youth group members, used the following grievance redressal and community mobilization mechanisms to hold appropriate agencies of the government accountable –

- Applications under the Right to Information (RTI) Act – to get information about the delay in the opening of an anganwadi or the status of the sanction of a dispensary
- *Jan Sunwai* (public hearing) – Participated in district-level Jan Sunwais to highlight the lack of anganwadis and PHCs.
- Visit to the MCD - to put pressure for the provision of sanitation workers
- Visit to the Child Development Project Officer's – for opening an anganwadi
- Meeting the SHO - to address the issue of drinking and gambling in public spaces

Building social capital - by forming, strengthening and institutionalizing women and youth groups to drive change – combining the role of ambassador and watchdog – to ensure that young children matter to communities. This FY, the membership of women and youth in the community leadership groups rose to 381 and 121, respectively from 113 and 90.

Linking community with state services – to create pressure on schools, health centres and anganwadis to perform and improve. MC helped link **3311 children to the ICDS/health services**. Access to services requiring "identity" continues to be a hurdle.



Community Based Crèches and Balwadis – run by community women trained by MC at six slum/resettlement areas reached **1,010 children at 46 creches**.

MC works with other local NGOs and networks to mobilize the community around ECCD issues. Action research initiatives combined with family based interventions as well as constant motivation and capacity building of the groups, above, has given MC and the cause of the young child, a firm foothold in the community. Sanction of new anganwadis, functionalization of the old ones, and activation of a tripartite partnership model– between MC, CBO and the government utilising the Rajiv Gandhi Creche Scheme are some of the tangible developments.

1.3 Awareness Building and Community Mobilization

On construction sites or in the slums, MC experience reveals a general lack of awareness of the importance of the ECCD needs of the children, the childcare practices that should be followed at home and the health, care and education services that must be sought outside and demanded from the employer/government.

At the construction sites, community communication, with close follow-up after the media presentation, has been an integral part of the MC programme. The issues range from the importance of ECCD and immunization to birth registration and accessing the ICDS. The media includes street theatre, kavard and folk songs and the follow-up is done through focused group discussions, games and questionnaires. MC reached out to **8,525 people through 127 performances** of street theatre/other media. The challenge of constant movement and the objective of sustaining impact led to the setting up of the **SaathiSamuh** - a core group of community facilitators and leaders to keep the ECCD agenda alive, well beyond the MC intervention. In the last two years, MC has identified, mobilized and trained 67 saathis. In 2011, MC worked with 54 of them.

In the urban areas **44 street play performances and 32 folk media** were presented to reach 4,505 people. MC's street theatre group, the *Lokdoot*, no longer has a monopoly over carrying messages to the community. MC is training community women and youth groups to perform folk media—like, *KhultaBachpan* and the *BalwadiKawad*—to enhance the multiplier effect of such messaging. The youth group brings a lot of energy to these processes: during a *BalMela* or Health Camp, they do all the legwork and ensure that the events are well attended; they act as peer educators within the group; 35 young adults are active members of *Lokdoot*.



2. Advocacy and Training



MC took active part at the National Level for the formulation of Policies & also strengthened the positioning of young child through local and national coalitions. If continued to build capacities around the issue of the young child through training.

The significance of Advocacy and Training at MC, and the promise of scaled up, sustainable impact that it holds out, go way beyond its 14% share in the MC total expenditure pie. The explanation may be sought in the field interventions described above: the direct engagement with children on building sites and slums constitute the seedbed for awareness raising, rights-based orientation and evidence building that lend substance the MC voice on the Young Child and the Migrant Child. In 2010-11, the action centred around the following issues: Universalized and Quality Integrated Child Development Services (ICDS); Nutritional support for children under three; Pre-School Education (PSE) and hot, cooked meals for all children in the age group of 3-6 years; Creches and Universalized Maternity Entitlements.

2.1 Training Partnerships

Training in childcare, an important function at MC, takes the following forms: in-service training to strengthen the MC programme; building capacities of community women to run community based ECCD facilities or state/NGO run programmes; perspective building of other organizations and network partners to introduce the ECCD agenda in a socio-economic-political context.

MC trained 360 participants at 11 NGOs and two academic/training institutions. For six of the NGOs, it was a long term engagement that reached 2,714 children. The orientation workshops, with five other NGOs, included partners in Neeve, the Delhi Chapter of FORCES. The training team introduced many new elements this year in response to client needs – development of a Balwadi curriculum (e.g., SewaMandir); community communication as a core element of training (e.g. World Vision), pro-active negotiated long term engagements to ensure impact of training (e.g. BharatiyaKisanSangh).



Training anganwadi workers

Some of MC'S trainee organizations are grass root NGOs – like BharatiyaKisanSangh (BKS, Ranchi), Alamb and AV Baliga Trust (both in Delhi) – that work with the local anganwadis to provide quality inputs. MC trains their staff as well as the anganwadiworkers, including CDPOs, DPOs and supervisors, to strengthen the quality initiative. In the case of BKS, for instance, the problem was one of poor attendance of children in the anganwadis. With training from MC, the quality of worker-child transactions improved, and so did the attendance! After a year of sustained MC intervention, most of the targeted anganwadicentres have regular immunization, growth monitoring and learning activities for the children. National institutions such as the National Institute of Public Cooperation and Child Development (NIPCCD) have also commissioned MC to train ICDS functionaries for quality improvement.

MC trained 77 community women this year. Of the 54 trained at construction sites, 9 were hired directly by the contractor and a few others placed at daycare centres. The 23 trainees from the urban settlements, now, have the option of being placed with a local CBO/NGO, an ICDS anganwadi or running a crèche in their homes.

While the needs of children under 6 years constitute the core of the training, the overall module is customized in each situation, above, to lend itself to the goals and specific context of the trainee organization/individual. Low budgets, one-off initiatives based on availability of funds and frequent turnover of trainees, are a constant challenge for long term engagements needed for deeper impact.

2.2 Network Actions

Policy advocacy at the national level focused on giving inputs to the Working Group set up by the National Advisory Council for the Right to Food (RTF) Bill, dialoguing with the Planning Commission on the 12th Five Year Plan Approach Paper and working with the Ministry of Women and Child Development (WCD) to review the Rajiv Gandhi Crèche Scheme and set up a committee to frame policy on ECCE. At the State level, the key advocacy targets were the Department of WCD, senior officials overseeing the ICDS and the Delhi Commission for Protection of Child Rights (DCPCR).

MC works with a variety of **campaigns and network partners** with the prime purpose of bringing to attention policy and programme prescriptions relating to the young child. For instance, MC joined the Wada Na Todo (WNT) Network's intensive interface with the Planning Commission to generate ECCD related papers to feed into the 12th Five Year Plan; MC was part of the India Alliance for Child Rights (IACR) collective exercise to prepare the young/migrant child component of a new Child Policy. And since the Supreme Court Ruling of 2001, on food related schemes, MC has been a key player in the RTF Campaign, focusing on universalized ICDS, with quality.

Jan Sunwais– plight of the young child

Public Hearings give voice to people's struggles, bring them face to face with decision makers in the government and pave the way for systemic changes. . For the first time, Neeve organized two Jan Sunwais, in collaboration with the DCPCR, in the south/south west districts of Delhi. Among others, the jury comprised Chairperson and Members of the DCPCR and former senior officials of the WCD and National Commission for Women. Testimonies were heard from 36 petitioners and 400 people attended the Hearing. The report of the Jan Sunwai has also been widely disseminated and some tangible outcomes have already come about: the sanction of ten Anganwadi Centres in Kirby Place; a mobile health van of the Delhi Health Services in Nardan Camp, and installation of a water pump in Khanpur.



In 2010-11, two decades after co-founding the national **Forum for Creche and Childcare Services (FORCES)** with other organizations, MC played a significant role, once again, in articulating the vision of FORCES. Among others, FORCES will work over the next three years on the formulation of the Draft Bill, Fundamental Right to Care, and Holistic Development for all Children from conception to 6 years. In its tenth year, the **Delhi Chapter of FORCES, Neeve**, also engaged in serious stocktaking. The members re-examined the membership, focus and capacities of the network as well as the role played by each member. This network of 40 odd grass root organizations, with MC as its Convenor, played an active role in grass root mobilization and data collection for advocacy at the State level.

MC has used a variety of **advocacy tools** over the past – action research, signature campaigns, rallies, dharnas, press meets, etc. Of these, public hearings and public interest litigations are recent additions to the MC repertoire. A **Public Interest Litigation (PIL)** was filed in the Delhi High Court by three member organizations of the Commonwealth Games—Citizens for Workers, Women and Children (CWG-CWC) Campaign, in early 2010, highlighting the violation of rights of construction workers at CWG and related sites. The Report of the Monitoring Committee set up by the Court confirmed the allegations by the petitioners - no minimum wages; no "double rate" for overtime; unreported accidents; few safety measures. The Registration Camps held under Court orders had a poor showing with no mobilization by the authorities. In a subsequent hearing, however, the Court insisted that the provision of educational scholarships, under the Building and Other Construction Workers (BOCW) Act, 1996, be implemented forthwith, and that has seen some movement.

Hum Bhi Khelenge 2010!

'I Want to Play' (IWP) Campaign was the finale of the CWG Campaign, above. The objective was to take the games out of the stadiums and bring them into the *bastis*. And, in the process, bring civil society groups and young people together, to raise awareness on mega events, the opportunity costs and the inequities inherent in them. In the monsoon months preceding the CWG, IWP Games were organized in 11 bastis across Delhi culminating in a larger event with 150 children at the BalBhavan. The Petition to the Prime Minister, drawing attention to the above, remained unanswered.

2.3 Information Dissemination

Information management – collection, analysis, storage, access, and dissemination – is a challenge at the best of times. For an organization like Mobile Crèches that works on a modest budget and aspires to deliver and measure impact and use that information to change policy, it is a forbidding but critical task. MC produced two significant reports this year: ***The Situation Analysis of Children Under-six in Delhi*** (with special reference to the rights enshrined in the UN Convention on the Rights of the Child) and the ***Jan Sunwai Reports*** organized by Neeve, in collaboration with the DCPCR. For programme enhancement, the ***Urban Settlement Programme - An Impact Assessment*** assessed the outcomes of MC initiatives and suggested a way forward and '***Accelerating Learning'*** documented the Balwadi curriculum for children from 3–6 years, launched in all MC centres by 2010. ***Hum Bhi Khelenge***, a new film, was a collaborative effort of partners in the CWG Campaign and captured the total inadequacy of sports infrastructure for children in Delhi. This was developed as final act of the Campaign, to juxtapose the harsh reality with the promises held out by the CWG.

3. Organization Building



MC rose to the 'people-challenge' by reviewing its organisational structure, recruitment strategies and strengthening its teams through motivation building and bonding exercises.

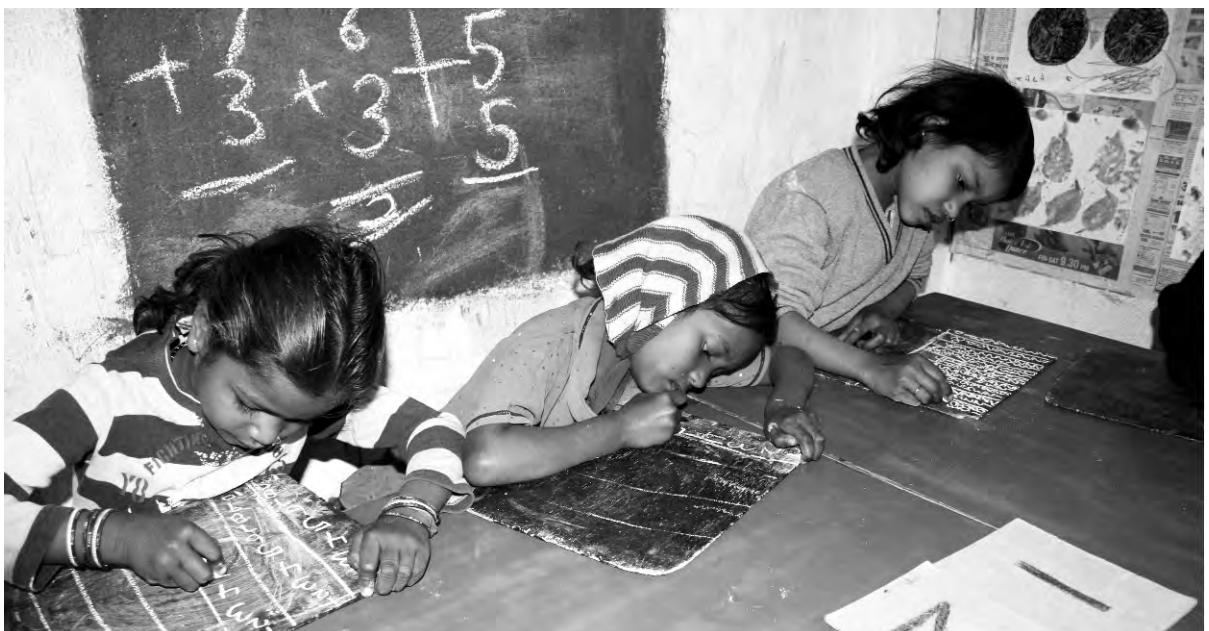
The biggest challenge for all organizations, in the public, private or NGO sectors, is the people-challenge. MC rose to the occasion, in 2010-11, by reviewing its organizational structure, recruitment strategies and service rules. Performance Appraisals(PA) took place as per practice: good performance was publicly acknowledged and the Best Centre teams took trophies back to the centres. These appraisals, painstakingly undertaken, enable personal and organizational success and help translate plans into deliverables.

The Annual Retreat, in which the entire staff participates, and birthday-recognition on monthly pay-days, do wonders to build motivation all around. MC's celebration of its 42nd Founders Day, for the first time at BalBhavan, brought back many fond memories, often expressed by the MC Alumni, of children's excursions in the early 70s. Participation in external and internal workshops created many opportunities for exposure to new ideas. The issues ranged from network strategy planning to Teaching-Learning Materials for Balwadi and Public Speaking and Communication. Internal Systems got a boost with the reviewing and upgrading of the software for Personnel, Resource Mobilization (RM) and the Supply departments. Special efforts were also made to streamline the Financial MIS in order to, accurately, reflect the fiscal position of the organization and manage finances.

Governance

In 2010–11, in view of the Governing Council (GC) elections in September for the term 2011–14, the **focus shifted from policy making to membership** of the General Body (GB). On the basis of roles and responsibilities of the GB/GC and the ideal composition of the GC, articulated over many discussions, new members were invited to the GB and potential members identified for the **reconstitution of Committees for 2011–14**. Members of the newly elected GC, 2011–14, were invited to the GC meetings of February and March 2011. The committees met regularly in 2010–11. Among other issues, the HR Committee reviewed the ED evaluation process and put in place a new format for assessment year 2010–11. The Resource Mobilization Committee guided the introduction of the tele-marketing initiative to raise small donations in large volumes, and the Strategic Plan Committee helped raise pertinent questions on the advocacy activities and outcomes, the strategic role of the training function and MC's preparedness for the changing worker profile on construction sites.

4. Financial Highlights



The revival of the Indian economy made some positive difference to MC's financial status in 2010-2011 as Mobile Creches posted a surplus of Rs.9.77 lacs, as reflected in our Income and Expenditure Statement.

Even though the budget presented for 2010-2011 at the beginning of the financial year did not project a very promising picture, the total income generated for the year was Rs.368.77 lacs, an increase of 11.02% over Rs.328.12 lacs, from the previous year. This was mainly due to a large grant from the Google – Tides Foundation INC and the efforts made by Mobile Creches to successfully initiate new partnerships with two Public Sector Companies MMTC and SAIL. The contractor's contribution also enhanced the income going up by 2.87% and accounted for 14% of the total income, compared to 11% last year. The latter can be attributed to efforts put into strengthening relationships as well as aggressive negotiations with the builders and contractors especially the Amrapalli and Bestech group.

1. INCOME

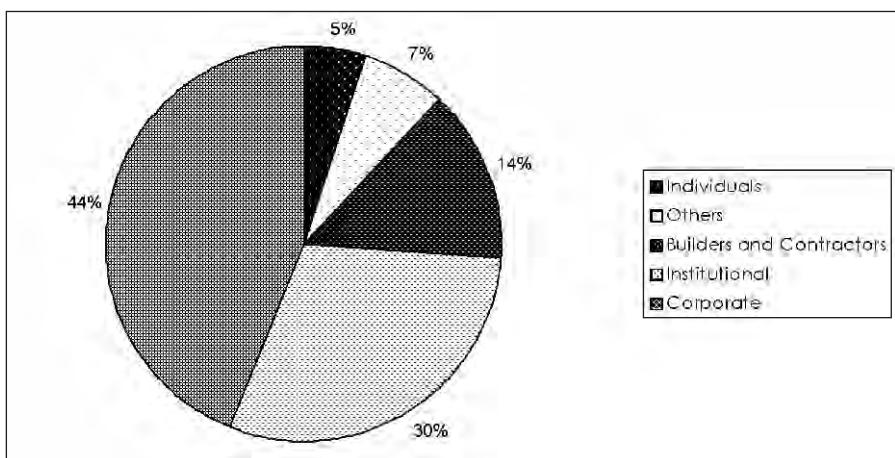
Summary of Income 2009-10 & 2010-11

Table 1

| Financial Resources (As Per Income and Expenditure) | 2009-10 (Rs in lakhs) | % | 2010-11 (Rs in lakhs) | % |
|---|-----------------------|---------------|-----------------------|---------------|
| General Donation (Indian) | 6.50 | 1.98 | 7.77 | 2.11 |
| General Donation (Foreign) * | 21.10 | 6.43 | 13.27 | 3.60 |
| Earmarked Donation (Indian) * | | | | |
| Institutional | 21.27 | 6.48 | 9.73 | 2.64 |
| Corporate | 26.04 | 7.94 | 33.87 | 9.18 |
| Earmarked Donation (Foreign) * | | | | |
| Institutional | 127.09 | 38.73 | 98.87 | 26.81 |
| Corporate | 33.58 | 10.23 | 129.55 | 35.13 |
| Fund Raising Events and Child Sponsorship | 8.05 | 2.45 | 4.79 | 1.30 |
| Contractor/Builder Contribution | 36.36 | 11.08 | 51.46 | 13.95 |
| Government Aid | 4.76 | 1.45 | 1.72 | 0.47 |
| Interest (Indian) | 11.60 | 3.54 | 6.66 | 1.81 |
| Interest (Foreign) * | 8.79 | 2.68 | 6.43 | 1.74 |
| Others (Resource Collection,Donation in kind etc) | 22.98 | 7.00 | 4.65 | 1.26 |
| Total Rs (in lacs) | 328.12 | 100.00 | 368.77 | 100.00 |

*To the extent of amounts utilized

Fig. 1 Break up of Income in 2010-11 Rs. 368.77 lacs



Mobile Creches has also been able to nurture certain key institutional relationships and retain their support over a period of 3 to 5 years. However, in the wake of falling support for India from foreign agencies, the effort to identify new, potential institutional partners needs to be intensified. The fundraising strategy, in the medium term, will simultaneously need to focus on widening the base of corporate and individual donors as well.

The trend of low intakes, in the area of child sponsorships and general donations, continued because of energies diverted to building our Corpus Fund. Mobile Creches was able to raise Rs.42.85 lacs as corpus as against Rs.36.81 lacs raised in 2009-10. Mobile Creches has also secured a three year extension – expiring in March 2014 - of the 100% tax exemption on all donations to the Corpus Fund under section 35AC of the Income Tax Act 1961. Using specialized tele-calling agencies to raise funds under the Corpus Fund Campaign was a first for Mobile Creches. This activity will need a far greater push in the coming years to enable Mobile Creches to double its current Corpus of Rs 2.63 crores - Rs.1.22 crores in INR and Rs 1.41 crores in FC funds - over the next 3 years.

An analysis of the sources of our income are reflected in the following diagrams and clearly indicate that increased efforts will be needed to generate resources from the Indian Market and get more unrestricted funding to support MC's organizational and administrative expenses.

Fig. 2a: Indian and Foreign Funds

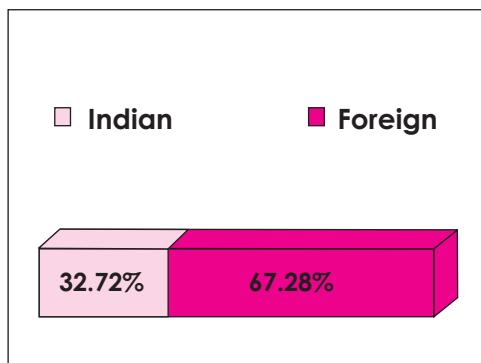
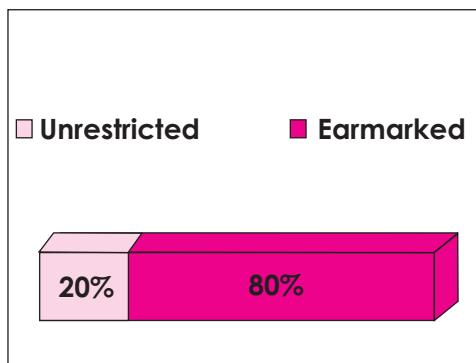


Fig. 2b: Unrestricted and Earmarked Funds



2. EXPENSES

Mobile Creches' total expenditure saw an increase by 9.18% from Rs.342.67 lacs last year, to Rs.374.16 lacs in 2010-11. This was largely because of the increase in salaries, introduced as part of the periodic rationalization of the compensation structure, in October 2009. Expansion on the programme front, like, reaching out to new and larger number of construction sites also added to the increase. The expenditure on Resource Mobilization too has seen a dramatic increase by Rs.8.98 lacs and should continue to receive a further boost to sustain the Corpus Fund Campaign as also expand and diversify the donor base.

The Child Care initiatives in the field, both at the construction sites and urban settlements, continue to occupy the largest share of the expenditure pie, at 63% of the total organizational expenses. Training expenses too have gone up by about Rs.7.5 lacs but will need higher investments in the coming years if Mobile Creches has to respond to increasing demands to build capacities in ECCD from the government and NGO sectors.

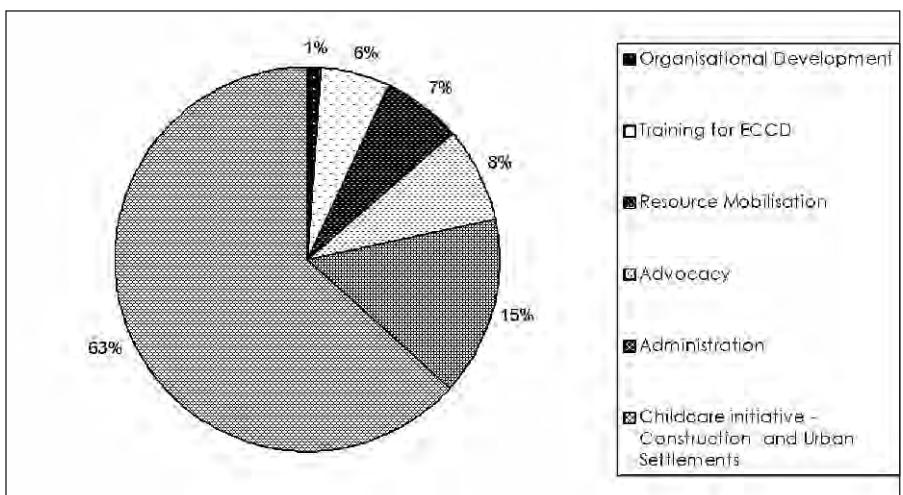
Whilst maximum efforts are made to keep administrative expenses on a tight leash, it has been in the region of 15% in recent years. This is a worthwhile investment to sustain the high degree of operational excellence expected from a professionally managed organization.

Summary of Expenditure (in lacs) 2009-10 & 2010-11

Table 2

| Areas of Expenditure | | 2009-10 | | | 2010-11 | | | | |
|------------------------|----------------------------|---|---|---------------|---------------|---|---|---------------|---------------|
| | | Expenses (Income and Expend- iture) | Expenses out of accumu- lation/ Funds | Total | % | Expenses (Income and Expend- iture) | Expenses out of accumu- lation/ Funds | Total | % |
| Child-care initiatives | Construction | 152.37 | 10.06 | 162.43 | 47.40 | 179.74 | 7.58 | 187.32 | 50.06 |
| | Urban Settlement | 43.87 | - | 43.87 | 12.08 | 49.73 | - | 49.73 | 13.29 |
| | Training for ECCD | 11.70 | 3.56 | 15.26 | 4.45 | 19.21 | 3.46 | 22.67 | 6.06 |
| | Advocacy | 31.77 | - | 31.77 | 9.27 | 31.30 | - | 31.30 | 8.37 |
| | Resource Mobilization | 15.50 | - | 15.50 | 4.52 | 24.48 | - | 24.48 | 6.54 |
| | Organizational Development | 15.12 | 1.02 | 16.14 | 4.71 | 3.03 | - | 3.03 | 0.81 |
| | Administration | 57.70 | - | 57.70 | 16.84 | 51.51 | 4.12 | 55.63 | 14.87 |
| | Total (Rs.) | 328.03 | 14.64 | 342.67 | 100.00 | 359.00 | 15.16 | 374.16 | 100.00 |

Fig. 2 Break-up of Expenditure in 2010-11 - Rs. 374.16 lacs



ABRIDGED BALANCE SHEET 2010-11

| Liabilities | Amount (Rs In Lacs) | Assets | Amount (Rs In Lacs) |
|--|--------------------------------|---|--------------------------------|
| Property/equipment Fund | 40.88 | Fixed Assets | 41.28 |
| General Fund | 121.62 | Investment | 854.52 |
| Corpus Fund | 141.16 | Stock In Hand | 7.30 |
| Corpus Fund- 35 Ac U/s 35 Ac Of It Act | 122.00 | Cash & Bank Balances | 45.50 |
| Human Resource Development Fund | 14.68 | Debtors, Deposits & Advances | |
| Staff Medical Fund | 15.51 | - Grants Receivables | 0.97 |
| Building Maintenance Fund | 5.00 | - Loans & Advances | 0.42 |
| Special Project Fund | 18.91 | - Others * | 45.75 |
| Scholarship Fund | 1.43 | | |
| | | Sub Total | 995.74 |
| | | Less Liabilities : - | |
| | | - Un Utilised Donations / Grants Received In Advance | 511.59 |
| | | - Sundry Creditors | 2.96 |
| Total | 481.19 | Total | 481.19 |

* Interest accrued but not due & Tax Deducted at Source

STATEMENT OF INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR 2009-10 & 2010-11

| INCOME | 2009-10 (Rs in Lacs) | 2010-11 (Rs in Lacs) |
|---|---------------------------------|---------------------------------|
| General Donation (Indian) Individual | 6.5 | 7.77 |
| General Donation (Foreign) * | 21.1 | 13.27 |
| Earmarked Donation (Indian) * | | |
| Institutional | 21.27 | 9.73 |
| Corporate | 26.04 | 33.87 |
| Earmarked Donation (Foreign) * | | |
| Institutional | 127.09 | 98.87 |
| Corporate | 33.58 | 129.55 |
| Fund Raising Events and Child Sponsorship | 8.05 | 4.79 |
| Contractor/Builder Contribution | 36.36 | 51.46 |
| Government Aid | 4.76 | 1.72 |
| Interest & dividend (Indian) | 11.6 | 6.66 |
| Interest (Foreign) * | 8.79 | 6.43 |
| Others (Resource Collection,Donation in kind etc) | 22.98 | 4.65 |
| Total | 328.12 | 368.77 |
| EXPENDITURE | | |
| Child Care Initiatives-(Construction sites & Urban settlements) | 196.24 | 229.47 |
| - Training for ECCD | 11.7 | 19.21 |
| - Advocacy | 31.77 | 31.3 |
| - Resource Mobilisation | 15.5 | 24.48 |
| - Organisational Development | 15.12 | 3.03 |
| - Administration | 57.7 | 51.51 |
| Total | 328.03 | 359.00 |
| EXCESS OF INCOME OVER EXPENDITURE | 0.09 | 9.77 |

* To the extent of amounts utilized

Annexure - I

Mobile Creches Partners

The listing below is but a sampler of friends who joined Mobile Creches on its journey over 40 years. We thank you for stepping up to challenges, hailing the small successes and keeping faith in our efforts .

General Donations Sponsors

Less than Rs. 10000

A B Lal
Aditya Rana
Akshat K Jain
Amit Mathur
Anil Bhalla
Anjali Chahl
Anuradha Sinha
Arun kumar
Arun Kumar Sharma
Ashish Dhananjay
Ashok Bhatia
Ashok Manglik
Ashu Jain
Bala Agarwala
Bikram Singh
Bishamber Das Bimla Kapur
Memorial Trust
Carlous
Deepak Lal
Delta Foods
Devika Singh
Dr. Ajay Kumar
Dr. Shanti Ghosh
Dr. Verma's Clinic
Efrah
Ganesh Vishwanath
Gerard G. Gold
Gerry Rainbird
Gobind T Shahani
Gobindlal Public Charitable Trust
Hari Krishan Mahajan
Jaiswal
Jatinder Singh
Jatinder Singh
Jawahar Lal Malhotra
Joginder Singh
Jyoti Kapoor
K B Saraogi
Kadambari International
Kalyani Sanyal
Karan Peri
Katgara Foundation

Katherine Miles
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Kumkum Ghosh
L R Puri
Lilia Cortes Rodriguez
M N Kapur Education Foundation
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Madhuri Sonndhi
Madhusudan
Mala Vohra
Manchanda
Manendra Mann
Manvinder S. Bawa
Mat & Nita Caparas
Metores Trust (Om Wadhwa)
Mitra Techno Foundation
Mohit Kumar
Narendra Rauthan
Narendra Wadhwana Foundation
Neeru Puri
Nishant S.
Pac Asia Services Pvt. Ltd.
Padama Upadhyaya
Pankaj Gupta
Pawan Behl
Photo Group
Pilar Martinez
Pravah
Preshy Singh
Rahul Rana
Rajesh Kumar
Rajiv Kapur
Rajpal Bajwa
Ruchi Jain
S. N. Malhotra
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Sairam
Sandeep Lakhina
Sanjeev Kapoor
Saowarat Kittimongcolporn
Satish Kansal
Satkrit Service Trust
Satvad Mehta
Seema Paul

Sharad Terway
Shyama Malhotra
Simeryn Jeyadev
Siraj Chowdhary
Srirath Kaushalya Devi Sahgal
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Sonia Jolly
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Subodh Saigal
Subroto Bhattacharya
Swati Khandelwal
Swechha
Tanya Rastogi
Uma Bhatia
Uma Sahni
Usha Khanna
Vadera Charitable Trust
Vasudha
Vijaypal Malhotra
Vimal Gandhi
Vivek Narain

Rs.10000 to less than Rs. 40000

American Embassy School
Anupam Sachdev
Arun Jain
Astha
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Harmeet Singh Bedi
Japanese Volunteer Group
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Madhu Kapur
Mallika Vinod Rajkumar
Meera Mathur
PC Alexander
Prasoon Wadhhera
Reader's Club Kuwait
Roger Rose

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Saksham Wealth Solution Pvt. Ltd.
Saran Impex
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Stephen Farrell
Una O Sullivan
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Rs. 40000 to less than Rs. 1 Lakh

H L Kapoor
Irene Fafalios
Margret Kumar

Rs. 1 Lakh & above

Bryan Guinness
Concern India Foundation
(Marathon)
James Allman
Powell Craft Retail Ltd
Sameer Rastogi and Sons

Earmarked Grants/Donation

Less than Rs. 1 Lakh

Delhi Social Welfare Board-
Rajiv Gandhi Creche Scheme
Global Network Foundation
Give India Foundation
Amita Kantharia
Amita Surana
Dipti Chinchilokar
Harshita Rawat
Jasmeet Chhabra
Meenakshi N
Mufaddal Master
Neelam Shinde
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Parees Purohit
Rajesh P.G.

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Sweta Nalwaya
Thomas George
VS Chandrashekhar

MMTC

Sir Ratan Tata Trust
Haryana Prathmik Shiksha
Pariyojna Parishad
Cargill India Pvt. Ltd.
John Laing Infrastructure
United Way of Delhi
Charities Aid Foundation
Bryan Guinness Charitable Trust
Lockheed Martin

Rs. 1 Lakh to less than Rs.10 Lakhs

Sohan Lal Charitable Trust
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Steel Authority of India Ltd (SAIL)
HDFC
Arata & Afifah Yamasaki
Henderson TR Pacific
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National Philanthropy Capital

Rs. 10 Lakhs and above

Google Inc. Charitable
Plan International (India)
The Boeing Company
Bernard Van Leer Foundation
KPMG Foundation

Donation to Corpus Funds

Less than Rs. 10000

A. Srivastava
Aarti Gupta
Abdul Raji
Abhijit Das
Abhilasha Verma
Abhishek Arora
Abhishek Banerjee
Abhishek Industries
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Ajay Garg
Ajay Kumar Pandey
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Amit Kumar
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Amit Sharma
Amita Chadha
Amitabh Bhattacharya
Anand Kumar
Anand Shankar G
Anand Swarup Pathak (HUF)
Anil
Anil Sharma
Anil Verma
Anish Chaudhary
Anish Khan
Anita Suri
Anjali Malhotra

| | | |
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| Anuradha | Deepak | Indulge Wellness |
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Lalit Dhingra
Lalit Kumar
Lalit Singhal
Lanka Shyam Sunder
M.C Mahajan
M.Dass
M.Sastry
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Prashant Laxmeshwar
Prashant Singh
Prateek Pathak
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Romasis Health Care LLP
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Royal Regency
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Rucha Deshmukh
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Satish Kumar Mogili
Satya Narayan Sharma
Saurabh Prakash
Saurav
Seetaram
Seven Gopal Singh
SGC Logistics Solutions Ltd.
Shailey Malhotra

Shalini Arora Bhatia
Shankar Lal
Shantanu Raina
Sharad Kumar
Sharma Technical Works
Shiv Aggarwal
Shiv Shankar Prasad
Shiva Enterprises
Shivya Enterprises
Shobha Bhatia
Shree Ganesh Trading Co.
Shree Gopal Mathur
Shree Krishna Multani
Shrey Rastogi
Shri Sanatan Dharm Sabha
Shweta Arora
Siddartha A V
Siddharth Bhatnagar
Sikandar Baksh
Singh Transport Consortium
Sirish
Sohan Singh
Sohan Singh Gosai
Somany Shashi Kumar
Sonia Pande
Sonu Obroy
Sridhar R. Iyengar
Srinivasan Ramesh
Subhankar Singh
Subhash Bhardwaj
Subhash Chander Bhola
Subhash Singh
Subhro Sen Gupta
Subir Manchandani
Subodh Shivedi
Sudesh Dixit
Sudeshna Bhattacharya
Sudip Sarkar
Sugreev Yadav
Suguna Raman
Sujay Shihhare
Sukhbir Bhatiya
Sukumar Vohra
Sulakshan Chadha
Sulekh Raj Sharma
Sumit Gupta
Sumit Juneja
Sumit Nagpal
Sunder Medicos
Sunil Kumar Kohli
Sunil Sharma
Sunil Vashista
Sunita Sood
Suraj Bhan

Suraj Pal Sharma
Surender Singh Chauhan
Suresh Kumar
Suresh Puri
Surinder Singh
Surinder Sood
Surinder Sood
Sushant Munjal
Syed Osman Ghani
T. Krishna Kumar
T.S. Srinivasan
Tanmoy Adhikary
Tanveer Ahmed
Tarun Gupta
Tarun Rohatgi
Tejas Gutka
Tejasree Jadhav
Udaivir Singh
Uday Ravi
Umang Joshi
Umesh Kumar
Upendra Singh
Usha Khanna
Usha Partap Singh
Usha Vidyarthi
Usman
Utkarsh Sharma
V.S. Bhartiya
Varun Baveja
Varun Kumar
Veer Singh
Venkat Manthri
Vidula Tonge
Vidya Dutt
Vidya Kumar
Vijay Kaul
Vijay Kumar
Vijay Kumar Gajjala
Vijay Malik
Vijay Mohan Kathuria
Vikash Chowdhury
Vinay Kumar
Vinod Tomar
Vinti Agarwal
Vinti Verma
Vipul Gupta
Vishal Gupta
Vivek
Vivek Swarup Pathak (HUF)
Wazir Chand Puri
Yadav Traders
Yogesh
Yuvraj Parmar
ZAP Healthcare Pvt. Ltd.

Rs. 10000 to less than Rs. 40000

Abhishek Logani
 Ajai Chowdhry
 Ajai Jhala
 Anshul Kuthiala
 Anu Saharya
 Anupama Shukla Awasthi
 Anuradha Ravindranath
 Anurag Jain
 Aruna Sanwalka
 Arvind Wadhwa
 Ashwani Associate
 Atul Dua
 B.G. Noronha
 Bluechip Capital Services Pvt. Ltd.
 Dheeraj Suri
 G.S.Iyer
 Harish Chand
 Hemant Puthran
 Himmat Singh
 Indra Bhatia
 Kings Township Pvt. Ltd.
 Kusum Prasad
 Leonard Cletus
 M. R. Boga
 Madan Prabhu
 Madhurima Singh

Major AD Malhautra
 Mamta Vaish
 Manjula Chandra
 Nageen Chand Jain
 Namrata Karan Kapur
 Narayani Gupta
 Nitin Gupta
 O.P. Sapra
 Prasoon Wadhera
 Premvati Ragubir Singh Charitable
 R. Mehra HUF
 R. Rajagopalan
 Rakesh Nangia
 Raman Sobti
 Ravi Vohra
 Renu Dhawan
 Ritu Mal
 Rupendra Singh
 S.Anandalakshmy
 S.M. Budhiraja Trust
 Sanjay Gupta
 Satyavati Berera
 Shruti Misra
 Subinder Jeet Singh Khurana
 Tamanna Verma
 Vikarna Chaudhri
 Vinod Kumar Sanwalka
 Vivek Kohli

Rs. 40000 to less than Rs. 1 Lakh

Ajay Bahl
 Annie Mathew
 Laxmi Pandya Gupta
 Neeraj Ghai
 Prudent Advisory Services Pvt. Ltd.
 Rhythm Enterprises Pvt. Ltd.
 Sanjay Kaul
 Smarinita Shetty
 Sudarshan Agarwal
 Urvashi Dhamija

Rs 1 lakh to less than Rs 10 lakh

Ajay Vohra
 Bhilai Engineering Corporation Ltd.
 Deepankar Sanwalka
 Dr. Sneh Bhargava
 Hemant Luthra
 Ishwari Prasad Bajpai
 John Laing Infrastructure
 Management Services Ind Pvt. Ltd.
 Jumbo International
 Laxmikumaran & Sridharan
 O.P. Vaish
 Rupesh Jain
 Yes Bank Ltd.

Donations in Kind

A K Murlidharan
 Aadya Singhania
 Alka Malik
 Amarpreet Bajwa
 American Embassy School
 Amrita Jain
 Anchal Kataria
 Anjana Shroff
 Anupama Shukla Awasthi
 Aparna Sawhney
 Archana Bhatia
 Bharat International
 Cargill India Pvt Ltd
 Caroline Rossignol
 D K Parvani
 D S Misal
 D Logani
 Delhi Cheshire Homes
 Doll Singh
 Eena Parashar

H S Narang
 Harvard School of Public Health
 Japanese Volunteer Womens
 Group
 Johnson Controls (I) Pvt Ltd.
 K C Kumar
 Kali Vohra
 Kiran Dhwan
 Kita Sood
 KPMG
 Kunal Bedi
 Manish Jain
 Manju Vaish
 McKinsey & Company
 Meera Mathur
 Meera Singh
 Mini Boga
 Modern School
 Mridula Bajaj
 Neena Mishra
 Neena Narayan

Nita Tuli
 Padma Upadhyaya
 Prakash Goyal
 Prakash Wakankar
 Praveen Bhal
 Priya Malhotra
 Rachna Chadda
 Raj Nath Khosla
 Raj Prity
 Reena Mathur
 Rekha Poddar
 Renu Mathur
 Shashi Sehgal
 Sheetal
 Shree Bharat International Pvt Ltd
 Sociedad Geografica
 Superna Saxena
 Swati Singhania
 Vasudha
 Yogyata
 Youthreach

Volunteers

| | | |
|------------------------|----------------|-----------------|
| Ananya Khanna | Ho My Huyen | Nisha Kumari |
| Andrea Corba | Ishaan Gupta | Preeti Gusain |
| Aneesha Dass | Ishan Khanna | R Sujatha |
| Archana Bhatia | Kristin Allard | Ridhika Agarwal |
| Arun Mittal | Latika Behl | Samiksha Khanna |
| Claudia | Laura Verhoven | Shaivya |
| Cynthia Hopp Adamowsky | Mehek Rastogi | Shantanu Mehra |
| Estella Ting Lee | Naomi | Shruti Joshi |
| Gaurika Sood | Neetu Jha | Shubham Sharma |
| Gayatri Ohri | Nehmat Kaur | Tanuja Sharma |
| Ho My Hoa | Nguyen Hoangly | |

Orientation/Visits/Placement to Mobile Creches

| | | |
|--------------------------|----------------------------------|--------------------------------|
| American Embassy School | Japanese Women's Volunteer Group | Modern School, Barakhamba Road |
| Boeing International | | St. Thomas School |
| Cargill | Jhonson Controls | Vasant Valley School |
| Cross Cultural Solutions | KPMG | Youthreach |
| Delhi University | Lady Irwin College | Oxford University Press Ltd |

Technical/Legal Advice and Support

| | | |
|------------------------|---------------------|--------------------|
| DKM Online | Ritu Mal | Dr. Sunil Jain |
| Kim Jain | RajanSinha | Dr. Vandana Prasad |
| Debbie Seymour | Devraj Singh | Amrita Jain |
| Shankar Venkateshwaran | Dr. Vinita Bhargava | Sanjaya Gupta |

Doctors who volunteered services at daycare centres

| | | |
|-------------------------|---------------------|-----------------|
| Dr. PradeepTandon | Dr. RakeshRanjan | Dr. Rama Mathur |
| Dr. Prabhat Kumar Sinha | Dr. S. K. Garg | Dr. B. Kapoor |
| Dr. Praveen Singh | Dr. MeeraMalhotra | |
| Dr. Sandeep | Dr. Prasanjit Panda | |

Developers/Builders who supported daycare centres at their sites

| | | |
|------------------------|------------------------------------|-----------------|
| Amrapali Group | Unitech Group | Vatika Group |
| Bestech Group | DLF | Raheja Builders |
| Spaze Towers Pvt. Ltd. | Orchid Infrastructure Dev. P. Ltd. | Vipul World Ltd |
| EMAAR MGF Land Ltd. | ShapoorjiPallonji Group | |

Contractors/Construction Companies who supported daycare centres at their sites

| | | |
|--|---------------------------|--------------------------------|
| Ahluwalia Construction | JMC Projects (India) Ltd. | Navodaya Construction |
| National Buildings Construction Corporation Ltd (NBCC) | Spaze Towers Pvt Ltd | Ashoka Estate Pvt Ltd |
| Krishna Company | FRESCO Construction Co | ShapoorjiPallonji Construction |
| Business Park Town Planners (BPTP Ltd.) | Simplex Company | Company |

Annexure - II

Day Care Centres run by Mobile Creches in Construction sites and slums, Delhi & NCR

Construction Sites Day Care centres

- | | | |
|--|---|---|
| 1 Akshardham EMAAR MGF Land Ltd, Near Akshardham Temple, New Delhi | 10 Navodaya Raheja Builders, Sohna Road, Near Wazirpur (B L College), Sec-119 Pataudi Road, Gurgaon, Haryana | 19 NBCC E Block, Netaji Nagar, Near Sarvodaya School, Safdarjung, New Delhi |
| 2 Siri Fort Sirifort Sports Complex, Near Kamla Nehru College, Delhi | 11 Vedanta Raheja Builders, Near Nanak Heri Village, Sec-108, PalamVihar, Gurgaon, Haryana | 20 Palm Drive EMAAR MGF Land Ltd, Sohna Road,Gurgaon, Haryana. |
| 3 Nirwana FRESCO Construction Co. Nirvana, near South City - II, Gurgaon, Haryana. | 12 Manesar, Shapoorji Shapoorji Pallonji Constuction, Sector -8, Near Bans Village, Manesar, Haryana | 21 Shivaji Stadium Shivaji Stadium, New Delhi |
| 4 JMC JMC Projects(India) Ltd New Maharashtra Sadan, near Baroda House, New Delhi | 13 Unitech GRPL Unitech II GRPL, Plot No. 423 UdyogVihar, Gurgaon | 22 Bestech 67 Park View Spa, Bestech India Ltd, Sec-67, Badshahpur, CRP Road, Gurgaon, Haryana |
| 5 Noida-44 Ahluwalia Construction, Sector-44, Greater Noida | 14 Atharva Raheja Builders, BajiraPhatak, Opposite Church, Sec-109, Palam Vihar, Gurgaon, Haryana | 23 Amrapali I Amrapali Village, Gyankhand-2, Near Kala Pathar, Indiarapuram, Gzb, U.P |
| 6 GVM ShahpoorjiPallonji Group, Near Shahpur Construction, Gas Plant, Greater Noida, U.P. | 15 Bestech-47 Bestech Park View Spa, Sector-47, Near DPS, SubhashChowk, Sohna Road, Gurgaon, Haryana | 24 Amrapali II Tech Park -II, Near Balak Inter College, Khushiyana Village, Greater Noida, U.P. |
| 7 3 C Lotus, Noida sector – 100 Ahluwalia Construction, Sector 100, Noida, U.P | 16 Vatika Vatika India Next, Opposite ApnoGhar, Manesar, Haryana | 25 Spazecentre SpazePalazzo, Sec-69, Sohna Road, Gurgaon, Haryana |
| 8 I.G. Stadium IG Stadium, Near Delhi Secretariat, Yamuna Velodrama, New Delhi | 17 Vipul WorldVipul Ltd, near Vatika Centre, Sohna Road, Gurgaon, Haryana | 26 BPTP Park Floors, U Block Sec 76 , Parklands, Faridabad |
| 9 Nehru Stadium Jawaharlal Nehru Stadium, ERA Company, CGO Complex, Near Sai Baba Mandir, (Landmark- NBCC office), opp. MTNL building, Lodhi colony, Delhi | 18 Orchid Petal II Orchid Infrastructure Developers Pvt. Ltd., near South City-II/Omaxe Mall, Sohna Road, Gurgaon, Haryana | 27 Unitech resort Unitech resort, Sec-33, Sohna Road, Near SubhashChowk, Gurgaon, Haryana |

Urban Settlement Daycare Centres

- 1 Raja Bazar (Slum)
Raja Bazaar, DIZ Area, Sector IV, near Gole Market
New Delhi

Facilitation Centers

- | | | |
|--|--|--|
| 1 Tata Housing, Shapoorji Pallonji Sect. 55 Near Behrampur village, Gurgaon, Haryana | 6 Magnolia, DLF Sect. 53 Near Golf Course & Machan Building, Gurgaon, Haryana | 11 Bestech City Bestech City Sec t. 6-7 Near Petrol pump Dharuhera, Gurgaon, Haryana |
| 2 S. R. Ashoka, Sector - 96, Ashoka Estate Pvt Ltd, Noida | 7 J.M.D Garden Sec.33 Sohna Road near Islam Pur village, Gurgaon, Haryana | 12 A.W.H.O A.W.H.O. Grater Noida Near PariChowk, Grater Noida |
| 3 JayPee Greens, Shapurji Near Pari Chowk Grater Noida | 8 Shapoorji, Trilium project Akash Avenue Ratan Singh chowk near mental hospital, Amritsar | 13 Unibuild Homes, Unitech Noida Sector - 117 , near Sarfabad village, Noida |
| 4 Park Place , Krishna Company Park Place D.L.F Phase V near Sect 56, Gurgaon, Haryana | 9 ShapoorjiPallonji Co. & Ltd. Near Nalhar village, Nooh, Mewat | 14 Unitech G.R.P.L (Gurgaon Recreation Park Ltd.) Unitech GRPL, Plot No. 423, Udyog Vihar, Phase III Gurgaon |
| 5 JMD Megapolis Sect. 48, Sohna Road, Gurgaon, Haryana | 10 JMC, New Maharashtra Sadan K.G.Marg, near Baroda house, New Delhi | 15 Simplex company (Shivaji Stadium Construction) Sarojini Nagar near Safderjanjlover, New Delhi |

Urban Settlement Intervention Centres

- | | | |
|---|---|---|
| 1. Khanpur Community Centre C -51, Near Nagar Nigam School | 5. Kirby place Basti Vikas Kendra Dhobi Ghat Near MES Go-down Delhi Cantt | 8. Harholabasti Jhuggi No-A/39 Near water Tank and Ice factory Noida Sector-5 |
| 2. Trilokpuri DDA Community Centre Block-13 | 6. Madanpur Khadar Room No-1332 JalebiChowk Near Aggarwal Sweets | 9. Dakshinpuri- II Block-D, DDA community centre, Near Virat Cinema Hall Ambedkar Nagar |
| 3. Seemapuri I Block-D, DDA Community Centre | 7. Shadipur Community Centre Katpulibasti (Kalakar Trust office) Near Pandav Nagar, SabziMandi and | 10. Dakshinpuri-I Block-C, DDA community centre, Ambedkar Nagar |
| 4. Seemapuri- II Block-A, DDA community centre | | |

Annexure - III

Credibility Alliance Norms Compliance

1. Registrations and Certifications

Credibility Alliance is a consortium of voluntary organisations committed towards enhancing accountability and transparency in the voluntary sector through good governance. Mobile Creches has successfully completed the Peer group Review (PGR) and is now a PGR member with CA. The membership is valid till date. The information furnished below is in keeping with transparency requirements of CA memberships.

Identity

- Mobile Creches is registered under the Societies Registration Act, 1860; Registration Number S-4392, dated 31.12.1969
- Mobile Creches is registered under Section 12A of the Income Tax Act, 1961; Registration No. DLI @ (I-49)/73-74 dated 26.09.73
- Mobile Creches is registered with DIT under Section 80 G valid till perpetuity; Registration No. DIT (E) 2007-08/M-71/1231 dated 30.3.07
- Mobile Creches is registered with DIT under Section 35 AC and 80GGA; Notification No. S. O. 2370 (e), dated October 3, 2008; File No. NC 270/237/2007 valid till March 31, 2014.
- Mobile Creches has FCRA Registration; Regn. No. 231650048 dated 8.3.1988

2. Governance

2a. List of General Body (Society) Members of Mobile Creches as on March 31, 2011

| Founder Members | | |
|--------------------------|--------------------------|-----------------------|
| Devika Singh | Indu Balagopal | Shanti Ghosh |
| Indra Bhatia | Jolly Rohatagi | Saurabh Prakash |
| | Kali Vohra | Shashi Kiran |
| | Kumkum Ghosh | Sanjay Kaul |
| | Lakshmi Krishnamurthy | Shankar Venkateswaran |
| | Manju Vaish | Vandana Prasad |
| | Mathew Cherian | Vera Garg |
| | Mina Swaminathan | Venita Kaul |
| | Mohini Prakash | Yashwanti Rana |
| Core Members | | |
| Ajay Vohra | Mrinalini Kochhar | |
| Amrita Jain | Mridula Seth | |
| Anjali Alexander | Nisha Mehta | |
| Archana Kumar | Ranjana Aggarwal | |
| Arvind Wadhwa | Renu Mathur | |
| Asha Chaudhri | Ritu. K. Mal | |
| Asha Singh | Rajan Sinha | |
| Anupama. S. Awasthi | S. Anandlakshmy | |
| Brinda Singh | | |
| Doll Singh | | |
| Eva Runganadhan | | |
| Associate Members | | |
| | Diana Benjamin | |
| | Kulsum Dubash | |
| | Kim Jain | |
| | Madhurima (Pincha) Singh | |
| | Padma Sahdev | |

2b. Details of Governing Council (Governing Board) Members of Mobile Crches as on March 31, 2011

| Name | Age (Years) | Qualification/Occupation/Special Focus | Designation |
|-----------------------|-------------|---|-----------------|
| Anjali Alexander | 56 | M.A. (Economics) Former Lecturer (Economics), Indraprastha College Delhi, Special focus on Communication, Board Development and Policy Advocacy at Mobile Crches | Chairperson |
| Kali Vohra | 49 | B.A. (English) L.L.B. Special focus on personnel, legal and Board matters at Mobile Crches | Secretary |
| Mohini Prakash | 50 | MSWWorked in the child development sector for more than 20 years. Currently teaching at Shriram School in Gurgaon Special focus on programme issues at Mobile Crches | Jt. Secretary |
| Amrita Jain | 52 | M.A. (Eng) and Diploma Nursery Teachers Training. Former Pre school teacher, Special focus on ECCD training and grassroot initiatives at Mobile Crches | Treasurer |
| Kumkum Ghosh | 68 | M.A. International Relations, TTC (Calcutta University) Advisor, Development (Retd) Worked in the child development sector for more than 40 years | Member |
| Arvind Wadhwa | 69 | M. Sc in Food & Nutrition Former Reader, Lady Irwin College, Delhi University (Retd) | Member |
| Asha Singh | 57 | M Sc, M Ed, Ph.D. Associate Professor, Lady Irwin College, Delhi University, Dept. of Human Development and Childhood Studies. Former Director, Education & Research, Galli Galli Sim Sim (Preschool TV, Sesame New York) Special focus: Theatre in Education, ECDE | Member |
| Archna Kumar | 46 | Ph.D Associate ProfessorDepartment of Development Communication & Extension, Lady Irwin College, Delhi University | Member |
| Jolly Rohatgi | 66 | B.A., Delhi College of Arts; MA, University of Manitoba Canada Founder member Ashray Adhikar Abhiyan, Earth Matters Foundation and Dastkari Haat Samiti Worked with Oxfam India Trust, Oxfam Weredewinkle, and UNDP Currently Teaching at Pearl Academy & Treasurer, Jan Madhyam New Delhi | Member |
| Devraj Singh | 57 | PGDM, IIM, Ahmedabad, B.Tech (Mech.) IIT Delhi 32 years+ experience in industry/management/ consulting, turnaround and change management, business strategy, and corporate planning | Co-opted Member |
| Sanjay Kaul | 57 | M.A. Delhi School of Economics, IAS (retd.) 30 years+ experience at district, state and country levels in development administration of which 15 years in education, health, nutrition, water supply and sanitation related programmes; currently MD and CEO, National Collateral Management Services Limited (NCMSL) | Co-opted Member |
| Shankar Venkateswaran | 54 | B Tech., PGDM Many years of experience in senior managerial/ consultancy positions in the Corporate Sector and also in the development sector; currently designated Director Social Policy at SustainAbility and oversees the India activities; is also on the Board of other NGOs. | Co-opted Member |

2c. Number of Governing Council meetings held in 2010-11

| Serial No. | Date | No. of Members Present* |
|-------------------|------------------------------|--------------------------------|
| 1 | 6 th Feb, 2010 | 7 Members |
| 2 | 14 th May' 2010 | 8 Members |
| 3 | 20 th May, 2010 | 8 Members |
| 4 | 18 th Sep, 2010 | 6 Members |
| 5 | 12 th Feb, 2011 | 5 Members (+ 2 invitees) |
| 6 | 18 th March, 2011 | 8 Members (+ 2 invitees) |

* 6 members constitute a quorum

** The meeting was adjourned and re-convened as per practice

3. a) Distribution of Staff According to Salary (As of 31st March'11)

| Annual salary & benefits | | | |
|--|--|---------------------|--------------------|
| Director – Resource Mobilisation | Rs. 7,50,000 | | |
| Three highest paid staff members (Akshay Singh, Mridula Bajaj, Harish Gosain) | Rs. 7,50,000 Rs.7,20,000 and Rs. 4,80,000 | | |
| Lowest paid staff member (Ramwati) | Rs. 63,792 | | |
| Monthly salary & benefits | Male staff | Female staff | Total staff |
| Less than Rs. 5,000 | - | - | - |
| 5,000- 10,000 | 16 | 56 | 72 |
| 10,000- 25,000 | 6 | 44 | 50 |
| 25,000 – 50,000 | 1 | - | 1 |
| Above 50,000 | 1 | 1 | 2 |
| | 24 | 101 | 125 |

| Gender | Full Time | Part Time | Paid Consultants | Unpaid Volunteers |
|---------------|------------------|------------------|-------------------------|--------------------------|
| F | 101 | 0 | 2 | 3 |
| M | 24 | 0 | 0 | 0 |

Two Board Members were given an honorarium of Rs. 1200 and 1000 per visit as Consultants for Advocacy.

4. International Travel

Executive director, Mridula Bajaj and Advocacy Manager, Sudeshna Sengupta attended a seminar on "Protection of Rights of Children on Large Infrastructure and Construction Sites" in London. The total expenditure was Rs. 93, 560 out of which Rs. 88,000 was incurred through Save the Children UK and the balance was reimbursed through advocacy budget under Charity Aid Foundation (CAF).

5. National Travel

For the purpose of training in different organizations MC team travelled to various places within the country, wherein total expenditure incurred was Rs. 96,617. The amount was reimbursed by the host organizations / partners.

Delhi FORCES, Neenv made three visits nationally, in April, 2010 to Bhubaneshwar, Orissa for Policy Committee meeting FORCES. Total expenditure was Rs. 20,810 out of which Rs. 10,320 was incurred through National Philanthropic Capital (NPC) and rest was reimbursed through National FORCES.

The second visit was made to Raurkela in Orissa in August 2010 for Right to Food convention; the total amount spent was Rs. 23,445 which was totally covered by NPC, MC.

In November, 2010 for the purpose of Regional consultation to develop FORCES operational plan, the Neenv team travelled to Lucknow; the total amount spent was Rs. 11,920. The cost was mainly incurred through National FORCES and balance i.e. Rs. 3640 was reimbursed through CAF.

6. Names and Addresses of Bankers, Auditors and Legal Advisors

| Auditors: | Bankers: | Legal Advisors: |
|---|---|--|
| Thakur Vaidyanath Aiyar & Co. 221-223, Deen Dayal Upadhyaya Marg New Delhi-110001 | Canara Bank, Gole Market New Delhi-110001 | Mr. P. N. Mehta Aiyar & Company 26, A Barakhamba Road, New Delhi-110001 |
| | Standard Chartered 10, Sansad Marg New Delhi-110001 | |
| | HDFC Bank Ltd.G-3/4, Surya Kiran Building 19, Kasturba Gandhi Marg, New Delhi - 110001 | |

7. Accounts are prepared both on accrual and cash basis

8. Audited Financials of 2009-10

Balance Sheet (audited) Receipts and Payments account, Income and Expenditure account and Auditor's Report can be made available on Request. For summarized versions see Chapter – Financial Highlights



Annexure - IV

Workshops and Seminars attended by Mobile Creches Staff Members

- National Forces Committee Meeting to work out their 3 year Strategy Plan in Orissa
- NIPCCD-CECED workshop for finalization of Tools for a "Study on impact of ECCE".
- Regional Consultation to develop the FORCES operational plan organized by UP FORCES in Lucknow
- Presentation in the Seminar organized by Chetna on "Multi level strategies for reaching out to the stakeholders for advocacy and communication for the Young Child" at the International Centre on 23rd Nov, 2010
- Launch of the Certification Course in ECCD organized by the DPS Society on 9th Dec,2010
- Symposium on Deprivation, Adaptation & Human Development at JNU in Dec 2010
- Save the Children UK Global Meeting on, "Exploitation and abuse of children in Infrastructure and Construction projects" on London
- The challenges for young children of vulnerable groups in emerging economies – "Making Child Rights a reality for the young child" being organized by the Department of Social Work, JamiaMillia at an International Conference on 23rd Feb,2011
- Consultation on Recommendations for Union Budget 2010-11 organised by Centre for Budget and Governance Accountability
- Consultations organized by India Alliance for Child Rights and Wada Na Todo – a Planning Commission facilitated Citizen's Consultation for recommendations on 12th Five Year Plan.

Help Mobile Creches to give the child a childhood

Mobile Creches works with children in the birth – 12 years age group, living on the construction sites and slums of Delhi NCR (Delhi, Noida, Faridabad, Ghaziabad, Gurgaon).



Daycare services comprise health, nutrition and education. Advocacy initiatives cover training to childcare workers and lobbying for better programmes and policies.

Our partners include the building industry, corporate sector, government, NGOs, diplomatic communities and schools.



You can help too !

- **As an individual**

- Sponsor a Mobile Creches Child
- Become a Mobile Creches Volunteer
- Spread the Mobile Creches message

- **As a member of an organization**

- Facilitate access to decision makers
- Initiate collection drives in kind/cash
- Refer Mobile Creches to your staff/clients

- **As an organization**

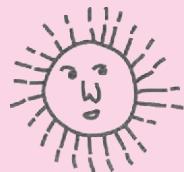
- Sponsor an event/training/daycare centre
- Introduce employee volunteering/contribution
- Share people, infrastructure and expertise

Every Child has a Right to the Joys and Promise of Childhood....



and you can make it happen

Help Mobile Creches to give the child a childhood



I attach cash/cheque of
Rs..... payable to
"Mobile Creches"
(check the right box)

- Rs. 10000 for the full care of a child for one year (health, nutrition and education)
- Rs. 5000 for the full care of a child for 6 months (health, nutrition and education)
- Rs..... as General Donation
- Rs..... to the Corpus Fund

Signature_____

Please fill in the information in block letters

Name:

Address:

.....

.....

Email.....

Mobile

Phone (R).....

(O).....

How did you hear about MC?

.....

.....

Donations to the Corpus Fund of Mobile Creches are 100% exempt under section 35 AC & 80 GGA of the Income Tax Act, 1961

Donations to Mobile Creches are exempt from Income Tax under section 80-G of the Income Tax Act, 1961.

