The year 2014-15 witnessed a wider reach and a greater impact of our Projects. With collaborations from various organisations, this year has been a monumental step towards our pursuit for the upliftment of the underprivileged.

This Annual Report of 2014-15 is dedicated to all those who have been our support to accomplish the dream of a better Mumbai.

Thank you!
India
# 400 million people live on less than $1.25/day

Mumbai
# 20 million people
# 60% in poverty and social exclusion

Andheri East
# Total population 806,360 people
# 58.3% live in slums
# Literacy 79%
# Life expectancy of 55.01 years
# 25.99 Infant mortality per thousand births

www.mumbaiismiles.org
The dream of a better Mumbai, by Jaume Sanllorente

Dear partners / collaborators and friends,

It’s been yet another year and we are pleased to present to you the Annual Report 2014-15. Over the following pages, you will find a summary of the projects and activities implemented during 2014.

We keep on implementing projects of education, health and socio-economic development to provide to citizens of the slums of Mumbai tools to live freely, out of poverty and with an access to human rights.

Mumbai Smiles is still committed to working closely with the communities and its members, as the principal agents of social change in the gradual transformation of their surroundings. We continue to be firmly committed to the vision of a Mumbai free of poverty and social injustice, where all its citizens can gain access to the human rights that belong to them.

We work looking for the constant pursuit of excellence in the programs implemented, trying to achieve maximum effectiveness. Our achievement are also possible because of the work of a constant and enthusiastic team, committed to the vision of a better Mumbai.

As we are consistent with the value of transparency, we are pleased to offer here all the detailed numerical information about the organization. Never hesitate in asking us all the information you require. It is the least we can do to be thankful for your support. The dream of a better Mumbai is, little by little and because of you, a growing reality.

Therefore, with all my heart, thank you.

Jaume Sanllorente
President - Mumbai Smiles International
mMitra Beneficiary: Deepali Sanjay Pandagale
Age: 27 yrs

This is my second pregnancy and I have been getting mMitra messages from the last three months. I have been receiving voice calls as per my month of pregnancy. The woman on the phone talks softly and clearly in the language that I can easily understand. She tells me to look after myself, importance to take iron tablets and how they work wonders if I take them with some tangy juice. I have been following it regularly and I find myself more fresh compared to my first pregnancy. She also talks about taking calcium tablets in the night, importance of sonography to know the growth of the baby. She reminds me often to drink more water. My mMitra sakhi has suggested me to pack my bag required for delivery beforehand to avoid the last minute random packing.

She made me understand the importance of interacting with the child so that the bond between mother and child will be developed. She tells me things which no one has reminded me before.

Our beneficiary could not resist laughing when she shared that in one of the messages it was said that the baby is playing football inside.

Founded in 2005 by Spanish journalist and writer, Jaume Sanllorente, Mumbai Smiles is a non-profit organisation that works with underprivileged community living in the slums of Mumbai. In pursuit of a “peaceful struggle against poverty”, as Jaume irrevocably calls it; the areas of focus include education, health, livelihood and awareness.

Our vision supports empowerment of disadvantaged communities in Mumbai through a holistic approach. With passion and dedication fuelling our efforts, the aim is to make them self-sufficient and also allow them to gain access to their basic human rights. Acknowledging the grim reality of this exotic city of Mumbai, we aspire to see it free from poverty and social injustice.

The 'peaceful struggle' to achieve the objectives of Mumbai Smiles comes from the articulate endeavours taken over by our growing team of committed individuals; a team that works with utmost dedication to make our mission come true. With immense pride and a humble heart; we feel ecstatic to inform that 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 access to 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.

VALUES

JUSTNESS

Our development work is aimed at promoting fair access to opportunities and exercise of human freedom universally.

NO DISCRIMINATION

We respect human diversity in all its forms, regardless of origin, nationality, caste, age, politics or sexual orientation, religion or gender.

TRANSPARENCY

We manage our resources rigorously are committed to transparency and accountable to our partners, donors, recipients and society in general.

COHERENCE

Our work is based on what we do and say, being faithful to the fulfillment of our mission and vision.
Balwadi Project

“Even the smallest person can change the course of the future.” - J.R.R. Tolkien

Mumbai Smiles nurtures the growth of children who live under vulnerable conditions in the slums of Mumbai. Due to low income or unemployment in the family, many of these kids also lack proper nutrition without which the purpose of education gets lost in the need for food. To eradicate this, the principle of the Balwadi Project relies on ‘Cultivating Healthy Habits through Education’, designed to address not just the education but also the health and nutritional needs of slum children.

In the years, 2014-15, we have successfully reached out to 784 children and approximately more than 5000 people through various activities of the Balwadi project. It’s also interesting to note that with the increase in awareness among the communities, many more have taken an initiative to send their children to these Balwadis. Due to this, we witnessed a growth in the enrolment and within just 15 days of the session end, 650 children had already been enrolled for the next term, 2015-16.

DEFINING MOMENTS

The beginning of this new academic year brought with it a positive development. With outstanding support from Cipla, our Balwadis which were 23 in number has now become 25. The aim is to enrol as many children as possible, to provide them with education and nutrition, and this launch has moved us one step closer to our goal. 60 new children have already been enrolled in these two new Balwadis.

Inauguration of Cipla funded Balwadis
BALWADIS
STUDENTS NUTRITIONAL GRADES

The comparative analysis for all the 4 quarters from the below graph has shown a rise in the children malnutrition status. Children are migrating from moderate to mild state of malnourishment and from mild state to normal category which is a good sign.

% of Students according to Nutrition Grades

<table>
<thead>
<tr>
<th>Grade III</th>
<th>Grade II</th>
<th>Grade I</th>
<th>Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>35.66</td>
<td>52.66</td>
<td>59.33</td>
</tr>
<tr>
<td>17</td>
<td>10.66</td>
<td>8</td>
<td>0.33</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>0</td>
<td>8.33</td>
</tr>
<tr>
<td>39</td>
<td>41</td>
<td>59.33</td>
<td>29.66</td>
</tr>
</tbody>
</table>

COMMUNITY DEVELOPMENT

Mumbai Smiles attempts to channelize as much of its resources as possible to support the community. Therefore, Self-Help Groups that operate locally are taken on board to cater to nutritional needs of 700 Balwadi students. This tie-up, apart from providing healthy food for the children also facilitates women employment. All the SHGs are trained on healthy cooking for children by the staff from Foundation of Mother and Child Health.
VITAMIN A AND ALBENDAZOLE SUPPLEMENTATION PROGRAM

Mumbai Smiles carried out a Vitamin A and Albendazole Supplementation Program on 26th February 2015 for all the Balwadi children. A program organised in collaboration with Vitamin Angels, 602 children were given Vitamin A tablets and 575 children were provided with Albendazole tablets. These children belonged to age group of 2-5 years.

EXPANDING OUR NETWORKS

An NGO thrives and relies on the support of others and willing contributors. Another important aspect is to be in constant touch with our supporting organisations. To affirm this, Mumbai Smiles maintains a close contact with Mahila Artihk Vikas Mahamandal (MAVIM) officers, Mrs. Trupti and Mrs. Nichile to get current updates of supplementary nutrition provided by Self-Help Groups (SHG) that are registered under them.
ENROLMENT TARGET ACHIEVED

The Balwadi team achieved the target of 775 children in the very second month of the project cycle i.e. July 2014. Throughout the entire academic year there was a rising demand from the parents to enrol their children in the Balwadis. Except for the 1st quarter, for all the remaining three quarters the enrolment was above the targeted 775 children.

Enrollment of Children

- **1st Quarter**
- **2nd Quarter**
- **3rd Quarter**
- **4th Quarter**

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>377</td>
<td>353</td>
<td>710</td>
</tr>
<tr>
<td>406.66</td>
<td>384</td>
<td>790.66</td>
</tr>
<tr>
<td>407.33</td>
<td>386</td>
<td>793.33</td>
</tr>
<tr>
<td>400.33</td>
<td>384</td>
<td>784.33</td>
</tr>
</tbody>
</table>
1. Parent’s meeting conducted in all of the 25 Balwadis to address their concerns and also educate them about the importance of child vaccinations and nutrition.
2. Written and oral assessment was conducted of all the teachers and assistants to keep in check whether the guidelines are being followed.
3. To instil virtues of teamwork and sportsmanship among the children, sports competitions were organized at all Balwadis in January 2015.
4. Eye check up camp organised at all of the 25 Balwadis wherein 700 children were screened.
5. 66th Indian Republic Day Celebration saw more than 665 students, 570 parents and community members. The gathering was also addressed by local social workers.
6. 784 children were evaluated by the teachers, field coordinators and program officers to get an update on the children’s annual academic performance and health.

**IMPACT**

- 100% results were obtained with respect to developing healthy habits among the children like brushing their teeth before breakfast, coming to Balwadi on time, wash their hands before eating, taking a bath everyday etc.
- Target to ensure educational development among the children was achieved wherein all the kids were able to identify and read numbers and alphabets, identify shapes, sizes, animals and birds, able to recite poems songs and also tell stories.
- Their nutritional level and attendance also showed a huge improvement.
- A remarkable increase in awareness among the parents.
"Why should society feel responsible only for the education of children, and not for the education of all adults of every age?" - German psychologist, Erich Fromm

The project 'Future Smiles' is envisioned with the objective of providing scholarships to students from underprivileged background, who are excellent in studies and have the capability to pursue higher studies, if given opportunity. Future Smiles provides individual mentoring, group learning, exposure, and mainly financial support through scholarship to students who are most ambitious & have the drive to pursue higher career and thereby achieving greater heights to make their dreams come true.

**DEFINING MOMENTS:**

**School Mobilization**
In this process a partnership has to be developed between the school and Mumbai Smiles. This partnership ensures that the help is given to needy students from the school. The school also helps in conducting various programs at the school thus leading to holistic development of their students. In all 20 schools were mobilised in 2014.

**Scholarship Distribution**
Taking into consideration the low income level of the families, the students were provided with the scholarships as per their actual need and with respect to the project guidelines. Nearly 85% of the students needed scholarship of Rs. 1000 or less.

The percentage for the scholarship distribution to the students as per the range of the scholarship amount can be seen from the below pie chart.

**Scholarships**
- Below 1000: 3%
- 1000 - 5000: 11%
- 5001 - 10000: 15%
- 10001 - 15000: 36%
- Above 15000: 35%
1. A total of 245 scholarships distributed among the Future Smiles students.
2. 99% of students from Standard 10th cleared their board exams with highest being 94%.
3. 95% of students from Standard 12th cleared their higher secondary board exams with highest marks being 85%.
4. Future Smiles students were provided with Career Guidance Sessions after their board exams in order to help them make an informed choice regarding their career.
5. Regular meetings were held with the parents of the students in the partner schools in order to orient the parents regarding the program.
Girl Child Education

Mumbai Smiles started with a program that would encourage the girls to take up education and be independent. The project supported 104 girls in the academic year of 2013-2014, this number went up by 44% in the year 2014-15 wherein 234 girls were provided with scholarship support.

The class wise distribution of the girls who got the scholarship to continue their basic studies can be seen in the bar diagram. 88% of the girls were from the secondary school who wanted to complete at least their basic education.

Events conducted in Future Smiles and Girl Child Education Projects

In order to ensure students capacity building through various sessions, team had organised few sessions with the beneficiaries. To help students overcome their problems and build their capacity by giving information and imparting values among the students sessions organised were Goal Setting, Time Management, Stress Management and Personality Development.
Session on Board Exam Preparation
Session on exam preparation was organized in two partner schools of Future Smiles named Powai Marathi Vidyalaya and Vidyadeep High School. Point to note, the sessions were demanded by the school authorities and also by the students. In order to assist students to clear their doubts the team invited a resource person; a teacher who can teach them some basic formulas or the tips to study systematically & effectively. The target group for the session was the students from class 10th. 42 students from Vidyadeep High School and 40 students from Powai Marathi Vidyalaya attended this event.

School Dropout Students Meeting
To mainstream the dropouts into education is one of the objectives of Future Smiles project. In association with the local community leaders in various communities of Marol Village, team mobilized 12 dropout students who did not complete their education due to socio-economic problems, lack of interest in studies and responsibilities. These students were between the age group of 14 to 22. Team organized a small introductory meeting in the office where these students were called and the following topics were discussed in the meeting- discussion and sharing of their personal information, discussion on their hobbies & interest, their interest in pursuing their education.

Outcome of the Meeting
What we realised was that there were few of them who were more interested in music as they were involved in the community band. So, guitar learning classes was organised for these students every Wednesday and Friday. This was made possible with an outstanding support from a volunteer. The others felt motivated to continue their education and two of them also agreed to attend coaching classes and enrol themselves to appear for their board exams.

Green Batti Project
The Green Batti Project is a mentorship program which encompasses students between the age group of 12-15 years. These students are assigned mentors who are in charge of their development of the whole. 150 students were selected for this project and an orientation was conducted for their parents regarding the same. The parents were briefed about this project and a No Objection Certificate (NOC) was also signed by them. The mentors chosen are trained under the supervision of the Green Batti team. To make this process smooth, the mentors were introduced to the mentees and their parents in order to decide the best suitable time and place of meeting to be held weekly. The project rolled out 85 Mentors starting their weekly sessions with 85 Mentees, thus meeting every week for at least 2 hours.

Educational Fair
In association with Deloitte and Pratham Foundation, an Educational Fair was organised with one of our partner schools, St. Rocks High School, Marol. Deloitte volunteered to conduct this fair with Mumbai Smiles which consisted of 350 students (1st to the 10th Std) from the school. The prime objective of this fair was to make learning fun and interesting. Various stalls were set up which entailed fun activities like arranging the planets in their right order, colours identification, general knowledge, identifying different states of India and placing them on the map, science project display and essay & poster competitions.

A Session on Menstrual Health
The team conducted a session with the adolescent girls in one of the partner schools, Adarsh Vidyalaya for the Girl Child Education Project beneficiaries of 8th and 9th standard. The session was based on educating the girls about physical and emotional changes during adolescence, hygiene and health aspects that have to be considered during menstrual cycle. The myths regarding menstrual cycle were also clarified.
GIRL CHILD EDUCATION
Life Skills Empowerment for Girls

Mumbai Smiles initiated a project titled Life Skills Empowerment Project (LSE Project) with the support of Give A Hand, an international organization. The LSE Project is designed to be implemented to reach out to 100 adolescent girls i.e. 50 school going girls (studying in one of the partner school named Marol Pragatik High School located in the slum area of Marol, Andheri) and 50 school dropped out adolescent girls living in the slums of Marol (Andheri East). The purpose of this project is to empower the adolescent girls and the under achievers psychologically to make them well equipped with Life Skills.

DEFINING MOMENTS

Project Launch
The project was formally launched on the 24th June, 2014. The guests present in the launch were Dr. Daya Krishna Mangal, State Coordinator, UNFPA and Mr. Narendra Kumar Dundu, Executive Director India, Mumbai Smiles & Mr. Ravindra Patil who conducted the training program for the animators. The animators were provided with the training kits during this launch.

Advocacy Activities & Mass Awareness Meeting
The community mass awareness meeting was done in order to involve the community in the program, as they are the largest stakeholders for these girls. This awareness meeting gave an insight to the parents of the beneficiaries as well as the community about the benefits of the program for these girls. There were two mass awareness meetings conducted to raise awareness about Life Skills Empowerment in the community during the project cycle. They were conducted in MIDC and Marol.

Community Activities
The girls prepared a street play on Eve Teasing and presented it in their community as there is a high level of eve teasing that they face regularly. The play was performed in various communities of Mumbai Smiles in order to educate the community at large about LSE as well as the problems that adolescent girls face. With constant motivation from the animators few of the girls have opted to join school or college and complete their education. Few of the eligible girls have also joined vocational training courses in order to become independent.
### Vocational Training and Employment Status

<table>
<thead>
<tr>
<th>Age Group of Girls</th>
<th>Total Enrolled</th>
<th>Attended session on vocational training</th>
<th>Expressed interest in joining a course</th>
<th>Employed/Self-employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 to 15 years</td>
<td>70</td>
<td>40</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>16 to 19 yrs</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>20 yrs and above</td>
<td>28</td>
<td>15</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Girls</strong></td>
<td><strong>108</strong></td>
<td><strong>65</strong></td>
<td><strong>18</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td><strong>60%</strong></td>
<td><strong>17%</strong></td>
<td></td>
<td><strong>4%</strong></td>
</tr>
</tbody>
</table>

- Out of the total girls 60% girls attended the session on vocational training
- 17% girls expressed their interest in joining the vocational training course
- While 4% girls are self-employed i.e., either taking dance classes or tuitions at home

### Collaboration with Navjeevan Girls Home

Navjeevan Girls Home is a home for girls who are either orphan or abandoned by their families or rescued from any abuse. This home caters to girls in the age group of 5 yrs and above. It looks at educating the girls by enrolling them in school and also providing training in order to make the girls independent. We collaborated with this home in order to develop life skills among these girls to help them in coping with their daily life situations. The sessions in Navjeevan home were held on every Saturday. The Sister who was in charge of these girls also attended the sessions. It was observed that the sessions helped the girls in building their social skills.

### Health Camp

Since the program is dealing with adolescent girls, it is of utmost importance to check the haemoglobin levels of these girls. The first health camp was conducted with the beneficiaries of all the 3 centres; a total of 90 girls were tested for their haemoglobin levels.

### Steps taken to Combat the Deficiency

The first health camp resulted in shocking results; due to which girls were provided with iron and multivitamin tablets. The quantity of the nutritional snacks was increased and regular follow-up was done by the animator in order to make sure that the girls are taking their supplements on time. After several changes, a second health camp was conducted for the girls. The result of this camp was that 65 of the girls' haemoglobin was in mild range.

### Result

<table>
<thead>
<tr>
<th></th>
<th>Severe</th>
<th>Mild</th>
<th>Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Health Camp</td>
<td>40</td>
<td>46</td>
<td>4</td>
</tr>
<tr>
<td>2nd Health Camp</td>
<td>14</td>
<td>62</td>
<td>9</td>
</tr>
</tbody>
</table>
Exposure Visit to the Police Station

The program Life Skills Empowerment for Girls' aims at developing the adolescent girls holistically. This process of development would be incomplete without educating these young minds about their legal rights and the people who safe guard their rights.

So, a visit was organised to the Police Station wherein the girls could get well acquainted with the workings of a police station, hierarchy, its mechanism and the executive and judicial procedures that are to be followed. They were also made to understand their rights and the proceedings of a court. The girls visited each department to understand their workings specifically.

Visit by Mr. Jaume Sanllorente

Mr. Jaume Sanllorente, Founder of Mumbai Smiles visited the LSE project. He appreciated the project highly and was impressed with the active participation of beneficiaries. The beneficiaries share their experiences along with their future plans and expectations.

Exposure Visit to the Bank

The beneficiaries of LSE were taken to a Bank for an exposure visit. This visit was conducted in order to teach the girls about banking functions and how they can avail these services to save and invest their money. The girls were also encouraged to open the bank accounts and advised to save a small amount every month. The girls were motivated with the thought of having their independent account for saving the money. Mumbai Smiles has worked in partnership with the Bank of Baroda (Nationalized Bank of India) to develop the Savings Account for eligible girls. The savings account opened is a zero balance account and any amount can be deposited or withdrawn with no fee.
CASE STUDY

Pinky
Age: 23 yrs

I am a part of this course since last 7 months and I have been enjoying it thoroughly. Due to disability I would feel weak and alone all the time, I would feel scared to move out alone as I would always feel helpless. This course has given me new friends, who understand my anxieties and are more than ready to help. This course has given me courage to move out in public, to not be scared and take my own decisions. It has become easier for me to put my point of view across with my family members, who are always very protective. Due to the support I have taken up a part-time job in a dispensary and feel independent about the same. I want more girls to enrol for this course and learn new things from here, I want them to learn from our mistakes and avoid making any of those.
mMitra Project

"To keep the body in good health is a duty... otherwise we shall not be able to keep our mind strong and clear." - Buddha

As most know, there is a huge difference between the healthcare systems in developing and developed countries. On one hand, in developing countries only 35% of deliveries are conducted by Skilled Birth Attendants (SBAs); in developed 85% of the deliveries are performed under observation. A point to note - every year over 500,000 women die of pregnancy related causes and 99% of these occur in developing countries with India accounting for maximum number of maternal deaths in the world. Data available with the Brihanmumbai Municipal Corporation’s (BMC) health department reveals that the total number of maternal deaths in Mumbai has jumped over the last few years.

Mumbai Smiles Intervention
mMitra Project is a part of the global Mobile Alliance for Maternal Action (MAMA) partnership and MAMA’s flagship program in India. MAMA is a global partnership among USAID, Johnson & Johnson, the mHealth Alliance, the UN Foundation and BabyCenter which focus on the use of mobile based messaging to address maternal and infant mortality related problems around the world. Core areas covered under this project include Marol, Sagharsh Nagar, Powai, Vikhroli and Kanjurmarg.

Our Target
Reach out to 7,900 pregnant women and nursing mothers in the first phase of implementation which was from July 2014 to March 2015.
Training of mMitra Project staff
Being a new project, the understanding of its function and implementation is crucial for the staff. Therefore, the mMitra Project staffs of Mumbai Smiles and around 50 Arogya Sakhis (health workers) were trained by ARMMAN team regarding its conception, need and importance, concept, features and expected outcome.

Training of Arogya Sakhis
Our community outreach team whom we call our Arogya Sakhis consists of our Balwadi teachers, assistants, community health volunteers, Aanganwadi workers, active members from the community and NGOs. With regards to the first phase of implementation, we have successfully trained more than 100 Arogya Sakhis under the mMitra Project. This health team works in the community undertaking door to door mMitra registrations. This team is also responsible for helping our beneficiaries understand the importance of mMitra in their lives. With the hard work and inspiring efforts of the Arogya Sakhi, 4 Field Coordinators and the Program Office, we were able to enrol 7176 (Both ANC and PNC) mothers in total in the 5 project areas of Mumbai Smiles. Even though we were unable to achieve the planned target of 7900 women, we were able to create a network involving the government as well as non-government facilities in the areas in order to reach closer to the assigned target.

Community Mapping
To begin with any community intervention it’s necessary to understand and evaluate the given community’s infrastructure and resources. Therefore, community mapping services were carried out in the areas to gather information on available public and private health care services such as number of maternity hospitals, diagnostic centres, private clinics, local mandals, Self Help Groups, NGOs, Anganwadis, Balwadis and active members from the community. This exercise helped us not only to chalk out our strategies but also gain a better understanding of the community and its infrastructure.
Generating Awareness

The success of any project relies heavily on its visibility among its target audience. To achieve this, a series of programmes were organised by our Balwadi team involving the children and community members. Health talks were also conducted by BMC officials and NGO representatives. There was also a street play script that was developed for this Project. With the help of professional theatre artist, a team of 9 Aarogya Sakhis were trained to enact the street play. This was performed during our community events during the 10th year celebration. This effort was also appreciated by ARMNAN team as well.

Networking Strategies

In order to expand our reach, efforts were initiated towards the possibilities of working together with the government by making frequent visits to the Health Department of BMC at ward level as well as central office located in Parel. A series of meetings took place with the Executive Health Officer, Medical Officers and Assistant Medical Officers of 'K (E)' ward, 'S' ward & 'R' ward. These ward offices of BMC cover the strategic locations of our operational areas. As a result of this Project and the efforts in the field by the team, we are now collaborating with the government and have also been jointly conducting health awareness programmes in the community.
Eye and Health Care Project

To help underprivileged attain good health and well being; Mumbai Smiles is working at the grassroots level towards building healthy communities which would meet the achievement of the Millennium Development Goals as well as contribute to poverty reduction. In the year 2014-15, there were multiple eye/health initiatives in several areas of healthcare; with a focus on eye care, mother and child care, tobacco control and Epilepsy. In partnership with other agencies, we have organized free eye camps, health camps, cataract surgeries and intraocular lens implants along with various awareness sessions on Eye, Oral Health, MCH and Epilepsy.

In collaboration with Aditya Jyot Eye Hospital we also initiated Eye Camps clubbed with Diabetic Retinopathy Check up for general population in our project areas. Also, all the Balwadi children were screened for ailments and the teachers of the Balwadi were also trained on basic eye care services. The other partners who have contributed are BMC, Vitamin Angels and HOPE on Wheels Foundation of UCB Pharmaceuticals Company.

This project also witnessed various meetings with the local bodies to strengthen the ties and work collaboratively with the system for the betterment of health among the communities. The project has taken a step ahead with various activities being conducted in association with the system i.e. BMC and is in mode of developing future partnerships as well.

DEFINING MOMENTS

Maternal & Child Health Clinic
Launch at Powai, Phule Nagar
Mumbai Smiles first health clinic was launched at Phule Nagar Balwadi no.15. The clinic was launched on June 18th in collaboration with Foundation for Mother and Child Health. With their support a health and nutrition program was launched targeting pregnant/lactating mother and children who are below 3 years of age.

FMCH will be conducting the following activities at Phule Nagar community - organizing weekly health clinics for children under 3 years and practical sessions to demonstrate nutrient rich and low cost recipes. They would also be conducting weekly support sessions for pregnant mothers (pregnancy club). As we believe in optimum utilization of resources; we would like to mention that this Health Clinic has been introduced in the same location as the Balwadi. While the Balwadis function in the morning; the health clinic will be operational for two days every week in the afternoon.

Epilepsy Awareness Drive
Epilepsy Awareness Drive was organized on 13th and 14th October, 2014 in partnership with Hope on Wheels foundation at our Cipla Balwadi no. 15, 24 and 25 by Dr. Kunal Oswal and community doctor Dr. Manoj Yadav. Cipla representative, Mr. Somnath was also present. There were 125 community members from Suryanagar, Powai and Vikhroli who attended the event. The objective behind organizing this drive was to spread awareness about epilepsy, break the myths about the disease and make people aware about the actual treatment procedure. There were also 9 participants present there who had been already diagnosed with epilepsy and this event further enlightened them regarding the disease and its treatment.

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[Image of people at a health clinic and epilepsy awareness event]
Meetings with BMC
In total 11 meetings were conducted with officials of BMC in regards to partnerships with them on Health Camps and Integrated Services with Mumbai Smiles. As a result, we are now in partnership with BMC and by April 2015, 2 General Health Camps, 1 ANC/PNC talk, 3 Immunization Camps and 1 Polio Vaccination Camp had been conducted at Suryanagar Balwadis. Also discussions are in process to streamline these camps and awareness activities for the various health projects collaboratively.

Eye Check-Up Camp for Balwadi Project Team
On 3rd December 2014, Mumbai Smiles organized an Eye check-up camp for all the Balwadi teachers and staff in collaboration with Aditya Jyot Foundation.

Polio Vaccination
Polio is a contagious viral illness that in its most severe form can cause paralysis, difficulty in breathing and sometimes death. However, if a sufficient number of children are fully immunized against polio, the virus is unable to find susceptible children to infect and dies out. In the month of February, a polio camp was organized in Suryanagar area by Mumbai Municipal Corporation for which we lent our Balwadi premises for its conduction. Overall, 274 children were vaccinated.
1. In August 2014, teachers and assistants attended a conference organised by United Way organisation about Collective Community Impact Strategy- eradication of Hepatitis A. The conference was held in Hotel Trident.

2. Participated in the World Diabetic Day rally event on 14th Nov 2014. This rally was organized along with school children at Bandra station by Aditya Jyot Foundation, Wadala.

3. Eye check up camps were organized across all our 25 Balwadis over the December last week. The main objective behind organizing the camps was to detect refractive error and eye ailments among children. The camp was organized in collaboration with Aditya Jyot foundation. Out of the 780 children across all Balwadis, 699 were screened for various eye problems.
HOPE Project

"Strength is born in the deep silence of long-suffering hearts; not amidst joy." - Felicia Hemans

One of our sensitive projects; HOPE is associated with Psychosocial care of the marginalized children suffering with cancer and their families. In collaboration with Holy Spirit Hospital, Mumbai Smiles has provided educational as well as recreational support to the beneficiary and the family apart from the medical treatment cost.

This Project entails a continuous process of looking after the registered beneficiaries throughout the Project cycle. Maximum numbers of cancer related cases have high chances of relapses; so once we undertake a beneficiary we are with them throughout the course of it. So, this year we have included all the beneficiaries from the project inception till the last quarter who are getting treatment and are under continuous follow up. In the year 2014-15, we have directly and indirectly supported up to 65 children suffering with cancer and their families. We are referring the term ‘direct beneficiaries’ as those who are directly associated with us at Holy Spirit Hospital and the beneficiaries who are referred from other hospitals to the Holy Spirit Hospital are the ‘indirect beneficiaries’ which are mostly from Tata Hospital.

It's unfortunate that nearly 21 beneficiaries lost their battle of life against cancer till date while the remaining 65 beneficiaries are either on follow up or undergoing different types of treatment.

DEFINING MOMENTS

HOPE Impact Research
A research was conducted to evaluate the impact of the psycho-social aspects of the project and the questionnaire for the same was designed in the first quarter. The first round of data was collected by the beneficiaries with assistance from students of CMPH Medical College. By the third quarter, the data was collected and analysis on it was under process.

Collaborating Efforts with other Hospitals
It has always been our diligent effort to try and collaborate with hospitals in order to reach out to many more children. To make this happen, two meetings were conducted with Dr. Banavle, Pediatric Oncologist at Tata Hospital and HOPE Team regarding collaboration with Tata Hospital under HOPE Project. However, this could not finalise due to technical reasons. Also, a first level meeting was conducted with Dr. Mamta Manglani from Sion Hospital; collaboration discussions are still in progress.

Accommodation Support
A beneficiary, Sangam Pandey from Uttar Pradesh, availed the facilities of a hostel that we collaborated with under Holy Spirit Hospital that provides accommodation to people coming in for treatment from out of town.

Scholarship Distribution
Scholarship was provided to 6 of our HOPE beneficiaries to aid them in further pursuing their education. There are also 2 beneficiaries who were given scholarship to continue with their college.

Independence Day Celebration
Hotel Courtyard by Marriott organised and invited 10 HOPE beneficiaries, their siblings and parents for the celebration of Independence Day at the hotel.
New Beneficiaries
We have reached out to seven new beneficiaries who require our help with their treatment.

Beneficiary Committee Meeting
A beneficiary committee meeting was organised on the 19th December 2014 to assess the impact of the project, discuss new ideas and suggestions for making this Project a success in its field and also to gather opinions from the beneficiaries and their counterparts.

Republic Day Celebration
On 26th January 2015, Republic Day Celebration was conducted at Andheri Sports Club. During this occasion, a drawing competition was also held with the theme being "Tobacco and its Effects". Five of our beneficiaries participated in this contest and we are proud to announce that one of our beneficiary, Nikunj received the 1st prize out of 300 participants from various other organisations. Sunny Leone being the Chief Guest for the event handed over the trophy to Nikunj. Congratulations Nikunj!

Financial Support to Beneficiaries
We regularly take the follow up of beneficiaries to check the status of their health. HOPE team has arranged financial help for almost 17 children who are under the list of HOPE beneficiaries. These 17 beneficiaries got the financial assistance for their treatment, diagnostic tests, medicine, blood transfusion and also for their transportation. Apart from this medical cost some of the beneficiaries got support for their education as well.

Financial Support to the Beneficiaries (2014-2015)

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditure (in Rupees)</th>
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</thead>
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<tr>
<td>Treatment</td>
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<tr>
<td>Scholarship</td>
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<tr>
<td>Transport</td>
<td>₹ 77,099</td>
</tr>
<tr>
<td>Diagnostic Tests</td>
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</tr>
<tr>
<td>Blood Transfusion</td>
<td>₹ 16,723</td>
</tr>
<tr>
<td>Accommodation</td>
<td>₹ 9,000</td>
</tr>
<tr>
<td>Medicine</td>
<td>₹ 1,000</td>
</tr>
</tbody>
</table>
1. Toybank donated toys and games for our beneficiaries.
2. World Nurses Day was celebrated along with Holy Spirit Cancer Centre and Paediatric Ward to honour their services and send out a private message by the team.
3. The Champion of the Month is a small gesture of encouragement to the beneficiary who completes his therapeutic treatment to fight against cancer.
4. Nutrition Kit which includes dry fruits and Educational Materials were distributed among all the HOPE beneficiaries.
5. Home visits are regularly conducted to learn about the child’s progress and address concerns, if any.
6. HOPE team celebrated Rose Day which is also a Cancer Survivor Day. The General Director, Alexandra Haglund Petitbo and Founder/President, Jaume Sanilorenzo of Mumbai Smiles also graced the event with their presence.

IMPACT

- We have directly and indirectly supported to 86 child cancer beneficiaries and their families and of them 21 have sadly succumbed to the disease in year 2013-14.
- In the year 2014-15 there were 65 beneficiaries and majority of the beneficiaries were from age group 5-10 years.
- Of the total 65 patients currently enrolled in the project which includes direct as well as indirect patients 15 are under treatment and 2 have completed their treatment. 34 children are currently either on follow up or under observation.
- 37 Visitors visited Holy Spirit Hospital from different parts of the world like Italy, Spain, Argentina, Canada, Colombia, Holland, and Australia and one from India.
SEED Project

"Stand up, be bold, be strong. Take the whole responsibility on your own shoulders, and know that you are the creator of your own destiny. All the strength and succour you want is within you. Therefore, make your own future." - Swami Vivekananda

Mumbai Smiles with the vision of promoting sustainable livelihood to youths and women laid the foundation for SEED project in the year 2012. The project aims to enhance the livelihood skills of youths and women in the age group of 18 – 40 years from the marginalized section of society by imparting a set of tangible marketable skills through short term modular courses. It also emphasizes on developing linkages with industries/companies/MFI's (Micro Finance Institutions) for placing the skilled workforce and promoting entrepreneurship. Lastly it aims to build network with like-minded NGO'S for more effective implementation.

The project has witnessed a considerably good placement rate of 70% for the employable courses and for the self employable courses it has been 68%.
**Course-wise placement graph**

On 2nd April 2014, Mumbai Smiles organized a meeting with 9 Global Business Leaders from Glaxo Smith Kline who visited India as a part of their leadership development program. This program brought together a number of high potential managers across various functions from Asia, Europe and America for an intensive week-long leadership development exercise. Mumbai Smiles caught their attention and they visited us to know more and exchange ideas with the team.

**Coursewise Placement/Self Employment of enrolled candidates:**

- Total Enrolled 55%
- Total Placed 45%

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**DEFINING MOMENTS**

**Production of Paper Roses and Christmas Cards to be Sold in Spain**

A group of 15 SEED women participated actively in the making of 1506 paper roses this financial year. These roses were made to mark the celebration of St. Jordi’s Day in Spain. It is an initiative to give sustainable livelihood to SEED women by helping them to work on orders throughout the year. Almost all the roses were sold out in a matter of just few hours. This has brought huge appreciation to SEED women from the International market. The money generated from activity went to the women to help them earn meaningful employment. They also participated in making hand-made greeting cards for Christmas and sent out a consignment of 1500 cards in October 2015 to Spain.

**Online Store in Spain**

One of the major highlights of the project is the “Online store” in Spain which apart from other items also displays handcrafted materials made by SEED Women. SEED women marked their presence in the Spanish market by making 1050 Christmas cards and 1506 roses for the occasion of St. Jordi’s which captivated many Spanish buyers.
Orientation workshop for the various stakeholders under SEED project

A one day orientation workshop was organized for the SEED project Stakeholders in the month of Feb 2015. The primary reason for conducting this workshop was to build capacity for our partner organizations and apprise them of our modus operandi so as to bring uniformity in the functioning of all the projects.

Challenges faced and steps taken to overcome

Placement- The beneficiaries are reluctant when it comes to taking a job offer for a location further than their place of residence. This learning gained during the project execution has made us emphasize more on placing them in agencies closer to their homes. This is also one of the major reasons for having a center in Marol area as it is closer to MIDC, an industrial hub.

Retention- of placed beneficiaries at their workplace- This problem was solved by counseling the beneficiaries and understanding their reason leaving the workplace. The counseling session helped us provide them with a better solution to tackle the problem. For e.g. some of them were looking for a part-time job, as their presence at home was an urgent requirement. Understanding the situation and requirement, they were offered such kind of job which they are still continuing.

Long working hours; a bottleneck for female beneficiaries to continue the job- Parents of female beneficiaries are sometimes hesitant to send their daughters to work for long hours because of safety reasons. To handle this problem; efforts were made to place the candidates at nearby locations, parents were counseled to motivate their daughters and continue work as it will lead to a dignified life in future.

Major Accomplishments of the Project

From the graph it is evident that a total of 8 courses were run during the year 2014 covering a total of 623 beneficiaries in Andheri (East). In total 330 candidates registered themselves for the employable courses and 333 for the self-employable courses. Interestingly, it shows that both young girls and middle-aged women are most equally interested in taking up training sessions. Young girls are more oriented towards employable courses while middle and old-aged women towards self-employable courses.

Course wise distribution of beneficiaries:

- Fast Food Course: 30
- Front Office Receptionist Course: 60
- Tailoring Course: 83
- Advance Computer Course: 90
- Beauty Culture Course: 90
- Handicraft Course: 90
- Jewellery Course: 90
- Retail Sales Course: 90
IMPACT

- The planned target of imparting skill development training to 623 women and girls from the underprivileged community has been attained.
- Conducted a session on availing small loans from MFI (Micro Finance Institutions) named Ujjivan for Self Employable courses. The planned target of women attending this session was 60 but to our pleasure 85 of them turned up.

<table>
<thead>
<tr>
<th>Course</th>
<th>Number of women who availed the training</th>
<th>Number of women who received placement</th>
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</thead>
<tbody>
<tr>
<td>Basic plus advanced beauty culture</td>
<td>90</td>
<td>80</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>90</td>
<td>49</td>
</tr>
<tr>
<td>Jewel Cad</td>
<td>90</td>
<td>57</td>
</tr>
<tr>
<td>Front Office Receptionist</td>
<td>60</td>
<td>33</td>
</tr>
<tr>
<td>Tailoring</td>
<td>83</td>
<td>71</td>
</tr>
<tr>
<td>Advanced Computers</td>
<td>90</td>
<td>71</td>
</tr>
<tr>
<td>Fast Food</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>Handicraft</td>
<td>90</td>
<td>49</td>
</tr>
</tbody>
</table>

Please Note- data inclusive of employed and self-employed candidates
New Glances Project

"You have brilliance in you, your contribution is valuable, and the art you create is precious. Only you can do, and you must." - Seth Godin

The New Glances Project is about raising awareness among international guests by visiting the projects run by Mumbai Smiles. While on the field they learn about the life conditions of millions of people living in the slums of Mumbai and the grave social disparity. This allows them to receive first hand information about the development work carried out by Mumbai Smiles and acknowledge need of the organization in the community. This in turn also motivates them to join hands by finding various means to collaborate with the organization at national or international levels. These visits help maintain transparency which is one of the key principals of the organization. This year the New Glances project received visitors hailing from 20 different countries from across the world. For the first time, visitors also visited from countries across Asia like Taiwan, Thailand, Russia and Nepal.

DEFINING MOMENTS

Business Leaders from Glaxo Smith Kline, (G.S.K) Visit
On 2nd April 2014, Mumbai Smiles organized a meeting with 9 Global Business Leaders from Glaxo Smith Kline who visited India as a part of their leadership development program. This program brought together a number of high potential managers across various functions from Asia, Europe and America for an intensive, week-long leadership development exercise. Mumbai Smiles caught their attention and they visited us to know more and exchange ideas with the team.

Focus on Women group Visit
Focus on Women is an agency that shows the different cultures of the world by studying the role of women in different countries. Since Mumbai Smiles runs a Livelihood Project named SEED for women, this agency approached us through Spanish travel agency, Sociedad Geografica in Spain. 6 of them visited the projects and had open discussions asking various questions to the women and learning of how they live in slums, the difficulties they face, and more over new challenges they face as being agents of change in the slums.
Indian visitors from the Spanish Language Institute, Hispanic Horizons
After having built collaboration with the very well known Spanish Institute, Hispanic Horizons in the past quarter; the first visit to the projects was planned for their students on the 3rd of July. In total 5 students visited us including one of their teachers from Mexico. The visit helped the students understand the work of the organization and analyse various ways in collaborating with the organization in the future.

A visit organised for Spanish Travel Agency, RACC
On the 25th and 26th of August a 2 day visit was organized for 15 visitors from the travel agency RACC. A complete project visit was organized for these visitors which included visiting the Balwadis, HOPE Project, SEED Program, Yashodhan School and finally the LSE Project. The visit ended with positive feedback as well as various suggestions.

Students of Tata Institute of Social Sciences Visit
In the month of November, four students studying for their 2nd year program named M.A. in Livelihoods and Social Entrepreneurship from TISS visited Mumbai Smiles to study an organization that pioneers in innovative strategies - challenging societal issues of the poor and engaging in creation of social value. Their visit to the organization was over a period of 4 weeks that predominantly consisted of sessions that revolved around various topics of Social Innovation. This was the first time that a session based visit was conducted under the New Glances Project.

President Mr. Daniel Lalande of Give a Hand NGO Visit
In the month of October Mr. Daniel Lalande, President of the NGO, Give a Hand in Canada and also partner of Mumbai Smiles for the Life Skills Empowerment Project, visited Mumbai Smiles. A visit scheduled over the period of two days; Lalande visited the Balwadis, The SEED Projects and also had a very interactive session with the Life Skills Empowerment Project Beneficiaries. The visit was extremely useful as Mr. Daniel had the opportunity to learn the advancements of the Life Skills Empowerment project and also explore further areas of collaborations between the two.
Donors, Gurutze and Montse make their dream trip to Mumbai Smiles

Our 10 year journey brought us in contact with some great people who truly care about making the world a better place to live in and Gurutze and Montse were two of them. Spanish donors, Gurutze and Montse visited Mumbai Smiles to be a part of the 10th year celebrations and also to raise funds for one of our Balwadis. Gurutze and Montse launched a challenge named “Get 6.630 Euros in a month” through migrant.dearena.com, a Spanish portal that allows and encourages people to donate for a social cause with a click of a button. By capturing special and live moments with the beneficiaries and Jaume Sanlorenzo, they were able to make this dream a reality and support 30 families, pupils and students with the right to education. Kudos to them!

Andy Fox visits the Projects

Andy Fox visited Mumbai Smiles on the 6th of January to learn about the projects of the organization. Being a Graphic designer he wanted to look for an organization where he could dedicate his skills on a voluntary basis and thus contribute his bit to the society. On his return to Spain, from the month of February, Andy Fox began his collaboration by working as a Graphic Designer for all our 10th year celebrations which also included designing of the Milestones Booklet. He has been so satisfied and content with this collaboration that he also wishes to dedicate the funds of his new online shop to the organization. Thank you Andy for your generous support.

EVENTS AND CAMPAIGNS

Dahi Handi by Castellers de Matarro

On the 18th of August a Dahi Handi event was organized at Yashodhan School in collaboration with the Spanish group, Castellers de Matarro. A group of 190 Spanish visitors made a visit to the school and performed a Dahi Handi act in its premises. It was an event that brought together two cultures.
Mumbai Smiles participates in Sophia College festival, Kaleidoscope

In August, Mumbai Smiles collaborated with one of Mumbai's biggest and most awaited annual college festival - Kaleidoscope, which is organized by Sophia College for Women. The theme of the festival was, 'Be Iconic'. The collaboration incorporated going out to the streets where a rally was conducted to spread awareness of the SEED Project of the organization. More than 200 students of the college along with few beneficiaries of the SEED Project came forward to participate and join hands in this rally. This rally highlighted the importance of guaranteeing the rights of women in the society through slogans, chants, posters and eventually a flash mob that only added to the visibility of Mumbai Smiles.

Among the other activities of this eventful collaboration was an initiative taken by young students to come forward and organize a handicraft activity for the women beneficiaries of the SEED Project. In this activity they learned to make souvenirs that could be sold during the college fest, the proceeds of which would benefit the women who made it.

Dream Run, a Marathon

On the 7th of February St. Rocks School (partner school) organised a Marathon Run for the schools and people of Marol, Andheri wherein Mumbai Smiles collaborated for the Dream Run; an open category run that involved children, students, adolescents and elders to run for a good cause. The objective of organizing this run was to spread visibility about the 10 years completion of Mumbai Smiles among the people of Andheri East, the area where most of our work takes place. We witnessed more than 2000 participants.

Other partners of the event being impressed with the work of the organization decided to visit us. These included members from Lion's Club, representatives of Seven Hills Hospital, Manager of the Marol Fire Brigade. A project visit was organized for them post the event which proved beneficial for the other 10th year celebration events of the organization.
Photo Exhibition at Sophia College for Women
On the 27th of February, a Photo Exhibition named: Smiles of an Unforeseen Destiny was organized in the campus of Sophia College, Mumbai. The objective of this was to spread visibility among the youth of the city. This exhibition helped garner attention of more than 1500 students towards the work of Mumbai Smiles. Some also came forward and submitted their applications for interning and volunteering with the organization.

Collaboration with Radio Mirchi
Mumbai Smiles collaborated with Radio Mirchi, one of the leading radio channels of the city for a concert organized by them celebrating International Women’s Day. Mumbai Smiles was on one of the sponsors for this event. The event was held in one of the biggest auditoriums of its kind in Asia, Shanmukhananda Hall in Mumbai. Around 2700 people attended the concert.

Due to this collaboration, Mumbai Smiles earned 300 free seconds on air to spread awareness about our successful completion of 10 years and other events celebrating the same. During the concert, space was also allotted to Narendra Kumar Dundu, Executive Director India of Mumbai Smiles and Rasika, SEED beneficiary to go on stage and felicitate award winning Bollywood singer Alka Yagnik and also speak a few words about Mumbai Smiles.

Collaboration with Hotels in Mumbai
In order to reach out to expats and tourists visiting the city of Mumbai, collaboration with 3 hotels namely: Hotel Marigold, Planet Residency and Host Inn was done in the months of April and May 2014. This collaboration consisted of displaying our ‘Visit Us’ flyers in their lobbies and rooms of their hotels.
Volunteer Program

Mumbai Smiles First Volunteer Meet

Mumbai Smiles organized the very first Volunteer Meeting in the month of May 2014. The Volunteer Program in Mumbai consists of 15 dedicated volunteers who constantly provide the organization with their expertise and valuable time. This meet gives each one of them an opportunity to meet one another and learn of their volunteer experiences in the organization which not only helps in strengthening the common union but also proves beneficial in sharing new ideas and creating synergy.

International Volunteer Day Celebration

On the 5th of December, International Volunteers Day was celebrated wherein a token of appreciation, handmade cards by the Balwadi Children on a chart paper, was awarded to the volunteers for rendering their dedicated and selfless services to the organization.

Volunteer Program introduces Skill Based Volunteering

Aiming a new and innovative approach, the Volunteer Program introduced Skilled Based Volunteering (SBV) as a rapidly gaining recognition as a powerful driver of both social impact and business value. Skilled based volunteering utilizes the skills, experiences, talents and education of volunteers and matches them with the needs of the non-profits. With the beginning of the year 2015, all the volunteers have been recruited based on skill based approach.

Nine Promotions

After the Awareness Department ventured into a new space of online promotions by reaching out to Bloggers internationally to create visibility for the organization. We collaborated with an International PR from Holland known as DLSC Management, that reaches out to 175 countries and more than 35,000 PR sites all over the world. Since the last year a total of 10 uploads have been made on DLSE Management. Among the others who wrote about us on their blogs were bloggers from Brazil: Historias pelo Mundo.

Source of Information

The graph below shows us the ways in which people got to know about Mumbai Smiles.

- Friend or Acquaintance: 17%
- LA team's Book: 51%
- Communication Media: 16%
- Visit our projects in Mumbai: 12%
- Others: 4%
1. In the month of July, a one day visit was planned and organized for our visitor/partner Nuria Crusafont and Marta from Spain.

2. On the 19th of November a group of 19 visitors across 8 different countries visited Mumbai Smiles. A group of young students were keen to get answers to several of their questions about the existing social problems in the city.

3. Two international travellers and bloggers Mauricio and Giuliana from Brazil visited us on the 19th of Feb, their objective was to do a world tour and visit many social projects.

4. On the 9th of January, the director of the organization DAOIN visited Mumbai Smiles to learn about our projects and find area collaborations. They also featured us on their social media with respect to their visit to the Balwadi project of Mumbai Smiles.
1. Vasvi Aren  
Through her knowledge and expertise, she was able to contribute substantially to various activities such as making Financial Guidelines, HR and Audit Reports, NGO Guidelines etc.

2. Shreya Bose  
Being a student of Literature Shreya volunteered her skills in preparing 30 case stories of the SEED Project.

3. Swaranava Maitra and Ambita Surlekar  
Swaranava and Ambita mentored one particular beneficiary named Meghna. They helped her in chalking out a comprehensive career path according to her area of interest. Their guidance was so elucidative that beneficiary Meghna owes it all to them for their timely support and assistance.

4. Tanvi Shetty  
Tanvi gladly took up the role of writing 30 case studies of Future Smiles beneficiaries. Her assignment was unique and arduous since she was required to interview 30 beneficiaries for this purpose and then pen down their experience.

5. Chiranshu Kumar  
His role required him to coordinate with our associate of the Communication Department at Mumbai Smiles and prepare a write up on the events that are taking place in the organisation on a day to day basis which were then published on the blog. His dedication and desire to contribute to the society has made him complete 200 articles and he wishes to contribute for the many more years to come.

6. Khushboo Jani  
Her assignments included teaching maths, science and English to 3 beneficiaries of the Future Smiles Projects.

7. Shrutti Pandit (picture in camera or laptop)  
Having a good knowledge of the Spanish, Shrutti Pandit was brought on board to assist the New Glances department in organizing and rendering her assistance in big group visits to the projects of the organization.

8. Nalin Singh  
He collected information from old documents, publications, videos, blogs and individual interviews with the team members. He then compiled the data along with the Communication Officer in the form of a souvenir booklet which was released as a part of the 10th year celebration.

9. Gurutze  
Her role consisted of preparing the guest lists of the organization and also updating the guests of all the various events and programs that took place to celebrate the 10th year of the organization.

10. Fiona James and Emma Munch  
They also did a video recording of the entire opening ceremony event, developed content for all the pictures of the Photo exhibition, and prepared the script for the opening ceremony.

11. Correntin Fussair  
Volunteer Corentin assisted the organization in preparing the teaser videos for the 10th year celebration events.

12. Camille Frutero  
Her role included capturing special moments of the day to day activities in our projects. These would then be used for our Promotional Event - Photo Exhibition held in Sophia College.

13. Andy Fox  
Some of his work included the designing of the backdrop used for all the events i.e. opening ceremony, community events and closing ceremony which gave a face to all the events and was greatly appreciated by all the guests. He also designed the invites for all the events and other publicity material like standee, banners, flyers etc. for various events. He also designed the Milestones Book; a book that defines ten years of our journey.

14. Prachi Shailendra  
Her collaboration with Mumbai Smiles included capturing all the special moments during the various events and programs of the 10th year celebrations.

15. Savio Pashana and team  
A team of six young and enthusiastic members managed everything from directing, conceptualizing and editing these short video films. The stories of these beneficiaries were screened on the 10th Year opening ceremony at Holy Spirit Hospital.

16. Mihika Mirchindani  
Offered her skills, knowledge and expertise for shooting and editing a video film for the organization’s 10th year celebration events held on 6th April 2015.
MONITORING AND EVALUATION

At Mumbai Smiles we have established the Monitoring and Evaluation Department to monitor the project activities and evaluate its results. This is done by a 3 tier monitoring mechanism for all the projects; Reporting Mechanism/Data Collection, Community Level Monitoring and Monitoring Visits.

Monitoring is a way of ensuring the maintenance of quality and standards.

Monitoring of Balwadi Project

There are various parameters under which the Balwadi Project is monitored such as:

1. Is the Balwadi Infrastructure maintained?
2. Does the Balwadi centre open on time?
3. What is the attendance like? How many absentees?
4. What is the state of children’s hygiene when they arrive?
5. To make sure the testing of food provided by the SHGs is done before giving the contract and also before it is served to the children on daily basis?
6. Are the children getting proper Nutrition as per the plan and weekly chart from the SHGs?
7. Does the teacher and assistant records and maintains the Growth Monitoring Chart for malnutrition detection in proper and authentic manner as per WHO and UNICEF guidelines?

Average Attendance of Children (%)

- Less than 5 Days
- 6 to 10 Days
- 10 to 15 Days
- Above 15 Days

![Graph of Attendance for 1st, 2nd, 3rd, and 4th Quarters]
Parent Teacher Meeting
Another method of monitoring is involving parents in the activities of a Balwadi. A monthly parents' meeting is conducted at every Balwadi. The Balwadi teachers are also involved in the meetings, giving them a greater sense of participation and accountability.

Income of Parents:
- Bellow Rs. 5000: 1%
- Rs. 5000 - 10000: 2%
- Rs. 10000 - 15000: 16%
- Above Rs 15000: 81%

Beneficiary Committee Meeting
Mumbai Smiles has taken steps to revitalize the Beneficiaries Committees in Balwadi and assign to them a more prominent role. The Committee is groups comprising of men and women of the parents of the selected children of the Balwadis. The Project Team Trainer Monitors and holds periodic meetings with Balwadi Beneficiary Committee where discussions centre on how they can be drawn into the Balwadi to improve their efficiency and management, improve learning and help with enrolment and regularity in attendance. In the year 2014-15 two Beneficiary Meetings were conducted.

Monitoring of Future Smiles and Girl Child Education Project

Scrutiny Meeting
A scrutiny committee has been formed which decide based on criteria's the amount of scholarship to be distributed to the students. The total forms scrutinised in 2014 were 500 out of which 479 students were sanctioned scholarships for both Future Smiles and Girl Child Education; 245 and 234 respectively.

Principal's Orientation Meeting
The team conducted a second round of Principal's Orientation Meeting with the Principals from 18 partner schools. The Principals were updated regarding the scholarship processes and other activities that will be held in the schools during the academic year 2015 – 16.

Following were outcome of meeting:
- All partner schools & Mumbai Smiles agreed to have one common format for Income certificate which is exclusively used for Future Smiles Scholarship purpose only.
- Health camps like, Dental check up camps, medical check-up camps etc will be conducted in schools.
- Training for teachers to improve their performance, improve quality of teaching.
- Scholarship list of students will be shared - E-mailed to all schools.
- Time table and yearly activity planner will be shared with all schools.
- Will coordinate with other NGO regarding school infrastructure problems.
- Review meeting will be held 3 times in a year.
Monitoring of mMitra Project
This endeavour would assist large number of women and ensure that they are equipped with the basic health education on health promotion, disease prevention, birth preparedness and complication readiness during the antenatal, post natal and infancy periods and also they don’t miss out their ANC visits and immunisation mMitra Project will ensure that no woman is left behind in availing health care services.

Monitoring of Eye and Health Care Project
The monitoring of these camps is under these guideline:
- Camp Visits and Monitoring
- Training and Capacity Building of the staff
- Camp Reports
- Photo Documentation
- Analysis of the Camp Data

Monitoring of HOPE Project
Following were part of Monitoring Exercise for Evaluation and Maintenance of the Project:
- Regular Home Visits
- Telephonic Updates and Counselling
- Field Visits
- School Visits
- Hospital Visits
- Follow-up

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<th>Girls</th>
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<td>2</td>
<td>Treatment Completed</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Treatment on Hold</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Under Observation</td>
<td>23</td>
<td>11</td>
<td>34</td>
<td>52</td>
</tr>
<tr>
<td>5</td>
<td>NA</td>
<td>12</td>
<td>2</td>
<td>14</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>46</td>
<td>19</td>
<td>65</td>
<td></td>
</tr>
</tbody>
</table>
Monitoring of SEED Project

Quality control is assured through efficient and timely monitoring and evaluation of the project. It is an imperative tool for keeping the project in line with the set activities and timeline as well as re-strategizing the project. The different tools which were used for monitoring and evaluation of the project this year were:

a) Regular monitoring visit by the project staff
b) Reporting formats:
- Beneficiary Profile
- Weekly Report
- Guest Lecture Format
- Exposure visit format
- Batch completion report
- Placement/Self Employment report
c) Monthly/Quarterly qualitative and quantitative reports

Reasons for School/College drop outs:

- Not interested in further education: 48%
- Early Marriage: 18%
- Denial of Parents: 7%
- Got Married: 5%
- Family/Personal Problem: 18%
- Poor Financial Condition: 4%
Monitoring of New Glances and Awareness Program

This department; Mumbai Smiles monitors its growth and impact by the way of assessing the visitors and awareness created, of the organisation.

The following graph shows the yearly distribution of the visitors in each month:

<table>
<thead>
<tr>
<th>No.</th>
<th>Country</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Spain</td>
<td>55</td>
<td>67</td>
<td>122</td>
<td>56</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>8</td>
<td>11</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Denmark</td>
<td>7</td>
<td>11</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Nepal</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>America</td>
<td>4</td>
<td>5</td>
<td>9</td>
<td>4</td>
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<tr>
<td>6</td>
<td>France</td>
<td>4</td>
<td>2</td>
<td>6</td>
<td>3</td>
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<tr>
<td>7</td>
<td>England</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Mexico</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>Brazil</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>Belgium</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Canada</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>Italy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Austria</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Holland</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Portugal</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>16</td>
<td>Russia</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>Taiwan</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>18</td>
<td>Thailand</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>19</td>
<td>Turkey</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>20</td>
<td>Ukraine</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>98</td>
<td>119</td>
<td>217</td>
<td></td>
</tr>
</tbody>
</table>

The monitoring also allows us to understand in depth the reaction of the visitors post their visit to our Projects.

Visit Evaluation by Visitors:

- Very Positive 62%
- Positive 33%
- Neutral 5%
FINANCIAL STATEMENT

Transparency

During the year 2014, the Foundation has registered an important surplus, thanks to the increase of the incomes as well as of the incomes received by the sales of the products, as well as the decrease of the incurred expenses. This surplus will increase the voluntary reserves to guarantee the sustainability of the Foundation in following periods. On the other hand, and for the first time, a legacy of a collaborative member, who instituted us as heirs of all his goods, has been received. Consequently, our assets have increased regarding the previous exercise.

Income and Expenses Statement

<table>
<thead>
<tr>
<th>Income Statement 2014</th>
<th>Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOMES</strong></td>
<td></td>
</tr>
<tr>
<td>Income from the activity</td>
<td>863,637</td>
</tr>
<tr>
<td>Fees collaborates memberships</td>
<td>664,293</td>
</tr>
<tr>
<td>Grants, donations and bequests</td>
<td>66,699</td>
</tr>
<tr>
<td>Donations imputed to the exercise</td>
<td>132,645</td>
</tr>
<tr>
<td>Sales</td>
<td>13,122</td>
</tr>
<tr>
<td>Financial Income</td>
<td>337</td>
</tr>
<tr>
<td><strong>TOTAL INCOMES</strong></td>
<td>877,096</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Monetary Measures</td>
<td>588,015</td>
</tr>
<tr>
<td>Projects implementation costs</td>
<td>490,812</td>
</tr>
<tr>
<td>Projects monitoring costs in Mumbai</td>
<td>97,203</td>
</tr>
<tr>
<td>Administrative expenses and fundraising</td>
<td>103,834</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>691,849</td>
</tr>
<tr>
<td><strong>SURPLUS</strong></td>
<td>185,247</td>
</tr>
</tbody>
</table>

* Amount in Euros
## Financial Statement

### Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) NON CURRENT ASSETS</td>
<td>372,726</td>
<td>45,423</td>
</tr>
<tr>
<td>Intangible assets</td>
<td>8,906</td>
<td>14,919</td>
</tr>
<tr>
<td>Fixed assets</td>
<td>363,770</td>
<td>30,454</td>
</tr>
<tr>
<td>Long term financial investments</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>B) CURRENT ASSETS</td>
<td>552,189</td>
<td>347,903</td>
</tr>
<tr>
<td>Assets maintained for the sale</td>
<td>2,000</td>
<td>0</td>
</tr>
<tr>
<td>Stock</td>
<td>8,173</td>
<td>8,003</td>
</tr>
<tr>
<td>Debtors</td>
<td>4,289</td>
<td>2,998</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>2,870</td>
<td>2,692</td>
</tr>
<tr>
<td>Cash and other equivalent liquid assets</td>
<td>534,857</td>
<td>334,210</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS (A+B)</strong></td>
<td><strong>924,914</strong></td>
<td><strong>393,326</strong></td>
</tr>
</tbody>
</table>

### Equity and Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) NET WORTH</td>
<td>802,523</td>
<td>312,003</td>
</tr>
<tr>
<td>Equity</td>
<td>349,954</td>
<td>164,707</td>
</tr>
<tr>
<td>Foundational funds</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Surpluses from previous years</td>
<td>134,707</td>
<td>41,658</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>185,247</td>
<td>93,049</td>
</tr>
<tr>
<td>Grants, Donations and legacy donations received</td>
<td>452,569</td>
<td>147,296</td>
</tr>
<tr>
<td>B) CURRENT LIABILITIES</td>
<td>122,391</td>
<td>81,323</td>
</tr>
<tr>
<td>Short term Debts</td>
<td>287</td>
<td>313</td>
</tr>
<tr>
<td>Group and Associated Entities, Debtors</td>
<td>40,137</td>
<td>42,965</td>
</tr>
<tr>
<td>Trade and other payable</td>
<td>81,967</td>
<td>38,045</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY AND LIABILITIES (A+B)</strong></td>
<td><strong>924,914</strong></td>
<td><strong>393,326</strong></td>
</tr>
</tbody>
</table>

*Amount in Euros*

## Transparency

Our accounts have been audited by the firm Auditia Iberia Auditores, S.L.P.

Transparency is one of our values and therefore the complete audited report with the annual accounts is published and available on our website.
ANNUAL REPORT
2014-2015

A peaceful struggle against poverty and for social transformation

@mumbaismiles.org
022-29208644
info@mumbaismiles.org
Mumbai Smiles NGO
@MumbaiSmilesNGO
@mumbaismiles