Partnership Proposal

Submitted to:

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited

Duration of Program: 3 years

Submitted by

SOS Children’s Villages of India

SOS Children’s Villages of India
National Office
Plot Number 4, Block C-1
Institutional Area
Nelson Mandela Marg
Vasant Kunj
New Delhi-110 070
Ph: 011- 4323 9200
Website: www.soscvindia.org

For any clarifications, please contact: Ruchita Sood, DAC – Corporate Fundraising

Email: ruchita.sood@soscvindia.org, Mobile: +91-9811697302
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Executive Summary

SOS Children’s Villages of India proposes a CSR Proposal under the project “Utkarsh” which includes both financial and non-financial engagement options for Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited, to bring a sustainable change in the lives of orphan children and youth.

The Proposal includes the following:

1. **Project Utkarsh:**

   Education support of 50 children at 2 SOS Villages where Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd., has a location match

   **Budget:** 7, 80,000 (RUPEES SEVEN LAKHS EIGHTY THOUSAND ONLY)

2. **Employee Engagement:** An employee engagement program where Canara HSBC Oriental Bank of Commerce Life Insurance employees across the 32 locations will invest their time and skills at the various SOS Villages to bring an impact in the lives of:

   - SOS Children and youth
   - SOS Mothers
   - SOS Village staff
3. **Brief background on partnership:** Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd. has been supporting education of 40 children at 4 SOS Children’s Village i.e. Bangalore, Rajpura, Hyderabad and Pune. The partnership was started in December 2009 and entered fifth year. With the support a significant improvement has been noticed in all the academic result children. All children have been promoted to their next classes every year.

Mr John Holden, CEO along with Senior Management team has spent time with children and mothers at our children’s Village Greenfields on the occasion of Diwali. Apart from this, a rangoli competition was also organised in which children and employees whole heartily participated.
1. **Situation Analysis: About the targeted beneficiary community**

**PRIMARY DATA – SOURCE: SOS CHILD VULNERABILITY STUDY 2008**

- In India, there are approximately **20 million* children who do not receive adequate parental care support** as they are orphaned or are at a risk of losing their family. This is estimated to Udaan to 24.35 million by the year 2021.

- The total number of **double orphans stands at 1.27 million**, which would be 1.49 million by the year 2021.

- These children either become **street children or are at a risk or facing abuse** as they have no family or the caregivers are not equipped to provide a safe family environment.

- SOS Children’s Villages of India is reaching a small portion of this population (approx. 24,000) and has a long way to go...with your support. **SOS plans to expand its reach from 24,000 to 60,000 by 2020.** SOS is the only organization that has a unique family & home based care model for child development.

*Source – National Child Vulnerability Analysis, commissioned by SOS in 2008*

**SECONDARY DATA – SOURCE: UNICEF**

- In 2007, there were **25 million orphans in India**, according to UNICEF. They also predict a fast rise in this number due to social reasons and HIV/AIDS.

- Children without parental care are vulnerable to malnutrition. As per UNICEF, **1 in 3 of the world’s malnourished children** lives in India. Malnutrition in early childhood has serious, long-term consequences as it impedes motor, sensory, cognitive, social and emotional development.

**ON EDUCATION**

The National Sample Survey Organization and the National Family Health Survey collected data in India on the percentage of children completing primary school which are reported to be only 36.8% and 37.7% respectively. In 2005, the Prime Minister of India said that he was pained to note that “only 47 out of 100 children enrolled in class I reach class VIII, putting the dropout rate at 53 per cent.” It is estimated that at least 35 million, and possibly as many as 60 million, children are not in school.

Children without adequate parental care are less likely to attend school. The response of SOS Children’s Villages of India to the need for education is reflected in the many years of its work with children. In areas where we work, we create opportunities for children to go for quality education and pursue higher education which might be otherwise denied on account of limiting life circumstances. Towards this goal SOS-India has also set-up kindergartens within the Village and encourages our children and youngsters to complete primary and secondary education as well as aspire for professional or vocational qualifications. Over the years our children have grown up to become engineers, doctors, nurses, social workers, technicians, management & IT Professionals.
2. About SOS Children’s Villages of India

**Brief on organization’s evolution** - SOS Children’s Villages of India is a pioneering non-profit organization with 50 years of committed experience of caring for parentless & disadvantaged children. Since its inception in 1964, SOS Children’s Villages of India (SOS India) has expanded its programs for children at a rapid pace. Today it reaches out to over 24,000 children & their families, through 32 SOS Children’s Villages, allied & community based projects like Family Strengthening Programs, Kindergartens, Schools, Vocational Training Centers, and a Nursing School, spread in 21 states of India.

**Primary Target beneficiaries**: children without parental care (orphaned and abandoned children) and disadvantaged children in vulnerable families at the risk of losing adequate parental care.

**Mission Statement**: We build families for children in need, help them shape their own futures and share in the development of their communities.

**Goals**: To expand our reach from 24,000 children to 60,000 children at the various SOS programs by 2020.

**SOS believes that every child should have:**

- **Brothers and Sisters**
- **Home**
- **Mother**
- **Village (a community)**
SOS India Programs

The flagship programs for SOS Children’s Villages India are:

**Curative Program – SOS Children’s Villages:** SOS India operates a unique family based care program which offers a second chance for orphaned and abandoned children to grow in a nurturing environment where they can realize their potential and covers complete development – education, health and psychological. The children are supported till they are settled through career or marriage. This programme currently reaches over 6700 children via 32 SOS children’s villages in 22 states of India. Each SOS Children’s Village has 15-20 family homes; each home has 8-10 children and a SOS mother.

![SOS Children’s Village](image)

**Preventive Approach – Community Program:** SOS India also operates community strengthening programs (FSP) to support vulnerable children in destitute/mother headed families. This program uses a two-pronged approach - enabling children via education and empowering their families by enhancing income via varied livelihood activities. This program reaches over 17500 children.

Other allied projects include schools, youth houses, vocational training Centers, reaching out to over 24,000 children annually. The SOS Children’s Villages of India is a part of SOS Children's Villages International with operations in 132 countries with more than 500,000 beneficiaries worldwide.

**Success Stories**

| Coming back to life…. Ameesha was all of 6 hours old when she came to the SOS Children’s Village at Bawana, Delhi. Her SOS Mother Kumudini, was concerned regarding her ability to bring up such a frail child, who also had a deformity in her foot. **Today Ameesha stands tall, wants to pursue a career in dance and also plays football as a defender.** | Hope floats after Bihar floods….Jamuni Khatun’s daughter Jasmun is going to school regularly and her micro business of selling bangles & cosmetics is yielding steady income, thus enabling her children and home. This was possible by supporting Jamuni’s livelihood & her daughter’s educational provisions for 2 consecutive years. She is a beneficiary & would be self reliant in year 3. Jamuni was one of SOS’s beneficiaries at the Family Strengthening Program in Jorgama, Bihar, an area affected by the Bihar Floods. |
Awards and Recognitions:

- Prestigious ‘S R Jindal award’ in 2012 for the category of ‘Education - with emphasis on moral upliftment’

- SOS –India received the 2009 -PHD Chamber of Commerce Award for outstanding contribution to social welfare.

- SOS Children’s Villages of India was felicitated as the Regional Awardee North in the large NGO category at the India NGO Awards2007 for setting and promoting best practices, accountability and transparency, by the Resource Alliance in partnership with the Nand and Jeet Khemka Foundation.

- SOS Children’s Villages of India awarded Best NGO – 2005-06 by National Trust (Ministry of Social Justice & Empowerment, Govt. of India) for remarkable work made towards the care of developmentally challenged children through a special project at Khajuri Kalan.

- SOS Children’s Villages of India was awarded the National Award for Child Welfare – 2003-04 by Ministry of HRD, Government of India.

- The Award for the Best Childcare organization for the year 1998 was awarded to SOS Children’s Village Cochin by Ministry of HRD, Government of India.

- “State Award for the best work done in Child Welfare by an institution” to SOS Children’s Villages of India in 1997 by the Government of Delhi.

SOS Villages presence and Match with Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd. supported Locations

Proposed Locations:
- Hyderabad
- Chennai
SOS Children’s Villages of India proposes an integrated CSR Proposal which includes both Financial and non-financial participation of Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.

The Proposal includes the following:

- **Project Utkarsh**: Education support to 50 children at 3 SOS Villages where Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd., has a location match

- **Employee Engagement**: An employee engagement program where Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd. employees across the 32 locations will share time and skills at the SOS Villages

## CSR Project

**Project Utkarsh- A CSR project that opens doors for orphan & abandoned children with quality education**

1. **Project Title: Project Utkarsh**

   Ensuring quality education to 50 orphan and abandoned children at SOS Children’s Villages to help them complete schooling.

2. **Project Summary**

   Education is perhaps the only means to break the vicious circle of poverty for orphan and destitute children and provides them with the knowledge and skills necessary to advance themselves and their nation economically. SOS Children’s Villages ensure quality education and record a 95-100% success rate in education. A lot of our children have done extremely well to become engineers, IT professionals, nurses, airline staff etc.

   *Project Utkarsh ensures that all beneficiary children get access to age-appropriate quality education, mentoring and additional support resulting in improved academic performance with the long term aim of settling the children with a means of livelihood and financial self-reliance.*
3. **Project Description**

In the SOS Children’s Village Programme, the focus is on child development such as the child’s growth, learning and development from early years to adulthood in a caring family environment. Education is imparted in the following manners:

- **Formal education**: the child has access to pre-primary, primary, secondary and vocational education and training
- **Non-formal education**: the child has access to educational activities outside the formal education system which support her/his holistic development
- **Informal education**: the child has access to play, social networks and stimulating situations which enable her/him to build her/his values, beliefs, attitudes, everyday skills and knowledge

As an Education Partner, Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd will support the education cost of 50 orphan & abandoned children at two of the Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd locations, to meet the education expenses.

4. **Desired Impact**

Project Utkarsh provides the best possible and available education to the beneficiary children and aims to achieve the following impact:

- Access to quality education for orphan children who get a second chance at SOS
- 95 - 100% promotion of children in their respective grade
- Improved standard in communication skills, computer skills, career options, life skills, etc.
- Quality education reflected through improved performance of children
- Mentoring & advancement of our children in any vocation or in higher education
- Promotes better integration into society when the children grow up.
5. **No. of people that benefit from the program**

50 orphan and abandoned children at SOS Children’s Villages across the following two locations: Chennai and Hyderabad.

The allocation of children in the three different locations is given below tabled:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Region</th>
<th>No of Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hyderabad</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>Chennai</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
</tr>
</tbody>
</table>

6. **Organization expertise in implementing programs**

SOS Children’s Villages of India is an independent, non-governmental, non-political organization which has been providing care to orphan and abandoned children for 50 years across 32 children’s Villages in 21 states of India. SOS Children’s Villages India is currently raising the fourth generation of children and has more than 4,500 settled children living a life of dignity and self-reliance. *Over the years professional processes, well trained staff and effective monitoring has ensured similar quality of implementation across all SOS India location.*

SOS Children’s Villages is the only childcare organization which provides long term care to orphan and abandoned children up to the age of 23 years with an aim to settle the children with a job or marriage. SOS India has the distinction of being one of the largest self-implementing agencies, not only in India but also internationally under the aegis of SOS Children’s Villages International.

7. **Project Timeline** – 12 months and ongoing for three years

8. **Partnership period** – April to March

The current cost towards education support of 50 children is INR 7, 80,000/- (INR 15,600 per child per year). With the inflation rate of 5% every year, support cost will vary as per the table given below:

**Project Utkarsh – Budget Year One (April 1, 2014-March 31, 2015)**

<table>
<thead>
<tr>
<th>Education Expenses</th>
<th>Per child P.a. in INR</th>
<th>For 50 children p.a. in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Average Cost of School fees (Fees range ₹ 600 to 1500 per month per child)</td>
<td>9,585</td>
<td>4,79,250</td>
</tr>
<tr>
<td>2 Average Cost of Books &amp; Stationary (Books &amp; stationary range from ₹ 1200 to 2500 per year per child)</td>
<td>1,777</td>
<td>88,850</td>
</tr>
<tr>
<td>3 Average Cost of Transport for children</td>
<td>2,693</td>
<td>1,34,650</td>
</tr>
<tr>
<td>4 Average Cost of Extracurricular activities - art, music, computers etc.</td>
<td>1,545</td>
<td>77,250</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>15,600</strong></td>
<td><strong>7,80,000</strong></td>
</tr>
</tbody>
</table>

RUPEES SEVEN LAKHS EIGHTY THOUSAND ONLY
Project Utkarsh –*Budget Year Two (April 1, 2015-March 31, 2016)

<table>
<thead>
<tr>
<th>Education Expenses</th>
<th>Per child P.a. in INR</th>
<th>For 50 children p.a. in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>16380</td>
<td>8,19,000</td>
</tr>
</tbody>
</table>

RUPEES EIGHT LAKHS NINETY THOUSAND ONLY*

Project Utkarsh –*Budget Year Three April 1, 2016-March 31, 2017)

<table>
<thead>
<tr>
<th>Education Expenses</th>
<th>Per child P.a. in INR</th>
<th>For 50 children p.a. in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>17,199</td>
<td>8,59,950</td>
</tr>
</tbody>
</table>

RUPEES EIGHT LAKHS FIFTY NINE THOUSAND NINE HUNDRED AND FIFTY ONLY*

*Budget subject to approval

Note:
No administration or personnel expense included in the above stated project’s budget.

1. A 5% inflationary/ incremental increase has been added for Year two and Year three

Case story – SOS girl Anita wants to serve her country
Anita is among the brightest girls’ in her school and scored 86% in her class IX exams. Anita came to SOS Children’s Villages after she lost her parents in naxal violence. The Village Sarpanch approached SOS India to provide a home to Anita and since then there has been no looking back. When Anita was brought home to SOS Children’s Village, she was a shy and quiet girl. She needed the love of a family and a sense of belonging. That is exactly what she got from her loving mother and siblings at her SOS home. Slowly she started taking interest in academics and extra-curricular activities. Today she is an articulate student and loves to sketch. Her favorite actor is Ranbir Kapoor and she also enjoys dance programs on Television. Inspired by one of the lectures she attended, she says “I would like to be a part of civil services and serve my country”.


SOS India offers ample opportunities and options for employees to engage in a short-term one day as volunteering projects at SOS Children’s Villages and also at the Community Program. The attempt of all volunteering activities is to add value to the beneficiaries or the infrastructure. Some of the possible activities are listed below:

I. **Suggested Volunteering Activities**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Type of Activity</th>
<th>Required time commitment</th>
<th>Detail about the activity</th>
<th>Focus Area</th>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Sports Activity</strong></td>
<td>half day</td>
<td>Organize a cricket basketball/ football / match/ races for younger children</td>
<td>child development</td>
<td>Volunteers with experience in sports</td>
</tr>
<tr>
<td>2</td>
<td><strong>Village cleaning (Shramdan)</strong></td>
<td>half day</td>
<td>Make the village safe and hygienic for children, plastic free</td>
<td>cleanliness/ environment</td>
<td>Physical fitness</td>
</tr>
<tr>
<td>3</td>
<td><strong>One day outing/ Excursion</strong></td>
<td>1 day</td>
<td>Children can be taken to museums, planetarium, zoo or historical place</td>
<td>exposure &amp; learning for children</td>
<td>Volunteers</td>
</tr>
<tr>
<td>4</td>
<td><strong>Tree Plantation</strong></td>
<td>half day</td>
<td>Keeping the environment green and maintained</td>
<td>environment</td>
<td>Physical Fitness</td>
</tr>
<tr>
<td>5</td>
<td><strong>Story Telling with a message</strong></td>
<td>half day</td>
<td>A fun activity for younger children with a</td>
<td>awareness for younger children</td>
<td>Interest in children</td>
</tr>
<tr>
<td>6</td>
<td><strong>Painting competition</strong></td>
<td>half day</td>
<td>Theme based competition where prizes can be given</td>
<td>Enhancing creativity and confidence</td>
<td>Volunteers</td>
</tr>
<tr>
<td>7</td>
<td><strong>Treasure Hunt</strong></td>
<td>half day</td>
<td>Treasure Hunt for all children and employees</td>
<td>Confidence &amp; team building for team</td>
<td>Volunteers</td>
</tr>
</tbody>
</table>
SOS India Offers to Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.

- All donations to SOS India are 100% Tax exempt under section 35AC (80GGA) of the income Tax Act, 1961.

- Progress of the children with a summary and individual academics reports will be updated through half yearly and annual reports

- The employees can volunteer time, energy & resources constructively by involving themselves in various activities in any of the 32 locations

- Announcement of Canara HSBC Oriental Bank of Commerce Life Insurance Company’s CSR partnership with SOS in SOS internal media, website and SOS Messenger which goes out to over 50,000 people.