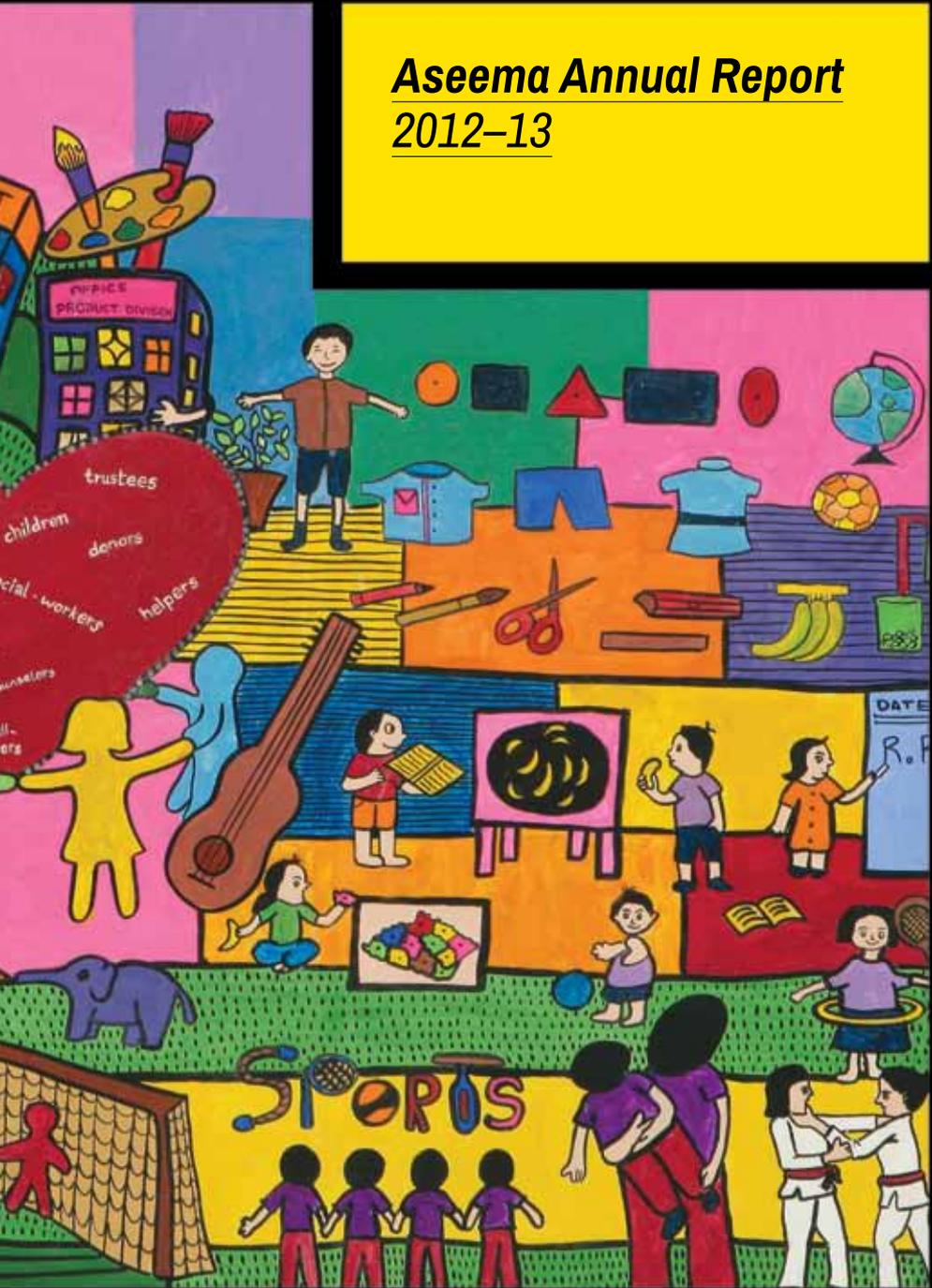


# Aseema Annual Report 2012-13



*It is the little moments in each day that make this work so special. Like the time when our children walk into school at 7 am with a spring in their step. Or the way their eyes shine when they first spot their teacher. Or the quiet pride they show when they master a difficult activity. It is hard to describe the magic that happens in school each day. In the eager smiles of the children and the brilliance of their potential, we find our inspiration. And the work, challenging as it is, becomes our raison d'être.*

---

10 projects. 2983 children. And a million little memories. We try to encapsulate our year of 2012-13 in this report. And we invite you to write to us, visit us, join us and be part of this exhilarating journey.

# MCGM School Projects

Aseema works in collaboration with the Municipal Corporation of Greater Mumbai (MCGM). The municipal schools run by the MCGM are accessed by over 4.5 lakh of the city's most vulnerable children. Aseema runs three such schools in the suburbs of Mumbai with the aim of creating centres of excellence within the public education system. In addition, we work with the MCGM to promote policies which will have a large scale impact on the quality of municipal schools.

As part of a committee set up by the MCGM, Aseema advocated for a stronger public private partnership policy. This policy has now been approved by the full house of the Corporation and will be implemented in the near future. It is considered a landmark policy which will encourage innovation and create accountability on the part of the MCGM and NGO partners.

## **Pali Chimbai Municipal School**

At the Pali Chimbai Municipal School, we run classes from Standards I to VII in the English medium with two divisions of each class. The school underwent major infrastructural repairs last year and now looks bright and inviting. With a well equipped computer laboratory, a vibrant art room and a beautiful library, the school draws a large number of children in. 558 children were enrolled in the school this year with an average attendance of 84%.

The children learnt through activities that are designed to make them think, question and explore. A Resource Room was set up with scientifically designed educational material. The children were encouraged to go beyond the boundaries of their school syllabus and research topics that were of interest to them. We believe this helped make learning more meaningful and knowledge more lasting for the children.

Learning across disciplines was smoothly integrated. While the children studied about Egypt in their Geography class, they drew hieroglyphics in their art workshops and made animated presentations on Egyptian culture in their computer classes.

### **The children learnt through activities that are designed to make them think, question and explore.**

The school's in-house Art Studio – Aseema Room 13 – had a busy year filled with many exciting projects.

The young artists studied Kalighat art from West Bengal and Gond art from Madhya Pradesh. They also learnt Native American pottery and were inspired by the styles of Vincent Van Gogh and Bruce McLean. An interesting new

project on portrait making was introduced as well. The young artists were commissioned by an ad agency to make portraits of their employees which would be used as part of their email signatures.

At the end of the year, the school's Summer Camp saw a high turnout. The children attended sports camps, cinema workshops and learnt activities which foster imagination, concentration and creative thinking.





## **Santacruz (W) Municipal School**

The Santacruz (W) Municipal School is home to our Pre-Primary and Secondary Sections. The Pre-Primary Section is a delightful place to be. As you enter one of the six Montessori classes in the school, you can see children as young as 2.5 years of age engrossed in work. The children are honing their senses, learning language, culture, mathematics and exercises of practical life. There is a tremendous sense of purpose in all that they do – whether it is lacing their shoes or walking on a straight line. The teachers are very conscious of the child's tremendous potential and absorbent mind, and make every effort to create an ideal learning environment.

This year, 210 children were enrolled and had an average attendance of 83%. A new project that showed excellent results was the music programme introduced in collaboration with the Mehli Mehta Music Foundation. The little children look forward to their weekly classes where they learn basic elements of music and practice percussion exercises while singing songs and rhymes.

**The teachers are very conscious of the child's tremendous potential and absorbent mind.**

The children who enter our Pre-Primary Section are mostly first generational learners who have not heard the English language spoken before. When they leave the Section after three years, it is a pleasure to see them reading and writing simple sentences or 'teaching' us how to add four digit numbers with ease!

The school also caters to our older children in the Secondary Section. 126 children in Standards VIII, IX and X prepared diligently for the rigours of higher education. The children worked in groups and attended extra classes after school hours. The average attendance of the children was 79%. In keeping with the demands of colleges and work environments, computer skills were systematically developed. In addition to the basics of MS Office, the children learnt web designing and simple animation. Computer and Science Practical classes were also offered to 700 children studying in Hindi and Urdu mediums of the same school. These classes, taught by an Aseema ex-student, are extremely popular.

Our third batch of students appeared for the SSC Board Exam securing a 100% result. They leave our school full of dreams and the determination to prove themselves.

## **Kherwadi Municipal School**

The Kherwadi Municipal School is growing each year. The school had 461 children with classes extending from Pre Primary up to Standard VI. The average attendance of the children was 81%.

For the first time, the children elected a 'Student Council'. The school was buzzing with excitement as the students campaigned for the election and thought carefully about who they would vote for. It was an excellent opportunity for the children to understand their role in a democracy and cultivate leadership skills.

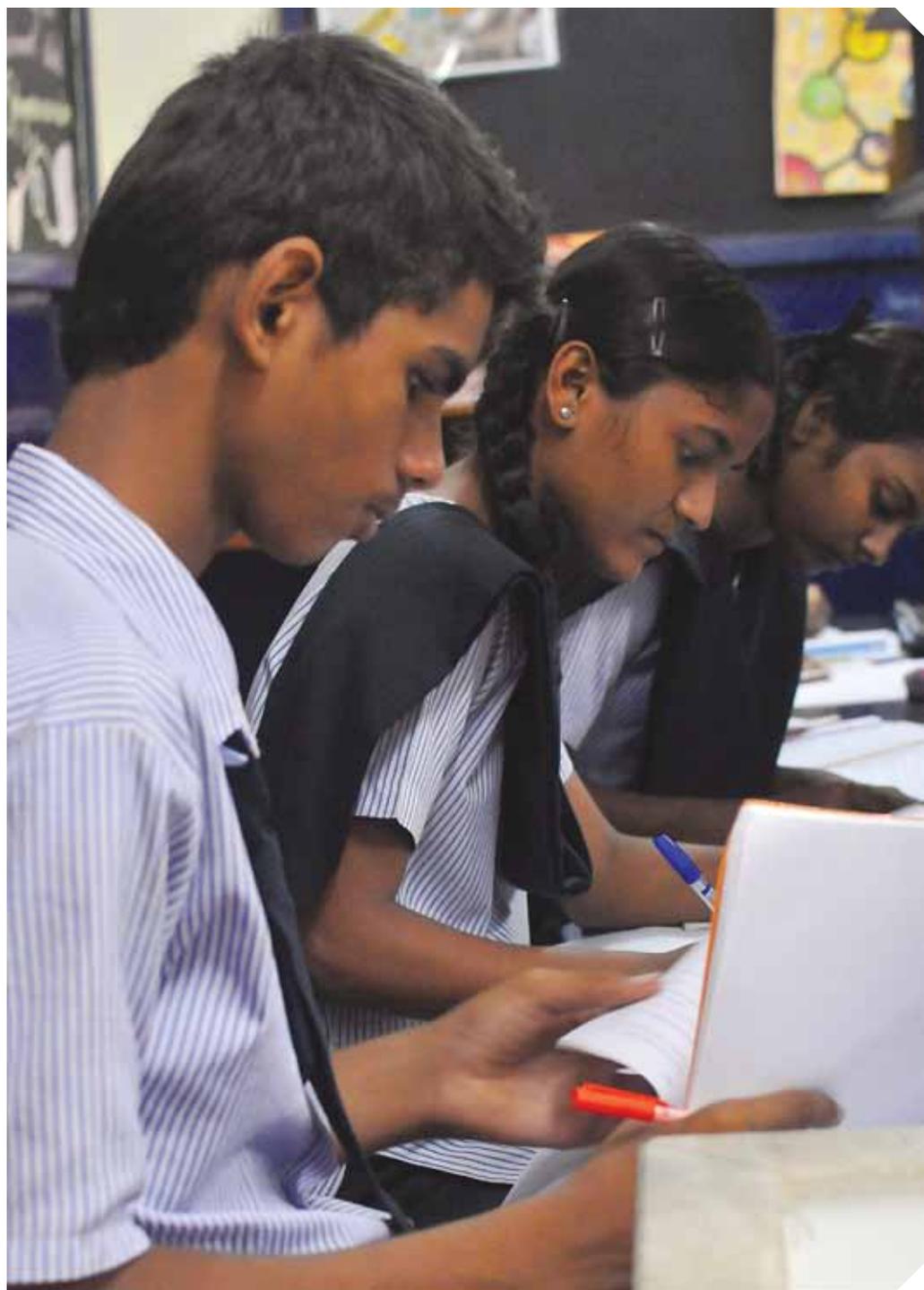
The children came to school with new questions each day – ranging from 'Why is the sky blue?' to 'Why do some people do bad things?'. Our teachers worked hard to keep pace with the children's growing curiosity and provide them with enough avenues to search for answers. They also tried to expose the children to different kinds of careers to inspire them and broaden their horizons. Interactive sessions were held with professionals from the fields of engineering, art, sports, music and the armed forces.

**The children came  
to school with new  
questions each day  
— ranging from 'Why  
is the sky blue?' to  
'Why do some people  
do bad things?'**

In spite of the limitations of space in the school, physical education was emphasized. Through Sports and Judo classes, the children built endurance and agility. They represented their school at various sporting events and bagged medals frequently.

Our collaboration with other NGOs working in the area and with the parents of the children contributed to our programme. As the school grows, we hope that a spirit of community will be cultivated and nurtured.





## Support Centre and Alumni Programme

46 children attended after school classes at our Support Centre. This Centre gave them a safe place to spend their evenings and an opportunity to practice what they had learnt in school. Even after completing a full day in school, the children chose to come because they enjoyed the creative activities and games offered. While there was fun and laughter every day, the children gradually built on their academic skills and learnt steadily.

The children of the Support Centre observed Safety & First Aid Week, Non Violence Week and went to watch a breath taking dance and gymnastic performance by differently abled children. These events helped sensitize our children and motivated them to work harder.

**Even after completing a full day in school, the children chose to come because they enjoyed the creative activities and games offered.**

Our alumni programme grew with 48 ex-students receiving financial support for their higher education, mentoring or assistance with job placements. They continued to participate in art and cinema workshops and assist at school events. One group of young girls attended a Youth Camp organized by the Sri Aurobindo Society which guided them on a journey of self discovery and appreciation for India's spiritual heritage. The students are growing in independence and doing well.

## Training Centre

Aseema's Training Centre provided guidance and support to other organizations working with similar communities. Our resource persons visited these organizations and helped them design education programmes to meet the children's needs. This year, we worked with two projects in Kanpur, a community based initiative in Mulund, two reputed NGOs in Bandra East as well as five Integrated Child Development Scheme (ICDS) Anganwadis.

Most of these projects have limitations of space, human and financial resources. The suggestions made to the organizations kept these in mind while ensuring that our basic philosophy and child friendly approach were not compromised. Through these initiatives, we reached out to 696 children.

## **Education Centre for Tribal Children**

Our rural project in Igatpuri reached out to children from a severely marginalized community. The villagers and tribals of this region live in utmost

**They learnt joyfully,  
enjoyed a nutritious  
meal and looked  
forward to coming to  
the Centre every day.**

poverty. Extreme water shortages, lack of electricity and productive employment have impacted the lives of these people for generations. This adverse situation is compounded by the poor quality of educational facilities in the area. Without a strong education and employable skills, the community's prospects seem bleak.

This year, 138 children were enrolled at Aseema's Sitabai Kavji Mengal Anganwadi and the Aseema Bal Shaikshanik Kendra. These children, between 2.5 and 10 years of age, were welcomed into an environment that was safe, nurturing and stimulating for them. A new bus service which picks them up and drops them home safely was a source of much excitement.

The children were taught by local women who have been trained by Aseema. They learnt joyfully, enjoyed a nutritious meal and looked forward to coming to the Centre every day. The older children were helped to appear for the Level A exam of the National Institute of Open Schooling. They have scored well in this exam which is equivalent to Standard III in any school.

Struggles with local government authorities and interpersonal conflicts often leave an undercurrent of tension for the villagers in this otherwise serene place. In the midst of this, celebration of Annual Day, Sports Day and World Indigenous People's Day were occasions for them to come together as one community. The parents were so proud to see their young children speak with understanding and confidence. The children show tremendous promise. We are privileged to watch them broaden their horizons while remaining firmly rooted in their own culture.

## **Community Work Centre**

Through our work over the years, we have understood the importance of building strong ties with the communities of our children. While our children learn in the English medium and are exposed to new ways of thinking, it is important for them to feel connected with their community and be sensitive to its hardships. It is essential for the parents to recognize the transformation happening in their children and to support their dreams. Our Community Work Centre (CWC) tries to bridge the gap between school and home.

**While our children learn in the English medium and are exposed to new ways of thinking, it is important for them to feel connected with their community and be sensitive to its hardships.**

By making regular home visits, interacting with parents and organizing training programmes, the CWC establishes a bond with the parents. Follow up is also done for any child with irregular attendance and parents are kept abreast of the child's progress. This year, customized training programmes were also organized on topics such as the Right to Education Act, low cost nutrition and positive parenting. Health camps were conducted to assist children with medical needs.

In Igatpuri, skills-training was offered to women from the community with the aim of creating opportunities for income generation. Parents were also guided in procuring birth certificates and necessary documentation for the children.

## Counselling Centre

Under the aegis of an experienced child psychotherapist, our counselling centre reached out to more children. Our team of trained psychologists assisted children through individual and group counselling. The issues addressed in these sessions were deep rooted and often severe. A multidisciplinary panel was also set up to cater to children with specific needs. The panel consisted of a psychiatrist, special educator, pediatrician, psychologists and speech therapists.

### *The issues addressed in these sessions were deep rooted.*

Over 120 children availed of the services of the Counselling Centre this year. In addition, workshops on relationship education and child safety were conducted for children and parents.





## **Product Division**

Many of the Aseema children are gifted artists. The excellent art education they have received over the years has led to them developing a unique style. Even their childlike paintings reflect a sound understanding of technique and colour. This year, their beautiful art was showcased on new products such as travel mugs, t-shirts, passport holders and bath kits. Our older products such as coffee tables, coasters, stationery sets, calendars and cards remained popular as well.

**The excellent art education they have received over the years has led to them developing a unique style.**

Through these products, we sought to generate awareness and financial support for Aseema's education programmes. Our Product Division participated in 69 exhibitions at corporates, schools and colleges during the year. The Aseema product range was available at the Lotus House Airport Shop, Suriti-The Culture Shop, Taj Khazana Goa, Oceane Store-South Carolina, eBay.in and on our website.

## **Staff Development**

On many days, the work we do is incredibly demanding. There is so much to be done – with a limited number of people and limited resources. Yet, it is the boundless energy and deep commitment of our team that makes every achievement possible. We therefore work consciously to develop the capacities of our team members and equip them with the knowledge, skills and attitude required.

Aseema's Training Centre and senior staff members took the lead in guiding teachers on our approach to education. Through ongoing training programmes, our teachers were trained in an Activity Based Learning Approach. In addition, thirty teachers completed the Montessori Children's House Assistants Course (CHAC) conducted by Association Montessori Internationale (AMI). Another group of teachers attended a week long Workshop on Integral Education organized by the Sri Aurobindo Society in Puducherry. Short workshops on classroom management, puppet making, etc. added to their repertoire and made classroom teaching more effective.

## **Through ongoing training programmes, our teachers were trained in an Activity Based Learning Approach.**

Volunteer support strengthened our work significantly. Individuals of different ages, from different backgrounds committed their time to our children. While some helped tutor them, others prepared teaching aids and did administrative work. Many more volunteered to manage product exhibitions, conduct dance or cinema workshops or mentor our alumni.

Their individual strengths were magnified as they came together as a team. Along with our staff members, they made our centres warm, fun-filled and inspiring places to work.





## **Future Plans**

The year 2013-14 will give us an opportunity to refine and expand our programmes. Extra classes will be added at the Kherwadi Municipal School and the Santacruz (W) Municipal School.

**We intend to pilot our 'How to Live' programme which will nurture a strong value system in children of different ages.**

In addition, the work hours of the children at the Kherwadi Municipal School will be extended. This will give our children more time to build on their academic knowledge and participate in more co-curricular activities. In Igatpuri, our children will begin preparing for the Level B examination of the National Institute of Open Schooling.

The physical fitness and nutrition of our children will be focused on. From the year 2013-14 onwards, all children at Aseema will participate in one hour of Sports every day. This will help improve their strength and stamina while cultivating concentration and inner calm.

We intend to pilot our 'How to Live' programme which will nurture a strong value system in children of different ages.

With the new public private partnership policy of the MCGM, Aseema will be held accountable to a high standard of learning and will have greater autonomy in the implementation of our education programmes. We look forward to the challenges and opportunities this policy will bring.

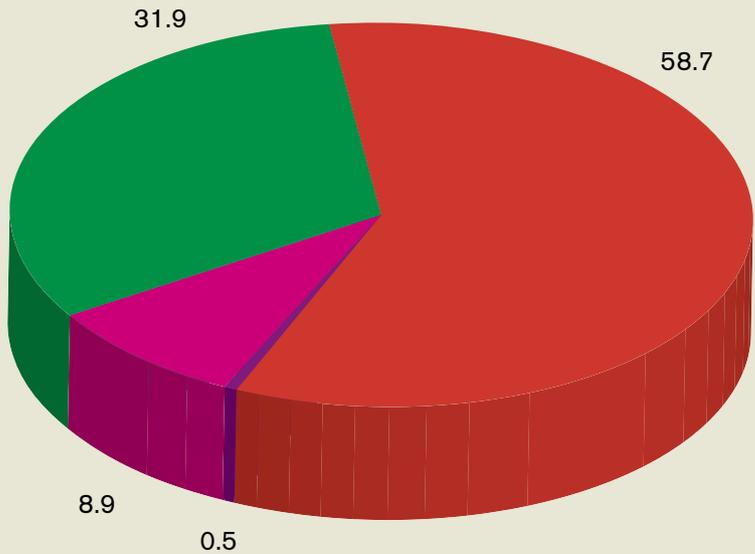
As we prepare for the busy year ahead, we are reminded of what the yogic master, Patanjali, once said –

*"When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds: Your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be."*

May we all continue to be inspired and turn these dreams into reality.

Our sincere gratitude to our generous donors for their contribution to our work. **A summary of the funds received and expenses incurred in the year 2012-13 is shown in this spread.**

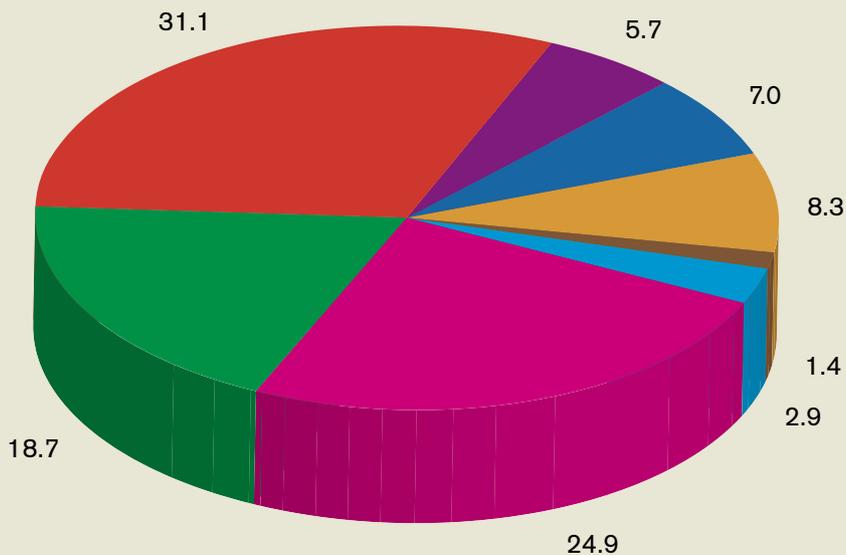
## Donations (in %)



- Domestic Donations
- Foreign Donations\*
- Income from Investments
- Income from Product Division

\* In 2012-2013, we received foreign contribution of Rs. 2,17,04,852 and utilized Rs. 1,74,02,850.

# Fund Utilization (in %)



- Pali Chimbai Municipal School
- Santacruz (W) Municipal School
- Kherwadi Municipal School
- Aseema Support Centre
- Sitabai Kavji Mengal Anganwadi
- Aseema Balshaikshanik Kendra
- Common Facilities
- Administration Expenses

# Thank you

## Schools & Colleges

American School of Bombay  
American University of Sharjah  
Apostolic Carmel High School  
Arya Vidya Mandir School  
Besant Montessori School  
Billabong High School  
Dhirubhai Ambani International School  
Greenlawns School  
J.B. Petit High School for Girls  
Jai Hind College  
Jamnabai Narsee School  
Jasudben M. L. School  
Narsee Monjee College  
Podar Jumbo Kids  
S.N.D.T. Women's University  
S.P. Jain Institute of Management & Research  
Singapore International School  
Sophia College  
St. Joseph's Academy  
St. Joseph's Convent  
St. Peter's Youth for Youth  
Tridha School  
Whistling Woods International

## Trusts & Foundations

Amin Welfare Trust  
Art1st Foundation  
Asha For Education S F Chapter  
Astral Foundation  
Bai Freny Darab Pader Charitable Trust  
Being Human - The Salman Khan Foundation  
Breach Candy Swimming Bath Trust  
Chanchalben Punjabhai Patel Charitable Trust  
Charities Aid Foundation  
Committed Communities Development Trust  
Concern India Foundation  
Create Foundation  
Devi R. Mehta Charitable Trust  
Goodlass Nerolac Paints Charitable Trust  
Goonj

Indian American Education Foundation  
K.C. Mahindra Education Trust  
Kherwadi Social Welfare Association  
Maharashtra Foundation  
Mehli Mehta Music Foundation  
Mumbai Mobile Crèches  
NUR  
Narottamdas Jivanbhai Vora Charity Trust  
Nembutsu Centre  
Neptune Foundation  
New Work Centre for Women  
Plan India  
Pratham Mumbai  
Praxair Foundation  
Promise to Act for Children Today (PACT)  
Prospero World Charitable Trust  
Sadguru Kamubaba Foundation  
Saint Gobain India Foundation  
SeeYourImpact.org  
Seth Jeevanji Jamasji Mistry's Surat Adarian Fund  
Shree Mahalaxmi Temple Charitable Trust  
Soumen De (Raju) Public Charitable Trust  
Step Up Charitable Foundation  
Tech Mahindra Foundation  
Tikamdas Dhamanlal Charitable Trust  
The Bai Alamai & Seth Ardeshir Talati & Seth Sarosh B. Mody Charity Trust  
The Vidya Trust  
The Wingate Foundation  
United Way Bengaluru  
United Way of India  
United Way of Mumbai  
V.B. Haribhakti Charitable Trust  
Yogoda Satsanga Dhyana Kendra  
YUVA

## Companies

AZB & Partners  
Abbott Healthcare Ltd.  
Amole Gupte Cinema  
AND Designs  
Arval India Pvt. Ltd.  
Aspire Designs  
Astha Power Corporation Pvt. Ltd.

BNP Paribas  
Bank of America  
Burtons  
Citibank India  
Comart Lithographers Limited  
Cox & Kings  
Credit Suisse  
DBS Bank India  
Deutsche Bank  
eBay India  
Essar  
FIL Fund Management Pvt. Ltd.  
GCO Technology Centre Pvt. Ltd.  
G.E.  
Godrej & Boyce Manufacturing Company Ltd.  
Grand Hyatt  
Gulf Polymers  
HSBC India  
Hyatt Regency Mumbai  
ICICI Prudential House  
Ingersoll Rand India  
ITC Grand Maratha & Grand Central  
Jet Airways  
L & T Financial Services  
Lakewood Malls Pvt. Ltd.  
Lanxess India Pvt. Ltd.  
MAHCE Business Solutions  
Maneksha & Sethna  
Matos  
Midas Safety, Inc.  
Moet Hennessy India Pvt. Ltd.  
Multi Commodities Exchange (MCX)  
Nivea India Pvt. Ltd.  
Nomura Services India Pvt. Ltd.  
Novartis India  
Oil and Natural Gas Corporation Ltd.  
Orogems  
PTC Holidays Pvt. Ltd.  
Primus Commercials Pvt. Ltd.  
Q.E.D. Films Pvt. Ltd.  
Radiant Corporation Pvt. Ltd.  
Rustamji & Ginwala, Solicitors & Advocates  
Sabero Organics Gujarat Ltd.  
Sahara Hospitality Ltd.  
Sanjay & Co.

Sanofi-Aventis India  
Source Security (I) Pvt. Ltd.  
Serco Global Services  
Silverpoint Press Pvt. Ltd.  
Systems Plus Solutions  
Taj Group of Hotels  
Tata Communications  
Tata Motors Ltd.  
Tech Mahindra Ltd.  
Thomas Cook India  
Tips Industries Ltd.  
To Brand  
Turner International Pvt. Ltd.  
UltraTech Cement  
Vakils, Feffer & Simons Pvt. Ltd.  
Viacom 18  
Watson Pharma Pvt. Ltd.  
Woot Factor  
Yes Bank Ltd.

#### **Other Organizations / Institutions**

Ali Yavar Jung National Institute for the Hearing Handicapped  
Art Café  
Association Montessori Internationale  
British Council  
Café Mocha  
Crescent Moon  
Indus Festival of Charities  
Kids Central Expo  
Lotus House  
Mohile Parikh Centre for Visual & Performing Arts  
Mumbai Indians – Education for All  
Municipal Corporation of Greater Mumbai  
Prisca Centre  
Psychotherapy Training & Research Centre  
Room 13 International  
Sri Aurobindo Society  
St. Anthony's Road Residents' Association  
Worli Festival & Times Group

**And to all our individual donors and many well wishers for their invaluable support.**





**I believe every child has the right to a good education and I wish to contribute.**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel/Mob \_\_\_\_\_

Email \_\_\_\_\_

PAN \_\_\_\_\_

I wish to donate an amount of \_\_\_\_\_

via cheque no. \_\_\_\_\_ dated \_\_\_\_\_

I would like this donation to be used as a:

- General Donation
- Corpus Donation
- Any Other (Please specify) \_\_\_\_\_

Cheques may be made in favour of **Aseema Charitable Trust** and sent to **G3 Josephine Apartments, Chimbai Road, Bandra (W), Mumbai 400 050**

To donate online, please visit our website [www.aseema.org](http://www.aseema.org)  
For any queries, suggestions and feedback, please e-mail us on [contact@aseema.org](mailto:contact@aseema.org) or call 91-22-26407248 / 26430185





# Foreign Contributions 2012-13

## ASEEMA CHARITABLE TRUST

INCOME AND EXPENDITURE ACCOUNT OF FOREIGN CONTRIBUTIONS  
RECEIVED IN THE YEAR ENDING 31ST MARCH 2013

INCOME	AMOUNT	AMOUNT
<b>DIRECT INCOME</b>		
Donations through Foreign Contributions	2,17,04,852	
Less: Corpus Donations Transferred To Trust Corpus	53,721	2,16,51,131
<b>INDIRECT INCOME</b>		
Bank Interest		1,21,873
Interest on Fixed Deposits		9,25,490
<b>TOTAL INCOME</b>		2,26,98,494
<b>EXPENDITURE</b>		
<b>DIRECT EXPENSES</b>		
Expenses On The Objects Of The Trust		1,73,70,780
<b>INDIRECT EXPENSES</b>		
Establishment Expenses		32,069
<b>TOTAL EXPENDITURE</b>		1,74,02,849
<b>NET SURPLUS TRANSFERRED TO THE BALANCE SHEET</b>		52,95,645

FOR MUNDLE VENKATRAMAN & ASSOCIATES

CHARTERED ACCOUNTANTS

From Regn. 112437

*Mundle*

SHASHANK MUNDLE  
PARTNER

Membership No. 124172



FOR ASEEMA CHARITABLE TRUST

*D. Parakh*

TRUSTEE/ CHAIRPERSON  
ASEEMA CHARITABLE TRUST

DILBUR PARAKH  
CHAIRPERSON

Aseema

