

NURTURING
G YOUNG M
MINDS BUIL
DING A BETT
TER FUTURE

ANNUAL
REPORT
2014



Save the Children®

NU
GY
MIN
DIN
TER

NURTURING
YOUNG M
MINDS BUIL
ING A BETT
FUTURE

Save the Children is the world's leading, independent child rights organisation working in 120 countries bringing long term change in the lives of the most marginalised children. In India, we work across 17 states to bring quality education to children, enable basic healthcare for communities while protecting children from abuse, trafficking and neglect during emergencies, humanitarian crises as well as at other times.

Our mission is to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting changes in their lives.

While we aim to reach 5% most marginalised children of India by 2016, we aspire for a world in which every child attains the right to survival, protection, development and participation.

30

Anoyara Khatun: The Child Rights Crusader celebrated by Malala Yousafzai, spearheading the anti-child trafficking campaign



16

42



36

24



CONTENTS

4 FROM THE CHAIR

5 FROM THE CEO

6 OUR REACH

The lives we touched

PROGRAMMES

8 Changing children's lives through education

18 Helping children grow up strong and healthy

26 Keeping children safe and protected

34 Reducing children's vulnerability to emergencies

40 ADVOCACY

Being the voice of children

43 FUND RAISING

Raising Funds for Children

48 INNOVATION

Innovating to achieve more for children

50 HUMAN RESOURCES

People who make it happen

52 BOARD MEMBERS

Ensuring we remain transparent

55 FINANCE

Holding ourselves accountable

65 CONTACT US

66 OUR ABBREVIATIONS

**HARPAL SINGH****Chairman**

Save the Children, India

The children we work with did us immense proud last year. It warms my heart to see that children from our programmes are being recognised not just in India but globally.

THE YEAR 2014 was yet another “achievement year” for us when we continued marching ahead with greater momentum to bring the socially excluded children under the ambit of our programmes on health, education, protection and humanitarian response. Going by the mantra that “children cannot wait”, we were able to make a difference in the lives of over 8,00,000 children across 17 states of India.

The children we work with did us immense proud last year. It warms my heart to see that children from our programmes are being recognised not just in India but globally. Our child activist Anoyara Khatun who worked to address the issue of rampant child trafficking in West Bengal was celebrated and recognised by Nobel Laureate Malala Yousafzai.

Save the Children India is constantly being recognised as the voice of children. Last year, new dimensions were added to our advocacy efforts when we voiced and argued our position on juvenile age remaining pegged at 18 years and not being lowered down to 16. Most of our recommendations were taken into account by the Government of India while reviewing the Juvenile Justice Act 2000. The year gone past brought some more glorious achievements. Two key reports were launched last year: the State of India’s Newborns (SOIN) and the World of India’s Girls (WINGS). The WINGS report offers comprehensive analysis of pressing issues like the dwindling sex ratio, abuse of girl children, child marriage, and female foeticide that the country faces and needs to address urgently. This landmark achievement was followed by my colleague Thomas Chandy – CEO, Save the Children India speaking at the United Nations during high-level celebrations commemorating the 25th anniversary of the United Nations Convention on the Rights of the Child (UNCRC) in New York.

The year 2015 is a key year for all of humanity. It’s the year when world leaders will meet in two United Nations summits to set long-term goals which will impact the present and coming generations. This has led to the rise of a global movement called action/2015 which is bringing together children and civil society members from across the world to demand their leaders to set truly ambitious goals so that children get a future free from poverty, inequality, discrimination and climate change. In India, Save the Children is leading on this and will play a proactive role in engaging with citizens and partnering with all stake holders and the government to build opinion and the required pressure to assure children their due.

I would draw this piece to a close by extending heartfelt gratitude to all our partners and supporters, and to my colleagues. Putting children first in everything we do, we’re determined to positively impact young lives in times to come.

Sincerely,



THOMAS CHANDY

CEO

Save the Children, India

The nature of our businesses of saving children is such that it offers us glimpses of hope and inspiration in some of the toughest and turbulent times especially in times of humanitarian disasters.

2014- A year full of new beginnings, inspirations, encouragements and learnings! The year started with Save the Children working to place issues concerning children high on the political agenda in the run up to the general elections. Most of the prominent political parties included children's issues in their election manifesto. With the new government coming in, we started working with and urging the government to give significant attention to issues related to child health, education and protection to create a nation where every child counts.

The nature of our business of saving children is such that it offers us glimpses of hope and inspiration in some of the toughest and turbulent times especially in times of humanitarian disasters. Seeing Save the Children's staff working tirelessly during the Jammu & Kashmir floods, some despite their own personal loss and tragedy, is an inspiration for me. We reached almost 5029 households across 6 districts to provide humanitarian assistance and worked in close coordination with the State and District level key Government departments.

We work with a variety of partners and in 2014 I am extremely happy to report a big growth in our corporate partnerships- IKEA, Reckitt Benckiser, Mondelez, Nokia and many more. It is very encouraging to note that even before the mandatory 2% CSR bill came into effect many of them have already been working with us. This is great as Corporations while fulfilling the economic purpose of their being, also recognise their social purpose as an extension of their being and not because it is externally mandated.

This year also saw the launch of our first seminal publication 'WINGS' (World of India's Girls) which was very well received. In 2014 we also released the 'State of India's New Born', a report that was put together with the support of PHFI, AIIMS and the ministry of health. At the release which happened along with the unveiling of 'INAP' (India's New Born Action Plan) the Union Minister of Health expressed India's intention very clearly: India will be single digit in neonatal mortality by 2030.

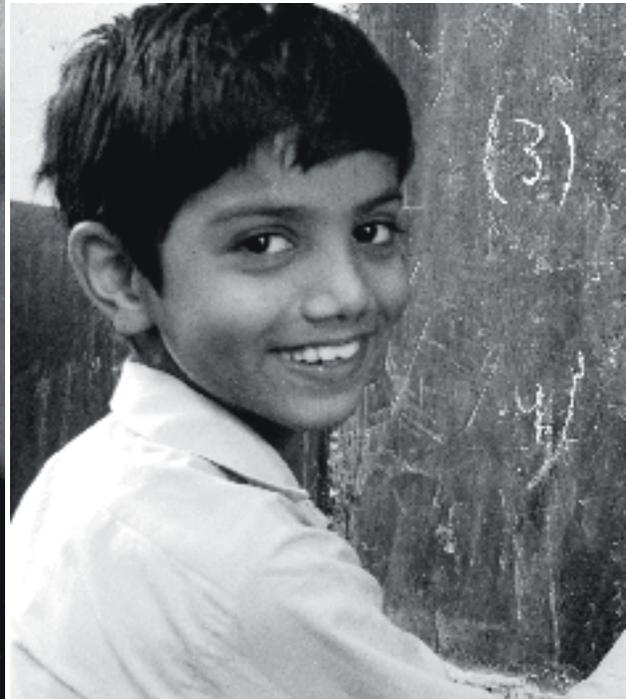
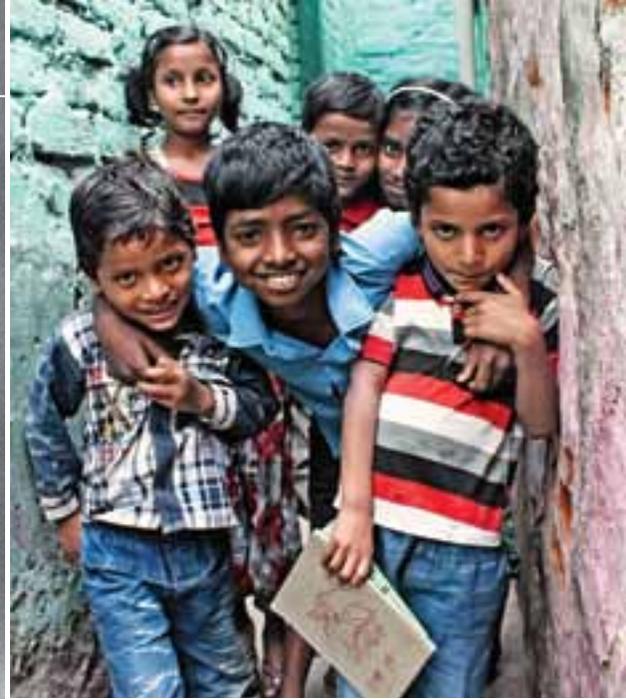
I will end with something significant as well as personally gratifying. I was invited to speak at the 25th anniversary of the UNICRC (United Nations Convention on the rights of the child) at the UNGA. It was significant because this singular opportunity was shared with few young people from the rest of the world and gratifying because the charter of Child rights was first written by Eglantyne Jebb, the founder of Save the Children ninety years ago.

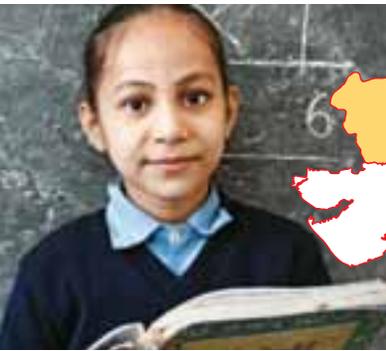
Sincerely,

OUR REACH

Save the Children

THE LIVES WE TOUCHED





8.58 LAKH

CHILDREN REACHED
ACROSS 17 STATES AND
73 DISTRICTS

**CHILDREN REACHED
THEMEWISE**

Education: 1.66 lakh

Health: 4.29 lakh

Protection: 1.65 lakh

Humanitarian Response: .97 lakh

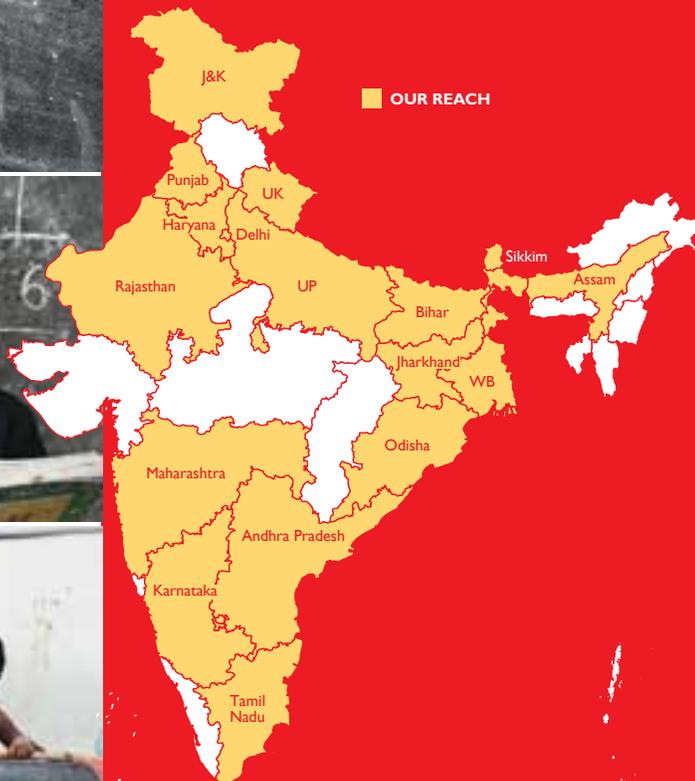
**THEMATIC
REACH (%)**

19.4%

50.0%

19.3%

11.3%



STATES	GIRLS	BOYS
Andhra Pradesh	32939	34304
Assam	996	996
Bihar	15877	12846
Delhi	78791	73838
Jammu & Kashmir	12380	14575
Jharkhand	29633	27959
Karnataka	9056	9293
Maharashtra	27741	26826
Odisha	33673	33126
Rajasthan	16183	17659
Tamil Nadu	7124	6861
West Bengal	99014	87625
Uttarakhand	326	326
Uttar Pradesh	62685	67127
Sikkim	1127	1127
Punjab	3334	3387
Haryana	4021	4784
Total	434900	422659



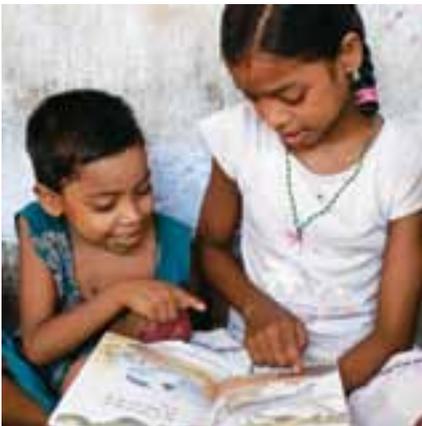
CHANGING CHILDREN'S LIVES THROUGH EDUCATION

EDUCATION

“Education is the most powerful weapon which you can use to change the world.” - Nelson Mandela

Save the Children’s work is reinforced by a commitment to making children’s rights a reality that was first set out by the organisation’s founder - Eglantyne Jebb. Education is not only a right in itself, but an “enabling right” - a critical instrument for bringing about “social, economic and political inclusion and a durable integration of people, particularly those ‘excluded’ from the mainstream of any society”.

▼ BIHAR

MAKING
LEARNING FUN
FOR CHILDREN

While enrolling children in school and keeping them there is crucial to our education initiatives, providing children with quality education which also contributes to their overall development is our overarching vision for education. When a child is educated well, it not only transforms their life but also brings about positive changes for their family, their community and future generations.

Last year, our work in facilitating quality education and enabling child-friendly learning environments as mandated in the Right to Education Act 2009 met with resounding success in two districts of Bihar. In March 2014, our 'Education to Empowerment - Improving Learning Levels of Children' project, supported by BVLGARI entered its 4th and defining phase. Covering 100 Aanganwadi centres and 100 schools in the Patna and Gaya districts of the state, the project aims to improve learning levels of children from the most marginalised communities by:

- Creating learner-friendly environments in schools – making classes fun and more engaging,
- Increasing child participation so children have a say in their education, and
- Encouraging local communities and government to be more involved in making quality education a reality for all children.

Today, we look back at our work in these districts with a sense of satisfaction: so far, over 22,000 children have benefitted. Teachers have been trained and previously non-existent School Management Committees have been set up. Teachers no longer use obsolete teaching methods – instead, they're inspiring students by making learning fun and interactive through games, songs, and group activities. More children are aware of their right to gain education and more parents are keen to send them to school.





Hanumanchak Simara Middle School – one of the schools included in our project – was recognised as a model school by the Bihar Education Authority. The school was also visited by the Deputy Director of the State Council of Education, Research and Training who acknowledged the changes our efforts have brought about at the school by improving teacher-child relationships.

STORIES OF SUCCESS



290

Children enrolled in formal schools



221

Children regularised in Anganwadi Centres



320

Teachers trained on effective classroom teaching



100

Head Teachers trained on leadership and motivation skills



2706

CHILDREN AND 1,820 PARENTS

Participated in community reading camps

472

Women participated in district-level women convention on gender equality

30

Anganwadi Centres painted and transformed into child-friendly AWCs

1694

Children took part in field visits- making learning more fun

500

Children trained on essential life skills to stay strong and healthy

HONING LITTLE KAJAL'S LEARNING SKILLS



Kajal teaches her classmates the action song she learnt at the AWC

Even in a large group of grade I students, you couldn't miss the bright eyes and sharp interest of Kajal as she hums 'Do taali, do taali, do chutki-khel se mel' and plays with her classmates.

Six year-old Kajal now attends primary school in her small village in Patna. She often talks to her classmates about the activities she learned at her Aanganwadi Centre – such as 'Khel se mel' (collaborating through games) and even helps her classmates learn their lessons. Her teacher acknowledges that Kajal picks things up faster than the other children and is turning out to be an inspiration for many of her friends.

In her early years, Kajal was sent to the Aanganwadi Centre in her

neighbourhood. Like most children at the centre, she came from an impoverished family – her parents worked as daily wage labourers and couldn't afford to send her to a private school.

Despite these bleak circumstances, Kajal is engaged, focused and beams with confidence. She was given a great start to learning at her local Aanganwadi Centre, supported by Save the Children. Initially, conditions at her centre were not great. It had a damaged ceiling which posed a safety threat so very little activity took place inside. The centre didn't have electricity or anything as basic as a playground.

But things changed for Kajal when Save the Children, in partnership with

BVLGARI, stepped in to support her Aanganwadi Centre. Last year, Save the Children started a new programme to improve the quality of education in 100 Aanganwadi Centres and 100 government schools in the Gaya and Patna districts in Bihar.

Anu Devi, Kajal's teacher at the Aanganwadi Centre, received training on how to teach and prepare young children for school. Classroom teaching was no longer dull and dreary, instead full of activities and much more fun. Through different activities, games and songs, children are getting a head start on learning their ABCs and 123s, while also learning about leadership, communication and teamwork. They're also encouraged to share what they learn with their parents, friends and community. So far, this has drastically

DESPITE THESE BLEAK CIRCUMSTANCES, KAJAL IS ENGAGED, FOCUSED AND BEAMS WITH CONFIDENCE.

impacted the lives of several children who are much more active and engaged now. Nine children, including Kajal, have moved to the local government school.

▼ MAHARASHTRA

HELPING MUMBAI CHILDREN RETURN TO SCHOOL



Inside the MLC: Amol Gupte, film maker (*Taare Zameen Par*, *Stanley ka Dabba* & *Hawa Hawaai*) at the launch of 'Ride to School' programme in Mumbai

Given the success of our Mobile Learning Centres in Delhi and Kolkata, Save the Children has now introduced them to the streets of Mumbai. On "World Day Against Child Labour" (June 12), our 'Ride to School' programme was launched in Mumbai – home to large numbers of urban poor. Aimed at tackling educational inequality in urban areas where the gap between rich and poor continues to widen despite economic developments, our programme revolves around a Mobile Learning Centre (MLC).

An MLC is a bus converted into a classroom equipped with benches, a blackboard, a small library, interactive games, and a TV-DVD player. It's built to attract street and working children who have drifted away from school. Learning sessions held in the bus are designed to inspire and prepare them for returning to formal schooling.

This ITOCHU-supported MLC project in Mumbai is Save the Children's attempt to bring education straight to the doorsteps of the most disadvantaged children in the Maximum City.

MAJOR MILESTONES ACHIEVED THROUGH THIS INITIATIVE

854

ENROLMENTS IN SCHOOLS AND AANGANWADI CENTRES



686

Children regularly attending classes at our MLC



1497

Parents reached through our education awareness sessions



RUBINA PICKED UP HER LESSONS QUICKLY AND TODAY, SHE ATTENDS A FORMAL SCHOOL. THOUGH, SHE STILL STOPS BY OUR MLC BUS FOR EXTRA HELP ON HER HOMEWORK.

Rubina and her friends explore an interactive learning book during their daily session in our MLC

▼ MAHARASHTRA DEFYING THE ODDS TO REACH SCHOOL!

Due to poverty, Rubina left her village school in Bihar after finishing grade 2. She moved to Mumbai with her grandmother to live with her uncle in the dilapidated Govandi slums.

Rubina wanted to return to school but because of her age and the time she had spent out of school, she was facing problems getting admitted to grade 3. Her family had almost given up, deciding that Rubina would be better off doing household chores rather than studying which was when her grandmother stepped in.

She was determined that Rubina joins a school. Knowing how important documents are for school admissions, she'd even brought along Rubina's birth certificate when they left Bihar.

A glimmer of hope emerged when Rubina's grandmother met with Save the Children. Efforts to get Rubina into school were set in motion by our staff but they came up against the same stumbling block. Rubina had lost a crucial year of schooling and getting her into grade 3 was a challenge now.

Luckily, Save the Children's newly-launched Mobile Learning Centre (MLC) in Rubina's area came to her aid. She started coming to our Centre where she was given the necessary support to make up for her lost year through interactive learning sessions held by qualified trainers.

Rubina picked up her lessons quickly and today, she attends a formal school. Though, she still stops by our MLC bus for extra help on her homework.

▼ RAJASTHAN

HELPING GIRLS INVESTIGATE, EXPERIMENT AND FIND THEIR OWN ANSWERS



KGBV Girls engrossed in their Art and Craft project

The Kasturba Gandhi Balika Vidyalaya (KGBV) scheme was launched by the Government of India in August 2004 for setting up residential schools for girls at the Upper Primary level. The scheme focuses at providing education to girls predominantly belonging to the Schedule Caste (SC), Schedule Tribes (ST), Other Backward Classes (OBC) and minority communities.

Save the Children in collaboration with its local NGO partners has been working in 31 KGBVs in Rajasthan in the Alwar, Ajmer, Banswara and Jaipur districts to not only improve the learning levels of the girls but also to widen their scope to get access to quality education. In these KGBVs, we're setting right the libraries and infrastructure (including the toilets), initiating activity-based and interactive learning, conducting spoken English and computer training classes and instilling confidence among girls coming from humble backgrounds to march ahead in life. The idea is to ensure that the girls have a fair chance at using education as a tool for their empowerment.

In continuation with our work, last year we introduced the concept of 'Project Based Learning' in these KGBV schools with an aim to provide the girls with ample opportunities to investigate, learn and build knowledge on their own. The girls are formed into groups and encouraged to experiment, investigate and seek answers as a collective unit. They have undertaken projects which are multidisciplinary in nature which has escalated their pace of learning.

Some of the projects completed successfully by the girls include:

- World of plants • Earth • Gravity • Indian culture • Calendar • Arts and craft projects

While working on these projects, the girls develop education materials such as: booklets, charts, posters, scientific models, newsletters, etc. The teachers in these schools unanimously agree that the students no longer need to memorise everything. They experiment, investigate and find their own answers under the supervision of their teachers. Both teaching and learning have become a joyful experience.

▼ DELHI

FIRST CENTRE FOR STREET CHILDREN OPENS IN A GOVERNMENT SCHOOL



From top to bottom: Street children at 'Rang Birange Sitare' getting a head start on learning their ABCs and 123s through fun-filled activities; children at Save the Children's Delhi centre engaged in interactive learning sessions

In India, the number of street children is estimated at 11-18 million, with close to 50,000 street children aged 5-18 years old living in Delhi. Based on evidence and learnings gathered from a research study conducted by Save the Children, our Delhi State Programme Office set up the first Multiple Activity Centre – 'Rang Birange Sitare' – in Nehru Place Commercial Complex in 2010 with support from our 'Street to School' programme.

As children enrolled by the Centre in formal schools often return for extra educational support, the Centre was split and moved to two Municipal Corporation schools of Delhi last year to address their needs in a better way. Implemented in partnership with the Education Department of Delhi, this enables the centres to provide better support to these street children while also ensuring that they don't drop out.

It's the first time that dedicated centres for street children have been established within government schools and this is an unprecedented initiative taken by the Delhi Education Department. As a pilot programme, these two centres will provide learning opportunities for all stakeholders.

NEHRU PLACE CENTRE'S ACHIEVEMENTS IN LAST THREE YEARS

340

STREET
CHILDREN
REACHED



141

Children enrolled in formal schools



88

Government school teachers trained on the legalities and intricacies of child rights and inclusive education



Gained support from the Nehru Place Computer Traders Association which pledged not to employ children in their stores

OTHER KEY ACHIEVEMENTS IN 2014

- The 2nd International Conference on Early Childhood Development titled 'Trans disciplinary Perspectives to Early Childhood Development' was organised from 2-4 April, 2014 by Centre for Early Childhood Development and Research, Jamia Millia Islamia supported by Save the Children, New Delhi.
- In the month of July 2014, Ph.D. courses in the discipline, 'Early Childhood Care and Development' were introduced in Save the Children-supported Centre for Early Childhood Development & Research (CECDR) in Jamia Milia University in New Delhi.
- Two children from our programmes in Odisha and West Bengal respectively - Kwatolu Siba Rao and Anwara Khatun- represented India at the Global Partnership for Education Replenishment Conference in Brussels (Belgium) hosted by the European Commission.
- 'Street to School' programme in Delhi was recognised among the three best urban interventions globally by Save the Children International as part of the 'Best Practices in Urban Programmes' challenge. ■



HEALTH

“For he who has health has hope; and he who has hope, has everything”

- Owen Arthur

The focus of Save the Children’s health and nutrition programme lies in helping India achieve the Millennium Development Goal 4 which states that child mortality rates should fall by two-thirds between 1990 and 2015. In support of achieving this goal, Save the Children is implementing projects which revolve around ensuring access to safe Water, Sanitation and Hygiene (WASH) and are in line with the Government of India’s Reproductive Maternal Newborn Child Health + Adolescent (RMNCH+A) approach.

▼ TAMIL NADU

HELPING SLUM CHILDREN BID GOODBYE TO MALNUTRITION



Slum children in our GSK supported programme in Chennai being fed our special nutrition mix

Child Health and Nutrition is a core programme theme for Save the Children. Last year, with support from GlaxoSmithKline Consumer Healthcare (GSKCH), we made new advances in bringing more children within healthcare initiatives.

Tamil Nadu has high incidences of child malnutrition. According to the National Family Health Survey (NFHS) – III, 23% of children are underweight and 25% show moderately stunted growth in Chennai. Most of these children live in dilapidated slums of Chennai. Save the Children reached right into the heart of these slums and launched the project ‘Aaharam’. It is an extension of the project ‘Ahaar Abhiyan’ (Mission Nutrition) launched by its partner GlaxoSmithKline (GSK) through which it engages with its customers to identify the causes of malnutrition among children aged 3-6 years and raises awareness among mothers, families and communities.

Save the Children continues to implement this programme in 20 non-notified slums of Chennai and 15 villages in the Tiruvallur district. We observe and monitor the growth of children in the following ways:

- Regular malnutrition screening of children with a focus on children aged 3-6 years
- Community Case Management of undernourished children, including in-patient case.
- Nutrition education focusing on Young Child Feeding Practices
- Empowering communities to realise the rights of their children
- Following up on children with complicated cases of malnutrition

The programme is supported through a cause-related marketing initiative – each time a consumer buys a pack of Horlicks (a malted milk hot drink), part of the proceeds are donated to tackling malnutrition in children.

In Chennai, GSKCH’s support has been crucial in helping Save the Children raise community awareness on nutrition education and services, identify severely and moderately malnourished children, and improve community access to nutritious food through locally available food items.



OVERALL, THIS PROGRAMME RESULTED IN:

IMPROVING THE LIVES OF

5585

CHILDREN IN TAMIL NADU



2116

CHILDREN (3-6 YEAR-OLD) SCREENED IN CHENNAI FOR MALNUTRITION AND **470 CHILDREN** IDENTIFIED AS UNDERNOURISHED. OF THESE, 80% HAVE SHOWN SIGNS OF PROGRESS



692

Children in local schools were taught about health, hygiene and sanitation



336

Food preparation demonstrations were held to showcase 48 different recipes – in turn, improving meals for 4,150 children living in the area



53

Mothers' Groups were formed to support each other to work towards healthy development of their children



35

Aanganwadi workers trained on the importance of nutrition while also providing supplementary food for malnourished children



12

Female volunteers trained as Community Health Workers to help improve community health and nutrition

▼ MAHARASHTRA

TREATING CHILDREN FOR MALNUTRITION IN RURAL AREAS

Giving birth, though painful, is a moment of joy for a woman. But if you are a mother in a remote area of India, this can be short-lived.

Social taboos still prevent would-be mothers across rural India from seeking medical attention. Not surprisingly, when Sumitra in Thane delivered twins at home without supervision (a tradition in her family), they were underweight. Kajal weighed merely a kilogram, while Karishma was all of 1.2 kg.

Both of Sumitra's newborn twins were in danger of losing their lives – a challenge faced by a staggering 33% of children born in India.

Save the Children's Community Health Worker (CHW) in the area identified her case as critical. And thus began a do-or-die battle to save the twins. Trained by us, her local CHW taught Sumitra about breastfeeding and keeping the babies clean. Kajal and Karishma's condition stabilised, but they were still not gaining weight.

After a few days, Save the Children stepped in to help further. The twin girls started receiving special food from the local Aanganwadi Centre – provided by Save the Children's child malnutrition



Sumitra with her new born twins post Save the Children's intervention

project. Fed to a child three times a day, the special food was a mix of milk powder, nut powder, oil, sugar, and micronutrients.

Everybody went the extra mile for the twins. The Aanganwadi worker even ensured there was extra food for the girls on the days she didn't work.

Luckily, the tide turned and in a month, both girls gained 600 to 800 grams of weight. "The children are less cranky than before. Their health has improved drastically," said Sumitra.

Sumitra was lucky that she lives within an area where Save the Children (in partnership with the Rajmata Jijau Mother-Child Health and Nutrition Mission of Government of Maharashtra) has implemented its Village Child Development Centre (VCDC) model to

treat malnourished children.

Implemented at 30 Integrated Child Development Scheme (ICDS) centres with support from local Aanganwadi workers in tribal areas in the Thane district, the programme screens young children for signs of malnutrition.

Those with no medical complications are treated for 30 days at VCDCs run through the Anganwadis. Malnourished children are provided with special food three times daily, treated for infections and given anti-parasitic and Vitamin A supplements.

A total of 435 children in Sumitra's area were screened of which 100 malnutrition cases were identified. After 5 weeks, the majority had gained weight and were considered healthy enough to return to regular feeding routines.

▼ JHARKHAND

PROMOTING HYGIENE IN COMMUNITIES THROUGH AWARENESS AND PARTICIPATION



The clock strikes 12 and the bell rings. Hungry students close their notebooks and rush out of their classrooms for the midday meal. But minutes before they make that dash, a group of senior students have already arranged a stainless steel jar filled with clean water and soap on a raised platform in the centre of the small playing field a middle school in Jamtara district, Jharkhand.

Hungry as they are, the children queue to wash their hands with soap and water before grabbing their plates to eat. Why? Because “there are numerous germs on hands,” as a student showing the five steps of hand washing explains.

“Washing your hands with soap before eating and after going to the toilet is slowly becoming a habit for students,” the school teacher says. He explains that teaching the students about health

and hygiene became easier because of repeated demonstrations on hand washing as well as community awareness drives done in the local village by Save the Children.

Save the Children is expanding its Water, Sanitation and Hygiene (WASH) initiatives each year with new activities being implemented in the areas where our projects are addressing child survival and child nutrition. Our WASH projects go hand in hand with our work to prevent diseases like diarrhoea and stunting due to long-term malnutrition.

New WASH projects are also being introduced in Delhi, Bihar, Jharkhand and West Bengal. Project activities include the construction of community-managed toilets in rural and urban areas, the promotion of toilets in homes; building toilets in schools and Aanganwadis, and providing hand washing facilities and access to clean water. We also engage with local communities to promote hand hygiene.

A new dimension was added last year through our partnership with Reckitt Benckiser. Working with RB, our Stop Diarrhoea Initiative will be implemented across selected states to prevent the high incidence of diarrhoea – a leading cause of child deaths in India.



Children in one of Save the Children's supported programmes practicing the right hand washing techniques

STRENGTHENING MATERNAL NEWBORN CHILD HEALTH AND NUTRITION SERVICES IN INDIA



One of Save the Children's most successful programmes, designed to help us reach Millennium Development Goals 4 and 5 that aim at reducing child mortality by two-thirds and maternal mortality by three-quarters by 2015, is 'Strengthening Maternal Newborn Child Health and Nutrition Services in India', a programme supported by SIDA and SC Sweden. Launched in 2012, this four-year programme has achieved significant and consistent results in strengthening community and government health systems to ensure the equitable, efficient, accessible, affordable, and decentralised delivery of quality MNCHN services - in line with Save the Children's theory of change and India's RMNCH+A (Reproductive Maternal Newborn and Child Health + Adolescent) strategy.



PROJECT STRATEGY



Strengthening systems by capacity building of frontline health workers and institution mechanisms



Advocacy for policy change by creating empirical evidence



Empowering communities through health awareness, good governance and accountability





Amulya with his grandmother (Kandhamal district, Odisha) who was immunised owing to Save the Children's persistent efforts

PROJECT IMPACT

The project through ardent efforts contributed in increasing the following indicators**:

Safe deliveries

- In full Ante Natal Care of pregnant mother (more than 30% across Bihar, Rajasthan, Odisha and Jharkhand)
- In safe deliveries through trained health personnel

Improved IYCF practices

- In exclusive breastfeeding of infants up to 6 months (55% in Bihar)
- In complimentary feeding after completion of 6 months (54% across Bihar, Rajasthan and Odisha)
- In referral of severely acute malnourished children below 5 years of age for treatment in NRC (44% in Rajasthan)

Immunisation

- In children fully immunised and reduction in left out children through tracking and mobilization (43% across Bihar, Rajasthan and Odisha)

Community empowerment

- In participation of community group members for planning and monitoring of MNCHN services
- In skills & knowledge of adolescent girls and boys through life skills training on rights and gender with Lalita and Babu approach

INNOVATIVE APPROACHES

SPECIFICALLY, THE PROJECT HAS IMPROVED THE FOLLOWING INDICATORS, REVEALED BY THE COMPARISON OF DATA IN 2013 AND 2014:

- Capacity building of FHWs based on skill & knowledge test
- Setting up 6 ANM skill labs for knowledge retention & transfer
- Strengthening institutional capacity on Early Neonatal Care & Resuscitation
- Child-friendly Nutrition Rehabilitation Centres (NRC) in Rajasthan
- Participatory Learning and Action through discussions in women's groups on MNCHN practices
- Village level planning and monitoring of MNCHN services by community based organisations
- Mainstreaming MNCHN services in IDP settlements
- Generating evidence through empirical research for people and policy centred advocacy



PROTECTION

“We cannot leave defenseless children anywhere exposed to ruin - moral or physical. We cannot run the risk that they should weep, starve, despair and die, with never a hand stretched out to help them” - Eglantyne Jebb

Even today, millions of children in India are subjected to forced labour, exploitation and violence. Save the Children tracks such vulnerable children who are in need of protection in different parts of India and works towards ensuring that they have a happy, healthy and safe childhood.

ANOYARA KHATUN: THE CHILD CRUSADER AGAINST EXPLOITATION OF CHILDREN



Anoyara Khatun (standing, extreme right), the crusader against the exploitation of children with the members of West Bengal State Children's Alliance

2014 was the year when children we work with gained international recognition. Among these talented children is Anoyara Khatun from West Bengal. Nobel Laureate Malala Yousafzai described her as “#StrongerThanTrafficking” and hailed her as a “true hero”.

This teenage child activist has been waging battle against child trafficking in West Bengal and has proudly helped impact the lives of other children by:

- Reuniting more than 180 trafficked children with their families
- Preventing 35 child marriages
- Rescuing 85 children from child labour
- Registering 200 out-of-school children in schools

Her journey as a child rights crusader started when she joined a Save the

Bottom: Anoyara at the Global Partnership for Education conference in Brussels, Belgium



Children supported Children's Group in her village. It was here she learned about child rights and the evils of child marriage and child trafficking – as well as about the support government offers to vulnerable children. With her peers and the adults in her community, Anoyara started mobilising people to stand up against child marriage and child labour. She now had one mission – to ensure that every child has a happy childhood and is not forced into labour or marriage.

During the course of her work, she formed 40 Children's Groups in and around her village. These groups work by meeting regularly to discuss what is lacking or needs to be done to improve the lives of children in their area. At the same time, they hold public awareness sessions to educate people about the dangers of child marriages and sending children to work. These Children's Groups also keep an eye out for suspicious behavior, disreputable people in their village or touts who lure children into work through illegal child trafficking.

These groups started gaining recognition throughout the area and the number of children joining them started increasing rapidly. Even adults started supporting them. It was Anoyara who saw the need for greater awareness and spearheaded the entire campaign with support, guidance and coaching from Save the Children.

Laurels Galore

Over the last four years, Anoyara has emerged as Save the Children's star child activist and the driving force behind Children's Groups in West Bengal. Prominent media houses like 'The Hindu' and 'The Telegraph' have covered her work extensively. Anoyara has also been applauded extensively:

- In 2011, she was honoured by West Bengal chief minister, Mamata Banerjee
- In 2012, Anoyara was one of three nominees for the International Children's Peace Prize
- In June 2014, she represented Save the Children at the Global Partnership for Education's 2nd "Replenishment Pledging Conference" in Brussels, Belgium – attending alongside K. Siba Rao, another child activist from Save the Children's Orissa programme.

Save the Children works with local NGOs and communities in over 700 villages across West Bengal, Jharkhand and Assam to combat the trafficking of children for labour and child marriage.

We're increasing awareness within communities about the dangers of child trafficking and we're ensuring children know their legal rights – so more children, families and communities know what to look out for.

We also work with families and local authorities to reunite trafficked children with their families, getting them back into school or giving them vocational skills training so they have better options for earning a livelihood. Last year, we helped reunite 81 of the 319 children reported to have been trafficked in the region with their families, with several of these children enrolled in school or

vocational training.

Save the Children also acts as a facilitator in bridging the gap between law enforcement agencies and local communities – helping to build up trust and mutual cooperation. We’ve helped train law enforcement agencies on legal aspects of trafficking. And we’re supporting six states in strengthening their child protection systems and how they tackle cases of child labour, early marriage, trafficking and abuse against children.

SPECIAL INITIATIVE: FINDING MISSING CHILDREN

Every year, over 66,000 children go missing in India and 40% are never found. It’s not known what fate these missing children meet – they may end up in bonded labour, in sex trafficking or in organ transplant rackets. In many instances, children are taken for these purposes – many tempted with false promises of work and good living in “the big city”. The numbers of missing children is escalating with even the Supreme

Court of India stating this menace needs to be tackled urgently.

The difficulties in tracking missing children stems from a number of factors such as:

- Delays in reporting by parents and families
- Restricted sharing of missing children information within states
- Lack of identifying street children and reuniting them with their families
- Often, missing children cases are not prioritised by local police stations and search efforts are limited

To address this, Save the Children in partnership with the Government of Jharkhand (a state which sees a high incidence of child trafficking) has stepped up efforts to find missing children. We helped the state government set up a telephone helpline which alerts police stations and other officials both in and outside the state on missing children cases. This centralised telephone-based reporting has encouraged more families to come forward and report cases. The helpline back-office functions ensure information on a missing child is sent out immediately through SMS alerts to police stations and relevant departments across India – thus increasing police accountability at local level and improving the chances of tracking and tracing the missing child.



Anoyara Khatun spearheading the anti-child trafficking campaign

▼ RAJASTHAN

LAADLI SAMMAAN AWARD FOR GIRLS IN SAVE THE CHILDREN SUPPORTED CHILDREN'S GROUPS



Save the Children manages over 600 Children's Groups across 17 states in India. These groups, involving more than 9500 children, meet regularly to talk about and share challenges they see in their communities. This strong force of children, equipped with a solid understanding of child rights, are actively involved in combating various child issues by increasing awareness and drumming up support from their peers and community members. Our Children's Groups are also involved in advocacy work with political parties, local, state and national government to gain better services for children in India.

Nine girls from our Children's Groups in Rajasthan made it big last year. And the occasion was perfect – on the International Day of the Girl Child, these girls were given the 'Laadli Sammaan' award by the Rajasthan Government in an event held in Jaipur. The Honourable Minister of Social Justice and Empowerment, Sh. Arun Chaturvedi,

recognised these girls for their impressive work against child marriage, child labour and other child protection issues in Tonk.

Each of these girls had a story to tell. While some had fought hard with communities to stop rampant child marriages, others had advocated removing children from child labour. These children are our Child Rights Ambassadors and real heroes who do us proud!

Adolescents we work with represent hope and they are a powerful force to reckon with. Recognising the enormous potential of adolescents to stand up for their rights, Save the Children reaches out to these children through our Children's Groups across India. With our life skills training and empowerment programmes, Save the Children is coaching Change Makers at local community levels. These adolescent champions, equipped with knowledge and a proper support system, stand up for issues such as early marriage, child labour, and better educational opportunities.



Girls from Save the Children supported Children's Groups in Rajasthan being awarded the Laadli Sammaan

▼ PUNJAB, HARYANA AND RAJASTHAN

SAVE THE CHILDREN AND IKEA JOIN FORCES TO STOP CHILD LABOUR IN COTTON FARMS



Children from our IKEA supported programmes participating in the drive against child labour

Even if we take the most conservative estimates, there are more than 4 lakh children under the age of 18 working in cotton farms across India. If this estimate isn't bad enough, a recent study by the International Labor Rights Forum shows that half of them are younger than 14.

Children employed in cotton farms work long hours. Their employers often have no qualms about them working in the scorching sun or squatting on the ground for hours. Many children suffer permanent injuries to their hands while weeding and picking cotton for days on end. The majority of children employed to spray fertilizers and insecticides end up with chronic illnesses due to harmful chemicals.

Life for child labourers can be horrendous and for many the situation is all the more poignant as it is often their own parents who push them into working. In many cases, children are paid meagre amounts for the work they do – as low as Rs. 20-30 per day while some don't get paid at all!

To tackle the issue of child labour in cotton fields, on World Day Against Child Labour (June 12), Save the Children and the IKEA Foundation unveiled a €7 million project to protect 8 lakh children growing up in the cotton communities of Punjab, Haryana and Rajasthan. This project forms the second phase of our 'Child Rights Programme' which aims to keep children out of the cotton fields and in classrooms instead where they can learn, play and grow while cherishing their childhood.

During this next phase, Save the Children will work with panchayat leaders, farmers, teachers, families and state officials in the three states to provide children in these communities with access to quality education, improve teacher training, develop local Child Protection Committees and School Management Committees and also tackle issues like gender-based discrimination as more girls still tend to be kept out of school.

▼ WEST BENGAL AND JHARKHAND

HELPING CHILDREN IN UNSKILLED LABOUR REALISE THEIR DREAMS



In progress: A vocational skill training session for adolescents of our 'New Horizons' Project in Ranchi, Jharkhand



CONSTANT COUNSELLING SESSIONS HELP US ENSURE THAT THESE CHILDREN STAY FOCUSED WHILE GAINING AN ALTERNATE CAREER

It's a harsh reality that lakhs of children have to work to support their families. Through our "New Horizons" programme, we are providing skills-based training to adolescents, above 14 years of age, who have not been able to attend school. Most of these adolescents are seen as being at the bottom of the social pyramid. Many of these adolescents are former child labourers who have worked as rag pickers and

come from humble backgrounds. Our efforts are aimed at ensuring a life of dignity for these children.

So far, we've supported more than 350 adolescents in West Bengal and Jharkhand with skills training and helped them secure respectable jobs in formal companies. With child domestic workers, we've offered training options such as beautician training, housekeeping and nursing courses. During the training sessions,

we also engage with these children, providing them with comprehensive social and psychological support beyond skill training. Through our constant counselling sessions we try to ensure that these children stay focused and on track while gaining an alternate career.

Over time, many of these adolescents move away from unskilled labour and instead, work in proper skilled jobs, often earning up to five times more than what they used to earn as child labourers. ■

HUMANITARIAN

u & Kashmir F

Save the



REDUCING CHILDREN'S VULNERABILITY TO EMERGENCIES

HUMANITARIAN RESPONSE & DRR

“The best way to find yourself is to lose yourself in the service of others.”

– Mahatma Gandhi

In the year gone past, Save the Children extended child-centred humanitarian assistance to families affected by disasters and conflicts across 18 districts of Assam, Andhra Pradesh, Telangana, Bihar, Delhi, Odisha, Jammu and Kashmir and Uttar Pradesh. We provided emergency relief to children and communities affected by cyclones, floods, fire, ethnic violence and conflict.

▼ JAMMU AND KASHMIR

BATTLING THE WORST FLOOD IN SIX DECADES



Heavy monsoon rains lashed Jammu and Kashmir in early September, leading to widespread flooding and landslides. Riverbanks of the Jhelum, Chenab, and Tawi Rivers gave way to excessive water levels and badly affected districts included Srinagar, Anantnag, Baramulla, Pulwama, Ganderbal, Kulgam, Budgam, Rajouri, Poonch and Reasi. Srinagar, a bustling city of 1.09 million people, was transformed into a lake of filthy water.

Save the Children's office and staff in the state were also affected by this crisis and were cut off for a week. Despite this, we managed to reach out to vulnerable children and their families with food, drinking water and health services within hours of the tragedy striking the state.

While losses were irreversible in many ways, Save the Children's rapid humanitarian response was critical in minimising the further suffering of affected children and communities. Public health tends to be adversely affected in times of crises, and through our 28 Health Camps, we provided health services for 2,978 people, including 896 children. Save the Children helped restore the paediatric

ward at the GB Pant Hospital in Srinagar by providing items ranging from hospital beds, mattress to medicines and baby warmers. Our "Cash for Work" programme proved effective after the disaster by paying 260 vulnerable households to help with clearing debris and repairing houses. Given the extreme winter conditions in Jammu and Kashmir, Save the Children developed a strategy to provide winter support for 3,919 vulnerable households. Our support comprised:

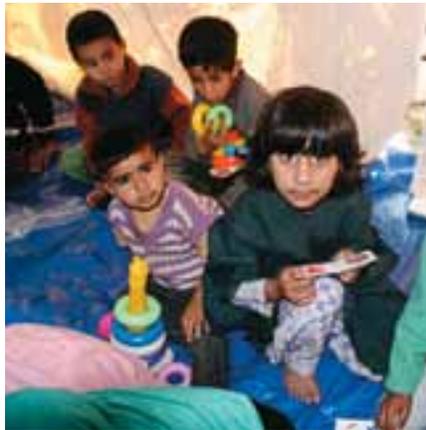
- Providing families with extra bedding, mattresses, bukharis, kangris, quilts and hot water bottles and building 160 temporary houses to provide shelter to affected families before the onset of winter,
- Setting up 10 Winter Education camps to help 1,000 flood-affected children catch up on the school days they lost due to the devastating floods,
- Handing out education kits to 2,585 children ensuring nothing prevents them from continuing with their education.



Flood affected children in J&K displaying their Save the Children education kits

▼ KASHMIR

GORIPORA IN KASHMIR'S FLOOD-HIT PULWAMA DISTRICT



Children having fun at the Child Friendly Space (CFS) set up in the Goripora village of J&K in the aftermath of floods

The irony is hard-hitting: villagers in Goripora – who spend their lives shoveling sand from the banks of river Jhelum for ‘proper’ homes to be constructed in nearby cities – lost their homes in just a few minutes when the river rose and swept furiously through their village. Of the 350 families in this village in southern Kashmir’s Pulwama district (where 16 villages were affected by floods in September 2014), Save the Children assessed that 38 families completely lost their homes and 84 families were badly affected. Survivors had no choice but to live in the open while waiting for help to rebuild their homes and lives.

Save the Children set up a Child Friendly Space (CFS) in Goripora – creating a large tented area where children could be left by parents to play and learn under the supervision of a trained local caregiver Farhat-ul-Amin.

As Farhat opened the bundles of toys, books and stationary, children began to giggle and chatter. She seated them in rows, according to their age and started play sessions to get them interacting with each other. Having received training from Save the Children, Farhat knew how to keep the children happily occupied – she explained “The children needed to feel loved and regain a positive outlook on life”.

10K

HOUSEHOLDS
TARGETED TO RECEIVE
HUMANITARIAN
RESPONSE SPREAD
ACROSS SIX DISTRICTS



8,213

Households received relief through distribution of 30-day food baskets, hygiene kits, mosquito nets, tarpaulins, blankets, solar lamps and household kits by December 2014



5,354

Children were helped to resume education by setting up 60 Child-Friendly Spaces

▼ ANDHRA PRADESH

CYCLONE “HUDHUD”

In October 2014, cyclone Hudhud made landfall in Visakhapatnam, an important harbour town on the east coast of India. For six hours, it ravaged the area with wind speeds ranging up to 210 km/hour – uprooting a million trees, washing away huts in seashore communities and devastating infrastructure and telecommunications. Although the government lessened the impact on local lives through early preparations, the cyclone still left a huge trail of destruction.

Save the Children provided emergency assistance to both rural and urban areas by:

- Launching a Cash for Work programme, paying 390 households INR1,800 each for 12 days' work. Our Cash for Work programme was appreciated by the local population as well as panchayats as it helped with repairing local roads, ICDS centres and school premises.
- Distributing household kits (consisting of tarpaulins, floor mats, solar lamps, bed sheets, mosquito nets and water containers) to 725 households.
- Providing nutritional support to almost 700 pregnant women and breastfeeding mothers
- Giving 518 children individual education kits in 19 villages in both Vizianagaram and Vishakhapatnam districts.
- Setting up four Child Friendly Spaces, keeping 527 children safe



▼ TELANGANA

PROVIDING HEALTH AND NUTRITION TO INTERNALLY DISPLACED PERSONS (IDP)

Save the Children is working with 54 IDP settlements in the Khammam and Warangal districts of Telangana to address malnutrition amongst children, pregnant women and lactating mothers, increase access to health services, and improve food security through better access to social safety schemes. Most people live in the reserve forests in these districts and have limited access to basic amenities such as birth registration, schooling, and essential health services.

This project has shown significant outcomes with immunisation coverage rising from 10% to 90% with support from the PHCs (Primary Health Centres). Health services, initially restricted to just 10 settlements, have been expanded to all 54 settlements. Institutional deliveries also saw a heart-warming rise in our project areas: from 2% to 75%. And another feather in our cap was the reduction in malnutrition levels from 44% to 9% through our “Community Managed Acute Malnutrition” approach. Better access to Integrated Child Development Scheme (ICDS) services has also been brought about.

KEEPING CHILDREN SAFE DURING EMERGENCIES



Sikkim: Globally, Save the Children implements School Safety programmes in line with its comprehensive School Safety Framework. In 2014, our School Safety project was introduced in 15 schools across four districts in Sikkim – implemented in partnership with the Sikkim State Disaster Management Authority (SSDMA) and the Government of Sikkim. In total, 2,219 students and 190 teachers/school staff took part in the project and were trained in school safety. The SSDMA has since launched school safety programmes state-wide.

Assam: Save the Children was invited by the Assam State Disaster Management Authority (ASDMA) to help improve the understanding on “Child Protection in Emergencies” and build the capacity of district-level government officials. Till date, 24 of the 27 districts have undergone this capacity building process (two-day training sessions held in each district) and roughly 950 officials have been trained.

▼ ODISHA

2014 FLOODS AND 2013 CYCLONE EARLY RECOVERY

Having barely recovered from the destruction wreaked by Cyclone Phailin (and subsequent floods) in 2013, Odisha was struck by disastrous floods in August 2014. Caused by heavy rainfall in the upper catchment areas, the flooding affected 5,441 villages across 23 districts. These floods have escalated the suffering of vulnerable households as many have lost their livelihoods for a second year in a row. Children’s education has been disrupted multiple times by these consecutive disasters with schools either damaged or occupied for shelter purposes.

Save the Children had already set up a presence in three Cyclone Phailin-affected districts: Ganjam, Balasore and Kendrapara – thus enabling us to quickly launch humanitarian responses and provide relief to 2,290 households in 41 villages in the Cuttack and Kendrapara districts. Relief supplies focused on non-food items such as tarpaulins, floor mats, solar lamps and hygiene kits including mosquito nets. Roughly 500 vulnerable households benefitted from our Cash Transfer programme which is often key to early recovery.

Save the Children also rolled out a comprehensive recovery programme across 72 villages in four districts in Odisha – targeting the following sectors:

- **Water Sanitation Hygiene (WASH):** 12 hand pumps were repaired, incorporating Disaster Risk Reduction (DRR) features, as well as hand washing facilities in 22 schools. We also launched hygiene awareness campaigns to improve WASH practices
- **Livelihoods:** 3,285 households were given in-kind livelihood support (both farm and non-farm based) to restore their ability to earn an income
- **Education:** 200 Anganwadi Centres were given comprehensive kits so they could restart their classes and 11,443 children received individual education kits



BEING THE VOICE OF CHILDREN



Save the Children continued to advocate, communicate and campaign on all the key child rights issues last year. We worked to take the voice of children to public forums and ensured that they were heard. These are children who hail from the socially excluded and economically weakest communities of India. Issues taken up included key areas like basic rights to health, education, protection and participation.

AMONGST OUR MANY 2014 ACHIEVEMENTS, THERE ARE FOUR KEY EVENTS THAT STAND OUT:

1. Presentation before the Parliamentary Standing Committee for Juvenile Justice Act

After the brutal Nirbhaya case in December 2013, where a girl was gang raped and assaulted in a bus in New Delhi, it emerged that one of the perpetrators of the crime was a juvenile. There was a huge public outcry urging policy makers to try children as adults if they

committed an adult crime – that the age for defining a juvenile should be reduced from 18 to 16 years old.

Save the Children was one of the few to argue that the age defining a juvenile should remain at 18. What followed was a hectic few months of media debates, panel discussions, articles and interviews on the issue.



Shireen Vakil Miller – Director of Advocacy, Campaigns and Communication (ACC) at Save the Children – took part in various media events to discuss issues related to children, including talk shows on leading news channels like NDTV and CNN-IBN. We also established new partnerships with media houses like the Hindustan Times and the popular web portal ‘Youth Ki Awaaz’. Existing coalitions with various civil society groups were also strengthened to realize larger goals on the Right to Education Forum, the Nutrition coalition and the RMNCHA+ Coalition.

It was a burning topic, and Save the Children voiced and successfully argued its position on electronic and print media platforms. This was also the time when the Juvenile Justice Act was to be tabled in the Parliament for amendment. Save the Children was asked to present to the Parliamentary Standing Committee



on the sensitive issue of defining the age of a juvenile and make relevant recommendations. The Honorable Union Minister for Family Welfare subsequently made a statement to the Parliament stating that the age for defining a juvenile should remain 18.

2. Re-igniting the Discussion on Newborn Child Survival

Save the Children has been working with different stakeholders and civil society groups to bring newborn child survival issues to the centre stage. Every year, 2.75 lakh children in India do not survive their very first

day of life and Save the Children is determined to make this an issue of paramount importance in India.

Save the Children launched a renewed Newborn Child Survival campaign with a sharper focus on two states: Bihar and Uttar Pradesh. Political conclave meetings on the theme of ‘No Child Born to Die’ with elected representatives and political leaders from Bihar and Uttar Pradesh were hosted by Save the Children in Patna and Lucknow respectively.

- Political Conclave in Bihar:** The state leadership led by Shri Jitan Ram Manjhi, Honourable Chief Minister, and Shri Ramdhani Singh, Honourable Health Minister, along with over 20 Members of Parliament, Members of the Legislative Assembly and the Legislative Council joined the conclave to discuss one of the most urgent issues that Bihar faces: child and infant mortality along with solutions to tackle newborn deaths and improve child survival. Everyone at the conclave, including the political leadership, pledged to step up efforts in delivering health services to every newborn and child in the state.

- Political Conclave in Uttar Pradesh:** We continued to engage with the government of Uttar Pradesh, where the Chief Minister of the State and Cabinet members publicly pledged to address newborn child survival as a state priority in 2013. MLAs and MPs from all key political parties attended

the conclave in Lucknow where they discussed issues related to the health of children in Uttar Pradesh. They spoke actively about solutions needed to overcome child deaths in the state.

Our advocacy efforts on tackling high child mortality also revolved around the following initiatives:

- **Ending Newborn Deaths --**

Ensuring Every Baby Survives is a research study highlighting newborn child deaths in India. Ms Anuradha Gupta, Additional Secretary and Managing Director, National Health Mission, Ministry of Health and Family Welfare (MoHFW), along with newborn experts Dr Vinod Paul, Head of Paediatrics AIIMS and Dr Arun Singh, Senior Advisor, MoHFW launched the report nationwide in the presence of development partners and media. A plenary session on “Ending Newborn Deaths – the Last Frontier” was also held which presented interesting views on India’s growth and challenges.

The national launch was followed by regional launches in key states under the Empowered Action Group (EAG), namely Uttar Pradesh, Bihar, Orissa, Rajasthan and Jharkhand. Former Miss India, actor and activist Gul Panag took the report to mothers in the slums of Delhi where she met with over 100 mothers and adolescent girls.

- **Giggle of Life** was a campaign initiated to generate public awareness and support for saving newborn children’s lives from preventable

causes of death. Flash mobs, tweetathons, blogging, aggressive digital and print media campaigns were held to highlight newborn child survival.

- **E-mail and SMS**

Blasts: A blast of 25 lakh e-mails and 25 lakh SMS were sent to individuals to connect with them and make them aware of the campaign issues.

- **3. Vote for Children campaign**

2014 was the year when the nation went to polls. Save the Children took this opportunity to encourage and influence political parties’ manifestoes to include issues important to children. Save the Children supported the compilation of a Children’s Manifesto with input from children from different states and backgrounds across the country. Open dialogues between children, the media and political party representatives were organised and copies of the Children’s Manifesto shared with key political parties. Spreading awareness of our “Voice for Children” campaign was also achieved through activities such as Public Day of Action and using online, social media, radio and TV.

- **4. Girl Child Report Launch – WINGS 2014**

Save the Children released its flagship



report “WINGS 2014 – World of India’s Girls” on 19 November 2014 on the eve of the 25th anniversary of the UN Convention of the Rights of the Child (UNCRC) to a packed hall at the India International Centre in New Delhi.

The audience included civil society activists, government functionaries, donors, partners and 55 print and electronic media representatives.

The highlight of the launch was a panel discussion moderated by media personality Sagarika Ghose. One of the panellists, Shri Anurag Thakur (MP), suggested that a group of MPs be formed to study and prevent issues around violence and exploitation of the girl child.

Findings presented in the report received extensive media coverage across prominent print and electronic media like The Times of India, Hindustan Times, The Hindu, Hindustan (Hindi), Indian Express, Business Standard, Business Line, AAJ Tak, Zee, Doordarshan, and Rajya Sabha TV. ■

RAISING FUNDS FOR CHILDREN



OUR INDIVIDUAL DONORS

Without the consistent generosity of its donors, Save the Children India would not be able to reach out and support so many children as it does. Our donors are at the heart of everything we do and their dedicated involvement and overwhelming support enables us to reach out and provide both long-term and emergency assistance to the children who need it the most.

Save the Children has a supporter base of almost 3 lakh individuals from varied backgrounds. We also have 2.2 lakh people connected with

us on Facebook and 3000 followers on Twitter.

2014 was a year of floods and we were able to reach out to the flood survivors without any delay due to timely and generous contributions made by our supporters. Donors not only contributed themselves but also spread the word about our work to their friends and family.

We strive to keep our supporters informed about our work through regular updates via e-mails, newsletters, social media platforms, our website, and the Annual Report. We also sometimes arrange field visits

“Childhood is probably the most critical period of one’s life. Good education, nutrition and care are critical during this period for a child’s development, especially girl children who, traditionally, have faced neglect and discrimination in our society. Together with Save the Children, we aim to provide the underprivileged children an optimistic environment that allows them to be just what they are – children”.



Mrs. Shalini Kala with her daughter Noor, who opted to gift happiness to other children on her daughter’s birthday.

so supporters can see the long-lasting changes they are helping us bring about with their regular support.

Many of our donors feel strongly about our cause and help us by fundraising. Recently, one of our regular donors celebrated her daughter’s birthday in quite a unique way. She requested that guests invited for the birthday party write a cheque in favour of ‘Save the Children’ instead of bringing gifts for her daughter. And not just that, she matched the contributions made by her guests. She donated the entire amount to Save the Children as she wanted to gift ‘childhood’ to disadvantaged children.

CORPORATE PARTNERSHIPS

Save the Children has a global reputation for making a difference in the lives of children through strategically planned and executed initiatives – this makes us the partner of choice for many corporates looking to fulfil their Corporate Social Responsibility (CSR) duties. 2014 was a year in which we both strengthened existing partnerships and forged new ones.

Partnering to ‘Stop Diarrhoea’ - One of the Major Killers of Young Children in India

Since 2010, Save the Children India and Reckitt Benckiser (RB) are jointly working together in the area of Child Protection to create safe environments and brighter futures for children in West Bengal, Jharkhand and Delhi.

With the support of RB, Save the Children India is also implementing comprehensive WASH (Water Hygiene and Sanitation) projects since 2012, in the slum clusters of Delhi, villages in Bihar, Jharkhand and both rural and urban slums in West Bengal.

In April 2013, RB and Save the Children announced a new global focus to the existing partnership, in select states, with a goal to remove diarrhoea as one of the major causes of death amongst children under five. Globally, one child dies from diarrhoea, a preventable disease, every minute. The World Health Organisation estimates that every year, more than 3 lakh children in India die due to diarrhoea-related causes. The partnership brings together RB’s global expertise in hygiene, health and innovative technology with Save the Children India’s strong programmatic experience in building safer and healthier environments for children, and expertise in raising awareness within the communities.

Partnerships for Mounting an Effective Humanitarian Response

• Partnership with Intel

In 2014, Intel and Save the Children joined forces for the first time to provide humanitarian assistance in restoring the livelihoods of families affected by floods in Jammu and Kashmir.

With help from Intel, we are rebuilding the livelihoods of 500 affected households across 40



● **EMPLOYEE
ENGAGEMENT FOR
FUNDRAISING INITIATIVES
IN RECKITT BENCKISER**

Siddhant Singh Chauhan, an employee with RB India ran his first-ever half-marathon in November and raised funds from RB India employees which were contributed towards this programme.

villages in Budgam and Srinagar – early support included our ‘Cash for Work’ scheme.

On a longer-term basis, our project with Intel will provide direct support and work with government schemes to increase our reach and sustainability. It will increase livelihood opportunities for the flood-affected population and enhance income generated from livelihoods created through the project.

• **Partnership with GoAir**

In September 2014, when Jammu and Kashmir was reeling under disastrous floods, GoAir’s help proved instrumental for Save the Children while mounting a rapid relief response. We are thankful to the airlines that helped us airlift relief material weighing 15 tonnes and arranged free last-minute air tickets to Srinagar for our personnel.

• **Partnership with Reckitt Benckiser**

Reckitt Benckiser also supported Save the Children’s relief work in flood-hit areas of Jammu and Kashmir by improving water, sanitation and hygiene in flood-affected schools and ICDS centers. They were quick in distributing, 10,200 bottles of Lizol disinfectant – something urgently required to disinfect ICDS centers, schools and public areas.

INSTITUTIONAL PARTNERSHIPS

Our Institutional Partnerships team builds and sustains partnerships with institutional and government donors aligned with Save the Children’s interests. The team works across departments to identify areas of strategic alignment and develop external funding opportunities to support children in India.

In 2014, the team raised INR 63 Cr. for programmes aimed at supporting children by reducing infant and child mortality, improving nutrition, making quality education accessible, reducing children’s vulnerability to natural disasters, and protecting children from exploitation, abuse, and violence. Of this, INR 18 Cr was raised for our emergency programmes, including grants from new donors such as the Ford Foundation.

While 2014 saw the birth and strengthening of various institutional partnerships across thematic areas – with significant funding support from UNICEF, SIDA, DFID and BMGF – Save the Children India received overwhelming support for the J&K emergency. The story (page 39) of how we supported flood-affected children in Goripora, a village in one of the worst-hit districts of Jammu & Kashmir, gives an idea of what the timely and generous support from our donors and partners meant for the survivors of the worst floods the state has seen in 60 years. ■

OUR PARTNERS

Save the Children extends its heartfelt gratitude to the donors, partners and organisations who through their consistent support enabled us to reach out to over 8.5 lakh disadvantaged children in 2014.

- Bill and Melinda Gates Foundation (BMGF)
- Comic Relief
- Dalai Lama Trust
- Delegation of the European Union to India (EU)
- Department for International Development (DFID)
- Deutsche Welthungerhilfe E.V
- European Commission Humanitarian Aid and Civil Protection (ECHO)
- Government of Hong Kong
- Government of Odisha
- Graham and Susan Tobbell, Hugh Davidson Trust
- IKEA Foundation
- Ministry of Foreign Affairs, the Netherlands
- Oslo Yoga
- Save the Children, Australia
- Save the Children, Canada
- Save the Children, Demark
- Save the Children, Finland
- Save the Children, International
- Save the Children, Italy
- Save the Children, Japan
- Save the Children, Netherlands
- Save the Children, Norway
- Save the Children, Sweden
- Save the Children, UK
- Save the Children, US
- Save the Children, Germany
- Swedish International Development Agency (SIDA)
- The Ford Foundation
- The Swedish Organisation for Individual Relief (IM/SOIR)
- United Nations International Children's Emergency Fund (UNICEF)
- United States Agency for International Development (USAID)
- The World Bank
- Amazon India
- American Express
- Aviva
- BASF
- Bayer
- Boston Consulting Group, Bvlgari
- Capitedge
- Care Today
- Cathay Pacific
- Charities Aid Foundation India
- Cipla
- Coca Cola Foundation
- Cummins India Ltd
- Dalmia Manav Seva Trust
- Disney
- DNM India
- Dunnhumby IT Services India Private Limited
- e-Bay India
- Essar Foundation
- FirstRand Bank
- Fullerton India
- Go Air
- Godrej Foundation
- Goldman Sachs Services Private Limited
- GSK Consumer Health Care Limited.
- H&M Conscious Foundation
- HDFC Standard Life Insurance Company Limited
- Hempel Foundation
- Henkel Adhesive Technologies
- Hewlett Packard
- Hind Pharma
- HSBC Software Development (India) Private Limited
- Intel
- InterGlobe Aviation Ltd
- Intuit
- ITOCHU
- iYogi
- JM Financial Foundation
- Johnson & Johnson
- Kampani Charitable Trust
- Knorr Bremse
- Konica Minolta Business Solutions India Private Limited.



- Krishti, Lavazza
- Mattel Toys India Pvt. Ltd
- Michael and Susan Dell Foundation, Microsoft India Pvt Ltd
- Mondelez India Foods Pvt Limited
- Mphasis
- Muthoot Finance Limited
- Nokia
- Procter & Gamble
- Punjab and Maharashtra Co- Operative Bank Limited
- Rabo India Finance
- RB (formerly called Reckitt Benckiser) India – RB India
- Ricoh
- Sequoia Capital
- Silicon Valley Community Foundation
- Sir Ness Wadia Foundation
- Sundeep H. B. & Co.
- Target
- The Hongkong and Shanghai Banking Corporation Limited
- Towers Watson
- Unilever
- United Colors of Benetton
- United Way Mumbai
- Yahoo!

“Businesses like RB have a responsibility beyond results and our larger role is to do more for the world. And our growing partnership with Save the Children will go a long way to creating lasting improvements in the health and hygiene of vulnerable children and families globally. Together, we want to help stop diarrhoea, it being one of the biggest causes of death in children. This is ambitious – but with the knowledge and strength of our partnership, it is achievable.”

Rakesh Kapoor, CEO, RB

INNOVATING TO ACHIEVE MORE FOR CHILDREN



ODISHA: CLEAN DRINKING WATER – EVEN DURING DISASTERS

Save the Children strives to introduce innovation within its programmes while also creating lasting impact for children and women. This was seen in one of our Flood Recovery projects in the Kendrapara district in Odisha.

We repaired a well and installed a hand pump to ensure that a high flood-prone village always has access

to safe drinking water – even during floods. At the same time, we also built a private area for adolescent girls and women to bathe and fulfil their hygiene needs.

This innovative approach came about based on the feedback Save the Children received from the community while doing the water restoration work. The hand pump was set above flood water levels by raising the platform and connecting

a ramp to the main path. The space below the elevated platform was then converted into a bathing room with washing facilities connected to an overhead tank on the platform. Water could be manually pumped into the tank from the hand pump. A community group was also created to maintain and manage the water pump and bathing room. This new set-up was much appreciated by the villagers as the well would be submerged by flood waters almost every year.

RAJASTHAN & DELHI: MOBILE GAMING HELPS PREGNANT MOTHERS MAKE INFORMED CHOICES

Save the Children’s partnership with Half the Sky Movement uses innovative media tools like mobile gaming to make communities more aware of maternal & child health and nutrition issues.

This initiative, which reached over a million individuals across the Delhi slums and the Tonk district in Rajasthan, uses a combination of entertainment, information and user engagement to help individuals make informed choices. Through role play and video screening on tablets, our trained Community Health Volunteers and ASHAs use these tools to educate people, encourage individual and small group discussions as well as collect basic data.

For example, one of the games – 9 Minutes – plays out a story centred around pregnancy and rewards players (pregnant women and their spouses) for keeping both mother-to-



be and baby healthy and happy. After playing the game, players were found to have improved in knowledge, attitude, and behavior towards pregnancy and child birth.

DELHI: LOCAL GOVERNMENT ADOPTS SAVE THE CHILDREN’S HAND WASHING INITIATIVES

Aangandwadi Centres (AWCs) – are small but important places of learning for disadvantaged children. Most of these centres are in rented or makeshift premises without basic water or sanitation facilities required to teach positive health and hygiene routines amongst children.

As part of its ‘Improving Access to Safe Water, Hygiene and Sanitation in Urban and Rural Areas in India’ programme, Save the Children has provided child-friendly hand washing stations in some AWCs in South Delhi. Along with these installations, we’ve also

taught children about appropriate hygiene behaviour.

Positive features of this programme include:

- 1. Cost-effective:** At approximately Rs. 4,000, it’s an inexpensive way to promote hand hygiene and prevent disease.
- 2. Portable and compact:** Requires minimal space to be installed.
- 3. Easy to replicate:** Simple design which can be easily replicated by anyone wishing to promote hand washing.

These hand washing stations provided in Delhi have been greatly appreciated by the Department of Women & Child Development (DWCD), Govt. of Delhi, and the intention is to implement the same in other Anganwadi centres. Our poster on hand washing steps – developed to encourage positive behaviour change – has already been replicated and is displayed in all Aanganwadi centres by DWCD, Govt. of Delhi. ■

PEOPLE WHO MAKE IT HAPPEN



BEING A SAVE THE CHILDREN EMPLOYEE IS MORE THAN JUST A JOB.

As you turn to this section of our Annual Report, you will hopefully have come to recognise the impact that Save the Children's work has on children's lives – our success stories, the challenges we face on a daily basis and how we tackle those obstacles.

What you may not often hear about is our people who make it all happen behind the scenes – a team of daring and talented individuals who have come together to create

long-lasting change for Indian children, people who often work under difficult conditions to bring some hope and happiness to children and their families when they most need it.

At Save the Children, we are supported by a strong workforce of 360 staff members working across India. We are proud of the diversity of people we have working with us and know that great team members come from a wide range of different backgrounds. We are an equal opportunities employer and make no employment decisions

based on gender, race, age, disability, religion, national origin, colour or any other protected class. Our work culture gives our employees the freedom and the opportunity to work independently while standing by the true values of Save the Children: Accountability, Ambition, Collaboration, Creativity and Integrity.

OUR 2014 INITIATIVES

• Emergency Roster Capacity Building training for responding to emergencies:

We have a well-trained team of 60 members who are permanently on standby to deal with any emergency situation within India and outside the country.

• Child Safeguarding Policy – “Trainer of Trainers” workshops for key Child Protection staff: All Save the Children personnel have to undergo Child Safeguarding training and we’ve started rolling this out across the country.

• Gender, Socialisation and Patriarchy and Non-Violence Approaches in Development: Organised for our staff by PRIA (Participatory Research in Asia) and Jamia-Milia-Islamia, this event was a joint initiative held with staff from Save the Children Afghanistan. This three-day workshop brought together staff from two countries to discuss the challenges faced in both India and Afghanistan on gender-related themes and how to overcome these within our programmes.

These three and many more such training sessions are an investment



“I started my journey with Save the Children in 2006. Since then, I have been on several inspiring missions which make my job exciting. Over the years, I have evolved as a person, learnt to accept challenges, be a team player and be proud of each milestone we’ve achieved for children. At this point as we plan how Save the Children in India will be for the next 15 years, I am convinced that “No matter how high the mountains ahead of us are, we are determined to transform and fly high and challenge the altitudes....”

Jatin Mondar
Project Director



“I joined Save the Children in 2005 as part of the Tsunami Response programme. It’s been 10 years now and I have cherished every moment. Save the Children is an organisation that gives space to every employee to grow. What I like the most about this organisation is the human connection, the strong belief in our values and how we make a difference to children.”

K.A. Knudson
HR Manager



“Having worked with Save the Children for about 6 years, I often ask myself, what keeps me going? In the role of campaigning you have to take the issue of children out among public and it is impossible to do it without being passionate for the cause. At a deeper level, you know that somewhere, human lives, lives of children will be impacted if we keep doing the right things. And that is something that keeps me going.”

Pragya Vats,
National Campaigns Manager

in our employees’ development, while also aligning them with Save the Children’s current and emerging needs. Two-thirds of our employees are given the chance to attend at least one training session each year.

SAVE DAY CELEBRATION

Save the Children India celebrated its 6th anniversary with a week-long

celebration called “Value Week”. To commemorate the day, Save the Children also introduced policies to further reward and recognise employees’ outstanding commitment to children. Our Senior Management Team also travelled to different states to present ‘Long Service’ awards to 21 employees who have worked with Save the Children for over 5 years. ■

ENSURING WE REMAIN TRANSPARENT



Some of our board members with children from programmes

ABOUT OUR GOVERNING COUNCIL

Governing Council is the central policy making and governing body of Save the Children that enables us to bring a real and lasting change in the lives of children in India. They provide leadership and direction, through their vast and diverse expertise, in achieving our strategic goals with an emphasis on integrity, collaboration, accountability, creativity and transparency.

MEET THE MEMBERS



Harpal Singh
CHAIRMAN
Mentor and
Chairman
Emeritus, Fortis
Healthcare.

Amongst many other notable affiliations, Mr.Singh is also a member of the Board, Save the Children International, a member of the National Round Table on School Education, a member of the Executive Committee and of the Governing Council of Public Health Foundation of India (PHFI), a member of Board of the Delhi Red Cross Society, a member of India-UK Round Table and India-US Strategic dialogue and the Founder Chairman Trustee of Nanhi Chhaan and Chronic Care Foundations.



Rajiv Kapur
MEMBER

An international banker for over 20 years, Mr.Kapur is the founder of InvesTech. Prior to which, he had worked as the Managing Director of the Asia Financial Institutions Group at Bank of America.



Arun Maira
CHAIRMAN
EMERITUS
Member of
the Planning
Commission in
the Government

of India.

Mr.Maira is also a well-known author of several books including “Transforming Capitalism: Business Leadership to Improve the World for Everyone” and “Shaping the Future: Aspirational Leadership in India and Beyond”.



Hemant Luthra
MEMBER
President –
Systech Sector

In addition to leading Systech, Mr.Luthra also serves as Director and Chairman of several Mahindra Group companies. He has 35 years of varied and rich work experience in Operations, Finance, Business Development and Private Equity. He serves on several Boards and is the Chairman of some (including the Supervisory Boards of M&M’s German subsidiaries). Also, Mr.Luthra founded and still supports the Lina Luthra Foundation.



Mr N Kumar
MEMBER
Vice Chairman
of The Sanmar
Group.

In addition, Mr Kumar is also the Honorary Consul General of Greece in Chennai. He is on the Board of various public companies and carries with him vast experience in the sphere of Technology, Management and Finance. He is involved very actively along with his company (The Sanmar Group) in a Centre for Exceptional Children called the Madhuram Narayanan Centre.



Ravi Singh
MEMBER
Secretary
General and
CEO of WWF
India

Prior to this appointment, Mr. Singh was the General Manager and Head, Multi National Corporates, Deutsche Bank, Mumbai. Mr. Singh has over 30 years of working experience and domain knowledge of the banking sector and organisational behaviour.



Rajendra S. Pawar

MEMBER

Chairman and Co-Founder of NIIT Group

In addition,

Mr. Pawar is the chairman of NASSCOM. Amongst many other notable affiliations, he is also a member of the National Task Force on Information Technology and Software Development, a member of the Indian Prime Minister's National Council on Skill Development, a member of the International Business Council at the World Economic Forum and a member of India's Planning Commission's Consultative Group on Higher Education. In early 2011, Mr. Pawar was awarded Padma Bhushan by the President of India.



Priyadarshini Raje Scindia

MEMBER

Head of Gwalior Heritage Foundation and Maharaja Sir

Jiwaji Rao Scindia Museum.

In addition, Mrs. Scindia is also a Trustee of Board of The Madhav Rao Scindia Foundation and is actively involved in fundraising activities of the Foundation.



Mirai Chatterjee

MEMBER*

Director of Social Security at Self-Employed Women's

Association, (SEWA)

In addition, Ms. Chatterjee is the Chairperson of the National Insurance VimoSEWA Cooperative Ltd and of Lok Swasthya health cooperative. Both cooperatives are promoted by SEWA. She serves on the Boards of several organisations, including the Friends of Women's World Banking (FWWB), the Public Health Foundation of India (PHFI) and the Health Action Partnership International (HAPI).



Rakesh Bharti Mittal

MEMBER*

Vice-Chairman and Managing Director of Bharti

Enterprises

Amongst many other notable affiliations, Mr. Mittal is also a member of the National Council of the Confederation of Indian Industry (CII), Chairman of CII Development Initiative Council (DIC), a member of the National Food Processing Development Council (NFPDC), Ministry of Food Processing Industries, Government of India and of India Pakistan Joint Business Forum (IPJBF) to strengthen and promote economic relations between

the two countries. Besides these, he is a Life Trustee and the Co-Chairman of Bharti Foundation.



Dr. Arindam Bhattacharya

MEMBER*

Managing Director of Boston Consulting

Group (BCG), India

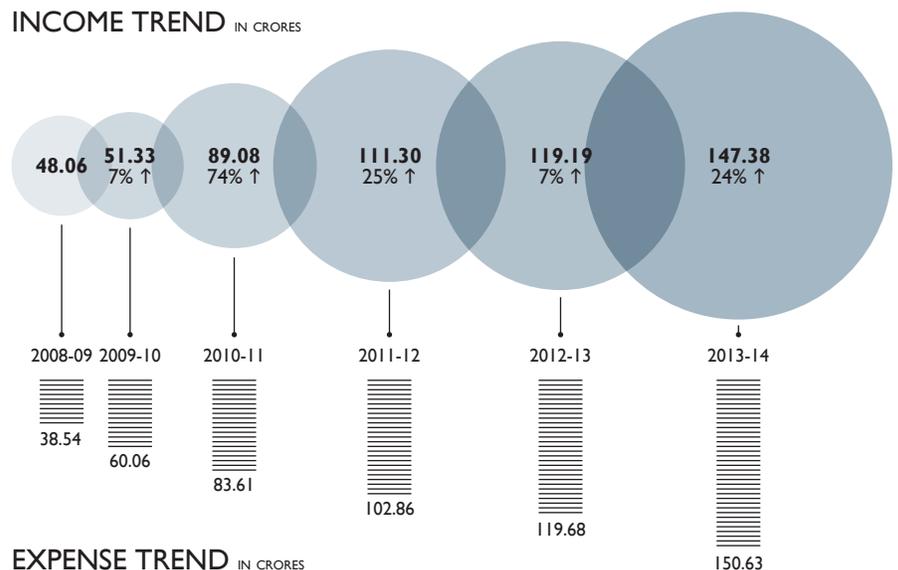
Dr. Bhattacharya has over 23 years of experience in the industry, consulting and as a researcher focused on the manufacturing industry and has advised leading Indian and global companies on the same. Amongst many other notable affiliations, he is an invitee member of Confederation of Indian Industry's (CII) National Council, Co-chairs CII's National Manufacturing Council and a member of the advisory board of Munjal Global Manufacturing Institute at Indian School of Business. He is also the co-author of *Globality – Competing with Everyone from Everywhere for Everything*, which was nominated among the best business books by *The Economist* in 2008.

**Save the Children Governing Council members since August 2013.*

HOLDING OURSELVES ACCOUNTABLE

Fiscal year 2013-14 was the sixth year of Save the Children India as an Independent organisation. The organisation has grown remarkably in the first six years of its operation. Revenue generation in the sixth year has grown 207% from 2008-09 and fund utilisation has grown by 291%.

INCOME TREND IN CRORES



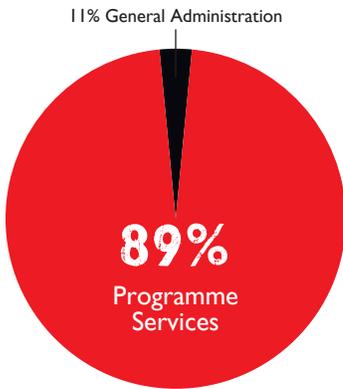
EXPENSE TREND IN CRORES

CONSOLIDATED REVENUES

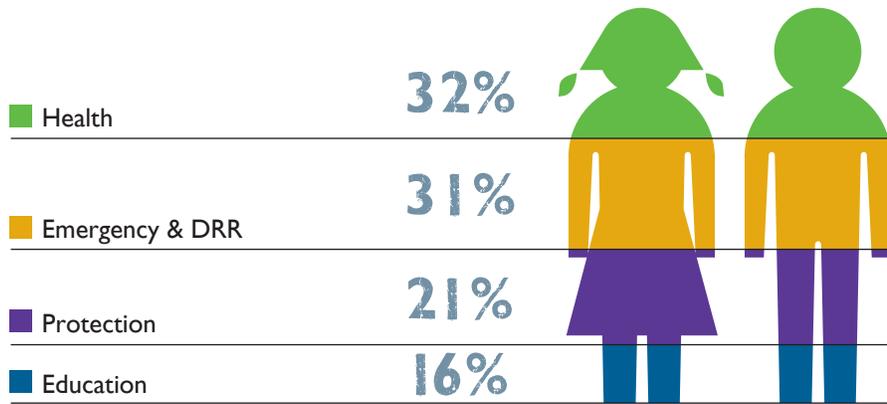
The Organisation recorded a growth of 24% in revenue during the year 2013-14 as compared to the previous year. The Organisation continued to have a balanced funding mix in this year. The largest share of funding

(34%) came in from the corporate donors followed by Institutional donors (23%). Revenue from Individuals including HNIs contributed 22% of the total Income. Save the Children members contributed 21% during the year 2013-14.

**PROGRAM EXPENSES
2013-14**



**THEMATIC UTILISATION
OF FUNDS 2013-14**



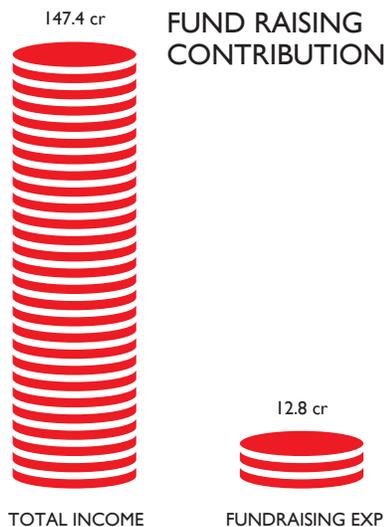
**CONSOLIDATED
EXPENDITURE**

There was an overall 26% growth in total expenses during the year 2013-14 as compared to the year 2012-13. Continuous effort on delivering programmes with high quality and cost efficiency helped the Organisation in keeping the general administration cost at minimum level. The cost of local fundraising efforts of the Organisation showed a reducing trend in this fiscal year also. Major portion of the funds raised during the year had been deployed for the purpose of program implementation.

Out of the expenses incurred 89% of the funds were utilised for Programmes services and 11% for General administration expenses which include audit fee, office maintenance and administration, consultancy and salaries of support function staff etc.

**CONTRIBUTION FROM
FUNDRAISING EFFORTS**

During 2013 - 14 fundraising cost forms 9% of the total income generated during the year. Continuous effort has been put in to the system to achieve maximum yield for raising funds.



**THEMATIC UTILISATION
OF FUNDS**

Year 2013-14 has witnessed many calamities. Our timely and extensive response to save lives particularly of children during emergencies is a clear distinguisher. Of the total expenses, 32% of it accounts for Health & Nutrition Programme. Response to Emergency & DRR accounts for 31% of the total utilisation of fund (40% accounts for Uttarakhand, another 31% for Odisha, 11% in Assam, 9% for Andhra Pradesh, 7% accounts for J&K). A total spend of 21% was on Child Protection and 16% was accounted for Child Education during the financial year 13-14.

AUDITORS

Deloitte Touche Tohmatsu – Statutory Auditors.

Deloitte Touche Tohmatsu India Private Limited is one of the DTTL member firms in India, which operates through offices in Ahmedabad, Bengaluru, Chennai, Hyderabad, Kolkata, Mumbai, New Delhi/Gurgaon and Pune. Its long existence in the Indian professional arena supplements the technical proficiency of the client service teams to create powerful business solution tailored to the client's need.

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF GOVERNING COUNCIL OF BAL RAKSHA BHARAT

REPORT ON FINANCIAL STATEMENTS

We have audited the accompanying financial statements of BAL RAKSHA BHARAT (“the society”) which comprise the balance sheet as at 31st March 2014, the Income and Expenditure and Receipts and Payment Account for the year then ended and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

The Society's Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position and financial performance of the Society in accordance with the Accounting Standards issued by Institute of Chartered Accountants of India. This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from financial misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors considers internal control relevant to the Society's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by the Management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis of our audit opinion.

Opinion

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

- A.** In case of the Balance Sheet, of the state of affairs of the Society as at 31st March 2014;
- B.** In the case of the Income and Expenditure Account, of the excess of expenditure over income for the year ended on that date; and
- C.** In the case of the Receipts and Payments Accounts, of the excess of receipts over payments for the year ended on that date.

Other Matter

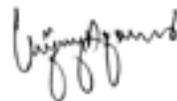
The financial statements of the Society as at 31st March, 2013 and for the year then ended were audited by another firm of chartered accountants who, vide their report dated 5th August 2013 expressed an unmodified opinion on those financial statements.

Report on Other Legal and Regulatory Requirements

We further report that:

- A.** We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
- B.** In our opinion, proper books of account as required by law have been kept by the Society so far as appears from our examination of those books.
- C.** The Balance Sheet, the Statement of Income and Expenditure and Receipts and Payment Account dealt with by this Report are in the agreement with the books of account.
- D.** In our opinion, the Balance Sheet, the Income and Expenditure and Receipts and Payment Account comply with the Accounting Standards issued by the Institute of Chartered Accountants of India.

**For Deloitte Haskins & Sells
Chartered Accountants**



Vijay Agarwal
Partner

BAL RAKSHA BHARAT

(registered under the Societies Registration Act, 1860)

Balance Sheet as at 31 March 2014

(All amounts are in Indian Rupees)

Sources of funds	Schedule No.	As at 31 March 2014	As at 31 March 2013
Corpus fund	1	8,600	8,600
Restricted fund	2	11,65,97,664	2,06,34,513
Endowment fund	3	21,69,75,000	21,69,75,000
General fund	4	9,03,91,139	12,15,03,759
		42,39,72,403	35,91,21,872
Fixed assets	5		
Gross block		8,76,34,353	8,49,45,699
Less: Accumulated depreciation		4,59,67,083	3,29,16,016
Net block		4,16,67,270	5,20,29,683
Current assets, loans and advances	6		
Cash and bank balances		41,65,05,574	33,43,38,766
Loans and advances		4,79,12,192	3,52,71,615
Distributable Material		31,49,350	-
		46,75,67,116	36,96,10,381
Less: Current liabilities and provisions	7		
Current liabilities		7,84,66,124	5,74,79,729
Provisions		67,95,859	50,38,463
		8,52,61,983	6,25,18,192
Net current assets		38,23,05,133	30,70,92,189
		42,39,72,403	35,91,21,872
Significant accounting policies and notes to accounts	9		

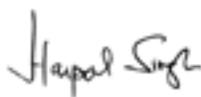
The schedules referred to above form an integral part of the financial statements. As per our report attached.

For Deloitte Haskins & Sells
Chartered Accountants



Vijay Agarwal
Partner

For Bal Raksha Bharat



Harpal Singh
President



Rajiv Kapur
Treasurer



Thomas Chandy
CEO

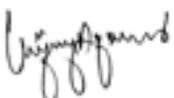
BAL RAKSHA BHARAT

(registered under the Societies Registration Act, 1860)

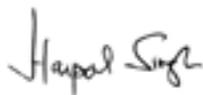
Income and Expenditure Account for the year ended 31 March 2014

(All amounts are in Indian Rupees)

	Schedule No.	For the year ended 31 March 2014			For the year ended 31 March 2013		
		Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
Income							
Revenue grants recognised during the year		1,05,58,62,398		1,05,58,62,398	85,97,84,681		85,97,84,681
Non grant income	8	1,93,19,917	31,25,95,316	33,19,15,233	20,79,607	28,55,61,337	28,76,40,944
Grants received in kind (Refer note 11)	9	5,52,99,862	-	5,52,99,862	2,73,54,637	-	2,73,54,637
Interest income from fixed deposits		2,63,34,933	43,78,401	3,07,13,334	1,07,68,147	63,33,903	1,71,02,050
		1,15,68,17,110	31,69,73,717	1,47,37,90,827	89,99,87,072	29,18,95,240	1,19,18,82,312
Expenditure							
Grants disbursed to others (Refer note 7(b))	9	42,68,02,791	25,40,146	42,93,42,937	40,20,17,637	13,60,350	40,33,77,987
Programme expenses (Refer note 7(a))	9	49,05,31,428	1,00,48,590	50,05,80,018	26,98,77,864	89,01,510	27,87,79,374
Salaries and allowances		5,98,62,677	9,51,78,415	15,50,41,092	5,48,61,161	6,95,56,650	12,44,17,811
Consultancy		12,32,250	1,12,33,041	1,24,65,291	88,87,262	89,07,649	1,77,94,911
Travel and accomodation		5,36,15,353	83,60,075	6,19,75,428	5,29,39,159	59,36,668	5,88,75,827
Legal and professional charges		1,03,03,822	44,93,534	1,47,97,356	80,83,713	26,06,684	1,06,90,397
Rent		1,31,35,377	1,63,73,279	2,95,08,656	1,20,02,002	1,32,30,123	2,52,32,125
Training		1,66,79,193	90,616	1,67,69,809	1,93,94,788	-	1,93,94,788
Depreciation		1,33,02,268	19,32,820	1,52,35,088	1,33,71,330	13,51,806	1,47,23,136
Bank charges		61,593	9,73,935	10,35,528	1,68,419	5,26,464	6,94,883
Fundraising Expenses (Refer note 11 of Schedule 9)		4,34,21,018	15,74,07,034	20,08,28,052	3,05,88,088	15,43,12,968	18,49,01,056
Other operational expenses		2,78,69,340	4,08,95,058	6,87,64,398	2,77,95,649	3,01,15,300	5,79,10,949
		1,15,68,17,110	34,95,26,543	1,50,63,43,653	89,99,87,072	29,68,06,172	1,19,67,93,244
Excess of income over expenditure / (expenditure over income)	9		(3,25,52,826)	(3,25,52,826)		(49,10,932)	(49,10,932)
As per our report attached.							

Login to our website www.savethechildren.in to read about schedule 9For Deloitte Haskins & Sells
Chartered Accountants

Vijay Agarwal
Partner

For Bal Raksha Bharat


Harpal Singh
President

Rajiv Kapur
Treasurer

Thomas Chandy
CEO

BAL RAKSHA BHARAT

(registered under the Societies Registration Act, 1860)

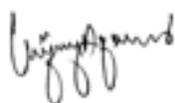
Receipts and Payments Account for the year ended 31 March 2014

(All amounts are in Indian Rupees)

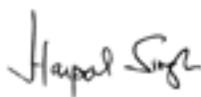
Receipts	For the year ended 31 March 2014			For the year ended 31 March 2013		
	Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
Opening Balance						
Cash in hand	2,053	2,54,308	2,56,361	13,640	31,038	44,678
Cash at bank	24,40,27,828	9,00,54,577	33,40,82,405	28,05,10,878	9,81,95,537	37,87,06,415
Receipt of foreign grants	1,09,15,88,267	-	1,09,15,88,267	81,70,95,339	-	81,70,95,339
Receipt of domestic grants	5,23,17,566	14,40,206	5,37,57,772	92,55,977	4,93,000	97,48,977
Interest on fixed deposits	3,30,04,174	59,57,587	3,89,61,761	2,36,95,396	64,90,394	3,01,85,790
Miscellaneous receipts	3,11,046	4,49,000	7,60,046	15,35,303	5,92,328	21,27,631
Donations	1,90,08,871	31,21,46,316	33,11,55,187	5,44,303	28,49,69,010	28,55,13,313
	1,44,02,59,805	41,03,01,994	1,85,05,61,799	1,13,26,50,836	39,07,71,307	1,52,34,22,143

Payments	For the year ended 31 March 2014			For the year ended 31 March 2013		
	Restricted Funds	General Funds	Total	Restricted Funds	General Funds	Total
Grants disbursed to others	42,47,12,143	23,69,421	42,70,81,564	39,91,29,396	8,77,733	40,00,07,129
Programme expenses	45,70,97,901	55,99,803	46,26,97,704	26,03,09,111	88,16,290	26,91,25,401
Salaries and allowances	5,88,29,670	9,38,61,309	15,26,90,979	5,46,33,384	6,87,68,234	12,34,01,618
Consultancy	13,53,035	1,09,30,468	1,22,83,503	1,16,12,420	94,15,919	2,10,28,339
Travel and accomodation	5,33,37,624	73,92,565	6,07,30,189	5,25,63,257	63,61,628	5,89,24,885
Legal and professional charges	1,14,03,346	43,82,610	1,57,85,956	57,23,103	30,39,854	87,62,957
Rent	1,32,93,413	1,66,85,806	2,99,79,219	1,12,35,832	1,33,34,948	2,45,70,780
Fund Raising Expenses	1,36,69,781	15,43,57,540	16,80,27,321	60,18,031	14,55,33,833	15,15,51,864
Training	1,58,08,425	90,616	1,58,99,041	2,00,17,002	-	2,00,17,002
Bank Charges	61,593	9,73,935	10,35,528	1,68,419	5,26,464	6,94,883
Other operational expenses	2,60,77,386	3,94,02,798	6,54,80,184	3,59,22,373	3,55,84,455	7,15,06,828
Fixed assets purchased	53,97,471	20,65,737	74,63,208	2,43,51,420	40,90,534	2,84,41,954
Deposits and advances (net)	1,05,81,980	43,19,849	1,49,01,829	69,37,207	41,12,530	1,10,49,737
Closing Balance						
Cash in hand	5,00,268	1,57,861	6,58,129	2,053	2,54,308	2,56,361
Cash at bank	34,81,35,769	6,77,11,676	41,58,47,445	24,40,27,828	9,00,54,577	33,40,82,405
	1,44,02,59,805	41,03,01,994	1,85,05,61,799	1,13,26,50,836	39,07,71,307	1,52,34,22,143

As per our report attached.

For Deloitte Haskins & Sells
Chartered Accountants

Vijay Agarwal
Partner

For Bal Raksha Bharat


Harpal Singh
President

Rajiv Kapur
Treasurer

Thomas Chandy
CEO

BAL RAKSHA BHARAT

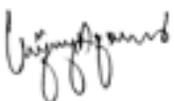
(registered under the Societies Registration Act, 1860)

Schedules forming part of the accounts

(All amounts are in Indian Rupees)

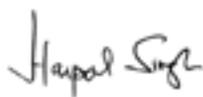
	As at 31 March 2014	As at 31 March 2013
Schedule 1: Corpus fund		
Opening balance	8,600	8,600
Closing balance	<u>8,600</u>	<u>8,600</u>
Schedule 2: Restricted fund		
Opening balance	2,06,34,513	3,98,60,238
Add: Grants received during the year	1,14,39,05,833	82,63,51,316
Less: Revenue grants recognised in the Income and Expenditure Account	(1,05,58,62,398)	(85,97,84,681)
Add: Unutilised Balance of Endowment Fund Interest Income for the year (refer note no 5 of schedule 9)	79,19,716	1,42,07,640
Closing balance	<u>11,65,97,664</u>	<u>2,06,34,513</u>
Schedule 3: Endowment fund (Refer note 5 of schedule 9)		
Opening balance	21,69,75,000	21,69,75,000
Closing balance	<u>21,69,75,000</u>	<u>21,69,75,000</u>
Schedule 3A: Endowment fund Interest		
Interest Earned on Endowment Fund during the year	2,16,45,795	2,17,07,640
Less: Funds Disbursed to ECD Centre during the year	1,37,26,079	75,00,000
Balance transferred to Restricted Fund	<u>79,19,716</u>	<u>1,42,07,640</u>
Schedule 4: General fund		
Opening balance	12,15,03,759	12,59,21,691
Add: Excess of income over expenditure / (expenditure over income)	(3,25,52,826)	(49,10,932)
Add: Grants received during the year	14,40,206	4,93,000
Closing balance	<u>9,03,91,139</u>	<u>12,15,03,759</u>

For Deloitte Haskins & Sells
Chartered Accountants



Vijay Agarwal
Partner

For Bal Raksha Bharat



Harpal Singh
President



Rajiv Kapur
Treasurer



Thomas Chandy
CEO

BAL RAKSHA BHARAT

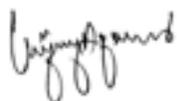
(registered under the Societies Registration Act, 1860)

Schedules forming part of the accounts

(All amounts are in Indian Rupees)

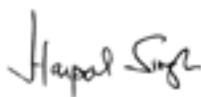
	As at 31 March 2014	As at 31 March 2013
Schedule 6: Current assets, loans and advances		
Cash and bank balances		
Cash in hand	6,58,129	2,56,361
Balances with scheduled bank		
- on current account	77,47,445	1,48,39,541
- on deposit account	40,81,00,000	31,92,42,864
	<u>41,65,05,574</u>	<u>33,43,38,766</u>
Loans and advances		
(Unsecured and considered good unless otherwise stated)		
Advances recoverable in cash or kind or for value to be received	2,55,38,230	1,41,97,626
Security deposits	98,09,246	95,05,561
Staff advances	1,17,892	86,149
Tax deducted at source	65,04,195	52,10,941
Interest accrued not due	59,42,629	62,71,338
	<u>4,79,12,192</u>	<u>3,52,71,615</u>
Distributable Material		
Distributable Material (Refer note 2(g) of Schedule 9)	31,49,350	-
	<u>31,49,350</u>	-
Schedule 7: Current liabilities and provisions		
Current liabilities		
Sundry creditors and payables	6,66,84,314	4,73,60,409
Other liabilities	1,17,81,810	1,01,19,320
	<u>7,84,66,124</u>	<u>5,74,79,729</u>
Provisions		
Gratuity	67,95,859	50,38,463
	<u>67,95,859</u>	<u>50,38,463</u>
	For the year ended 31 March 2013	For the year ended 31 March 2014
Schedule 8: Non grant income		
Donations		
- restricted funds		5,44,303
- unrestricted funds	31,21,46,316	28,49,69,010
Miscellaneous income		
- restricted funds	3,11,046	15,35,303
- unrestricted funds	4,49,000	5,92,328
	<u>33,19,15,233</u>	<u>28,76,40,944</u>

**For Deloitte Haskins & Sells
Chartered Accountants**



Vijay Agarwal
Partner

For Bal Raksha Bharat



Harpal Singh
President



Rajiv Kapur
Treasurer



Thomas Chandy
CEO

Bal Raksha Bharat

(registered under the Societies Registration Act, 1860)

Schedules forming part of the accounts

(All amounts are in Indian Rupees)

SCHEDULE 5: FIXED ASSETS**Gross Block**

Particulars	As at 31 March 2013	Additions during the year	Deletions during the year	Reclassification	As at 31 March 2014
Furniture and fixtures	86,98,278	12,84,232	15,68,833	(3,10,807)	81,02,870
Software*	1,24,64,066	4,06,806	-	-	1,28,70,872
Computers*	1,94,00,126	22,88,857	16,93,688	(15,32,285)	1,84,63,010
Office equipment**	14,09,813	-	15,600	(13,94,213)	-
Vehicles	2,55,13,332	9,58,631	-	29,20,797	2,93,92,760
Equipment**	1,31,19,969	25,00,686	14,96,437	3,16,508	1,44,40,726
Leasehold Improvement	43,40,115	24,000	-	-	43,64,115
Total	8,49,45,699	74,63,212	47,74,558		8,76,34,353
Previous Year	5,56,86,389	2,93,12,290	52,980		8,49,45,699

Depreciation / Amortisation

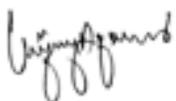
Particulars	Upto 31 March 2013	Depreciation for Opening WDV	On additions during the year	On deletions during the year	Reclassification	Upto 31 March 2014
Furniture and fixtures	2,112,623	935,198	1,10,881	4,06,549	(70,649)	26,81,504
Software*	5,472,639	2,796,571	55,440	-	-	83,24,650
Computers*	10,213,172	3,156,121	4,04,558	11,39,453	(7,90,013)	1,18,44,385
Office equipment**	694,340	-	-	4,082	(6,90,258)	-
Vehicles	10,028,969	4,532,743	54,397	-	8,97,459	1,55,13,568
Equipment**	1,622,488	1,432,288	1,87,924	2,16,920	2,36,444	32,62,224
Leasehold Improvement	2,771,785	1,568,329	638	-	-	43,40,752
Total	32,916,016	14,421,250	8,13,838	17,67,004	(4,17,017)	4,59,67,083
Previous Year	18,245,862	10,634,610	40,88,526	52,980		3,29,16,016

Net Block

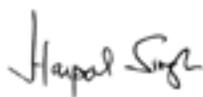
Particulars	As at 31 March 2014	As at 31 March 2013
Furniture and fixtures	54,21,366	65,85,655
Software*	45,46,222	69,91,427
Computers*	66,18,625	91,86,954
Office equipment**	-	7,15,473
Vehicles	1,38,79,192	1,54,84,363
Equipment**	1,11,78,502	1,14,97,481
Leasehold Improvement	23,363	15,68,330
Total	4,16,67,270	5,20,29,683
Previous Year	5,20,29,682	3,74,40,527

* Computers have been shown as computers and softwares separately.

** Office Equipment has been reclassified as equipment.

For Deloitte Haskins & Sells
Chartered Accountants

Vijay Agarwal
Partner

For Bal Raksha Bharat


Harpal Singh
President

Rajiv Kapur
Treasurer

Thomas Chandy
CEO

COME, BE A PART OF AN AMAZING JOURNEY TO MAKE A DIFFERENCE IN THE LIVES OF CHILDREN IN INDIA

You can connect with Save the Children in various ways and render your contribution in making India a better place for children.



WE'RE SOCIAL!

Connect and interact with us on our social media communities and stay updated about our on-ground work:



www.savethechildren.in



www.facebook.com/india.savethechildren



[@stc_india](https://twitter.com/stc_india)



plus.google.com/+savethechildrenin/



www.youtube.com/user/savethechildrenin

Spread the word among your friends and family too!

We'd love to hear from you. For feedback and questions pertaining to our work, send a mail to Aditi Mishra at m.aditi@savethechildren.in and for donation related queries, please write in to donorsupport@savethechildren.in

JOIN FORCES

Corporate partnership: Save the Children has a long and rich experience of working with corporates from different sectors and helping them deliver their CSR initiatives. For corporate tie-ups and partnerships, please write to Ms. Charu Sethi at c.sethi@savethechildren.in.

Media: If you are a journalist or represent a media house and have queries regarding our work, need facts and figures on issues affecting children or wish to speak with our experts, please connect with our media team. You can write to Mr. Devendra Tak at d.tak@savethechildren.in

SUPPORT THE CAUSE OF CHILDREN

Your contributions can help us reach out to the most marginalised and socially excluded children and bring them under the realm of our range of programmes on health, education, protection and emergency response. Your support can be instrumental in providing a better future to children in India. Donate online at:

support.savethechildren.in

or speak to Prachi Malik at 011-42294937/+91 9811 320 906 for assistance in making a contribution.

COME ON BOARD

Interested in working on ground and behind the scenes to help bring tangible changes in the lives of children? Send your CVs to jobs@savethechildren.in or visit the 'Careers' section on our website: www.savethechildren.in

ANC	Ante-natal Checkup
ANM	Auxiliary Nurse Midwives
ASDMA	Assam State Disaster Management Authority
ASHA	Accredited Social Health Activists
AWC	Aangandwadi Centres
AWW	Aangandwadi Workers
BMGF	Bill & Melinda Gates Foundation
CECDR	Centre for Early Childhood Development & Research
CFS	Child Friendly Spaces
CHW	Community Health Worker
CMAM	Community-based Management of Acute Malnutrition
CS28	USAID's 28th Child Survival Programme
CSR	Corporate Social Responsibility
DFID	Department for International Development, Gov. of UK
DRR	Disaster Risk Reduction
ECCD	Early Childhood Care and Development
FHW	Frontline Health Worker
GSKCH	GlaxoSmithKline Consumer Healthcare
ICDS	Integrated Child Development Scheme
ICT	Information and Communications Technology
IDP	Internally Displaced Persons
INCLEN	International Clinical Epidemiology Network
IYCF	Infant Young Child Feeding
KGBV	Kasturba Gandhi Balika Vidyalaya
MAC	Multi Activity Centre
MLC	Mobile Learning Centre
MUAC	Mid-Upper Arm Circumference
MAM	Moderate Acute Malnutrition
NSSK	Navjaat Shishu Suraksha Karyakram
NCCS	Nutrition Counselling and Childcare Sessions
PHC	Primary Health Centre
RB	Reckitt Benckiser
RMNCH+A	Reproductive Maternal Newborn Child Health + Adolescent
SAM	Severe Acute Malnutrition
SCERT	State Council of Educational Research and Training
SIDA	Swedish International Development Cooperation Agency
SSDMA	Sikkim State Disaster Management Authority
SUW	Severely Underweight
UNICEF	United Nations Children's Fund
VCDC	Village Child Development Centre
WASH	Water, Sanitation and Hygiene
WHO	World Health Organization



