



futures under construction

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## Executive Summary

This has been an exciting year - our first as Mumbai Mobile Creches, an independent constitutional entity. While we have run day care centres on construction sites in Mumbai for the last thirty five years, we were till April 07 part of a larger group – Mobile Creches – headquartered in Delhi, which operated in the capital and in Pune as well.

The process of establishing ourselves as a new entity posed many challenges! We had to apply to the Home Ministry for permission to “access” some foreign donations we had received a decade ago. We finally got it - but after eight months. Still, that was quick compared to some NGOs who haven't received permission for more than two years. The Central Social Welfare Board, who had been providing us nearly 10 percent of our funds, made us re-apply for their grant. We are still awaiting their reply.

But there were many things to cheer about too. Our children won an international competition and went to Hong Kong to receive their prizes; we received tremendous support from the city in the Mumbai Marathon; we launched several new programmes; we trained our first batch of teachers from the community; and we've begun work with the central government's Integrated Child Development Service, the country's largest programme for children under six. This is the first time that the ICDS is reaching out to migrant children.

The year also provided us an opportunity to re-define our vision. At the end of March 2008, we introduced a slogan, **Ten by Ten**, with the aim of reaching 10,000 children a year by 2010. This generated tremendous energy and enthusiasm within the organisation, and strengthened our determination to improve the quality of our services and widen their reach.

Ten by Ten emerged both from our commitment to the child on the site and from research studies that showed that the construction industry was booming and that once its workers came to the city, they stayed there, only moving from one site to another when necessary .



Photo Credit: Kaushal Parekh

Since no other organisation works with construction labourers' children, we have to expand our facilities, and simultaneously lobby for changes in existing official policies towards vulnerable children and communities.

One big challenge was sourcing teachers. Where would the large numbers we needed come from? We turned inwards – towards our communities – and started training women from the construction site. And we knew we were doing a good job when, several months after becoming balwadi and crèche teachers, three of the women we'd trained were selected as fellows of the Centre for Leadership, an organisation that supports grassroots leaders.

Another indicator of the worth of our work came at a recent workshop for our alumni. The chief guest was twenty-five-year-old Dashrath Rathod. *"This is my Mobile Creches ID,"* he said with pride, clutching a small worn out card *"and I owe Mobile Creches everything."* Dashrath had his first introduction to Mobile Creches at the age of six. His parents were daily wage labourers on a site in Navi Mumbai. They had a large family to support, so Dashrath was working in a tea shop 12 hours a day, earning Rs 5. He'd never been to school. *"The teachers dragged me kicking and screaming to school,"* he said smiling, *"and I can't thank them enough."* Once he was taught his basic letters and numbers, he was enrolled in the local municipal school. Although we provided some financial support, he also had to work at the tea shop after school. *"It was really hard,"* he said, *"but look where I am now. I am an advocate."*

Apart from lawyers like Dashrath, our alumni now include policemen, teachers, bank clerks, computer technicians and shipping assistants. And as our economy grows, new possibilities arise. When Dashrath asked students at the workshop what they'd like to be, 17-year-old Laxmi confessed that she was confused. *"Should I go into animation or retail management?"* she asked.

We now begin our effort to achieve Ten by Ten. While expanding the number of centres, we will also sensitise and work with more builders, train more women from the community and pilot the first ICDS projects on construction sites. We will use our centres to experiment and strengthen our existing education and health programmes. And we will also keep re-defining our vision to meet the challenges of the future.

**Devika Mahadevan**  
Chief Executive Officer

## The Mumbai Mobile Creches Programme



Photo Credit: Binaifer Bharucha

The construction industry is the single largest employer of migrant labourers in urban India. Approximately 35 million men and women work in this sector and they are largely unorganised. Their lives are characterized by insecurity of wages, dangerous working conditions, and lack of access to welfare.

The children of these workers are even more vulnerable. Because both parents work, the children are left to fend for themselves on dangerous construction sites. Because they are poor, they suffer from malnutrition and innumerable health problems. They have no access to formal schooling, day-care centres or any sort of support system.

**Mobile Crèches was founded in Delhi in 1969 by Meera Mahadevan.** She believed that every child has the fundamental right to security, education, health care and protection. After starting in Delhi, Mobile Creches expanded its operation to Mumbai in 1972 and to Pune in 1980. Over the years, we've run over 500 centres in these three cities and reached out to over 600,000 children. We've developed a comprehensive day care service programme that meets children's emotional, physical, cognitive and social development needs. We've also pioneered the first Early Child Care Education (ECCE) programme for migrant workers' children in this country.

# Supporting Child Friendly Sites

In April 2007, Mobile Creches split into three organisations – Mobile Creches (Delhi), Mumbai Mobile Creches and Tara Mobile Creches (Pune). The work, focus, staff and governing board of each of these organisations, however, remains unchanged.

Mumbai Mobile Creches is the only NGO in Mumbai that focuses on the **children of migrant construction workers, estimated to be over 80,000** in number. It is poignantly ironic that the children of the very people who build the symbols of economic development – skyscrapers, residential and commercial complexes – are denied the opportunity to participate in and benefit from the progress the city promises.

While the Construction Workers Act 1996 included a number of social welfare benefits, most states, including Maharashtra, are yet to ratify this Act. As a result, Mumbai Mobile Creches is, most likely, the only support service a child on a site in the city will encounter.



## Our Mission

**M**umbai Mobile Creches is a well established organisation that aims to transform child care programmes and services, especially those on construction sites. Our mission is to support child friendly sites – where children are safe, healthy and educated. This is done by running demonstration centres of comprehensive child development, training community women as well as other organisations in early child development, and linking with various stakeholders to influence the policy environment.

## Our Work

**O**ur main challenge is to create the support mechanisms and structures for children on sites to receive stimulating care and education, and by working with care givers, builders, contractors, civil society and the government to realise and promote the importance of child-friendly sites.

In order to achieve this, our programme can be divided into two separate areas: **service delivery** which consists of our day care centre programme and **advocacy**. Our day care centre programme demonstrates that high quality day care centres on construction sites are possible, financially viable and replicable. This forms the basis of our advocacy work, and it is our ability to reach out to and support more children that constantly strengthens our experience, position and advocacy on this issue. Moreover, our centres are our laboratories where innovations and ideas are tried, tested and mainstreamed into our work. Therefore, while our service delivery programme will always remain our priority, our advocacy programme builds upon this to ensure the sustainability of our work in future.

## Day Care Centre Programme

Providing stimulating child care and education is a practical, proactive and preventive poverty alleviation strategy that has numerous positive and empowering consequences for entire communities: better nutrition, improved performance and self confidence, higher school attendance, smaller and healthier families, and more economically productive individuals. Focusing on the young child, our centres are essential to children's protection, survival and growth. Each centre:

- Supports the development of the very young child and creates the foundations required for school entry and high individual achievement
- Frees older children from the burden of child care and child labour and helps them to enter and perform well in school
- Supports working parents (especially mothers) who are reassured in the knowledge that their children are safe and looked after
- Provides guidance and support to parents on child rights and care, and educates parents on the importance of crèches and balwadis on construction sites.

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The physical structures that contain our centres are as diverse as the children under our care. The builders provide us with the required space to set up the centre, with the core requirements of three separate areas for the three age groups, a bathroom and a kitchen. On larger sites where there is enough space, the builders tend to house the centre in a separate structure. In some cases this might be constructed of bricks, or it may be entirely made of tin sheets. If there is not enough room to have a separate structure, we use a part of the building which is not yet ready for occupation.

## i. Programme: Education and Stimulation



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Our centres are divided into three areas - **the creche, balwadi and non-formal education programme**. These three sections ensure that the children are learning and developing age appropriately with teachers dedicated to their specific needs.

(i) As 80% of brain development occurs by the age of three, we see our **creche programme** as essential for laying the foundation for the children's futures. Here, activities for children from birth to three years of age focus on stimulating play designed to nurture children's motor, cognitive, social, emotional and physical growth. Our model of early childhood and education ensures that children learn through play, music and dance.

(ii) Children from three years to five years are part of the preschool or **balwadi programme** which teaches them the skills for school preparedness. Here, we focus on preparing our young ones for the three "R"s – Reading, 'Riting and 'Rithmetic. Again, the children here learn through artistic and creative activities.

## i. Programme: Education and Stimulation

(iii) Our **non-formal primary education** programme is for children six years and above who are currently not enrolled in a local municipal school. The programme is aimed at teaching them the basic reading, writing and mathematics skills that they will need to enter school. Very often the children in this programme have either never attended school at all, or have done so only in their native villages. They always need some help to catch up to the proper level in the local municipal school.

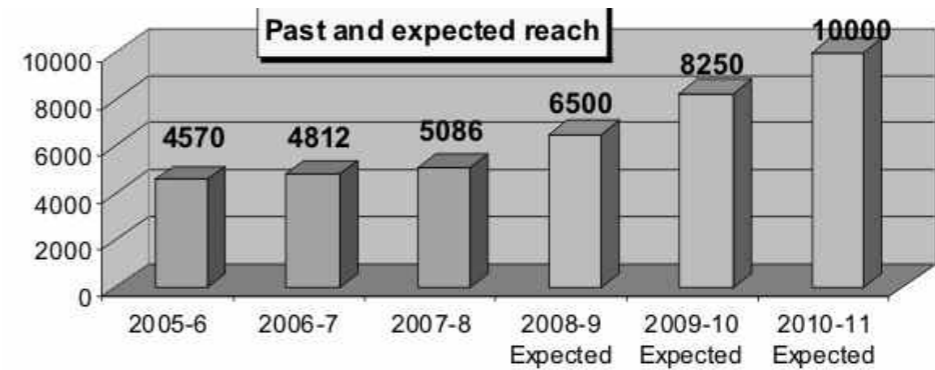
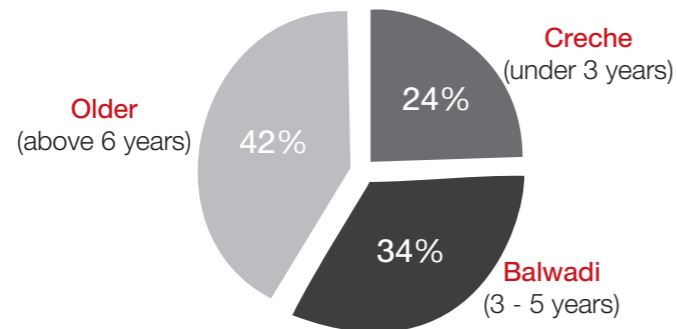
Any children on site who can and should be attending school are immediately enrolled when the centre is set up. Also, once they start attending the local school they are assisted with their studies, and usually attend their classes have finished for the day. They receive help with their homework and also take part in creative activities with the children in the non-formal education programme, even assisting them for their eventual entry into school.

In 2007-2008, Mumbai Mobile Crèches reached a total of 5086 children through 26 centres. There were 1240 children in crèches, 1732 in balwadis and 2114 children above the age of six years.

### a. Children Reached

No. of children reached 2007 - 2008	
Crèches (under 3 years)	1240
Balwadis (3 - 5 years)	1732
Older (above 6 years)	2114
<b>Total</b>	<b>5086</b>

Distribution of children in centre



## R

ekha and Manirul, 3 and 5 years old, Evershine Centre.

When they first arrived on the site, Rekha and Manirul were too scared to come to the centre. Their mother didn't send them as she did not understand what happened there. Instead the two children played in the rubbish on the site and often fell sick.

Finally, the teachers managed to get Rekha and Manirul's mother to come to one of the community meetings where they explained the value of the centre. Once convinced, she became very cooperative. To ensure that both kids came to the centre, she handed over their tiffins to the teachers. It took some time for brother and sister to start attending regularly, but now they are among the first children to arrive every day, brightly greeting their teachers. Manirul helped the balwadi teacher, setting out materials and asking her what he can do. In fact, the teacher says Manirul is now her little leader in the class!

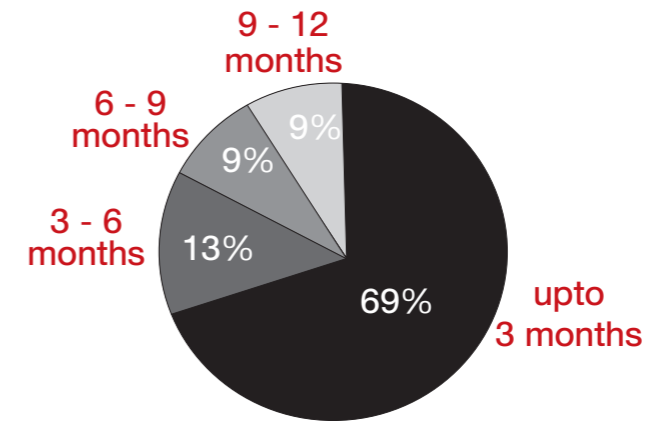


*b. Designing a programme especially for The Migrant Child*



**D**ue to the migrant lifestyle of the children with whom we work, Mumbai Mobile Crèches has only limited time to impact their lives. It is never certain how long any child will remain in our centres. While some children have been in our centres from a few months after birth to the age of twelve, others may be with us only for a few months. Because a certain proportion of the children in our centres change every month, our total reach in the year will always be three or four times greater than the average number of children attending. In 2007-2008, an average of 1076 children attended our centres every day. This figure has been more or less constant for the last three years, but we hope to increase it to 1600 by the end of 2008. As the 'Length of Stay' graph shows, 69% of the children were with us for up to three months, 13% for 3-6 months and 18% between 6 and 12 months. Moreover, the children come from across the country – a recent survey found children from 17 different states and 2 countries! This poses an enormous challenge for a teacher who has to be constantly vigilant to the children's very different needs and levels and has to design her teaching accordingly.

Length Of Stay



In response to this constant migration and the 'mini-India' we have on the sites, we have especially designed our educational programme so that children receive some benefit no matter how short a time they are with us. First of all, the medium of instruction in all our centres is Hindi. Surrounded by their classmates, the children generally pick up the language easily, learning vocabulary and beginning to communicate their needs. This also has an important effect of helping break the isolation, and ease the vulnerability felt by both these children and their parents, as they are able to communicate with the outside world.

A very valuable component of our teaching is the Prakalp or theme based methodology. All teaching materials and activities are based around a particular topic every month. This means that children who enter the centre later in the year can catch up quickly on what is being taught rather than feeling totally at sea. Some of the topics covered are fruits and vegetables, animals, the ocean and the human body. A part from reading and writing, mathematics and artistic activities are based around the month's theme. As our children learn to read and write, their general knowledge also grows. This past year, we hired an education consultant. After a pilot programme in one centre, she developed a new set of teaching materials for the pre-school children, and the first sets are already being used with visible success. The following year will see these aids being strengthened to include many more interesting games to improve maths and language skills.

## Inclusive Education



**M**umbai Mobile Creches provides special care for children with special needs who have often been isolated from their peers and treated as if they cannot learn or understand. Our inclusive policy ensures that they can reach their true potential and enjoy their childhood. We would like to thank **Ummeed**, an NGO working with special children, for training our teachers to care for them properly!

When four-year-old Sonali Narkar joined our Godrej constructions centre, she was very unhappy. She couldn't speak and wasn't toilet trained. She wouldn't play with the other children. She refused to eat lunch or participate in any activities. Gradually, however, she started taking part in the Balwadi programme. Now she comes every day, insists on having her own slate and constantly shows her drawings to friends and teachers. She speaks and is toilet trained. Her parents keep telling our teachers that they can't believe how she has changed.

## c. Enrolment of children in Municipal Schools

In the past year, 264 children have been assisted to enrol in their local municipal schools. This has been done as part of the Sarva Shikshan Abhiyaan, the Central Government's 'Education for All' campaign. Children in our non-formal education programme are coached to enter the municipal school system, learning the basics of reading, writing and mathematics. Older children who have studied in their villages and wish to enter the higher standards are helped to prepare for the admission exams. Once they are enrolled we do our best to support them in their studies whether this be with extra tutoring after class, or scholarships.

**E**ight-year-old Mala's large family comes from Kolkatta. She had studied in her village in Bengali, but had never been enrolled in a municipal school in Mumbai because her parents were afraid to send her.

The teachers called Mala's mother to a meeting and explained to her how bright her daughter was and how it would be a waste of her potential if she didn't start attending the local municipal school.

Eventually her mother's fears about travelling to school were overcome and now Mala is very excited to have finally gained admission to the municipal school.



#### d. Leadership Development or Bal Sabhas

**A**s part of our Bal Sabha programme, children visit other centres. They teach art to each other or share information on different topics. This programme not only enables children to learn from each other, it also encourages our children to become leaders, ready to help their peers and communities reach their full potential. This year, seventy young leaders across fourteen centres presented plays. In three instances, audiences included the community. More than a thousand people saw these plays.

#### e. Field Trips And Outings

**A**s part of the learning process, our children are taken on a number of educational outings throughout the year. This is an important developmental experience for them since many of them have no experience of the world outside the construction site on which they live. It is also an important way that our corporate friends can be involved with the children, by sponsoring outings and volunteering to coordinate them. In the past year our children visited the zoo, the national park, museums and movie theatres. They also took part in painting and sports competitions and attended a live music show with the Star Voice of India contestants!

We would especially like to thank Magic Bus, Concern India Foundation, Disha Foundation, Citigroup Global Services, Purnavas, Syntel, Young Environmentalists, Vatsalya Trust, the American School of Bombay, Rustomjee and Neptune Constructions for arranging numerous outings for our children.

#### Magic Bus

**M**B continued with the Challenger programme (12-14 years of age) with children from Versova centre for the second year. Thirty four weekly sessions and two overnight camps were held on various football techniques including basic ball control, juggling, passing, and goalkeeping. This helped them in other developmental skills such as decision-making, friendship building, and concentrated listening.

It was interesting to note that our children had become more independent and responsible, with the girls ahead of the boys on Sports Day, both in fitness and participation! They had more stamina and even scored more goals than the boys.



Photo Credit: Benji Holzman

film "Chak De" was organised, as well as yoga classes, a fancy dress competition and various games and cultural programmes. All the children (as well as our teachers!) thoroughly enjoyed playing by the beach and being in the midst of lush green surroundings. For many it was the first time that they had ever seen the ocean so it was a special experience indeed!

**T**he most eagerly awaited event of the year -- **the annual children's camp** -- was held between 18th to 22nd December at Marve in two groups and was attended by nearly 400 children between the ages of six and twelve. A special screening of the

#### A very special project and outing – all the way to Hong Kong!

Older children from Bhakti Park and Versova centres were involved in a project on the importance of saving the mangroves. Representatives from the Conservation Action Trust (C.A.T.) took them to see mangroves and subsequently the children developed a puppet show and a street play on the issue. Both were staged during the camp at Marve. C.A.T. recorded the presentations and sent them to Wetlands Link Asia in Hong Kong, which was also organizing a national level competition on preservation of mangroves. **Our children's project won the second prize** and four of our children with one teacher and one representative from CAT went to Hong Kong to collect their awards – the first ever international trip for our children (and teacher)!

## f. Support for Alumni

A total of 29 children from 11 centres were supported for further education during April 2007 to March 2008. Six other youngsters were supported to learn driving. We were able to do this, thanks to “Mobile Krippen”, a German charity set up to help us.

## Older Children's Camp

A two-day residential camp was organised for over 100 older children (12-21 years) to discuss vocational and educational options. The children spoke about their own dreams and desires for the future: some want to opt for computer training, some want to be cricketers, a few aspire to be civil engineers, and others wish to do a course in electronics or the arts. There are even some who want to become pilots!

Inspirational speakers included many of our alumni who were lawyers, college graduates, and site supervisors. After an exhibition organised by Yuva Parivartan, a group working on vocational guidance, Mr. Narendra Patel who is a renowned builder and ex-President of the Builders' Association Of India, encouraged the children promising to support them in their future studies and courses.

One of the participants, Lakshmi Bomidi, has said: “I joined MMC when I was just 15 days old. My entire childhood is associated with MMC. The best decision my parents took was to put me in MMC. I studied there till my 7th grade and then joined a municipal school. At present, I have completed my 12th grade from SNTD College and I am eagerly awaiting my results.”



## ii. Health and Nutrition Programme



As part of the children's holistic development, we ensure that they receive the nutrition necessary for their growing bodies as well as regular health care. Every morning the children are given milk mixed with ragi, a nutritious cereal full of iron and calcium. The crèche babies are given milk as well as a snack of rice puffs. Lunch consists of rice, dal and vegetables and three times a week the children receive an afternoon snack of pulses such as sprouted beans and soyab eans. Undernourished children are prescribed special diets including eggs, bananas and other supplements.

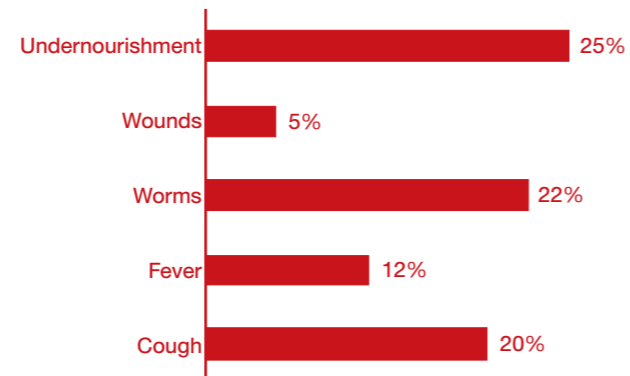
Our health programme constitutes preventive, curative and rehabilitative care and a doctor visits every centre once a week to check the children's health and identify cases that need treatment. About 25% of all children are malnourished when they initially come under our care. Other common ailments treated include worms, coughs and fever, gastro-intestinal problems and skin diseases.

We also link with local municipal health posts, to provide vaccinations and support for pregnant women, and coordinate with local organisations to hold health camps. The Builders Association of India and the Lion's Club jointly organised eye camps at two centres this year.

## Medical Cases Treated For Year 2007-2008

Health Issue	Incidence	Percentage
<b>Total number:</b>	<b>4935</b>	
Cough	966	20%
Fever	571	12%
Anaemia	11	0%
Worms	1109	22%
Malaria	12	0%
Gastro intestinal problems	195	4%
Skin disease	164	3%
Pneumonia	2	0%
Wound	253	5%
Undernourishment	1244	25%
Measles	30	1%
Other	353	7%
Chicken pox	15	0%
Sent to the hospital	10	0%
<b>Vaccinations Given 07-08</b>	<b>5364</b>	
BCG	482	9%
Triple Polio	696	13%
DPT	195	4%
Pulse Polio	3300	62%
Measles	331	6%
Booster	111	2%
Tetanus	6	0%
Vitamin A	238	4%
Other	5	0%

## Five Most Common Illnesses By Percentage Of Total Cases



## iii. Community Outreach

### a. Chai Pani Meetings



The women come to the centre in ones and twos. As they take their places on the mats, their children run forward to give them a hug before returning to their teachers. This is how a **chai-pani** monthly meeting at a Mumbai Mobile Creches centre typically begins. Every month about 400 people come to the centres to discuss different topics that range from the importance of birth certificates to hel ocationo ft hen earesth ealthp osta ndw hats ervicesa re available there. Discussions are based on the needs of the community, such as ensuring safe drinking water during monsoons or why girls should be educated. And people act on what they learn: after a recent meeting at our Godrej centre, three community women registered their children for birth certificates. Most important perhaps, these meetings provide a chance for the women to relax and deepen bonds. Once official business is over, the women stay to drink tea with the teachers, tell stories, laugh, joke, and sing songs from their villages.

### b. Open Days

Open days are held every month for different sections of every centre. On these days parents meet teachers to discuss their child's progress. This keeps parents informed about their children's education and achievements.

When one year old Ravi first came to the centre he was so malnourished that he could not sit up properly. He was always limp and would just lie in the hammock without moving. Ravi was immediately prescribed some calcium tablets as well as a diet of eggs, and he quickly began to improve. Within no time, Ravi could sit up, drink and feed himself. He began to play with the other babies in the crèche and run around. Our staff and the centre's doctor held a meeting with Ravi's mother to ensure she knew what to feed him to make sure that he would not become undernourished again. Ravi's family has recently moved to another site, and we are very glad that we had the opportunity to intervene and help his family understand how to nurture him properly.

### c. Lokdoot

A young boy working at a tea stall cries as his employer hits him for dropping a glass; a young girl working as a domestic servant is scolded for being too slow. These are scenes from a play about child labour being staged for construction workers.

'Lokdoot' or street theatre programmes based on a variety of themes are regularly performed at different construction sites and prove to be a very effective educational tool. One example of an especially successful lokdoot programme this past year was at our Ozone site. More than 200 people attended. The project manager was so supportive that he made special arrangements for lights, stage, mikes and snacks. An alumnus, Gangadhar, from Udyog Bhavan, Goregaon centre, who has supervised a lot of work— a lot of experience and stressed the importance of having a creche on site and of sending children to the centre.

### Advocacy

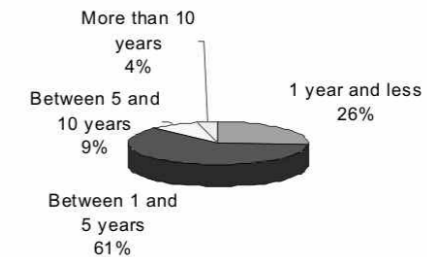
In our latest newsletter, the feature story was about a massive fire on one of our sites. In a matter of minutes, 150 homes were completely destroyed. It was 4.00 pm. Everyone was at work and all 100 children were in our centre. Fortunately, there were no casualties, and our centre only suffered some minor damage. An email appeal sent out to friends saw an overwhelming response as money, clothes, vessels and help poured in. But such fires are not uncommon on sites.

We reach a few thousand children a year, but what of all the other construction sites that don't have our centres? Over the last year, we visited 25 construction sites and found over 1100 neglected children. But, very often, our staff is not even allowed to enter a site to check if it has children. Maharashtra is yet to implement the Construction Workers Act that mandates day care for children. Clearly there is still a very long way to go before all children on all sites can be safe, healthy and educated.

If we are to reach our newly established goal of 10,000 children by the end of 2010, we have a long road ahead and much to accomplish. Our advocacy programme has many concerns. Through it we reach out not only to the site communities but also to builders, financial institutions and other organizations that affect our work. This helps us strengthen our programme and provide essential services to even more children.

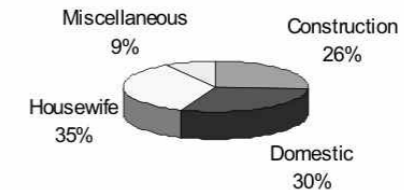
### i. Empowering Communities

Length of time in Mumbai per Family



The work of Mumbai Mobile Creches is complicated by the tendency of construction site labourers to move from site to site. However one survey revealed that a sizeable number stay in the city for more than a year, with some even remaining here for more than five years. Another survey indicated that 80% of the workers had no intention of leaving the city. Moreover, the construction industry is thriving. We therefore feel that the only way to try to ensure that the help we provide children doesn't end when their family moves is by increasing the number of centres.

Professions of Mothers



Since we had been successfully running a child development training programme for the last twenty years, we knew we could train local women too. But would such women be willing or have the education or time to become teachers? Our survey revealed that the majority of women living on construction sites were not working there but were either at home or employed as domestic servants. Many had some basic education and a fair number had even completed the 10th standard. So the community training programme was born and local women identified to undergo the training course. A diverse bunch, the women ranged from shy, 18-year-old Shahin Sulaiman to 36 year old Rajkumari Yadav, a watchman's wife who has a degree in commerce. Twenty nine women enrolled this year, 25 of them from construction sites. Today the 14 graduates proudly tell how much they have learnt, and what it means for them to be a teacher. Not only have they gained respect within their communities, they have also become more independent. They can now travel across the city on their own and speak in front of audiences—things they had been too scared to do in the past.

## *ii. Builders*

**B**uilders are our most important stakeholders and we are happy to report that this year has seen a significant increase in the contributions received from builders and in their involvement in our work. Without their permission and interest, we cannot work. They also provide the space for our centres and contribute to its running costs. Much of our time is spent meeting and presenting our work to builders. In fact, what we stress is that having a centre increases the productivity of their workers as they are less worried about their children and take less time off to tend to those who are unwell. Moreover, a Mumbai Mobile Creches centre is a confirmation of meeting social and legal commitments, and can be an important element in brand building. In today's market, with foreign direct investment in Indian real estate and the setting up of real estate mutual funds, implementation of corporate social responsibility in this sector is growing.

**M**r. Vikram Mehta of Evershine Constructions, recently said: "Initially I was the only one of my partners who wanted to set up the centre. The others thought, 'Why bother? These children are not here for long.' But once the centre was established, the labour contractors found that the parents were working better. Productivity increased. Then all the partners agreed that we must have centres on all our sites!"

## *iii. Government*

**I**n September 2006, the Supreme Court mandated that all children under six be covered by the Government's Integrated Child Development Scheme (ICDS). The ICDS runs preschools for the three to five year olds and also provides supplementary nutrition and health services for the below threes. But so far, the ICDS has never reached children on construction sites. Last October, with the support of Bhavishya Alliance, an NGO that builds alliances to eradicate malnourishment, we met the ICDS Commissioner to see how these children could be included. He was very supportive, and immediately agreed to pilot two "mobile anganwadis" for over 100 children in partnership with us. MMC will run the crèche and non formal school, and ICDS will run the balwadi. Two sites have been identified and we are going to train and hire women living on them. We hope this sets a precedent for future partnerships.

## *iv. Civil Society*

**O**ver the decades, we have been part of many city and state wide networks and campaigns, including the Coordination Committee for Vulnerable Children. We are also involved in city-wide campaigns and coalitions with NGO partners on issues of child labour, education and health. Moreover, we are regularly invited to train city organisations in early child development or the use of low-cost puppets in education. Significant engagements this year include:

### **Jan Swasthya Abhiyan (JSA)**

JSA or People's Movement for Health is a national level movement aimed at achieving health rights for people. The Jan Swasthya Abhiyan, Mumbai, organised a conference on the "Access to health care of Vulnerable Groups in Mumbai" on 14th and 15th December, 2007 and included representatives from the Directorate of Health Services and Public Health Department of the Bombay Municipal Corporation. MMC and Nirman (a partner NGO working on the rights of construction workers) made a joint presentation. Four women living on one of our construction sites, who were a part of our community training group, spoke about their community's health concerns.

### **Bhavishya Alliance**

Set up to combat child malnourishment in the state, Bhavishya Alliance has become a key partner and has been central to our successes with local administrators of ICDS.

### **Sesame Workshop**

Through their popular children's television programme 'Gali Gali Sim Sim', Sesame Workshop has been working in the field of education and health issues of preschool children for some time now. With a focus on underprivileged children, they have developed attractive and relevant teaching-and-learning material on personal hygiene, basic literacy and numeracy.

### **Conservation Action Trust (CAT)**

One of our most significant partners this year, CAT organised workshops on Environmental Conservation at various centres. Part of a larger network of international agencies working on environmental issues, they selected two of our centres to participate in an Asia-level school competition on Mangroves organized by Wetlands Link Asia based in Hong Kong.

*v. Building International Coalitions*

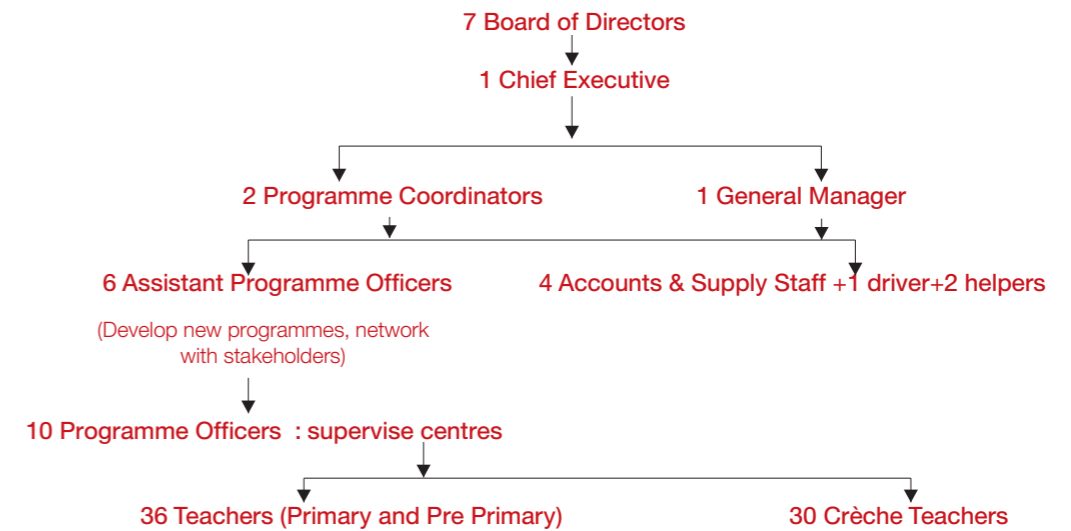
Two newly formed partnerships in this area are with the Leader's Quest group and the UK government's The Top Management Programme. **Leader's Quest** is an international agency based in the UK that brings business and civil society leaders together. They organised three trips to Mumbai which included detailed discussions on our work, field visits to centres and talking to builders. Many participants have remained interested in our work and continue to support us. **The Top Management Group** included six very senior government and non government leaders from the UK. They spent two days with us. While understanding our work and challenges, they helped organise meetings with and got commitments for assistance from the municipality as well as the city's association of developers.

*vi. Workshops/ Trainings Conducted*

<p><b>Total Workshops conducted – 32</b>                  Puppet Making – 22                  Puppet shows – 6                  Teaching-aids Workshop – 1                  Street Play Workshop – 1                  Art &amp; Craft Workshop – 2</p>	<p><b>Total Participating Agencies – 24</b>                  Colleges – 5                  Schools – 4                  Special School – 1                  NGOs – 5                  Day-care centre - 1                  Individual – 1                  Training Centres – 4                  Nurseries – 3</p>
<p><b>Total Participants - 2314</b>                  Children during puppet shows – 875                  Puppet workshops – 870                  College students – 185                  Teachers – 95                  Teacher trainees – 229                  Nurses – 25                  Senior Citizens – 35</p>	<p><b>Early Childhood Education</b>                  No. of NGOs – 2                  No. of trainees – 20                  No. of training colleges: 9                  No. of students: 150</p>

**Organisational Development**

*a. Organisational Chart*



Chief Executive Officer	Rs. 3,00,000		
Three Highest Paid Staff Members	Rs. 1,96,560, Rs. 1,50,000, Rs. 1,03,320		
Lowest Paid Member (full time)	Rs. 40,800		
<b>Monthly Salary &amp; Benefits (Rs.)</b>	Male	Female	Total
Less than 5000	1	20	21
5000 - 10,000	7	64	71
10,000 - 25,000		2	2
above 25,000		1	1

**Mumbai Mobile Creches Board of Directors:**

Mrinalini Kochar, President	Ursula Bhattacharjee
Nalini Chhugani, Secretary	Saroj Satija
Ashok Mahadevan, Treasurer	Davindar Singh
R R Shastri	Vaishali Deodhar

**Legal Advisors:** Bharat G. Goyal, Advocate. 202 Mangal Ashirwad, Santa Cruz West, Mumbai 400 054

**Auditors:** V.K. Godbole, Chartered Accountant. 802, Jayant Apts, Girgaum, Mumbai 400004, Membership No: F7304

Mumbai Mobile Creches is registered under Section 25 of the Company Act 1956 Regn. No. NPL164821 – Donations exempt from Income Tax U/S 80-G of the Income Tax Act 1961

## b. Institutional Strengthening Initiatives

a. This year, we spent a lot of time reflecting on our thirty-five-year journey as Mobile Creches, Mumbai and what we collectively envisage for Mumbai Mobile Creches. While we were clear we would focus on the child on the site, we felt we needed a more ambitious goal to work towards -- one that would build on our experience and set the future. With the help of our former HR consultant, Mr. V.K. Verma, who has worked for three decades for the Tata group, we adopted a slogan - **Ten by Ten** – and a plan to expand our reach to 10,000 children by the end of the financial year 2010. Part of the exercise was also to examine and strengthen our current systems. With the new slogan in mind, Mr. Verma then invited all senior staff members to articulate how we would reach our goal. They discussed our ability to expand, the process of expansion, increased community ownership and yearly targets. A goal of 6500 children was set for the end of 2009. The next series of workshops then focused on including all field and office staff, and working out centre and even individual targets. In the following year, monthly meetings will monitor the centre-wise targets. At the end of 2008-9, we will evaluate ourselves.

Photo Credit: Viren Doshi

b. We became a partner member of Credibility Alliance, a consortium of voluntary organisations committed to enhancing accountability and transparency in the voluntary sector through good governance.

c. Another capacity building exercise worth mentioning was a one-day workshop for our field staff on how to identify and deal with child sexual abuse which was organised by the NGO, Arpan.

d. In an effort to improve communication and reporting of our activities, we initiated Bal Shristi, a six monthly newsletter.



## Friends and Fundraising

### i. Volunteers

We would like to thank our star volunteers for the past year including: Sameer Dandekar, Susheela Subramaniam, Anuradha Panchmala, Madhuri Iyer, Vasundhara Patki, Varun Sama, Kimberly Rogers, Mr Chavan, Radhika Kadam, Mr Harishchandra, Ms Chitragandha, Ms Madhu, Anita Oberoi, Susheel, Neelu Agarwal, Amitava, Aparna, Tina, Andrea, Jasmin, Viren, Sylvia, Murray and the students of the Bombay Scottish School and St Xavier's institute. We would also like to especially thank Neha and Priyanka who made a wonderful short film for us entitled 'Futures Under Construction'. Finally, a special mention for ATMA Mumbai, Nita Ahluwalia, Dr. Neerja Takkar and Mr Verma whose commitment and support are invaluable.

### ii. Financials

The following table shows the year's income and expenditure.

<b>Break up of Income 2007-08</b> <i>All figures in lakhs of rupees</i>		<b>Break up of Expenditure 2007-08</b> <i>All figures in lakhs of rupees</i>	
<b>General Donations</b>			
- Indian	13.36	Administration	10.62
- Foreign	1.42	Field Programme	83.61
- Fund Raising	40.14	Early Childhood	
- Contractors	48.67	Development Training	3.36
		Others	4.53
		<i>(Fund Raising, Depreciation &amp; Versova fire)</i>	
		<b>Total :</b>	102.12
<b>Earmarked Grants :</b>		Total Income	142.23
- Government		Total Expenditure	102.12
- Indian	8.48	<b>Surplus</b>	40.11
- Specific Purpose	2.42		
- Foreign	11.92		
- Special Projects	4.08		
- Training & Community	2.09		
- Other (Bank Interest etc)	9.65		
<b>Total :</b>	<b>142.23</b>		



**K**alpataru Trust very generously gave us 30 lakhs towards our corpus – our largest single donation ever. The year also saw two very successful fundraising events – the Mumbai Marathon and the Art exhibition. We thank HDFC Bank, Macquarie Securities, Citigroup, AFL Pvt Ltd, Johnson Controls, Taj Group of Hotels, Lodha Constructions, Kohinoor Constructions, Hiranandani Constructions, UTV and Goldman Sachs who walked for us.

Also, a very special thank you to Mr. Vibhu Kapoor, who, for the second year, organized a charity art exhibition. Edelweiss Capital was the main sponsor, and Sula Vineyards and Indigo Restaurants sponsored the wine and appetizers.

*iii. List of Donations*

We were overwhelmed by the incredible support we have received this year. This is not an exhaustive list because it does not include the donations in kind that we received as the list would run into several pages. However, we are extremely grateful for this support.

*a. Child Sponsorships*

- |                 |                       |                                  |
|-----------------|-----------------------|----------------------------------|
| Abhiraj Choksey | Sunil and Bina Shah   | Anirudha Singh                   |
| Parul Choksey   | Mohan Pohoomal        | Archana Sharma                   |
| Sunil Dwarkadas | Aashna Singh          | Muriel Schnyder                  |
| Aveek Mazumdar  | Rishad & Aditi Premji | Interstil Semiconductor Pvt. Ltd |

*b. Donations: Individuals*

- |                         |                       |                          |
|-------------------------|-----------------------|--------------------------|
| Pragna Maniar           | Delnaz Marker         | Divya H. Bhatia          |
| Nayna B. Mehta          | Sonal Rangnekar       | Pankaj & Nilu Agarwal    |
| Smita Khanapurkar       | Ashwin Thool          | Sameer Naik              |
| Cyrus Austin            | Pragni Kapadia        | Divya Hriday Bhatia      |
| Abha Sharma             | Ruksana Vohra         | Vishal Narichania        |
| Satyendranath N. Bhatt  | Binu Thomas           | Tim Challis              |
| Ashish Karamchandani    | Cheryl Young          | Makie Hansotia           |
| Mahender Pai            | Anjali Patel          | Arunachandar Subramaniam |
| Pramila Bhatia          | Nihal Harchandrai     | P.K Ghosh                |
| Usha Bhati              | Swapnil Agaskar       | Anant                    |
| P.K. Suraj              | Nalini Chhugani       | Chandru Mehta            |
| Shaunak Thacker         | Jana Mahadevan        | Amit Goel                |
| Nicola Selby            | Richa Roy             | S.Nagrajan Rao           |
| Pankaj Agarwal          | Nanaki Arora          | Cathal William Rabbitte  |
| Veena Shingrani         | Firdaus Merchant      | Michael Jack             |
| Jagjit Singh            | Krishnamurthy Vijayan | Hema Deora               |
| Tarana Advani           | Shree Patel           | Rohan Jacob              |
| N.V Iyer                | Sushila Kapadia       | Noshir Bulshara          |
| Rebecca Khan            | Mrinalini Kochar      | Zia Mody                 |
| Sheila Ebrahim Botawala | Balbir Sawhney        | Aditya Mehta             |
| Trilachan Singh Sahney  | Ajay Surie            | Purnima Thacker          |
| Vikram V. Shingrani     | P. Bhanushali         | Varoon Chandra           |
| Sushila Pahlajani       | Burkhard Wehefritz    | Nandan Pendsey           |
| Vir S. Advani           | Jurgen Frohlich       | Rishita Patel            |
| Aarti Nagraj            | Walter Lendle         | N. Dugal                 |
| Usha Omprakash          | Gaurika Chandhoke     | Rupa Parikh              |
| Siddharth Thacker       | Michael Jack          | Dhruv Mallick            |
| Shardul Thacker         | Claudia Mauntz        | Shwetasree Majumdar      |
| Mehul Vasant            | Volker Schmidt        | Siddharth Harlalka       |
| Shailendra Bhandare     | Lotte Lendle          | Aditya Bhuwania          |
| Adheesh Nargolkar       | Anirrudh Singh        | Ashok Hegde              |
| Tanika Thacker          | Sutapa Ghosh          | Neeraj Deorab            |

*iii. List of Donors*  
*b. Donations: Individuals*

Gerardo Benavioes  
Vidhya Muthuram  
Jamsheed Mehta  
Rajnish Dhall  
Santana Gohain  
Vijay Kalanjee  
Roopesh Pathania  
Raj Kochar  
Manju Sawhney  
Mukul Dabholkar  
Sheila Jacob  
Andrias  
Agnes Franklin  
Harishchandra L. Thar  
Kamlabai Nagarkar  
Neetu Saxena  
E. Gandhi  
U. Bhattacharjee  
Sanjeev Jain  
Samar & Swarupa Shivdasani  
Saroj Satija

Sunil Modi  
Bhaskar  
Ratna Prahlad  
Rytzl D'souza  
Lscumsn Badlani  
Andy Anderson  
Ajit Ranganekar  
Rashne Taleyarkhan  
Sailesh Ramakant Mishra  
Neelam Narayan  
Deepa Chetwani  
Priti Solanki  
Pallavi Narain  
Virendra Kumar Verma  
Pheroza Godrej  
George Jacob  
Rebecca Jacob  
Bahram Vakil  
Nandish Vyas  
Deena Thacker  
Jaitra Jain

Nandhita Gopal  
Maithili Sakhardande  
Nikhil Sakhardande  
Anushka Sani  
Miriam Alexander  
Aneela Mallick  
Miki Daulet-Singh  
Vinod Saraf  
Naveen Rathod  
Prashant Deorab  
Anuraj Jatia  
Rubee Colca  
Tarini Mohindar  
Lyla Patel  
Pria Khullar  
Rajiv Kapur  
Bela Kapur  
Sunanda Nayak  
Ashok Mahadevan  
Suresh Idnani  
Sheila Botawala

*c. Specific Purpose Donations: Individuals*

D. Paul  
Sanjay Sohni  
Anita Kalwani  
C.S. Gulvady  
Nicola Selby  
Amita Sinha  
Neerja Takkar  
Usha Pandit  
N.S. Narasimhan  
Mahasukhlal B. Kothari  
Rumana Hamied  
Nidhi Udani  
Kapil Gupta  
Davina Bali  
Basanti Didwania  
Pranpal Kochhar

Vibha Vasi  
Kamna Seth  
Zenobia Viccaji  
Khusnood Viccaji  
Scylla Watcha  
Rajnish Dhall  
Vijay Agarwal  
Rumana Hamied  
Ashish Karamchandran  
Stuart Smythe  
Vijay Shah  
Nilima/Yogesh  
Dionne Bunsha  
Rebecca Elias  
Gretchen Maneval

Pavan Sukhdev  
Ajay Kumar Kapoor  
Narinder Singh  
Meera Devidayal  
Rajani S. Patel  
Nasneen Rustam  
Suneeta Dabir  
Carol D'souza  
Gita Balakrishnan  
Pratibha Jobanputra  
Petrushka Deas  
Shirin Mehta  
Ina D. Patel  
Madhura Nathwani  
Sanjay Sohani

*iii. List of Donors*  
*d. Donations: Organisations*

Sani Charitable Trust  
Brownie G  
EFTEC Shroff (India) Ltd.  
Acme Housing (I) Pvt. Ltd.  
American School of Bombay  
APW President  
TIFR Child Care Centre Association  
The Jewish Religious Union  
Mulund Community  
IDT Clothing Pvt Ltd  
Udhe India  
Shamrao Vithal Co-op Bank  
Keystone Realtors Pvt Ltd  
K.Raheja Universal Pvt. Ltd  
STC Movers Pvt Ltd  
Dolphine Marine Enterprises  
NRB Bearings Ltd  
ABC Bearings Ltd  
Tapia Charitable Trust

Bhaichand Mehta Foundation  
Lehman Brothers Services India Pvt.  
Seth Pestonji Davar Charitable Turst  
Naath Industries Pvt. Ltd.  
Ram Batva Memorial Foundation  
Rotary Club of Thane  
Five Star Shipping Co. Pvt. Ltd.  
Danns Software Services India Pvt. Ltd  
Infobricks Technology India Pvt. Ltd.  
R. Mehta & Bros.  
Hindustan Export and Import Pvt Ltd  
Quality Construction Company  
Fluant Traders Pvt Ltd  
Tata Industries  
Tata Sons Pvt. Ltd  
Yash Birla Group  
Ulysses Navigation  
Parle Products Pvt Ltd  
Al-Kabeer Exports Pvt Ltd  
Atash Trading

*e. Specific Purpose/ Earmarked Grants: Organisations*

**Indian**

Concern India Foundation  
Walls & Floors Enterprise (I) Pvt. Ltd.  
Rotary Club of Bombay, Powai  
Vaish Associate Public Welfare Trust  
Senior Citizens Association, Raheja Vihar  
Kiron Hydraulic Needs Pvt. Ltd.  
Seth Purushothomdas Thakurdas &  
Divaliba Charitable Trust

JV Gokul Trust  
Johnson Controls Pvt. Ltd.  
Amrita Trust  
BF Wadia & Sons  
Vaikunthlal Charitable Trust  
X'mas Fund  
HDFC Bank

**Foreign**

Global Fund For Children, USA  
Child Vikas International, USA  
Mobile Krippen, Germany

## Name & Address of the Centres run in 2007-8

- 1 Room No. 481, Darga Road, Khindipada, Bhandup Complex, Mulund (W)
- 2 H.C.C., Hiranandani Gardens, Powai
- 3 Room No. 49, Wadala Korba Mithaghar, Ramamata Co.Op.Soct., Wadala (E)
- 4 Raheja Vihar, Opp. Chandivali Studio, Farm Road, Chandivali
- 5 Hiranandani Estate, Ghod Bunder Road, Patlipada, Thane (W)
- 6 Bhakti Park, Wadala Midtown, Sion Wadala Link Road, Next to Imax Theatre
- 7 BPCL (Bharat Petroleum Corp. Ltd.), Servants Colony, Mahul
- 8 Precast Engineering Pvt. Ltd., Ganesh Mandir Marg, Ashok Nagar, Kandivali (E)
- 9 Tarangan, Kalpataru Constructions, Near Cadbury Compound, Thane (W)
- 10 Kalpataru Con.Kamdhenu, Hari-Om Nagar, Behind Octroi Naka, Mulund (E)
- 11 Kalpataru Estate, Near Majaswadi Bus Depot, Jogeshwari-Vikhroli Link Road, Andheri (E)
- 12 Gundecha Garden, Bombay Gas Co. Compound, Opp.Ganesh Talkies, Chinchpokli (E)
- 13 BPCL (Bharat Petroleum Corp Ltd.), Bhaktichiwadi, KARJAT, Thane
- 14 K. Raheja Corp. Mind Space, Behind Toyota Showroom, Chincholi Bunder, Malad (W)
- 15 B.G. Shirke, Near Swami Samarth Circle, Lokhandwala, Versova, Andheri (W)
- 16 Rustomjee's Ozone, Behind MTNL Office, S.V. Road, Goregaon (W)
- 17 Mayfair Gardens, Kharodi Naka, Virar Agashi Road, Virar (W), Thane
- 18 Lodha Paradise, On Eastern Express Highway, Next to Majiwade, Flyover, Thane (W)
- 19 Kohinoor City, Kiroli Road, Off. L.B.S. Marg, Kurla
- 20 Planet Godrej, 30, Keshavrao Khade Marg, Byculla (W)
- 21 Evershine Cosmic, Near Abdullah School, Next to Dheeraj Gaurav, Jogeshwari (W)
- 22 Neptune Living Point, L.B.S. Marg, Near Mangatram Petrol Pump, Bhandup W
- 23 Neelkanth Kingdom, Opp. Vidyavihar Station (West), Behind Vidyavihar Bus Depot
- 24 Raheja Acropolis, Opp. Telecom Factory, Punjab Wadi, Govandi-West, Deonar
- 25 Kalpataru Aura, Near Darga, Next to Presidential Tower, L.B.S. Marg, Ghatkopar (W)
- 26 Bhoomi Park, Janakalyan Nagar, Malwani, Malad (W)

## Get Involved

Mumbai Mobile Creches highly values the support we receive from our friends – whether it is time or resources. Here are some ways to partner with us:

- Sponsor a centre
- Get involved and spread awareness about the cause – ensure builders have child friendly sites
- Sponsor an event
- Sponsor a health, education or nutrition programme
- Encourage colleagues to get involved with children at the centres
- Encourage colleagues to volunteer their professional skills to help us plan and develop better communication and advocacy materials

Here are some break-ups of how contributions are used:

**Rs 500** – supports a child's comprehensive development – health, education and nutrition expenses – for one month

**Rs 1,000** – supports a child's nutrition expenses for the year

**Rs 6000** – supports a child's comprehensive development for the year

**Rs 25,000** – supports a small child development centre for a month

**Rs. 60,000** – supports one balwadi teacher for a year



Photo Credit: Kaushal Parekh



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Email: [mcreches@vsnl.net](mailto:mcreches@vsnl.net)  
Website: [www.mumbaimobilecreches.org](http://www.mumbaimobilecreches.org)