

Smile Foundation



Smile Foundation is a national level development organization currently benefitting more than 300,000 underprivileged children & youth directly through 158 welfare projects through initiatives in education, healthcare, livelihood, women empowerment, and advocacy across 25 states of India.

Smile Foundation believes in the spirit of partnership and has joined hands with community organization, civic bodies, corporate, educational and development institutions, as well as government to strengthen its cause and ameliorate the situation of underprivileged children and youths in India. The entire management and operations of Smile Foundation is on compliance with the principal of “good Governance” and thus sets itself apart with its set norms of sustainability, scalability, accountability, transparency, credibility and effective leadership.

Major Programmes

- **Mission Education (ME):** Mission Education is the flagship programme of Smile Foundation, providing basic education and healthcare to underprivileged children. At present, Smile Foundation has 90 Mission Education centers across 24 states of India. More than 19,000 children living in slums/ remote rural areas are being directly benefitted from the intervention.
- **Smile Twin e-Learning Programme (STeP):** STeP is the livelihood programme for the underprivileged youth, wherein the youth are given training on key employability skills like English proficiency, computer operations, personality development, etc. with the objective of helping them get a job in the growing retail and service sector. At present there are 29 STeP centers located in 12 states of India. Approximately 16, 469 youths have been trained through STeP centres and more than 11,704 youth have been placed in companies like Café Coffee Day, Westside Stores, ICICI, HDFC, Reliance Retail, Big Bazaar, Spencer, Croma etc.
- **Smile on Wheels (SoW):** Smile on Wheels is a multi- centric project with an objective of providing a comprehensive range of health care services to under-privileged community in remote rural areas and slums through an equipped mobile medical van. The programme is based on innovative concept of “Community centric sustainable health delivery model”. Currently there are 21 SoW Mobile Medical Units operational in 13 states of India. Since its inception SoW has directly benefitted more than 5,00,000 people.

- **Swabhiman:** Swabhiman is the project on girl child and women empowerment. The programme comprises of sensitizing adolescent girls on gender issues, Life Skill Education (LSE) including communication and negotiation skills. It also aims at providing reproductive and Child Health Services through mobile health clinic for currently married women and adolescents and children. At present the project reaches out to 10 communities which entail 1,80,000 beneficiaries.

Organizational Capacity

The Foundation diligently follows the principle of Good Governance and insists upon their implementation across all activities. Smile's day to day activities are handled directly by an Executive Committee, comprising professionals, which reports to Board of Advisers. The latter is constituted once every year, and includes professionals from rich technical background as well as persons of eminence. The Board of Advisers, in turn, reports to the Board of Trustees who shapes the vision of the Foundation and lay down broad guidelines for the organization to follow.

Also Smile encourages its NGO partners to follow all kinds of credibility norms, by itself adhering to these first. This ensures Good Governance and complete accountability. Part of this endeavor is implementation of the three-level audit system that helps monitor resource utilization and project impact on regular basis. Introducing online monitoring, monthly MIS reports are some of the approaches to improve project management efficiency at low cost.

The Foundation's various Divisions are supervised by the Director-Operations who have wide experience of development sectors- communication, project management, branding and CSR.

The Programme Division is headed by a vastly experienced professional having long working experience in development sectors (Education and empowerment, reproductive and sexual health, Livelihood) in varied organizational set-ups besides considerable social research experience under private sector/ academic institutions.

Each Programme is managed directly by Programme Managers/ Senior Programme Officers posted centrally at the Head Office and ably assisted by field officers across various locations assisting in site appraisals/ monitoring.

Project specific monitoring instruments are suitably drawn; monthly/quarterly reports are meticulously examined, commented upon, suggestions getting complied with-the exercise of programme monitoring entails all these. Financial monitoring is strictly done, first by Programme Division examining financial statement and subsequently Accounts division auditing

bills and vouchers and finally by external auditor. Every effort is made to ensure that grant made is utilized for the purpose it was meant.

Achievements & Recognitions

There are hundreds and thousands of NGO's in India and majority of them are doing good work for the society. Smile Foundation is also one of those non-profit development organization which is trying to bring change not only amongst the underprivileged communities but also generating awareness amongst the privileged masses so that the burgeoning gap between rich and poor can be reduced in coming future. In last 8-9 years Smile Foundation has become one of the fastest growing non-profit organizations in terms of its reach and quality work. The following points further highlight some of the key achievements of the organization in the recent past.

- Smile Foundation has been awarded 'Special Consultative Status' in the ECOSOC (Economic and Social Council) of United Nations in 2012.
- Smile Foundatiuon is empanelled with the 'National CSR Hub' of TISS (Tata Institute of Social Science). TISS, a pioneer educational institution in social sciences with decades of experience in teaching, research, publications, and field interventions.
- Smile Foundation is affiliated with international organizations such as Charities Aid Foundation, Guidestar and United Ways Worldwide.
- Awarded for Quality Initiative Mission Award 2013 for the Education project- Mission Education.
- Awarded the Knowledge and Resource Development and Welfare Group Healthcare Leadership Award 2012 for the Outstanding Contribution in Promoting Inclusive Healthcare.
- Smile Foundation is the first development organization in India which has conceptualized & produced a full length parallel film called " I am Kalam" focusing on Right to Education .The film won the 'National Award' and 'Filmfare Award' along with 22 other international awards across the globe.
- Smile Foundation has won the UNICEF Asia Pacific Child Rights Awards 2010 for its television campaign 'Choone Do Aasman (2009)' that was broadcasted on NDTV India.
- Smile Foundation has been awarded the Barclays Bank Chairman's Award 2010 for putting its best efforts along with the bank's Indian employees in helping disadvantaged communities.

- In the year 2011, NTR Memorial Trust felicitated Smile Foundation for its outstanding achievement and high standards of excellence in educating underprivileged children.
- Choone Do Aasman (2009) – an initiative of Smile Foundation and NDTV to sensitize people about the aspirations of underprivileged children has been awarded the best Hindi news documentary, for the year by the third edition of the Indian News Broadcasting (INB) Awards 2010.
- Smile Foundation has been featured in Inventive Indians, an iconic book on ‘Great stories of change’. The book from the publishers of Civil Society Magazine profiles individuals who have dedicated their lives for bringing social change in various fields.
- Smile Foundation has been recognized with GE Health care Modern Medi Care Excellence Award as "NGO of the year" for innovative contribution towards health care services for the poor & needy.
- Smile Foundation is the nominated national member from India for the Together4Change Alliance, effective across 100 countries and aiming to work for the well being of children and youth in alignment with the Millennium Development Goals (MDGs); effecting civic driven change. This has been instituted by a consortium led by International Child Support (ICS) and three Dutch organisations namely, Wilde Ganzen (Wild Geese), Wereldkieren (NICWO), and SOS Kinderdorpen with support of the Dutch Government.
- The Women Empowerment Programme of Smile foundation called “Swabhiman” has been showcased in the research publication on Women Empowerment by DASRA which is supported by PIRAMAL Trust.
- The Foundation's health programme - Smile on Wheels was invited for a poster presentation at World Health Care Congress in United States of America.
- Website of Smile Foundation, www.smilefoundationindia.org is adjudged among 10 best organization websites by *best indiansites.com* alongside likes of corporate including Tech Mahindra and Infosys. Smile Foundation is the only charity in the list.
- The Foundation along with two other development organizations organized a National Consultation of Civil Society Organizations on ‘Adolescents’ Constituency for the 12th Five Year Plan’. As many as 50 organizations from 15 states of India participated in the consultation and the entire proceedings took place in the presence of the Planning Commission’s representatives.

Few of our Corporate Partners


