

Annual Report
2008-09

Chairperson's Note

The first "mobile crèche" was set up on March 12, 1969. The Society was formally registered on Dec 31, 1969. Hence, the year 2009 - straddling two financial years - is being celebrated as Mobile Creches' 40th year. Acknowledging such milestones serves a useful purpose: it gives you a reason to reaffirm beliefs and refocus on your mission, to look back and introspect and to look forward and dream. Most importantly, it becomes an instrument to bring more supporters into the Mobile Creches fold and infuse new energy into the battle for a fair start and a life of greater possibilities for all our children.

For most, 2008-09 was not a good year. As the global economy nosedived, Mobile Creches felt the tremors in more ways than one - the construction industry boom turned to bust and the funding prospects for 2009-10 became more uncertain. The former was manifested in the sudden closure of many of our daycare centres at building sites as cash dried up and work came to a halt. However, the hectic pace of infrastructural projects for the Commonwealth Games of 2010, the appearance of new partners on corporate and individual fronts as earlier efforts came to fruition, and support from two government sources - the Construction Workers Welfare Fund and the Rajiv Gandhi Creche scheme - kept the momentum going. For Mobile Creches, 2008-09 ended with a financial surplus.

Our resolution to take the long view on the eve of the 40th year took the form of an intensive strategic planning exercise as well as launching of a campaign to build the MC Corpus Fund. The former was a serious stock taking, and asking ourselves the most fundamental questions: What is our reason for being? Are we doing a good job? What can we do differently and what can we do more or less of? The answers led to less of reinvention but more of redefining with a resolve to invest in and evaluate what mattered. The Corpus Campaign made it real as we translated the strategy discussions into where we want to be three years from now and why a large Corpus was important to get us there. Mobile Creches reached out to old and new friends to raise a good amount in the early months and set itself another ambitious target for 2009-10!

The Chairperson's Note as a regular feature of the Annual Report, this year on, is only partly driven by the milestone syndrome; it is more indicative of a separation between governance and management. Fragile as it may be, it is here to stay, as an ideal to move towards. And good governance has been on our minds, in a pro-active sense, for the last five years and more. Without over-institutionalization, the results can be seen in the amendments to the Rules and Regulations regarding Society membership and its rotation; consolidation of the committee process to ensure both member participation as well as organizational oversight; considered thought to and compilation of policies often strewn across minutes of multiple meetings, and last but not least, a reaching out to new donor platforms and review processes for greater transparency. Self-regulation of governance and building a second line of leadership remain serious challenges.

The governance challenge, however, must be understood in the context of the larger human resource challenge, at all levels of the organization. This is connected to a larger set of choices we must make to seek a balance between quantity and quality, efficiency and equity and impact and scale. In our world it gets translated into decisions about the role of volunteers, extent of investment in salaries and skill building of management and field based cadres, the trade-offs between a resource agency role and that of a

service provider and, at the highest level, the struggle to do right for our children tomorrow, while doing good for them today.

Mobile Creches pioneered the Early Childhood Care and Development movement. In our journey of 40 years we have crossed many bridges, often taking the road less traveled. Today, as we move on with renewed energy, we need more voices, and stronger voices, to speak in unison for the young child in urban slums and the migrant child on construction sites.

Anjali Alexander

From the Executive Director's desk

This year's annual report highlights the efforts made by Mobile Creches to strengthen its interventions with young children at construction sites and slums of Delhi and NCR, extend its training partnerships in the Hindi speaking belt and consolidate its policy advocacy on child related issues. These interventions helped to consolidate Mobile Creches' position as a leading resource of Early Childhood Care and Development (ECCD). The initiatives on the ground deepen our understanding of ECCD issues and help strengthen our advocacy with the Government through coalitions and other networks. The urgent need to respond to the rights of 60 million under sixes for appropriate care and development opportunities, invigorates us to build our organizational capacities.

One of the major steps undertaken in 2008-09 to address this urgent need, was the Strategy Building Exercise which was conducted with valuable inputs from external stakeholders and widespread participation at all levels within the organization. A Strategy Document was prepared after an intensive engagement of six months. This provided a clear steer for the organisation to increase outreach through direct services and also through partnerships. These partnerships would be responsible for activating the State machinery, necessary for responding to the Rights of the Young Child. The day-care centres, the heart and soul of MC, would continue to provide rich learnings to feed into our proactive engagement with the other critical stakeholders - the community, builders, Civil Society partners and the State.

The strategy exercise started with a close examination of the Vision-Mission, a rearticulation of the organizational Core Values and a considered delineation of Goals and Objective. This was only the beginning. Intense debates on strategic choices, issues of scale, measurement of impact, definitions of performance indicators, visioning of a road map, etc followed in the context of the emerging opportunities and core strengths of the organisation.

In addition to a substantive change in strategic positioning, the exercise clearly defined the "enablers" required if Mobile Creches were to continue to play the role of a facilitator with multiple stakeholders, while staying firmly rooted to the ground. The strategic imperatives of strengthening the Governance structures, enhancing Human Resources, improving Management Systems and ramping up the Fund Raising efforts were identified as the building blocks necessary to achieve the goals that Mobile Creches had set out for itself. Urgent decisions needed to be taken in the first half of the next financial year, and, hence, a review of the organization structure, the personnel requirements and the concurrent need for additional funds was immediately set in motion.

One of the stated objectives in the Plan is to double the present outreach in the next three years. This would be strongly supplemented with evaluation of the outcomes and impact of interventions. Critical parameters would be selected to ensure that the children have been able to optimize this small window of opportunity offered to them through our initiatives at the construction sites. Concurrently, active engagement would need to be initiated with the community members to strengthen the impact of interventions through a well conceived plan to bring about a change in their perspectives.

In an attempt to understand and derive appropriate strategies to address the issues of malnutrition, Mobile Creches engaged with nutrition experts to review its programme at the day care centres. As a result of this, the concept of 'Child Days' emerged as a useful determinant to measure impact of interventions. This concept will be used in the coming years to feed into assessment analysis and will also pave the way for determining the minimum contact period required to bring about change.

People and government machinery began to respond directly or through our network partners, to our interventions in the slums. The 'Bal Vikas Melas', and opening of new Anganwadi centres are a result of the understanding that has emerged on the young child's issues in the urban context. The partners and local community groups took advantage of the local and national elections to further highlight the gaps that required redressal. Blueprints are in place for better systems of documentation, outcome assessments and evaluations and these changes will be instituted as part of a systemic review of work in the coming years.

Advocacy with the Builders continued to be tardy – especially in the context of the economic recession that the Realty Sector witnessed. Advocacy with the Labour Board to get the Board activated and initiate measures for providing Social Security Benefits to the Construction Workers was painfully slow! The good start to 2007 could not be sustained without the support of key players in the Labour Ministry in Delhi. Although the incentive of scholarships to registered workers' school going children continued to get stalled, the Ministry's support to 3 creches for the children of the workers was an encouraging advancement.

Challenges serve to strengthen our resolve to carry on with more determination and dedication, to strategise intelligently, harness our resources and make the necessary institutional investments to synergize our efforts in moving towards a just and equitable world for the young child in India.

Mridula Bajaj

Contents



Chairperson's Note

From the Executive Director's desk

1. Programme Overview 1
2. Field Operations 8
3. Advocacy and Training 22
4. Organizational Development 30
5. Resource Mobilization 34
6. Financial Highlights 38
7. Abbreviations 45
8. Annexures 46
 - I. Mobile Creches Partners
 - II. Day Care Centres and Community Work Locations Delhi & NCR
 - III. Compliance with Credibility Alliance (CA) Norms
 - IV. Seminars and Workshops attended by Mobile Creches

Programme Overview



Mobile Creches this year, reached out to more than 15000 children through family, community and work-place based interventions. A needs-and-rights-based approach to childcare complemented by grass root and policy level advocacy, is a pre-requisite for reaching out to marginalized children.

The year 2008-09 saw, what has been described as the worst recession in the Western world since the Great Depression of the 1920s. During a downturn, most organizations are forced to look inwards to refocus on what's really important - regroup energies and skills around priority areas and set their financial systems in order. Mobile Creches went through a similar process, but for pro-active rather than reactive reasons. For Mobile Creches, this adverse, external circumstance coincided with two positive, internal developments: a rigorous, deeply introspective strategic planning exercise over Aug 08-Jan 09 and the launching of the Mobile Creches Corpus Campaign in Jan 09 to quadruple the funds received over 2009-11.

Even as the collapse of the stock market was early warning to start looking at funding options for 2009-10, the year 2008-09 ended on a high note, with an overall surplus of Rs 23.20 lakhs, as well as the mobilization of Rs 39 lakhs, for the Corpus Fund over Jan-Mar 2009. A total income of Rs. 296.18 lakhs was raised of which 57% came in the form of foreign contributions and 30% of the total were unrestricted funds. As the construction industry suffered a severe cash crunch, the proportion of contractor contribution fell from 16.7% in 2008-09 to 10.4% in 2009-10. Almost two third of the annual expenditure of Rs 272.98 lakhs was spent on field interventions with children in the construction sites and slums, followed by under 8% on advocacy and under 5% on training.

Mobile Creches reached out to more than 15,000 children in 2008-09 through direct and indirect interventions: 5818 children at the 28 daycare centres; 971 children through intensive interventions with families in 7 slums and 6 construction clusters of SW Delhi; 527 children through community based crèches and 6814 children through training partnerships with other NGOs. The reach of Mobile Creches extends beyond these 15000 children to families reached through group formations and community partnerships established for campaigns and for activation of state services. In 2008-09, Mobile Creches succeeded in reaching out to around 17,000 community members through multiple mechanisms supported by intensive communication through street theatre, media presentations, etc. (Listed in Table 1A below.) The mix of interventions is an indication of the need-based approach at Mobile Creches to maximize reach as well as the flexibility and decentralization needed to make any service – in this case, childcare – accessible to marginalized communities.

Table 1A: Total Reach, 2008-09

| S. No. | | Year 2008-09 | |
|--------|---------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------|
| | | Children | Community* Members reached (approximately) |
| 1 | Day-care Programme - Construction Sites - Slums | 5247 571 | 3200 |
| 2 | Facilitation Centre - Construction Sites - Labour Settlements | 245 803 | 640 |
| 3 | Community Partnerships - f. b. i.** at slums - intervene. at small constr. Sites - community based creches | 664 307 527 | 5354 |
| 4 | Training Partnerships | 6814 | 368 |
| 5 | Network Actions | - | 8484 |

* All community members reached through multiple strategies includes community awareness interactions

** Family based interventions

1. Field-based Interventions with Children at Construction Sites and Slums

Mobile Creches' mission is focussed on ensuring Early Child Care and Development (ECCD) for young children of economically deprived groups living on construction sites in the National Capital Region (NCR) and slum settlements in Delhi. This constitutes our core competency as well as our *reason for being*. Our presence amid toiling families and neglected children lends credibility to our voice in committee rooms and capacity building forums. Our experience on the field, supported by research and analysis provides tools for advocacy with the government, training of other NGOs and evaluation of our own programme.

Over the last decade, Mobile Creches has tried to reposition itself as an organization that works primarily with the young child, with a special commitment and connection to the migrant child on construction sites. While the interventions as well as policy implications of the two are quite different, in the urban context, the subsets of children are hugely overlapping and equally excluded from attention and development.

1.1 Daycare at Construction Sites

The journey from birth to the school-going child of six is a hazardous one, where non-exclusive breastfeeding, incomplete immunizations, inadequate complementary feeding, frequent diarrhea due to poor sanitation and lack of access to schools, are just some of the life altering stumbling blocks that hamper overall development. The Mobile Creches day-care programme, run from 9 a.m. to 5 p.m., six days a week, tries to overcome some of these obstacles. The services include age-appropriate stimulation and educational activities for infants, birth to 2 years (crèche), early learning for the pre-schoolers 3 to 5 years (*balwadi*) and school readiness and admissions for the school-age children of 6 to 14 years (non-formal education and scholarships); preventive and curative healthcare; supplementary nutrition and close growth-monitoring for the under-sixes; referrals and access to health services.

Apart from operations at three slum locations, "provision of daycare services" by Mobile Creches is mainly a construction sector, work-place based intervention. In 2008-09 Mobile Creches reached out to a total of 5818 children at the 28 daycare centres run during the year – 25 on construction sites and 3 in the slums – with a monthly average of 1496 children. The ratio of reach to average (5818: 1496) indicates that, on an average, a child stayed at a Mobile Creches centre for approximately 3 months. Compared to last year, there is an increase of about 2% in the total number of children reached. The average percentage of children reached each month rose by 13%.

Quality Care - technical inputs, systems, human resource

Care at Mobile Creches is holistic and covers a huge range of dimensions - mental stimulation, physical care and nutritional inputs and monitoring for the little ones; psycho-social development and cognitive milestones for the toddlers and bridge courses and school readiness for the older ones. The concrete tasks related to the above have to be supported by the guiding principles of worker-child ratios (1:10 for the under-3s and 1:25 for the older ones) and child contact days (300), well honed systems of attendance, performance and health records, and strict adherence to safety and security norms for the children. In the final analysis, the quality of implementation rests on the experience and quality of the human resource - our field staff. The success of our programs is the positive impact on the child: in 2008-09, of the total number of children who stayed at our centres for at least six months, 2/3rd retained their normal grades or improved their nutritional grades.

1.2 Facilitative Initiatives and New Partnerships at Construction Sites

In the last decade, the centre-based model - with its trappings of intense negotiations with the contractor to ensure adequate personnel and physical infrastructure and an underwriting of 30-80% of the running costs – has worked with the upper rung of builders, where the onus of management was always on Mobile Creches. The investment of time and energy, over the past five years, in pushing them to take on an increasing share of responsibility for the wellbeing of children at their sites, has borne fruit:

Shapoorji Pallonji, a leading builder and an old associate of Mobile Creches, has plans for crèches on all their sites, *run by them*. The pilot crèche was set up in Rohtak in Sep 2009 with Mobile Creches providing training followed by supportive monitoring at regular intervals.

Mobile Creches needed a different strategy to work with smaller contractors - lower profit margins and smaller projects - with children scattered through a cluster of sites. They are not bound either by the law or any commitment to corporate social responsibility. In SW Delhi, where there is a lot of small-project construction activity, we decided to move from the traditional, centre-based intervention to a community based approach to meet the critical health care needs of children. The focus was on sensitizing contractors and workers about the health and development needs of children, building linkages with GOs and local NGOs and motivating them to organize health camps, melas and immunization camps. As a result, Mobile Creches was able to reach out to 1400 laborers on ECCD issues, families of 100 under-3 children with counselling and information, 6 women workers with childcare training and 307 children with immunizations.

For the first time, three crèches for workers' children were supported from funds collected by the Delhi Building and Other Construction Workers Welfare Board for the welfare of registered workers: one run by Mobile Creches at the Jawaharlal Nehru Stadium (the main venue for the Commonwealth Games of 2010) and two run by Nirman Mazdoor Panchayat Sangam at labour settlements, with supervision by Mobile Creches.

1.3 Slum interventions - Building Social Capital for ECCD

Mobile Creches works in seven slum and resettlement areas across the city, four of which have had a Mobile Creches daycare centre since the mid-70s. We entered the other three - Madanpur Khadar, Kirby Place and Harola basti (Noida) - after 2003. All three areas have a different history; the common thread is the socio-economic deprivation in the settlements, the neglect of children, presence of many construction projects/workers and the fact that Mobile Creches built its relationship with the community without the natural anchor of a "centre".

In all these settlements, Mobile Creches has been using a **community based approach** with a tried and tested set of tactics and a recently acquired base in local leadership. Mobile Creches uses a variety of instruments to reach the target group, which includes workers, women, adolescents, school-going children and young children.

Our efforts have led to the formation of 9 Self Help Groups (SHGs) and 2 Community Based Organizations (CBOs) with a total membership of 55. The Youth Club initiative began in 2004 and the total membership stands at 409 today. MC works closely with 22 facilitators who take the ECCD agenda to the community. MC is in close contact with 321 community women trained in childcare to communicate the ECCD message: 37 are running their own crèches and others are placed with 10 other N/GO agencies. These forays at various levels, small in themselves, are strengthened by, and lend support to,

coalition building and network actions.

1.4 Impact of Community Partnerships in Slums

The action research, networking and capacity building initiatives undertaken to strengthen the ECCD agenda, have yielded the following results in 2008-09:(a) Mobile Creches reached out to 664 families with age-specific interventions (information,

counseling, facilitation); an end-line assessment reveals, for instance, an increase in complete immunization from 50% to 87% in Madanpur Kaddar and 40% to 80% in Kirby Place. (b) The community groups – SHGs and CBOs – organized health melas, built linkages with the Primary Health Centres (PHCs) and the service delivery centres of the Integrated Child Development Services (ICDS) scheme known as anganwadi centres (AWC), raised issues of ECCD during the Delhi State Elections in November 08 and raised funds for joint initiatives. (c) Mobile Creches' efforts led to the opening and activation of 20 AWCs, linkage of 46 families to the Ladli Scheme and registration of 102 workers with the Construction Workers Welfare Board. (d) Mobile Creches made care possible for 527 children through 37 community-based crèches and balwadis run by trained community women who receive supplementary financial support from Mobile Creches.

1.5 Community Communication

Effectively engaging with the community - of construction workers and working women in the informal sector, and their children - is fundamental to the long term impact of the MC intervention.

Early Childhood Care and Development (ECCD) rarely finds easy converts – among policy makers, NGOs or the family itself. MC's challenge in the communities is to go beyond information - to facilitate, counsel, enlist support from - and use multiple mechanisms, like one-on-one interactions, meetings, health melas, street theatre, etc. to get the message across. In 2008-09, MC reached out to 9320 community members through a total of 115 presentations/performances at construction sites and slums. MC also builds capacities of local facilitators to create and use their own communication materials on ECCD. Besides performances at MC communities, *Lokdoot*, our street theatre unit, has performed for other NGOs and at network events.

2. Advocacy and Training

The base of the Mobile Creches pyramid comprises the direct interventions with children on construction sites and slums. Mobile Creches' experienced field staff, the parent community, facilitators and alumni groups, members of SHGs, women trainees running local initiatives, other grass root NGOs, site managers and local leaders are the frontline faces who make early care, health and learning possible for our children. On this foundation rests the promise of the multiplier –building capacities of the community, other NGOs and state agencies in advocacy with policy making and implementing agencies of the government to invoke state responsibility and leverage state infrastructure to scale up reach.

2.1 Network Actions

At the National level, the Mobile Creches effort, through networks, was largely aimed at lobbying with the government and Planning Commission members to put in place a strong strategic framework for young children - with programmes that make sense and budgets that make policy intentions realizable. The debate raging around hot cooked meals and the use of contractors in ICDS was taken to the people and onto political representatives, in partnership with other networks. Some gains made in the 11th Five Year Plan (FYP), among others, were the acceptance of the need for 14 lakh

Anganwadis in the country, enhanced honorarium for anganwadi workers and phased introduction of hot cooked meals.

At the State level, Mobile Creches took on the responsibility of developing a **Situational Report on the Young Child in Delhi**, to feed into the National Citizen's Report to the International Committee on the Rights of the Child. The process has involved extensive networking with people working in Delhi on children's issues of health, preschool education, urban policy, budget analysis etc. The report will be a part of the Alternative Country Report on the status of implementation of the Convention on the Rights of the Child.

Neenv Network, the Delhi chapter of FORCES co-convened by Mobile Creches, carried out a variety of activities to centre attention on the needs of the young child and the gaps in the schemes addressing those needs. These activities included meetings with 400 people to feed inputs from the ground into the 11th FYP planning process; a rally of 1200 drawn from 15 States; collective actions centered around two Elections (Delhi State and Centre) to draw the attention of Political Party representatives to issues of the Young Child.

Mobile Creches continued to anchor the Secretariat for the campaign run by the coalition, the Commonwealth Games-Citizens for Workers, Women & Children (CWG-CWC) Campaign. Launched in mid 2007 to use the spotlight of the Games, to highlight issues of construction workers and their children, the campaign saw some positive developments: the Delhi Building and Other Construction Workers Welfare (DBOCWW) Board supported three crèches and a quick mapping of workers to aid the process of registration. Registration continues to lag at 1850 workers and no cash benefits have reached the workers (as of April 2009). A spate of accidents over 2008 brought to the fore the issue of safety at the work place. The Campaign has mooted the idea of a safety committee to monitor work in progress at major sites and initiated a study to assess the situation on the ground.

2.2 Training Partnerships

Mobile Creches' training engagements covered a wide range of partners and agendas in 2008-09: perspective building for organizations wanting to widen their domain to include the young child; building specific skills and content for those seeking to deepen their intervention from school education to early learning; combining skills, knowledge and local advocacy issues to develop local women for childcare services within their urban/rural socio-economic context; readying trainee groups to meet the demand from CW Games' projects; bringing community women and Anganwadi workers together, to enrich activities in the ICDS centres and enlist community participation.

This year Mobile Creches trained 336 participants from 12 organizations across the Hindi-speaking belt, including other long-term partners like Pradan and World Vision, new NGOs like Samarth and Saath, and training institutions like NIPCCD and institute for Home Economics. In addition, Mobile Creches trained 32 women in Gurgaon and Greater Noida, in response to increasing construction activity there. 9 of these women have been employed by contractors. Capacity building of NGOs enabled us to increase quality inputs into programmes for 6814 children.

3. Organization Building

The organizational agenda for 2009-10 was set with the culmination of the strategic planning exercise in early 2009, into rearticulated statements on the Vision-Mission and Core Values, Strategic Objectives over 2009-12 and the Annual Plan for 2009-10.

The exercise underscored the need for rigorous definitions of "what, why and how" and the criticality of instituting management information systems (MIS) to help evaluate programme performance as well assess outputs in the context of inputs. Work on a pilot MIS was already underway and workshops were conducted for different levels of staff. The MIS will be modified in the context of the new Operational Plan and will take off after April 2009. Other workshops with the staff focused on building skills in programme planning, teaching methodologies and pedagogic issues in the new Balwadi Curriculum.

The concretization of "future direction" for Mobile Creches had clear implications for investing in human resources, strengthening resource mobilization capabilities and streamlining governance and management processes for building a second line of leadership. On the HR front, recruitment efforts were underway well before March; restructuring of roles, accountabilities and compensations are the immediate tasks at hand.

On the fundraising front, Mobile Creches put the right foot forward as we stepped into 2009. Just as the construction industry went into a slump, in Oct 2008, the notification of the grant of 100% exemption on all donations to the Corpus Fund of Mobile Creches u/s 35 AC of the Income Tax Act 1961 gave Mobile Creches something to smile about. A fierce reaching out to friends, who have known our work over the last four decades, led us well past the target of Rs 30 lakhs in the early months of the campaign. We still have a long way to go to achieve our target of raising another Rs 2.5 crores by Mar 2011, when the exemption expires.

Field Operations



Childcare interventions at construction sites are work-place based and hence, driven by varying models of cost/responsibility sharing between MC and the builder. In the urban settlements, the community based nature of the engagement with a more stable population allows greater flexibility with a whole range of community/state/civil society stakeholders.

| | | |
|---------------------------|-------------------------|--------------------------------|
| Construction Sites | Slum Settlements | Community Communication |
|---------------------------|-------------------------|--------------------------------|

Mobile Creches has been working at construction sites and slums for the past 40 years to ensure holistic care and development for children in the age group-birth to 14 years, with particular focus on the early years - the period of greatest vulnerability as well as promise. The intervention, with a limited direct reach, serves as training ground for childcare workers and works as a demonstration of best practices in Early Child Care and Development (ECCD) for the marginalized. Our experience shows that all the elements of the programme – care, health and education - need to be cohesively integrated to show positive impact.

Mobile Creches has traditionally run a comprehensive service of centre-based child care services on construction sites that delivers an intervention package comprising care, supplementary nutrition (breakfast, lunch and evening snack), learning activities and basic health, hygiene and immunizations (including de-worming, iron and vitamin

A supplementation, care and treatment for common childhood illnesses, health check ups, growth monitoring and health education). Direct interventions in malnutrition also include special diets and other interventions prescribed by doctors visiting the centres. As an alternative strategy, Mobile Creches intervenes with a home-based strategy at labour camps and urban slums which would enable outreach to more children than is possible through a centre. Going beyond the direct running of centres promotes better childcare practices at home and supports communities to look for local solutions and use public resources to achieve the same goals.

Sustained efforts have also been made in the past to reach out to a larger section of society through innovative partnerships with contractors and other stakeholders through a constructive engagement with them. Mobile Creches reached out to 6395 children at construction sites and 1762 children in the urban slums, as reflected in Tables 1A and 1B, below.

The experiences gained through our programme at the day care centres and our community engagements in the labour camps and urban slums feed into our advocacy on the issue of child rights. Multiple strategies and platforms are used for creating pressure on the Government for better compliances and improved services. Spreading awareness amongst the community, builders, corporate sector and the Government serves to create the momentum necessary for bringing about change for the young child at the construction sites and in the urban slums.

Table 1A: Total number of children reached in Construction Sites

| | 2007-08 | 2008-09 |
|-----------------------|---------|---------|
| Day-care Programme | 5148 | 5247 |
| Facilitation Centres* | | |
| - Construction Sites | | 245 |
| - Labour Settlements | - | 803 |
| Small Sites in Dwarka | 100 | 100 |

Table 1B: Total number of children reached in Slums

| | 2007-08 | 2008-09 |
|---------------------------|---------|---------|
| Day Care Programme | 557 | 571 |
| Family-based Intervention | | 664 |
| Community-based Creches | 496 | 527 |

* Facilitation Centres were introduced in

1. Interventions at Construction Sites

1.1 Daycare Centres

During 2008-2009, Mobile Creches ran 24 centres at construction sites. While the total reach this year was 5247, the monthly average at 1496 was an improvement over last year's 1318. This can be attributed not only to the increase in the number of centres but also to the proactive efforts made by the field personnel. These efforts include extension services at labour camps and a more focussed engagement with the community.

1.1.1 Quality Care

Mobile Creches runs an 8 hour programme for 6 days a week through centres which are normally located at the worksites or in the labour camps. These centres respond to

the needs of the children who face neglect whilst their mothers work as daily wage workers in the construction/unorganised sector.

The objective of the programme is holistic, age-appropriate, developmental care. The programme is designed with expert inputs in the fields of medicine, nutrition and child development. The programme also undergoes periodic evaluations and is implemented and monitored by a team of trained and highly experienced personnel. Special attention is given to ensure high standards of physical safety and security in difficult conditions such as systems for arrival and dispersal, use of appropriate equipment, safe learning materials and toys etc.

Simple yet effective systems for maintaining hygiene and cleanliness inside the centres are emphasised and put into practice to prevent infections and spread of communicable diseases. Adult-child ratios are maintained at 1:10 for the under 3's and 1:25 for the older children. This is done to ensure that the children get a fair share of adult attention and interaction.

There are no compromises with respect to supplementary nutrition, immunization and health. Periodic workshops and refresher trainings take place to ensure compliance of procedures necessary to run a high quality programme. These standards have been set out by specific guidelines developed by child development specialists.

1.1.2 Health & Nutrition

In 2008-09, approximately 70% of the children coming to our centres were malnourished at the time of entry, far below the national average reflected in National Health Family Surveys. Regular health check-ups and growth monitoring followed by remedial action were given top priority, with close monitoring of the available data by the staff of Mobile Creches. Regularly updated data is made available through the new MIS. Our challenge has always been to ensure that the child can make full use of the small window of opportunity– his/her passage through our centre.

Nutritional experts suggested introduction of frequent feeding of an indigenous nutritious mix, to be prepared at the centres. They also suggested speedy treatment of the manifestation of malnutrition, such as in the form of anaemia. Mobile Creches is currently working on operationalising this and simultaneously planning to ramp up its communication efforts with the parents to ensure that the interventions initiated at the centres are sustained.

Our supplementary nutritional programme comprising a wholesome package of morning and evening snack and a midday meal is age appropriate and nutritionally adequate. It is further adjusted to the nutritional grade of the child. All children suffering from malnutrition are immediately put on a special diet of eggs and bananas. For the severely malnourished in grades III and IV, closer monitoring by the staff, medical intervention recommended by the doctors and supportive counselling for the parents to follow is undertaken.

Our experience shows that children who experience the MC intervention for a minimum of six months, show improvement in their nutritional grades. This year, 12% of children stayed for 6 months and above, and of these, 67% improved or simply retained their normal grades, 28% deteriorated and 5% remained below normal with their grades unchanged. Since most children stay at the centres for an average of 3-4 months, the challenge for Mobile Creches is to ensure that nutritional grades improve within 6 months or less. Even though the study conducted by Mobile Creches in 2006-07 showed that sites with MC's intervention fared much better vis-à-vis on site facilities like toilets and

clean drinking water, these factors continue to be outside our control, and major causes for the vulnerable health condition of children.

Medical cards maintained for each child helped to keep track of the health status of the children. Doctors made regular visits for health check-ups, vaccinations and follow-ups. Efforts were also made to access government services and facilities by building relations with the local representatives.

To pre-empt and prevent a whole range of health problems, efforts were also made to create awareness about health issues with the larger community. To respond to the frequent movement of population, 7 Health Camps and special campaigns were held to reach out to 1200-1500 people. Efforts will be made to increase its frequency to at least twice every year. The contractors played an important part by providing the space and frequently required financial help. General health check-ups, fun activities like quiz shows, "the Children's Corner", and "Talks by specialists" were all a part of these health camps.

Vaccines for B.C.G., D.P.T. 1, 2 and 3, DT, TT, Hepatitis and Measles constitute the standard mix as per government guidelines. Vitamin A drops and de-worming services also form part of the regular medical programme. Iron and multi-vitamin supplements together with de-worming were given to all children above 9 months to prevent anaemia and boost their immunity levels. In 2008-09, a total of 1212 age appropriate immunisation shots were given. The average target achievement rate for all six vaccines was 77.8% (below Table 1B). In other words, 8 out of 10 children coming to our centres were reached with the appropriate vaccine, as per schedule.

In Gurgaon, the relationship with the Government medical authorities was reviewed last year and meetings were held with the Medical Superintendent. The Superintendent promised to come to some of the more accessible centres to ensure complete immunizations. With this support, MC's logistical problems in procuring vaccines (from Delhi, for Haryana) will be considerably reduced. This is a structural intervention with the government system, ensuring continuity and greater chances of completion of immunisation cycle even when the child moves to another site where there is no MC centre.

Table 1C: Target Achievement Rate for Vaccination

| Sl. No. | Vaccine | Success Rate |
|---------|-------------|--------------|
| 1. | BCG | 84% |
| 2. | DPT I | 86% |
| 3. | DPT II | 78% |
| 4. | DPT III | 71% |
| 5. | Measles | 74% |
| 6. | DPT Booster | 74% |

To ensure that every child received Pulse Polio drops, our staff conveyed timely information to the community about the delivery date and location of the polio booth and followed up meticulously to ensure that the children had received the vaccine.

1.1.3 Education Programme

The education programme is designed to respond to the diverse needs of a migrant population and spans the entire range of birth to 12 years. The curriculum integrates all components of holistic development and is broken down into a daily schedule of activities. The programme focuses on promoting critical thinking, language development and skills for social and emotional maturity. The activities are interesting and child-friendly wherein the children develop an interest for learning through an experiential approach.

When three and a half year old Veer enrolled at the centre, he used to cry a lot and was disinterested in just about everything. Slowly, he was drawn into free play activities where the children can pick what they want to play with – puzzles, blocks, the sandbox or the doll's house. The teacher kept note of the activities he was interested in and zeroed in on the one he picked regularly: painting. One day, he opened his folder to discover a whole sheaf of worksheets that needed colouring: he wanted to do them all right away! The teacher told him that he could sit with the other children and colour one, everyday. It was all the motivation he needed to, happily, come to the centre daily, without shedding any tears any more. Now, he waits eagerly, every day, for the worksheets to be distributed.

Annual and monthly plans help to facilitate effective transactions between the caregivers/ teachers and the children.

Age appropriate learning is at the heart of any effective ECCD programme, wherein child development principles are applied to create a friendly, stimulating environment for the child to create knowledge.

Crèche - For the very young (birth- 3 years) the activities focus on sensory-motor and language development. This includes singing, playing games with blocks, toys, puzzles, paper tearing and simple games.

Balwadi - For the pre-schoolers (3-6 years) the focus shifts to strengthening the foundation of simple concepts - colours, shapes and sizes - which contribute to their readiness for the 3 R's. The activities include games with flash cards, picture books and special learning kits. To further improve the quality of the educational programmes the well tested, thematic approach of Prakalp was used this year to build a new curriculum. The special focus was to provide the paper-pencil experience through specially designed exercises for children of 3-6 years. The curriculum was introduced in all centres – and highly appreciated by the children, parents and teachers - after an initial pilot. New teaching aids, books and toys contributed to enriching the transactions at the centres.

Non Formal Education - For the older children (6-14 years), some of whom have never been to school, the foremost challenge is to generate an interest in learning. Mobile Creches, through its creative and non-formal approach, helps bridge the learning gap with the ultimate objective of getting the children enrolled in government schools. The next logical step is to ensure that they continue going to school. This is done by providing tutorial support at the centres by the staff with great value additions by the volunteers from schools, colleges and the corporate sector. Scholarships were provided to 81

school-going children to facilitate their retention in schools. Out of these children 69 children passed (4 got the first position), 2 failed and 10 children discontinued their studies.

Mobile Creches continues to engage with agencies which provide specialised inputs to improve its programme quality. Its relationship with Sesame Workshop India continued to grow, with their trainers coming in to train Mobile Creches personnel on the use of their

Chandan has been associated with Mobile Crèches for the last 14 years. He came in contact with MC through the crèche at Mandi House. After completion of pre-school in Mobile Crèches, the staff members got him admitted to the Primary School, and his name was recommended for scholarship. After the Mobile Creches centre at that site was closed in 2000, Chandan feared he would lose the financial support and miss out on schooling. However, the staff asked him to get in touch with the scholarship coordinator at Raja Bazar. Now, after 9 years, Chandan - with his tenacity, interest and efforts - is continuing his education and stood 1st in the 8th class.

new teaching aids. Mobile Creches is happy to report that one of our centres in Dakshinpuri was selected to showcase the success of their programme to their donor - Michael and Susan Dell Foundation (MSDF), during the visit of their Founders in August 2008.

The library programme is geared towards making the children interested in books and enjoying the learning experience. Children were encouraged to hold books and turn the pages while following a story. Use of drama, role play and drawing to reinforce learning, further helped to give wings to their imagination. During the year 20 new books in each centre (slums and construction sites) were added and library racks procured for all the centres to form library corners where the children could pick out their choice of books and read by themselves.

Your great work here is wonderful and inspiring. Thank you for all you are doing to help these beautiful children. - **Susan Dell, Founder, Board Chair, Michael & Susan Dell Foundation (MSDF)**

Educational tours and excursions linked to the thematic subject of the month were undertaken, to reinforce the classroom learning and make it more meaningful whilst widening the exposure to new experiences and the world beyond. 153 children from 4 centres visited the Science Museum, Millennium Park, Bal Bhawan and Dolls Museum, with follow up activities.

Camps help children to become more responsible, build leadership skills and generate constructive interactions among them. A two-day educational camp at *Sanskriti Kendra*, saw the participation of 42 children and eight guardians. The objective was to motivate both parents and children to continue with the children's education.

The Rail Museum in Delhi is an all-time favourite destination for the Mobile Creches children. The children from the centre at the CW Games Village, near the Akshardham Temple, visited the museum in Jan 2009. They loved the old train models on display and thrilled to take a ride on the little toy train. On the way back, they spent some time playing at Nehru Park. Back at the centre, they were full of stories about their visit and drew pictures of trains and engines to capture the memories in colour.

1.2 Building Partnerships at Construction Sites

1.2.1 Facilitating crèches at sites - A New Model of Engagement

Facilitating childcare services on site, as opposed to *providing* such services, entails many external factors, requires a different set of skills and the gestation period for tangible results is likely to be longer. This challenge is exacerbated when working with migrant populations. Therefore, facilitative initiatives in 2008-09 included dialoguing with builders for policy change to ensure crèches on their sites, dogged pursuit of the government to support crèches from the workers welfare fund and working with communities to build demand for and push access of state services. Through these initiatives MC succeeded in reaching out to over 1000 children.

Whilst at one level there is increasing interest emerging from the top leadership of some Developers/Contractors to have crèches at their sites – our experience with Omaxe Builders two years ago and the recent setting up of Shapoorji Pallonji Foundation are an indication that there are others who need to be convinced. Intense dialogue to sensitize them and subsequent negotiations result in a range of partnerships which vary from site to site. Some initial breakthroughs give Mobile Creches hope that the issue of day care centres at construction sites will be more easily accepted, over a period of time.

1.2.2 Business and Knowledge Transfer

Several builders/construction companies started out by showing interest in educating the older children. Mobile Creches impressed upon them the need to invest in the very young child. In 2008-09 we had meetings with the officials of Amrapali Builders, JMC Contractors and Shapoorji Pallonji. With the first two, there was no further progress. After 40 years of collaboration with leading names in the industry and inching towards greater sharing of financial and management responsibility, Mobile Creches had a breakthrough: Shapoorji Pallonji, has committed to ensuring creches at all their sites.

The crèche at their construction site, at Rohtak (100kms from Delhi), with 50-60 children, is running in a different mode. At this crèche, local women are trained so that they may run the centre later. Mobile Creches continued its support only with ongoing supervision and monitoring at periodic intervals to ensure the success of the project. The centre is running with active support from the site project officer as well as the contractor's head office. A package of transference of business operations facilitated the setting up of systems. After a year, the management is in a position to take complete responsibility for the day-to-day operation with Mobile Creches providing only training and monitoring support.

1.2.3 Centres at Commonwealth Games Sites¹

Mobile Creches anticipated the need for crèches on the sites of major sports facilities to be built for the Commonwealth Games (CWG) in 2010. MC initiated a dialogue with the Sports Authority of India (SAI), as early as Nov 2006. Our initial conversations with other NGOs and activists concerned with these issues, led to the formation of the CWG-Citizens for Workers Women and Children (CWG-CWC) in mid 2007. This formation helped strengthened Mobile Creches' hands further. The dialogue on behalf of the Coalition with Labour Commissioner, GNCT Delhi, on the one hand, and the SAI, CPWD and other contractors at the J.N. Stadium site, on the other, finally led to a breakthrough. We received funds to run the crèche from the Delhi Building and Other Construction Workers Welfare (DBOCWW) Board, from its Welfare Fund. The physical infrastructure was built by the contractors and permissions to run the crèche were given by SAI/CPWD. On July 24, 2008, Smt Sheila Dikshit, Delhi Chief Minister, inaugurated a crèche at the JN stadium site - the venue selected for the inauguration of the Games, on Oct 3, 2010.

By March 09, Mobile Creches had 5 centres running at CWG sites. Only one centre is running with support from the government (through the Welfare Fund). The decision to have crèches at major CWG sites was a strategic one, with multiple objectives: facilitate entry to the site; help raise the issue of workers and their children with the media; give Mobile Creches the advocacy tools to dialogue with the government; showcase the centres as models to be replicated in other cities in similar situations.

Support from the DBOCWW Board for crèches was a first such achievement in Delhi. Funds were received by MC not only for running one crèche directly at the JN Stadium, but for the first time, also for routing funds to Nirman Mazdoor Panchayat Sangam (NMPS) for running two crèches at labour settlements in Bawana and Haiderpur. The NMPS workers were initially trained for a period of 12 days followed by on-the-job training and supervision extending to over the next 12 months. Regular visits supported by written reports and meetings helped to ensure that the workers and supervisors in the new centres understood the systems and maintained programme quality.

¹ For details on the advocacy efforts please refer to the Advocacy Chapter (Chapter 3), section on CWG-CWC initiatives

1.2.4 Awareness Building at small construction sites - Dwarka, S.W. Delhi

Mobile Creches has been working in Dwarka since 2001. Within the first year Mobile Creches realized that “traditional daycare” model would not work here, since the projects are small and contractors unwilling to engage. Over the last few years, the focus moved towards working with the community of workers’ families, without the anchor of a “centre”. This year the focus was on building linkages with GOs and local NGOs and motivate them to organize Health Camps, Melas and Immunization camps. Effort was also made to sensitize contractors and labour about the health and development needs of children.

The outcomes at Dwarka were as follows:

- Reached out to 1400 laborers through awareness programmes (Lokdoot, Media)
- Focused intervention with 100 children under 3 years from 100 families, at 6 construction sites, to bring about change in childcare practices. Focus group discussions and media presentations were also held on breast feeding, safe delivery etc.
- 6 women workers were given training on age-specific needs of the young child, importance of safe delivery and immunization. These women now help to motivate the other parents for immunization and assist in making arrangements for the same.
- 307 children were immunized - 205 through the Govt. Health Department and 102 at 2 health camps organized with the support of B.L. Mehta Construction Comp. Pvt. Ltd and the Health Department. For the first time a contractor came forward to provide the space and allow parents to bring their children for immunization.

2. Interventions in Urban Slums and Resettlements

Mobile Creches works in seven slum and resettlement areas across the city. In four of these areas, Daycare centres had been run by us since the mid 70s, till 2001. In 2001 MC decided to engage more closely with the local communities and build their capacities to take on increasing responsibilities for their young children. Since then MC has started an intensive programme of community communication and capacity building followed by a withdrawal of direct day-care services at the MC centres. In 2008-09, two centres in Dakshinpuri, South Delhi, were still being run by MC in the traditional mode. Next year, MC plans to adopt the same approach as the other settlements, and slowly phase out of the current mode. MC has entered three other areas in the last 7 years: Madanpur Khadar, a resettlement colony in South Delhi, Kirby Place, a labour camp in south-west Delhi and Harolla Basti in Noida.

In all seven areas, Mobile Creches adopts a community based approach comprising the following strategies:

1. Creating awareness with the larger community on ECCD
2. One- to- one intervention with selected families to bring change on child care practices
3. Linking with government services
4. Strengthening community groups by building their capacities to take ownership of the ECCD issue

The years of investment in the community have finally yielded results. The human resources that have been developed now include women trained for running community based crèches and balwadis and young facilitators who carry out face-to-face, home based interventions for the under-threes. The facilitators collect data, link families to health systems and hold meetings to involve communities on issues of care and development. Supporting them, are confident youth groups who are now trained for media performances and communication.

The hardest challenge has been to develop leadership groups and involve them in children's issues and generate interest in supporting the facilitators, crèche workers and youth groups working in the area. The potential of these groups is now emerging – some more proactive and some less so. In all cases, their interface with government programmes and officials and local elected representatives has increased, and so has their knowledge about the Right-to-Information process. The community is now willing to come forward and take action on certain specific initiatives like birth registration, filing RTI for AWC etc

2.1 Day Care in Slums

The day care programme is offered in 3 slums in Delhi, exactly on the same lines as the day care programme on construction sites. Refer to Section 1.1, above. Through our programme we reached out to 571 children in Dakshinpuri (I and II) and Raja Bazar.

2.2 Family-based intervention with young children

Moni, a 13-month old child from Madanpur Khadar, weighed only 5.5kg in June 2008 and was not able to sit on her own. She was a Grade IV malnutrition case and required urgent intervention. We found it very difficult to motivate the parent to take her to hospital; they continued to consult the local quack. The father is a bus driver and was not able to devote time to his daughter. After several meetings the father was finally convinced to take her to the government hospital. Our facilitator helped her to access special diet by referring her to the nearby ICDS centre. After six months of home visits and close monitoring of the diet, there was a change: her weight improved to 8.5kg and she can sit and stand independently. Efforts are on to bring the child to the normal grade.

Past experience has shown that one-to-one, focused intervention with selected families is an effective strategy to bring about behavioral change at the household level. For this, selected families with young children were identified from the vulnerable population as per their economic status. Base-line information was collected to assess the existing child care practices. The sample comprised families with pregnant women, children aged 0-6 months, 7-18 months and 19 months- 3yrs. The data was analyzed to identify the gaps. Based on this, age-specific interventions were undertaken: disseminating information on government services in the area; counseling on nutrition, breastfeeding, immunizations; motivating families for institutional delivery, immunization, birth registration and accessing government programmes and schemes.

A total of 664 families were reached through these interventions in 2008-09. The interventions were conducted through home visits and Focused Group Discussions. After 6 months of involvement, data was again collected to assess the changes that have taken place after the intervention. In the whole process emphasis is laid on linking families with government programs like the PHC, ICDS Scheme. Some tangible results can be seen in terms of the increase in complete immunization from 50% to 87% in Madanpur Khaddar and from 40% to 80% in Kirby Place. Birth registrations have also increased from 14% to 22% in Shadipur.

2.3 Linking with Government Services

In all the 7 work areas, efforts were made to build linkages with PHCs, AWCs and Gender Resource Centres (GRCs). Mobile Creches' initiatives in strengthening the supply side of the government services resulted in the opening of 2 new Anganwadi Centres, and quality improvement in service delivery for 18 anganwadi centres (involvement in and better preschooling) and also increased use of teaching aids) and 5 PHCs (regular visits by the ANM). For instance, in Kirby place, Madanpur Khaddar and Harhola basti, the ANMs are regularly visiting the area for immunization. This is an important step forward in making the system responsive to the needs of the children.

Asha from Shadipur had been an active member of the youth group of Mobile Creches – participating in a Life skills training programme, numerous meetings on rights of the young child etc. This interaction has helped her to make informed choices in life. She delayed her *gauna* (final departure to her husband's house) till 18 years. She became pregnant at 19 and opted for an institutional delivery, in spite of the fact that her In-laws were against it. She got her child immunized at the right time and is now a proud mother of a 2-year-old daughter. Her story suggests that interventions at the adolescent stage create a deep impact.

In Kirby Place, the CBO helped to link 46 families to the Laadli Scheme and facilitated registration of 102 workers with the Labour Welfare Board. With Mobile Creches initiatives, community women participated in making toys and teaching aids from waste materials for the local AWC. All of the above point to the potential of CBOs to reach out to services and entitlements.

2.4 Strengthening Community Groups

The community groups of Seemapuri, Shadipur, Trilokpuri and Harolla have shown interest in working for the young child in their respective communities, through their participation in events organized for children. The Kirby Place, Madanpur Khadar and Khanpur groups have taken initiative not only for organizing events but also for building linkages with PHCs and Integrated Child Development Services (ICDS) Scheme.

The community based groups (CBOs) of Kirby Place and Khanpur raised the issues of ECCD during the Delhi State Elections in November 08. They held meetings and planned events to raise consciousness about the responsibility of the State with regard to children. This helped in developing the concept of Rights of Children and quality of child care and development services.

Bal Mela - Kirby Place: A demonstration of CBO capacity

Like last year, a children's fair was organized in Feb 2009 by the community. The objective of the Mela was to create awareness about the developmental needs of children and provide the local community with an opportunity to involve a range of people in their area. Basti Vikas Samiti, a local CBO, decided that such an event should be organized regularly to build on linkages established earlier and to help them take the issue of the young children forward. The role of Mobile Creches has been limited to helping the group network with government and other NGOs. The basti leaders were able to raise Rs 40, 462 for the event. Four committees were formed for this Mela to take responsibility for fund-raising, networking, management and publicity. SHG members and adolescents of the community helped to conduct the Mela: 800 community members, 6 NGOs and 3 ANMs (Auxiliary Nurse Midwife) from the PHC, located at Sagarpur, participated in the event. Member of Legislative Assembly (MLA), Mr. Karan Singh Tawar, sponsored part of the expenses and attended the Mela. The balance of Rs15000 has been kept aside to be spent on young children.

2.5 Outreach Programme: Neighbourhood Crèches

We have been developing the model of Neighbourhood crèches since 2003. Local women are given training and some monetary support and space to run child care centres. The number of such neighbourhood creches and balwadis, in 9 Resettlements, has increased from 30 in 2007-08 to 37 units this year and the number of children has gone up from 496 to 527.

This year, certain measures were undertaken to ensure quality. A memorandum of understanding was drawn up after extensive discussions with the women who ran the crèches and some norms regarding quality were agreed upon. Amongst these, was acceptance of the need to adhere to a child/care-giver ratio of 1:10 or 1:12 and the importance of having a monitoring and training relationship with Mobile Creches. Quarterly workshops were organized to enable communication among women and discussions on problems and quality issues.

Table 2A: Outreach through Neighbourhood Creches

| Name of the Area | Creche | Balwadi | Total Children Reached |
|------------------|-----------|-----------|------------------------|
| Khanpur | 2 | 3 | 75 |
| Dakshinpuri | 1 | - | 5 |
| Tigri | 2 | - | 20 |
| Madanpur Khadar | 1 | - | 10 |
| Uttam Nagar | 2 | - | 25 |
| Kirby Place | - | 3 | 43 |
| Trilokpuri | 2 | 4 | 88 |
| Seemapuri | 7 | 7 | 181 |
| Harolla Basti | - | 3 | 80 |
| Total | 17 | 20 | 527 |

We continue to develop this model as a demonstration of the capacity of local women to provide accessible, affordable and flexible childcare in urban poor settlements provided they are given financial, training and monitoring support. Mobile Creches further provides support to the women by creating awareness and sensitizing the community on the need for childcare through media and street performances. Special attention has been paid to

maintaining growth monitoring chart and linking the women to government programs. For scaling up of this model, State partnership through provision of financial support becomes essential. Actively linking the women and their crèches to PHCs and AWCs is an integral strategy of the model.

2.6 Youth Club: Growing Strength

The purpose of forming youth clubs in each settlement was to develop them as change agents for the communities to spread messages on the young child issue. This role as change agents would also provide them with a platform to enhance their life skills. This year, the major thrust was to develop their leadership skills, expand the group and strengthen the core Lakshya Group². During 2008-09, the membership of hobby clubs³ and area wise youth clubs has increased from 230 to 243 and 356 to 409, respectively.

² It is a youth group comprising representatives from all youth clubs

³ Hobby clubs comprise children in the age group 6-12 years and children between 13-25 are members of youth clubs

The major activities carried out were:

- An exposure visit of Lakshya Group to Nehru Yuva Kendra, Jaipur (Rajasthan).
- A skill building workshop on Leadership and Documentation at Vishwa Yuvak Kendra for 40 members of Lakshya Group. As a result, the Hindi newsletter, Prerna, is now managed by the Lakshya Group
- Training on Tally/computers to 5 members of the Youth Club; government recognized Jan Sikhsan Sansthan certification to 10 others
- A theater skills workshop was organized for the Youth clubs and two plays on immunization and cleanliness were developed with them.
- A life skills education workshop was organized with 35 Youth Club members of Seemapuri
- The Lakshya Group celebrated their Annual Day on 14th January 08 which was attended by 102 youth club members from different locations. It was followed by a week long programme with creative writing, painting and extempore debate competitions.

2.7 Scholarship Programme

Under the MC Scholarship programme, 161 children were selected on the basis of potential for good performance and economic need of the family. The objective is to ensure retention in school. Of the 161 children receiving scholarships, 132 passed their exam, 9 could not clear one/all the papers, 11 had migrated to other areas and 9 dropped out.

3. Community Communication

The first step towards change is awareness and perception of a common problem shared by the community. The next step is to understand the root cause of the problem and finally, it is important to explore ways to address these causes. Action may be catalyzed by external agents, but takes root only when the problem and the solution are owned by the primary stakeholders. As organizational strategy and the initiatives, above, reflect, Mobile Creches has slowly inched up the ladder of engaging with the community of construction workers and parents working in the informal sector, and their children in the urban slums as well as construction sites.

Low awareness about the importance of Early Childhood Care and Development, lack of information regarding the state and NGO services addressing the young child, and the lack of identity and access for the new migrant, are some of our major challenges, while reaching out to the community. The mechanisms used to reach out to the community are: One-on-one interactions, meetings with parents, focus group discussions with the community, health melas, special camps, messaging through culturally accepted medium and language and street theatre by *Lokdoot*, a vibrant theatre group comprising Mobile Creches staff and alumni. MC reached out to 9320 community members through a total of 115 presentations/performances.

3.1 Community Communication at Construction sites

Effective communication is an integral part of our daycare programme at the sites. It plays an essential role in sustaining the impact of interventions made during the children's brief engagement with Mobile Creches. Frequent movement and uncertainty of availability and access to similar services at their next destination makes this component really critical. Creating awareness about the importance of interventions during early childhood and providing practical ways of addressing health issues form part of the regular communication package at the centres. Along with the planned interventions, every opportunity to talk to the parents is used to reinforce messages about hygiene, doctor's visits, up-to-date health-cards and so on.

Table 3A: Play performances/media presentations for the community

| S. No. | Name of the Play/Media | No. of productions | Reach |
|--------|-----------------------------------------|--------------------|-------|
| 1 | Bhool Na Jaana | 4 | 530 |
| 2 | Angan-Angan Kilkari Ki Jaan Pehchaan | 7 | 700 |
| 3 | Jaan Pehchaan | 17 | 2700 |
| 4 | Kahaani Ghar-Ghar Ki | 1 | 90 |
| 5 | Dadi Maan Gayi | 1 | 90 |
| 6 | Note Aur Vote | 1 | 90 |
| 7 | Balwadi Kaward | 10 | 360 |
| 8 | Khilta Bachpan | 8 | 320 |
| 9 | Angan-Angan Kilkari | 3 | 120 |
| 10 | Anaemia | 4 | 160 |
| | Total | 56 | 3660 |

In 2008-09, meetings for mothers were conducted in the centres on the following topic: Health, nutrition and learning needs of children of different age- groups; School admissions; Prevention and treatment of common diseases; Environmental and personal hygiene; Importance of mother's first milk; T.B., Diarrhoea and ORS, Anaemia, etc. The following table gives an idea of the MC repertoire on issues related to the young child. MC reached out to 3660 community members through 56 performances.

3.2 Community Communication at Slums and Resettlements

The objectives of communication in the slum settlements are a little different. While the focus on ECCD is the common thread, the focus shifts from immediate survival issues to changing childcare practices at home, accessing government services, and ensuring that the entire community owns the agenda of the young child. The latter strategy is possible only for relatively, settled and stable populations. As in our interventions with the migrant child, the messaging with migrant populations must also find ways of helping them, first, acclimatize to their new environment and then prepare them to move on and sustain their improved conditions.

During this year, 30 street plays and 22 folk media were performed across the urban settlement centres to reach 5660 community members. The awareness programs resulted in an increase in the attendance of children at community based crèches and also in AWCs centers. The following table highlights the areas and community members reached.

3.3 Building Skills for Community Communication

Table 3B

| Area | Number of Community Members Reached |
|-----------------|-------------------------------------|
| Seemapuri | 1200 |
| Kirby Place | 480 |
| Dwarka | 640 |
| Khanpur | 560 |
| Trilok Puri | 560 |
| Shadipur | 630 |
| Madanpur Khadar | 630 |
| Harolla Basti | 960 |
| Total | 5,660 |

The capacities of local people are also being developed as a tool of communication. 10 facilitators have been taught the *Khilta Bachpan* and *Balwadi Kavadi* media presentations. They have now become resource persons in the area and reach out to a large number of community members through their independent performances. 14 facilitators and 10 community women were trained to create awareness in the community.

3.4 Linkages with Other Organizations/Networks

NGOs like Centre for Social Research (CSR) and Seva Mandir, invited Lokdoot to present plays related to issues concerning their organizations. Lokdoot also performed at a mobilization event of the CWG-CWC Campaign - the Construction Workers' Rally at Jantar Mantar in Nov 2008. The play had highlighted the plight of construction workers and also spread the information about Registration with the Delhi Construction Workers Welfare Board (DCWWB) and the benefits that the workers could avail through registration. Through these performances the MC message on the young child and workers' issues reached an audience of almost 600.

One of the major achievements of the Community Communication team this year was training a group of young people from SEVA Mandir (Udaipur) to perform the Balwadi Kavadi and take it to 25 balwadis in different areas. The Udaipur team has been able to reach out to 1200 community members. The skills of this group were developed by the Community Communication Team over 2 workshops. The team also works regularly with adolescents groups in Mobile Creches work areas to train them for performances and media presentations to be able to spread the message about child development in the community.

Advocacy and Training



Concerns about the young child in India, particularly the malnutrition status, has now caught the attention of government, media and international players. However, the abysmal status of health and development indicator has shown marginal improvement. Advocacy efforts need to increase in its sharpness and spread with all players – the family, community and the state.

| | | |
|--------------------------------|----------------------------------------------|----------------------------------------------------|
| Networking and Lobbying | Training Agencies and Community women | Documentation and Information Dissemination |
|--------------------------------|----------------------------------------------|----------------------------------------------------|

Advocacy in Mobile Creches over this last year has resulted in intensification of its Networking and Lobbying efforts at grassroots, state and national levels. We have also extended the range and outreach of training of NGOs and community women across the Hindi-speaking belt in ECCD, and particularly focussed on introducing them to the major advocacy issues relating to the young child. A special task undertaken this year was to anchor a collective effort to analyse the situation of young children in Delhi – a long neglected issue.

1. Networking and Lobbying

1.1 National Level Activities

Much of the previous year's advocacy efforts at the National level had been directed towards lobbying with the government, senior leaders and Planning Commission members, to put in place a strong strategy for young children with restructured programmes and increased budgets. These efforts continued into the middle of 2008 and culminated in a mobilization of people's groups and NGOs associated with Jan Swasthya Abhiyan (JSA), Right to Food (RTF) Campaign and State units of FORCES at a Rally in Delhi in September 08. As part of the Coordinating Working Group for the event and as Convenor of the Delhi FORCES Network, this involved programme planning, wide dissemination of a position paper and mobilization of national and local groups. At the Rally, a consensus was built with the people's groups around a set of demands and strategies, and the Memorandum was taken to the Prime Minister.

Lobbying for a comprehensive policy for the children under six, at the national level, encountered opposition from Ministries and resistance to the additional cost for investment in infrastructure and management of human resources. The issue of hot cooked meals in ICDS (a Supreme Court order) versus packaged food and use of contractors was also raised. These issues opened up debates in the press such as nutrition, budgets and the funds to support such national programmes, etc. However, the process both pre and post the Rally, provided a good opportunity to interface with a wide spectrum of departments and MPs and discuss the current gaps in national programmes. Just when some breakthroughs such as better budgets for ICDS, improved norms for nutrition etc. and acceptance of universalization of ICDS became visible, political tremors in the coalition at the centre and the imminent general elections pushed national lobbying onto the back burner for the rest of the year.

Some progress has been made through concerted lobbying with networks like the Right to Food and, more specifically, with the Working Group on Children under Six in which Mobile Creches participated over 2007-08. **The gains in the 11th Five Year Plan were:**

- Rs 2000 crore sanction for Maternity Entitlements
- Enhancement of honorarium for AWWs from Rs 1500 to 2500
- Increase of nutritional norms in the ICDS from Rs 2 to Rs 4/child
- Phased introduction of hot cooked meals
- Acceptance of the need for 14 lakh Anganwadis in the country

However, many issues remain unaddressed. While investment in infrastructure has been sanctioned only for the North East, the Government's decision to off-load 10 per cent of the budget for ICDS on to the States will have implications for children in poorer States. In the absence of a Fundamental Right to Early Childhood Care and Development, the goal of achieving a good comprehensive policy for children will continue to be an uphill task.

Widespread demand is the best trigger for change. Being aware of the continuum that exists between State level advocacy and national advocacy on children's issues, Mobile Creches continued to work with partners in Delhi FORCES to raise issues with

candidates standing for the State Elections in November and the National Elections in May 09. Children's issues were placed on the agenda of communities through local meetings, and through these local events, children's issues were placed on the agenda of parties and candidates. With the low priority the young child has received at all levels, this process is critical to build pressure for a sound national policy for children.

1.2 State Level Networking

1.2.1 Situational Report on Young Children in Delhi

Concurrent with the above, Mobile Creches took the responsibility of developing a Situational Report on the Young Child in Delhi, to feed into the National Citizen's Report to the Committee on the Rights of the Child. State level partners were located to assist in developing this Report and the findings have been shared with Indian Alliance for Child Rights, groups from different States working on the Alternative Country Report and the national network of Forum for Creches and Childcare Services (FORCES). This is yet another effort in harnessing State level actors for National and International advocacy and reflects our multilevel approach.

The Report is nearing completion. The process has involved extensive networking with people working in Delhi on children's issues of health, preschool education, urban policy, budget analysis etc. Data and issues have been examined with their help. The Report, a first of its kind to be compiled on the young child in Delhi, has brought into focus the problems and dire neglect of this age group in urban poor settlements. It has thrown up the wide disparities between children of different economic groups in Delhi in terms of health status, access to services, shelter and environment, as well as inadequacy in State policy, planning, programme and governance. With the fast growing pace of urbanization and its implications for children, this Report will assist partners and allies to take the issues forward with the State. The process of compilation has provided Mobile Creches with the opportunity to widen the base of partners and advocates for collective action.

1.2.2 Mobile Creches as Co-Convenor of Delhi FORCES

Inputs into National level Policy on the young child in 11th Five-Year Plan – 21 meetings were held in August 08, with the communities in different areas, on what was required for children and their assessment on the function of schemes. Approximately 400 people were reached through these meeting conducted by Neeve partners in the districts. Eleven Neeve partners took the lead in organizing the groups from their areas, receiving their concerns about the functioning of *anganwadis* and related problems, raising funds and making banners and posters.

A new path was chalked out for the development of the Neeve Network in April 08 at a Review Meeting held in March. The new path primarily focused on the need to develop the network's strength to raise child issues at grassroots level which had remained unacknowledged. Seven organizations from different parts of Delhi - The Humanity and Peace Society (Central), Jhuggi Jhompri Ekta Manch (West), Saathi (North East), Basti Vikas Samooh (South West), LEDS (West), Matri Sudha (South), NIRMAL (East) - volunteered to take the process forward. They have developed their

understanding of the issues and strengthened their information base through capacity building workshops and interface with local communities. This has increased the Neeve partners' capacities to raise issues and identify actions. Regular meetings, sharing of information and a participatory mode of functioning has strengthened work at grassroots level. The major activities carried out during the year are as below:

Rally on 2nd September - A total of 1200 people from 15 States of India participated in the Rally, of which 450 had been mobilized through Neeve efforts. The main organizational load was taken by a Convening Group from the Working Group for Children Under Six – a joint group comprising members from the JSA and RTF Campaigns with whom Neeve has worked closely. All Neeve participants were well informed about the issues and eager to express their opinions; six community representatives spoke on the dias. A Memorandum of Demands was presented to the Prime Minister; this brought community members closer to policy advocacy issues and strengthened their understanding of the link between the ground and interventions in policy.

Elections and the Child - The collective actions of the Network during this reporting period have centered around two Elections: one at the State Level in November 08, and the General Elections in May 09. Both elections provided Network partners a focus around which consciousness should be raised about the role of the State in relationship to children. This has helped in developing the concept of Rights of Children and the understanding that legislators have a role to play in fulfilling the needs of the children and responding to public concerns regarding child care, development services and performance of the State in delivering these services. There were 28 district level meetings and 13 meetings with Political Party representatives held as a part of this initiative.

1.2.3 The Commonwealth Games-Citizens for Workers, Women & Children (CWG-CWC) Campaign

The CWG- CWC Campaign: Along with the broader advocacy initiatives mentioned above, Mobile Creches has continued to focus on construction workers and their children through an active engagement for the past 40 years. The CWG-CWC Campaign, was launched in mid 2007 to highlight issues of working and living conditions of construction workers and their children, and activate their access to Social Security Benefits in the context of the Commonwealth Games. Mobile Creches has continued to anchor the Secretariat for the campaign. This has helped Mobile Creches to build allies for the issue, strengthen the watchdog functions and also strengthen the interface with the State. A core group of partners has emerged: they have strengthened the process of information gathering, assisted in sharper analysis of issues and increased outreach to Media, Civil Society and the State.

The state elections in Dec 2008 brought the incumbents in Delhi back to power, enabling the continuation of dialogue with key players. However, the continued absence of an administrative structure and implementing mechanisms, at the level of the **Delhi Building and Other Construction Workers Welfare Board (DBOCWWB)**, has blocked the flow of benefits to which the workers are entitled under the Building and Other Construction Workers Act (BOCWA), 1996. Of the 6-8 lakh workers in Delhi, only 16,000 are registered with the DBOCWWB and accumulation in the Workers Welfare Fund stands at Rs. 220 crores. However, no one has, yet, received any cash benefits.

In 2008-09, the coalition with a membership of 20 individuals and organizations, focused on converting the DBOCWWB decisions made in Feb 2008 into action. The focus of the coalition was on the following fronts: support to creches for workers' children, educational scholarships for workers' children as an incentive for registration and mapping of construction workers in Delhi. The coalition used various entry points in the government to push worker registration so the workers are covered by the safety net

provided by the 1996 Act. However, a concurrent mobilization of workers on this issue was limited by the Coalition's reach at the ground level. There are very few construction workers unions in Delhi, with a total membership of less than 5000. The unions do not reach the huge migrant pool that accounts for most of the unskilled labour force on the sites in the NCR.

Initiatives of the CWG-CWC

- **Ensuring flow of benefits through dialogue** with the Labor Commissioner's office, GNCT Delhi/DBOCWWB to ensure implementation of its decisions (see box below) and facilitation of the application process for pension and scholarships for eligible, registered workers.
- **Increasing the numbers of registered workers** by pursuing all key players engaged in the CW Games construction to facilitate registration on sites employing large numbers of workers. The response has been lukewarm on two fronts: lack of political will and the implementing infrastructure at the Delhi State level. The main priority until now has been the completion of projects for the builders. The Director General Labor Welfare (DGLW), GoI, has shown some interest and initiated a series of multi-stakeholder meetings to push the same.
- **Raising awareness on registration** with the DBOCWWB and its benefits in labour bastis (through distribution of pamphlets, meetings by workers' unions). A small effort in October, 2008 involved many student volunteers.
- **Raising the construction workers' issue in the public eye:** A Media Sensitization Programme was organized in Sep 2008 with the help of coalition member CFAR where an 8-minute campaign film titled, "Exclusive Cities Inclusive Growth", was shown. This film was developed with assistance from CFAR. At a mobilization event organized at Jantar Mantar in Delhi, by the coalition partner Nirman Mazdoor Panchayat Sangam (NMPS) in Nov 2008, prominent leaders spoke to workers and expressed solidarity with their struggle. A memorandum was presented to Shri Oscar Fernandes, Minister, Labour, GoI. Both events exemplify the strength that the campaign received from active participation of Coalition partners.

Creches for Workers' Children - Three creches started functioning in Sep 2008 at the CWG site of Jawaharlal Nehru Stadium and two labour settlements, in Bawana and Haiderpur. In a landmark step, the DBOCWWB agreed to support crèches for workers' children, from the Cess accumulated in the Workers Welfare Fund. Smt. Sheila Dikshit, Chief Minister, Delhi NCT was invited to inaugurate the crèche at the JN Stadium in July 2008.

Scholarship for Workers' Children - Approval of guidelines and the decision to disburse scholarships of Rs. 100/child/month, for up to two children, of registered construction workers, studying in class I-VIII was a welcome step. Even though the decision to this effect had been taken in the DBOCWWB meeting in Feb 2008, it took another nine months and a nudge from Smt. Dikshit, to get the directive out to all the agencies running government schools in Delhi. Coalition partners, SEWA and NMPS assisted the Campaign secretariat in keeping up the pressure to convert decisions into action.

Mapping Study - The Delhi School of Social Work Society was commissioned by the DBOCWWB to map construction workers to aid the process of registration. The Study was carried out in June-July 2008 and it involved 120 student volunteers from various organizations. The Draft Report threw up shocking information about the complete lack of awareness among workers about the BOCW Act 1996, and the benefits of registration.

Throughout 2008, newspapers have reported 78 accidents and 41 deaths of construction workers at various sites. Seeing safety as a critical issue for the well-being of construction workers, the Coalition initiated a dialogue with the Sports and Youth Affairs Minister, Gol, Dr. M. S. Gill and sent him a detailed note on safety concerns as well as legally required measures. In January 2009, CWG-CWC floated the idea of constituting a Safety Committee, with members drawn from Civil Society, technical groups and the government.

In the wake of the discussions on Safety, a decision was taken to conduct a focused study to assess the situation of workers at flagship construction projects in Delhi: 'Safety and Social Security of Construction Workers Engaged in Major Projects in Delhi, 2009'. It will focus on the working conditions – wages, safety, facilities on site and gather qualitative data on social security, living conditions and access to basic services of health and education. The sites include major CWG projects, the international airport and a few DMRC sites. The findings will be a tool to continue advocacy for fair practices with policy makers, implementing agencies and builders.

Many issues remain untouched. The Campaign is at a critical stage and the next thrust will depend on good use of the achievements that have been built so far.

Assessment of the Campaign

The campaign has been an arduous process. Some of the tangibles include:

- Key information in the public domain and in the press regarding the Games; the status of implementation of the Act; lack of flow of benefits to workers from Cess funds; good practices in other States;
- A core group of allies to work on this issue
- Disbursal of money by the Board for three creches, for a Mapping exercise and inched forward to developing some procedures for processing applications for benefits;
- A sense of alertness on worksites regarding the need to observe safety norms.

2. Training other organizations and community members

Mobile Creches Training continues to meet varied challenges. NGO's who run Balwadis and new groups wanting to address young child issues have been reaching out to Mobile Creches for training. In addition, we continue with developing local women for childcare services in the resettlements where we work and providing fresh inputs and regular follow-up of training to those who are now running crèches and balwadis. The training team also has the specific task of identifying areas where there is a lot of construction and of forming batches of local women who are willing to be trained for childcare and be employed by contractors.

The principles of training remain the same: a balance of practical and theoretical; a strong component of awareness about the Importance of Early Childhood and understanding the implications of neglect' as well as a basic knowledge of the skills required for both care and developmental activities. Follow-up by the training team at the field level to ascertain the levels of competence and to identify needs is a regular part of the methodology.

An area of training that is becoming increasingly important is the non-formal training of community women and Anganwadi workers through joint workshops at community level. These trainings aim at enriching the activities in ICDS centre and increasing community interest in preschool activities. As strengthening community and ICDS linkages are important objectives, these workshops are an interesting and creative meeting ground.

The Mobile Creches Training team has derived rich experience through these **diverse training challenges**. Training has enabled us to increase inputs into the quality of programmes that reached 6814 children through NGO programmes and to 527 children through neighbourhood crèches.

Two new challenges were taken up this year:

- i) Capacity building of Shapoorji Pallonji Foundation, to enable them to set up their own team to run creches. This would enable them to reach out to more children on their sites. Mobile Creches developed a module that included the setting up processes, the operation and supervision of the crèches for personnel selected by the Foundation. This training was carried out for over a month in Rohtak.
- ii) Developing a Training of Trainers module for Seva Mandir to enable them to raise the quality of their Balwadi Programmes through their widespread area covering 626 villages and 56 urban areas in South Rajasthan. A long-term partnership has been visualized which includes development of a Youth Communication Team to support the awareness building activities to complement direct work in Balwadis. So far, sessions conducted have focused on perspective building, content and facilitation skills required by Trainers.

Brief Summary of Training 08-09

Trainings Conducted in 2008-09

- Training with New NGOs - Samerth Trust, Saath, Tarang
- Training with current NGO partners - GNK Gorakhpur, Chetnalaya, Prayas
- Long term partnerships – Pradan, World Vision
- TOT and youth group - Seva Mandir, Training of Builder Foundations - Shapoorji Pallonji
- MC as “resource” in Institutional courses – NIPCCD, Institute for Home Economics

This year, training was carried out with 12 organizations and their 336 participants. Orientation workshops on ECCD were conducted with six organizations and skill building workshops were organized with the other organizations. Feedback from the organizations has been positive and our follow-up visits to their field areas have also confirmed the above improvement. Training, however is an ongoing process and refresher training and fresh quality inputs will be required over a period of time for children's programmes to reach their true potential.

Training Community Women for Construction Sites

Large-scale construction activities are taking place in Delhi, NCR and Gurgaon. A large number of construction workers and their families live in and around these areas. Our interactions with contractors has resulted in stimulating a demand for crèches. This demand requires that more local women are trained so that they may be employed to work in crèches. This year, 32 women in Gurgaon and Greater Noida areas have been trained and 9 have been employed by contractors.

Conclusion: Advocacy – An Integrated Approach

The Mobile Creches advocacy is firmly based on interventions at the grassroots, local, state and national levels. Each of these efforts feed and strengthen each other and influence the mobilization of opinion and action at different levels by using multiple tools like lobbying, training at multiple levels and research as a tool for advocacy. For advocacy work at grassroots level see the section on “ Intervention in slum and urban settlements” under the chapter on Field Operations.

3. Documentation and Information Dissemination

Research, documentation and dissemination gained momentum during the year 2008-09. The two year long process of building up the resource centre was completed during this year. The major thrust has been to strengthen the library and to improve documentation and dissemination.

Strengthening the Resource Centre

The effort that was initiated in the year 2007-08 gained momentum this year. All the existing 5000 books were numbered, and entered in the tailor made software along with key words to make book search easier. The only task left, involves computerizing the stock of Mobile Creches publication.

A number of new books on Education, Child Rights, Women's Issues and The Unorganized Sector etc. were added to the library. Stress was laid on increasing the number of books in Hindi.

Research and Documentation

Publication

In 2008-09 the English version of the Crèche Manual "Matri Chhaya" was upgraded and printed. A set of two Charts depicting needs of a tree and comparing needs of children for communicating holistic development needs of a child was also printed for dissemination. Printing of teaching aids consisting of puppets and story books for young children was also initiated at the end of this financial year.

The Report "**Distress Migration: Identity and Entitlements**" – a Study on 425 migrant construction worker's families in 15 construction sites of NCR, was published. Its major findings included the following:

- Two-thirds of the families stayed less than one year at a site and the most recent move, for a majority of workers (58%), was one within the NCR from one construction site to another site.
- Access to basic facilities declined with a move from the village to the city: none of the families was taking their children to the nearest anganwadi or buying provisions from a ration shop. This has implications for children's access to learning opportunities and school entry, not to mention health immunization etc.
- Workers continue to be deprived of minimum wages, maternity entitlements and old age pension. Only a handful of the male workers received minimum wages at a few sites. Migration brought with it an increase in spending on health and only 3% families were able to increase assets through making a move from the villages.
- Only one woman was found to receive the minimum wage. Majority of women got less wages than their male counterparts.
- Less than 1% of the workers were registered with the Delhi Construction Workers' Welfare Board and there was no awareness of the Building and Other Construction Workers Act, 1996, or the benefits of registration. None of the workers were members of any trade union or ever been approached by one. Not only do they face discrimination in wages, but the move to the city deprives them of all family support systems.

The Report was released at a function at India International Centre. Its findings were discussed by a distinguished panel comprising Professor Amitabh Kundu, Aruna Roy, and Dr Arjun Sengupta. The report has been disseminated amongst 400 people belonging to civil society, academics and government sector.

Organizational Development



The strength of an organization depends on the integrity of its vision, values and programmes, the skill sets and commitment of its people, and the processes and systems by which it is governed. In 2008-09, Mobile Creches took substantive steps forward on all these three fronts.

Strategic Planning

Human Resource and Systems

Governance

The quality of our work in the field reflects the investments made by the organization in building its Human Resources and providing a framework of values, systems and approaches to work. This is a continuous, backstage process that goes on largely unnoticed. Its different components, each with a defined focus, help the organization to respond to the strategic choices made for the future.

1. Strategic Planning Exercise

Last year while the routine tasks of skill building, sustaining, motivation and improving systems carried on, the Governing Council and Senior Management invested substantial time and energy in developing a Strategic Plan spanning a five year timeframe 2009-14.

The exercise began with an assessment of Mobile Creches' strengths and weaknesses, which were analyzed on the parameters of organizational strategy, structure, staff, systems, style, and so on. This was placed in the context of the changing, external scenario with respect to needs of the Mobile Creches community, the policy environment and the funding situation. The process was facilitated by Association of Stimulating Know-how (ASK), an organization with expertise in Organization Development and Capacity Building, and supported by volunteers with deep expertise in the field of management. The starting point for the process was a reaffirmation of the vision-mission, followed by the articulation of organizational core values and the setting of strategic objectives over 2009-12. The exercise culminated in the development of an Operational Plan and an Annual Plan for 2009-10 with clear targets and indicators for each department.

2. Human Resource and Systems

The strategic imperatives emerging from the above had clear implications for investing in and redefining the organizational human resource requirements – size, skill sets, roles, responsibilities, and compensation. For this purpose, new job descriptions are being developed, which will be evaluated on the three parameters of know-how, problem solving skills and accountability.

Development of Programme MIS by the Programme Department piloted last year. It is being fine-tuned to take off formally with effect from April 2009. These will feed into strengthening monitoring and evaluation systems. To build an understanding of this very critical new initiative, workshops were conducted for different levels of staff members especially in the context of the Operational Plan. In fact setting the stage for the MIS development exercise by itself has been useful in bringing about a shift from being process/activity driven to becoming result/output driven.

A personnel software was installed to streamline our personnel related information and link it up to our salary package. Rationalization of our inventory and distribution systems also took place with the help of an external consultant.

2.1 Skill Building

The overall training plan emerges from an assessment of the gap in organizational skill sets based on individual appraisals, vis-à-vis organizational deliverables. The workshops with the staff helped build technical knowledge and strengthen programme planning and implementation skills. The subject matter ranged from reinforcing teaching methodologies (to teach Hindi and Arithmetic to children) and pedagogic issues in the new Balwadi Curriculum, to quality, performance, individual accountability and decision making. The latter, targeted at supervisory/management cadres is a part of the process initiated some years ago to build middle management.

As a follow up to last year's efforts, a series of workshops were conducted by Ms. Rita Sen Gupta, a specialist in organizational development for persons with leadership potential. The objective was to build a motivated team of workers with positive attitude and focus. The workshops included an analysis of self in the context of risks and challenges faced personally and professionally. Self Development was the main focus of these workshops. A management technique called 'Johari Window' was also used to facilitate a better understanding of one's self at the workplace.

Workshops held for the staff members include:

- Documentation Workshops
- Leadership Development
- Use of Teaching Aids for Balwadi Teachers
- Curriculum Development Workshops for Non-Formal Education and Balwadi Teachers
- Media Presentation Workshop for Incharges and Supervisors of daycare centres
- Motivation building workshops
- Operational Plan and Result Based Management

A sampler of Workshops/Seminars attended by Mobile Creches (see Annexures for the exhaustive list)

- In Serveskriti, the cultural forum of the Faculty of Management Studies of Delhi University, Mridula Bajaj spoke about 'Services at the Bottom of the Pyramid'
- Devika Singh spoke in a Seminar at Shillong organized by National Campaign for ECCE Rights (NCER), on Early Childhood Care and Education as a Fundamental Right
- Amrita Jain addressed the issue of 'Impact of Childcare Practices on Child Mortality' in a Seminar on Child Mortality organized by the Rotary Club
- Chirashree Ghosh attended a national level seminar on Schooling for All organized by UNESCO
- Sudeshna Sengupta attended a national level meeting on preparing Alternative Country Report on Convention on the Rights of the Child

2.2 Performance Management System (PMS)

The retreat last year held in lush green calming ambience of the Green Valley, Faridabad was an ideal backdrop for the staff to relax, de-stress and participate wholeheartedly in creative and energizing exercises. The widespread use of dramatization, games, poetry reading and painting with a subtle focus on children and their situation in 2050 provided the necessary orientation to stay grounded. Everyone came back enthused with the motivation to work with greater zeal for a better and brighter tomorrow for our children.

PMS has been in place for the last 6 years and is constantly evolving so that it is sustainable and objective. The process led to the identification and acknowledgement of the best centre teams and individual performers. A special event was also organized to acknowledge the members of the larger MC team who are not on Mobile Creches' rolls but contribute immeasurably to the quality and smooth operations of our programme.

Sustaining motivation is one of the biggest challenges that the organization faces. The energies and enthusiasm displayed by our personnel who work in very difficult circumstances, is a result of the investments made by the organization to sustain the motivation of the staff. Periodic meetings with space for sharing and receiving held in a supportive framework, communal birthday celebrations every month, and an annual retreat, all contribute to making people feel valued and happy.

3. Governance

The ideal of good governance in a non-government or non-profit organization is the ownership of organizational mission-vision by the Board, Management and Staff, and the actualization of its core values in daily transactions.

In 2008-09, members of the Society's General Body (GB) and the Governing Council (GC), took some steps towards ensuring good governance. The year started with moving up one rung in the renewal of the Credibility Alliance membership by undergoing a Peer Group Review (PGR). The PGR membership will lapse in March 2010. In March 2010, MC will apply for full accreditation, based on the highest level of scrutiny. The GC executive has also been working on a governance handbook which will carry all details of membership, memorandum of association, rules and regulations, roles and responsibilities, policies on investment, HR and resource mobilization, etc. The idea is to build transparency and enhance institutional learning. The publication was withheld to include pending implications of the strategic plan exercise.

At Mobile Creches, the GC is responsible for providing policy guidelines, financial oversight and strategic direction. A closer engagement with programme and specific management issues, like Finance and HR Policy, takes place through GC level advisory committees. This year, the bulk of time contributed by some of the GC/GB members went into the strategic planning exercise, described in section 1, above. The other priority was to support the Corpus Campaign. A handful of members continue to provide senior management support, therefore the challenge for next year is to ensure recruitment to fill those positions and use the resources released to further strengthen governance.

Resource Mobilization



The year saw an expansion and diversification of the resource mobilization base at MC. Our challenge is to build a strong RM team that will ensure the long term health of the organisation, strengthen donor servicing systems and enhance the MC brand.

Fund Raising

Friend Raising

Communication and Infrastructure

The resource mobilization function of Mobile Creches is responsible for ensuring annual support to our programs as well as the long-term financial health of the organization. In essence, it is all about increasing the number of converts to the cause of ECCD in general, and Mobile Creches in particular. Regular communication with our partners, transparency in the usage of funds and an open invitation to engage with our programs and communities, are some of the elements critical to creating relationships that will sustain the MC vision in the years to come.

Our donor-partners are a diverse mix of big and small, private and institutional and foreign and local entities. Our friends include volunteers from schools, professionals from the corporate sector and technical experts who add value in the form of new ideas and expertise.

1. Fund Raising

1.1 Institutional Support

The support from institutional partners has helped Mobile Creches to provide care and protection for young children and lend visibility to the issue of the young and the migrant child. The three major institutional partners, who have played a key role in enabling Mobile Creches to widen its canvas and strengthen its organizational capacities are- Plan International, Sir Ratan Tata Trust and PRATHAM-Mumbai Education Initiative (from Artha Capital).

1.2 Builder/Contractor Support

Typically, the day care centres on construction sites receive support from three sources: the builder/contractor, the corporate sector and small donations raised through the Child Sponsorship program. Mobile Creches worked with 12 builders in 2008-09, who contributed a total of Rs. 30.46 lakhs. The top three contributors were Emaar MGF, Gurutek Builders Pvt. Ltd. and Shapoorji Pallonji Pvt.Ltd.

1.3 Corporate Support

Support from corporate partners was channelised towards day care, community development and to a limited extent, towards organizational development. Monetary support was complemented by employee engagement initiatives. Corporate volunteers participated in educational and art workshops with our children and took them out on many local excursions. The total funds from the corporate sector amounted to Rs. 53 lakhs, of which the lion's share came from Boeing and KPMG.

Housing Development and Finance Corporation (HDFC) initiated its support to MC in 1997: it started with HDFC's support to nutrition for our children in Dakshinpuri and graduated to supporting the capacity building programmes for the local community in 2003. Today, HDFC understands MC's long term vision of care and developmental rights of young children in India: its support to our Corpus Campaign is an investment in our children's future.

1.4 Events

Events as a tool of fundraising have been given low priority over the last five years. Each event is time consuming and the ratio of cost to revenue is about 2:3. MC has, therefore chosen to participate in the Delhi Half Marathon every year, where the logistics are taken care of by the organizers, and MC can focus on raising pledges from old and new friends. MC raised Rs. 7.36 lakhs, in 2008-09, a bulk of which came from KPMG, our Corporate Challenge Partner. Hundreds of MC volunteers, members of our Board, staff and alumni also ran for the Young Child.

1.5 Child Sponsorships

In 2008-09 Mobile Creches received 89 Child Sponsorships amounting to Rs.4.05 lakhs, a marginal decrease compared to last year. However, collections from General Donations increased substantially, from Rs 21 lakhs to almost Rs 39 lakhs this year due to a doubling of foreign contributions. The smaller donations are also as critical and are an important supplement to the larger donations.

1.6 Corpus Fund Raising

A major achievement this year was receiving permission for a 100% tax exemption on all donations to the Corpus Fund of Mobile Creches, under section 35 AC of the Income Tax Act 1961, from the National Committee for the Promotion of Social and Economic Welfare, Ministry of Finance, Gov. The exemption extends from Apr 2008 to Mar 2011, for raising up to Rs. 8 crores over this period.

The first opportunity to make the most of this opportunity was to use the Jan-Mar window, the last quarter of 2008-09 as a pre-campaign phase, before a well thought out plan could be put in place for 2009-11. Over the quarter, appeal letters were sent out to all our friends and the response was overwhelming: MC raised Rs.39 lakhs. The top three donors were, Mr. O. P.Vaish, HDFC Ltd. and Jindal Aluminium Ltd. This was a substantial addition to the Corpus Fund that stood at well over Rs.90 lakhs at the end of 2008.

2. Friend Raising

Every new volunteer at Mobile Creches opens another window for a potential, deeper engagement. Volunteers bring in new energy, ideas and perspectives. They come with different objectives: team building avenues for corporate employees, community service hours for students, new challenges and skills for people between jobs and so on. Many of them stay on because our children give them a reason to. In all, 250 volunteers gave time to MC during the year.

Mobile Creches Volunteers: A post 2001 Sampler

- Since 2004, the American Embassy School Recycling Club collects and sorts used worksheets to regularly supply one-sided paper for art work by MC children. The Club also sponsors 4-5 children for full daycare for a year, from the sale of old newspapers. This year, the junior classes made educational kits on "fruits and vegetables", for use by our little ones!
- Geoffrey Bablon designed the website for the Commonwealth Games Campaign in April 08. His brother, Geraud Bablon followed suit in March 09 and worked with our kids at the NBCC centre.
- Kim Jain, a tough task master and now a General Body Member, has driven the revamping of our library, data storage and retrieval system.

What would we do without you?

As a token of appreciation towards all our volunteers over the years, we organized a musical evening in June, at the Epicentre, Gurgaon. Ekam Satyam, a rock band of young musicians, put up a splendid performance of popular numbers and some of their own compositions

3. Communication and Infrastructure

MC uses various communication methods to keep all partners updated on activities, outcomes, plans, challenges, modest achievements and the financial health of the organization.

The core communication package at Mobile Creches consists of two newsletters, the Annual Report, the website, brochures and the Annual Planner. This is supplemented by other publications, like reports of findings from a research study, discussions at a consultation, fact-sheets, FAQs, etc. Our volunteers have registered Mobile Creches on Orkut and also posted MC film, 'Nurturing Childhood Sowing Change' on You Tube.

Mobile Creches is a member of Credibility Alliance and listed with Give India. The first ensures that members adhere to certain minimum/desirable norms of governance while the second provides MC with a donation platform for a wide and diverse donor audience. Mobile Creches raised approximately Rs. 5 lakhs through Give Foundation this year – from donors in India, USA and UK.

Financial Highlights



Despite the global recession, 2008-09 ended with a 7% surplus and Rs. 39 lakhs raised for the Corpus Fund. MC needs to sustain the 50% support which is received from institutional donors, while consolidating corporate partnerships and bringing in more unrestricted funds.

The financial situation of an organization indicates its health and reflects the scale and depth of its programmes. In 2008-09, Mobile Creches was able to mobilize Rs. 296.18 lakhs from multiple sources (Table 1A) and spent Rs. 282.46 lakhs on various components as reflected in Table 2A. With the exception of 2006-07, the positive balance in the last five years has averaged at 7%. A 50% increase in both the income and expenditure taking place since 2002-03, is a manifestation of the organization's ability to attract resources as well as its capacity to absorb them.

1. Financial Resources

Foreign and Indian earmarked donations (funds for specific projects) went up from 153.62 lakhs to 190.96 lakhs, while general donations went up from Rs. 21.27 lakhs to Rs. 37.85 lakhs. The stepped up Corpus Campaign in the fourth quarter, as a response to the coverage u/s 35 AC of the Income Tax Act received by MC in the month of October,

diverted approximately, Rs. 1 lakh, from Child Sponsorships that Mobile Creches used to receive in the fourth quarter.

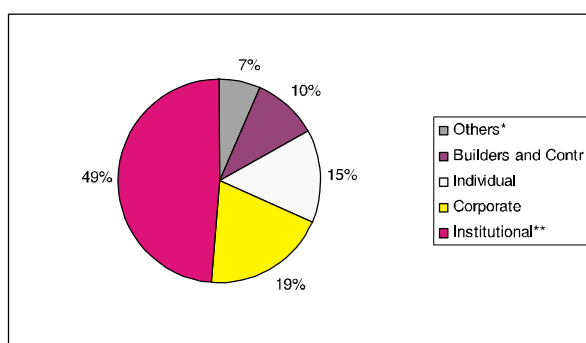
Table 1A Financial Resources

| Financial Resources (As Per Income & Exp) | 2007-08 (Rs In Lakhs) | % | 2008-09 (Rs In Lakhs) | % |
|--------------------------------------------------------|--------------------------|------------|--------------------------|------------|
| General Donation (Indian) | 7.20 | 2.68 | 10.27 | 3.47 |
| General Donation (Foreign) | 14.07 | 5.24 | 27.58 | 9.31 |
| Earmarked Donation (Indian) | 41.55 | 15.5 | 50.59 | 17.1 |
| Institutional | 22.83 | | | |
| Corporate | 27.76 | | | |
| Earmarked Donation (Foreign) | 112.07 | 41.7 | 140.37 | 47.4 |
| Institutional | 116.51 | | | |
| Corporate | 23.86 | | | |
| Fund Raising Event and Child Sponsorships | 17.87 | 6.66 | 12.07 | 4.08 |
| Contractor/Builder Contribution | 44.91 | 16.7 | 30.46 | 10.3 |
| Resource Collection* | 8.87 | 3.3 | 0 | 0 |
| Government Aid | 1.79 | 0.67 | 5.15 | 1.74 |
| Interest** | - | - | 10.00 | 3.38 |
| Others (Resource Collection, Donation in Kinds etc) | 20.16 | 7.51 | 9.69 | 3.27 |
| Total Rs | 268.49 | 100 | 296.18 | 100 |

*Resource Collection has been clubbed in the "Others" head in 2008-09

** This had been clubbed under the "Others" head in 2007-08

Fig 1A Break-up of Financial Resources



* This includes interest, resource collection;

** This includes Government grants;

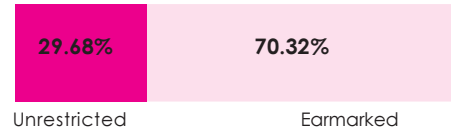
Institutional includes funds from Artha Capital (corporate), routed through Pratham (NGO)

The contributions by the contractors to supplement the expenses at the centres dipped substantially by approximately Rs 15 lakhs, owing partly to the recession in the realty sector. Also Mobile Creches' attempts to activate and source Government funds for the 5 centres at the Commonwealth Games construction sites, led to the decline of contractors' contributions for those centres.

Fig 1B: Proportion of Indian and Foreign Funds



Fig 1C: Proportion of Earmarked and Unrestricted Funds



It is important here to mention the slow and steady success that Mobile Creches is making in initiating new partnerships with the corporate sector while also sustaining relationships with the older partners. We are happy to report that these relationships go beyond just monetary support from the companies or their Foundations. Corporate Social Responsibility (CSR) driven programmes have actively contributed to enriching various dimensions of work at Mobile Creches.

Institutional support in the form of grants constitutes approximately 49% of Mobile Creches' annual income. While these strategic partnerships fill a very critical gap, it is important to reduce this dependency to a healthy 40% because funding organizations' strategic focus change ever five years and are influenced by international trends. This necessarily brings in the challenge of building on its corpus or reserves, as this gives stability to the organization to manage its programmatic directions.

100% tax exemption on donation to MC Corpus Fund

In 2008-2009, Mobile Creches was granted coverage under section 35 AC of the Income Tax Act, 1961, by which donations to its Corpus Fund are 100% exempt from Income Tax in the hands of the donor. This small window of opportunity, available till April 2011, needs to be fully utilized to build financial stability of the organization. In fact the Rs. 39 Lakhs collected from Jan-March '09 stands testimony to the fundraising potential in India.

The challenge right now is to sustain and increase the inflow of monetary support substantially, to respond to the expansion and scale-up envisaged in the Strategic Plan 2009.

2. Organisational Expenses

Table 2A reflects a comparative break-up of expenses under the various components of the programme. A substantial increase in administrative expenses, by approximately Rs 18 Lakhs is largely due to the renovations and water harvesting project at the office premises (Rs. 9 L) and the purchase of a new vehicle (Rs. 3.5 L). All of these received earmarked funding. The balance increase of about Rs. 5 lakhs can be attributed to increase in costs of electricity, security, housekeeping and IT infrastructure.

Table 2A: Summary of Expenditure

| | 2008-09 | | | | 2007-08 | | | |
|-------------------------------------------------|----------------------|---------------------------------|---------------|---------------|----------------------|--------------------------------|---------------|---------------|
| | Expenses (Inc & Exp) | Exp. out of accumulation/funds* | Total | % | Expenses (Inc & Exp) | Exp. out of accumulation/funds | Total | % |
| Child Care Initiatives-Const - Urban Settlement | 177.34 | 5.06 | 182.40 | 64.58 | 179.43 | 5.07 | 184.50 | 69.44 |
| Training For ECCD | 10.19 | 2.68 | 12.87 | 4.56 | 11.50 | 6.17 | 17.67 | 6.65 |
| Advocacy | 24.12 | - | 24.12 | 8.54 | 21.35 | - | 21.35 | 8.04 |
| Resource Mobilisation | 7.57 | - | 7.57 | 2.68 | 7.13 | - | 7.13 | 2.68 |
| Organisation Development | 19.60 | 1.34 | 20.94 | 7.41 | 17.88 | 1.12 | 19.00 | 7.15 |
| Administration | 34.16 | 0.40 | 34.56 | 12.24 | 16.03 | 0.03 | 16.06 | 6.04 |
| | 272.98 | 9.48 | 282.46 | 100.00 | 253.32 | 12.39 | 265.71 | 100.00 |

* Daycare Fund, Scholarship Fund, Building Maintenance Fund, Human Resource Development Fund and Special Project Fund

Table 2B: Abridged Balance Sheet

| Liabilities | 2008-09 (Rs In Lakhs) Amount | Assets | 2008-09 (Rs In Lakhs) Amount |
|-----------------------------------|------------------------------|------------------------------------------|------------------------------|
| Property / Equipment Fund | 39.94 | Fixed Assets | 39.94 |
| General Fund | 111.76 | Investment | 274.43 |
| Corpus Fund | 90.29 | Stock In Hand | 8.79 |
| Corpus Fund - u/s 35 AC of IT Act | 38.71 | Cash & Bank Balances | 66.28 |
| Human Resource Development Fund | 12.52 | Debitors, Deposits & Advances | |
| Staff Medical Fund | 15.01 | - Grants Receivables | 1.26 |
| Building Maintenance Fund | 5.00 | - Advances For Expenses | 0.70 |
| Special Project Fund | 8.96 | - Security Deposits | 0.08 |
| Scholarship Fund | 1.34 | - Interest Accrued But Not Due | 0.74 |
| Day Care Fund* | 10.00 | - Tax Deducted At Source | 4.32 |
| | | SUB TOTAL .. RS | 396.54 |
| | | Less Liabilities : - | |
| | | - Unutilised Donations / Grants | 60.39 |
| | | - Sundry Creditors | 2.62 |
| Total..Rs | 333.53 | Total..Rs | 333.53 |

*Rs. 5 Lakh Utilised for Day Care, from 20 Lakhs accumulated In 2006-07

**MOBILE CRECHES FOR WORKING MOTHER'S CHILDREN, DIZ AREA, SECTOR-IV, RAJA BAZAR, NEW DELHI
RECEIPTS & PAYMENTS STATEMENT FOR THE YEAR ENDING 31ST MARCH, 2009**

| RECEIPTS | Amount (In Rs.) | Amount (In Rs.) | PAYMENTS | Amount (In Rs.) | Amount (In Rs.) |
|--------------------------------------------------------------|--------------------|----------------------|-------------------------------------------------------------------------------------|--------------------|----------------------|
| TO OPENING BALANCE(as on 01.04.2008) | | | | | |
| Investments (Agts Funds) | | | By Administrative & Utility Services Expenses | 1,272,507.55 | |
| - 8% Saving Bonds - 2003 (Corpus Fund) | 500,000.00 | | By Field Programme Expenses | 2,745,236.87 | |
| - 8% Saving Bonds - 2003 (Staff Medical Fund) | 500,000.00 | | By Fund Raising Expenses | 2,135.00 | 4,019,879.42 |
| - 8% Saving Bonds - 2003 (Corpus Fund) | 1,600,000.00 | | By Expenditure out of Govt.Grant | | 514,710.00 |
| - Standard Chartered - T.D. (Staff Medical Fund) | 1,000,000.00 | | By Expenditure out of Specific Fund (R & NIR) | | |
| - Standard Chartered - T.D.(HRD Fund) | 250,000.00 | | - Donation Indian | | 5,052,718.00 |
| Cash & Bank Balances | | | By Expenditure out of Foreign Specific Fund (R & NIR) | | |
| - Cash in Hand | 21,661.00 | | - Pratham Mumbai Education Initiatives - Day Care | 1,196,038.00 | |
| - Cash in Hand(FCRA) | 565.00 | | - Pratham Mumbai Education Initiatives - Advocacy | 716,525.00 | |
| - Canara Bank SB A/C - 11602 | 3,860,088.59 | | - Pratham Mumbai Education Initiatives-A.W.Under B's Media | 500,000.00 | |
| - Canara Bank SB A/C - 11603 | 781,231.00 | | - Pratham Mumbai Education Initiatives-Home Based Creches | 541,323.00 | |
| - Standard Chartered SBA/C No.-89425 | 10,694.65 | | - Pratham Mumbai Education Initiatives-Res.Centre for ECCD | 595,617.00 | |
| - Standard Chartered - SB A/C-89417 | 358,185.09 | | - Bernard Van Leer Foundation | 134,435.00 | |
| - Standard Chartered - Term Deposits | 2,637,000.00 | | - Boeing Company Ltd. (2008) | 1,654,618.00 | |
| Advances | | | - Boeing Company Ltd. (2009) | 456,241.00 | |
| - Staff Advances | 19,820.00 | | - Global Network Foundation | 230,088.00 | |
| - Jan Madhyam & Others | 38,767.00 | 11,578,012.33 | - Concern India Foundation | 349,740.00 | |
| To Foreign Grants - Earmarked Funds & Projects) | | | - Oxfam India Trust | 263,221.00 | |
| - Pratham Mumbai Education Initiatives - Day Care | 1,250,000.00 | | - Foster Parents Plan International (July'07 to June'08) | 2,288,469.00 | |
| - Pratham Mumbai Education Initiatives - Advocacy | 900,000.00 | | - Foster Parents Plan International (July'08 to June'09 | 4,674,062.00 | |
| - Pratham Mumbai Education Initiatives - A.W.Under B's Media | 500,000.00 | | - Cargill International Trading Pte Ltd. | 274,924.00 | |
| - Pratham Mumbai Education Initiatives - Home Based Creches | 650,000.00 | | - Room to Read | 70,045.00 | |
| - Pratham Mumbai Education Initiatives - Res.Centre for ECCD | 700,000.00 | | - Action Aid | 78,000.00 | 14,023,346.00 |
| - Pratham Mumbai Education Initiatives - I.T.Infrastructure | 500,000.00 | | By Expenditure against Staff Medical Fund | | |
| - Boeing Company Ltd. (2009) | 2,282,165.00 | | - Premium paid for Insurance policy | | 116,889.27 |
| - Global Network Foundation | 345,059.00 | | By Expenditure against Human Resource Fund | | |
| - Concern India Foundation | 349,740.00 | | - Founder Day Expenses | | 16,963.22 |
| - Oxfam India Trust - Abhiyaan | 720,000.00 | | By Expenditure against Special Project Fund (FC) | | |
| - Foster Parents Plan International (July'07 to June'08) | 1,796,976.00 | | - Trainees Stipend & Others | | 83,190.00 |
| - Foster Parents Plan International (July'08 to June'09) | 5,028,616.00 | | By Expenditure Against Day Care Programme | | 619,695.00 |
| - Cargill International Trading Pte Ltd. | 552,628.00 | 15,775,184.00 | By Expenditure Agst Day Care Prog., Strengthening of Youth Club & Others | | 2,138,477.47 |
| - Action Aid | 200,000.00 | | By Expenditure out of Funds | | |
| To Foreign Grants - Institutional | | | - Building Maintenance Fund | 40,332.32 | |
| - Arata and Afifah Yamasaki | 481,159.00 | | - Day Care Fund | 500,000.00 | |
| - Bryan Guinness Charitable Trust | 237,362.00 | | - Special Project Fund | 181,094.00 | |
| - Charities Aids Foundation | 20,250.00 | | - Scholarship Funds | 6,000.00 | 727,426.32 |
| - Give Foundation | 39,408.00 | | By Donation in Kind | | |
| - Help the Needy e.V. | 52,000.00 | | - Donation in Kind - Computers | 30,000.00 | |
| - Marc Silva Professional Tennis LLC | 61,250.00 | | - Donation in Kind - Milk | 375,981.00 | |
| - Mission SF Federal Credit Union | 380,802.00 | | - Donation in Kind - Office Equipment | 9,800.00 | |
| - Concern India Foundation | 16,205.00 | | - Donation in Kind - Others | 86,935.00 | |
| - Powell Craft Retail Ltd. | 72,936.00 | | - Donation in Kind - Rain water Harvesting Plant | 100,000.00 | 602,716.00 |
| - United Way International | 51,350.00 | | By Delhi Building & Other Const. Workers Welfare Board - NMPS | | 230,220.00 |
| - American Indian Foundation | 686,356.00 | 2,099,078.00 | By Payment Against Payable -P.Y. | | |
| To Foreign Grants - Individuals | | 479,608.00 | | | |
| To FC - Interest on Fixed deposits/Saving Bank A/c | | 727,954.00 | | | |
| To Indian Grants | | | | | |
| - Mckinsey | 373,750.00 | | | | |
| - Sir Ratan Tata Trust | 700,000.00 | | | | |
| Balance c/f | | 34,009,608.33 | Balance c/f | | 42,177,859.70 |

| RECEIPTS | Amount (In Rs.) | Amount (In Rs.) | PAYMENTS | Amount (In Rs.) | Amount (In Rs.) |
|-----------------------------------------------------------------------|--------------------|----------------------|-------------------------------------------------|--------------------|----------------------|
| Balance c/f | | 34,009,608.33 | Balance c/f | | 42,177,859.70 |
| - Charity Aid Foundation | 20,250.00 | | - TDS Payable | 21,551.00 | |
| - Charity Aid Foundation - Day Care | 3,950.00 | | - Expenses Payable | 35,861.00 | |
| - Rotary Club of Delhi, Midtown | 96,065.00 | | - Sundry Creditors | 36,515.00 | |
| - SAP Labs Pvt. Ltd. | 204,166.00 | | - Sundry Payables | 166,702.00 | 260,629.00 |
| - Chevron Petroleum India Pvt. Ltd. - Noida 44 | 468,783.00 | | | | |
| - KPMG - Day Care (Nirvana) | 473,000.00 | | By Term Deposits | | 13,771,000.00 |
| - KPMG - Communication Material | 157,000.00 | | | | |
| - KPMG - Organisational Support | 552,808.00 | | | | |
| - KPMG - Furniture | 200,000.00 | | | | |
| - KPMG - I.T. Salary | 84,000.00 | | | | |
| - Give Foundation - Khanpur | 12,000.00 | | | | |
| - Give Foundation - Street Theatre Performance Sup. | 4,000.00 | 3,349,772.00 | | | |
| To Scholarships - Sohanlal Charitable Trust | | 739,500.00 | By Closing Balance (as on 31.03.2009) | | |
| | | | Investments (Agts Funds) | | |
| To Government Grants | | | - 8% Saving Bonds - 2003 (Corpus Fund) | 500,000.00 | |
| - Delhi Social Welfare Board | 1,390.00 | | - 8% Saving Bonds - 2003 (Staff Medical Fund) | 500,000.00 | |
| - Delhi Social Welfare Board - R.G.N.C.S. - NMS | 239,891.00 | | - 8% Saving Bonds - 2003 (Corpus Fund) | 1,600,000.00 | |
| - Delhi Building & Other Construction Work.Wel. Board-JNS | 108,948.00 | | - Standard Chartered - T.D. (Corpus Fund) | 450,000.00 | |
| - Delhi Building & Other Const.Works Wel. Board-NMPS | 225,478.00 | 575,707.00 | - Standard Chartered - T.D.(Staff Medical Fund) | 1,000,000.00 | |
| | | | - AXIS Bank (Corpus Fund) | 1,712,000.00 | |
| To Donation / Contribution & Others | | 5,519,042.00 | - HSBC Mutual Fund MIP (Corpus Fund) | 850,000.00 | |
| | | | - AXIX Bank (HRD Fund) | 1,000,000.00 | |
| To Donation in Kind | | | - Standard Chartered - T.D. (HRD Fund) | 250,000.00 | |
| - Donation in Kind - Computers | 30,000.00 | | | | |
| - Donation in Kind - Milk | 375,981.00 | | Cash & Bank Balances | | |
| - Donation in Kind - Office Equipment | 9,800.00 | | - Cash in Hand | 115,948.00 | |
| - Donation in Kind - Others | 86,935.00 | | - Cash in Hand(FCRA) | 1,910.00 | |
| - Donation in Kind - Rain water Harvesting Plant | 100,000.00 | 602,716.00 | - Canara Bank SB A/C - 11602 | 3,629,274.72 | |
| | | | - Canara Bank SB A/C - 11603 | 225,721.00 | |
| To Interest on FD's/Saving Bank A/c & Profit on Redemption | | 1,014,557.51 | - Standard Chartered SB A/C No.-89425 | 25,005.94 | |
| | | | - HDFC Bank-00031110004379 | 1,572,632.70 | |
| To Special Project Fund | | 400,764.00 | - Standard Chartered SBA/C No.-89417 | 1,057,125.78 | |
| | | | - Standard Chartered Term Deposits | 4,137,000.00 | |
| To Sale of Fixed Assets | | 13,926.00 | | | |
| | | | Advances | | |
| To Corpus Fund | | 3,032,087.00 | - Nome, Kota House | 15,000.00 | |
| | | | - Rakesh Kapoor | 25,000.00 | |
| To Corpus Fund 35AC | | 3,871,600.00 | - Satish Tours & Travels | 29,382.00 | 18,696,000.14 |
| | | | | | |
| To Human Resource Development Fund | | 1,000,000.00 | | | |
| | | | | | |
| To Income Tax Refund | | 55,352.00 | | | |
| | | | | | |
| To FDR's Matured | | 10,039,000.00 | | | |
| | | | | | |
| TOTAL (In Rs.) | | 60,873,859.84 | TOTAL (In Rs.) | | 60,873,859.84 |

Finance Manager

Executive Director

Treasurer

On the basis of books of account produced & examined by us and explanation given to us we certify the Receipts & Payments Account of Mobile Creches For Working Mother's Children for the period 01.04.2008 to 31.03.2009 to be true & correct.

Thakur Vaidyanath Aiyar & Co.
CHARTERED ACCOUNTANTS

Place : - New Delhi
Date

K.N. GUPTA
(PARTNER)
M.No.-9169

43

Annual Report 2007 - 08

**STATEMENT OF INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED MARCH 31, 2009**

| | 2007-08 (Rs. in lakhs) | 2008-09 (Rs. in lakhs) |
|-------------------------------------------|-----------------------------------|-----------------------------------|
| INCOME | | |
| General Donation (Indian) | 7.20 | 10.27 |
| Earmarked Donation (Indian) | 41.55 | 50.59 |
| General Donation (Foreign) | 14.07 | 27.58 |
| Earmarked Donation (Foreign) | 112.07 | 140.37 |
| Fund Raising Events and Child Sponsorship | 17.87 | 12.07 |
| Contractor/Builder Contribution | 44.91 | 30.46 |
| Resource Collection | 8.87 | 0 |
| Government Aid | 1.79 | 5.15 |
| Others* | 20.16 | 9.69 |
| Bank Interest** | - | 10.00 |
| | 268.49 | 296.18 |
| EXPENDITURE | | |
| Field Programme | 179.43 | 177.34 |
| Training For ECCD | 11.50 | 10.19 |
| Advocacy | 21.35 | 24.12 |
| Resource Mobilization | 7.13 | 7.57 |
| Organisation Development | 17.88 | 19.60 |
| Administration | 16.03 | 34.16 |
| | 253.32 | 272.98 |

*Resource Collection has been clubbed in the "Others" head 2008-09

** Interest has been clubbed under the "Others" head in 2007-08

Abbreviations

| | |
|---------|-------------------------------------------------------------|
| ANM | Auxiliary Nurse and Midwife |
| AWC | Anganwadi Centre |
| AWW | Anganwadi Worker |
| CWG-CWC | Commonwealth Games-Citizens for Workers, Women & Children |
| CBO | Community Based Organisation |
| DBOCWWB | Delhi Building and Other Construction Workers Welfare Board |
| ECCD | Early Childhood Care and Development |
| FORCES | Forum for Creches and Childcare Services |
| FYP | Five Year Plan |
| GNCT | Government National Capital Territory |
| ICDS | Integrated Child Development Services |
| MC | Mobile Creches |
| MIS | Management Information Systems |
| NCR | National Capital Region |
| NFE | Non Formal Education |
| NGO | Non Government Organization |
| PHC | Primary Health Centre |
| SHG | Self Help Group |
| RTF | Right to Food |

Annexure - I

Mobile Creches Partners

The listing below is but a sampler of friends who joined Mobile Creches on its journey over 39 years. We thank you for stepping up to challenges, hailing the small successes and keeping faith in our difficult times.

Child Sponsorships

| | | |
|----------------------------|-----------------------------------|-----------------------|
| Ajai Jhala | Himmat Singh | Pallavi Bajaj |
| Amit Upadhyay | Indra Bhatia | Pushpa Bhargava |
| Anupama Shukla Awasthi | Institute of European Studies | Rajesh Pandey |
| Arvind Wadhwa | J C Alexander | Reeta Sondhi |
| Awtar Singh | Katgara Foundation | Reva/Ratan Dayal |
| Bikram Singh | Koushik Sarkar & Padmaja Krishnan | Rupendra Singh |
| Comfort Garments Pvt. Ltd. | KPMG Foundation | S Anandalakshmy |
| Deepankar Roy | Madhuri Sondhi | Satkrit Service Trust |
| Delta Foods Pvt. Ltd. | Madhusudan | Shreya Rastogi |
| Doll Singh | Manender Mann | Space Club |
| Ena Mehra | Manjushree | Supriya Agarwal |
| Freidesike Framcke | Meera Kuckreja | Susan Singh |
| Gaggar Foundation Trust | Meera Mathur | Uma Lal |
| Gautam Wadhwa | Narendra Wadhwana Foundation | Usha Khanna |
| Harmeet Singh Bedi | O P Vaish | |

General Donations

| | | |
|--------------------------------------|-------------------------------|----------------------------|
| A R Shorma | Ashok Bhatia | Deepankar Sanwalka |
| Aastha Khurana | Bank of America | Delhi Social Welfare Board |
| Abhishek Logani | Binny Dua | Devika Singh |
| ABL Gupta | Bishamber Das Bimla Kapur | Durga Indramani Foundation |
| Accord Info Media | Memorial Trust | Eastside Racquet Club |
| Ajay Bansal | Bush Foods Overseas Pvt. Ltd. | Eena Parashar |
| Ajit Prasad Jain | Candid Marketing | Farida Rahman |
| American Institute of Indian Studies | Charities Aids Foundation | Friedeske Framcke |
| Amrita Jain | Charu Shankor | Gary Robinson |
| Angela Silva | Chitra Joshi | Give As You Earn (CAF) |
| Anjali Alexander | Concern India Foundation | Gerard G & Jane R Gold |
| Anju Jindal | D Logani | Gerry Rainbird |
| Arun K Batra | Deepali Gupta (CAF) | Gita Bedi |

General Donations Contd.

| | | |
|------------------------------------|----------------------------------------|------------------------------|
| Give India (Marathon Participants) | Microsoft India (R & R) Pvt.Ltd. (CAF) | Satkrit Service Trust |
| Give India Foundation | Mridula Bajaj | Saumya Venkataraman (CAF) |
| Gobind T Shahani | Narayani Gupta | Shirley Stas |
| Harmeet Singh Bedi | Neelam Narayan | Shobha Mathur |
| Help the Needy eV. | Neena Dasgupta | Shreya Agarwal |
| Hemanf Luthra | Neville Thomas | Shweta Bajaj |
| Hope Foundation | Nikon India Private Ltd. | Sitaram Jindal Foundation |
| Irene J Fafalios | Nitin K Shankar | Sitawanti Sachdev |
| James Allman (AIF) | Padma Upadhyay | Sohan Lal Charitable Trust |
| Japanese Women's Volunteer Group | Pankaj Upadhyay | Sriram Balasubramaniam (CAF) |
| Jatin Gupta | Pawha International (P) Ltd. | Sudershan Madhok |
| Jayanthi Sampathkumar | Powell - Craft Retail Ltd. | Sudeshna Sengupta |
| John Laing Infrastructure | Pranoti Ganotra | Sunita Srivastava (CAF) |
| Management Service India Pvt. Ltd. | Pravah | Tarun Rohatgi |
| Kali Vohra | Rajiv Kapur | Tushar Ghosh |
| Kalyana Sundaram (CAF) | Rakesh Kelkar (CAF) | Urvashi Dhamija |
| Kusum Lata Gupta | Recycling Club- American | Usha Agarwal |
| Lalif & Anubha Gupta | Embassy School | Usha Pratap Singh |
| Late Joseph Bongard | Rhea Kakkar | V N Sehgal |
| Leam Today | Rind Chaudhri | Vanita Prabhu (CAF) |
| M Bali | Roland & Filomena Biollay | Veena Bhatia |
| Maliika Vinod Rajkumar | Roy E Brakeman (AIF) | Vikram/Vivek Nayar |
| Manju Vaish | S A Khan | Vinod Malhotra (CAF) |
| Mary Louise | S Balaji | Vivek Kohli |
| Mateo T Caparas | Sage Publications India Pvt. Ltd. | Walter Peter |
| Mayank Jain | Sandeep Ahuja | |
| Metores Trust | Santosh Kumari Sachdev | |

Earmarked Grants/ Donations

| | | |
|--------------------------------------------------|---------------------------------------|-----------------------------------------------------------|
| Action Aid | Ramprasad Srinivasan | PRATHAM- Mumbai Education Initiative (Artha Capital) |
| Affiah Rahman Yamasaki | Samir Chawla | Rotary Club of Delhi Rajdhani |
| Boeing International Corp. India Pvt. Ltd. | Shankar Nambi | SAP LABS India Pvt. Ltd. |
| Bryan Guinness Charitable Trust Ltd. | Sharon Lynett | |
| Cargill International Trading PTE Ltd. | Srivalli Gundala | |
| Charities Aids Foundation India | Veena Padmanabhan | Government Earmarked Fund |
| Chevron Petroleum India Pvt. Ltd. | KPMG Foundation | Delhi Building & Other Construction Workers Welfare Board |
| Concern India Foundation (Marathon participants) | Lockheed Martin | Delhi Social Welfare Board- Rajiv Gandhi Creche Scheme |
| Global Network. Foundation | Mckinsey Knowledge Centre (Employees) | |
| Give India | Mission SF Federal Credit Union | |
| Jennifer Guda | OXFAM (India) Trust | |
| Naresh Chandra Sepuri | PLAN International | |

Donations to Corpus Fund

A K Kinra
A V Ravindranath
Aditya Rana
Ajay Vohra
Amit Khanna
Anand Swarup Pathak
Anil Dass
Anita Batra
Annie Mathew
Arvind Wadhwa
Asha Pathak
Ashok Lal
Ashwani & Associates
BeeGee Handicrafts
Bhilai Engineering Corp. Ltd.
Bird Automotive Pvt. Ltd.
Bomi F Daruwala
Debra Seymour
Deutsche Motoren Pvt. Ltd
Devraj Singh
Dr. Roshan Lal Public Charitable Trust
Drawmet Wires Pvt. Ltd.
Ena Mehra
G S Iyer
Gaggar Foundation Trust
Gobind T Shahani
Gulshan Bajaj
HDFC Ltd.
Hemant Puthran
Ishwari P Bajpai
Jai Swarup Pathak
Jaideep Singh Dang

Jindal Alumunium Limited
K Krishnamoorthy
K N Memani Foundation
K S Mehta
Kapil Mehta
Kripal Sachdeva
Kuldip Sahdev
M R Boga
Madhur Bhargava
Mamta Vaish
Manju Vaish
Mayank Jain
Meena Berry
Meera Malhautra
Nalini Gupta
Namita Gautam
Namrata Chaudhri
Nangia & Co.
O P Sapra
O P Vaish
P C Alexander
Prabha Rao
R K Batra
Rahul Gupta
Rahul Rana
Rajeev Budhiraja
Renu Dhawan
Rina Chaudhri
Ritu Mal
Ruchi R Jain
Rupesh Jain
S Anandalakshmy

Samadhan
Sanjay Kapoor
Sanjay Kaul
Sanjiv Sapra
Sanjivani Singh
Santosh Behari Mathur
Shanti Ghosh
Sonia Jolly
Subinder Jeet Singh Khurana
Sudershan Agarwal
Trent Limited
Uma Lal
Usha Savara
V K Sanwalka
V.S.Chauhan
Veena Mehta
Vikarna Chaudhri
Vinod/Urvashi Dhamija
Vivek Swarup Pathak
Yes Bank

Corpus Fund- Foreign

Girish Pamnani (Give Foundation Inc, USA)
Goldman Sachs & Co, (Give Foundation Inc, USA)
J C Alexander
PRATHAM- Mumbai Education Initiatives (Artha Capital)

Corpus Fund - Indian*

* Since Mobile Creches is covered under **Sec 35 AC of the Income Tax Act 1961 for donations to Corpus Fund**, all contributions under this category received 100% exemption from Income Tax, while the rest received exemption under section 80 G of the Income Tax Act 1961)

Donations in Kind

American Embassy School
Amrita Jain
Anita Bhatia
Anjali Alexander
Anjali Chahal
Anjana Shroff
Anupama Shrivastav
Aparna Kumar
B.S.S Pvt Ltd
Babli Mohan
Bal Bharti School
Bhramif Gaaba
Cargill India Pvt. Ltd
Chevron Petroleum India Pvt. Ltd.
Concern India Foundation
D Logani
Deepika Mehra
Dera Sachcha Soda
Devika Singh
Doll Singh
Dr. Anand
Dr. Surman Gupta
Dr. V.S Choudhary
Eena Parashar
EFSHA
Fabindia Overseas Private Limited
G. K .Mahaj'an

Gujranwala Barton Bhandar
Iqbal Khurana
Jai Shree
Japanese Women's Volunteer
Group
Jasmine Gupta
Kali Vohra
Kalpana Aggrawal
Kanta Lal
Kita Sood
Kumar Ajay
Kumkurn Ghosh
M. Kritika
Madhurima
Manav Bharti School
Mckinsey Knowledge Centre
Meera Bajaj
Meera Malhautra
Microsoft India (R & R) Pvt.
Ltd.(CAF)
Mohini Prakash
Mridula Bajaj
Naina Jain
Neena Mishra
Neerja Jain
Neha & Disha Gupta
Padma Upadhyay

Payal Nayar
Pooja Gandhi
Pooja Nayar
Power Finance Corporation India
Priya Roy
Promila Kapoor / Ritu Jain
R.K.Singhal
Renu Mathur
Ritu Mal
Sanjeev Gupta
Seema Sudan
Sheela Agarwal
Shree Bharat International
Spencer's Retail Ltd
Spouses of Head of Missions (SHOM)
Sunnyco
Suparna Saxena
Swati Gupta
Tripti Lahri
Vaish Associates Public Welfare Trust
Vandana Prasad
Vikram Advani
Vrinda Khanna
Warwick Medical volunteers, UK
William Albert

Volunteers

Aayush Aggarwal
Abhilasha Gupta
Akash Taneja
Alyssa Delatfield
Andrea Corbo
Anusuya Sharma
Arjun Dhawan
Charlotte Johnson
Coleen Kelly
Doll Singh
Elizabeth Szolovits
Emily Goldsack

Emily Klein
Erin Williamson
Eshita Agarwal
Geofforey Bablon
Geraud Bablon
Hanish Bhatia
Heather Nakama
Hyma Kavuri
Ishleen Kaur
James Allman
Jane Horowitz
Jessica Eide

Jessica Giguere
Kaeli Feehan
Kashine Singh
Kiran Yadav
Kriti Agarwal
Lindsay Moses
Mansi Narula
Meera Mathur
Megha Razdan
Michelle Guelbart
Mihir Chaudhury
Neha Gupta

Volunteers Contd..

Neha Sharma
Noopur Midha
Pincha Singh
Priyanka Singh
Puneet Kaur
Punya Bhasin
Renu Mathur

Rohit Kumar
Samiya Kidwai
Seema Kumar
Sheryal Sharma
Shipra Suneja
Shiv Dewan
Shweta Khosla

Stephanie Guilford
Swati Sharma
Syrinda Sharpe
Thaba Niedzwiecki
Vivek Taneja
Yashwanti Rana
Valeria Monti

Orientation Visits to Mobile Creches

American Embassy School Barclays
Shared Services Pvt. Ltd. Boeing
International Corp. India Pvt. Ltd.
Cross Cultural Solutions
DHL
Institute of Home Economics

KPMG
Lady Irwin College
Manav Sthali School
Mata Sundari College, DU
Modern School, Barakhamba Road
Modern School, Vasant Vihar

S P Mookherjee College
SAP LABS India Pvt. Ltd.
St. Thomas School
Vasant Valley School
Youth Reach

Technical Advice and Support

Aiyar & Co
Anupama Shukla Awasthi
Aparajita Ramakrishnan
Ashok Alexander
DKM Malik
Dr. Arvind Wadhwa
Dr. B. Kapoor
Dr. K.P. Singh
Dr. Meera Malhautra
Dr. Naresh Kohli

Dr. Prabhat Kumar Sinha
Dr. Pradeep Tondon
Dr. Rakesh Ranjan
Dr. Rama Mathur
Dr. Ravinder Chaddha
Dr. S K Garg
Dr. Sunil Jain
Dr. Shelza
Dr. V.K. Jindal
Dr. Vandana Prasad

Jaya Shrivastava
Khanna & Annadhanam
Kirn Jain
Praveen Mishra
Rajan Sinha
Ritu Mal
Vaish Associates
Kalyani Roy

Contractors / Developers

Ahluwalia Contractors (I) Ltd
Bahl Builder Pvt. Ltd.
DLF Lanig O'Rourke (India) Ltd.
EMAAR MGF Construction Pvt. Ltd.

Gurutek India P. Ltd.
J.M.C.
Modern Construction Co.
N.B.C.C

Orchid INF Developers (P) Ltd.
Shahpoorji Pallonji & Co. Ltd.
Tirath Ram Ahuja (P) Ltd.
Vipul Developers

Annexure - II

Day Care Centres and Community Work Locations, Delhi & NCR

Day Care Centres Construction Sites

- | | | |
|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 1. Aditya Megha, Aditya Megha City, Indira Puram, Ghaziabad,UP | 12. NBCC Construction, Near Raj Nagar Art College, Near Netaji Nagar, N. Delhi | 24. Vipul World, Sohna Road, Gurgaon |
| 2. Ahluwalia Construction, Caparo Building, Surajpur, Greater Noida | 13. New Maharashtra Sadan, J.M.C Constructions, Near Barodq House, Delhi | Slums and Resettlements |
| 3. Ahluwalia Construction, Sector – 44, Greater Noida | 14. Orchid Green, Vipul Developers, Sohna Road, Gurgaon , | 25. Block B, Behind Virat Cinema, Dakshinpuri Extension- II, New Delhi |
| 4. Army Welfare Housing, Organsation, Greater | 15. Orchid Infrastructure Developers Pvt Ltd) Belmonte DLF, Beyond DLF Golf Club, Gurgaon , Haryana | 26. Block- III, Nursery, School Site, Dakshinpuri, Extension- I, New Delhi |
| 5. EMAAR MGF Residential Construction, Near Akshardham Temple, N. Delhi | 16. Orchid Infrastructure, P Ltd, Orchid Petal I, Gurgaon | 27. Raza Bazar, Near Goal Market, New Delhi |
| 6. Fesco Construction Co, Nirvana, Near South City II, Gurgaon | 17. Orchid Infrastructure P. Ltd, Orchid Petal II, Gurgaon | Community Work Slums and Resettlements |
| 7. Grand Veneja Mall Construction, (Shapoorji Palonji), Greater Noida | 18. Parnika Construction, Haiderpur, Delhi | Block, C-51, near Nagar Nigam School, Khanpur |
| 8. IG stadium, Near Delhi Sect, Yamuna Velodrom, Delhi | 19. Shahpoorji Pallonji Construction, Sector – 8, Near Bans Village, Lodhi Colony | Block-13, Phase-II, DDA, Trilokpuri |
| 9. Jawahar Lal Nehru Stadium (Ira Construcion), Near Scope Complex, Opp MTNL Building, Delhi | 20. Shapoorji Pallonji Construction, Sec 8, Near Bans Village, Manesar, Haryana | Block-D, DDA, Seemapuri-I, New Delhi |
| 10. Laing O' Rourke India Ltd, Near Signature Tower DLF II, Gurgaon | 21. Sirifort Sport Complex, Near Kamla Nehru College, Delhi | Block-A, DDA, Seemapuri-II, New Delhi |
| 11. Laing O' Rourke India Ltd, Shankar Chowk Near Ericsson, Gurgaon | 22. Vatika Group Sohna Road, Gurgaon | DDA Community Centre, Pandav Nagar, J.J. Colony, Shadipur, New Delhi |
| | 23. Vipul Trade Centre, Sohna Road, Gurgaon | Anil Raizada Godown Dhubhi Ghat, Kirby Place, Delhi Cantt |
| | | Madan Pur Khadar Resettlement Colony, near Sarita Vihar, New Delhi |
| | | Sec- 5 near water tank, Harola Basti, Noida |

Annexure - III

Compliance with Credibility Alliance (CA) Norms

Credibility Alliance is a consortium of voluntary organisations committed towards enhancing accountability and transparency in the voluntary sector through good governance. Mobile Creches has successfully completed the Peer Group Review (PGR) in April, 2008 and is now a PGR member with CA. The membership is valid for the next two years. The information furnished below is in keeping with transparency requirements of CA membership.

1. Identity

- Mobile Creches is registered under the Societies Registration Act, 1860; Registration Number S-4392, dated 31.12.1969
- Mobile Creches is registered under Section 12A of the Income Tax Act, 1961; Regn. No. DLI (C) (I-49)/73-74 dated 26.09.73
- Mobile Creches is registered with DIT under Section 80G valid till 31.3.2010; Registration Number DIT (E) 2007- 08/ M-71/1231 dated 30.3.07
- Mobile Creches is registered with DIT under Section 35 AC and 80GGA; Notification No. S.O.2370 (e), dated October 3, 2008; File No. NC 270/237/2007
- Mobile Creches has FCRA Registration; Regn. No. 231650048 dated 8.3.1988

2. Governance

List of General Body Members of Mobile Creches

| | | |
|------------------------|-----------------------|--------------------------|
| Founder Members | Eva Runganadhan | Ritu. K. Mal |
| Devika Singh | Indu Balagopal | S. Anandlakshmy |
| Indra Bhatia | Jolly Rohatagi | Shanti Ghosh |
| | Kali Vohra | Saurabh Prakash |
| Core Members | Kumkum Ghosh | Shashi Kiran |
| Ajay Vohra | Lakshmi Krishnamurthy | Vandana Prasad |
| Amrita Jain | Manju Vaish | Yashwanti Rana |
| Anjali Alexander | Mathew Cherian | |
| Archna Kumar | Mina Swaminathan | Associate Member |
| Arvind Wadhwa | Mohini Prakash | Diana Benjamin |
| Asha Chaudhri | Mrinalini Kochar | Kulsum Dubash |
| Asha Singh | Mridula Seth | Kim Jain |
| Anupama. S. Awasthi | Nisha Mehta | Madhurima (Pincha) Singh |
| Brinda Singh | Ranjana Aggarwal | Padma Sahdev |
| Doll Singh | Renu Mathur | Sheila Jacob |

Details of Governing Council Members of Mobile Creches as on 31st March 2009

| Name | Age (Years) | Qualification/Occupation/Special Focus | Designation |
|------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Anjali Alexander | 54 | M.A. Economics, Former Lecturer (Economics), Indraprastha College Delhi Focus on communication, Board development and policy advocacy | Chairperson |
| Kali Vohra | 47 | B.A. (Hons) L.L.B. Focus on personnel matters at Mobile Creches | Secretary |
| Mohini Prakash | 48 | M.SW Working in the child development sector for more than 20 years (Mobile Creches, Save the Children UK, etc) Focus on programme issues at Mobile Creches | Jt. Secretary |
| Amrita Jain | 50 | M.A. (English) and Diploma Nursery Teachers Training; Former Pre school teacher; Special focus on ECCD training and grass root initiatives at Mobile Creches | Treasurer |
| Kumkum Ghose | 66 | M.A. International Relations, TTC (Calcutta University) Advisor, Development (Retd.) Worked in the child development sector for more than 40 years (Mobile Creches, Save the Children UK) | Member |
| Mathew Cherian | 50 | B.Eng. (Hons), PGDRM in Rural Management Working in the voluntary sector for more than 25 years, including leading organizations such as CAF, Helpage India (currently CEO) | Member |
| Arvind Wadhwa | 67 | M. Sc in Food & Nutrition Former Reader Lady Irwin College, Delhi University (Retd) | Member |
| Asha Singh | 55 | M Sc, M Ed, Ph.D., Reader in Lady Irwin College, Delh University, Former Director, Education & Research, Galli Galli Sim Sim (Preschool TV, Sesame New York) | Member |
| Archna Kumar | 44 | Ph.D., Associate professor Department of Development Communication & Extension lady Irwin College, Delhi University | Member |
| Devraj Singh | 55 | PGDM, IIM Ahmedabad, B.Tech (Mech.) IIT Delhi 32 years+ experience in industry/management/ consulting: turnaround and change management, business strategy, corporate planning | Co-opted Member |
| Sanjay Kaul | 55 | M.A. Delhi School of Economics, IAS 30 years+ experience at district, state and country levels in development administration of which 15 years in education, health, nutrition, water supply and sanitation related programmes | Co-opted Member |

Notes :

- Eight members were elected by the General Body (GB) at the AGM held on 1st Dec 2007 for the term 2008-2011.
- One member (Mathew Cherian) was inducted from the GB at the GC meeting on 20th September 08 to replace Ranjana Agarwal, elected member of the GC, who had resigned in August 08. This was as per the Rules and Regulations of Mobile Creches by which any vacancy in the Governing Council can be filled by the GC by inducting a member from the GB if an elected member resigns mid-term.
- Two members (Devraj Singh and Sanjay Kaul) were co-opted by the Governing Council at its meeting held on 2nd February 2008.

3. a) Distribution of Staff According to Salary (As of 31st March 2009)

| | | | |
|--------------------------------------|------------------------------------------------------|---------------------|--------------------|
| Executive Director | Rs. 4, 08, 000/- | | |
| Three highest paid staff members | Rs. 4, 08, 000/-, Rs. 2, 28, 000/-, Rs. 2, 22, 144/- | | |
| Lowest paid staff member | Rs. 35, 880/- | | |
| Monthly salary & benefits | Male staff | Female staff | Total staff |
| Less than Rs.5,000 | 1 | 12 | 13 |
| 5,000- 10,000 | 18 | 72 | 90 |
| 10,000- 25,000 | 5 | 20 | 25 |
| 25,000 50,000 | - | 1 | 1 |

b) Staff, Consultant and Volunteer Details

| Gender | Full Time | Part Time | Paid Consultants | Paid Volunteers | Unpaid Volunteers |
|--------|-----------|-----------|------------------|-----------------|-------------------|
| F | 106 | - | 6 | 14 | 3 |
| M | 25 | - | 2 | 6 | 5 |

4. a. National Travel

The expense towards national travel was around Rs. 52,750

b. International Travel

Advocacy Consultant, Amrita Jain, participated as a speaker in the 8th International Summit of Early Education "Health, Nutrition, Talent and Development of Personality" in Mexico. The travel and other expenses were reimbursed by the Organisers

5. Names and Addresses of Bankers, Auditors and Legal Advisors:

| Auditors: | Bankers: | Legal Advisors: |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Thakur Vaidyanath Aiyar & Co. 221-223, Deen Dayal Upadhya Marg New Delhi-110001 | Canara Bank, Gole Market, New Delhi -110001 Standard Chartered 10, Sansad Marg , New Delh-110001 | Mr. P. N. Mehta Aiyar & Company 26, A Barakhamba Road New Delhi-110001 |

6. Accounts are prepared both on accrual and cash basis

7. Audited Financials of 2007-2008:

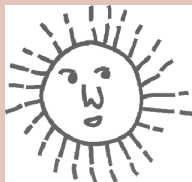
Balance Sheet (audited), Receipts & Payments account, Income & Expenditure account and Auditor's Report can be made available on request. For summarised versions see Chapter - Financial Highlights.

Annexure - IV

Seminars and Workshops attended by Mobile Creches

1. ECE Conference 2008 at Netherlands organized by CITO
2. The Second Forum of Ministers of Social Development organized by UNESCO House
3. National workshop on " Early Childhood Education in ICDS" organized by NIPCCD
4. Seminar on "Surrogate Motherhood: in whose interest?" organized by Women's Coalition Trust
5. Thematic workshop on ECE component of ICDS IV organized by The World Bank
6. Workshop on Human Resource Management in NGO sector organized by Aga Khan Rural Support Programme
7. Discussions and Seminars on Alternative Country Report on the Convention on the Rights of the Child organised by India Alliance for Child Rights , Forum for Crèches and Childcare Services(FORCES) and Plan India
8. National Consultation for Early Child Care and Child survival organized by Vishwa Yuvak Kendra
9. International consultation on "Schooling for All" organized by Plan India
10. Seminar on "Teaching methods and pedagogical issue in ECE" organized by DPS Society
11. Seminar on "Child Mortality" at Delhi organized by Rotary Club
12. Natinal consultation on "Role of civil society in the 11th Five Year Plan" organized by Wada Na Todo Abhiyaan
13. Workshop on Social Security for the construction workers organized by VV Giri National Labour Institute
14. International Seminar on "Health, Nutrition, Talent and Development of Personality" organised by the World Bank, the Organisation of the American States and the Canadian Institute for Advanced Research

Help Mobile Creches to give the child a childhood



I attach cash/cheque of
Rs..... payable to
"Mobile Creches"
(check the right box)

- Rs. 5000 for the full care of a child for one year (health, nutrition and education)
- Rs. 2500 for the care of a child for 6 months (health, nutrition and education)
- Rs..... (any amount) as General Donation

Please fill in the information in block letters

Name:.....

Address:

.....

.....

Email.....

Mobile

Phone (R).....

(O).....

How did you hear about MC?

.....

.....

95 paise from every rupee goes to the child

Donations to Mobile Creches are exempt from Income Tax under section 80-G of the Income Tax Act, 1961.

Mobile Creches works with children in the birth – 12 years age group, living on the construction sites and slums of Delhi NCR (Delhi, Noida, Faridabad, Ghaziabad, Gurgaon).

Daycare services comprise health, nutrition and education. Advocacy initiatives cover training to childcare workers and lobbying for better programmes and policies.

Our partners include the building industry, corporate sector, government, NGOs, diplomatic communities and schools.

You can help too !

- **As an individual**

- Sponsor a Mobile Creches Child
- Become a Mobile Creches Volunteer
- Spread the Mobile Creches message

- **As a member of an organization**

- Facilitate access to decision makers
- Initiate collection drives in kind/cash
- Refer Mobile Creches to your staff/clients

- **As an organization**

- Sponsor an event/training/daycare centre
- Introduce employee volunteering/contribution
- Share people, infrastructure and expertise



Every Child has a
Right to the Joys
and Promise of
Childhood....



and you can make it happen



Mobile Creches
D.I.Z. Area, Sector-IV, Raja Bazar,
New Delhi -110 001
Phone : 91-11-23347635, 23363271
Fax : 91-11-23347281
E-mail: mobilecreches1@vsnl.net
Website: www.mobilecreches.org