ANNUAL REPORT 2011

A PEACEFUL STRUGGLE AGAINST POVERTY
Contents

● Letter from Mumbai Smiles Chairman Jaume Sanllorente ........................................ 6
● Letter from Executive Director India Narendra Kumar Dundu .................................. 8
● About Mumbai Smiles ................................................................................................. 11
  Mission .......................................................................................................................... 12
  Vision ............................................................................................................................. 12
  Values ............................................................................................................................. 12
  Principles of Participation ............................................................................................. 13
● Where we work ............................................................................................................ 14
● What we do .................................................................................................................. 16
  ● Education .................................................................................................................. 17
    Pre-school Education ................................................................................................ 17
    Primary and Secondary Education ........................................................................... 19
  ● Health ........................................................................................................................ 24
    Comprehensive Leprosy Care .................................................................................... 24
    Oncology ................................................................................................................... 25
    Health camps ............................................................................................................. 26
  ● Livelihoods ............................................................................................................... 30
  ● Research .................................................................................................................... 32
  ● Awareness and Advocacy ......................................................................................... 32
  ● Monitoring and Evaluation ....................................................................................... 36
  ● Strategic Plan ............................................................................................................ 37
  ● Recognition .............................................................................................................. 38
  ● Mumbai Smiles network .......................................................................................... 39
  ● Organisation chart .................................................................................................. 40
  ● Transparency ........................................................................................................... 42
  ● Support ..................................................................................................................... 44
Dear Partner and Friend,

The year 2011 has brought fresh progress to our peaceful fight against poverty in Mumbai. And we are still working towards living in a Mumbai that is free of poverty and social injustice.

We are expanding the direct involvement and participation of the communities which benefit from the development, implementation and evaluation of our programmes. This happens with the help of tools with the assurance that everybody has a voice and can participate, such as the Beneficiaries Committee for every project.

With the creation of the Monitoring and Evaluation department in India for the continuous supervision, control, inspection and evaluation of the programmes, we pursue quality and improvement, to make sure the impact of the projects is constantly analysed and evaluated.

We believe development can only exist with learning and the interest and desire to continue to improve.

The values of justice, neutrality, transparency and consistency are intrinsic to our Strategic Plan 2011-2015, which envisions the future of our programmes of education, healthcare and social-economic development implemented in the region of Andheri (East) in Mumbai.

In this difficult economic climate, we emphasise our strength and commitment, more than ever. Only like this and counting on your support, can we make sure our work in the slums in Mumbai can achieve a true social transformation, that is real and tangible.

We would like to continue with you on this journey of a lifetime towards a better Mumbai.

And it is thanks to you that we are already on our way there.

Warm Regards,

Jaume Sanllorente
General Director
It is my pleasure to present the Annual Report 2011. This year saw us cross several milestones of growth and progress in our continual strides against poverty in Mumbai. Mumbai Smiles has taken up a range of sustainable interventions for the underprivileged in slum communities, especially children, from education projects to eradicate illiteracy, promoting livelihoods for poverty alleviation, health campaigns to improve community health and combat child malnutrition and HIV/AIDS. These projects have been designed in alignment with the Millennium Development Goals and national policies in India.

Our organisation has grown tremendously in the past few years and we have enjoyed a good rapport with the community. To further ensure improvement and accountability, we have set up an internal monitoring unit, as well as developed a community-based monitoring system by forming a Beneficiary Committee for every project.

We continue our advocacy efforts to influence decision-makers and other agencies to ensure that every child has access to a quality education and an equitable chance to succeed in life, and ensure that community-based health promotion and disease-prevention initiatives and preventive health services are accessible in the slums. Our efforts have included participating in conferences and campaigns at the national and international levels.

To better understand the needs of the communities we work with, Mumbai Smiles commissioned a baseline study in several slums of Andheri (E), a northern suburb of Mumbai, where we implement most of our projects. The findings were presented to us this year, giving us an insight about the communities, based on which we have drawn up our Strategic Plan 2011-2015 for sustainable development in this region.

Our engagement with people expanded to working with volunteers in projects that match their interests and skills. This was also a year that saw some extra-curricular initiatives, such as the world-famous Castellers de Vilafranca build human pyramids at Yashodhan School’s ‘dahi handi’ celebrations, and the trip we organised for a group of school students to attend and participate in the 17th International Children’s Film Festival, organised by the Andhra Pradesh Government and Children’s Film Society of India, in Hyderabad.

I thank the vision, commitment and passion of General Director Jaume Sanllorente and the hard work of our colleagues in Mumbai and Spain and, most importantly, the support of the communities, which has made this growth possible.

Sincerely,

Narendra Kumar Dundu
Executive Director India
Mumbai Smiles is a non-profit organisation that works with underprivileged communities living in the slums of Mumbai.

Our areas of focus are education and health, with an emphasis on generating livelihoods, awareness-building and research. Our vision is to empower disadvantaged communities in Mumbai through holistic projects by which they can become self-sufficient and gain access to their basic human rights.

Mumbai Smiles was founded in 2005 by Spanish journalist and writer Jaume Sanlorente after what proved to be a life-changing holiday to Mumbai. He started what he calls a “peaceful struggle against poverty”, a struggle that has today been taken up by a growing team of committed individuals.

Over the years, the organisation has flourished in its work and, today, engages with thousands of people through multiple projects.
Mission

Our mission is to transform the social reality of underprivileged communities in Mumbai to guarantee their access to their basic Human Rights, and a dignified life.

Vision

We aspire to see a Mumbai free of poverty and social injustice, whereby all its citizens can equally enjoy the most basic human rights.

Principles of Participation

Commitment: We are dedicated to our mission and we assume the responsibility of working towards its achievement.

Community: We promote teamwork and collaborate with other organisations and institutions to enhance synergies and improve our work.

Participation: We employ various mechanisms of participation, integrating all the stakeholders in the implementation of projects, in order to induce true social transformation.

Enthusiasm: We are motivated by result-oriented activities and carry out our work with hope, passion and interest.

Values

Our organisation has a core set of values and principles that influence the way we function and the work we do.

Justice: Our developmental work is oriented towards enabling equal access to opportunities and universal freedom.

No Discrimination: We respect human diversity in all its aspects, without any distinction of race, gender, age, political affiliation or religion.

Transparency: We manage our resources with rigour, by committing ourselves to transparency and by being accountable to our partners, donors, beneficiaries and society.

Consistency: In our words and our actions, we are faithful to following our mission and vision, and our work speaks for itself.
Where we work

India is the second most populated country in the world and the world’s largest democracy. In the past few years, India’s economic growth of over 8% has been much talked about, and the country is home to some of the richest people in the world, but it also is plagued by poverty with 37% of the population living below the poverty line, on less than Rs 65 ($1.5) a day.

Our work is in Mumbai, a city of 20 million inhabitants, and India’s financial and commercial capital. The ‘city of dreams’, to which hundreds of people from around the country migrate every day, in search of opportunities and wealth, Mumbai is also home to the biggest agglomeration of slums in the country. Around 2.5 million of India’s poorest people live in Mumbai on less than $1 a day, with a staggering 10 million people now crammed into slums. That’s every second person in the city.

Not all poor people live in slums, and not all people who live in slums are poor. But most are, and urban poverty is not seen as only income poverty but absence of access to basic civic services as well as the quality of their habitats. The United Nations Human Settlements Programme (UN-Habitat) defines a slum household as one that lacks one or more of the following:

Access to improved water: An adequate quantity of water that is affordable and available without excessive physical effort and time

Access to improved sanitation: Access to an excreta disposal system, either in the form of a private toilet or a public toilet shared with a reasonable number of people

Security of tenure: Evidence or documentation that can be used as proof of secure tenure status or for protection from forced evictions

Durability of housing: Permanent and adequate structure in a non-hazardous location, protecting its inhabitants from the extremes of climatic conditions such as rain, heat, cold or humidity

Sufficient living area: Not more than three people sharing the same room

Source: Data from Planning Commission of India, Brihanmumbai Municipal Corporation

At Mumbai Smiles, we work with some of the poorest, marginalised communities who live in the slums of Andheri (E), a northern suburb of the city. In this area, 42% of men and 58% of women cannot read or write, 16% of the population is made up of children under the age of six years and infant mortality is 55 deaths per 1,000 children. Most adults work as daily wage laborers and the dropout rate is high despite the existence of 141 schools in the area, 75 of which are municipal schools. The slums here, like in other parts of the city, have open drains, poor hygiene, insufficient toilets and residents are prone to diarrhea,

Source: Data from Need Assessment Study and Strategic Planning survey conducted by Approach consultancy in four slums in Andheri (E)
What we do

Our work in the slum communities of Andheri (E) is carried out with the aim of empowering people to improve their lives, promote opportunities and to respect, protect and guarantee their human rights.

It is our challenge to rebuild a society, and Mumbai Smiles has constructed innovative and sustainable projects to tackle various development challenges — education projects to eradicate illiteracy, promoting livelihoods for poverty alleviation and health campaigns to improve community health, combat child malnutrition and HIV/AIDS.

EDUCATION

Investing in education is key to our development strategy and remains the topmost priority for Mumbai Smiles. We believe that all children, regardless of race, religion, gender, income, cultural heritage or disability, have a universal right to education, and we run an inclusive education programme that links with children right from their infancy till college graduation, ensuring continuity in their education.

PRE-SCHOOL EDUCATION: BALWADIS

OBJECTIVE: To facilitate access to education, promote the education of children up to the age of six years in several slums in the suburb of Andheri (E) and to ensure a level of knowledge and development appropriate to their age.

Through our pre-school education programme, titled Cultivating a Healthy Lifestyle through Education, we run 25 pre-school centres or balwadis in the suburb of Andheri (E), where children aged 0-6 years engage in formal and non-formal learning — including personal, social and emotional development, hygiene practices, improving language and mathematics skills — which paves the way for their further education at a mainstream school. They are also provided with a nutritional snack to supplement their diet and regular polio vaccinations by registered government health workers.

RESULTS:

- 25 balwadis
- 25 teachers and 25 assistants
- 1 project coordinator
- 2 field coordinators
- 3 community outreach workers
- 1 accountant
- 64 women from the self-help groups
- 378 boys and 350 girls
- 3,368 indirect beneficiaries

Investment: 95,824.88 Euros (Rs 67,36,940)
Date: From 2010
Counterpart: SAPREM
Scope: education, health, nutrition, gender equality, employment
OBJECTIVE: To ensure the right to primary and secondary school education for children in the slums of Shastri Nagar, Thane.

The Right to Education Act 2009 makes it mandatory for every child between the ages of 6 and 14 to have access to education. Despite this, gaps in the schooling system leave many children with no opportunities for a basic education. To ensure that more children in this age group gain these opportunities, Mumbai Smiles supports the Yashodhan School in Shastri Nagar, Thane, so that children who live in the surrounding slums can continue going to school and receive quality education. The school provides English- and Marathi-medium education for students in Classes 1 to 10. Mumbai Smiles provides for teachers’ salaries and improvement and upkeep of the facilities. Our involvement with the school includes activities outside of the curriculum as well, such as regular workshops and seminars for personal development, teacher training workshops, and meetings with the committee of parents. We also participate in cultural and sporting events, including arranging for a group of students to attend the International Children’s Film Festival in Hyderabad, and having acrobats from Castellers de Vilafranca in Spain perform and build ‘human pyramids’ at the school on the occasion of Janmashtami.

RESULTS
499 boys and 353 girls
44 teachers
3,584 indirect beneficiaries
Investment: 25,415.38 Euros (Rs 17,86,820)
Date: from 2006
Counterpart: Yashodhan Education Trust School
Scope: education, gender equality and employment.

OBJECTIVE: To improve the balwadi standards

This year we have placed emphasis on improving the quality of the project, focussing especially on two aspects: the training of teachers, assistants and members of self-help groups; and improvement of supplies of balwadis. So, for the first time, the children have been provided with uniforms and badges. And each balwadi is also now equipped with new interactive teaching materials and textbooks, school supplies, toys and first aid kits. This new educational model that defines our project began with the setting up in 2010 of two ‘model balwadis’ in the building where our office is located.

In keeping with Mumbai Smiles philosophy of viewing each child as an individual and supporting his or her unique growth pattern, our teachers observe and record the strengths, talents and skills of each child as well as areas that need improvement and share their feedback regularly with parents at monthly parent-teacher meetings.

RESULTS:
25 balwadis
25 teachers and 25 assistants
378 boys and 350 girls
728 uniforms and ID cards
25 kits of interactive teaching materials and textbooks
25 kits of toys and educational materials
25 first aid kits
Investment: 7,500.38 Euros (Rs 5,27,312)
Date: from 2011
Counterpart: SAPREM
Scope: education, health
FUTURE SMILES

OBJECTIVE: To promote capabilities of the students to give them access to education beyond compulsory education and career opportunities in the future, in order to build a better quality of life.

This programme was initiated for our older student beneficiaries, in order to provide them education and career guidance to integrate them into mainstream education and workforce. The team does assessments, prepares development plans, offers career counselling and guidance, life skills education, organises hostels accommodation, tuition classes and scholarships.

We have formed a grants committee, composed of one representative from SAPREM, our counterpart, another from Mumbai Smiles and a member of Future smiles, to select students deserving of scholarships. In 2011, we also organised workshops on communication, personal development and stress management for the students, training workshops for the teachers of Yashodhan school, and educational field trips.

RESULTS:
37 scholarships for boys and 38 girls scholarships for higher education.
71 boys and 39 girls have participated in seminars and workshops.
740 indirect beneficiaries
8 people are in project implementation team
Investment: 74,168.26 Euros (Rs 52,14,380)
Date: from 2010
Counterpart: SAPREM
Scope: education, gender equality, employment.

Distribution of Future Smiles Beneficiaries: Students’ Educational Courses

- Primary: 2%
- Secondary: 14%
- Higher Secondary: 58%
- Professional Courses: 18%

Economic Status of Beneficiaries: Monthly Income of Parents/Guardians

- Rs 3000: 16%
- Rs 3000 - 6000: 58%
- Rs 6000 - 9000: 25%
PROJECT SANGATI

OBJECTIVE: to provide public schools with a pedagogical approach to learning with effective and interactive educational kits.

There are many issues plaguing the public education system, so we believe it is necessary to work within the system to provide a quality education to school children. We collaborate to bring out Sangati, a series of interactive teaching-learning kits that make school education more relevant and accessible. Covering a variety of topics, the kits are intended for teachers and children in formal schools and non-formal education centres. The project is concerned with both what is taught in schools and how it is taught.

The methodology includes group work and discussions to develop communication skills, critical analysis, problem solving and decision-making. Activities such as drawing, colouring, writing, singing and drama help children explore and express their creativity. Visual aids like flip charts, posters, stories and games act as a springboard for discussion and other classroom activities. The educational kits are for Classes 5 to 8, and are distributed and utilised in 900 municipal schools in Mumbai, and are supplemented by workshops and monitoring of the implementation of the materials.

RESULTS:
900 public municipal schools in Mumbai
23,400 girls and 28,600 boys aged 9 to 14 years
1,980 women teachers and 1,089 male teachers
Investment: 19,515.38 Euros (Rs 13,72,020)
Date: from 2009
Counterpart: Avehi-Abacus
Scope: education
HEALTH
The scope of our health projects has expanded with initiatives in community health, primary healthcare and preventive measures, in order that there may be an overall improvement, which would meet the achievement of the Millennium Development Goals as well as contribute to poverty reduction.

COMPREHENSIVE LEPROSY CARE
OBJECTIVE: To assist people affected by leprosy, identify new cases and take preventive steps in order to eradicate this disease, as well as rehabilitate and promote the social reintegration and employment of people with disabilities from leprosy.

The prevalence of leprosy in India has reduced a great deal, but the disease continues to affect thousands of people, not just their physical condition but also their quality of life. Currently, around 55% of the leprosy cases detected worldwide is found in India. In the case of Mumbai, a city with 20 million inhabitants, of whom 60% live in slums, where population density and migration are high, detection and control is particularly difficult.

We work with Bombay Leprosy Project (BLP), an organisation that has been working in this field since 1976. The emphasis is on a holistic approach with focus on effective and free medical treatment at the referral centre, satellite clinics and extension centres manned by trained professionals. We also provide aids and appliances for deformity care, such as splints, special footwear and grip aids free of cost to needy patients. Under the integrated rehabilitation programme, leprosy-disabled, and mentally- and physically-challenged people are engaged in leprosy relief work and provide services to patients either directly or indirectly. This year, we have also carried out campaigns to raise awareness and community participation of the slums to improve early detection of disease.

RESULTS
58 men and 21 women treated
316 indirect beneficiaries
34 workers
12 volunteers (former patients)
1 referral centre, 4 satellite clinics, 2 units,
1 treatment centre.
Investment: 26,307.69 Euros (Rs 18,49,550)
Date: from 2007
Counterpart: Bombay Leprosy Project
Scope: health, employment and awareness.

PAEDIATRIC ONCOLOGY CARE
OBJECTIVE: To facilitate the access of underprivileged children in Mumbai affected by cancer, to oncology services and treatments and psychosocial support.

Our project titled HOPE: Care for Children with Cancer provides support to marginalised child cancer patients and their families, which is complementary to the medical treatment received by cancer patients at the Holy Spirit Hospital, Andheri (E). This includes educational guidance and scholarship support for the children, counselling for the parents, recreational outings and activities for the families, and other initiatives such as an informative talk on diet and nutrition for cancer patients and the ‘Champion of the Month’ award that appreciates the children’s battles won against cancer. We believe that these activities help the child and the family maintain a psychological and emotional balance which improves their ability to handle the treatment.

RESULTS:
3 girls and 4 boys as beneficiaries
28 indirect beneficiaries
3 projects members
Investment: 21,642.92 Euros (Rs 15,21,600)
Date: from 2010
Counterpart: Holy Spirit Hospital
Scope: health, education and gender equality.
HEALTH CAMPS

OBJECTIVE: To ensure regular health checkups for slum communities

We organise medical camps, at which some of the best doctors in the profession provide basic health services free of cost for beneficiaries in the slum communities we work in.

Eye specialists from Spain conducted eye camps over several days in four locations: Yashodhan School (Thane), Sangharsh Nagar, Phule Nagar and Marol Pipeline. Led by Dr Gorka Martinez Grau of Barraquer Fundacion, the team provided free eye-checkups, consultations and medication; all beneficiaries also received customised spectacles, purchased locally. This year, additionally, our follow-up care includes identifying 142 beneficiaries in need of cataract surgeries, which will be arranged in collaboration with local public hospitals.

RESULTS:
1,826 people attended the camps, of whom:
- 233 men and boys were fitted with prescription spectacles
- 303 women and girls were provided prescription spectacles
- 63 men were diagnosed with cataracts
- 79 women were diagnosed with cataracts

Investment: 2,999.62 Euros (Rs 2,10,887)
Date: since 2008
Counterpart: Barraquer Foundation
Scope: health, advocacy, and economic development
LIVELIHOODS
Our activities that promote livelihoods or generate employment contribute to reducing urban poverty and, ultimately, improving the socio-economic lives of people in slums. Mumbai Smiles focuses on vulnerable populations, especially women, so that they can be key players in their own development and integrate into society with dignity and confidence.

SELF-HELP GROUPS: BALWADI MEALS AND KHUSHI CANTEEN
OBJECTIVE: To empower women through the creation of employment

Women from disadvantaged communities suffer social exclusion doubly, first, from the conditions resulting from poverty and, second, by virtue of being women in a patriarchal society. It is, therefore, very important to recognise the role of women as agents of social transformation, which requires their empowerment through training and access to employment. All our balwadis have a nutrition programme, with the children eating one wholesome snack every day, provided by women’s self-help groups that operate in and around the slums. Self-help groups (SHGs) are made of groups of women who work as micro entrepreneurs and run self-sustaining businesses. A self-help group also manages and provides meals to the Khushi canteen, which operates on the second floor of our Mumbai office.

RESULTS:
13 self-help groups
64 women
256 indirect beneficiaries
Date: from 2010
Counterpart: Creative Handicrafts
Scope: socio-economic development and gender equality.

ROSHNI PROJECT
We have an exhibition space in our office to showcase the craftsmanship of underprivileged women. These products are provided by Creative Handicrafts, an organisation that has been working with slum women in Mumbai for over 25 years. The NGO trains women in stitching and embroidery, helps organise them in independent cooperatives, and works with them to make and sell a huge range of products, from dolls, household linen to trendy dresses and tops.

RESULTS:
13 self-help groups
64 women
256 indirect beneficiaries
Date: from 2010
Counterpart: Creative Handicrafts
Scope: socio-economic development and gender equality.

TRAINING AND PROFESSIONAL DEVELOPMENT OF WOMEN
OBJECTIVE: To enhance the education and training of women involved with the balwadis and SHGs.

This year we have emphasised improving quality and a key aspect of this has been the formation of a network of trained teachers, assistants and women members of SHGs for the balwadi project. Training and employment of women elevates their status, reinforces their confidence and has far-reaching benefits for the family and community. Furthermore, as these women are part of our projects, it allows for improvement and change in learning, habits, health and nutrition. It is also an opportunity for the women to become more dynamic in the process of local development.

The balwadi teachers, assistant and SHG members attended workshops on nutrition, received English language training, and participated in awareness campaigns (such as HIV/AIDS), and recreational excursions.

RESULTS:
25 teachers and 25 assistants
64 members of SHGs
21 training sessions
456 indirect beneficiaries
Investment: 21,544.92 Euros (Rs 15,14,710)
Date: from 2010
Counterpart: SAPREM
Scope: gender equality, women’s empowerment, education, employment, health, nutrition, advocacy, economic development.
**RESEARCH**
In order to realise our long-term plan of implementing holistic developmental projects, we emphasise on conducting research to identify the nature and extent of problems affecting a community and to understand what the community truly needs.

**NEED ASSESSMENT STUDY AND STRATEGIC PLANNING IN ANDHERI (E)**
In 2010, Mumbai Smiles commissioned a baseline study in partnership with Approach, a Pune-based social development consultancy, to identify the needs and desires of the communities living in four slums in Andheri (E), Mumbai.

A team of researchers collected data from 800 households, on the basis of parameters such as literacy, access to health services and education opportunities, food security, employment and other vulnerabilities. The results of this survey were delivered in 2011, and will add insight and weight to our long-term plan of implementing holistic developmental projects, as it helps us identify what a community actually needs, rather than what we think it needs.

**RESULTS**
Field survey in the slums of Andheri (E) to better understand the communities we work with, their needs, and the strategy to promote a comprehensive development project in the area.

**Investment:** conducted 2010 and results obtained in 2011

**Date:** from 2010

**Counterpart:** Approach
AWARENESS AND ADVOCACY
We have a history of awareness and advocacy work related to issues of human rights and social injustice that affect the well-being of the community that we serve. Our efforts include dialogue with policy-makers and government officials, facilitation of seminars and workshops, strengthening and supporting networks, and partnerships with local, national and international organisations.

NEW GLANCES
We organise visits to our projects so people — colleagues in the sector, supporters, volunteers, members of the general public — can get an idea of the work we do and also understand issues of poverty and marginalisation. This sensitisation project also seeks to promote cross-cultural understanding and dispel myths and prejudices on all sides. The visits are voluntary, mutually-beneficial and organised in agreement with the communities and respecting their wishes.

Among the hundreds of visitors we received this year, we also had top executives from multinational pharmaceutical company GlaxoSmithKline (GSK), from around the world, visit our health projects as part of a week-long trip to Mumbai, to meet a range of healthcare professionals and understand various initiatives, as a part of their own professional development. A group of students and entrepreneurs from Hong Kong and China visited our education projects and spent time interacting with our beneficiaries and staff members, as part of a two-week long leadership development programme called GEILI (Global Exchange In Leadership Initiatives), which is a global platform to empower aspiring global leaders and foster global exchange in culture and volunteerism through an alliance of youth organisations around the world.

Reasons For Visiting Mumbai Smiles

- To know the projects: 72%
- Inspired by the book: 7%
- To know social reality of Mumbai: 7%
- To collaborate and support: 3%
- Other: 6%
- NA: 5%

Reasons for visiting Mumbai Smiles from March to December 2011

CONFERENCES
In February 2011, Mumbai Smiles was involved in a two-day international conference on ‘Combating Poverty in a Market-driven World’ held in Mumbai. Mumbai Smiles was one of the co-sponsors and co-organisers of the event, along with Creative Handicrafts, Tata Institute of Social Sciences and Fair Trade Forum India.

The conference, which aimed to generate dialogue and solutions for poverty alleviation, had debates and talks on a range of topics such as fair trade, microfinance, public-private partnerships, market ethics, private equity investment and monitoring mechanisms. It was attended by over 200 people from all over the world. Mumbai Smiles General Director Jaume Sanllorente also chaired one of the workshops titled ‘The Use of Corporate and Government Funds by NGOs to Alleviate Poverty’.

In a similar vein, Narendra Kumar Dundu, Executive Director India, addressed a gathering in Barcelona, Spain, on the occasion of International Day for the Eradication of Poverty on October 17. Titled ‘Action against Poverty in Mumbai’, the conference aimed to raise consciousness on issues of urban poverty and deprivation and vulnerabilities of the poor.

In December 2011, General Director Jaume Sanllorente addressed students of the foreign languages department at the Kalina campus of the University of Mumbai, talking about the Mumbai Smiles work and journey over the years.
OPEN HOUSE

Open House is an advocacy project made up of a network of NGOs and individuals, all working in the field of education and child rights. It provides a platform for all these groups to exchange information and ideas, learn from each other and present a united stand on children’s issues. It pools the resources and strengthens the strategies of various NGOs with the aim of being a bigger influence to bring about change.

MUMBAI ACTION

Mumbai Action (www.mumbaiaction.org) is an information, awareness and advocacy website run by Mumbai Smiles. On one hand, it acts as a network and news agency for organisations and professionals working in the development sector in Mumbai, with news, announcements, articles and job listings; on the other hand, it highlights the issues that affect the city, through essays, columns and interviews, to a larger international audience. This year, we introduced a monthly online newsletter which is sent out to our subscribers, located around the world.

CAMPAIGNS

To complement our work in implementing programmes in slum communities in Mumbai, we also run campaigns on issues that matter to, and affect, the same communities, as well as organising activities on special days:

- A week-long AIDS awareness campaign that included street plays in slums, educative workshops for teachers and seminars for staff and counterparts.
- Distribution of flyers and offering information on World No Tobacco Day
- Special awareness talks and workshops on World Leprosy Day
- A play on female infanticide and games for teachers and assistants on Women’s Day
- Costume contests and talent shows for students on Children’s Day
- Online campaigns on Human Rights Day, Eradication of Poverty, Millennium Development Goals and on Women’s Day and Child Rights, to raise awareness in the international community.
- A quarterly newsletter sent out to supporters and colleagues, and special information newsletters on occasion
MONITORING AND EVALUATION
Data that is obtained through quality monitoring and evaluation provides the best objective evidence of incremental and overall progress toward results. The Monitoring and Evaluation unit was established in Mumbai Smiles to improve the impact of our programmes and to minimise the risk of failure. We carry out regular monitoring of our projects, and evaluate the results to gauge their success. This enables our team to continually improve and shape the implementation of our projects towards the most constructive impact.

In this past year, we have set up mechanisms of monitoring and evaluation with various indicators and parameters to track the progress of each of our projects, and measure their impact in a tangible manner.

STRATEGIC PLAN
Mumbai Smiles is a young organisation that is in the process of growth and consolidation. To give this process direction, we have developed and utilised a Strategic Plan 2011-2015. We have inculcated various stages of work and developed a participatory process for the whole organisation, which has resulted in this strategic plan.

First we conducted an analysis of the current state of the organizations from different perspectives and an analysis of the current situation and our environment. The main conclusions of this phase show that although we started our activities with the aim of improving the lives of particular persons, we have gradually evolved into an organisation with different lines of action that seek to respond to different social problems, promoting a shift towards a more just society. So, we have made changes to the concepts and integral objectives of our projects.

The second phase has resulted in the definition of our mission, vision, values and principles. From this framework we have developed a set of objectives. These are operational objectives, tools that will enable more efficient management, and the objectives of our mission, which are:

- Social transformation towards a more equal society.
- Alignment with achieving the Millennium Development Goals.
- Breaking north-south barriers in development.
- Carry out advocacy and call for accountability from the Indian government in the development of social policies.

Our areas of activity for the next years are: education (promoting public education, quality and universality), health (prevention and care), socio-economic development (job creation and women’s employment and empowerment), awareness and advocacy (both locally and internationally, so every individual in the slums of Mumbai can enjoy their basic human rights).
Mumbai Smiles Network

Mumbai Smiles is a Spanish NGO, registered as a Liaison Office at RBI (Reserve Bank of India) under registration number FE.CO.FID/10.97.186/2008-2009.

Our headquarters are in Mumbai, India, and we have partner offices in Barcelona, Spain, León, Mexico, and in New York, U.S.A.

Each chapter is an independent entity, but they all have a common vision — to fight against poverty in Mumbai. The offices in Spain, Mexico and U.S.A generate and channelise funds towards our operations in Mumbai, which is the heart of our organisation.

RECOGNITION
PREMIO INTERNACIONAL A LA CONVIVENCIA AWARD

We received a prestigious award — Premio Internacional a la Convivencia, (the International Award for Coexistence) of Ceuta — in Spain. This award recognises individuals or institutions whose work has been an exemplary and relevant contribution to improving human relations to promote the values of justice, fraternity, peace, freedom, access to culture and equality among men.

In its quote, the jury commended our organisation for its ‘humanitarian work’ and ‘fighting spirit in adversity’. The jury was made up of several eminent personalities in Spain, including the Director General of Casa Asia Escorial Jesús Sanz, Director General of the India House Rodriguez Martin, and cultural manager of the Instituto Cervantes Tetuan (Morocco) Josefina Garcia Matas. The award has a cash prize of 50,000 euros and a commemorative sculpture, which was presented to Mumbai Smiles General Director Jaume Sanllorente in Spain.
TRANSPARENCY
We believe that transparency is critical to the functioning of our organisation. It lets us monitor our expenses and project management, and justifies people’s trust in us.

At Mumbai Smiles, there are audits at three levels
- Our counterparts audit the projects.
- An Indian accounting firm, Isk & Associates (Chartered Accountants), audits these accounts and the projects.
- Our accounts are then audited by the international company BCN Auditor.

Balance Sheet

<table>
<thead>
<tr>
<th>Assets</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Not Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Intangible Assets</td>
<td>112,489</td>
<td>130,395</td>
</tr>
<tr>
<td>II. Stock</td>
<td>33,465</td>
<td>30,768</td>
</tr>
<tr>
<td>VI. Financial Investment in the long term</td>
<td>48,784</td>
<td>67,307</td>
</tr>
<tr>
<td>VII. Accrued expense in the short term</td>
<td>30,240</td>
<td>32,320</td>
</tr>
<tr>
<td>VIII. Cash, other assets net equivalent</td>
<td>344,607</td>
<td>227,605</td>
</tr>
<tr>
<td>TOTAL Assets (A + B)</td>
<td>457,096</td>
<td>358,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Net Capital</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-1) Private Funds</td>
<td>405,313</td>
<td>329,031</td>
</tr>
<tr>
<td>III. Surplus from earlier exercises</td>
<td>403,442</td>
<td>328,456</td>
</tr>
<tr>
<td>IV. Surplus from the exercise</td>
<td>328,456</td>
<td>429,195</td>
</tr>
<tr>
<td>V. Surplus from earlier exercise</td>
<td>74,985</td>
<td>-100,739</td>
</tr>
<tr>
<td>A-3) Subventions, donations</td>
<td>1,871</td>
<td>575</td>
</tr>
<tr>
<td>C) Current Liabilities</td>
<td>328,456</td>
<td>429,195</td>
</tr>
<tr>
<td>III. Debts in the short term</td>
<td>74,985</td>
<td>-100,739</td>
</tr>
<tr>
<td>VI. Commercial creditor and other to pay</td>
<td>1,871</td>
<td>575</td>
</tr>
<tr>
<td>TOTAL Assets Net and Liabilities (A+B+C)</td>
<td>457,096</td>
<td>358,000</td>
</tr>
</tbody>
</table>

Income

- Financial Revenue: 1%
- Sales: 1%
- Donations: 31%
- Contribution from Members: 67%

Expense

- Personal Costs: 8%
- Cost of Management and fundraising: 13%
- Cost of Social Mission and Projects in Mumbai: 79%

Projects

- Awareness: 9%
- Education Projects: 52%
- Health Projects: 18%
- Socio-economic development: 14%
- Others: 7%
Mumbai Smiles has had a wonderful journey in 2011. We are not only thankful for this, but are also determined to continue along this path, with the help of a visionary leadership and an enthusiastic and hardworking team. Our work is also strengthened by the support of our counterparts, donors, supporters, colleagues and volunteers, who aid us with their actions and thoughts. We thank you and hope we can count on you in the future too:

COUNTERPARTS
Avehi-Abacus
Bombay Leprosy Project
Creative Handicrafts
Holy Spirit Hospital
SAPREM
Yashodhan Education Trust

ORGANISATIONS
Anndhashrirdha Nirmulan Samiti
Barraquer Fundacion, Spain
Castellers de Vilafranca
Chandranak Tapkire Sanskar Kendra
Children’s Film Society of India
Deutsche bank, Khar
Dreamscape Media
Foreign Languages Department,
University of Mumbai, Kalina
GlaxoSmithKline
Global Exchange In Leadership Initiatives (GEILI),
Hong Kong
National Capital Management Pvt Ltd.
Samata Mahila Yuwa Manch
Sociedad Geografica de la India
Swatantra Rahiwasi Sangh

NGOs AND TRUSTS
A. H. Wadia Trust
Atmajyoti
Bhuleshwar Trust
Cancer Aid and Research Foundation
Cheshire Home India
Global Vision
Haji Bachho Ali Hospital
Hakka Niwara Samiti
Indian Cancer Rehabilitation Center
Kampani Trust
Katagara Foundation
Make A Wish foundation
MAVIM
MDACS
Pratham
Pratham Books
Ratan Tata Trust
Saint Miachel Church, Mahim
Shree Vanchha Ganesh Mandir Trust
Siddhivinayak Temple Trust
SPARSH
Vanchha Ganesh trust Andheri
Yusuf Mehar Ali Center

GOVERNMENT/SEMI-GOVERNMENT AGENCIES
Nair Hospital
Lokmanya Tilak Municipal Hospital, Sion
Department of Health, BMC
Department of education, BMC
Sarva Shiksha Abhiyan
Community Health Volunteers for polio
immunisation, Vitamin A supplements

SELF-HELP GROUPS
Sankruti Mahil
Sahara Alcemu Mahila Bachat Gat
Sahkar Mahila Bachat Gat
Laxmi Mahila Bachat Gat
Savitribai Mahila Bachat Gat
Janani Mahila Bachat Gat
Heena Mahila Bachat Gat
Meri Sahi Mahila Bachat Gat
Vrundavan Mahila Bachat Gat
Manlasmi Mhila Bachat Gat

SCHOOLS AND COLLEGES
Airport School, Vile Parle

Bharat College
Courage English School, Jogeshwari
Dhyan Sadhana College, Thane
Dhyan Sarita College, Mulund
Gyanasram, Andheri E
KB College
KIG Somaiya College
Menon College Bhandup
RJ Thakur College
Saint Peters College, Vasai
Shivai College
Sushil Kumar Thirani Junior College
S.V School, Kandivali W
Vartak College

INDIVIDUALS
Achuthan Kannan and Mukesh Mankame
Bhagyashri Bhonde
Geeta Ramakrishnan
Harshali Kotekar
Ikhtiyar Pathan
Kailash Jadhav
Malika S
Maria Rafaela
Miriam Salas
Neha Jain and Naveen Nair
Parasher Baruah
Preeti Tiwari
Renuka
Rupali Talvekar
Dr Sandeep Chavan
Shweta Patel
Suvarna Yeyle
Vijay Khandare

VOLUNTEERS
Anna Barba
Deepak Narayanan
Design Intervention
Jahnvi Patel
Mayur
Navin Kulkarni
Preeti Seshadri
Rahul
Rafael Vazquez
Shrenik Shah
TRIP design services
Vasudha Sehgal

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www.jahanvipatel.com
A PEACEFUL STRUGGLE AGAINST POVERTY

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