



# TRANSFORMING LIVES

PROMISING A  
BETTER FUTURE

ANNUAL  
**REPORT**  
2009-10



**Save the Children®**  
India

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Harpal Singh  
Chairman, Save the Children

# SOARING TO NEW HEIGHTS

My journey with Save the Children began 2 years ago, during which we have soared to new heights and emerged as an organisation well on its way to becoming the top NGO for children's issues in India. 2008 was a year of internal development, growth – building and strengthening systems and structures for Save the Children. 2009, on the other hand was the year of reaching out and externalising our growth – linking up with Save the Children's global agenda, forging new partnerships and venturing out in new areas. During its second year as an independent member of the International Save the Children, we have been a proud partner and an active global participant to further the cause of children.

Save the Children's founder Eglantyne Jebb once said "The only international language is a child's cry". Today, in the 21st century the world is collectively failing when 9 million children are still dying every year before they reach the age of 5 years. The launch of our ambitious global campaign on Newborn and Child Survival aims to prevent millions of children dying from totally preventable causes and endeavours to garner the support of EVERY ONE - government, civil society, media, business fraternity and the general public. This year we also joined the global celebrations to mark the 90th year of Save the Children's existence. Our offices across all states celebrated the day with children, reinforcing our commitment to creating a world in which every child gets a childhood of dignity, hope and fulfillment.

Often in India we like to focus on the positives and there are many. We are the biggest democracy in the world and with the liberalisation of our financial systems we have seen the exponential rise in our economy's growth rate. As these gains have been made, there seems to be a blind faith that other challenges will somehow solve themselves. However, as India's economy has grown exponentially, our progress has been undermined by the lack of development on key issues like Child and Mother Mortality, Child Protection and Education. It is worth asking, how we can do more and faster. In a rather short period of time, Save the Children has blazed an impressive growth path which is beginning to have a significant and favourable impact on outcomes for children in our country. We have grown from a 15 to a 100 crore grant size organisation, working with over 100 NGO partners across the country and bringing a positive change to the lives of over 755,000 children in 3000 villages and slums in 12 states of India. Is this enough and can we do things differently to ensure a greater impact? I believe we must expand our partnerships particularly with government and global institutions and better embed our strengths by a sharper focus on outcomes through better implementation, measurement and innovation. Our children must expect no less.



Harpal Singh  
Chairman, Save the Children





Thomas Chandy  
CEO, Save the Children

# ANNUAL REPORT FOR THE CHILDREN

Annual Reports try to capture highlights of the year which include the financials. This is the second Annual Report of Save the Children in India as an independent national entity and as a member of the International Save the Children Alliance. The numbers tell a story of significant growth - 2 more states have been added to our programming work, the states of Maharashtra and Gujarat. Our work is currently on in 12 states, the number of partners working with us across India has doubled and our programmes are reaching over 755,000 children in India today. We continue to respond quickly to natural disasters. In the past year alone we responded to cyclone Aila in West Bengal, the Floods in South India that ravaged parts of Andhra and Karnataka. We are there for the long haul. We focus on resettlement and rehabilitation of the affected communities and children.

We have established a programme base in the National Capital now, working on Health and Nutrition issues in the slums of 6 districts of Delhi. We have also started programme interventions in the slums of Mumbai. In a first of its kind, Save the Children has collaborated with Jamia Millia University to launch the Early Childhood Development Centre which will run PhD and Master's programmes in Early Childhood Development.

We have engaged over 50,000 Indian individual donors and that donor base continues to grow. Some of the world's best corporates and foundations including IKEA Social Initiative, PepsiCo Foundation and Reckitt Benckiser partner with us to improve Child Rights in India. From being an associate member of Save the Children International, we have now achieved a strong full-member status. It is also exciting to see that the organisation is attracting top talents to work with us for India's children.

However, the questions we ask ourselves bring us to the ground level reality of the status of the children in our country. How can we allow the deaths of nearly 2 million children under the age of 5 years every year? How can we let our little ones continue to be in the harsh cotton fields of India and other such equally dangerous situations when the law of the country says that they should be in school? How is that so many children continue to be excluded from schooling because the community around them believes that they shouldn't be there? Why should millions of children drop out of school? So, I must say that the annual report of our children continues to look grim, it is not a healthy balance sheet and the net worth is negative.

The work starts now.



Thomas Chandy  
CEO, Save the Children



VIJAY KUMAR  
AGE 7 YEARS



# SCALING NEW HIGHS

## REACHING MANY MORE

- Year 2009 saw the launch of IKEA Social Initiative's Cotton Project in 4 districts of Maharashtra and Gujarat.
- The PepsiCo Foundation Health and Nutrition project was launched in 2 districts of Rajasthan.
- The IPAP project (supported by DFID) was launched in December 2009 in New Delhi.
- The beginning of 2010 saw the launch of the Drop-in centre for street children in Nehru Place, Delhi.

## WE MEET THE HONOURABLE PRIME MINISTER

- June 2009 saw the successful 30-day anti Child Labour campaign which culminated with the honourable Prime Minister meeting 3 child labourers, led by our CEO. The children presented a memorandum seeking a ban on all forms of Child Labour for children under the age of 14 years.

## NEW BEGINNING, NEW MEANING

- Save the Children partnered with Jamia Millia Islamia University to launch the Early Childhood Development and Research, New Delhi - the first of its kind centre in India which integrates health, nutrition and psychosocial aspect of childhood development. It will also run MPhil and PhD programmes in the field of Early Childhood Development.
- The month of October saw the launch of the global EVERY ONE campaign in India – our campaign to save lives of children under the age of 5 years.
- February saw the creation and adoption of the Quality Standards of Care for Orphanages in Jammu and Kashmir. It was launched by the state's Chief Minister, Omar Abdullah.

## HELPING THE ONES IN NEED

- In our Disaster Response and Emergencies work, we responded to cyclone Aila in West Bengal and the floods in Andhra Pradesh and Karnataka. This saw the establishment of 72 Child Friendly Spaces which ensured a safe environment for the children affected by the floods.
- Over 177,000 children benefited from our education initiatives.
- Reached out to 11,225 children at the risk of trafficking or being drawn into Child Labour.



Launch of EVERY ONE campaign by Priyanka Chopra



Honourable Prime Minister meets children



Launch of Quality Standards of Care for orphanages in Jammu & Kashmir by Chief Minister, Omar Abdullah



Relief materials carried to sites affected by cyclone Aila in West Bengal



# 4 MILLION SMILES AND COUNTING

Save the Children programmes in the areas of Child Protection, Education, Child Survival and Disaster Risk Reduction and Emergency Response had a direct impact on the lives of nearly 755,000 children in 12 states. The year also saw us raising funds close to Rs. 120 crores for our programmes.

## ANDHRA PRADESH

- The education programme supported by the European Union, came to a close. The programme made significant strides to improve school quality and supported children in developing their own minimum standards for school in 7 districts of the state.
- As a part of our Early Childhood Development Programme, we are coordinating closely with the government, to provide over 8,500 vulnerable children from Tirupati's slums, better quality of services at the 111 Aangangwadi centres.
- In October 2009, we launched a rapid response to floods affecting Kurnool and Mahabubnagar districts, reaching over 16,000 people with essential relief items and establishing safe play areas to provide children with a protective environment.

## BIHAR

- The devastating Kosi floods in August 2009 affected approximately 5 million people in Bihar. We launched an Emergency Response, reaching out to over 10,000 families. Our Child Protection systems in 215 villages to keep children safe in the aftermath of the disaster are still helping to reduce child trafficking.

## DELHI

- In the area surrounding our Delhi Head Office in Nehru Place, hundreds of street children face daily abuse, deprivation and neglect. With the support of Aviva, we decided to tackle this by opening a drop-in centre in January to provide these children with a safe, vibrant environment to learn and play and in the next two years we hope to help 400 children by taking them off the street and getting them into schools or imparting appropriate vocational training.
- The appalling conditions of the city's slums are also a regular reminder of the difficulty many children face in our capital. There has been an initiation of a Mobile Health Clinic, which travels to 10 slum areas every week and provides critical primary health care services. By the end of March we were reaching over 1,000 people directly with this innovative service.

## GUJARAT

- Thousands of children from various children's groups in our project villages were trained in sessions focussing on building their understanding of Child Rights through a variety of creative means, for instance, our partner reached approximately 4,500 people in Bharuch district through Lok Dairo, a traditional folk medium, in an awareness raising drive on Child Rights and it included messages on the importance of education at school and the harmful effects of Child Labour.

## JAMMU & KASHMIR

- Save the Children reached children in 11 districts across Jammu, Kashmir and Ladakh. One of our most significant achievements was the Chief Minister, Omar Abdullah endorsing our guidelines, "Quality Standards of Care for Orphanages in Jammu & Kashmir", to be rolled out across all government run orphanages within the state in February. With this, Save the Children will have a significant impact on the care and protection of the state's approximately 100,000 orphans.

## KARNATAKA

- In Karnataka, though Save the Children did not have an established set up, our support to flood affected children and families in Raichur reached over 9,967 children through child friendly spaces, education kits, linking to government livelihood to ensure food security in order to mitigate malnutrition and sensitise communities and local governance on Child Rights.

## MAHARASHTRA

- The Child Rights for Change! Project has gained a significant momentum. 67 new Child Protection Committees were formed and orientated in March 2010 alone, bringing the total number under the project to 957 in the state. Children also benefited from life skills education sessions held in villages and from the sessions held in schools.

## ORISSA

- Orissa is one of India's poorest states and home to thousands of marginalised children. Save the Children supports these children with Child Protection, Education and Disaster Risk Reduction programmes.
- We have established children's groups in 147 villages across 5 districts of the state which are giving children an opportunity to come together and discuss issues affecting the quality of their schools with parents, teachers and other community members.
- We are reaching nearly 3,500 children in our ICICI-supported Disaster Risk Reduction programme, which is preparing 30 communities to respond to natural disasters and look after children during any emergency.
- We have piloted tools to ensure that children from tribal communities are taught in their own dialects so that they are able to follow lessons.

## RAJASTHAN

- Aapno Swasthya Aapne Haath ('Our health is in our hands'), our Health and Nutrition project in the state is one of the few integrated projects in India that holistically address health,

nutrition, water and sanitation at the community level through grassroots health workers and within a year we have already made a significant impact, reaching 5,605 pregnant or lactating women and 7,424 children under the age of 5 years with critical interventions to improve Child Survival Rates.

- We also run Protection and Education programmes that aim to strengthen community institutions ensuring Child Rights and improving school quality. Currently our programmes continue to benefit close to 44,000 children directly in the state.

## TAMIL NADU

- December 2009 marked the end of 5 years of work in Tamil Nadu under our Tsunami Response Programme. A series of external evaluations have praised Save the Children's approach and the long-term impact of having worked through 59 local partner NGOs to strengthen the capacity of grassroots organisations in responding to future disasters in the state.
- We continue to work in Chennai to identify and support vulnerable child domestic workers with access to education and vocational training and have plans to grow this programme in 2010.

## WEST BENGAL

- Save the Children launched a large scale response to communities in the Sunderbans region of the state affected by cyclone Aila, with distribution of education kits and clothes reaching 4,000 children.
- We supported 3,000 families to rebuild their homes in the immediate aftermath and secured funding for a long term livelihood rehabilitation project in the area which will further support 3,325 families.
- We supported 2,279 highly vulnerable children working in 60 brick kilns by getting them enrolled in schools, collaborated with community members in 110 villages to prevent child trafficking (and were able to declare 45 villages child trafficking free).
- Save the Children received official recognition for the Child Protection work in March by being formally appointed as the member of the Executive Committee of the State Child Protection Society - the only NGO to have such a key role in ensuring Child Rights in the state.



DEEPCHAND  
AGE 13 YEARS



# A GLOBAL IMPACT

## HAITI EARTHQUAKE

On January 12th 2010, an earthquake measuring 7 on the Richter scale levelled most of Haiti's capital Port-au-Prince and damaged the surrounding communities. With the city devastated and hundreds of thousands dead, injured or homeless, the unprecedented disaster was the worst ever seen in modern Haitian history, leaving more than 3 million people in a dire situation.

Save the Children has worked with families, communities, government and civil societies in Haiti since 1978, in both development and emergency contexts, putting us in a position to respond rapidly, mobilising the largest relief effort ever in the Western hemisphere. In the first three months of our activity:

- We coordinated with Haitian authorities, the international community and reached more than 553,000 children and adults with lifesaving and sustaining assistance.
- In three months, more than 250,000 children and adults received food by coordinating with the World Food Program and other NGOs to distribute vital food rations including rice, beans, oil and salt.
- More than 7,500 households received transitional shelter materials, hygiene supplies and essential household items.
- More than 221,000 people benefited from Save the Children's Water and Sanitation programmes, which included the construction of latrines, bathing areas and clean water points, as well as the delivery of drinking water.
- Mobile Clinics and Haitian medical teams have cared for more than 23,000 children and adults. They delivered more than 16 tons of medicines and supplies to hospitals/clinics. We established 16 baby/infant care tents in temporary settlements.
- We helped to trace unaccompanied children and reunited separated children with their families.
- The Haitian Ministry of Education estimated that 90% of schools in the capital were damaged or destroyed. We are working to restore education for children, assessing and identifying areas for learning spaces as well as providing supplies and training teachers in psychological support.





Priyanka Chopra, Actor

## BULGARI – REWRITE THE FUTURE

The exciting partnership between Bulgari and Save the Children continues for two more years: Bulgari will now support Save the Children's key strategic interventions, beginning with the response to Haiti's devastating earthquake. The company has committed €12 million over 3 years (2009-2011).

In 2009, the luxury brand Bulgari began supporting Save the Children's Rewrite the Future campaign, to highlight the importance of quality education for children affected by conflict. The partnership was part of the celebrations to mark Bulgari's 125th anniversary and the company guaranteed a minimum donation of €4 million for Rewrite the Future by the end of 2009.

To meet this challenging fundraising objective, Bulgari produced a unique and simple silver ring and pendant - with the Save the Children logo engraved on the inside - at the price of \$290/€290, of which \$60/€50 will be donated to the campaign. Bulgari also developed a collection of exquisite jewels and watches, which was auctioned at Christie's for Save the Children on 8th December 2009.

Through 2009's year-long fundraising initiative, Bulgari raised more than €6 million to benefit Save the Children's Rewrite the Future campaign.

Bulgari will continue to support Save the Children in 2010 through the continued sale of its commemorative rings and pendants, a series of major high profile events all over the world, as well as new initiatives to be unveiled later this year.

Since its inception, the project has attracted many well-known supporters: photographer Fabrizio Ferri donated his time and talent creating portraits of the numerous stage, screen and music stars who have taken part in the effort. Noteworthy among these prominent celebrities are: Julianne Moore, Ben Stiller, Jessica Biel, Ginnifer Goodwin, Benicio Del Toro, Sally Field, Sting, Willem Dafoe, Terrence Howard, Jason Lewis, Andy Garcia, Isabella Rossellini, Ricky Martin, Debra Messing, Jennifer Esposito, Lena Headey, Kimberly Pierce, Valeria Golino, Vittoria Puccini, Laetitia Casta, Cristiana Capotondi, Giuseppe Tornatore, Alessandra Ferri, Rosario Fiorello, Giuseppe Fiorello, Gabriele Muccino, Paolo Maldini and Priyanka Chopra.



Ben Stiller, Actor



Joseph, age 3 years

## CASE STUDY

3-year old Joseph, was buried in the debris when his aunt, Immalula Borgeau, age 22, rescued him. He lost both his parents in the earthquake. "Every time Joseph hears a helicopter, he gets scared," said Immalula. "It reminds him of the sound of the earthquake."

Today, Joseph is learning and playing with other children in a community school supported by Save the Children.



SATTE  
AGE 10 YEARS



# AMBITION

## AMBITION

We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.



# Save the Children EVERY ONE

## SAYING NO TO NEARLY 2 MILLION CHILDREN DYING NEEDLESSLY IN INDIA

Even after a decade of high economic growth, we have not translated this growth into improved healthcare and nutrition for India's children – we have almost 2 million children dying every year, the highest figure anywhere in the world.

Most of these children die from easily preventable diseases such as diarrhoea and pneumonia. In order to address this critical situation, October 2009 saw the launch of Save the Children's biggest ever global Child Survival campaign called EVERY ONE in India.

The press launch of the campaign was held in Mumbai on 5th October with actor and social activist Shabana Azmi's participation. The campaign's launch and our new report 'The Next Revolution' caused a big stir in all leading broadcast and print media including some stories in the international media.

The campaign was officially launched in Delhi in the same week in the presence of Dr. Sayeda Hameed and Arun Maira, the members of the Planning Commission, Dr. Panna Choudhary, the President of Indian Academy of Paediatrics (a network of 18,000 paediatricians) and Kunal Kapoor - a youth icon and Bollywood actor. The event attracted over 250 people.

In West Bengal, mobilisation activity reached 60 villages, 35-40 schools and mobilised over 30,000 people. Communities came out in large numbers to add their voice for change. The activities culminated with a public launch in Kolkata on 23rd October in the presence of NGOs, school children and individuals. We had artists – Urmimala Basu, Manoj Murli Nayar and noted fashion designer Agnimitra Paul, coming out in support of the cause. Renowned Tabla maestro Tanmoy Bose is also a supporter of the campaign. The popular youth band 'Fingerprints' showed their support with a special composition for EVERY ONE campaign.

In Rajasthan, activities included Mobile Theatre Group on a huge tractor with banners travelling across 100 villages with songs, plays, puppet shows in the community on the issue of Child Survival and EVERY ONE signing up their thumbprints. In the capital city of Jaipur, over 8 colleges



organised seminars and cultural programmes to mark the EVERY ONE launch. Save the Children partnered with National Service Scheme at the state level to rally youth support for the campaign.

Save the Children in partnership with the DLF Foundation (Delhi) and Inorbit Malls (Mumbai) ran campaign activities in some of the most popular malls in the two metros on the busy shopping weekend before Diwali. For the first time, people really engaged with the fact that many children are still dying needlessly in India. Close to 14,000 individuals pledged their support during this activity.



Delhi Half Marathon

## AIRTEL DELHI HALF MARATHON

Save the Children received support from Vicks to use the first World Pneumonia Day as an opportunity to build momentum behind the issue of tackling pneumonia as central to Newborn and Child Survival in India. Save the Children and supporters participated in Delhi Half Marathon, a big event with 30,000 runners which received widespread television and newspaper coverage. Save the Children had 107 supporters running to highlight Pneumonia.

## YOUTH CONNECT

Our campaigners took the campaign to the **National Service Scheme Youth Fest at Delhi University** in collaboration with the NGO, Pravah. The focus of the initiative was to encourage youth participation in social change. The campaign received an encouraging response at the Fest with hundreds of student signing up their support.

Save the Children also associated with Saamanjasya – a novel initiative of School of Management, IIT Kharagpur, to encourage youth participation in EVERY ONE campaign. The 3-day event (19-21 March '10) aimed to bring together students from diverse backgrounds - Law, Humanities, Engineering as well as Management streams.

## ALLOCATE MORE FOR HEALTH

In February, Save the Children campaigned for more health spending in the national budget. In an open letter to the Finance Minister, Pranab Mukherjee, 20 experts from various fields, demanded the allocation of more funds for health this year in the Union Budget. The letter has been signed by well-known people like actor Shabana Azmi, photographer Raghu Rai, filmmaker Rakeysh Omprakash Mehra, fashion designer Tarun Tahiliani and wildlife conservationist Ravi Singh, besides a host of other civil activists. "Government spending on health stands at 1.1 percent of the GDP - one of the lowest in the world. If India is to deliver the promise on the MDGs, it must renew its commitment to stop children from dying needlessly. Simple low-cost interventions effectively delivered for those who need it the most can save lives," the letter said.



Mobile Medical Unit

## HEALTHCARE AT THEIR DOORSTEP

Save the Children and partners in Delhi launched a new programme called 'Bringing Healthcare to Our Doorsteps'. The programme has been funded by the Dutch Postcode Lottery. With representatives from Delhi State Health Department, Royal Netherlands Embassy, local partners in Delhi and Save the Children, Netherlands, we launched the programme to provide 6 Mobile Medical Units in the slum areas of Delhi in the presence of over 100 community members. The grant will help address the pressing need of women and children by bringing healthcare to their doorsteps.



Bimla Mondol

## CASE STUDY

"I would like to have one more child and then I will stop, whether it is a boy or a girl. I feel more confident now as I know what to do when I become pregnant." On one point, however, she is still unsure. "I would rather have the child delivered at home. I had to undergo a caesarean last time and I didn't like it. I am scared that if I go back to the hospital, I will have to undergo another one. If there is a problem though, I will see a doctor immediately. I don't want to lose another child."

- Bimla Mondol



# CHILD LABOUR DOESN'T WORK!

## Child Rights for Change! (CRC) is

Save the Children's most ambitious, integrated multi-year project aimed at promoting Child Rights in order to eliminate Child Labour in most of the cotton growing states in India. Currently operational in 4 districts each, within 2 states — Gujarat and Maharashtra — and a total of 1,868 communities, CRC seeks to bring about a social change in wide acceptance of Child Labour in agriculture, which constitutes about 1/3rd of the total Child Labour in the country. Children working in agriculture are exposed to noxious fumes and harmful pesticides; they toil for long hours in hot and dusty conditions and perform strenuous activities — which adversely affect the health of child labourers.

In its programme interventions, CRC combines community-based child protection measures — primarily through the establishment of Child Protection Committees and Children's Groups, directly taking action to promote children's rights — with improved access to quality education and income enhancement schemes of the government. Over 230,000 children have participated in Child Rights promotion activities in the first year. Moreover, the project has worked extensively to promote social and economic empowerment of women and adolescent girls, primarily by helping to form or reconstitute Self Help Groups with a Child Rights agenda. The Social Mobilisation agenda on Child Rights and against Child Labour is being made sustainable through the creation and empowerment of local/community level Development Activists.

## KEY PROGRESSES OF CHILD RIGHTS FOR CHANGE! INITIATIVE IN ITS FIRST YEAR:

- Over 3,000 children were helped out of exploitive Child Labour and put back in school.
- 1,843 Child Protection Committees and Children's Groups have been formed and are actively monitoring Child Rights in their communities and raising awareness on the detrimental effects of Child Labour on the overall growth and development of children.
- Over 367,000 adults and 232,000 children have been reached through a series of orientations, trainings and campaigns on Child Protection, Child Rights, Education and Social Protection.
- 92,000 households have been linked with social security/protection programmes, most notably the National Rural Employment Guarantee Scheme and over 2,280 women's Self Help Groups have been activated and/or established and provided with capacity building inputs.
- Over 900 Aanganwadis (pre-schools) and 80 schools now have improved and child-friendly physical environments. The 900 Aanganwadis have been provided training inputs on school readiness skills in order to manage young children's long-term learning needs in a better way.
- Over 300 government officials have been trained in Child Rights and Protection.
- Collaboration has been established with key government departments of Labour, Education, Women and Child and Rural Development at the state level.



SITA  
AGE 7 YEARS





Akshay, age 12 years

### CASE STUDY

"I work because I cannot attend school. I suffer from headaches that make it hard to concentrate and we cannot afford the medicine and doctor's fee. I work because my father left 6 years ago and my mother alone cannot support us. I work to feed my brothers and sisters."

Akshay, age 12 years

Save the Children is working to set up village level Child Protection groups and children's groups, working to improve the quality of education, it is working to strengthen legislation against Child Labour in both hazardous and other forms and most importantly, we listen to the voices of children like Akshay and thousands of others like him, who need help and protection.



# TURNING THE PAGE ON THE CHAPTER OF **SURVIVAL** AND HOPES BROUGHT BACK

The unprecedented Tsunami that struck on Boxing Day 2004 shocked the world as it caused death and destruction beyond anyone's worst nightmare. For Save the Children's (SC) Alliance members, the Tsunami Response was one the biggest and the most integrated programmes ever undertaken.

India was the third most severely Tsunami-impacted country (after Indonesia and Sri Lanka) with the National Disaster Management Centre reporting nearly 11,000 people dead and another 5,600 missing. Overall, some 430,000 people were directly affected by the disaster. Damage included the loss of 110,000 homes, 87,788 boats, 31,755 livestock and 358 schools, which were destroyed or heavily damaged.

Till date, it is one of the biggest Disasters and Emergencies challenge faced by Save the Children. The Tsunami Rehabilitation Programmes were set up in order to alleviate the suffering of children, their families and communities who were affected. The programme aimed to support their recovery, rehabilitation and reduce their vulnerability to future disasters.

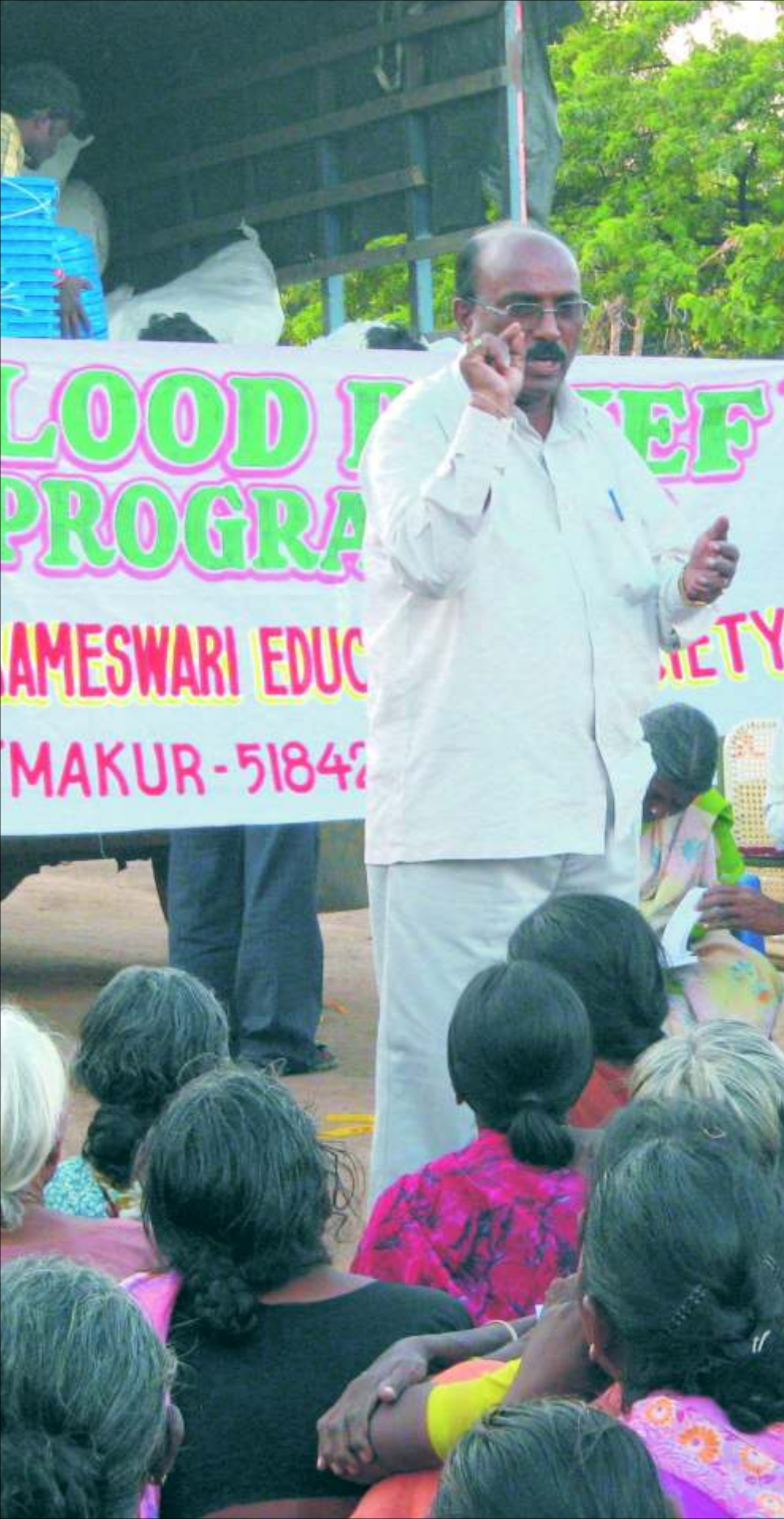
Child Protection was of high priority post-Tsunami, with SC constantly seeking to address the prevention of exploitation, abuse and neglect. We delivered crucial psycho-social support by

- Helping to form and train 632 children's groups and 283 Child Protection Committees (CPC) in 399 villages, serving over 167,642 children. As a result, 1,568 Child Protection cases were raised and steps have been taken to address them.
- Creating a state level Child Protection Resource Centre in close coordination with the police department in the Andaman and Nicobar islands.
- Developing a Child Protection Committee handbook to ensure sustainability of community level prevention and response mechanisms. Similar materials were developed for children's groups.



RAKESH KUMAR  
AGE 12 YEARS





Kalaivani, age 13 years

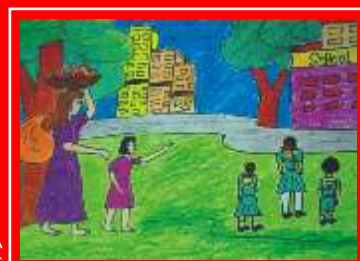
### CASE STUDY

Millions of children under the age of 14 years are employed as domestic workers and forced to work for gruelling 15-18 hours a day, without breaks and with little or no pay at all.

That was the plight of 13-year old Kalaivani, a class IX student in Chennai. Pushed into domestic work, she toiled from morning until evening in several houses. With little time or energy left to study, she found it difficult to attend school regularly. That's when Save the Children Activity Centres started in her neighbourhood.

As part of the Tsunami Response Program, Save the Children has set up 70 Activity Centres for children to help them study and receive vocational training. The centre spoke to Kalaivani's parents and convinced them to let her attend the centre.

Today, Kalaivani attends school and the Activity Centre. She likes it there and can play without fear of being scolded.







# YOU MADE IT POSSIBLE

## Save the Children Number of Donors

39691



24992



14699



■ Total Number of Donors

■ One Off Donors

■ Committed Donors

2009-2010 was a noteworthy year for the Direct Marketing function at Save the Children. As we invested more time and effort in getting to know our donor base, our presence was duly noted by all and our investments showed promising results.

We increased our Direct Marketing field force from 36 team members in April 2009, to 445 members in March 2010. Consequently, we also expanded our geographical reach from just two metros in 2008/2009 (in Delhi and Mumbai), to 11 locations by 2009/2010 – including NCR, Ludhiana, Jaipur, Kolkata, Ahmedabad, Pune, Hyderabad, Bengaluru and Chennai.

Whilst the majority of our income came from the metros, with Mumbai contributing the maximum, followed by Delhi and Chennai. We have also started making our presence felt in smaller cities like Nasik, Coimbatore and Pondicherry and in the near future we plan to have a stronger focus in India's tier 2 cities.

We have successfully expanded our donor base by adding 35,350 new donors to our list during the year. This is a significant achievement for us. Thus, increasing our humble donor base of 4,341 as on 1st April 2009 to 39,691 by 31st March 2010, with an average monthly growth rate of 68%.

To ensure continued income and the ability to build stronger relationships with our donors, committed givers are crucial to the organisation's long-term stability. An important success has been the number of committed donors acquired in the past year. On 1st April 2009 committed donors constituted only 2% of our overall donor portfolio and this has now grown to 37% by 31st March 2010.

The donor base by the end of 31st March 2010 consisted of 24,992 One-off Donors and 14,699 Committed Donors.

A brief summary of the performance of the Direct Marketing function:

	1st April 2009	31st March 2010
Total Donors	4,341	39,691
Committed Donors	102	14,699
Geographies Covered	2	11

Our donors constitute valued individuals from all walks of life – from small business owners to professionals, senior managers and even celebrities. We would like to extend a very gracious Thank You to each and every donor who supported our work and have become a voice for the organisation. We could not have reached the beneficiaries without your help and hope to continue a long and trusted relationship with you for many years to come.

We would like to thank the following for their technical support. You made it possible for us:

#### Save the Children, Italy

- Valerio Neri
- Daniela Fatarella

#### Save the Children, UK

- Nigel Harris
- Robert Hardy
- Caroline Underwood

#### Save the Children, Norway

- Tove Wang • Tove Hauge

#### Save the Children, US

- Charlie MacCormack
- Carolyn Miles
- Chris Samuel

#### Save the Children, Sweden

- Elisabeth Dahlin
- Louise Gauffin

#### International Save the Children Alliance

- Jan Oldfield
- Emilia Romano
- Liz Gibbs



RAKESH KUMAR  
AGE 12 YEARS



# COLLABORATION

## COLLABORATION

We respect and value each other, thrive on our diversity and work with partners to leverage our global strength in making a difference for children.



# PROVIDING HOLISTIC DEVELOPMENT TO CHILDREN IN THEIR EARLY YEARS



Inauguration of ECD centre by Minister of HRD - Kapil Sibal

The early years from age 0-8 are acknowledged to be the most critical years for life-long development, with research indicating that the most rapid period of brain development occurs in the first 3 years of life. Scientific evidence demonstrates that socio-emotional development begins early in life and is connected to cognitive, language and social skills. Therefore early socio-emotional development is crucial in laying the foundations for academic performance, health and relationship building in the later stages of life.

The concept of Early Childhood Development (ECD) has not gained recognition in India and is a field that requires pioneering work. With a common vision to build the status of ECD in the country, by bridging the current gap between theory, practice, research and policy, Jamia Millia Islamia and Save the Children partnered to establish a Centre for Early Childhood Development and Research.

## Vision of the Centre

The vision of the centre is to build an India in which every child is provided a nurturing and stimulating environment for his or her optimal holistic development.

## The Centre for Early Childhood Development and Research will:

- Bring key stakeholders together
- Help bridge gaps between theory, research, policy and practice
- Support sector reform
- Build human resources for ECD at various levels
- Help develop quality frameworks and also position itself as a technical resource centre for the Ministry of Women and Child Development, Ministry of Human Resource Development and Ministry of Health and Family Welfare related to Early Childhood Development.

## Functions of the Centre for Early Childhood Development and Research:

We not only recognise the value of childhood, we also recognise today's children as the nation's future productive adults. With this view in mind, the centre will therefore be informed from a Child Rights perspective, with the intention to develop into a national resource in ECD.

The Centre for ECD and Research will offer multi-disciplinary Diploma and Post Graduate courses and research opportunities in the field of ECD. The centre will also run in-service programmes for government and civil society professionals and offer fellowships in order to create a resource pool of change agents of the future who will have the necessary skills and will champion the cause of Early Childhood Development.



SABA KHATOON  
AGE 14 YEARS

# LOOKING FORWARD TO EDUCATION FOR ALL

The passing of the Right to Free and Compulsory Education (RTE) Act 2009 is a big step towards achieving universal elementary education in India. The Act ensures, for the first time in India's history that it is the Government of India's responsibility to make sure that all the children from 6-14 years of age attend school.

The RTE Act is an affirmative step to ensure elementary education for every child in India but there are a number of gaps at the operational and pedagogical levels and needs ground work to ensure access for all with quality of learning. Save the Children has been actively involved in making the Right to Education Act a reality and has taken initiatives to generate awareness at the ground level, facilitating civil society-Government interface on this critical issue. Save the Children has been working very closely with partners and larger civil society organisations at national, state and district levels in order to address the larger existing issues of equity and quality within the education system.

With 'Education for All' as our base, the challenge of the RTE Act is to create an environment for all children to realise their full potential and to ensure opportunities for upward mobility. The past initiatives had considered access to school as the key priority and treated quality and equity as the secondary issue, which could be added on at a later stage. The overriding fear as seen previously, is that the Government of India has not ensured whether the education will be of equitable quality or inclusive.

However, Save the Children will make an effort to work closely with Central and State Governments and other agencies in making inclusive, equitable education a reality for millions of children who are entitled to this right.



# BEHIND THE SCENE

With many challenges for the year ahead, the organisation is embarking on a period of growth and prominence. This calls for a higher level of attention and respectability to which we all need to aspire to as employees and internal stakeholders. Save the Children strives to set the highest professional and moral standards for its employees, which each individual is bound to maintain.

Life at Save the Children is all about what we are, what we do and what makes us different from others:

- A Vision for the future
- A Mission that defines what we are doing
- Values that shape our actions
- Strategies that zero in on our key success approaches
- Goals and action plans that guide our daily, weekly and monthly commitments

Above all, we are about people, who are technically proficient at their jobs, those who are empowered and challenged in their work, who believe in honesty and integrity, who take work seriously and also have fun while doing work – those who can maintain a work-life balance. Most importantly, we are about people who seek responsibility and are accountable and who are open to exchanging ideas.

## Manabendra Nath Ray

### West Bengal State Programme Manager

Understanding 'Child Psychology' has always been my area of special interest and my association with 'Save the Children' gave me the opportunity to actively engage with it and understand it through an active partnership with millions of children. To me, 'Save the Children' is the biggest movement in the world for the rights of the children. In my 7 years with the organisation, I have learnt to view the world through the eye of a child, how they analyse their problems, value their opinions and tried to integrate their recommendations in our approaches and programmes within the state of West Bengal and beyond. I find myself privileged to be a part of a greatly cohesive and highly committed team, their uniqueness and expertise helped to establish Save the Children as the most credible organisation acknowledged by the Government, Media, Corporate, CSO and other networks and most importantly, by the children we work with.

## Amrita Goswami

### Andhra Pradesh Programme Coordinator

I started off with Save the Children over 4 years ago as a Learning and Impact Coordinator within the Tsunami Response Programme. Since then, I have moved into the role of a Programme Coordinator, a transition which posed many welcome challenges in terms of learning and professional development.

My role today involves implementing Save the Children's Early Childhood Education (ECE) project in Andhra Pradesh through the local NGO partner and monitoring the progress to measure the impact of our intervention. Apart from supporting and strengthening the project strategy on improving learning environment for children in pre-primary level, I also support to build and strengthen effective working relationships with other stakeholders, including key government departments, particularly Education and Women and Child Development.

I realise that one of the most important reasons, apart from the fact that one enjoys working for the cause of helping children realise their rights, is being a part of the Save the Children team at large. I have certainly become



Manabendra Nath Ray at a Press Meet during CRC Week



RAM PRASAD  
AGE 10 YEARS





Amrita Goswami with children

“mission conscious” – the big picture keeps coming in loud and clear and that's what helps me keep focus.

The fact that one's learning comes from one's own attitude and openness and that one needs to be open and ready to see learning opportunity - is always encouraged in the organisation. It is also important to “have the right people on the bus” and I think we, at Save the Children, have it all. Coming together, sharing together, working together, succeeding together – that is what the most important lesson is about!

Indrani Sarkar  
River Ganges and beyond



**Indrani Sarkar**  
**Field Assistant**

My association with Save the Children began in 2008 with an internship in the Srinagar office, and then in the West Bengal office the following year. I finally became a part of Save the Children, joining the West Bengal office in June 2009, initially as a Child Protection consultant in the cyclone Aila affected villages of West Bengal. My work here made the understanding of Child Protection in context of Emergencies more coherent, the practical application and its implications. I am currently working on a developmental programme to provide educational opportunities for street children of Kolkata

which gives me the chance to work through the dynamics of - community, government and school authorities, in order to facilitate the process of making education accessible to all children. I am hoping to get involved in more enriching activities in the times to come and continue working for Child Rights.

**Alok Rath**

#### Project Director for Child Rights for Change

When I joined this wonderful Child Rights organisation, 5 years ago in September 2005 as part of the Tsunami Rehabilitation Programme, little did I know what transformational change was in store for Save the Children. As the organisation transitioned from one with a diverse International presence, to a uniform Indian entity born on the 1st of April 2008, it was a path that I was always sure would hold a new beginning for millions of the most marginalised children in India.

Over the next two years, I noticed a sea of very positive and inspiring changes. The 'baby' of the SC Alliance, not only stood up, but ran a stunning race to become one of the strongest members within the International Save the Children community. We have now grown to become a huge programme with a demonstrated capacity to leverage large multi-year grants and bring positive impact in the lives of over half a million children and their families. What made this possible was an ambitious yet pragmatic leadership, an introspective yet outward looking new organisational strategy and a neatly-woven, self-motivated team across the length and breadth of the new Save the Children in India! I feel fortunate to have experienced the SC journey so far.



Alok Rath



**POOJA (KALI)**  
**AGE 9 YEARS**





## INTEGRITY

We aspire to live the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.





# PARTNERS, WE APPRECIATE YOUR SUPPORT

Save the Children's corporate partners come from varied sectors. All our partners are vital to building our programmes for children and we are grateful to each one for their unique contributions.

**Airtel** – The launch of EVERY ONE campaign saw splendid support from Airtel sending SMS to its base of approximately 2 million users.

**Aviva** – Aviva conducted an event called AVIVA GREAT WALL OF BOOKS which saw collection of close to 100,000 books during The Aviva Great Wall of Education, a book donation drive where all books donated were sent to children in our programmes in 6 states.

**Bright Outdoor Media** – The launch of EVERY ONE campaign saw us partnering with Bright Outdoor Media. Bright Outdoor Media set up hoardings with our messages in some of the prime locations in Mumbai, spreading our message across the city.

**CII** – CII helped us with a contribution of Gift in Kind (Food donation) during the West Bengal floods.

**DLF** – DLF, one of the leading organisations in the business of Real Estate helped us with commercial space in their malls and office complexes, helping us garner support of close to 7,000 hand raisers.

**DSN** – DSN Global ran the West Bengal Emergency appeal campaign on more than 500 digital screens all across India (located in Café Coffee Day Outlets). During the month of October, these screens carried our messages around the EVERY ONE campaign.

**Exchange4Media** – Sent over 50,000 emailers to members of their customer base across India to create awareness during the launch of the EVERY ONE campaign. They also sent more than 75,000 emailers to their data base to raise support for the West Bengal Emergency Response.

**Hindustan Unilever** – Supported West Bengal Emergency Response 2009 with ORS and Lifebuoy soaps for 2,000 hygiene kits. They conducted hand washing workshops and hygiene promotion trainings at the Child Friendly Spaces.

**Hewlett Packard** – Helped us with funds (50% for Andhra Pradesh and 50% for Karnataka). 15 volunteers from HP participated in relief distributions.

**Intas** – Pledged supply of 3 months of ORS during the launch of our campaign EVERY ONE.

**Inorbit Malls** – Helped us with commercial space in their malls in Mumbai, helping us garner support of close to 7,000 hand raisers.

**IKEA Social Initiative** – Provided vital support to Save the Children's most ambitious and multi-year initiative towards promoting Child Rights and preventing Child Labour in the cotton growing states of Maharashtra and Gujarat.

**ICICI & CSO Partners** – Supported the construction of Child Friendly Flood Shelters (CFFS) in 11 villages across the project's 3 states of Bihar, West Bengal and Orissa. They provided training on Community Based Disaster Management Planning and School Safety; Child Protection in Emergencies, as well as providing livelihood support to marginal farmers and casual labourers and conducted a study on the non-farm based livelihood alternatives for poor and marginalised communities.

**Mphasis** – One of the first organisations that started with a monthly employee giving program in the year 2009.

**PepsiCo Foundation** – Supported West Bengal Aila Flood response 2009 with supply of clean bottled water. They also pledged their support to our Maternal and Newborn Child Health programmes in Rajasthan.

**Reckitt Benckiser** – Supported West Bengal Emergency Response 2009 with a generous contribution and 2,000 Dettol soaps and 2,000 Dettol liquid.

**Target** – Pledged their support to the Early Child Education Programme in urban Tirupati for the second year in a row.

**Tesco** – Supported West Bengal Emergency Response 2009 with a generous contribution.

**Tractors India Private Ltd.** – Supported West Bengal Emergency Response with funds and a collection of 40 boxes of clothes.

**Vitol** – They helped with funds for West Bengal Emergency Relief Response. They supported our first Mobile Health Clinic in Delhi, which was officially launched in November 2009.





# CREATIVITY

A high-angle photograph of a young child with dark hair, wearing a red long-sleeved shirt, sitting on a dark, textured floor. The child is focused on drawing on a white sheet of paper held by a clipboard. They are using a yellow crayon. To the left of the clipboard is a red box filled with various colored crayons. The drawing on the paper shows a landscape with green grass, a blue sky, and some buildings. The word 'School' is written at the bottom of the drawing. The overall lighting is soft, and the colors are vibrant.

## CREATIVITY

We are open to new ideas, embrace change and take disciplined risks to develop sustainable solutions for and with children.

# RUNNING FOR A CAUSE



Making our presence felt at the Airtel Delhi Half Marathon



Participants raise support for the Mobile Health Clinic



30 individual runners from Corporate sector participated in the Marathon



Making a statement at the Marathon about the first ever World Pneumonia Day

The Airtel Delhi Half Marathon scheduled for November 2009 was a fun and fruitful opportunity for Save the Children to make our presence felt, raise support and generate awareness.

In July 2009, Save the Children registered to participate in the Airtel Delhi Half Marathon to be held later in the year in November. We blocked 200 running spaces and for the next few months, we recruited participants, including corporates to run for us.

We did it to raise support for the Mobile Health Clinic which will be providing basic health services in clusters in Alipur and Narela, in North West Delhi reaching out to 11,000 children under the age of 5 years through this service, as well as to make a statement about the first ever WORLD PNEUMONIA DAY (Nov. 2).

In the end, we had a TOTAL of 107 runners running for us (97 participated in the shorter 7 km run and 10 runners participated in the 21 km run). From the corporates, we had around 30 individual runners from CBRE, TechMahindra, NDTV, Network TV 18, Reliance Industries amongst other companies. Local celebrity Sam Miller, ran for us and raised

Rs. 100,000 and MP Agatha Sangma, also ran for us. In total, we raised a sum of Rs. 436,500.



ANNU  
AGE 12 YEARS





Save the Children Website



New Microsite for EVERY ONE



emailers

# LAUNCH OF A NEW LOOK AND GOING SOCIAL

## Web Initiative

The beginning of 2010 saw the launch of our new corporate website. The overall online conversion for one time donors saw a massive shift in the behaviour pattern and conversion rate.

The overall donor conversion rate on the website went up by almost 4 times. Donors now receive instant 80G certificates on making an online donation. Within 48 hours of making a contribution online, the donors receive a confirmation through SMS and email. The telecallers received a tool which can push the donor traffic to a smoother and cost-effective transaction.

2010 also saw the launch of Save the Children's first eNewsletter and a new microsite for EVERY ONE. The microsite gave thrust to the campaign by taking the message to the people of India through the online medium.

Follow us on:

Twitter: @stc\_india

Facebook: Save the Children India





# SPREADING THE WORD

Year 2009 saw the launch of Save the Children's first Annual Report. To raise awareness and gather support, our fundraising teams met with people in different states. They were handed over collaterals which were printed in their regional language in an attempt to gain empathy and reach more people.

With the help from media partners, Save the Children ran a massive national campaign around EVERY ONE. Press ads were released in some of the biggest publications across India. Leading news channels like Times Now, IBN and CNN ran our ticker ads to raise mass awareness.

We partnered with Bright Outdoor Media to set up hoardings with our messages in some of the prime locations in Mumbai to spread the word across the city. Hoardings were also set up in some of the prime locations in Bengaluru. Branding on Meru Taxis in Bengaluru was done to enhance our reach in the city.



Hoarding



Hoarding



Hoarding



RANI  
AGE 10 YEARS



Mailer



Magazine Ad



Cab Branding



Signage



Signage



# ACCOUNTABILITY

## ACCOUNTABILITY

We take personal responsibility for using our resources efficiently, achieving measurable results and being accountable to supporters, partners and, most of all, children.



# OUR BOARD

Our Governing Board is dedicated to our mission of creating real and lasting change in the lives of needy children in India.

## Harpal Singh (Chairman)

Harpal Singh has a long and wide ranging experience in the corporate and social sectors. He has held leadership positions in the automobile, consumer products and healthcare sectors. He was the non-executive Chairman of India's largest pharmaceutical company, Ranbaxy and is currently the mentor and Chairman Emeritus of Fortis Healthcare. Whilst chairing the Impact Group, he also presides over the Board of the Escorts Heart Institute and Religare Enterprises. He sits on some of India's most renowned school and university Boards and is a member of the National Round Table on School Education. He is also a member of India-UK Round Table, India-US Strategic Dialogue and the Public Health Foundation of India. He is the Founder Chairman Trustee of Nanhi Chhaan and Chronic Care Foundations. He is also a member of the International Save the Children Board.

## Manju Bharat Ram

Manju Bharat Ram is well known for her involvement with education. She is the Founder and Chairperson of the innovative Shri Ram Schools in India which was started in 1988 with the objective of developing each student's potential to the fullest. Besides, she is

also the Founder Member of Charity Aid Foundation, India (CAF) since 1998, which was set up as part of the CAF International Network, Chairperson of Shri Ram Educare, a non-profit consultancy working to transform school education, Trustee and Honorary General Secretary of the Blind Relief Association, Chairperson of SRF Vidyalaya, Chennai and has been on the Board of Governors for Kendriya Vidyalaya Sangathan since 1998, an organisation with over 800 schools.

## Pallavi Shroff

Pallavi Shroff is the lead litigation partner at Amarchand & Mangaldas & Suresh A. Shroff & Co., Advocates & Solicitors, New Delhi. She manages corporate commercial litigation as well as arbitration. She has a number of international publications to her credit. She is also an independent Director of B.A.G. Films and Media Ltd., INDUSIND BANK LTD. and MARUTI UDYOG LTD.

## Rajiv Kapur

Rajiv Kapur has been an international banker for over 20 years with assignments in multi cultural environments in India, Asia and USA. He is the founder of InvesTech. He has worked as the Managing Director of the Asia Financial Institutions Group at Bank of America. His broad range of experience includes corporate banking, restructuring, mergers and acquisition advisory services, financial advisory assignments, asset securitisation, capital markets, working capital funding, syndication and structured debt financing, trade finance, capital markets and credit risk management.

## Smita Parekh

Smita Parekh is the Director of Mahindra United World College. She has a Degree in Bachelor of Arts from

the St. Xavier's College, University of Mumbai, she has also done her Masters in Clinical Psychology from the University of Mumbai. She is also a member of Advisory Board, H R College of Commerce and Economics, Executive Committee, Member of Ladies Wing of the Indian Merchants Chamber and Founder Member of the Ladies Wing Seva Sadan School for Computer Education.

## Hemant Luthra

Hemant Luthra is a member of the Management Board of Mahindra & Mahindra Limited and as President of Systech, he has grown the Engineering Services, Strategic Sourcing and Automotive Components business units to USD 800 mn, with Mahindra Forging, Mahindra Casting & Mahindra Engineering as the primary drivers of this growth. He has 35 years of varied and rich work experience in Operations, Finance, Business Development and Private Equity. Hemant joined Mahindra & Mahindra as Executive Vice President – Corporate Strategy in December 2001 and has been involved in a number of strategic initiatives across different sectors and group companies. He serves on several Boards and is the Chairman of some (including the Supervisory Boards of M&M's German subsidiaries). Hemant founded and still supports the Lina Luthra Foundation which has worked with Mobile crèche in providing support for the education and care of street children.

## N Kumar

N Kumar is the Vice-Chairman of The Sanmar Group. He is the Honorary Consul General of Greece in Chennai and Honorary Business Representative of the International Enterprise Singapore (formerly Singapore Trade Development Board). Mr. N Kumar has



AKHILESH  
AGE 14 YEARS

a wide range of public interests, going beyond the confines of corporate industrial management, in health, social welfare, education and sports. One special area where Mr. Kumar and the Group are involved is centre for Exceptional Children called the Madhuram Narayanan Centre and the Group runs a number of educational institutions.

#### **Ravi Singh**

Ravi Singh started his career as a Lecturer in History at Bhagat Singh College, Delhi University. From there he moved on to work with well known multinational companies like the Duetsche Bank where he spent close to 2 decades. He is currently the Secretary General and CEO of VVWF, India.

#### **Arun Maira (Chairman Emeritus)**

Arun Maira was appointed the Member of the Planning Commission in the Government of India in July 2009. He is a thought leader and writer on the subjects of transformational change and leadership. A frequent speaker at international forums on the future of India, he is the author of several books including "Transforming Capitalism: Business Leadership to Improve the World for Everyone", and "Shaping the Future: Aspirational Leadership in India and Beyond". He worked for 25 years in the Tata Group in India in the senior management and board positions. He has worked with Arthur D. Little Inc, the international management consultancy, in USA from 1989 to 1999 and has consulted companies across the world on issues of growth strategies and transformational change. He returned to India in 2000 and was the Chairman of The Boston Consulting Group, India and Save the Children, prior to joining the Planning Commission.





# FINANCIAL OVERVIEW

## Our Auditors

### **BSR & Associates, Financial Auditors**

BSR & Associates, a firm of Chartered Accountants, are the Financial Auditors of the Society. BSR & Associates bring with them an integration of knowledge in international business practices with local know-how. The auditors have offices in Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Kolkata, Chandigarh, Kochi and Pune.

### **Grant Thornton, Internal Auditors**

Grant Thornton India is a member firm within Grant Thornton International and is one of the oldest and the most prestigious accountancy firms in the country.

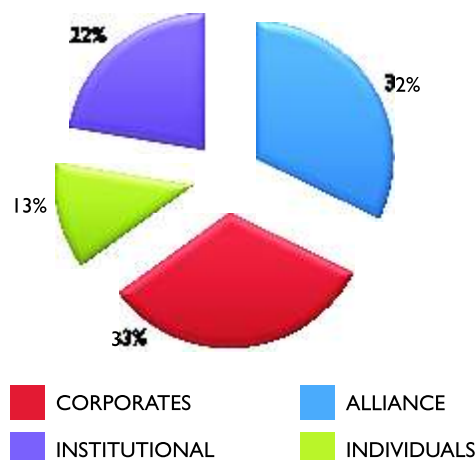
Grant Thornton has been associated with Save the Children since 2008 and has been instrumental in undertaking Grant Reviews, Special Reviews and Risk Management activities.

In 2009-10, Grant Reviews have been conducted for the State Offices and implementing partners for the grants received from PepsiCo Foundation, EU, IKEA Social Initiative, Save the Children New Zealand, Save the Children Finland and Save the Children US. Grant Thornton also conducted a special review of the Direct Selling Agents associated with Save the Children and are currently involved in the follow up review for Enterprise Wide Risk Management exercise conducted last year.

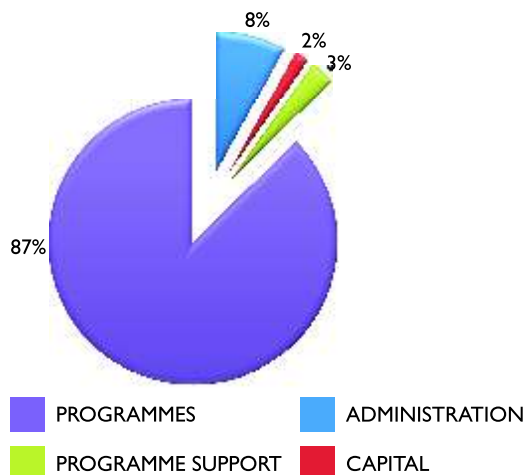


RAM KISHAN  
AGE 13 YEARS

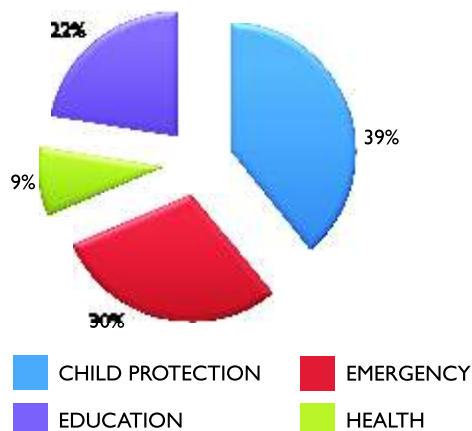
## WHERE OUR FUNDS COME FROM



## HOW WE UTILISE OUR FUNDS



## THEMATIC SPEND



## Bal Raksha Bharat (registered under the Societies Registration Act, 1860) Balance Sheet as at 31 March 2010 (All amounts are in Indian Rupees)

	Schedule No.	As at 31 March 2010	As at 31 March 2009
<b>Sources of funds</b>			
Corpus fund	1	8,600	8,600
Restricted fund	2	-	76,899,105
Endowment fund	3	216,975,000	-
General fund	4	13,979,183	15,976,504
		<b>230,962,783</b>	<b>92,884,209</b>
<b>Fixed assets</b>	5		
Gross Block		13,648,558	3,249,535
Less: Accumulated depreciation		3,472,801	1,104,294
Net Block		<b>10,175,757</b>	<b>2,145,241</b>
<b>Current assets, loans and advances</b>	6		
Cash and bank balances		244,938,685	98,681,786
Loans and advances		14,842,049	1,713,351
		<b>259,780,734</b>	<b>100,395,137</b>
<b>Less: Current liabilities and provisions</b>	7		
Current liabilities		38,133,290	8,700,668
Provisions		860,418	955,500
		<b>38,993,708</b>	<b>9,656,168</b>
<b>Net current assets</b>		<b>220,787,026</b>	<b>90,738,969</b>
		<b>230,962,783</b>	<b>92,884,210</b>
<b>Significant accounting policies and notes to accounts</b>	9		
The schedules referred to above form an integral part of the accounts			

**BSR & Associates**  
Financial Auditors  
Registration No.: 116231W

**Vikram Advani**  
Partner  
Membership No.: 091765

Place: Gurgaon  
Date: 18 August 2010

**For Bal Raksha Bharat**

**Harpal Singh**  
President  
Bal Raksha Bharat

**Rajiv Kapur**  
Treasurer  
Bal Raksha Bharat

**Thomas Chandy**  
CEO  
Bal Raksha Bharat



**Bal Raksha Bharat**  
(registered under the Societies Registration Act, 1860)  
**Income and Expenditure Account for the year ended 31 March 2010**  
(All amounts are in Indian Rupees)

	Schedule No.	For the year ended 31 March 2010			For the year ended 31 March 2009		
		Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
<b>Income</b>							
Revenue grants recognised during the year		522,827,649	-	522,827,649	377,655,564	-	377,655,564
Non grant income	8	314,156	65,508,814	65,822,970	-	13,894,901	13,894,901
Grants received in kind		-	708,070	708,070	7,782,199	-	7,782,199
Interest income from fixed deposits		5,345,696	195,500	5,541,196	-	1,919,996	1,919,996
		<b>528,487,501</b>	<b>66,412,384</b>	<b>594,899,885</b>	<b>385,437,763</b>	<b>15,814,897</b>	<b>401,252,660</b>
<b>Expenditure</b>							
Grants disbursed to others		270,329,259	824,854	271,154,113	171,683,027	-	171,683,027
Programme expenses		73,313,628	855,988	74,169,616	46,848,101	-	46,848,101
Grants disbursed in kind		-	708,070	708,070	7,782,198	-	7,782,198
Salaries and allowances		59,184,390	7,311,901	66,496,291	68,997,174	-	68,997,174
Consultancy		30,944,107	50,046,949	80,991,056	24,303,664	-	24,303,664
Travel and accommodation		17,007,479	903,401	17,910,880	18,913,850	-	18,913,850
Legal and professional charges		25,902,070	221,368	26,123,438	13,261,455	-	13,261,455
Rent		9,668,103	887,160	10,555,263	7,255,552	-	7,255,552
Training		21,093,136	23,739	21,116,875	4,393,375	-	4,393,375
Depreciation		2,265,031	103,475	2,368,506	1,088,708	-	1,088,708
Bank charges		63,557	12,952	76,509	58,424	-	58,424
Other operational expenses		24,340,010	4,589,852	28,929,862	20,852,235	-	20,852,235
		<b>534,110,770</b>	<b>66,489,709</b>	<b>600,600,479</b>	<b>385,437,763</b>	-	<b>385,437,763</b>
Excess of income over expenditure/(expenditure over income)(Refer note 10 of schedule 9)		<b>(5,623,269)</b>	<b>(77,325)</b>	<b>(5,700,594)</b>	-	<b>15,814,897</b>	<b>15,814,897</b>
<b>Significant accounting policies and notes to accounts</b>	9						

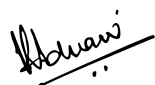
The schedules referred to above form an integral part of the accounts

**BSR & Associates**

Financial Auditors

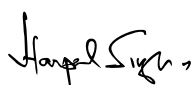
Registration No.: 116231W

**For Bal Raksha Bharat**

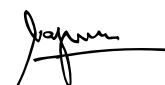


**Vikram Advani**  
Partner  
Membership No.: 091765

Place: Gurgaon  
Date: 18 August 2010



**Harpal Singh**  
President  
Bal Raksha Bharat



**Rajiv Kapur**  
Treasurer  
Bal Raksha Bharat



**Thomas Chandy**  
CEO  
Bal Raksha Bharat

# Bal Raksha Bharat

*(registered under the Societies Registration Act, 1860)*

**Receipts and Payments accounts for the year ended 31 March 2010**

(All amounts are in Indian Rupees)

[illegible]

As per our report attached

**BSR & Associates**

## Financial Auditors

Registration No.: I 6231W

**For Bal Raksha Bharat**

Adnan

**Vikram Advani**  
Partner

Membership No.: 091765

Place: Gurgaon

Date: 18 August 2010

Hand Sign

**Harpal Singh**  
President

**Bal Raksha Bharat**

*[Signature]*

**Rajiv Kapur**  
Treasurer

**Bal Raksha Bharat**



**Thomas Chandy**  
CEO

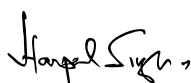
**Bal Raksha Bharat**




**Bal Raksha Bharat**  
(registered under the Societies Registration Act, 1860)  
**Schedules forming part of the accounts**  
(All amounts are in Indian Rupees)

	As at 31 March 2010	As at 31 March 2009
<b>Schedule 1: Corpus fund</b>		
Opening balance	8,600	8,600
Add: Receipts during the year	-	-
Closing balance	<u>8,600</u>	<u>8,600</u>
<b>Schedule 2: Restricted fund</b> (Refer note 10 of schedule 9)		
Opening balance	76,899,105	1,033,087
Add: Grants received during the year	444,008,548	453,521,583
Less: Revenue grants recognised in the Income and Expenditure Account	(522,827,649)	(377,655,565)
Add: Transferred from General fund (Refer note 9 of schedule 9)	1,919,996	-
Closing balance	<u>-</u>	<u>76,899,105</u>
<b>Schedule 3: Endowment Fund</b> (Refer note 5 of schedule 9)		
Grants received during the year	216,975,000	-
Closing balance	<u>216,975,000</u>	<u>-</u>
<b>Schedule 4: General Fund</b>		
Opening balance	15,976,504	161,607
Add: Excess of income over expenditure/ (expenditure over income)	(77,325)	15,814,897
Less: Transferred to Restricted fund (Refer note 9 of schedule 9)	(1,919,996)	-
Closing balance	<u>13,979,183</u>	<u>15,976,504</u>

**For Bal Raksha Bharat**



**Harpal Singh**  
President  
Bal Raksha Bharat



**Rajiv Kapur**  
Treasurer  
Bal Raksha Bharat



**Thomas Chandy**  
CEO  
Bal Raksha Bharat

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**Schedules forming part of the accounts**  
(All amounts are in Indian Rupees)

	As at 31 March 2010	As at 31 March 2009
<b>Schedule 6: Current Assets, Loans &amp; Advances</b>		
<b>Cash and bank balances</b>		
Cash in hand and in transit	167,862	33,988
Balances with scheduled bank		
- on current account	27,670,823	56,247,798
- on deposit account	217,100,000	42,400,000
	<u>244,938,685</u>	<u>98,681,786</u>
<b>Loans and advances</b>		
(Unsecured and considered good unless otherwise stated)		
Advances recoverable in cash or kind or for value to be received	2,412,112	1,168,976
Fund receivable - Excess of expenditure over income in restricted fund (Refer note 10 of schedule 9)	5,623,269	-
Security deposits	4,634,024	75,000
Staff advances	94,755	296,828
TDS deducted at source	493,713	172,547
Interest accrued not due	1,584,176	-
	<u>14,842,049</u>	<u>1,713,351</u>
<b>Schedule 7: Current liabilities and provisions</b>		
<b>Current liabilities</b>		
Sundry creditors and payables	33,700,057	8,700,668
Other liabilities	4,433,233	-
	<u>38,133,290</u>	<u>8,700,668</u>
<b>Provisions</b>		
Gratuity	860,418	955,500
	<u>860,418</u>	<u>955,500</u>
<b>Schedule 8: Non grant income</b>		
Donations	65,371,199	13,659,400
Miscellaneous income	451,772	235,500
	<u>65,822,971</u>	<u>13,894,900</u>

**For Bal Raksha Bharat**

  
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**Thomas Chandy**  
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## Bal Raksha Bharat

(registered under the Societies Registration Act, 1860)

### Schedules forming part of the accounts

(All amounts are in Indian Rupees)

#### Schedule 5: Fixed assets

Particulars	Gross Block			Depreciation/ Amortisation			Net Block	
	As at 1 April 2009	Additions during the year	Deletions during	As at 31 March 2010	As at 1 April 2009	For the year	As at 31 March 2010	As at 31 March 2009
Furniture and fixtures	8,516	1,898,447	-	1,906,963	2,866	189,658	1,714,439	5,650
Computers	2,046,156	4,571,649	-	6,617,805	826,148	1,666,920	4,124,737	1,220,008
Office equipment	594,186	856,497	-	1,450,683	119,765	175,947	1,154,971	474,421
Vehicles	600,677	3,072,430	-	3,673,107	155,515	335,982	3,181,610	445,162
<b>Total</b>	<b>3,249,535</b>	<b>10,399,023</b>	<b>-</b>	<b>13,648,558</b>	<b>1,104,294</b>	<b>2,368,507</b>	<b>10,175,757</b>	<b>2,145,241</b>
Previous year	27,946	3,221,589	-	3,249,535	15,587	1,088,708	1,104,295	

#### For Bal Raksha Bharat



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President

Bal Raksha Bharat



**Rajiv Kapur**

Treasurer

Bal Raksha Bharat



**Thomas Chandy**

CEO

Bal Raksha Bharat

## OUR SUPPORTERS

In the year 2009-10, Save the Children, India was able to record some incredible achievements. These achievements would not have been possible without the many individuals and organisations that extended their support to us. We would like to thank all our development partners, government functionaries at various levels as well as our friends in media for their invaluable contributions. We take this opportunity to also extend our warm gratitude to:

**Amarchand & Mangaldas & Suresh A Shroff & Co., AZB & Partners and Associated Law Advisors** for their time and considerable expertise in advising Save the Children on legal and regulatory matters. Many thanks to Pallavi Shroff, Ranjan Negi and Charu Mehta at **AMSS**, Bahram Vakil, Vinati Kastia and Ritika Rathie at **AZB** and to Lira Goswami and Chandrashekhar Mulherkar at **ALA** for their continued support.

**Boston Consulting Group** and the consultants at BCG for their consultancy advice on key processes at Save the Children.

**KPMG**, our financial auditors and advisors.

**Kris Holland** who continues to extend her goodwill and wisdom to the organisation.

It is the amazing and inspirational support of the many well wishers of Save the Children that has enabled us to achieve greater outcomes for the children we serve.





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[www.savethechildren.in](http://www.savethechildren.in)

Save the Children in India is registered as  
Bal Raksha Bharat (Society Reg. No. : S/51101/2004)