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Genesis

Sustainability, social equality and the environment are now business problems. And corporate leaders can't depend on governments to solve them..

Inspired by Senge's philosophy, a group of young corporate professionals came together in 2002 to set up Smile Foundation to work with grassroots initiatives for effecting positive changes in the lives of underprivileged children, their families and communities.



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

Smile Foundation, a non-profit organization in india is to empower underprivileged children, youth and women through relevant [education](#), innovative [healthcare](#) and market-focused [livelihood programmes](#).

Smile Foundation is to 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.



People Behind Smile

Smile Foundation is managed by a Board of Trustees, who are supported by an Advisory Panel comprising of individuals from diverse backgrounds and expertise, and a Management Team which comprises of experienced professionals working with Smile Foundation.

Trustees:

Mr. Santanu Mishra

An associate member of ICSI (Institute of Company Secretaries of India) and an alumni of Indian Institute of Management, Ahmedabad (IIM-A). A law graduate, Mr. Mishra specialises in enterprise transformation, strategies and scaling up. Mr. Mishra has been the Executive Trustee of Smile Foundation since 2005 and has actively led the structuring and scaling up of the organization.

Mr. Manish Kumar

A Chartered Accountant, Cost and Management Accountant and a Company Secretary, Mr. Manish Kumar specializes in Strategic Management Consulting, International Finance and Entrepreneurship Development. As an Investor and a Philanthropist he has multidimensional exposure spread across various sectors in India and abroad. He has been associated with various charitable organizations and social causes aimed at alleviating various social malaise and bridging the gap or disparity in the society through various initiatives on education, healthcare, livelihood and capacity building since last two decade.

Mr. Yogesh Jagia

A lawyer by profession with specialisation in economic laws. He practises in Delhi High Court and Supreme Court of India.

Mr. Praveen Gupta

A Masters in Business & Economics (MBE) from Delhi University. He advises leading corporate houses in India on various strategic issues.

Mr. Ashok Chaudhary

A fellow member of ICAI. He specializes in strategic management and consulting. He gives strategic advices to companies.

Ms. Poonam Chopra

An investor and a philanthropist, Ms. Poonam Chopra has multidimensional exposure spread across various sectors in India and abroad.

Advisors:

Mr. Nesar Ahmad

A fellow member of ICSI (Institute of Company Secretaries of India). He specialises in company secretarial services, corporate laws, business re-structuring, merger & amalgamation, merchant banking and legal matters. He is former President of the ICSI.

Dr. Ira Dash Rajguru

A Doctorate in Social Sciences with specialization in HR and women Issues, Dr. Ira has been working with HR dept. of Unilever and subsequently worked as a HR consultant to Ingramco, Ikon & V5 Global. Interested in writing, she has authored the book "Women and Education in Rajasthan."

Management Team



[Santanu Mishra](#)

[Co-Founder & Executive Trustee](#)



[Sanjeev Dham](#)

[Chief Operating Officer](#)



[Subroto Roy](#)

[Head – Programme & Programme Management](#)



[Pratap Ray](#)

[Head – Finance & Governance](#)



[Puja Israney](#)

[Head - Communications](#)



[Rachna Chawla](#)

[Head – Human Resources](#)



[Swatantra Gupta](#)

[GM – Corporate Partnerships](#)



[Ashok Mahapatra](#)

[Head – ICT, Digital Fund Raising & Marketing](#)



[John Flynn Paul Thattil](#)

[Head – Resources & Sustainability \(South\)](#)



[Sapna Ravindran](#)

[Head – Resources & Sustainability \(South\)](#)



[Monica Mor](#)

[National Head – Child for Child Programme](#)



[Seema Kumar](#)

[Strategic Advisor - Education & Women Empowerment Programmes](#)



[Satnam Singh](#)

[Vertical Head – Health Programme](#)



[Bipasha Patnaik](#)

[Vertical Head – Skill Development & Livelihood Programme](#)



[Gargi Kapoor](#)

[Vertical Head – Education Programme](#)



[Amit Pradhan](#)

[Head – Individual Partnerships \(Acquisition\)](#)



[Charanjit Kaur](#)

[Vertical Head – Individual Partnerships \(Retention\)](#)



[Rajeev Sharma](#)

[Vertical Head - Events](#)

Lifecycle Approach: Children, their families and the community



Smile Foundation, an NGO working for child education believes that education is both the means as well as the end to a better life: the means because it empowers an individual to earn his/her livelihood and the end because it increases one's awareness on a range of issues - from healthcare to appropriate social behaviour to understanding one's rights - and in the process help him/her evolve as a better citizen. Education is the most effective tool which helps children build a strong foundation; enabling them to free themselves from the vicious cycle of ignorance, poverty and disease.

Smile Foundation realized that **Education for Children** cannot be achieved without the family, particularly, unless the mother is assured of health care and empowered. Moreover, when an elder sibling is educated and relevantly skilled to be employable and begins earning, the journey of empowerment continues beyond the present generation.

Smile Foundation extended its thematic areas of intervention by supporting family health, livelihood, and women empowerment. Children, their families and the community become the

target group for Smile Foundation's activities as child education cannot be done in isolation and nothing else but education for children can bring long lasting change in the society.

Working Model

Smile Foundation has evolved two working models namely, Social Venture Philanthropy (SVP) and Outreach. Depending on the necessity and circumstances, either of the models is deployed, making it one of the **best non-profit organizations in India**.

Social Venture Philanthropy (SVP)

Social Venture Philanthropy (SVP) is an innovative model based on the business concept of venture capital. Under SVP, Smile Foundation not only identifies & implements its development projects through credible CBO's (Community Based Organisations) but also, handholds and builds capacities of these organizations, focusing on achieving scalability and sustainability, creating a culture of leadership and excellence and inculcating a deep sense of accountability among them.

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Outreach

Under SVP, while working in the remote rural areas, Smile Foundation realized that many a time' capacities of community based organizations (CBOs) were not adequate to meet the high expectations of large corporate social investors. Under Outreach model, **Smile Foundation** implements the development interventions directly as it requires intensive and professional engagement for a wider and sustained outcome.

Smile Foundation gets a first-hand experience in the nuances of development at the grassroots through its Outreach model and then implements the learning in its SVP Projects through its SVP Partners.

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Our Reach & Presence

Directly Benefitting more than

750,000

underprivileged children and families every year

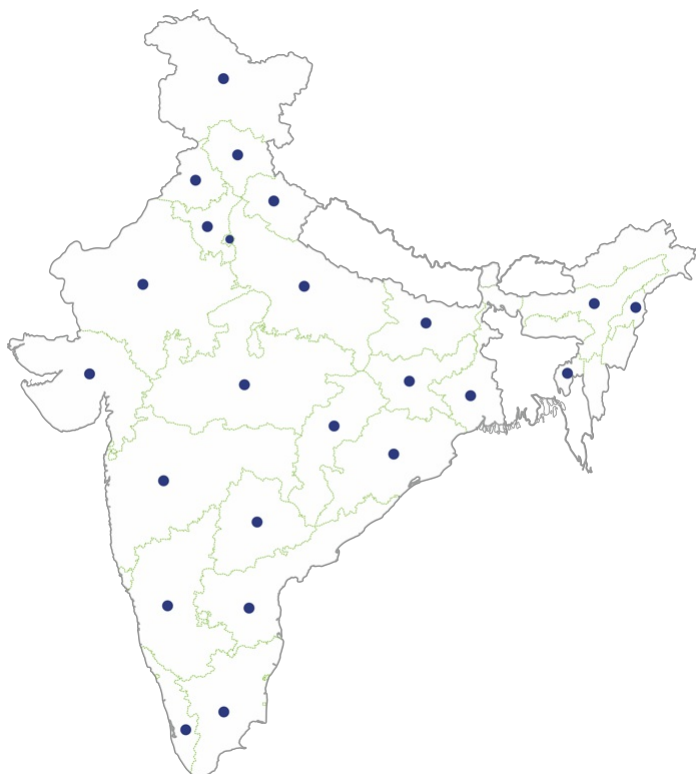
350

Projects on subjects like education, healthcare, youth employment and women empowerment.

Over

1000

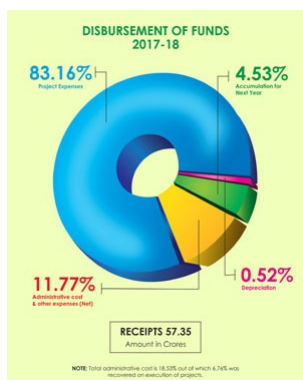
remote villages and slums across **25 states** of India



Good Governance

Credibility and accountability have always been the bench mark for Smile Foundation and are achieved through the promotion of principles of good governance in the processes and practices. **Smile Foundation** has a four-tier audit and evaluation mechanism to ensure impact of investment and complete transparency and accountability in utilisation of funds. This four-tier audit mechanism reviews programmes and projects, internal operations, compliance of statutory norms and conducts an external evaluation for the impact and outcome of various development programmes. The entire management processes and practices of Smile Foundation are in compliance with the principles of good governance.

Financial Year 2017-18



[Click to know more about Smile Foundation's 'Standards of Good Governance'](#)

Awards & Empanelment

Awards/Recognition



CSR Health Impact Awards 2020



CSR Health Impact Awards 2019



IPE NGO Excellence Award endorsed by World CSR Day & Asian Confederation of Business



Quality Initiative Mission Award



Certificate of Merit (Social Cause & Empowerment)



GuideStar India – NGO Transparency Award (Platinum Winner 2018)



Social Impact Award by Pratigya



Recognition for rendering valuable services under Social Responsibility by ICSI



NGO Leadership & Excellence Award 2015 by ABP News



Best NGO (Skill Development) for 2014-15 by ASSOCHAM



ICAI CSR Award for the Best CSR Project in Women Empowerment



Global CSR Excellence & Leadership Award 2014 by ABP News



Education Excellence Award 2013 by the Associated Chambers of Commerce and Industries (ASSOCHAM)



Corporate Excellence Award for NGO Excellence 2013 by IPE (Institute of Public Enterprise)



Quality Initiative Mission Award 2013



Smile Foundation is an organisation in Special Consultative Status with the Economic and Social Council of United Nations since 2012



Healthcare Leadership Award 2012



Represents India as nominated member of Together4Change Alliance



GE Healthcare - Modern Medicare Excellence Award



Asia-Pacific Child Rights Awards



NTR Memorial Trust Award



Barclays Bank Chairman's Awards



I Am Kalam - 23 National and International Awards at 40 prestigious film festivals ([Click here for details](#))



Empanelment & Accreditation



Verified by NGO Source as equivalent to US Public Charity



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



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



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



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



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



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



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



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



Accredited as IRD-registered non-profit organisation with Guide Star



Listed as a member organisation with United Way Worldwide



A STeP student placed

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Empowering Youth -
Delhi

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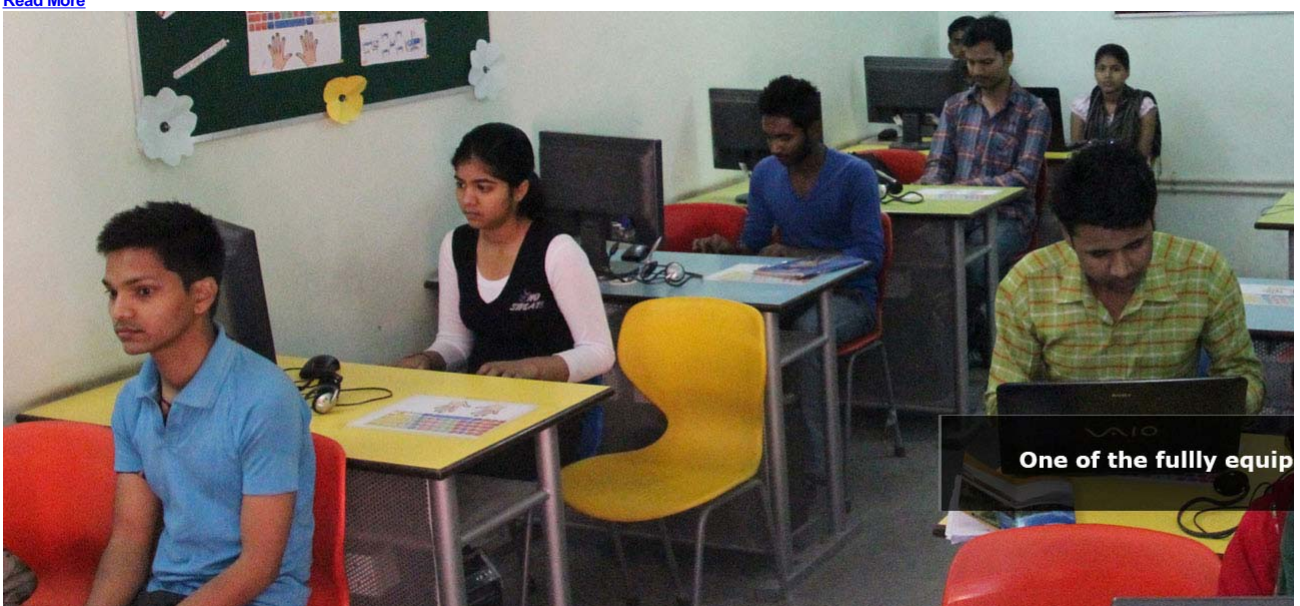
Exposure visi

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Inauguration of ne

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STeP students being trained

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STeP students during an industrial visit

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Trainers from STeP centers

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Smile Twin e-learning Programme (STeP)

STeP

The youth comprises over one-third of the Indian population which in turn constitutes a major part of the labour force of the country. The number of underprivileged youth in India who lacks education and proper guidance is so huge that according to the reports of the Financial Express only 15% of the young graduates passing out of colleges are employable; the rest are branded unemployable.

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

Smile Twin E- learning Programme (STeP) is such an initiative of [Smile Foundation](#) which through its **e-learning education programme** aims at creating a pool of young and independent people, from a section of **underprivileged youth**, through skill enhancement in tandem with market requirements. It is an effort towards bridging the gap between demand and supply of skilled manpower in the fast emerging services and retail sectors of modern India.

This national level programme through its **livelihood projects** trains the poor and underprivileged youth in English Proficiency, Basic Computer Education and Soft Skills for enhancing their prospects of employment in the fast expanding retail, hospitality and BPO sectors.

So far, 47,000 youth have been trained through the **e-learning programme** and 28,000 have been placed in over 200 brands through 95 operational projects across India.

What We Did Last Year

47,000 youth trained, **28000** youth placed till date. Out of the total youth enrolled under step so far, **96%** successfully completed training

65% of the total trained youth got placed in first attempt of the recruitment drive in more than **200 reputed brands**

209 corporate engagement programmes and **159 exposure visits** were conducted during the year across the country

61% of the total youth beneficiaries **were girls**

What We Did Last Year



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Inspiring Stories From Ground

Views [All Stories](#)





Fathima

"Smile has given me hope and STeP has helped me dream big."

Fathima's father, a hard working man worked day and night to feed his family and educate his children. Fathima has two sisters who are still studying and after Fathima passed her 12th standard it became very hard for her father to support the education of all three of his daughters. Fathima as a result dropped further studies and began looking for a job.

Her lack of technical knowledge and English speaking skills proved to be a major hurdle. She struggled to find a good job until she found out about Smile Foundation's STeP programme from a friend. Fathima enrolled for the six months course and honed her English speaking skills and computer skills. The personality development classes helped her groom her manners. Armed with this set of skills Fathima landed a job as Computer Operator cum sales person at a well known jewelry shop.

Fathima now helps her father in managing the household and providing for her sisters education. And is thankful to STeP for infusing confidence and zeal to work hard, in her.



Lala Bhutia

"I thought this is it, I am never going to get a job and will fail but STeP gave me hope"

Lala Bhutia's from an early age saw his mother struggle very hard to earn for the family and feed her children. She also knew the importance of child education and with a small hawking stall on the street she tried to earn and educate her children to remove the challenges she had faced due to illiteracy and poverty.

Lala failed his HSC exams and the financials pressures from the family did not allow him to continue his studies. He could not land a job either; he lacked the skills the market required. Upon a recommendation from his friend he joined the STeP course provided by Smile Foundation and from then on there was no looking back. Lala's communication skills improved, his personality changed due to the training and soon Westside hired him as a deserving candidate. Lala now supports his family and continues to encourage his younger brothers and sisters to study. His struggling days are behind him and he is looking at a bright future.



Nafees

"Today, I got my first job. Although I have many things on my mind, but I will be getting new clothes for every one with my first salary"

Nafees grew up in a family which struggled to make both ends meet every day. His father worked as a daily wage earner and it was a family of six he had to support; Nafees, his mother, a brother who was deaf since birth, another brother who lost his right leg in an accident and a sister who was of marriageable age. Even though Nafees had dreams of acquiring a degree which would help him get a job, financial conditions back home acted as a hurdle.

Nafees joined STeP with high hopes and soon enough he was equipped with a better personality, good communication skills and technical knowledge. He was hired by Caf Coffee Day after the completion of his course. He now supports the family along with his father and aspires to do more to help his family.



Shiva Kumar

"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 and 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 can now help his father support the family. He hopes to work harder and take care of all the needs of his family.



Vijaya

"My parents are proud of me. I am happy that I can support them all by myself."

Life for Vijaya has not been what a young girl would expect. Staying with her parents and three younger siblings in Mumbai, poverty and struggle have been a part of her life since childhood. But Vijaya has fought her circumstances with grit and determination and has emerged a winner.

Vijaya's family had no steady source of income. Her father retired recently and her mother has been bed-ridden for some time now. Due to financial constraints Vijaya could not pursue higher studies and had to drop out after passing her 12th standard. She lacked computer skills and did not have much of a strong hold on spoken English.

Upon a friend's suggestion she joined STeP which completely changed her life. She soon landed a job at Westside after completing her six month course and now supports her family with her earnings. Her parents are very proud of her and she is very happy with her job.

PROJECTS



[View Details](#)

HAPPENINGS



[View Details](#)

SUPPORTER SPEAK



"The Smile Twin e-Learning programme spread across India is really a thoughtful initiative. It will help open new employment avenues for underprivileged youth. Busy Infotech is proud to be associated with Smile Foundation in this endeavour..."

Dinesh K. Gupta,
Managing Director Busy Infotech PVT.

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ARTICLE

[Enabling the young to garner demographic dividend](#)



PHOTO ESSAY

[Stepping towards a brighter future](#)



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-