



SOS CHILDREN'S
VILLAGES
INDIA



Our Vision

Every child should belong to a family and grow up with love, respect and security.

Our Mission

To build families for children in need, help them shape their own futures and to share in the development of their communities.

Our Roots

SOS Children's Villages of India concept was pioneered by Dr. Hermann Gmeiner

This is based on four principles:

The Mother: each child has a caring parent.

Brothers and Sisters : family ties grow naturally

The House: each family create its own home.

The Village : the SOS family is a part of the community.

Our Values

What keeps us strong

Courage: We take action

Commitment: We keep our promises

Trust: We believe in each other

Accountability: We are reliable partners

SOS Children's Villages of India

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A loving home for every child

Annual Report

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A loving home for every child

The pupa of a caterpillar transforms into a beautiful butterfly after shedding its chrysalis, as if by magic. SOS Children's Villages of India is a great enabler in a similar process for kids who are less fortunate than others.



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Shedding the Chrysalis

Our evolution

Through the years, the SOS Children's Villages of India has ensured that children who come to it get the love and caring of a family. With proper education, all round development and the complete trust and encouragement that they receive, they are able to build formidable strength of character. As they cross the threshold into the final frontier of maturity and adulthood they are full of confidence with an unbridled zest for life and achievement.

Thousands of homeless children without a shred of hope or semblance of family support and exposed to the vagaries of life are today leaders of their peer groups in science, technology, the arts and professional arenas. After initial displacement their trauma has slowly but completely faded away thanks to their newfound families; mothers, brothers and sisters who have shared their joys and sorrows and given them a new and positive lease of life. Personal attention and encouragement to develop their natural aptitudes, guiding them to their most suited vocations and placing them at par with children at large, and indeed young adults, has been the driving the success of SOS Children's Villages of India.

OUR ROOTS AND UNIQUE CONCEPT

Mother:
Each child has a caring parent

The SOS mother builds a close relationship with every child entrusted to her and provides the security, love and stability that each child needs.

Brothers and Sisters:
Family ties grow naturally

Girls and boys of different ages live together as brothers and sisters, within the same SOS family.

Home:
Each family creates its own home

The house is the family's home with its own unique feeling. Under its roof, children enjoy a real sense of security and belonging.

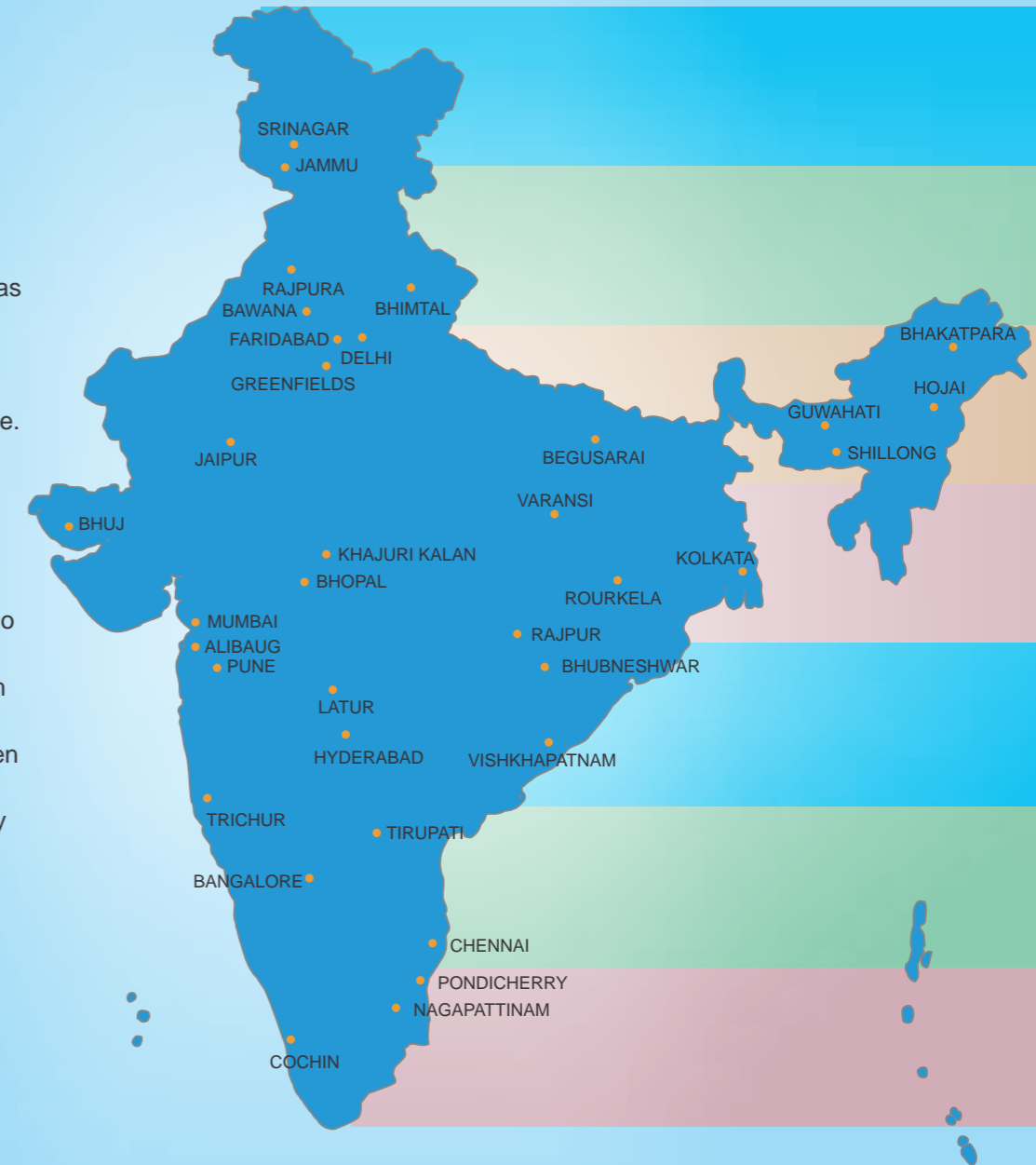
Village:
SOS Family is a part of the community

SOS families live together, forming a supportive village environment where children enjoy a happy childhood.

OUR HOMES ACROSS INDIA

SOS Children's Villages of India is spread across the country covering 21 states and 33 locations. As many as 6,568 children benefit from the Family Based Care (FBC) Program being successfully carried out here.

Family Strengthening Program (FSP) is a community based Program which supports underprivileged children who are at the risk of losing parental care. This Program uses a two pronged approach supporting children via education, health care and empowering families by enhancing their livelihood capacities. At present it reaches out to over 16,600 children.



Modest Beginings



1964
SOS India – registered in 1964



1965
Smt. Indira Gandhi meeting the first batch of SOS Mothers



1966
Smt. Indira Gandhi, Hermann Gmeiner lighting the lamp at the first Children's Village, Greenfields



1967
One of the first marriages at the Children's Village



1968
Entire SOS community from the 1st Children's Village, Greenfields, Faridabad



1969
First 15 Mothers of SOS Children's Villages of India



1971
President Helmut Kutin's visit to India - Greenfields Children's Village

COLLECTIVE EFFORTS FOR A LARGER IMPACT

In a bid to contribute positively towards the inclusive growth of the country, SOS Children's Villages of India has made small efforts with significant impact over the last 48 years. Children and youth are the building blocks of a nation. SOS Children's Villages has played a significant role over the past five decades in securing lives and futures of many abandoned and parentless children and has also expanded its mission to include not just curative but also preventive interventions through its community outreach programs to impact lives of over 25,000 children. Our aim has been at quality rather than quantity.

Half of India's population comprises young adults under the age of 30 years; therefore it becomes our responsibility as a parenting organization to prepare our youth suitably to face competitive challenges ahead. In keeping with this key focus for our Family Based Care Program, we dedicated the year to enhancing the quality parameters of all our Program interventions for the youth.

To alleviate poverty, effective measures are needed to bring about socio-economic equity. Innovative models of micro enterprise through successful cooperatives and self-help groups need to be created. SOS Children's villages of India has been successfully running community outreach programs at an advanced level with the ultimate aim of enhancing livelihood of parents so as to prevent child abandonment and also enhance the quality of life of the underprivileged child.

With the slow shift in the economic power from west to east; emerging economies are expected to drive the global economy. In this scenario, our international partners and supporting agencies expect us to sustain our funding locally. Local fund-raising level needs to be enhanced from the current levels of 25% to 100% over the next few years. This indeed poses a huge challenge for a



self-implementing organization like SOS India, as this enhancement is required to be met urgently even to sustain our present operational expenses, leave alone any expansion or growth plans. We continuously solicit and look forward to contributions from individuals and corporates to enable us to reach the self-sufficiency levels at the earliest.

S. Sandilya
President



EVERY CHILD MUST GROW IN A LOVING FAMILY

Our founder father Dr Herman Gmeinner, believed that every child must grow up in a loving home. Since our inception in 1964, our footprint has expanded across India in 32 locations and the year witnessed the completion of our 33rd children's village in Tirupati, in the state of Andhra Pradesh. The children under our Family Based Care (FBC), which is a curative program, increased from 6,255 to 6,568.

Our plan is to build a path for our youth so that they are able to choose viable career options, and get suitable placements. Some exceptional success stories at SOS Children's Villages of India show that if efforts are put in to enhance the abilities of our youth, they can become self-sufficient and build a strong future for themselves. Our Youth Program not only focuses on their career plans but also on building social resilience which enables them to



become fully integrated into society, which is our eventual aim.

Youth Care guidelines for vocational/professional courses have been developed and norms for higher education and boarding school introduced to enable the youth to participate actively in the decision making process affecting their lives.

16,634 children were extended support through our preventive program known as the Family Strengthening Program (FSP).

Our efforts to raise funds also saw our net income increase by 30%. The strategy was to revive old donors, retain and upgrade existing donors and focus on acquisition of committed donors, so as to attain sustainability of income. Diversifying into newer channels of face to face, tele-facing and digital marketing would continue to remain our focus. A brand awareness survey by IMRB was also commissioned and areas of improvement were identified

With the economic crisis not abating in the West, fund-raising in that part of the world is becoming increasingly difficult and unpredictable; hence we have to strengthen our fund-raising capabilities urgently. Moving the level of local fund-raising from the current levels of 25% to 100% over the next 5-7 years would continue to be our endeavor.

We seek your support in ensuring that every child in India grows up in a loving home.

Rakesh Jinsi
Secretary General



Emergence of magnificence

FAMILY BASED CARE

A house is not a home without a loving mother and siblings. SOS Children's Villages of India provides just that. This unique concept caters to the needs of children who can share ties with their family in a community which helps them grow up to their full potential.

In Family Based Care (FBC) a child is brought to a Children's Village and taken care of by an SOS mother like her very own. In each family home there are about 8 to 10 children who are treated like siblings. In each Village about 14 to 20 family homes collectively form a community which is so essential for a child's growth.

FBC PROGRAMME	Apr'11-Mar'12
No. of children	6568
No. of children brought home	549
No. of children settled	137
No. of children employed	107

The Village Director, head of the Children's Village is a father figure who along with his team of co-workers supports the mothers in taking care of the needs of the children and looks after the administrative requirements of the project. Children attend schools in the community and are supported by their SOS families till they reach a stage where they can support themselves.

Youth Facilities

Though SOS India's aim is to support children by giving them a loving home, the final testament of our work would be the way our youth get settled in life. Over the years we have had some inspiring success stories of children. We constantly aim at working towards the integration of SOS children into the society and make our youth confident and contributing members of the society. SOS Children's Villages of India commits itself not only for taking care of children when they are brought home to Children's Villages but also to settle them in life. Co-workers take care of them and assist them in education, employment and other spheres of life. It is at this stage where aptitude tests are also conducted to ensure that a youngster chooses the right career path.

As about 30% of India's population consists of the youth, it is this segment that draws our attention. The future of the country will one day be in their hands and we feel duty bound to create and develop facilities for them.

33rd Children's Village comes up at Tirupati

The Child Vulnerability Study conducted by SOS Children's Villages of India showed that the number of vulnerable children in the South Zone of India was as high as 15 million.

Out of 25 high child vulnerable district in South Zone, Chittoor district in the state of AP has the highest number of vulnerable children standing at 5,24,099.

The need for care and protection of hundreds of needy children was brought out. Our intervention began with a decision to build a Children's Village and prior to that to implement Family Strengthening Programed (FSP) in the neighboring villages.



CASE STUDY

A new lease of life

Kamini, a fisherman's daughter in coastal Orissa, was a victim of a cyclone in 1999. Though lucky to have survived, she lost her parents to the ocean's fury. That's when SOS Children's Village-Rourkela stepped in and brought her to the Village. She was extremely nervous as it was just 3 months after her parents had passed away.

Thankfully, she was placed in the hands of Ms. Sanjunktta Jena, her SOS Mother who became a constant source of strength and helped take care of all her minor and major requirements. In this environment Kamini began to feel safe and secure. Kamini officially began her first formal education at Saraswati Vidya Mandir in Rourkela. She was both excited and anxious about attending a real school for the first time and with the support of her new siblings as well as mother Jena, Kamini began her formal education on an excellent note with a first class in Class X. Following many years of quality schooling, she was admitted in the General Nursing and Midwifery course at the Nurses' Training Institute of Ispat General Hospital in Rourkela. She passed the final examination, having secured 79% score, which guaranteed her a job as a nurse. She is now employed with Apollo Hospital in Bhubaneswar.



The SOS project in Tirupati is located in the Rayalseema region. The Children's Village spans across 7.01 acres of land and is flanked by small hamlets Nachanerri, Duggiperi, Nagampalli, Krishnampalli, etc. The entire construction cost of the village has been funded by Akelius Foundation of Sweden. The land was donated by Dr. Bhaskar C Harinath, Director, JB Tropical Diseases Research Center, Mahatma Gandhi Institute of Medical Sciences, Sevagram, Maharashtra. The construction got over in less than a year. At present we have 32 children 10 girls and 22 boys. The youngest is 4 years old and the eldest is 12 years. For the FSP, as on December 31, 2011, we have reached out to 350 needy children; mostly belonging to the vulnerable group in the neighborhood. The program was launched in 3 clusters, namely, Durgiperi, Nacheneri and Nagampalli villages. All the three clusters are inhabited by poor agricultural laborers and those from weaker sections of society. There are 178 care givers.

HIGHLIGHTS

Our endeavor is to constantly work at improving our programs to ensure that children get the best possible care in our Children's Villages. Here are some of the efforts made to ensure a nurturing environment for all children.

- Almost full capacity utilization. Three new youth houses, one each at Puducherry, Raipur and Hyderabad, started under the care of Youth Leaders.

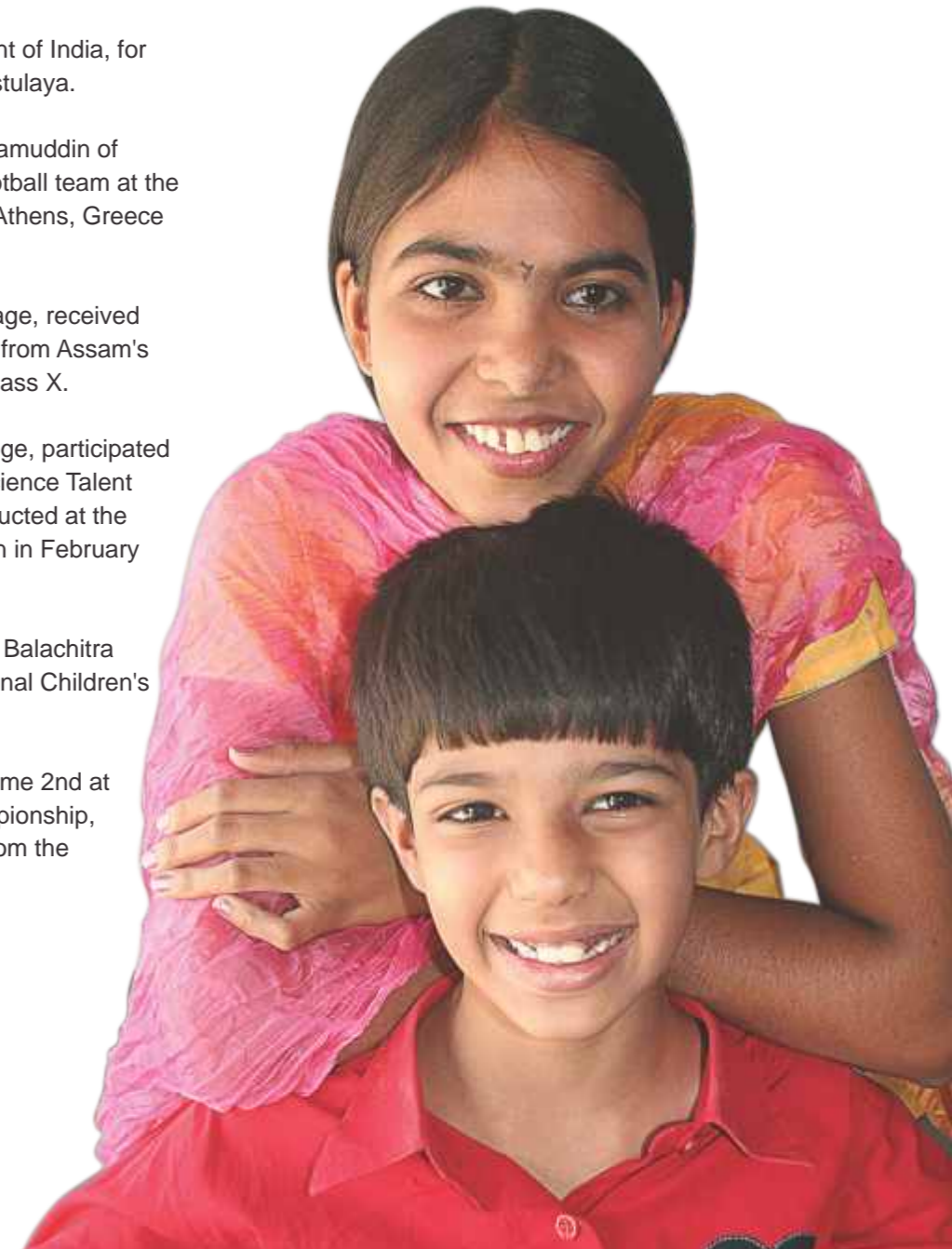
- The Multiple Natures (MN) and Multiple Intelligence (MI) approach propounded by American educator Steven Rudolph introduced to help identify a child's strengths and innate abilities.
- A module on Alternate Methods of Disciplining of Children was finalized and the Mothers, Village Directors and Co-workers of FBC projects were trained for the implementation of the module.
- SOS mothers play a vital role in our Program, hence a module on emotional well-being of mothers was designed based on the findings of the pilot testing at SOS Children's Villages of India, Rajpura.
- Resilience building and enhancing social skills module was also introduced for children and youth. Subsequently, training for trainers was organized for selected Co-workers from all over India. The trained Co-workers would train fellow coworkers at different projects.

AWARDS

- SOS Children's Villages of India, Alibaug, was felicitated by *Krushival*, a local daily for the contribution made in the field of child care in Maharashtra.
- Suraj Pawar, a child from our Village in Alibaug, received the national film award from Shrimati

Pratibha Patil, the then President of India, for his lead role in a short film – Pistulaya.

- One of our special children, Nizamuddin of Hojai Village, led the Indian Football team at the World Summer Games held at Athens, Greece in 2011.
- Rahul Saikia of Bhakatpara Village, received the 'Anandaram Baruah Award' from Assam's Chief Minister for excelling in Class X.
- Kumari Satya of Bangalore Village, participated in the 5th International Level Science Talent Search Examination 2010 conducted at the school, and secured 1st position in February 2011.
- Master Preetham received 'The Balachitra Rathna Award' for the International Children's Art Competition.
- Kumari Apurva and her team came 2nd at the State-level Volleyball Championship, which was held in Mangalore from the 1st to 4th of November 2011.



CASE STUDY

The healing of a future healer

Muruga, or should we say Dr. Muruga, a 27-year-old, is an example of how dreams can turn into reality. He belonged to a poor family, the son of a laborer and an *agarbatti*-maker. He lost his father when he was just 5 years old. Muruga and his brother were brought to SOS Children's Villages of India, Bangalore in 1992. He grew up under the loving care of his Mother Girijamma who ensured his hard work and dreams would materialise into reality. Dr. Muruga has excelled in academics since the very beginning. When he took his Class X Board exams, he scored extremely well. He even took the UWC exam and was selected to study with a scholarship at UWC Canada. After this stint in Canada, he returned to India. Here, he took the CET exam and secured a place at JSS Medical College, Mysore, to study Medicine. He earned his degree in MBBS and became Dr. Muruga in 2012.

Muruga hasn't forgotten his roots. He says, "A few years down the line, I would like to come back to Bangalore and serve the children at the Village for free." Muruga is forever grateful for the nurturing, love and encouragement he received at the Village – the support from his Mother, siblings, as well as everyone else at the Village.



FAMILY STRENGTHENING PROGRAMME

It is said that “prevention is better than cure”. When applied to child care it takes the form of our Family Strengthening Program; a preventive measure to ensure that children are not left abandoned and uncared for. Socio-economic reasons leave the poor with no choice but to surrender to circumstances and succumb to immense poverty, malnutrition, unemployment, etc. The FSP helps such families to become self-sufficient and in turn support their child’s education, health, nutrition and medical requirements. At SOS Children’s Villages of India, we believe that the best place for a child to grow is with its biological family and to ensure that it is not deprived of these roots. We are running FSP at 33

locations and are reaching out to more than 16,900 children at present. It enables families to move out of the vicious cycle of poverty towards greater dignity and self-reliance and a better future for their children. In the process it strengthens not only the families and their children whose upliftment it basically aims at, but also creates a vibrant network within the community that will last much longer and become sustainable in caring for the vulnerable families for a very long period.

Facets of FSP

FSP – the family’s best friend – offers multi-dimensional service:

Child Support

A child needs planned and structured support for all round development. This includes support for nutrition, health, education as well as skill building activities. It is most receptive to these as they come with the love of its family.

Awareness Building

The Program generates awareness in the community on child rights, hygiene, active participation in the governance and decision making processes. Families can thereby gain a lot of self-confidence to actively seek their rights and make their presence felt in the community’s decision making processes.

FSP PROGRAMME	Apr’11-Mar’12
No. of beneficiaries	16,634
No. of beneficiaries - Joined	2,979
No. of beneficiaries - Exited	2,219
No. of active Self Help Groups	382
Expenditure on capacity building (%)	36%

Self Help Groups (SHGs)

Care givers are encouraged to form Self Help Groups (SHGs) and capabilities are generated with the help of government structures or experienced NGOs to provide them important skills to manage their own groups effectively and grow in the process.

Enhancing Livelihood

The family strengthening program has two parts to building quality of life – ensuring education and health of children, while making the parent/care giver self reliant by livelihood support. Livelihood support is provided by training and capital support for activities such as tailoring, vegetable vending, running grocery stores and petty shops, corn vending, bag making etc. This is a 3 to 5 year Program. Enhancing the livelihood of the parents automatically ensures better care for the children in the family, either by way of improved nutrition, healthcare or opportunity for education.

HIGHLIGHTS

Various psycho-social support programs are being organized for the children and awareness programs are being organized for the care givers. The Program has all the potential to gather more strength and build confidence in the care givers to become sustainable in the coming years.

- 16,634 beneficiaries are now covered under this Program

- 338 new beneficiaries joined the Program
- 492 beneficiaries completed their tenures and exited the Program
- Number of Self Help Groups increased from 371 to 382
- Continuing our focus on capacity building, the share of expenditure on this activity increased from 21% in Jan-Mar 2011 to 36% in Jan-Mar 2012
- FSP Data base was introduced – following the training of co-workers from 33 locations
- DRDA (District Rural Development Authority) gave an appreciation letter to one of the SHG at Jorgama
- 2 SHG's received grant under Chief Minister's Special Grant to women SHG's

AWARDS

- SOS Children’s Villages of India, Kochi, was awarded the 'Sevana Award' by Kerala Action Force and IMA

CASE STUDY

Encouraging the spirit to excel

In a village inhabited by tribal families, 17-year old Asmita, was focused towards a career path. Here, credulous daily wage workers fall prey to fraudulent methods contrived by wage contractors in terms of payments on a day-to-day basis. At times, several generations spend their lives paying back loans that had been returned long back, solely due to negligence and lack of education.

Through FSP, SOS India Alibaug, provided full support to Asmita and helped her in pursuing her dream of becoming educated and acting as a catalyst for change in her village. Asmita is currently pursuing DEd (Diploma in Education) from Alibaug University, a first from her little village.

Her desire to get educated and empower her village with the essential knowledge of self-sufficiency; economically, financially and socially was what drove her to opt for D.Ed. after securing 1st class in her qualifying exams.



EDUCATION

Education has the power to eradicate all evils from society. It is our constant endeavor to reach out to as many children as we can and not only to provide them with a loving home but also good quality education that enables them to become contributing members of society.

SOS Children's Villages of India has set up kindergartens, primary and secondary schools, professional institutes and vocational training centers. These educational institutions go beyond catering to children and youngsters under our care by reaching out to those in need from the neighboring communities.

In addition to regular schools, SOS Children's

PROGRAMME	Beneficiaries
8 SOS Herman Gmeiner Schools	7,224
2 SOS Vocational Training Centers	272
1 SOS Nursing Centre	120

Villages of India runs Vocational Training Centers (VTC); one in Raipur and one in Nizamuddin, New Delhi, which train community youth in general and in vocational trades. At these centers, young adults can learn a useful, locally viable trade. They acquire the necessary knowledge and skills that will empower them for a sustainable livelihood option in their lives. The work of the VTC is thus of important relevance as a capacity building project for creating wider employment choices. Computer courses and nursery teachers' training, carpentry, tailoring etc. are some of the courses being undertaken by the vocational centers.

HIGHLIGHTS

- The number of students in SOS Schools increased from 6,656 to 7,224
- Number of children from the target group (under-privileged) reached 1,814
- In Vocational Training Centers, the number of students increased from 212 to 272
- Smart Class was extended to HGS Palla Nuh, Bhopal, Bhuj and Anangpur
- Nizamuddin and Raipur Vocational Training

Centers (VTCs) acquired Government registration. Nizamuddin VTC also got registered under Delhi Technical Training Education (DTTE)

AWARDS

- Bhany Pareek (X) and Sakshi (IX) bagged 1st Position in All India English Writing Competition, organized by Shri Ramchandra Mission, in partnership with the United Nations Information Center for India and Bhutan
- Lalit Mohan (X) acquired 1st Position whereas Sandesh (X) got 2nd Position in International Olympiad of Science
- Thirty Gold, twenty-five Silver and Twenty-one Bronze Medals were bagged by our students in 11th Inter-School Taekwondo Championship 2011
- Our Basket Ball Team bagged 1st Position at District Level and Akanksha (XII) was declared the Best Player of the Tournament.
- Himanshu Verma was awarded Rs. 500/- and a Certificate of Merit for securing 1st position in Maggi Minithon, organized by Ryan International School
- Thirteen Students Participated in All India Camel Color Contest and were awarded with

Prizes and Certificates for being the best entries

- 70 children participated in the AIESEC organized Bala Kalakaar, a big event on child's rights. Children secured 8 prizes including second prize out of 50 prizes for drawing, painting, and cultural activities



CASE STUDY

Anadi makes us proud

Anadi was brought home to SOS Children's Villages of India when she was just 4 days old. She was brought under the care of her SOS Mother Indu Joshi. Anadi from a very young age has been a very well behaved and a soft spoken girl. She is loved by everyone in her SOS Family as well as her school.

Today at 15, Anadi is a hard working and bright student who has excelled in her school as well as extracurricular activities at the school and community level. She has won many first prizes at all levels.

There were many expectations from Anadi's class 10th Board exams and she fulfilled those by securing 100% marks making everyone at SOS Children's Villages of India very proud!

Anadi also appeared for United World College, Norway, Scholarship for IB Diploma and is hopeful of getting selected.



PUBLIC POLICY AND ADVOCACY

SOS Children's villages of India stands committed to the cause of protecting children's rights and has always taken pro-active action to ensure child protection .

What is Child Protection?

According to UNICEF, child protection is the prevention of or responding to the incidence of abuse, exploitation, violence and neglect of children. It maintains that when child protection fails or is absent, children have a higher risk of death, poor physical and mental health, HIV/AIDS infection, educational problems, displacement, homelessness, vagrancy and poor parenting skills later in life.

The recent Integrated Child Protection Scheme (ICPS) of the Government of India is about keeping children safe from a risk or perceived risk to their lives or childhood. It is about recognizing that children are vulnerable and hence reducing their vulnerability by protecting them from harm and harmful situations. Child protection is about ensuring that children have a security net to depend on, and if they happen to fall through the holes in the system, the system has the responsibility to provide the child with the necessary care and rehabilitation to bring them back into the safety net.

Child Protection covers wide ranging areas and is much more than only a right. It is a framework or system that consists of various duty bearers such as the departments of the government, police, school and civil society, who all have roles to play to ensure that a child's rights are met. In the case when a child's rights are violated, it ensures that the violator is brought to justice and care is provided to the child.

Child protection is hence the means through which all other rights of a child can be upheld. For example, a child has a right to live a normal childhood in a family environment. The child protection framework need to first take steps to ensure families are able to survive by providing them when health, education, and food for free or at minimal cost. The next step is to address the needs of children who have fallen through the cracks such as destitute, abandoned, and orphaned children. The framework includes the mechanisms to relocate these children into caring families either through adoption or foster care and provide these children with access to health and education services. Hence the framework is not a single ministry or single government body it is the interlinking functions of all ministries and sectors.

Our Role

We at SOS Children's Villages work to ensure the realization of every child's right to a happy, healthy and protected childhood. So close is our family bonding that each individual up to the age of 24 is known not merely by name and face but by personal attributes and behavior as well. We provide families, not just homes, to children where members share their joys and sorrows with each other. Thus we go far beyond the United Nations Convention on the Rights of the Child (UNCRC) which stipulate minimum entitlements and freedoms that should be afforded to all persons below the age of 18 regardless of race, color, gender, language, religion, opinions, origins, wealth, birth status or ability. The four broad classifications of these rights i.e. of Survival, Protection, Participation and Development, covering all civil, political, social, economic and cultural rights of every child, are taken to a higher and practical level with interactive family support.

HIGHLIGHTS

- SOS Children's Villages of India became a member of the core group of NGOs of National Human Rights Commission (NHRC)
- SOS Children's Villages of India was invited by the 'standing committee' of the Parliament, Government of India, to give feedback to the Bill on 'protection of children from sexual offences'

- SOS India was invited as a resource for a National Level seminar held in December on 'alternate care' which was organized for launching 'Integrated Child Protection Scheme' by Govt. of Orissa in Bhubaneswar. The organizing partners were WCD department, Government of Orissa, UNICEF and task force
- SOS Children's Villages of India is an active member of NGO coalition 'Pro Child' which works on child protection related issues
- SOS Children's Villages of India is also involved in giving recommendations as a part of the NGO consultative process to the Juvenile Justice Act amendments taking place in the country
- Continuous efforts are being made to build awareness within the organization on child protection issues. Two workshops were organized at children's villages in Guwahati and Bangalore for children, mothers and co-workers of south and east regions. The workshop was participatory and included dissemination of the CPP policy of the organization





Beautiful
lives take wing

BOARD MEMBERS – SOS INDIA

The main purpose of the Board Members is to meet the core objectives of the organization. They facilitate and exercise due diligence on how the management can ensure the highest standards of governance. The Board of Directors of SOS Children's Villages of India met 4 times on 11th May 2011, 10th August 2011, 16th November 2011, and 8th February 2012. Important issues related to operations were discussed, suggestions and proposals agreed upon.

Following are the board members:

Mr. S. Sandilya, President

A commerce graduate from Chennai University and an MBA from IIM, Ahmedabad, Mr. S. Sandilya is the non-executive chairman of Eicher Group since 2006. He is also the President of the Society of Indian Automobile Manufacturers.

Mr. Anuroop Singh, Member

A Chartered Accountant by profession, is the Vice Chairman of Max India Ltd., Max Life Insurance Co. Ltd. and Max Bupa Ltd. Prior to this he served as CEO & MD of Max New York Life Insurance and the Country Head, India ANZ Grindlays Bank.

Mr. Ashis Kumar Ray, Member

A freelance Chartered Accountant is also a Post Graduate in Commerce. Prior to this has been the

President of Gillanders Arbuthnot & Co. Ltd.

Mr. Ashok Behari Lall, Vice President

An Architect by profession studied B.A. in Arch. & Fine Arts from Cambridge University, UK and is a Diploma holder in Architectural Association from London.

Mr. Devinder Rai Puri, Member

An IPS Officer, retired as the DG Police, Rajasthan after which he served as the Senior Vice President of Jet Air and Chairman of RSRTC.

Ms. Navita Srikant, Member

A Chartered Accountant by profession, she is the Managing Director of Kroll's (a consulting firm). Prior to this she has worked with organizations such as KPMG, PWC, Ernst & Young in various countries. She has also drafted the National Anti-Corruption Strategy for the Central Vigilance Commission of India.

Mr. Ramchandra Hanmantrao Belavadi, Member

An I.A.S Officer and has worked as District Collector and Inspector General of Prisons. An MSW holder from TATA Institute of Social Sciences, has also studied at Oxford, UK. He is also the Vice President of International Leprosy Union.

Mr. D. Ranganathan, Treasurer

A Chartered Accountant by profession, he is also an advisor of an NGO in Delhi and runs and manages a few schools in the north east. A Member of Finance Committee of Central University of Haryana, He is also the Honorary Vice Chairman of Association for Cricket for the Blind in India (ACBI).

Mr. Rakesh Jinsi, Secretary General (ex-officio member)

An Electrical Engineer from Punjab Engineering College, Chandigarh, before joining SOS India, has worked in leadership positions with various organizations such as the Eicher Group, Hero Motors, Chase Manhattan Bank, New Holland Fiat Tractors etc.

Ms. Sarita Gandhi, Vice President

A Post Graduate in Personnel Management and Industrial Relations from XLRI, Jamshedpur, she has worked with Eicher Group and is now on the management board of their three school. She has also been the Secretary of the A.I.W.C.

Ms. Seema Chopra, Member

A freelance journalist, Mrs. Chopra is a member of Indian Society for Authors (INSA), Chairperson of the American Smith Institute for Special Needs Children and Vice President of the Udaan Educational Society for Special Children in Jalandhar.

Ms. Shubha Murthi, Member

She is the Continental Director for Asia of SOS International and has been with the organization since 1989. She represents the parent organization on the Board.

Mr. Siddhartha Kaul, Member

He has been with the organization for more than 30 years. He represents the parent organization on the Board and as has been honored by the Government of Vietnam thrice including the prestigious Friendship Award.

Ms Uma Narayanan, Member

A devout social worker, she founded the SOS Children's Village, at Chennai in 1968. For her dedicated services, she received 'Golden Badge of Honor' from SOS International.

Ms. Valli Alagappan, Member

An active Social worker, she is also the Managing Trustee of MR Omayal Achi MR Arunachalam Trust. She has also been a member of the National Committee for Promotion of Social and Economic Welfare, Ministry of Finance, Government of India (1997-2000).



HUMAN RESOURCES

HR focus continued on training, increasing efficiency and enhancing productivity. Capacity development, skill building and training needs of all staff across all functions were taken care of. 126 staff members from across functions underwent external training programmes.

Some of these were on:

- Child Protection (by KKID at Coimbatore);
- Counseling Intervention for Children affected by Trauma; Abuse and Neglect at NIPCCD;
- Net Hope ICT Skill Training in Delhi (Gurgaon);
- Workshop for NGOs on Direct Taxes Code & FCRA;
- Implications for CSOs at New Delhi;
- Workshop on "Grant Proposal Writing" at New Delhi;
- Prevention of Abuse and Neglect-ISPCAN, New Delhi;
- Rights to Information, New Delhi;
- Conference on Leadership Dilemma-Bangalore;
- Supportive Interventions for children with Learning and Behavior, NIPCCD - New Delhi.

493 staff also underwent capacity building training programs throughout the year. Manpower utilization was optimized with more or less the same number of staff as last year despite an addition of one more new village at Tirupati.

HIGHLIGHTS

- Performance Management System (PMS) introduced in 2009 was implemented for the third consecutive year bringing in more clarity and for sustaining the performance-oriented culture.
- Performance linked increment policy was introduced for co-workers. Ratings from 2010 were used for granting annual increase in salary, as well as for granting promotions as per the defined policy.
- Hiring Authority Norms were implemented for recruitment of co-workers in Projects including HGS Schools.
- For the second year, Employee Satisfaction Survey completed for all Co-workers and Mothers that indicates gradual improvement in employee satisfaction level in almost all areas.

APPOINTMENTS & CONTRACTS

Staff in the organisation	No. of staff
Regular full time	1697
Regular part time	0
Full time contract staff	31
Part time contract staff	14
Consultants	0
Other paid members (including paid Volunteers)	87*

Payments to consultants	No. of consult.
Less than 5000	
5,000 – 10,000	1
10,000 – 25,000	1
25,000 – 50,000	1
50,000 – 1,00,000	

Slab of gross salary (in `) plus benefits paid to staff (monthly)	Male	Female	Total
Less than 5000	6	97*	103
5,000 – 10,000	148	335	483
10,000 – 25,000	399	619	1018
25,000 – 50,000	139	61	200
50,000 – 1,00,000	15	5	20
Greater than 1,00,000	4	1	5

Staff remuneration (Gross yearly + benefits)	per year
Head of the organisation: (including honorarium)	25,00,666
Highest paid - Full time regular staff:	25,00,666
Lowest paid - Full time regular staff:	63,192

*includes mother trainees

Highest paid member - Secretary General
Lowest paid member - Helper



INCOME & EXPENDITURE ACCOUNT as on 31March 2012

INCOME	Amount (31.03.2011)	Amount (31.03.2012)	
Contribution for Overseas Donors	17	452,867,210	580,314,824
Contribution for Domestic Donors			
Gross Receipt	190,310,274	18	151,673,518
Less Expenses	55,959,437	19	-41,882,466
			109,791,052
School Fee	20	97,031,188	111,759,360
Interest	21	57,802,869	53,189,451
Income for Rent / Lease	22	1,188,000	1,296,900
Profit on Sale of Assets	23	1,588	15,182
Miscellaneous Income / Receipts	24	5,324,861	7,302,123
TOTAL ()		724,006,768	888,228,677

EXPENSES	Amount (31.03.2011)	Amount (31.03.2012)	
Grant to Projects	31	26,280,630	30,304,518
Sub Total 'A'		26,280,630	30,304,518
<i>Project Expenses</i>			
- Direct Operating Expenses	25	320,256,879	371,175,820
- Personnel Expenses	26	191,914,482	214,607,694
- Repair & Maintenance	27	22,617,784	24,622,626
- Travel Expenses	28	17,845,952	19,111,629
- Communication & Postage Expenses	29	4,209,107	4,210,991
- Administrative Expenses	30	16,027,636	12,864,780
Sub Total 'B'		572,871,840	646,593,540
<i>School Expenses</i>			
- Direct Operating Expenses	25	12,933,832	13,974,546
- Personnel Expenses	26	60,552,825	69,224,537
- Repair & Maintenance	27	3,754,512	5,996,460
- Travel Expenses	28	10,867,963	9,193,639
- Communication & Postage Expenses	29	514,369	540,832
- Administrative Expenses	30	3,916,582	4,296,014
Sub Total 'C'		92,540,083	103,226,028
<i>Non Project Expenses</i>			
- Direct Operating Expenses	25	28,373,929	25,406,051
- Personnel Expenses	26	40,526,756	36,168,062
- Repair & Maintenance	27	2,933,966	3,175,235
- Travel Expenses	28	5,664,238	6,420,458
- Communication & Postage Expenses	29	1,380,776	1,287,708
- Administrative Expenses	30	9,291,056	7,899,982
Sub Total 'D'		88,170,721	80,357,496
Total expenditure excluding depreciation-II (A+B+C+D)		779,863,274	860,481,582
Surplus /(Deficit) before Depreciation-III (I-II)		-55,856,506	27,747,095
Less: Depreciation for the year	7	70,489,225	74,918,688
Net Surplus/ (Deficit) for the year-IV		-126,345,731	-47,171,593

STATEMENT OF AFFAIRS as on 31March 2012

LIABILITIES	Amount (31.03.2011)	Amount (31.03.2012)	
Project Fund	1	1,796,584,029	1,827,364,317
Children's Fund	2	318,784,285	339,308,451
<i>Liabilities:</i>			
Long Term	3	19,920,765	18,074,051
Short Term	4	4,704,401	12,658,049
<i>Provisions:</i>			
Long Term	5	0	0
Short Term	6	5,912,274	4,888,873
TOTAL ()		2,145,905,754	2,202,293,741

ASSETS	Amount (31.03.2011)	Amount (31.03.2012)	
Fixed Assets	7	998,930,570	1,083,996,722
Capital Work in Progress	8	168,530,733	104,649,490
Investment in approved Securities	9	483,849,887	591,212,865
<i>Current Assets:</i>			
Cash and Bank Balances			
Cash in Hand	10	496,541	712,991
Balance with banks	11	237,458,959	181,965,912
Cheques in Hand /DDs in Hand	11A	1,150,000	353,750
Time Deposits with Banks	12	222,932,381	204,216,767
Other Current Assets			
Security Deposits	13	8,306,893	9,075,750
Imprest with Co-Workers	14	1,170,684	1,253,517
TDS Recoverable	15	4,243,647	3,424,875
Other Recoverables	16	18,835,459	21,431,102
TOTAL ()		2,145,905,754	2,202,293,741

Significant Accounting Policies and Notes to Accounts 32

As per our separate Audit Report of even date for **Jagdish Chand & Co.**
Chartered Accountants
Firm registration no. 000129N


(Praveen Kumar Jain)
Partner
Membership No. 085629
Place:- New Delhi
Date : 22.08.2012



for SOS Children's Villages of India


(Rivu Banerjee)
Chief Finance Officer


(Rakesh Jinsi)
Secretary General



Transforming lives

YOU TOO CAN TRANSFORM LIVES...



By Fund-raising

"Many children need many friends. It is easy to do good when many people help"- Hermann Gmeiner.

The purpose of fund raising is to motivate people to support our efforts of enabling every child to grow up in a family with love respect and security. Since resources are rare it is important to have a focused fund raising strategy to optimize market potential. Detailed planning and constant evaluation is used to benchmark the progress against the targets and key performance indicators Results and experiences are documented to ensure continuity and enable learning. The information is used to improve net income. The performance of external service providers is monitored to verify fulfillment of agreed tasks. Activities through various vertical, channels and campaigns are continuously assessed and where necessary, corrective action is taken.

With Donations

Our work would never have been successful without support from our donors; our true friends who, through their continued support, have helped us make a difference in the lives of children. A long term relationship with donors is built by nurturing

their engagement and trust in the impact of our work. Fund raising products and services are based on knowledge of donor expectations and reasons for giving. Donors are inspired to contribute and are given the opportunity to do this on an ongoing basis. Every attempt is made to streamline servicing by applying technology and improving processes and turnaround time. Records of donors are kept and donor segmentation helps in focused service delivery. All possible efforts are made not just to enhance donor contributions, but to encourage them to give more frequently and also sustain their support over a longer period of time. Every rupee counts in supporting the cause of child care. Support by an individual can also be extended indirectly by spreading awareness, thereby influencing more people to believe in the spirit of 'giving'. By sponsoring a child in our Children's Village, you will be directly associated with that child. Regular updates about the sponsored child would be sent to you.

With Individual or Public Giving

As the name suggests, individual giving in India has shown an increasing trend in 2011. The idea of 'Individual Social Responsibility' is becoming more pronounced with more people moving up the scale from being merely socially conscious and inclined, to being socially involved. Private contributions to charity went up to 0.4% of GDP compared to 0.2% in 2006.

The SOS movement witnessed 12,000 friends signing up to support in 2011 which was an increase of 40% from 2010. Of the total support at SOS India, more than 70% of support came from individuals and year on year the value of contribution has increased 30% over 2010. More than 12,000 new friends/supporters joined hands with us in 2011 to make a lasting change in the lives of children without adequate parental care.

With Sponsorships

You can sponsor a child by paying Rs. 600 a month or Rs. 7,200 per annum. You can also sponsor an entire family of ten in one home for Rs. 72,000 per annum. Alternatively, you can support the Family Strengthening Program (FSP) with Rs. 8,400 per annum.*

With Corporate Partnerships

SOS Children's Villages of India thanks all its Corporate and Institutional partners who have lent their generous support to realize the dreams of thousands of SOS children over the years. All corporate partners, irrespective of the nature or scale of their Corporate Social Responsibility (CSR) projects with SOS, are important to us. We believe that long term relationships ensure desired results of investment in our children and programs.

**Subject to prevailing rates*



Corporate partnerships for 2011 are mentioned below:

- **Family Home Sponsorship**
Rs 6,50,000 per annum
- **Education Partnership**
Rs 1,45,000 per annum for 10 children
Rs 7,25,000 per annum for 50 children
- **Capital Asset Funding**
Youth House / Computer Center - hardware & software / Retired Mothers' home
- **Cause Related Marketing**
Portion of Sales Proceeds
- **Payroll and employee group giving**

To understand the benefits of this Business-NGO partnership, SOS Children's Villages of India in collaboration with The Partnering Initiative (TPI) of the International Business Leaders Forum (IBLF) brought corporate donors under one roof to discuss the evolving trends in order to maximize business and societal benefits.

The report initially looks at the wider global context and outlines generic developments and trends, including the evolution of corporate engagement from philanthropy to community investment to inclusive business models. It then situates India within this global context, looking at the specific

socio-economic and historical factors that are influencing the evolution of Business-NGO collaborations here.

We undertook this work because we believe that in order to obtain positive, sustainable outcomes to some of the biggest challenges we face globally and locally, cross-sector partnerships must find ways of re-enforcing the roles, values, and behavior and primary activities of the different sectors. In this way they will contribute to strengthening society and societal structures. The future of our children depends on this.

By Spreading Awareness

Communications plays a key role in supporting all fund raising activities. All our communication is based on global brand framework. Brand awareness and recognition is built through consistent communication. People are encouraged to support our cause through positive personal and emotional communication.

Though every rupee counts, support of the individual child can also be extended by spreading awareness and influencing more people to believe in the spirit of 'giving'.

There are many ways of constructive interaction:

- Be a goodwill ambassador of SOS India in your respective organization and neighborhood. Spread the word
- Post the SOS links on your websites
- Follow and share our Facebook and LinkedIn pages
- Sign up as a volunteer at our National Office and SOS Children's Villages of India
- Provide PR and branding opportunities; this saves us money



CORPORATE PARTNERS

Corporate Partnerships at SOS Children's Villages of India

SOS India thanks all its Corporate & Institutional partners who have lent their generous support to realize the dreams of thousands of SOS children over the years. All corporate partners, irrespective of the nature or scale of their CSR projects with SOS, are important to us. We believe that long term relationships ensure desired results of investment in our children and programs.

Following are the corporates who support us

- Alcatel Lucent Foundation
- Andritz Hydro
- Applied Materials
- Autodesk India
- Aviva Life Insurance
- Balmer Lawrie & Co.
- Bank of America
- Bharti Group & its employees
- BMR Associates
- Berger Paints
- Canara HSBC
- Care Today
- Coal India Ltd.
- Dantal Hydraulics
- Dimension Data
- Engineers India Ltd.
- FC Sondhi & Co
- Federal Mogul
- 4Life Foundation
- Godrej industries
- Give India
- HSBC Future First
- Herbalife & its Distributors
- ING Vysya Foundation
- Indian Oil Corporation Ltd.
- JCB Ltd.
- Johnson & Johnson
- JP Morgan Chase Foundation
- Jubilant Life Sciences
- KPMG
- Kent Reliance
- Lajjya Dev Darshan Charitable Trust (Hi-Tech Gears Ltd.)
- Louis Vuitton
- Mankind Pharma Ltd.
- Metso Corporation
- Microsoft & its employees
- Mphasis (an HP Company) and its employees
- MSTC Ltd.
- Nav Bharat Samark Nidhi
- Northern Trust
- Rocsearch and its employees
- Religare Enterprises
- Sandisk
- Shriram Automitive
- Shriram Pistons
- Target Sourcing Services
- Target Corporation
- United Way Mumbai
- UPS Foundation
- XL Business Services contributed for education of 20 children from SOS Children's Villages, Bawana

