

## Monthly report - November 2009

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## 1. Programmes

### External Context

- Large numbers of people affected by flooding in **Andhra Pradesh** are gradually moving back to their villages. As temperatures drop, people are facing severe cold without proper shelter, and food shortages are becoming a pressing concern. The government's promise to provide work through NREGS is not likely to be met as many families have already completed 100 days of labour, which will force families to migrate elsewhere in search of livelihoods opportunities.
- Political turmoil continues in **West Bengal** with some areas severely affected by Maoist related clashes. The state has experienced two strikes in protest at price rises of essential commodities.
- The heads of all the UN agencies in India and the Planning Commission Chairman, Montak Singh Alhuwalia, visited **Bihar** to prepare a roadmap for poverty alleviation. In this meeting, also attended by the Chief Minister of Bihar and other elected representatives, it was decided that funding agencies and the government ought to increase support to Bihar as India will not be able to meet its MDG targets without paying renewed attention to conditions in the state.
- Civil society opposition to a view in the **Maharashtra** government of bringing the age of the child down to 14 years under government policies and programmes is building. The government has already unilaterally brought down the age of the child to 14 from 18 under its child labour rules and programmes.



Construction work & debris cleaning as part of Cash for Work activities being conducted in Andhra Pradesh



Panel discussion on child labour in agriculture

### Key Developments:

- Our response to flooding in several districts of **Andhra Pradesh** has continued this month. 1,000 families received utensil kits as part of our response in Mahabubnagar and Kurnool districts and 1,350 Education Kits have been procured and will be distributed in the next weeks. 4 Child Friendly Spaces have now been set up. New

partners have been identified in the severely affected Raichur district of

Karnataka where we will be working through funding support from Hewlett Packard. In **Orissa**, the first state level IPAP INGO focus group discussion was successfully coordinated by Save the Children with other NGOs.

- Under the IPAP project, a rally "Prabhat Feri" was organized in 40 villages of Khagaria and Sitamarhi districts in **Bihar** by children to highlight issues of social exclusion. Children discussed their rights and made a charter of demands in every village and organized signature campaigns so that they can raise awareness around children's rights and issues of social exclusion. 5,000 young people received training on life skills and the rights of migrants, and 5,000 people now have identity cards issued by the Panchayat with referral mechanisms. Following a district consultation on structures and mechanisms for child protection in Khagaria, the District Magistrate asked district authorities to support new initiatives for preparedness around child protection in emergencies.
- Permission has been obtained from the MCD to implement the primary education component of the First Generation Learners project in 14 MCD schools in **Delhi**. The process of mapping training sessions for Anganwadi mothers' groups has been completed by the partner, and 130 community workers for the mothers' groups have been recruited
- In **Maharashtra**, 687 Children's Groups out of a total 986 target and 317 Child Protection Committees out of a total 986 target have now been formed.
- Anti Trafficking Committees set up by Save the Children in **West Bengal** successfully facilitated the arrest of two traffickers and rescued six girls from being trafficked. 17 children have been withdrawn from working and two new children have been mainstreamed into formal school as part of the prevention of child domestic work and trafficking project. The Hugh Davidson street children project has seen positive action from school authorities involved with the project and the Inspector General (Administration) of the West Bengal Police invited Save the Children for a meeting to discuss the creating educational opportunities for street children project, expressing keen interest to actively support the project in the future.
- In **Jammu and Kashmir**, a roll out workshop on ECHO 3<sup>rd</sup> child protection programme was organized in Srinagar with the three Kashmir partners to build a common understanding on implementation of the new programme. On 25<sup>th</sup> November, a delegation from the European Union visited Singhpora orphanage. The delegation, headed by the Ambassador of Sweden, Mr. Lars Olof Lindgran, met with children, CPC members



Release of posters on Child Protection in Maharashtra

and VEC committees at the orphanage and were presented with materials and publications on our work on child protection supported by the EU and ECHO. An MOU and Joint District Implementation Strategy were finalised and signed in Rajouri & Poonch districts with the Education Department.

### Priorities for next month in State Programmes

- **Andhra Pradesh/Orissa:** 5 ICDS centers will be handed over to government administration. Baseline survey and compilation of report at state level will be completed for the IPAP project.
- **Bihar:** State level lessons learnt workshop on Save the Children's experience one year on responding to the Kosi floods.
- **Delhi:** The Nehru Place drop-in centre will be made operational. Baseline survey and LFA of Clifford Chance project on developing model inclusive MCD schools will be undertaken.
- **Gujarat:** Campaign on NREGA and social security schemes will be conducted across 240 villages. Evolving guidelines to support the formation of block level CPCG. Census-type survey for actual baseline will be carried out.
- **Jammu and Kashmir:** Baseline study will be completed under IPAP Project. Workshop for rolling out of ECHO project 3<sup>rd</sup> phase will be conducted with Jammu partners on 8<sup>th</sup> December.
- **Maharashtra:** Training will be conducted for partners on the MIS system and initial field testing of the CG and CPC handbooks. Census-type survey for actual baseline will continue.
- **West Bengal:** Baseline data analysis will be conducted for the IPAP project. Sensitisation and capacity building trainings will be held for functionaries of the ICDS, PRI and Police.

### Summary financial data of top 10 projects:

Project Name & FSC	Total annual budget	Monthly expenditure	Total YTD expenditure	Variance
<b>Andhra Pradesh/Orissa</b>				
IPAP	15,500,325	TBC	5,542,951	35.76
EU Block Grant	10,756,560	5,283,018	9,061,126	84.24
Target	8,999,990	2,000,000	4,111,583	45.68
<b>Bihar</b>				

Rebuilding Children Lives through CP & Education	45,520,200	2,484,195	32,753,997	-28.05
<b>Delhi</b>				
First Generation Learners	10,433,490	10,394	392,517	96%
<b>Gujarat</b>				
IKEA Child Rights for Change, Gujarat	48,155,000	3,562,973	16,649,761	31,505,239 (65.42%)
<b>Jammu &amp; Kashmir</b>				
EC Improving quality of education	16,674,020	50,940	8,495,210	13,309,722
ECHO Strengthening protection mechanisms	19,742,962	2,000	TBC	TBC
<b>Maharashtra</b>				
IKEA Child Rights for Change, Maharashtra	58,395,003	43,49,428	1,93,75,083 (33%)	3,90,19,920 (67%)
<b>West Bengal</b>				
Inclusive Education in AP, Orissa and WB	10,642,680	99,427	3,395,391	7,247,289

## **2. Advocacy, Campaigns & Communications**

### **Advocacy**

- On the week of the 20<sup>th</sup> anniversary of the UN Convention on the Rights of the Child, Save the Children state teams and partners conducted a wide variety of innovative advocacy activities with children and communities we are working with to celebrate the Convention and to promote children's rights and protection across India.
  - In **Andhra Pradesh** our partners Mahita and Sravanti organized campaigns and distributed Information and Education Communication (IEC) materials on child rights in 24 urban slums in Hyderabad and 30 slums in Rajhamundry respectively. RASS organized drawing, essay

writing and public speaking competitions on inclusion in education and child rights in 38 schools during the week.

- Save the Children partners in **Orissa** and the Orissa Alliance on the Convention of Rights of the Child (OACRC) organized a state level symposium on child rights in Bhubaneswar on the eve of Children's Day where issues around the JJCPA and Right to Education Act in the state were discussed intensely.
- The **Delhi** programme team and communications staff accompanied children from the Nehru Place drop-in centre on a fun-packed Children's Day outing to Delhi Zoo and to the India Gate lawns for a picnic lunch. The event was covered by NDTV and CNN-IBN as part of CRC week broadcasts.
- Children's groups in 4 districts in **Bihar** organized rallies in their own villages to mark CRC week. Nearly 100 groups held meetings which focused on drafting charters of demands for child rights which were then signed by the children and submitted to district magistrates. A state-level Child Participation workshop was organized on November 20<sup>th</sup> in which children put their charter of demands to the Principal Secretary from the Departments of Labour, Disaster Management, Legislative Council Committee on Children, Assistant Director of the Department of Social Welfare, State Child Labour Commission, Department of Homes, media and I/NGOs. The Chairperson of the Legislative Council Committee on Child Rights and Women Empowerment announced that she will put forward the children's demands at the State legislative Council.



Children from Nehru Place drop-in center enjoying Children's day at Delhi zoo.



Sensitisation workshop in Churu

- In **Gujarat**, an exhibition of children's paintings, *Mane Gamme Che...* (I like...) showcased nearly 130 paintings by children from Children's Groups across the project villages on what they like about their villages and what they would like to see in the future. The exhibition was

inaugurated by Nisha, a

child who works in the cotton fields, as well as Mr. R.M. Patel, Principal Secretary, Panchayats, Rural Housing and Rural Development Department and Shri Amrut Bhai, renowned Gandhian and Director of the Sabarmati Memorial trust. We had great media coverage too, with interviews with SPM Rajan Mohanty airing on MY FM, a leading FM channel in Ahmedabad as well as three different adspots about child rights.

- In **Maharashtra**, partner NGOs organized various programmes at the village and block level throughout the week. These included a consultation with government officials, organizing rallies, debate competitions, and presenting charters of children's demands to officials. The week long advocacy campaign has mobilized the efforts of the NGO partners at the community, block and district level. A huge audience was also reached with the release of posters on child protection developed by the Maharashtra state office. This was formally done by the commissioner of the WCD, Mr. Bajirao Jadhav. To accompany this Save the Children and WCD jointly organized a programme during the week in Pune. Around 200 Children from the JJ homes were invited for the "*Bal Melava*" (Get together) where some of them shared their experiences about staying in a children's home and their aspirations in life, as well as taking part in various cultural activities and competitions that were organized by the department.

- Children's Day and Child Rights week were celebrated by the **West Bengal** office and all its partners in the city of Kolkata and across districts through a series of activities. More than 500,000 people were reached through tableaux, street plays, rallies, wall-posters, signature campaigns and events. In the city of Kolkata, a street play group reached out to an audience of more than 5,000 people in various locations with messages on child rights and an appeal to stop employing children. About 12,000 posters were pasted across the city to create awareness on the rights of children working in brick kilns. The climax of this campaign was an event in which more than 150 children from the brick kilns, street children, child domestics, children involved in rag picking and children from formal schools gathered at *Mohor Kunja*, a park at the heart of



Children's day & CRC campaign led in West Bengal



Community members join a rally for child rights in West Bengal

Kolkata city on the 20<sup>th</sup> of November. There was a colourful display of street plays, dance and music by the children to an audience of about 300 people. Assistant Director, Directorate of Social Welfare, West Bengal presented prizes to winners of the Sit and Draw competition organized in various schools and learning centres during the CRC week.

- Save the Children organised a national panel discussion on Child Labour in agriculture highlighting our work in Gujarat & Maharashtra on November 17 in Delhi, during the UNCRC week. Sixty people, including 10 speakers from government, academia and civil society participated in it. The Deputy Secretary from the Ministry of Labour welcomed Save the Children's intervention on this issue and invited SC to be part of the technical consultation meeting early next year.
- Director Advocacy, Campaigns & Communications (ACC) and National Manager (NM), Protection took part in a discussion on the implementation of the CLPRA

notification on Prohibition of child domestic workers and children working in hotels and dhabas in Delhi. Police officials, Labour Department officials, Child Welfare Committee (CWC) members and civil society working on child labour issues in Delhi and the NCR participated.

- A round table on Child-Centred DRR was organised in Delhi, highlighting our good practice from Bihar. Representatives from apex bodies working on DRR such as the National Institute of Disaster Management (NIDM), National Disaster Management Authority (NDMA), UNICEF, UNDP, Child Fund India, and Save the Children participated and discussed common approaches on CCDRR and how to mainstream children's issues in all DRR work in the country. SC was invited to input into State Management Disaster Acts.
- A State level child participation workshop was organised in Bihar, children presented their charter of demands to the Principal Secretary from the Departments of Labour, Disaster Management, Legislative Council Committee on Children, Assistant Director of the Department of Social Welfare, State Child Labour Commission, Department of Homes, Media and I/NGOs. The Chairperson of the Legislative Council Committee on Child Rights and Women Empowerment announced that she will put forward the demands of children at the State legislative Council. 16 children from Khagaria participated and interacted with officials.
- On 21<sup>st</sup> November, in Jammu and Kashmir 250 orphans and 40 NGO workers and 10 journalists signed a charter of a declaration of the rights of the child.

### EVERY ONE and World Pneumonia Day

- Save the Children India was supported by Vicks to use the first World Pneumonia Day as an opportunity to build momentum behind the issue of tackling pneumonia as central to newborn and child survival in India.
- **Delhi:** Save the Children and supporters participated in Delhi Half Marathon, a big event with 30,000 runners and widespread television and newspaper



SC supporters at the Delhi Half Marathon

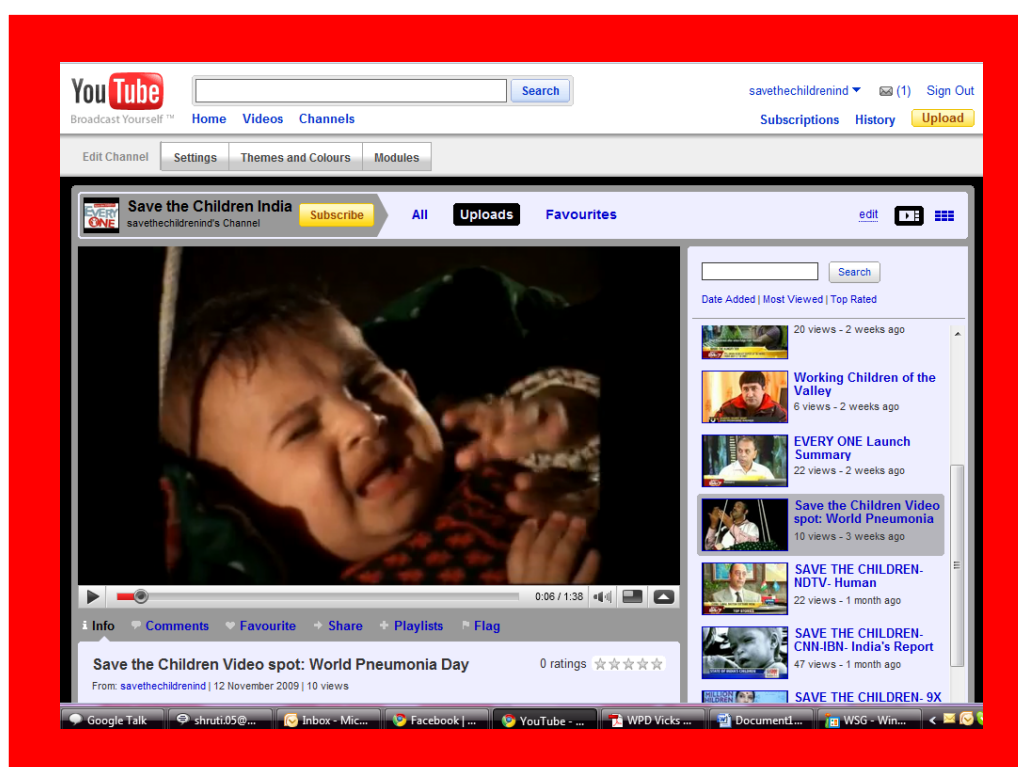


Save the Children supporters with Agatha Sangama

ave the Children had 107 supporters running to highlight Pneumonia. Among those running for Save the Children included Minister of State for Rural Development, Agatha Sangma (India's youngest Minister of State) and noted writer and journalist Sam Miller. Wearing T-shirts and carrying banners, Save the Children runners were interviewed about pneumonia as they went around the race.

- **Rajasthan** has one of the highest levels of child deaths due to pneumonia. Save the Children's state team planned activities in partnership with the State Health Department and Department of Women and Child Welfare. This partnership meant that the investment made to create the materials by Vicks through Save the Children was amplified throughout the state having a wider impact. Acknowledging that the level of awareness about pneumonia is very low in rural parts of Rajasthan the activities were aimed at using mainstream media to highlight the issue. Save the Children supported the campaign with the airing of TV and radio spots on most popular channels in Rajasthan.

Communication materials were also provided and these included posters for every Anganwadi Centre and Community Health Centres across all 33 districts of Rajasthan. Workshops with local health workers, men and women support groups and communities were organized in Save the Children intervention areas in 3 districts in the state of Rajasthan in order to share the messages for the benefit at community level. The direct beneficiaries of these educative sessions were more than 200 Health Care Providers (ASHAs, AWWs, Supervisors, CHVs) in 39 villages and 13 urban wards who in turn could educate



approximately 1700 community members in the week following Pneumonia Day (2nd November to 8th November).

A TV spot on pneumonia was developed and aired on ETV - Rajasthan, a local TV channel having outreach throughout the state. This spot was aired five times a day for seven days on World Pneumonia Day and during the week following the day.

Save the Children also developed Radio spot which was aired five times a day on World Pneumonia Day on and during the week following on All India Radio-Rajasthan, which is the most heard channel in the state having its outreach all over Rajasthan .

### Save the Children in the news:

- World Pneumonia Day was observed for the first time on November 2. Our press release was carried in The Hindu in two influential Hindi dailies namely Dhainik Bhaskar and Rajasthan Patrika. NewsX did a special news bulletin with our key messages.
- Save the Children partnered with Aviva to launch a book donation drive. The proceeds of the book wall are to reach the marginalized children we work with. Hindustan Times and The Hindu reported extensively on the four day event.
- The 20<sup>th</sup> anniversary of the UN CRC week from November 14-21 was observed by Save the Children across India with events that were covered in depth by all the mainstream media.

- Some of the news coverage nationally included:

**NDTV:** Thirty minute documentary on the effect of the drought in Bihar on hunger and child trafficking. This was titled: Bihar: The Hungry Tide

**NDTV:** Interaction between the students of Bluebells and the street children in Nehru Place

**NDTV** did a special on the contrasting lifestyles between affluent tweens and the tweens who eke out a living on the streets.

**CNN-IBN:** Special Citizen Journalist Show hosted by the children we work with in Delhi, Calcutta, Ahmedabad and Chennai

**CNN-IBN:** Street children from Nehru Place spend an afternoon at the zoo.

**Tehelka:** As part of the CRC and EVERY ONE campaign Tehelka ran a 6 part series on children's rights with different piece on education, survival and protection every week.

[http://www.tehelka.com/story\\_main43.asp?filename=cr241009right\\_to.asp](http://www.tehelka.com/story_main43.asp?filename=cr241009right_to.asp)

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**The Hindu:** Article in the Sunday magazine on the status of children in India

<http://www.hindu.com/mag/2009/11/15/stories/2009111550120400.htm>

**Mint:** Interview with Thomas on how India fares on child rights

<http://www.livemint.com/2009/11/14161830/On-Children8217s-Day-the-r.html>

**NewsX:** Child labour in Jammu and Kashmir

### **3. Policy & Technical Support**

#### **Health**

- SC Australia grant for three states i.e. West Bengal, Bihar and Rajasthan finally approved
- Partner assessment for child survival project in Bihar initiated
- First draft of nutrition strategy for SC BR developed , and is being revised
- SC BR participated in National Consensus work shop on treatment of severe Acute malnutrition in children
- First round of field staff training of 3 states on health conducted
- Dr Nina Dodd, Regional Nutrition Advisor from SC UK visited Delhi.
- Meeting with Dr Umesh Kapil ( head of nutrition -AIIMS) to share our ongoing work and seek his inputs into the developing nutrition strategy
- Session on Child Survival conducted for the staff from Andhra Pradesh, Bihar, Tamil Nadu and Maharashtra attending the Technical Development Program (TDP) in Hyderabad

#### **Education**

- Participated in the discussions held in Ministry of Human Resource Development to synchronise the Right to Education Act 2009 and Sarva Shiksha Abhiyan (SSA)
- Participated in a Technical Expert Committee Meeting organized on 'Early Intervention' by National Commission for Protection of Child Rights (NCPCR)
- SC India nominated as a resource to support the review of Annual Work Plans and Budgets of SSA. Participation in a two day training for resource persons to conduct appraisals of the plans
- Presentation on 'Strategies for Addressing Out-of School Adolescents' in a National Workshop organized by UNFPA on 26<sup>th</sup> Novemeber
- Facilitated session on Education at Hyderabad to orient team members of four states during the (TDP) training.

- Field Visit to West Bengal to assess the EU Block Grant work and provided feedback to improve the quality of the interventions on Drop-in centers at Kolkata and Multipurpose Centers at 24 Parganas.
- Facilitated an interactive session on "Challenges and Rights of the Children of Sex Workers" at Delhi on 14<sup>th</sup> November, organized by Apne Aap.
- Participated in the consultation on 'Learning without Fear' at Delhi on 20<sup>th</sup> November, organized by Plan.
- Planning and coordination for National Consultation on Equal Opportunity and Inclusion in Education to be held on 10-11 December.

### **Child Protection**

- A paper on "child protection in emergency- issues and challenges" was presented by our National Manager (NM) for Child Protection in the All India Congress on Disaster Management organised by NIDM on 5<sup>th</sup> of November .
- NM Child Protection & State Programme Manager (SPM) for Andhra Pradesh (AP) met with the Principal Secretary Women and Child Development, Government of AP to discuss the future collaboration on child protection in general and Integrated Child Protection Schemes (ICPS) in particular
- Along with Director Policy and Director Child Rights for Change meet Joint Secretary Ministry of Labour and Employment, Government of India
- Individual meetings to discuss child labour in agriculture held with key persons and institutions, such as ILO, VV Giri National Labour Institute and vice chairperson, advisory board on child labour in Ministry of Labour and Employment
- Provided support to the consultant on preparing discussion paper on child labour in agriculture
- Attended panel discussion on child labour in Agriculture
- Concept note on child participation submitted to European Union (EU)
- Draft statement of Interest is developed for child trafficking for USAIDS
- Prepared training modules on child protection for TDP

### **Learning & Impact**

- Baseline: Under the project "Developing and Demonstrating Model MCD Schools" by Clifford, tools for data collection for baseline are finalized. Separate tools are designed for the community, headmasters and teachers. Interview tools for different Government officials i.e. Zonal Director for Education, Director Education (MCD), DIET faculty, Chairman of Education Committee (MCD). Investigators are oriented on the different components of the tools. A meeting

with the SARD Project team is proposed on the 1<sup>ST</sup> week of December to finalize the sample design and data collection methodology.

- First Draft of Baseline Report of "Target Project" in Tirupati reviewed
- Quarterly Progress Report: Quarterly progress report of Andhra Pradesh, Bihar, Tamil Nadu, Rajasthan, West Bengal, Delhi, Gujarat, Maharashtra, Orissa have been received (both State Level Consolidated reports and Programme Progress reports of 38 projects) and feedback is provided on all the reports. Feedback is mainly provided on the information gaps in the reports. Broad list of the case studies and other information documents have been prepared and States are asked to provide detail information on these.
- Technical Development Programme: Participated in a five day training programme in Hyderabad from 22<sup>nd</sup> November to 27<sup>th</sup> November 09. Training is provided to the Programme Officers from Andhra Pradesh, Orissa, and Tamil Nadu on Learning and Impact Assessment. The topics covered were basic premises of monitoring, monitoring frameworks and indicators tracking for outcome monitoring.
- Knowledge Management: For streamlining the overall knowledge base of the organization and to maintain a fully fledged information system, it is proposed to set up an intranet system within the organization. In this regard, a 6 member core team is formed to coordinate the initiation of the process. Task of this team is to draft the prototype, identify the vendors, present the concept to the Senior Management Team and get their approval and ensure operationalisation of the intranet system. Till date, three meetings of the core team have been taken place. Draft Information Management Framework is prepared and process of identification of vendor has been initiated.

### **Policy & Research**

- Policy briefs on nutrition and on child labour in agriculture prepared.
- Support in contacting and briefing speakers for the national seminar on child labour in agriculture on 17<sup>th</sup> Nov. 09.
- Conducted sessions on State Policy Analysis at the TDP Workshop in Hyderabad on 26<sup>th</sup> Nov. 09.
- UBS Research Proposal on Validation of the Convergent Model on Health & Nutrition delivery at the village level, prepared.
- Initial first draft of Orphan Study commented on.
- Meetings conducted with Chetnalaya, Ashray Adhikar Abhiyan, Salam Balak Trust and Prayas to get insights on formulating the methodology of the Street Children Study in Delhi.
- Met Dr. Christopher Lacra, Director of Indian Social Institute (ISI) and the faculty at ISI to explore the possibility of associating as a research partner.

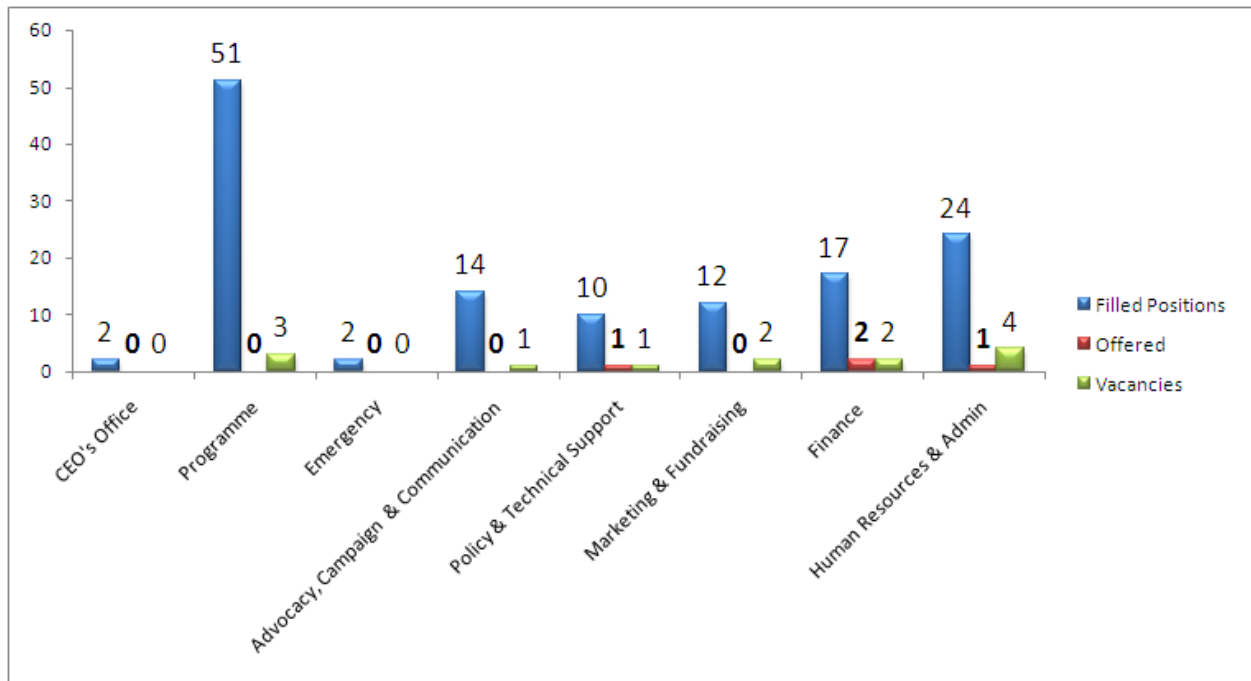
- Discussed with Dr. Alakh Sharma, Director, Institute of Human Development (IHD) to associate IHD as a research partner.
- First draft of National level Mapping Study of Government Schemes for the socially excluded children received and commented. Preliminary draft of state level mapping studies received.

#### **4. Human Resources**

##### **Activities for the month of November**

- Recruitment
  - Filled positions stand at 53 for the year (April - Nov 09)
  - Offered positions stand at 4 for the year (April - Nov 09)
  - Internships - 15 completed, 9 ongoing
- Learning & Development
  - 1<sup>st</sup> batch of Technical Development Programme concluded for 3 states (Andhra Pradesh/Tamil Nadu/ Maharashtra) from 23<sup>rd</sup> Nov - 27<sup>th</sup> Nov. Altogether 26 staff participated (21 trainees and 5 trainers).
  - Computer skill for Support staff ,Bihar Office started
  - Programme Visit - Non programme staff from Delhi Office travelled to Jaipur for field level exposure.
- State Programme Office Visit
  - HR Officer visited J & K State Programme Office (SPO)
- Staff Insurance Policy
  - Renewal of Staff Insurance (122 Staff), National Insurance Company is Insurer for this year for Group Personal Accident (GPA) and Group Medi claim (GMC).
  - Alankit Health care is the TPA (Third Party Administrator) for this year.

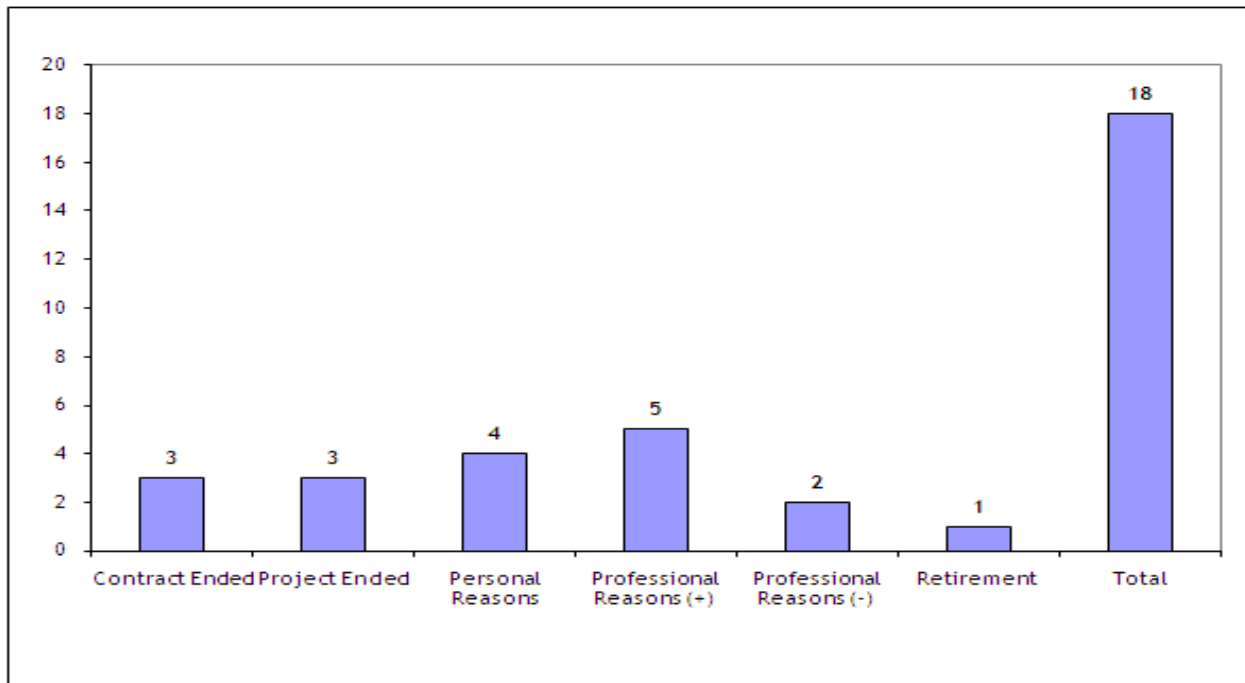
### Functional Staff Numbers



#### SC BR - Functional Snapshot of All Staff

S.N.	Functions	Filled Positions	Offered	Vacancies	Total
1	CEO's Office	2	0	0	2
2	Programme	51	0	3	54
3	Emergency	2	0	0	2
4	Advocacy, Campaign &	14	0	1	15
5	Policy & Technical Support	10	1	1	12
6	Marketing & Fundraising	12	0	2	14
7	Finance	17	2	2	21
8	Human Resources & Admin	24	1	4	29
	<b>Total</b>	<b>132</b>	<b>4</b>	<b>13</b>	<b>149</b>

### Exit Analysis



SC BR - Exit Analyses - April - November 09		
S.N.	Exit Factor	Number
1	Contract Ended	3
2	Project Ended	3
3	Personal Reasons	4
4	Professional Reasons (+)	5
5	Professional Reasons (-)	2
6	Retirement	1
	<b>Total</b>	<b>18</b>

### Organogram



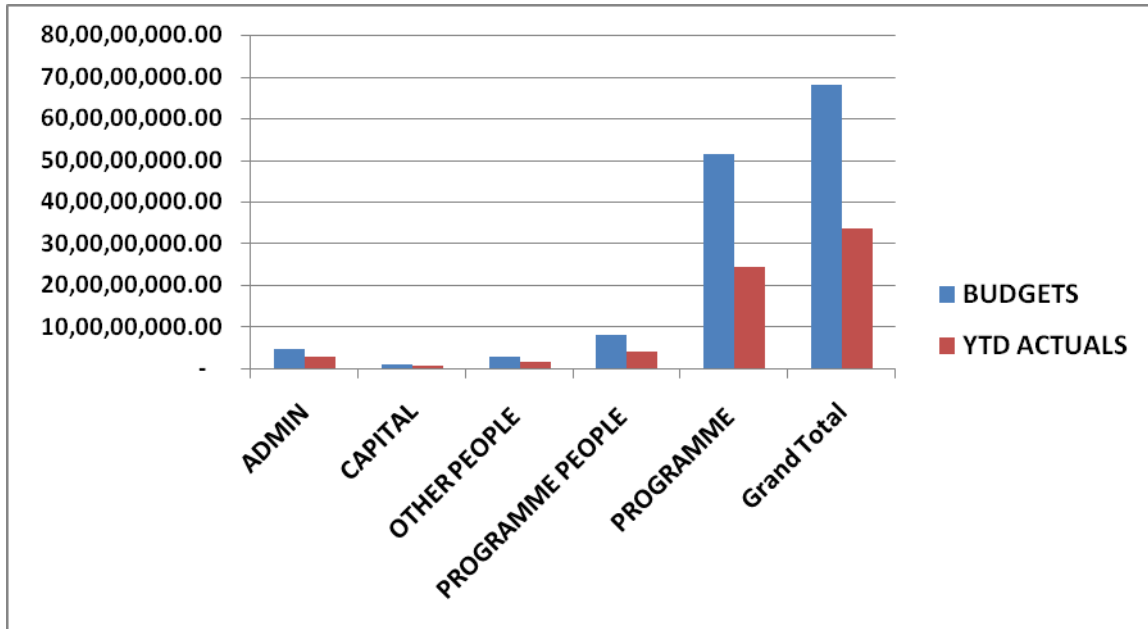
organogram- Long term.pdf



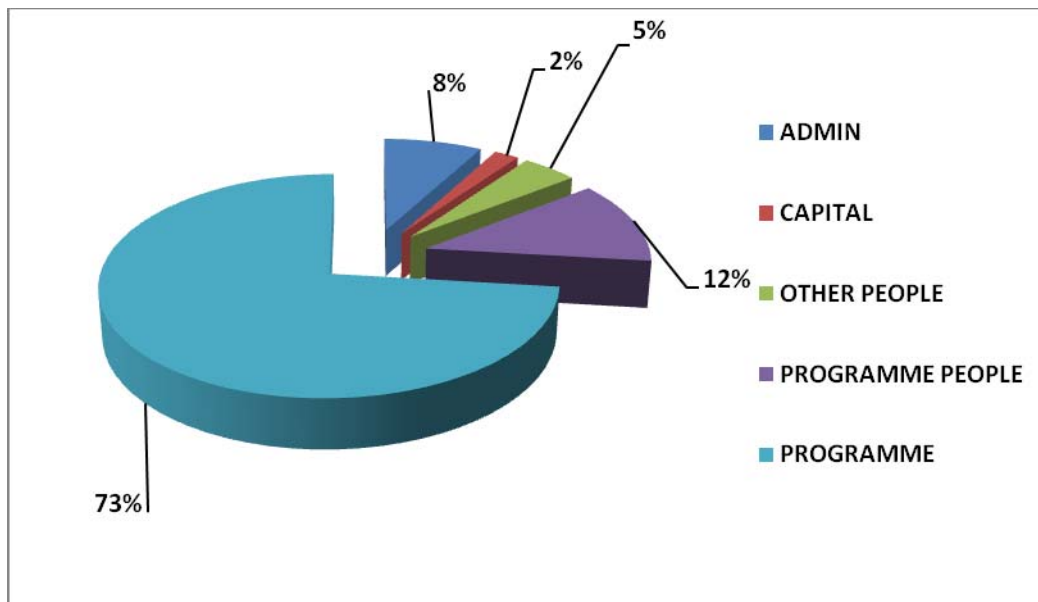
Organogram- Project wise.pdf

## 5. Finance

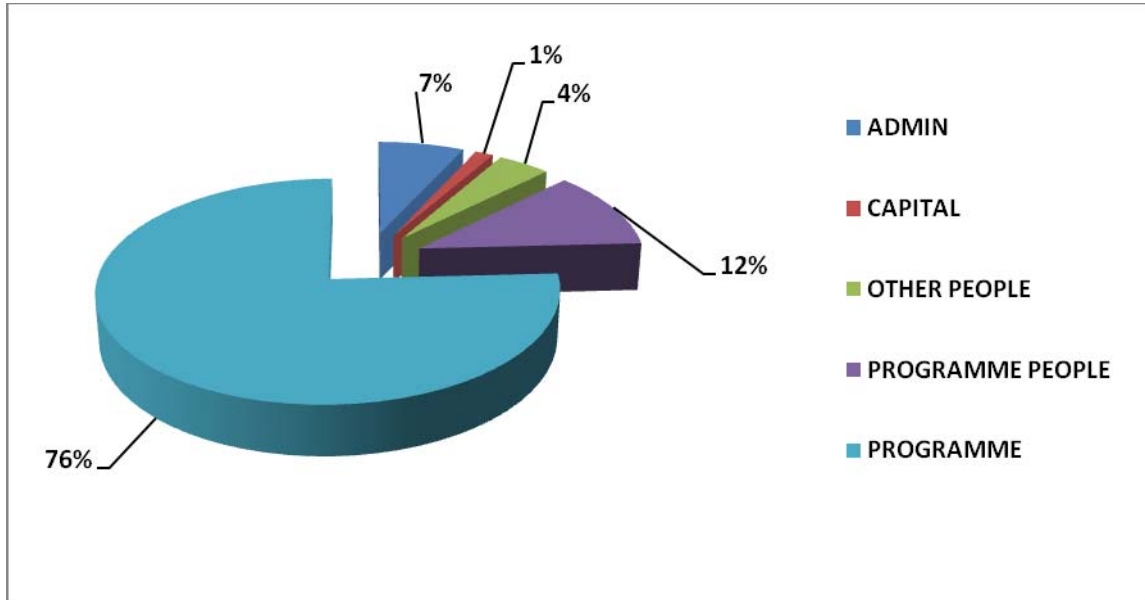
### ANNUAL BUDGET V/S YTD ACTUALS 2009-10



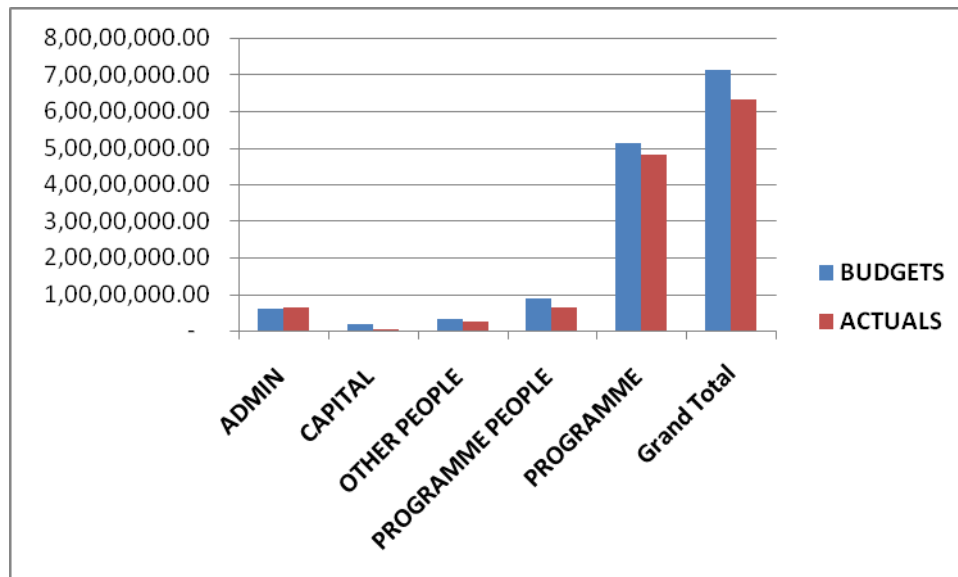
### ACTUAL EXPENDITURE TREND TILL NOVEMBER 2009 (YTD BASIS)



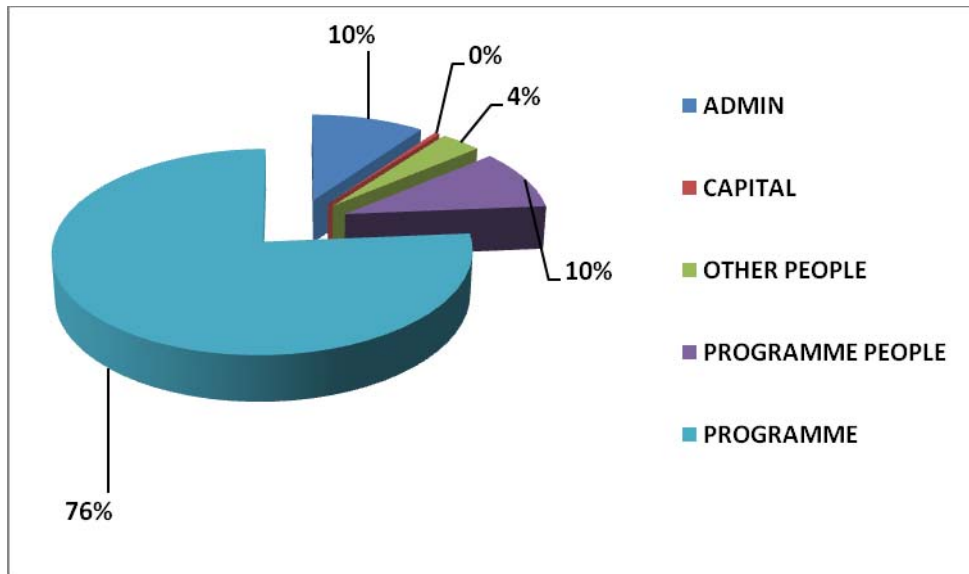
### ANNUAL BUDGET SPLIT



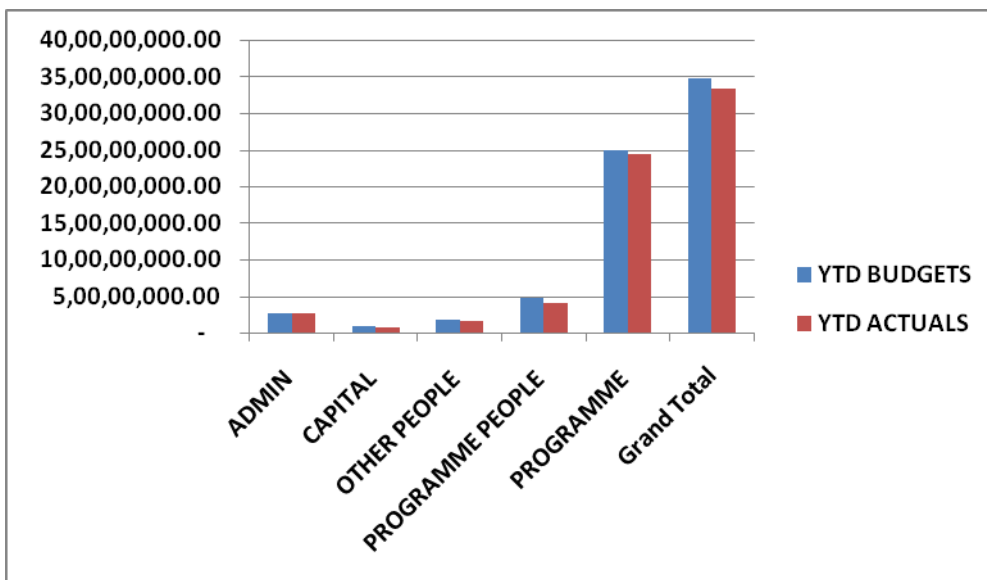
### CURRENT BUDGET V/S NOVEMBER 2009 ACTUALS



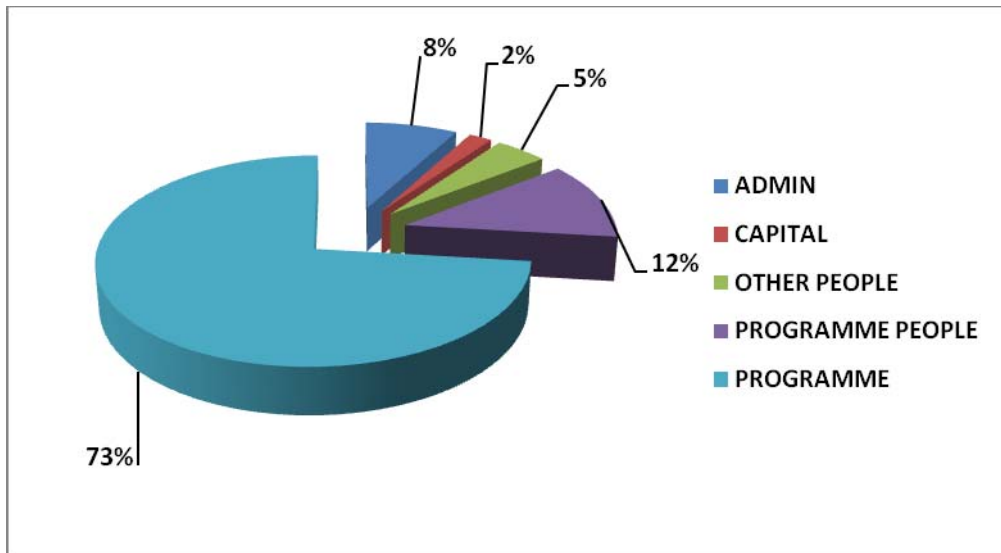
### ACTUAL EXPENDITURE TREND IN NOVEMBER 2009 (CURRENT BASIS)



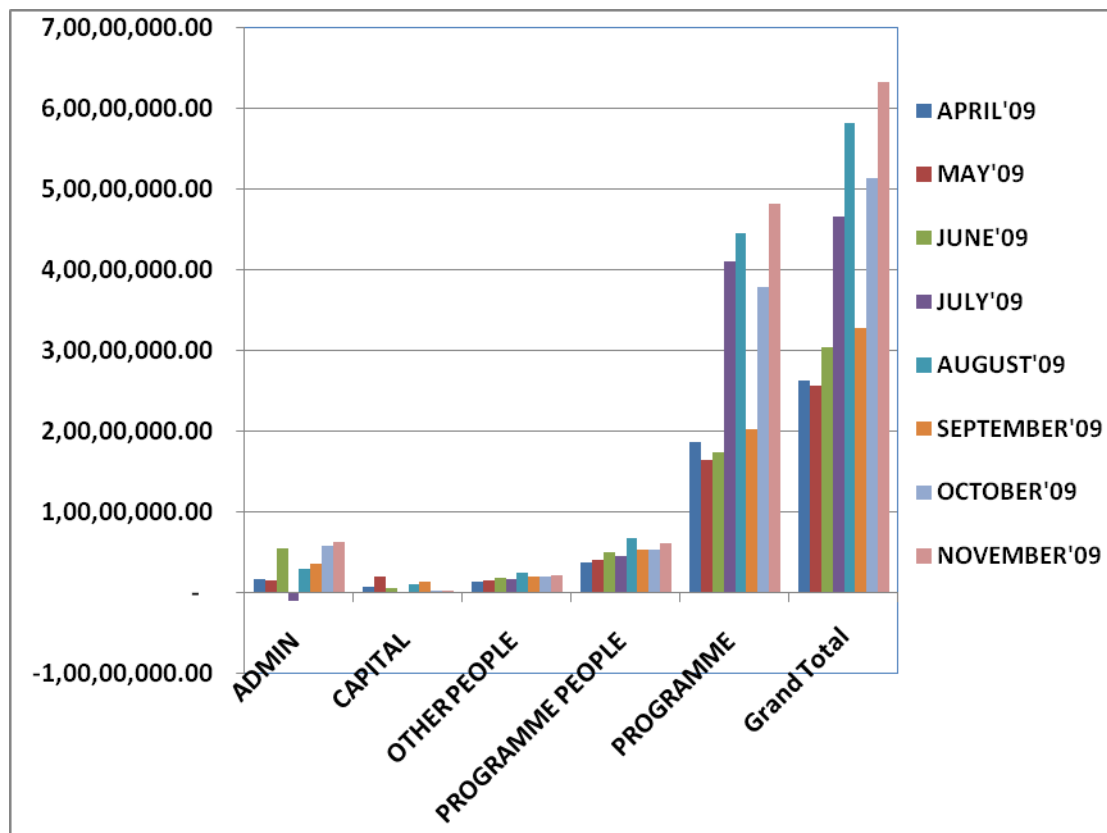
### YTD BUDGET V/S YTD ACTUALS (TILL NOVEMBER 2009)



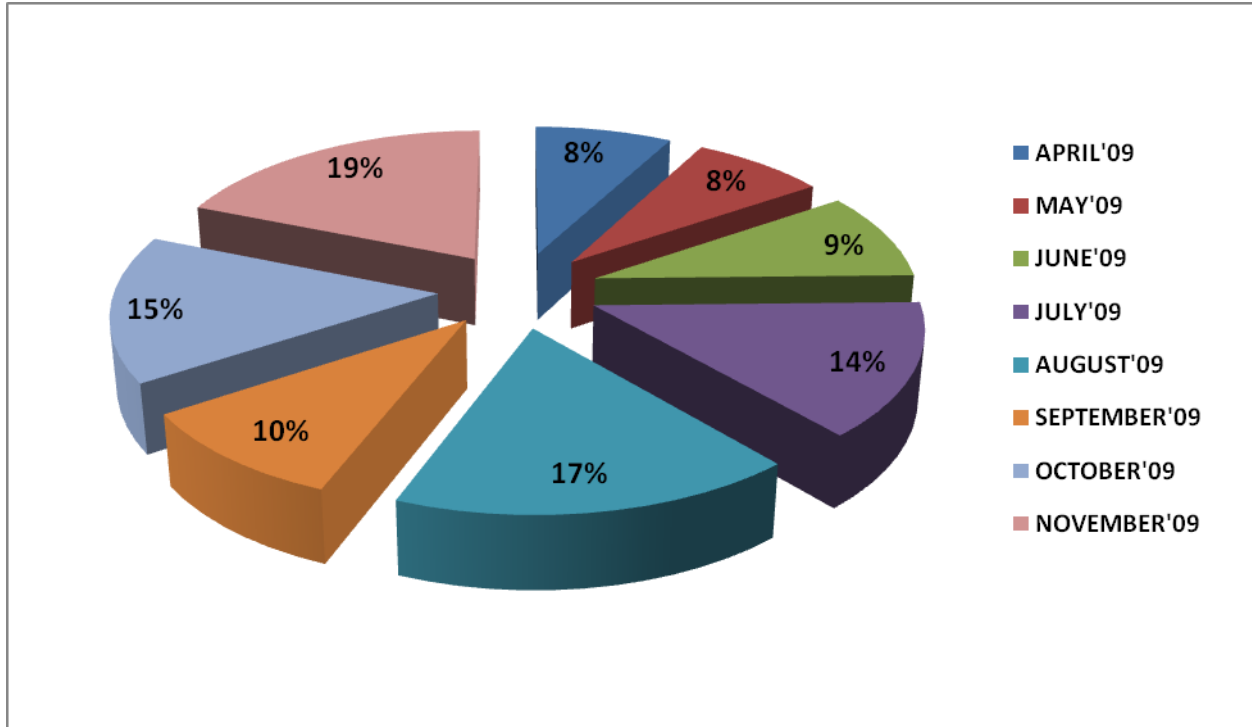
### ACTUAL EXPENDITURE TREND TILL NOVEMBER 2009 (YTD BASIS)



### ACTUAL EXPENDITURE TREND MONTHLY & YTD



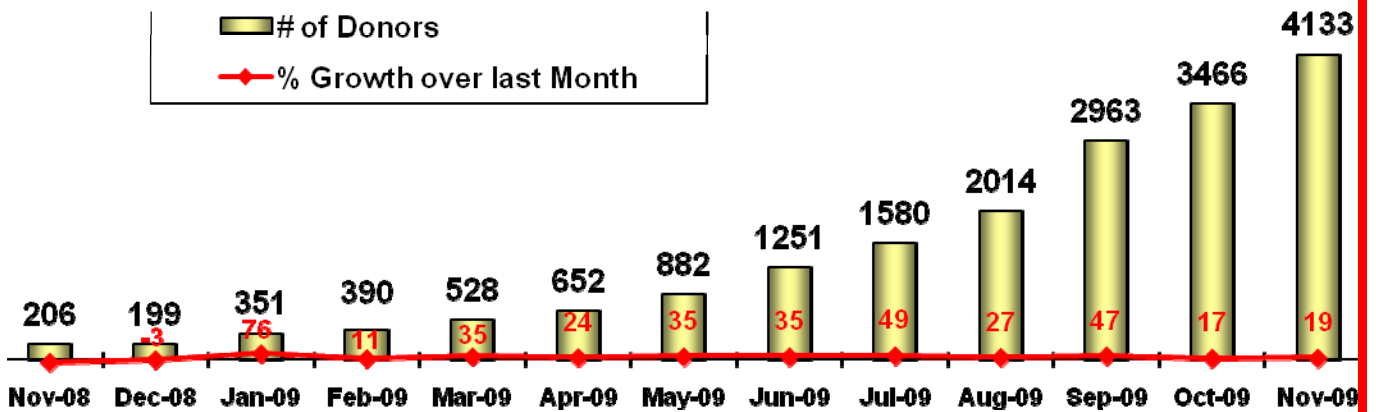
### ACTUAL TOTAL EXPENDITURE MONTHLY



## 6. Marketing /Fund Raising

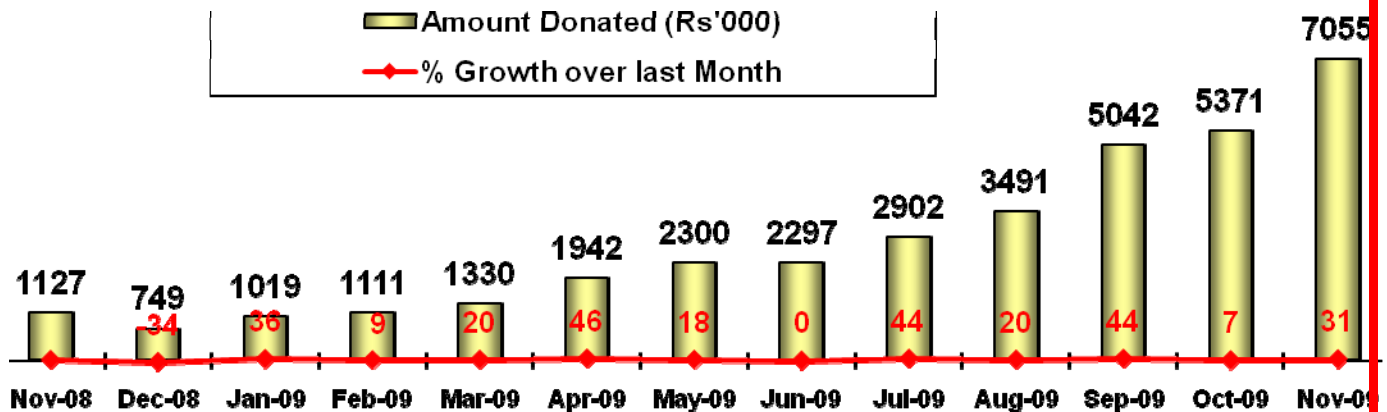
### Mass Market Fundraising :

- Donor Numbers : Added 4000+ donors in Nov 2009. Total number of donors now exceeds 20,000.



Donor numbers increased by 19% over last month.

- **Mass Marketing Incomes:** This month Mass marketing raised Rs 70.5 lakhs. Chennai added 7.5 lakhs, Mumbai 36 lakhs.



- **Mass market Fundraising:** Added fundraising agencies and trainings completed in Ludhiana. New agencies were identified in Kolkata and Hyderabad and these are scheduled to begin operations in December. A second in-house team will begin operations out of Thane with a seat capacity of around 30.
- Working closely with the Maharashtra programmes team, a signature and fundraising campaign (centred around Child Labour) was conducted across 4 Pantaloon outlets in Mumbai.

#### **Corporate Marketing :**

- Discussions with HP India to construct a volunteer initiative as part of HP's 250,000 USD grant for flood work in AP and Karnataka. Meetings scheduled in early Dec. HP also collected 40 boxes of materials from their employees. These materials were distributed in the flood hit areas of North Karnataka and in AP.
- Co-branded event with Aviva across Delhi to collect books for children. A Wall of Books was set up at Ansal Plaza with collection points across Delhi. A total of 1.25 lakh books were collected and these would be distributed across 7 states. The event also included full and half page ads in Hindustan Times, outdoor, radio as well as editorial coverage.

#### **Brand and Communication :**

- Resourced outdoor space in Mumbai through Bright Outdoor valued at approx 7 lakhs.
- SC website revamp is now 60% complete and a presentation to the SMT on the new site is scheduled for early Dec.
- Created a series of ads on Child Labour and Child Survival for Tehelka.

- The 2010 annual communication plan for marketing and fundraising in place and negotiations on with BBDO and Ogilvy.

## **7. Key Visitors/ Meetings/ Events scheduled this month**

- The annual Save the Children Alliance Member's meeting was held in Reading, UK from 1<sup>st</sup> - 4<sup>th</sup> Nov. The meeting was attended by our CEO, Thomas Chandy & our Chair, Mr. Harpal Singh. This was one of the most significant meeting in Save the Children's 90 year old history wherein a decision to unite for the first time around a truly global strategy for children was undertaken by all members. Under the



Mr. Harpal Singh with Princess Anne



SC Alliance's Members Meeting 2009

new global strategy, all members come together as one Save the Children, with a single structure for delivering international programmes, one common vision, mission, values and goals for all colleagues around the world to share and work upon.

## **8. Expected Travel in December for the SMT**

Name	Destination	Dates	Purpose
Entire SMT	Manesar	3 <sup>rd</sup> -5 <sup>th</sup> Dec.	Leadership Development Programme
Renu Singh	Hyderabad	9 <sup>th</sup> Dec.	Young Lives meeting
Thomas Chandy	Kolkata	15 <sup>th</sup> - 16 <sup>th</sup> Dec.	State Programme visit
Indivar & Toby	Chennai	16 <sup>th</sup> Dec.	State Programme office meeting

Thomas Chandy  
CEO, Save the Children India