





"IF I CAN FOLLOW MY DREAM SO CAN OTHER CHILDREN LIKE ME"

- FIROZA KHATUN

My name is Firoza Khatun and I am 18 years old. I was born at Khidirpur in Kolkata, West Bengal. My family includes my parents and four siblings. Since I was little, I've always been fascinated with the camera and taking pictures. Over time, it became my dream to become a photographer.

Life had other ideas. I come from a poor family. My father's income at Rs. 1800 a month was barely enough to feed the family. Besides, my mother had been diagnosed with a breast tumour and could not work. I had to find work to support my family and so started working as a domestic help in a middle class home in Kolkata. I had to wash the utensils, mop the floor and buy groceries among other things. For this, my pay was just Rs. 350 a month. I would go to school in the morning and then work in the afternoon. It was not easy juggling both school and work. I could not go out and play like other children in the evening. Being a child worker is not good. But when I thought about my family's financial situation, I had little choice but to keep working.

Then in 2006, I went to a drop-in centre of Save the Children. This centre was in the residential colony where I worked and other children like me who were domestic help came here to learn vocational skills. Here, I learnt that children had rights just like everyone. Here, I started to believe in myself. Drik India, a partner of Save the Children, organised a photography workshop called 'Eye to Eye'. I could not believe my luck when I was selected for a training course in photography. When the course finished, I was selected for a further advanced training course. My skills as a photographer improved and so too my confidence. October 20, 2011 was a special day in my life. My first exhibition titled, 'Our Images, Our Voices' was opened in Kolkata. Most of my photographs were about nature and everyday life. I could see the look of astonishment in the eyes of those who earlier believed I was wasting my time learning photography.

I want to complete my studies and pursue a career in photography, my passion. I no longer work as a domestic help. Armed with my camera, I now get 3-4 assignments every month which pays between Rs. 3000-4000 and this helps me pay my tuition fees at school. I no longer have to do work which robs me of my childhood and opportunities in life. My mother and eldest sister are my two pillars of strength who constantly encourage me to do better.

I want to say a big thank you to Save the Children for helping me chase my dream and make it come true. Above all, if I can follow my dream, so can other children like me.

With BestWishes, Firoza Khatun

FROM THE



Last year ended on a note that was both mind-numbing and a wake up call. The violent rape of a young girl on a bus shocked us but it also brought to the fore the everyday violence against women and worse, the abuse of children. The almost daily reportage of child abuse following the incident served to remind the country that children as constituents have been largely invisible and their rights ignored. It also showed us at Save the Children that we have a long road ahead of us before we can truly be satisfied that the status quo has changed as far rights of children are concerned.

Given the challenges ahead, Save the Children embarked last year on an intensive process of introspection and brainstorming before putting

together the strategy that will guide the organisation over the next five years. The process over several months helped the senior management and the 300 plus strong team to take stock of the organisation's strengths and weaknesses, what has been achieved thus far and the opportunities that lie ahead. The strategy provides us with the direction to work towards our three organisational goals: to impact five million of the most marginalised children in India, be their voice and build an Organisation for Action.

A key guiding value of Save the Children is collaboration. It gives me immense satisfaction that in the last year we have built partnerships and coalitions within civil society, with government and other key stakeholders to leverage change for children, be it on implementation of the Right to Education Act or bringing the much delayed amendment in the Child Labour (Prohibition and Regulation) Act. The latter now renamed Child and Adolescent Labour Prohibition Act bans all forms of child labour up to the age of 14. This is a significant step.

Save the Children now also hosts the secretariat of the Reproductive, Maternal and Newborn Child Health Coalition and the Coalition for Sustainable Nutrition Security in India. The latter is a group of programme and policy leaders led by Prof. M.S. Swaminathan committed to raising awareness, fostering collaboration and advocating for improved programmes to achieve nutrition security in India.

Save the Children, India has much to be proud of the journey so far. But I take special pride in its biggest asset: the talented workforce which is committed to helping the organisation achieve real and lasting change in the lives of children.

The journey ahead is challenging but I am confident that with your support, Save the Children will continue to take baby steps toward realising our vision of seeing a world where every child attains the right to survival, protection, development and participation.

Sincerely,

Chairman

Save the Children

FROM THE CEO

I met Firoza about 5 years back in Kolkata at one of our centres for Child domestic workers.

Many of these girls come from distant villages, with big dreams of enough money to send home, living in big kothis, watching TV, playing with kids, but they end up looking after kids sometimes bigger than themselves. Many of them are trafficked, often by relatives or people known to the girl's parents. They end up in cities, their 'work' usually exceeds 10 to 12 hours a day, they get just enough food to survive, many get harshly punished for minor shortcomings, even worse the money they earn never reaches back home; many lose touch with their parents for months together. Our studies have shown that among these unregulated, unseen child workforces, unreported sexual exploitation is high.



Firoza was all of 12 years, looked more like 8 or 9, precocious, her eyes had a restless glitter and her face broke into an easy smile. Her firm handshake conveyed that she was ready to take on the world. There was a certain defiance, a resilience which was not easily explainable. At least, I couldn't. Feroza had registered herself with one of our programmes, teaching children photography. A camera in hand, the world through her eyes was very different from that of other 12- year olds, they told a compelling story that was refreshingly different.

Firoza in 2012 had her first photo exhibition.

Save the Children's work across India is the life story of many such Firozas, fighting to survive, but given an opportunity to restore their childhoods, they are ready to take on the world.

Today we have Child Domestic Labour classified as hazardous labour under the CLPRA (Child Labour Prevention and Regulation Act 1986). In 2012, the cabinet took a decision to make all forms of Child Labour under the age of 14 illegal. Save the Children and other civil society players have been advocating for this for several years. Armed with evidence, be it the child domestic labourers in Kolkata or from the cotton fields of Vidarbha, or the Zari workers in Delhi, we maintained that Child labour is hazardous to the development of children and it was unacceptable. They had a right to go to school, a right to leisure and play, a right to be protected and a right to life as much as the children of the double incomed city dwellers who were left behind at homes to be looked after by the underpaid, undemanding child work forces. Save the Children welcomes the bill to amend the CLPRA.

This annual report is dedicated to the insuppressible, unstoppable and indefatigable spirit of children represented by Firoza.

With my deepest gratitude,

Thomas Chandy Chief Executive Save the Children

HIGHLIGHTS OF THE YEAR

Reached **879584** children across 5000 villages and slums in 13 states of India

150717 children received quality education Save the Children has spearheaded the Right to Education (RtE) Forum and extensive campaigns were conducted to educate and mobilise communities on RtE norms

556238 children engaged through our anti-child labour programmes

Save the Children contributed to the civil society effort to bring an amendment to the Child Labour (Prevention and Regulation) Act. Save the Children organised a summit 'India against Child Labour' which was attended by Mrs. Gursharan Kaur, Farooque Shaikh and other well known personalities.

100056 children & mothers have access to better healthcare

Save the Children hosts the Secretariat of two key coalitions-Reproductive Maternal Newborn Child Health Coalition and The Coalition for Sustainable Nutrition Security in India

72573 children & family members re-built their lives after Save the Children's response to the Assam and Odisha floods

Disaster Risk Reduction programme strengthened in the Sunderbans by mobilising women's groups and village development committees

OUR ACTION ON THE GROUND

Save the Children's programmes across India work relentlessly to bring quality education to children, enable basic healthcare in communities while protecting children from abuse, trafficking and neglect during disasters/emergencies as well as at other times. In 2011-12, our work in 13 states reached out to 8,79,584 children ensuring better opportunities for them.

DELHI

• On the heels of the survey on Delhi's street children in 2011, Save the Children undertook a mapping of street children using GIS technology (GIS is simply the merging of cartography, statistical analysis and database technology). This mapping of street children in the national capital was then handed over to the Department of Women and Child Development which shared the mapping with the Delhi State Child Protection Society and

the Ministry of Women and Child Development. As a result of Save the Children's efforts, 24x7 open shelters will be opened soon for street children under the Integrated Child Protection Scheme in specific pockets of vulnerability in the capital.

• Poor drinking water and sanitation conditions are a key underlying cause of child mortality in the slums of Delhi. In this context, Save the Children has launched a programme to improve basic water and sanitation facilities in slums in Delhi. Under the 'Bringing Health Care to the Doorstep' programme, Save the Children has developed six model clusters in six districts of Delhi. These clusters will have child friendly toilets in *Anganwadi* centres. Besides, community toilet complexes will be repaired, dustbins provided to more than 12,000 slum households and water standpoints will be constructed.



ODISHA

- Our response to the 2011 floods that wreaked havoc in the districts of Kendrapara, Cuttack and Puri in coastal Odisha saw aid being provided to 13,255 targeted households. Through cash transfers, provision of water supply, sanitation and hygiene kits, food baskets, education kits in 67 villages of the three flood-affected districts, we were able to reach out to more than 26,000 children.
- Addressing social exclusion is a key component of Save the Children's work. In Odisha, our work saw more than 16,000 children and 2,710 adults from marginalised communities access their rights and entitlements under various government schemes and programmes. For example, a number of children were withdrawn from child labour and enrolled in schools, children under 3 were enrolled in ICDS centres to receive supplementary nutrition and immunisation, children with disabilities and those from excluded communities were able to access scholarships and stipend. Families accessed social security schemes.

RAJASTHAN

- The mobile health project of Save the Children in Ajmer district of Rajasthan was among 15 finalists in the Vodafone competition titled 'Mobiles for good programmes, 2012'. The awards aimed at motivating and encouraging innovations in mobile content and service delivery. There were in all 200 entries from across the country and we were shortlisted under the mHealth category. This gave us an opportunity to share our work on using technology to deliver healthcare with over 1,000 experts from the Information Technology sector, mobile phone companies, service providers for mobiles, NGOs and government officials.
- A memorandum of understanding has been signed with the National Rural Health Mission in Rajasthan under which Save the Children has adopted Churu district to strengthen community based mechanisms such as the Mother Child Health and Nutrition Days, Village Health and Sanitation Committees, train frontline health workers and review data on health. This has put Save the Children in

a group of development partners who work closely with the Government on the issue and will be part of review meetings in the State.

JHARKHAND

• A memorandum of understanding has been signed between the Jharkhand State Police and Save the Children to tackle the issue of child trafficking in Jharkhand. So far, 66 trafficked children have been rescued. Save the Children is now part of the State committee on the Integrated Child Protection Scheme (ICPS) and is jointly providing technical support to the Department of Social Welfare on the scheme.

MAHARASHTRA

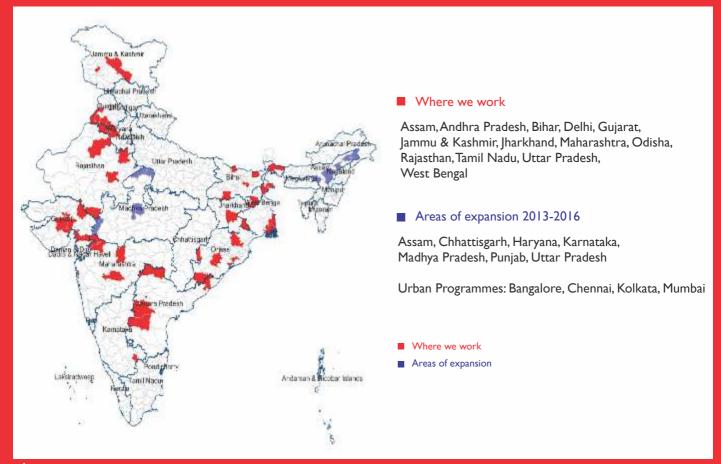
• Maharashtra Governor, K. Sankaranarayanan personally congratulated 8,791 farmers from the Vidarbha region who had pledged not to employ children on their farms. The farmers have joined the 'Campaign against Child Labour in Agriculture', an initiative led by Save the Children. Under this initiative, 74,544 acres of land has been freed of child labour in Vidarbha.

WEST BENGAL

Mangrove plantation in the Sunderbans area: As part of the programme to regenerate the coastal ecosystem, 12 lakh mangrove saplings were planted along the vulnerable embankments of the Bidiyadhari river in ten out of 30 project villages -- Manipore, Purba Atapur, Atapur Bazar, Tushkhali, Sandeshkhali, Karnakhali, Darir Jungle, Kathkhali, Bauthakurain and Bholakhali. Close to 120 hectares of vulnerable embankment land has been covered under the mangrove plantation exercise. As many as 30 self-help groups were involved in a local entrepreneurship building process which trained these women on raising mangrove saplings through setting up nurseries. This activity engaged women from 20-25 most disadvantaged households to diversify their skills in economically beneficial activities that were locally viable, thereby helping build their self-reliance. The beneficiaries for 'Cash for Work' were selected on the basis of their need for livelihood opportunities.

Save the Children works in

- -13 States
- -79 Districts
- -244 Blocks
- -5982 Villages
- -884 Slums





ASSAM HUMANITARIAN RESPONSE:

THRICE DEVASTATED BY FLOODS, SAVE THE CHILDREN BRINGS RELIEF AND HOPE TO ASSAM

"Children are neither able to escape if there is a flood, an earthquake or a tsunami nor are they able to deal with the hardship caused by displacement, lack of food and clean water. The disruption of schooling and their normal activity can lead to deep stress which affects their cognitive development progressively," Thomas Chandy, CEO.

Three waves of devastating floods in Assam in 2012 displaced more than 4.8 million people of which 1.8 million were children. The floods were believed to be the worst in 50 years in some districts. More than a hundred people were killed as the Brahmaputra inundated hundreds of villages in the state.

Save the Children along with its partners was among the first independent humanitarian NGO to respond to the emergency, carrying out assessments by boats in areas that were difficult to reach. The first round of flooding affected the districts of Barpeta, Nalbari, Morigaon, Jorhat, Tinsukia and Golaghat in June 2012. By July, around 2.7 million people in 27 districts had been affected. In the September 2012 round of flooding, close to 1.5 million people were affected.

As in any natural catastrophe anywhere in the world, children were the most affected in Assam too. Save the Children estimated that close to 1.8 million children had been affected by the successive waves of flooding. With their homes destroyed, people took refuge on embankments and in makeshift tents. Lack of clean, safe drinking water and sanitation facilities was the first major concern as the days went by. All the existing water

sources such as tube wells and hand pumps were under water.

Without adequate nutrition, children were at high risk of contracting diarrhoea and other water-borne diseases. Save the Children's immediate priority was providing clean, safe drinking water, food baskets, tarpaulins, hygiene kits and cash assistance to families. Through the humanitarian response, Save the Children was able to reach 10,000 households including 40,000 children.

Another issue high on the agenda was the safety of children. Immediately after a natural disaster, children are at high risk of being trafficked for child labour. Also, since their families lose everything in the natural disaster, they are more vulnerable to believing the words of middlemen who promise good jobs in the cities for their wards. Not understanding the reality of trafficking, parents send their children in good faith only to never hear from them.

Save the Children set up 18 Child-friendly Spaces reaching 6,450 children (2,974 girls and 3,476 boys). These child-friendly-spaces are safe zones where children are gathered to learn and play and in effect, maintain a semblance of their normal lives.

Even before the floods, malnutrition among children under 5 was already a huge concern. With the floods, nutritional deficiency became a major concern. The contaminated drinking water meant diarrhoea, cold, cough and fever were on the rise. Save the Children started providing therapeutic and supplementary nutrition to children



under 5 in 35 villages across the districts of Nalbari, Barpeta and Morigaon. Approximately 10,000 children benefited under this initiative. Similarly, Save the Children conducted 17 health camps where over 2000 people received basic health care.

Save the Children's response plan included 'Back to School' campaigns to ensure enrolment of out-of-school children. Besides providing education kits, school kits the efforts would include capacity building for the development of a qualitative learning environment.

The response in Assam was only possible because donors from across India and outside supported our efforts with timely funds. The support from friends in media contributed to the outreach efforts and the sharing stories of the destruction helped generate awareness of the situation and triggered support from people across the country. Over 6000 individuals contributed to improve the situation in Assam.

IKEA Foundation, The Michael and Susan Dell Foundation, HSBC, Glenmark, Shrimad Rajchandra Love and Care, HCL Tech, Mothercare, CapitalOne, Reckitt Benckiser, HomeShop 18, Clarion Collection and P&G were among the organisations that responded to our appeal for funding. European Commission – Humanitarian Aid and Civil Protection (ECHO) has been a consistent supporter and the organisation came forward in case of Assam as well.

Save the Children teams continue to work in the flood affected areas of Assam to ensure high quality delivery and real time monitoring and evaluation towards ensuring impact and change in the lives children families and communities.

TIMELY SUPPORT SAVES ANJUMA



Anjuma Bibi, who is almost two, is underweight and suffering from chronic dysentery. The girl is from Koyajini village of Nalbari district, one of the worst-affected in the floods that ravaged Assam in 2012. Anjuma's father is a daily wage earner and her mother a housewife. There is no Primary Health Centre (PHC) in the village, the nearest one being 3 km away in a neighbouring village. "Our village is very poor with the majority of people being daily wage earners. There is no PHC or any other health facility in the village. As a result, we suffer more when there is an emergency like the floods," one of the locals said.

Anjuma's parents had no money to treat their daughter's condition. Under its humanitarian response, Save the Children gave them a cash transfer assistance amounting to Rs. 6,800. "We went to a specialist doctor and started her treatment. So far we have spent Rs. 4,000 on her treatment after getting the aid from Save the Children. We are thankful to the organisation for its timely support as I had no money to spend on the treatment of my daughter," says Aziz ur Rehman, the father.

With Anjuma Bibi in her arms, her mother said: "After the initial treatment, there is a marked improvement in the health of my child. We are continuing her treatment and we are hopeful that she will recover fully."

mHEALTH TRANSFORMS HEALTH WORKERS' TASKS

MOBILE PHONES BRING HEALTH SERVICES CLOSER TO COMMUNITIES

Save the Children has initiated an innovative project using mobile phone technology to link the community with maternal health care services provided by the Government. With funding support from Hewlett Packard, Save the Children and its partners are implementing the Mobile Health (mHealth) project in Kishangarh Block of Ajmer in Rajasthan.

The concept is simple but effective. Armed with mobile phones having special software, Accredited Social Health Activists (ASHAs) or community health workers meet pregnant women or new mothers. The ASHAs use a low-cost mobile phone to store medical information about the woman and send this to a cloud server using GPRS. The mobile phones are pre-loaded with simple messages on breast feeding or importance of institutional delivery. The messages are supported by audio prompts in the local language which makes it accessible to the local population. The ASHAs also use the phone to schedule appointments and access patient records.

Under this project, mobile phones were provided to 70 ASHAs or community health workers in Kishangarh block. Pregnancy and newborn care mobile health applications (called Comm Care) were developed with inputs from Save the Children and partner NGO staff while the technical expertise was provided by Dimagi. An important component of the project was training the ASHAs on using the mobile technology to provide maternal health services.

The key advantage of using mobile technology was that even less literate community health workers were able to use the applications with confidence to counsel mothers and pregnant women on pregnancy care and newborn care. The health workers use the mobile phone for everything from registration of pregnancy to newborn care, immunisation and monitoring growth of babies.

An important achievement of this programme has been the sharp increase in the early registration of pregnancies in the first trimester from 18 per cent to 53 per cent in just eight months in 2012. Early registration of pregnancies also led to timely antenatal checks and counselling.

Similarly, 81 per cent of deliveries took place in an institution or hospital in the project area while 92 per cent of home deliveries were in the presence of trained birth attendants.

The Mobile Health intervention emerged in the top 6 in the 'Vodafone Mobiles for Good' programme in July 2012 held by Vodafone Foundation along with Digital Empowerment Foundation. The awards aimed at motivating and encouraging innovations in mobile content and service delivery.

What do the Project staff say about the use of Mobile phones by ASHAs:

- Managing Data is much easier and follow-up is now regular
- Quality of counselling by ASHAs is standardised and therefore more effective.
- The application enables people to easily understand messages as there is use of audio and video. Data authenticity is assured

What do the ASHAs say about the use of Mobile phones:

- The data is easily traced as historical records for pregnant mothers is easily available on the mobile.
- The use of audio visual has ensured that messages are conveyed in an interesting manner and women find it easier to remember such messages

STORY OF CHANGE

Sita Mali is a grassroots health worker working as an Accredited Social Health Activist (ASHA) in the distant village of Kishangarh in Ajmer, Rajasthan. Sita has studied only till class 8. She belongs to a community where women face severe social strictures, where people are less literate and have limited trust in the health services. They are more likely to place their faith in traditional medicine.

As an ASHA, Sita tried to visit 10 households everyday, but, it was a tough. The poor interest shown in the health services by the community and lack of adequate materials to convince them were a barrier to quality counselling of the villagers. She often found herself struggling as it was difficult for her to remember so many messages for different types of beneficiaries.

Sita often missed out on some message to be conveyed or a response to be noted down. At the end of the month, she had to compile her reports to ascertain the health and nutrition status in her operational area. But due to the disorganised manner of recording the responses, she was not able to do this accurately.

April 2010 onwards, Save the Children had started working in the area, where they tried to assess the problems of frontline health workers like the ASHAs. Save the Children designed and provided a software solution which could be easily loaded onto a very basic, low cost, mobile handset. All ASHAs of Kishangarh block were also trained to use the mobile application. At the end of their training, they were given (Nokia) handsets loaded with the software.

Today, these ASHAs are very confident in using this technology to counsel their beneficiaries. People are also more attentive to mobile counselling with its attractive pictorials and audio prompts in the local language. The use of mobile phones has resulted in a heightened awareness and recall value which has led to positive change in the peope and better utilisation of health services.



COMMUNITIES IN ACTION

A key part of Save the Children's work is to mobilise community members to take care of their children's rights. Child Protection Committees (CPC), children's groups and Community Health Volunteers (CHV) are some of the ways in which villagers and slum residents become a part of this process.

The case stories that follow are testimony to the role of communities in bringing change.

GUJARAT



Community takes the lead in bringing children to school

Sangeeta, a 14-year-old girl from Dalsana village in Viramgam block of Ahmedabad district, Gujarat, was known to her peers and teachers as a bright student. She dreamt of a good education and earning a dignified living. Unfortunately, her parents' poverty stood in the way of her goal. She dropped out of school to look after her younger siblings and do the chores at home. This became her daily routine. Every day, she watched her friends going to school and playing games. Though she understood the need for her parents to work outside the village to earn money to feed the family, she missed going to school.

Under our 'Child Rights for Change' project, which focused on eliminating child labour and bringing children into school, Save the Children carried out a child rights sensitisation campaign in Sangeeta's village. As part of the campaign, a Child Protection Committee (CPC) was formed to look into issues of child rights violations in the community. Soon, the CPC took up Sangeeta's case. The CPC members tried to convince Sangeeta's parents of the

benefits of sending the girl to school. Her parents were reluctant to do so as that meant that Sangeeta's younger siblings would have no one to look after them.

Kokilaben and Jyotsnaben, two of the CPC members, did not give up. They approached Sangeeta's grandparents. The girl's grandmother agreed to look after the younger grandchildren so that Sangeeta could go to school. The girl is now back to pursuing her dream of studying.

Sangeeta's grandmother said, "I am happy that Sangeeta goes to school and am thankful to the CPC members for their efforts. I would like to urge other girls also to go to school like her."

With the help of the CPC in this village, five out of nine dropout children have rejoined school and 15 out of 25 children who were irregular at school were motivated to be regular at school.

DELHI



Mr. Shan Soni, one of our donors to the mobile health clinics, said, after a visit, "Save the Children is running a well organised mobile clinic and I could see that the funds provided were being utilised properly and put to good use"

Delivering healthcare at the doorstep

Anwari, 27, lives with her husband Razzaq at Indira Kalyan Camp, Okhla phase I, New Delhi. Her husband works as a daily wage labourer earning Rs 100 a day. The couple, who has been living in Delhi for the last 10 years, has three children – a boy (5) and two girls (7 and 1.5 years).

Anwari's first child suffered from pneumonia when she was born. The girl was given a BCG shot soon after birth and this caused fever which slowed the baby's recovery from the pneumonia. The treatment took most of Anwari's money and time and she became convinced that it was the vaccination that caused all the trouble and decided not to further immunise her children. As a consequence, her second baby too did not get any further vaccination beyond the initial dose of BCG given at the hospital. A child should be vaccinated for BCG, Hepatitis B and polio at the time of birth.

Soon after her third girl child was born, Anwari became acquainted with Pawan, Save the Children's community health volunteer (CHV) in the area. Pawan, as part of her counselling session, enquired about the immunisation status of the baby girl. Anwari firmly told Pawan that she would not get her child immunised as her children fell ill after the vaccinations. Pawan regularly visited the mother and slowly gained her confidence. The CHV then invited the mother to the Anganwadi centre on the Mother Child Health and Nutrition (MCHN) day to meet the Auxiliary Nurse and Midwife (ANM) who explained the need for immunisation to Anwari.

The ANM allayed the mother's fears on vaccines by clarifying that the onset of fever after certain vaccinations was common and was, in fact, an essential indication that the child was now secure from a deadly disease. The ANM also introduced Anwari to mothers who regularly attended the MNCHN day and had their children immunised. Hearing the mothers too explain the benefits of timely immunisation, Anwari decided to get her child vaccinated too. Anwari is happy that she has protected her youngest from potentially deadly diseases but also regrets not having immunised her other two children.



The Community Health Volunteers are the backbone of Save the Children's 'Bringing healthcare to the doorstep' project in the national capital. The CHVs, who play various roles as motivators, facilitators and agents of change, are trained on basic concepts of safe motherhood, infant care and home-based care for pneumonia, diarrhoea, malaria, dengue, etc. Being part of the same community, these CHVs command respect and slowly bring about behavioural changes in the people.

The CHVs act as health educators in their communities, creating awareness on health and its social determinants, and mobilise the community towards seeking accountability of the existing health services. They work closely with the government frontline health workers. Each CHV is responsible for 2000 households.

They go door-to-door to motivate and educate women on birth preparedness and ensure that all pregnant women in their area go for antenatal check-ups, refer them and take them to the health facility for registering institutional deliveries. Further, they ensure postnatal check-ups of the mothers within 48 hours of delivery and promote family planning.

The CHVs also do follow ups to ensure that all children under-five receive full immunisation coverage and undergo regular growth monitoring. They link malnourished children to the nearest ICDS centre and counsel mothers on nutrition. Furthermore, they ensure early treatment for diarrhoea and pneumonia at Save the Children's mobile health clinic. They also organise regular meetings in the community to raise the level of awareness on issues of environmental sanitation, hygiene, and other health and nutrition related behaviour.

Save the Children provides regular trainings on health, nutrition, water and sanitation issues to the CHVs and government frontline health workers.

SAVING LIVES

The Health and Nutrition Programme

India is not on track to achieving Millennium Development Goal (MDG) I (on reducing malnutrition) and MDG 4 (on reducing under-five mortality). More than half of the infant deaths in India are during the neonatal period or the first I,000 days. The main causes of child mortality in the country—pneumonia, diarrhoea and under-nutrition—and poor management of newborns, which lead to birth asphyxia and hypothermia are preventable and treatable. Save the Children focuses on low-cost, community-based methods and works to strengthen government institutions to contribute to the reduction of preventable child morbidity and mortality.

The Health and Nutrition (H&N) programme works to ensure the health and nutrition of infants and children with an emphasis on the first 1,000 days of a child's life in line with the UN MDGs. The programme covers 10 states with a clear strategy and operational plan.

Thematic Focus

The H&N Programme focuses on the first 1,000 days of a child's life contributing MDGs 1 and 4. Within this span, the specific programme efforts are two-fold:

- Prevention of neonatal mortality and
- Prevention and management of child undernutrition.

The approach here is one of continuum of care, from home to hospital and back. This means:

- We work to ensure pregnant women deliver safely at home or in hospital by providing quality antenatal and post-natal care and skilled birth attendants and
- We work to change behaviour around infant and young child feeding, diagnosis of moderate and severe acute malnutrition and management either at the community level or through referrals to nutritional rehabilitation centres (NRCs).

This involves behaviour change campaigns to empower communities to demand quality health and nutrition care; capacity building of frontline health workers; provisioning of primary medical care in inaccessible areas; and increased access to safe water, sanitation and hygiene.

Save the Children has been supporting the work of

Dr. Abhay Bang around Home Based Neonatal Care in Maharashtra. We are part of the Maternal and Child Health Integrated Project (MCHIP) which has successfully demonstrated strengthening of government health centres on the issues of safe deliveries and neonatal care. Save the Children is also part of the Bill and Melinda Gates Foundation funded project in Bihar on the issue of neonatal care.

The H&N programme is now spread across select districts and blocks in the states of Rajasthan, Delhi, Uttar Pradesh, Bihar, West Bengal, Assam, Jharkhand, Odisha, Andhra Pradesh and Maharashtra. The work is focused in rural and tribal areas and in the slums of Delhi, Mumbai and Kolkata

Evidence-based Advocacy

Save the Children engages with the Government of India and at the State to ensure programmes are strengthened and reach people. Our aim is to provide programmatic evidence around capacity building of frontline health workers, continuum of care around neonatal health, and prevention and management of severe acute malnutrition. Save the Children brought out a report titled A Life Free from Hunger which analysed the causes of malnutrition across different countries including India, focusing on chronic malnutrition and stunting. The report was used to advocate for solutions to tackle malnutrition. Save the Children met the CMs of Delhi and Rajasthan, the Health Minister of Rajasthan, the Minister of Social Welfare in Bihar and the Director, NRHM, in West Bengal to advocate setting up a Nutrition Mission.

The lobbying yielded results with the Governments of Delhi, Jharkhand and Uttar Pradesh announcing their intention to set up State Nutrition Missions.

State of the World's Mothers: Save the Children's 13th annual *State of the World's Mothers* report called attention to the 170 million children globally who do not receive the nutrition they need in their first 1,000 days—the critical window for ensuring healthy growth and development.

Nutrition Barometer: On the sidelines of the World Economic Forum meet in Delhi, Save the Children and World Vision held a discussion with a panel of nutrition

The Focus is on Child Survival, Health and Nutrition

experts including Prof. M.S. Swaminathan, MP and A.K. Shiva Kumar, leading development economist and National Advisory Council member on 'Investing in a virtuous cycle – role of nutrition' to highlight the issue of malnutrition.

At the centre of the discussion was Save the Children and World Vision's joint report: 'Nutrition Barometer'. The report placed India at the bottom on the scale of nutrition along with some African countries such as Angola, Cameroon and Congo.

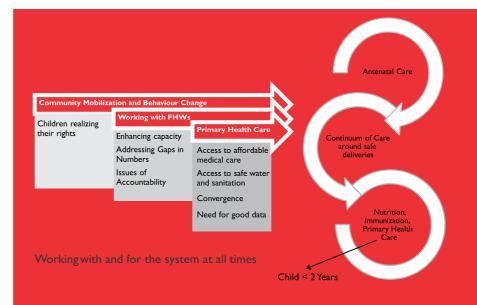
Engaging political leadership, catalysing debate and building consensus, Save the Children met Prime Minister Manmohan Singh and Leader of the Opposition Sushma Swaraj and urged them to take urgent action on children's health and nutrition.

Save the Children provided inputs on restructuring of the Integrated Child Development Scheme (ICDS). The ICDS is now set for a re-launch in mission mode with high burden districts identified and a mass media campaign. The draft approach paper for the I2th Five-Year Plan, had inputs from Save the Children and reflected the emphasis on health workers and increase in health budget to 2.5% of the GDP.

Innovation

Additionally, the Health and Nutrition team is working on:

- Promotion of mobile technology to strengthen maternal and newborn care,
- Promotion of locally acceptable food supplements to address child undernutrition and promotion of a new form of resuscitator to manage birth asphyxia





SAVING LIVES

Building the platform for action

While India has made huge significant strides on the economic front, we are lagging behind in meeting our commitment towards children. Approximately 17 lakh children under the age of five die every year due to easily preventable diseases. Save the Children's campaign on newborn and child survival is an ambitious campaign inspired by the belief that we can solve this problem, together. Our campaign is about building a platform for different stakeholders — be it the media, actors, authors, politicians etc — to come together and demand change and be change agents themselves. Through the campaign, Save the Children hopes to create an environment where the issue of tackling child mortality and malnutrition becomes top political priority.

Celebrity mothers call for more health workers

Save the Children across the world garnered support from over 300 organisations to back the demand for more health workers ahead of the U.N. General Assembly meet in 2011.

In India, Save the Children and the White Ribbon Alliance for Safe Motherhood organised a special event on Mother's Day. This event brought together a number of eminent women such as Dr. Najma Heptullah, Sara Pilot, Feroze Gujral, Lushin Dubey, Vani Tripathi, Sagarika Ghose, Meenakshi Lekhi, Ramneek Paintal, Jaishree Misra, Poonam Bhagat, Padmashree Shovana Narayan, Olivia Dalrymple and Sonalika Sahay. The celebrity mothers strongly voiced an appeal for more heath workers in the country.

At the event, the first frontline health worker award was announced. Dr .Najma Heptullah felicitated an auxiliary midwife and nurse Shanti Lakra from Andaman and Nicobar Islands. Save the Children then lobbied with the Ministry of Health to formalise the award which became a reality when the government felicitated frontline health workers at a national health conference held at Jaipur.

Theatre for a cause

Actor Lushin Dubey and director Arvind Gaur teamed up for Save the Children to produce a hard-hitting play called

Save the Children now hosts the Secretariat for two key coalitions in Maternal and Child Health and Nutrition

Reproductive, Maternal Newborn Child Health Coalition: The Coalition's key role is to review the status of government programmes, share best practices in RMNCH programming to identify scalable initiatives, explore private-public partnerships to improve vaccine coverage, and provide technical support to the government.

The Coalition for Sustainable Nutrition Security in India: The Coalition, formed in 2007, comprises a diverse group of national leaders committed to raising awareness, fostering collaboration and advocating for improved programmes to achieve nutrition security in India. The Coalition is chaired by Prof. M.S. Swaminathan.

'I Will Not Cry' that put the spotlight on the issue of child mortality in the country. After successful shows in New Delhi, the play traveled to Mumbai, Jaipur and Kolkata and was staged at the World Breastfeeding Conference before 700 delegates from 80 countries.

The solo play, an exceptional blend of theatre and multimedia, satire and humour brought alive various perspectives on the issue of children dying. After watching the play, Dr. Syeda Hameed, Member, Planning Commission, said: "Nowhere in the world have I seen a more effective and sensitive advocacy for children. Having seen the play, no one ever can be the same again." She went on to write to the Speaker of the Lok Sabha and President of India urging for a special screening for lawmakers.

Raghu Rai brings 'margins' to the centre stage

An association that began between ace photographer Raghu Rai and Save the Children as an attempt to capture the abject health conditions among women and children in India took the shape of a photo book titled 'Outside the Margins'. The book was launched alongside an exhibition of selected images from the book bringing together eminent





people, including development economist A.K. Shiva Kumar, designer Rajiv Sethi, artist Jatin Das and health activists Mira Shiva and Romi Chhabra.

The book has a poignant foreword by National Advisory Council member Aruna Roy. In her words, "Raghu's photographs of children on the fringes of an affluent society provoke a whole gamut of emotions. These photographs focus on the reality of millions of children, placing them squarely in the middle of the lens, mocking the claims of a shining tinsel India.

Children run the World Marathon Challenge

For the first time, the campaign had children's voices resonating when thousands across Delhi, Jaipur, Patna, Kolkata and Lucknow joined the biggest relay race with peers across 40 countries running to take action against malnutrition and meeting with political leaders to draw their attention to the issue.

Ahead of the run, children in Delhi met CM Sheila Dikshit; in Jaipur, Mayor Jyoti

Khandelwal along with the Secretary WCD, Dr Sarita Singh, flagged off the race along with four Indian athletes. In Kolkata, it was the Minister of Health, Chandrima Bhattacharya, who came to witness the children's action against malnutrition along with popular singer and TV anchor Mir. In Patna, Dr. C.P. Thakur, MP and former Union Minister for Health and in Lucknow, Minister of State S.P.Yadav joined to support the children's effort and expressed their resolve to tackle malnutrition.

Celebrities to the fore

Erin O' Connor became the role model for many with her support on the issue of malnutrition. During her visit she visited the slums in Delhi and rural Rajasthan to see our work and later took part in a public campaign on the issue in the U.K. on her return.

Feroze Gujral, Save the Children supporter, visited Kishangarh in Rajasthan. At a press conference in Jaipur, Ms. Gujral shared her experience after: "During my visit to the small village of Brana in Kishangarh, I was happy to

see the system work. Health workers played a significant role in saving mothers and children. We know that there are not very many such angels by a mother's side. India has a huge gap in the number of health workers. If we are to make a real difference, we need to close the gaps now."

Kunal Kapoor, Save the Children champion, visited Rajasthan to see Save the Children's work, meeting health workers, religious leaders and families who are taking action to tackle malnutrition. Following the visit, the actor released the report 'A Life Free from Hunger' at a press conference and met the State Health Minister to present the report.

Kapoor said, "Having seen the problems and solutions both, I can confidently say that change is possible when communities are empowered with information and health and nutrition facilities. I knew awareness is important but for the first time I saw it working."

Over 1.5 million people have taken action in support of the campaign taking the number of supporters to over 2 million with communities at the forefront demanding their rights, and champions leading campaign efforts. The media has consistently put the spotlight on the issue of malnutrition through wide coverage of campaign reports, expert interviews and free airtime.

The campaign has built momentum and successfully raised the profile of the issue of child mortality. However, accelerated efforts will be necessary to ensure that real change for children is achieved in the immediate future.



MAKING 'EDUCATION FOR ALL' A REALITY

After hundred years of struggle, finally, the landmark Right of Children to Free and Compulsory Elementary Education Act became a reality in 2010. Though there are lacunae, Save the Children believes that the law, in its true letter and spirit, is a historic opportunity to create a platform to bring equitable and quality education for all children.

In this context, Save the Children initiated a project titled 'Education for All' in Bihar and Andhra Pradesh to promote an environment which enables inclusive, quality and child-friendly education for all children in the age group of 6-14 years. The project, which is supported by Bylgari, was launched in 100 villages in two districts in Bihar and 100 villages in three districts of Andhra Pradesh.

For the Right to Education Act (RtE) to be implemented, it is imperative that community members and parents understood the law and its importance for their children. Only then, could they raise the demand for gaps in the school systems to be addressed. Hence, a major focus of the project in both the states was to raise demand and build capacity of the stakeholders so that the RtE Act could be implemented effectively.

As a first step, Save the Children conducted awareness programmes for the community members and parents to understand the RtEAct and the provisions mentioned in it. Under the RTE, School Management Committees (SMCs) are required to be set up in every government owned/run elementary school in the country. Consisting primarily of teachers, parents/guardians and members of the community, SMCs are empowered with the responsibility of monitoring school functioning and managing its finances.

Through the 'Education for all' project, Save the Children played a 'hand holding' role in strengthening SMCs and encouraged the community to play a greater role in the SMC and in the activities of the school as well.

In Bihar, which earlier had only ad hoc committees, Save the Children set about forming SMCs, which then started to take interest in their schools to make changes in the way they were managed. In all, 100 SMCs were formed in the two districts with support from Save the Children. The

SMCs started with the discipline and time management of the staff and the quality of services provided for the children. So, in 20 schools in Phulwari block in Patna district, quality mid-day meals are now being provided. Teachers and students have started coming on time. The school library is stocked with good reading material.

Similarly, the Tribal Welfare Department's Ashram High School for Girls in Arjuni village of Adilabad district in Andhra Pradesh is another example of how SMCs can change the status quo. The school had several problems including teachers coming late, poor quality of teaching, lack of facilities for girl students, etc. The SMC decided to lock the school gates for teachers and students who arrived late. This move has checked the late coming of teachers and students and also helped minimise absenteeism. After regular monitoring of mid-day meals by the SMC, the quality of the mid-day meal has improved.

The SMC then submitted a memorandum to the District Education Officer and District Collector, persisted in following up and got the school building repaired. Moreover, two additional class rooms were built within six months. New toilets have been constructed in the school and a water filter was also purchased for providing purified and safe drinking water for all children under a *Sarva Shiksha Abhiyan* grant.

Under the project, teachers have been given training to improve the quality of teaching in classrooms. A study done by Save the Children showed that teachers either lacked the capacity to engage the children in the learning process or they showed a distinct lack of interest in providing quality, inclusive education.

One of the significant contributions by Save the Children and its partners has been ensuring children's participation in the school management processes. Children's groups and Child Protection Committees have been set up in the project areas which are then trained on child rights issues and the key aspects of the RtE Act in particular. This, in turn, has seen the children's groups actively take up issues affecting them in school.

The challenges to making 'Education for All' a reality are many. For example, there is much work to be done to bringing socially marginalised children into school, getting children out of child labour and into school, reducing the

dropout rate, advocating with the State to provide more resources for infrastructure, etc. But Save the Children has taken a small but significant step towards making elementary education a reality for all children.

In Bihar so far

- A total of 100 Child Protection Committees and 100 children's groups formed in the two districts of Gaya and Patna
- Save the Children supported the formation of 100 School Management Committees and 250 SMC members were trained on their roles and responsibilities under the RtE Act
- Fifteen teachers were selected to be trained as master trainers and 300 teachers received training on inclusive learning method.
- In all, the 'Education for All' project has benefited more than 20,000 children in the age group of 6-14years.

In Andhra Pradesh so far

- A total of 109 Child Protection committees have been formed. Similarly, 216 children's groups have been set up in 220 schools across the three districts of Adilabad, Kurnool and Mahabubnagar.
- Approximately 210 SMCs have been formed in the project areas and further 180 SMCs have been strengthened
- Over 370 teachers have received training
- The 'Education for all' project has benefited more than 10,000 children in the age group of 6-14 years.

MALINI'S SUCCESS STORY



Malini: In school now

The role children's groups can play in addressing issues affecting children is exemplified by this example from Kothapalli village in Kurnool district, Andhra Pradesh. The children's group of the primary school in this village played a catalytic role in bringing sixyear-old Malini to school.

Though Malini wanted to go to school, her mother thought it was

better for the girl to be at home and help her with domestic chores. Dichpalli, a Class V student and member of the children's group, took up Malini's case with the group. The children's group and the School Management committee then decided to speak to Malini's parents. "We told Malini's mother how important education is and that it is free for all children up to the age of 14 years under the Right to Education Act. We asked whether she would like her daughter to be like her — a daily wage worker," says Dichpalli, children's group member. Convinced that education was relevant in their daughter's life her parents decided to send Malini to school.

The children's group and the school management committee have contributed greatly in the proper functioning of the school by addressing many issues affecting the education of the children. This is possible because they are now aware of their rights and entitlements under the Right to Education Act. The children have placed their issues through a suggestion box placed in the corridor of the school, written appeals to the school principal and government officials. "Earlier we were scared to talk to the teachers or principals, let alone bring up issues. But now we strive to ensure the school is run smoothly and that all facilities are available for the children," says Sriramulu, member of the school management committee.

"We asked the children what their aspirations are and many of them want to be doctors and teachers. I hope we can continue to help them and wish that ultimately, all their dreams will come true," says Ms. Cindy Lim, Sales Consultant at the Bylgari boutique in Takashimaya, Singapore Ms. Lim was a member of the team that visited Andhra Pradesh and got a first hand view of Saye the Children's work.

STRATEGIC DIRECTION 2012-16:

BUILDING AN ORGANISATION FOR ACTION

Over the past four years Save the Children has experienced rapid growth through quality programmes, local fundraising, governance and reach. We have engaged with partners across the country to implement programmes and set up community level systems.

We have worked with networks and coalitions, bringing together various civil society organisations to work on common platforms for child rights, helping us to become a stronger voice for children.

In 2008, we had defined four clear thematic areas of intervention which we have engaged with over the past four years. The rapid growth of our programmes since 2008 meant that we needed to revisit our strategy. Learning from what we have achieved, we have now developed a five-year strategy which outlines our key goals. These goals, which will influence the way we work as an organisation, will guide our programmatic approach, how we interact with policy makers and supporters, and the way we work with children.

Save the Children conducted an interactive and participatory strategic planning process. Strategic questions were articulated in consultation with our board members and staff from across the country. We invited feedback from representatives of civil society organisations, multilateral and bilateral agencies, government bodies and corporates through a round table consultation.

We also received inputs from the CEOs of other Save the Children members. The process would have been incomplete without the participation of our most important stakeholders — children. The strategy was shared with children who put forward their demands and innovative ideas.

For our 2012-2016 strategy, we have retained our four themes of child protection, health and nutrition, education and disaster risk reduction and humanitarian response.

Our aim is to build an Organisation for Action to impact five million of the most marginalised children in India and be their voice. In keeping with our mission to create immediate and lasting change for children, we will work to ensure quality, child-centred programmes. Our programmes will take the form of integrated, replicable and sustainable models.

We will work in ways that bring about positive change not only in children's lives but in the way children's rights are understood in India. Our interventions are designed to be directly relevant to the Indian context, have a holistic approach towards children's issues and aim at changing the conditions that cause children to be deprived of their fundamental rights — the right to survival, protection, development and participation.

Our main focus will be on integrating and building linkages among our thematic interventions for greater impact and sustainability. Save the Children seeks to build strong networks across partners, communities, with the government and with civil society organisations. Our efforts will be held together by a strong knowledge-based system backed by technology which will enhance our ability to gather, organise and disseminate information and ensure accountability and monitoring.

In the next five years we aim to establish robust monitoring and evaluation systems that promote evidence-based decision making and strengthen our programme and advocacy efforts.

Save the Children will focus on building an inclusive organisation, promoting internal diversity and recruiting a range of professionals across fields, strengths, gender, race, age and other variables. We will build on the capacity of employees by providing technology-driven learning and development opportunities with focused initiatives on thematic, functional, programmatic and behavioral competencies.

WEWILL:

- Ensure equity, diversity and inclusion in our programmes.
- Give children a voice by ensuring children's participation to facilitate inclusive decision making at the community and national levels.
- Develop and sustain deeper partnerships with all key stakeholders – project partners, civil society organisations, communities and all levels of the government.
- Build evidence of our programme impact on children through robust and streamlined knowledge management systems.

Some milestones over the past four years

- Save the Children has effectively created a profile among the middle class and corporates achieving 1,60,000 active supporters and built a strong fundraising unit that raised Rs.100 crores in 2011.
- We have successfully advocated along with other civil society organisations for the amendment of the Child Labour (Prohibition and Regulation) Act, 1986, to the Child and Adolescent Labour Prohibition Act as approved by the Union Cabinet.
- Save the Children hosts the secretariats of the Reproductive, Maternal and Newborn Child Health Coalition and the Nutrition Coalition which is chaired by Prof. M.S. Swaminathan.
- We have been effective in highlighting children's issues in the media and are now the most preferred organisation for the media on children's issues.

Save the Children's aim is to build an Organisation for Action to impact five million of the most marginalised children in India and be their voice.



ABOUT OUR GOVERNING COUNCIL

Save the Children's Governing Council draws on its members' experiences in diverse fields to ensure a lasting and real change for children in India. Over the years they have helped steer the organisation towards achieving its strategic goals with an emphasis on integrity, collaboration, accountability and transparency.

Members of the Governing Council:

Harpal Singh (Chairman) Chairman Emeritus of Fortis Healthcare and Member of the Board, Save the Children International.

Arun Maira (Chairman Emeritus) Member, Planning Commission in the Government of India

Pallavi Shroff Lead Litigation Partner, Amarchand & Mangaldas & Suresh A. Shroff & Co.

Rajiv Kapur Founder, Inves Tech.

Hemant Luthra Member of the Management Board of Mahindra & Mahindra Limited and President Mahindra Systech

N Kumar Vice-Chairman of The Sanmar Group

Ravi Singh Secretary General & CEO of WWF India.

Rajendra S. Pawar Chairman and co-founder of the NIIT Group he was conferred with the Padma Bhushan by the Government of India in early 2011.

Priyadarshini Raje Scindia Head of The Gwalior Heritage Foundation and Maharaja Sir Jiwaji Rao Scindia Museum..

The Governing Council has three sub-committees

- I Governance & Nomination subcommittee
- Chair Harpal Singh
- Member- Rajendra Pawar
- 2 Audit & Risk Management subcommittee
- Chair- Ravi Singh
- Member N Kumar
- Member Pallavi Shroff

- 3 Finance & Investment subcommittee
- Chair- Rajiv Kapur
- Member Hemant Luthra

We spoke to some Members of the Governing Council and asked them to share their motivations for being a part of Save the Children:

Harpal Singh

"Every day we are faced with the fact that there are several realities within India. One reality is that there are a significant number of people who are not part of India's growth story. Another is that close to 50 per cent of children in this country are malnourished.

India unfortunately also has the dubious distinction of having the most number of children under five dying every year of completely preventable conditions. This is appalling. We cannot close our eyes and pretend that gross inequalities do not exist. Faced with this knowledge, I have no choice but to be part of efforts to change the status quo.

Quite simply, I want every child to have the right to live. And live a healthy life. I am optimistic that when people join to tackle inequalities, there will be change for the better. If we are fortunate enough to have more than we need, we must reach out to those who don't. And it's not just about money. We should raise our voice and join hands with those who want to make this world a better place - people and organisations who are seeking to make a difference in the lives of children. I give 80 per cent of my time to working with not-for-profit organisations like Save the Children."

Hemant Luthra

"When my wife told me in the Eighties that she was leaving a well-paid job to work with a small charity, I was sceptical of the move. But soon enough I saw that she was truly enjoying her work. She also made me realise the joy of giving. After my wife died, we started a school for street children in Delhi but the biggest challenge we faced was

sustaining the good work and ensuring that the children did not migrate.

I realised that a robust system was needed to protect children from abuse, neglect and exploitation. This was one reason why I chose to join the board of Save the Children. The combination of quality programmes, strong advocacy with policymakers and other stakeholders and using evidence to lobby for better policies appealed to me. I believe Save the Children is interested in building a secure future for the children in the country."

Ravi Singh

"I am drawn to the cause of children as they are the building blocks of our future. I believe if the foundations are good – if a child is healthy and goes to school – then we are building a strong future. The problems are many – lakhs of children are still out of school, hundreds of thousands are still dying before they reach the age of five - and the task is daunting but I believe Save the Children is committed in its work to ensure that the children of today can have a better tomorrow.

It is a matter of pride that the organisation focuses on the most marginalised children in our society, working to ensure that their voices are heard. Save the Children has put together its five year strategy for 2012-2016 where we have decided that we will build an 'Organisation for Action' to impact five million of the most marginalised children in India and be their voice.

I would like to stay focused on this goal and our strategy to achieve it. I believe, we, at Save the Children can do it."



Mr. Harpal Singh with the Honourable President Smt. Pratibha Patil.

PARTNERSHIPS THAT STRENGTHEN OUR WORK

Save the Children works proactively to have a positive impact on the lives of marginalised children across the country through various programmes covering education, child protection, child survival, emergency response and disaster risk reduction.

The organisation's corporate partners and institutional partners have extended tremendous support to help us achieve success in these areas. This has made a big difference to the organisation's work.

Save the Children would like to extend its heartfelt gratitude to the following partners for their support in the organisation's efforts:

Key Supporters

- American Express
- Astellas Foundation
- Aviva
- Ballarpur Industries Ltd
- Baxter
- Bylgari
- CapitalOne
- Clarion Collection
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- Dutch Lottery
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- · Godrej Jumpin'
- Google
- HCLTech
- Hempel
- Hewlett Packard
- Homeshop 18
- HSBC
- Hugo Boss
- IKEA Foundation
- IndiGo
- |&|
- Lavazza
- Lego
- Marie Tecnimont
- Mattel

- Mondelez
- Mothercare
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- Target
- Vitol Charitable Trust
- Allan Nesta Fergusson Trust
- Asian Awards
- Bill and Melinda Gates
 General Control

 General Control

Foundation (BMGF)

- Bureau of Population, Refugees, and Migration(BPRM)
- Dalai Lama Trust
- Delegation of the European

Union to India (EU)

 Department For International Development(DFID)

- European Commission -Humanitarian Aid and Civil Protection(ECHO)
- Hugh Davidson Trust
- Office of United States Foreign Disaster Assistance (OFDA)
- Swedish International Development Agency(SIDA)
- United Nations International Children's Emergency Fund (UNICEF)
- United States Agency for International Development (USAID)
- Save the Children, Australia
- Save the Children, Canada
- Save the Children, Demark
- Save the Children, Finland
- Save the Children, International
- Save the Children, Italy
- Save the Children, Japan
- Save the Children, Netherlands
- Save the Children, Norway
- Save the Children, Sweden
- Save the Children, UK
- Save the Children, US

Senior leadership from Aviva Life Insurance on a visit to Save the Children's drop-in centre for street children at Nehru Place



India has the largest number of street children in the world, with Delhi and Kolkata being home to a large number of these children. To provide a better chance at childhood to these children, Save the Children runs the 'Street to School' programme in Delhi and Kolkata, with support from Aviva Life Insurance.

Under this programme, Save the Children offers Early Childhood Care and Development through model Anganwadi centres, drop-in learning centres and mobile learning vans to provide street children with a safe and sustainable route out of work and into school.

SMALL STEPS, GREAT IMPACT

One of Save the Children's key values is accountability. This means we keep our donors regularly informed how their money is being effectively used to bring change in the lives of children. We do regular project updates via e-mail, the website, on Facebook and in annual reports.

Sometimes we also ask donors to join us on a field visit to a programme so they can see first hand the difference their donation makes on the ground.

We invited Sanjay Yadav, Director of Sales at Dell India, and a donor who contributes regularly to Save the Children, to visit one of our programmes at Indrauli village in Deeg taluk, Rajasthan.

"People often think 'how is my contribution going to make a difference' or 'Rs.500 is too small an amount' but the reality is different. Ultimately, it is the willingness to contribute that makes a difference. I donate Rs. 500 every month to Save the Children," says Sanjay.

Indrauli is one of 25 villages in the area where Save the Children runs integrated child protection and education programmes. When Sanjay arrived in the village, a children's group meeting was in progress.

Save the Children believes that the community is best placed to address issues affecting children so it facilitates setting up of child protection committees and children's groups in the village and then provides training on child rights to the members. The children's groups then meet

regularly and discuss issues such as child labour, child marriage or lack of toilets in the school, anything that affects them or their peers in the community. The group then tries to find solutions for the problems and also approach the child protection committee to resolve them.

"The most amazing part of this structure is that the children are elected to be president or secretary through a democratic process," Sanjay said. "Hats off to the motivation and drive of these children to learn and uphold their rights." Sanjay listened as Tasleem, the secretary of the children's group, explained to him how the group addressed the issue of poor quantity of the mid-day meal in the school. When the teachers did not heed the children's complaint that the food was not given as per the prescribed norms, 50 children of Class VII and VIII stopped taking the food for 8 days. The teachers yielded after this protest and now the children get the right quantity of midday meal.

Mukesh, president of the children's group, told Sanjay of how the group sent a memorandum to the Block Development Officer to repair the approach road to the school. The local authority has sanctioned Rs. 7 lakhs for the repair.

"It's a great feeling that that my contribution can help these children's lives. The thrill and excitement that the children experience in being part of the change as members of the children's groups motivates me to consistently support projects like this," says Sanjay.





OUR PEOPLE, OUR STRENGTH

Over the course of 2012, the Human Resources (HR) function made significant progress in the areas of strategic workforce planning, talent attraction and management, recruitment, HR in emergencies, learning and development, work environment, staff relations, performance management and overall improved operational efficiencies.

The most significant achievements of the year were:

Talent

As of December 31, 2012, we have crossed the 300+ strong permanent employees which is an increase of about 36 per cent in our employee strength over the last year. We have tried to be cost efficient with only 5 per cent of our recruitments through external sources; 95 per cent of the recruitments have been through referrals and internet advertisements which is a strong indicator of our brand and being an employer of choice.

We have completed more than 110 recruitments in 2012 with an average time to recruit of 52 days compared to 60 days in 2011 showing an increased efficiency of 14 per cent. In addition, we have recruited 32 consultants to meet various short term requirements and specific projects.

Performance and compensation management

The issue of performance and compensation management which supports the organisation's strategy of a workplace with high performance culture has seen significant improvement. Some important initiatives which were introduced in 2012 include:

- An individual performance-setting process that integrates the employee's goals functionally as well as cross-functionally.
- Alignment of the performance cycle with the annual increment cycle.
- Fulfilled employee aspirations of growth with 8 per cent moving up the career ladder internally.

Strategic learning and leadership development

Save the Children's learning strategy is aligned to address current and emerging organisational needs while covering areas of management, leadership, programme excellence and core learning at all levels. A new initiative has been the e-learning initiative which has enabled people to choose the course of their choice and provided the flexibility of pace and location.

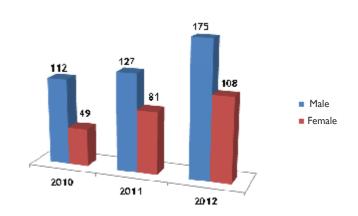
The learning and development calendar, which covers substantive areas of Save the Children's work, continued to deliver results with 280 staff members successfully completing courses which included:

- Technical development programmes ranging across our four thematic areas and skills around programmatic interventions.
- Senior management development programmes that enabled cross-cultural interaction and learning.
- Child protection policy awareness programme with 100 per cent adherence across the organisation.

The same resulted in an investment in people's development leading to three days of training per employee.

Gender parity

Save the Children, being an equal rights organisation, continues to emphasise on gender parity and the same has resulted in the recruitment of 40 per cent of women across all functions. Five out of the seven senior management team members are women. The chart below depicts the gender split of the organisation.





Ms. Priyanka Dang, Programme Assistant

"Save the Children, as we all know, is a well-known non-for-profit organisation in India and I consider myself privileged to have the opportunity to be part of this organisation. Helping improve the quality of lives of children from marginalised sections of the society is certainly a rewarding and satisfying experience. Save the Children has created a culture in which employees are sensitised to child rights issues and are proactively engaged in social issues. The work environment at Save the Children is amazingly supportive. The team is now like a family to me and I am sincerely grateful for the support and learning I receive from the entire team."



Ms. Charu Sethi, Manager, Corporate Marketing

"I have been with Save the Children for just over a year but what I have learnt and imbibed in this year seems so much more worthwhile and enriching than what I did for nine years with the corporate sector. Working at Save the Children is like a breath of fresh air and a positive change for me impacting not only my professional life but improving the quality of my personal life. Save the Children provides a stimulating environment where every day is a new day, a new challenge and a new accomplishment. The organisation has also given me an opportunity to learn more about my own country, travel to the remotest villages and connect with the most isolated but innocent and pure hearts. It has also given me an opportunity to tap into my skills hitherto unused and motivates me to make a difference to children's lives."



FINANCIAL OVERVIEW 2011-12

Fiscal year 2011-12 was the fourth year of Save the Children in India as an independent organisation. During the fourth year of its functioning the organisation crossed another milestone of Rs100 Crores in terms of revenue and expenditure

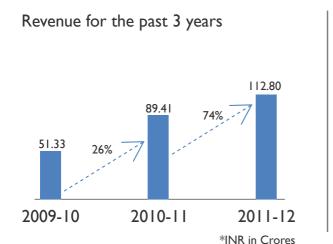
Save the Children in India crossed Rs.100 Crores, another milestone, during the FY 2011-12

Consolidated Revenues:

The organisation recorded a growth of 26% in revenue during the year 2011-12.

The organisation continued to have a balanced funding mix in this year. The largest share of funding (30%) came in from the Corporates followed by revenue from individuals including HNIs which contributed 26% of the total income. Institutional donors' contribution was 23% and Save the Children Members contribution was 21% during the year 2011-12.

There was a remarkable growth of 27% in local revenue generation with cost efficiency when compared to the previous year.



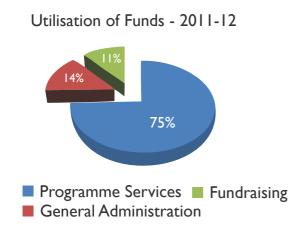


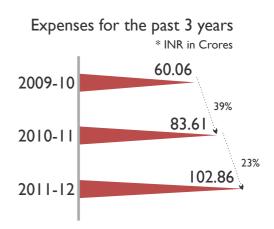
2. Consilidated Expenditures

There was an overall 22% growth in utilization of funds during the year 2011-12. Continuous effort on delivering programmes with high quality and cost efficiency helped the organisation in keeping the general administration cost at minimum level. The cost of local fundraising effort of the organisation showed a reducing trend in this fiscal year also. Major portion of the funds raised during the year

had been deployed for the purpose of programme implementation.

75% of the funds were utilised in Programme services which include branding and capital expenses. I 4% General administration expenses include infrastructure cost, audit fee, all office maintenance expenses, admin consultancy and salaries of all support function staff.



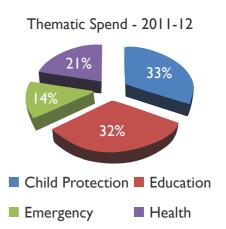


3. Thematic utilisation of funds

Thematic utilisation in the year was more in the area of Child protection and Education both together were 65% of the total expenses. Major expenditure under the theme Emergency was the response to flood in Odisha. Health portfolio had been slightly increased in the fiscal year 2011-12.

4. Statutory Auditors

BSR & Associates, a firm of Chartered Accountants, are the Statutory Auditors of Save the Children for the year 2011-12. BSR & Associates bring with them an integration of knowledge in international business practices with local knowhow. The auditors have offices in Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Kolkata, Chandigarh, Kochi and Pune.



AUDITOR'S REPORT

To the Members of the Governing Council of Bal Raksha Bharat*

We have audited the attached Balance Sheet of Bal Raksha Bharat as at 31 March 2012 and also the Income and Expenditure Account and the Receipts and Payments Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Governing Council of Bal Raksha Bharat. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements.

An audit also includes assessing the accounting principles used and significant estimates made by management as well as evaluating the overall financial statements presentation. We believe that our audit provides reasonable basis for our opinion.

In our opinion, and to the best of our information and according to the explanations given to us, the financial statements give a true and fair view in conformity with the accounting principles generally accepted in India.

- a) in the case of the Balance Sheet, of the state of affairs of Bal Raksha Bharat as at 31 March2012;
- b) in the case of the Income and Expenditure Account, of the excess of income over expenditure for the year ended on that date; and
- c) in the case of the Receipts and Payments Account, of the excess of receipts over payments for the year ended on that date.

Place: Gurgaon

Shoul Chardhay

For B S R & Associates

Chartered Accountants

Registration No.: 116231W

Sharad Chaudhry

Partner

Membership No.: 502000

(registered under the Societies Registration Act, 1860)

Balance Sheet as at 31 March 2012

(All amounts are in Indian Rupees)

		As at	As at
Sources of funds	Schedule No.	31 March 2012	31 March 2011
Corpus fund	1	8,600	8,600
Restricted fund	2	39,860,238	4,807,703
Endowment fund	3	216,975,000	216,975,000
General fund	4	125,921,693	61,587,639
		382,765,531	283,378,942
Fixed assets	5		
Gross block		55,686,389	24,744,944
Less:Accumulated depreciation		18,245,863	7,768,722
Net block		37,440,526	16,976,222
Capital work in progress		252,301	7,396,767
Current assets, loans and advances	6		
Cash and bank balances		378,751,093	287,638,291
Loans and advances		22,132,290	20,005,492
		400,883,383	307,643,783
Less: Current liabilities and provisions	7		
Current liabilities		52,944,969	46,356,700
Provisions		2,865,710	2,281,130
		55,810,679	48,637,830
Net current assets		345,072,704	259,005,953
		382,765,53 I	283,378,942

Significant accounting policies and notes to

accounts

9

The schedules referred to above form an integral part of the financial statements. As per our report attached.

For B S R & Associates

Chartered Accountants Registration No.:116231W

Sharad Chaudhry

Partner

Membership No. Place: Gurgaon

Date:

For Bal Raksha Bharat

Harpal Singh President

Place: New Delhi Date:

Rajiv Kapur

Treasurer

Thomas Chandy CEO

(registered under the Societies Registration Act, 1860) Receipts and Payments Account for the year ended 31 March 2012 (All amounts are in Indian Rupees)

Receipts	Fo	or the year ende 31 March 2012	d	F	or the year endo	
	Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
Opening Balance						
Cash in hand	20,397	19,950	40,347	107,754	60,108	167,862
Cash at bank	227,478,096	60,119,848	287,597,944	221,910,720	22,860,103	244,770,823
Receipt of foreign grants	799,894,533	-	799,894,533	674,764,616	-	674,764,616
Receipt of domestic grants	19,588,434	708,111	20,296,545	4,047,152	-	4,047,152
Interest on fixed deposits	27,283,435	1,532,847	28,816,282	8,671,615	499,594	9,171,209
Miscellaneous receipts	280,439	1,800	282,239	887,489	-	887,489
Donations	548,034	255,550,475	256,098,509	-	201,893,915	201,893,915
Deposits and advances (net)	7,570,850	-	7,570,850	-	-	-
	1,082,664,218	317,933,031	1,400,597,249	910,389,346	225,313,720	1,135,703,066

As per our report attached.

For B S R & Associates

Chartered Accountants
Registration No.:116231W

Shoul Charthy

Sharad Chaudhry

Partner

Membership No.

Place: Gurgaon

Date:

(registered under the Societies Registration Act, 1860)

Receipts and Payments Account for the year ended 31 March 2012

(All amounts are in Indian Rupees)

Payments		r the year ended	d		r the year ende	d
1 ayments		31 March 2012			31 March 2011	
	Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
Grants disbursed to others	418,488,679	1,009,007	419,497,686	360,168,994	6,316,976	366,485,970
Programme expenses	104,017,709	162,730	104,180,439	90,595,841	3,415,641	94,011,482
Salaries and allowances	57,277,993	30,832,066	88,110,059	60,983,647	9,584,317	70,567,964
Consultancy	46,268,776	9,006,162	55,274,938	29,588,688	16,112,283	45,700,971
Travel and accomodation	38,614,226	4,181,296	42,795,523	22,699,940	3,522,161	26,222,100
Legal and professional charges	30,827,286	1,766,498	32,593,784	26,692,527	3,534,339	30,226,866
Rent	9,272,096	8,981,713	18,253,809	13,493,366	3,084,881	16,578,247
Training	13,925,024	431,023	14,356,047	21,074,491	212,318	21,286,809
Bank Charges	144,348	459,610	603,958	50,121	177,498	227,619
Other operational expenses	54,469,532	157,203,470	211,673,002	41,057,689	114,030,286	155,087,975
Fixed assets purchased	28,834,031	2,424,481	31,258,512	9,255,968	577,955	9,833,922
Deposits and advances (net)	-	3,248,400	3,248,400	7,229,581	4,605,268	11,834,849
Closing Balance						
Cash in hand	13,640	31,038	44,678	20,397	19,950	40,347
Cash at bank	280,510,878	98,195,537	378,706,415	227,478,096	60,119,848	287,597,944
	1,082,664,218	317,933,031	1,400,597,249	910,389,346	225,313,720	1,135,703,066

For Bal Raksha Bharat

Harpal Singh President

Place: New Delhi Date:

Rajiv Kapur Treasurer

Thomas Chandy CEO

(registered under the Societies Registration Act, 1860)

Income and Expenditure Account for the year ended 31 March 2012 (All amounts are in Indian Rupees)

Schedul e No.	For the year enc	the year ended 31 March 2012	112	For the year ended 31 March 201	d 31 March 2011	
Income	Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
Revenue grants recognised during the year	785,138,543		785,138,543	668,380,795	ı	668,380,795
Non grant income 8	828,473	255,552,275	256,380,748	887,489	201,888,915	202,776,404
Grants received in kind (Refer to Note 12 on Schedule 19)	22,370,178		22,370,178			ı
Interest income from fixed deposits	23,540,336	5,485,068	29,025,404	11,006,490	1,518,861	12,525,351
	831,877,530	261,037,343	1,092,914,873	680,274,774	203,407,776	883,682,549
Expenditure						
Grants disbursed to others	405,775,177	231,000	406,006,177	370,931,925	3,514,983	374,446,908
Programme expenses	104,001,418	154,435	104,155,853	89,924,216	2,213,534	92,137,750
Salaries and allowances	60,840,464	32,222,828	93,063,292	61,127,495	9,680,440	70,807,935
Consultancy	48,813,192	9,239,861	58,053,053	30,685,909	10,463,938	41,149,847
Travel and accomodation	39,310,388	4,415,049	43,725,437	22,928,748	3,727,214	26,655,961
Legal and professional charges	31,078,204	3,932,856	35,011,060	27,086,473	3,591,695	30,678,168
Rent	10,480,072	9,079,381	19,559,453	11,424,527	3,084,881	14,509,408
Training	14,504,238	394,811	14,899,049	19,930,631	224,217	20,154,848
Depreciation	9,910,587	566,552	10,477,139	4,035,866	260,055	4,295,922
Bank charges	144,348	459,610	603,958	50,121	177,498	227,619
Other operational expenses	84,649,264	158,377,085	243,026,349	42,148,863	118,860,865	161,009,728
	809,507,352	219,073,467	1,028,580,820	680,274,774	155,799,320	836,074,093
Excess of income over expenditure	22,370,178	41,963,875	64,334,053	•	47,608,456	47,608,456

6	
Significant accounting policies and notes to accounts	

The schedules referred to above form an integral part of the financial statements. As per our report attached.

For B S R & Associates	Chartered Accountants Registration No.:116231W
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Thous Charthy

Sharad Chaudhry Partner Membership No.

Harped Sign, **Harpal Singh** President

Rajiv Kapur Treasurer

Place: New Delhi Date :

Place: Gurgaon Date :

For Bal Raksha Bharat

Thomas Chandy CEO

(registered under the Societies Registration Act, 1860)

Schedules forming part of the accounts

(All amounts are in Indian Rupees)

	As at	As at
Schedule I: Corpus fund	31 March 2012	31 March 2011
Opening balance	8,600	8,600
Closing balance	8,600	8,600
Schedule 2: Restricted fund		
Opening balance	4,807,703	-
Add: Grants received during the year	820,191,078	678,811,767
Less: Revenue grants recognised in the Income and Expenditure	(785,138,543)	(668,380,795)
Account		
Less: Receipt of funds receivable from grant donors	-	(5,623,269)
(refer note 10 of schedule 9)		
Closing balance	39,860,238	4,807,703
Schedule 3: Endowment fund		
(Refer note 5 of schedule 9)		
Opening balance	216,975,000	216,975,000
Closing balance	216,975,000	216,975,000
Schedule 4: General Fund		
Opening balance	61,587,639	13,979,183
Add: Excess of income over expenditure/ (expenditure over	64,334,053	47,608,456
income)		
Closing balance	125,921,693	61,587,639
For Bal Raksha Bharat		

Harpal Singh President **Rajiv Kapur** Treasurer **Thomas Chandy** CEO

	As at	As at
Schedule 6: Current Assets, Loans & Advances	31 March 2012	31 March 201
Cash and bank balances		
Cash in hand and in transit	44,678	40,347
Balances with scheduled bank		
- on current account	31,306,415	3,197,944
- on deposit account	347,400,000	284,400,000
	378,751,093	287,638,29
Loans and advances (Unsecured and considered good unless otherwise stated)		
Advances recoverable in cash or kind or for value to be received	7,874,267	7,667,850
Security deposits	6,279,787	4,947,32
Staff advances	-	192,03
Tax deducted at source	2,830,799	2,259,96
Interest accrued not due	5,147,437	4,938,31
	22,132,290	20,005,49
Schedule 7: Current liabilities and provisions		
Current liabilities		
Sundry creditors and payables	43,600,247	41,544,349
Other liabilities	9,344,722	4,812,35
	52,944,969	46,356,70
Provisions		
Gratuity	2,865,710	2,281,130
	2,865,710	2,281,13
Schedule 8: Non grant income		
Donations	256,098,509	201,777,839
Miscelleneous income		
- restricted funds	280,439	887,48
- unrestricted funds	1,800	111,07

Harpal Singh President

Rajiv Kapur Treasurer **Thomas Chandy** CEO

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	lock		Depre	Depreciation / Amortisation	tisation	Net	Net Block
	As at	Additions	Deletions	As at	Asat	Dep for the	As at	As at	As at
	31 March 2011	during the year	during the year	31 March 2012	31 March 2011	year	31 March 2012	31 March 2012	31 March 2011
Furniture and fixtures	3,164,932	1,521,317	•	4,686,249	554,653	606,599	1,161,252	3,524,997	2,610,279
Computers	11,550,663	8,759,985		20,310,648	4,877,335	4,161,801	9,039,136	11,271,512	6,673,328
Office equipment	2,150,083	5,072,929	•	7,223,012	544,950	537,612	1,082,562	6,140,450	1,605,133
Vehicles	4,007,151	15,119,214		19,126,365	1,349,257	3,832,393	5,181,650	13,944,715	2,657,894
Leasehold Improvement	3,872,115	468,000		4,340,115	442,528	1,338,735	1,781,263	2,558,852	3,429,587
Total	24,744,944	30,941,445		55,686,389	7,768,722	10,477,140	18,245,863	37,440,526	16,976,222
Previous Year	13,648,558	11,379,785	283,399	24,744,944	3,472,801	2,994,598	7,768,722	16,976,222	10,175,757.34

For Bal Raksha Bharat

Harped Sign,

Harpal Singh President

/ V **Rajiv Kapur** Treasurer

Thomas Chandy
CEO





Save the Children®

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