



# ANNUAL REPORT 2012





# Contents

## OVERVIEW

- 1 Message from the Country Director
- 2 2012 in Review

## PROGRAM HIGHLIGHTS

- 4 Economic Empowerment
- 6 Education
- 8 Technology
- 10 Women's Empowerment

## 12 INSTITUTIONAL PARTNERS

## 14 FINANCIAL SUMMARY

## 16 LEADERSHIP

READ India is an affiliate of the US-based nonprofit organization READ Global. READ believes that empowering rural communities is critical to alleviating global poverty. We establish community library and resource centers (READ Centers) as vehicles for social and economic transformation.

## MESSAGE FROM THE COUNTRY DIRECTOR

The era of 21st century is characterized by everyday emerging new and innovative ways of learning. Government is making lots of attempts to bring about an inclusive education system at elementary education level, secondary level and higher education level. These programmes include community mobilization, extensive training of teachers including gender sensitization, development of model schools in clusters.

This change has been clubbed with new tools of technology that has influenced on the present education system, its way of thinking, spreading awareness, to access information and knowledge. There is a need for special attention to serve the marginalized and underserved communities who are living at periphery of resources and are not aware of the technological boom and how they can be benefitted from it. Though the government policies are directed towards "Education for All" but to reach the unreached, to serve the underserved and to maintain the quality of education, there is a need to strengthen "Public-Private-Partnership" (PPP) model.

READ, with Bottom-up Approach, has set up one of the unique models to empower communities through its Community Library and Resource Centers (CLRCs), specially the women and children who are the regular visitors at READ Centers. The integral approach of bringing Education, Enterprise followed by intensive trainings at the Centers is bringing a social change in the rural communities wherever READ has its Centers and communities are owning the programmes.

READ CLRCs are playing a critical role in helping disadvantaged and marginalized communities by providing new opportunities to become better educated and economically & socially empowered. Each community is unique and hence each Center is distinctive in its response to serving the interests, needs of the local communities. The outreach activities are not imposed but demanded; communities are made to realize 'where they are' and 'where to go' by creating new opportunities for themselves.

This is an opportunity to thank all that have been associated with READ India including the communities who have been working with us to translate our objectives into reality.

*Geeta Malhotra*

Geeta Malhotra, Country Director, READ India





# India



**7** READ CENTERS  
1 new in 2012

**13** SUSTAINING ENTERPRISES  
2 new in 2012

REACH:  
**148,678** VILLAGERS  
15,000 new in 2012

This woman was one of 120 who learned to read and do basic math in just 45 days through a program called TARA Akshar.



### SHAHBAD MOHAMMADPUR MODEL CENTER New Delhi

Opened: September 2012  
Reach: 15,000 villagers  
Sustaining Enterprise: Vocational training center

Located in a low-income area of New Delhi, the Shahbad Mohammadpur Model Center serves as a testing ground for new programs and partnerships, which can then be replicated at more remote Centers. In 2012, the Center piloted trainings on radio programming, computer literacy, sewing, and English as a foreign language.

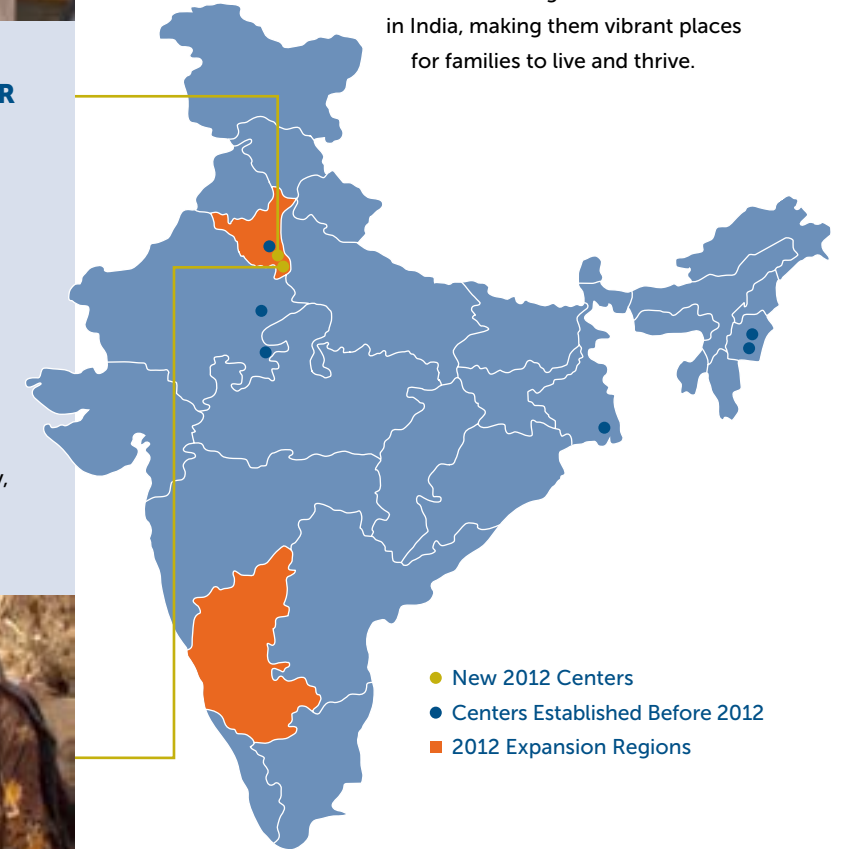


### CHHAINSA CENTER Haryana

Construction began: 2012 Opened: March 2013  
Reach: 8,400 villagers  
Sustaining Enterprise: Dairy cooperative

The Chhainsa Center serves a marginalized Muslim community, where more than half of women are illiterate and many parents struggle to support their families. In addition to trainings, a dairy cooperative was launched as a sustaining enterprise with 16 women selling milk and donating a portion of the profits back to the Center. READ and the community will launch additional enterprises in coming years.

Despite India's economic growth in 2012, the majority of people still live on less than \$2 a day, most of them in rural areas. Millions of villagers don't participate in the formal economy — especially women, 46.3% of whom are illiterate. Since 2007, READ has been providing access to education and skills training to rural communities in India, making them vibrant places for families to live and thrive.



In 2012, we launched innovative partnerships and piloted new programs in India. We opened a Model Center for a disadvantaged community in New Delhi, and expanded our geographic presence by beginning work in two new states (Haryana and Karnataka). A grant from Caterpillar enabled our expansion to southern India. Through our collaboration with Bharti-Walmart, we began providing literacy and livelihood training to 2,000 women in rural Rajasthan. We also utilized the technology available in our Centers to launch a distance-learning program enabling students to pursue university-level degrees without leaving their villages. We plan to bring this program to all Centers in India in the next three years, while opening 10-15 new Centers.

#### PROGRAM HIGHLIGHTS:

- **1,616** people received livelihood skills training in sewing, organic farming, weaving, and other handicrafts.
- **275** villagers received health training.
- **211** women learned to read through literacy trainings (see photo left).
- **209** people participated in trainings on computer literacy and radio programming.



# Economic Empowerment



ECONOMIC EMPOWERMENT  
EDUCATION  
TECHNOLOGY  
WOMEN'S EMPOWERMENT

South Asia is home to the greatest number of rural poor in the world, and most rely on subsistence farming. Few livelihood opportunities exist for these villagers to lift themselves out of poverty. At READ, we know that if parents aren't earning enough to feed their children and provide a safe home, it is difficult for them to prioritize education. READ empowers families financially so that they can choose the right path for their children and their communities.

## 2012 BY THE NUMBERS:

# 1,830

villagers participated in **sewing, weaving or handicrafts** training at READ Centers in 2012. We led a six-month stitching and sewing programme during which 50 women were trained as master trainers. These master trainers will be able to train more women in this group at a later stage.

Through a partnership with Bharti-Walmart and CAF India, READ launched a women's empowerment initiative to provide education, leadership development and livelihood skills training to more than 2,000 women in coming years. Many of these women earn an income making reusable cloth shopping bags purchased by Bharti-Walmart for use in their stores. The Tazei Center in Manipur started its second sustaining enterprise – a weaving enterprise with 10 looms and 15 beneficiaries. READ provided trainings and is helping to market the products in Delhi. The monthly income will help expand the Center's educational programming.

# INR 15,34,00

was generated through **sustaining enterprises** at READ Centers in India in 2012. Two new **sustaining enterprises** were launched to generate income to sustain the operational costs of READ Centers – a vocational training center in Delhi, and a dairy cooperative in Haryana. READ gave seed money to 15 women in the village of Chhainsa to purchase buffaloes as part of this cooperative.

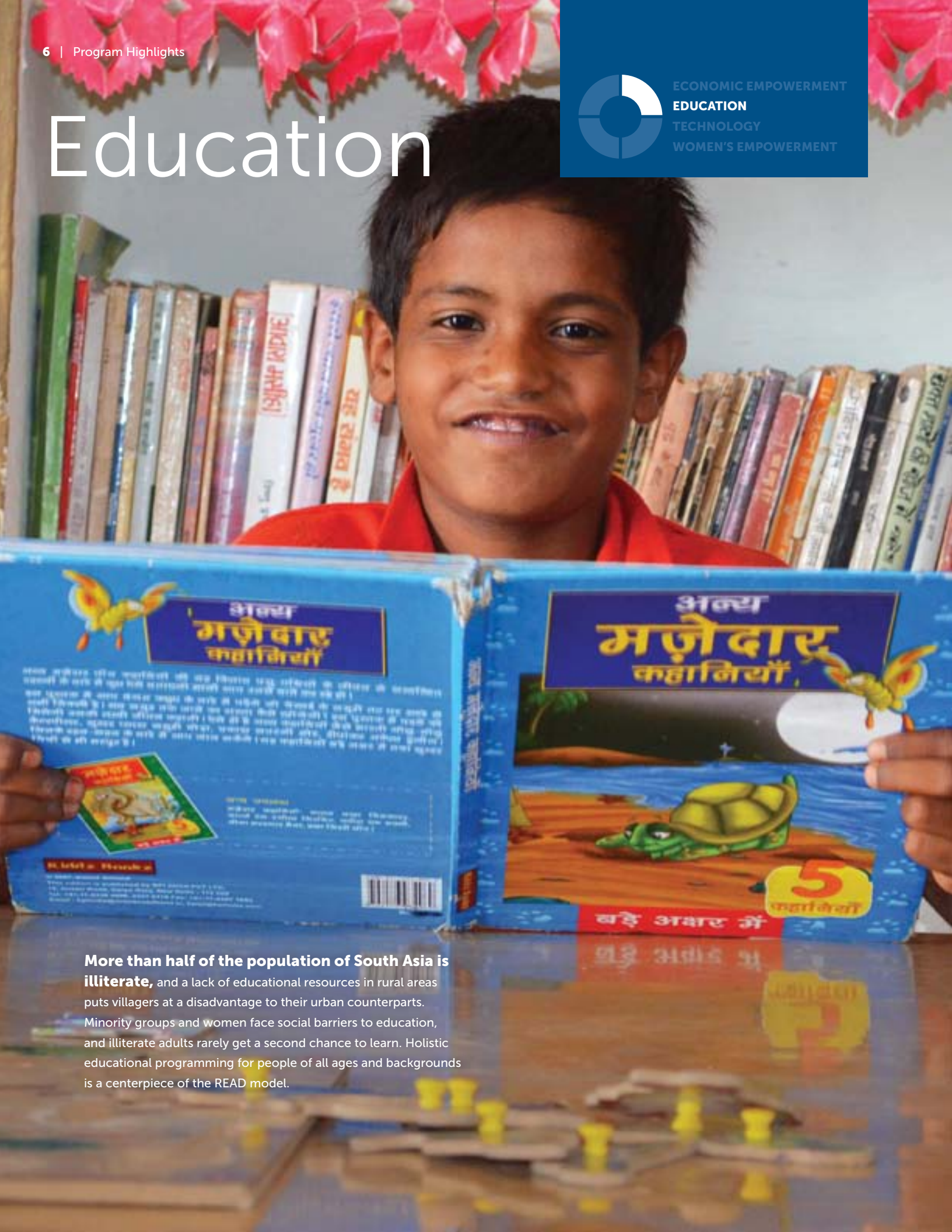


### MEET JARI

Meet Jari, of Sangaiprou village, Manipur. She was brought up in a poor family, and they could not afford her education beyond class 12th. She was married at a young age. Jari and her husband struggled to manage their expenses and plan for a good education for their son with their wages doing farm work and other occasional jobs. Then, Jari came to know about a hand looms training and production program at her local READ Center, and she enrolled herself. Through the program, she is able to weave fabric for sale in local markets, and earn an income to support her family. Jari says "I am happy that I have the source which could support little for my son's schooling and family maintenance".



# Education



More than half of the population of South Asia is illiterate, and a lack of educational resources in rural areas puts villagers at a disadvantage to their urban counterparts. Minority groups and women face social barriers to education, and illiterate adults rarely get a second chance to learn. Holistic educational programming for people of all ages and backgrounds is a centerpiece of the READ model.

## 2012 BY THE NUMBERS:

# More than 600

children participated in **EARLY CHILDHOOD CARE DEVELOPMENT** in 2012 – one of the key components of READ's model in India. We provided Montessori toys, audio visual equipment, story books and more to young learners, providing a sort of daycare center for the women who come to participate in various programmes at the Center. Special summer camps were also organized for children.

# 211

women participated in **ADULT LITERACY** classes through READ Centers in India in 2012 – a program we plan to expand in the future. A majority of these women learned to read and do basic math in just 45 days through a low-cost pilot program launched in partnership with Development Alternatives, called "TARA Akshar." Using advanced teaching techniques, it enables a learner to master the art of reading and writing Hindi, and doing basic mathematical calculations.

READ India launched a **DISTANCE LEARNING** program in 2012, starting with a group of 47 students, as rural communities lack quality options for higher education.

READ Centers give young boys and girls an opportunity to continue their higher studies without having to migrate to nearby cities. With the use of technology, each Center is linked to a Hub center – providing a platform for needs-based counseling and online examinations.



### KAILASHI SAINI

When Kailashi was a child, her leg was damaged by polio and she was never able to walk easily. Growing up, her peers made fun of her condition. Discouraged, she dropped out of school and was married at age 18. Her husband's family was unsupportive of her because she was illiterate and unable to support the family financially. Then, Kailashi heard about a women's literacy program offered at a nearby READ Center. Determined to become independent, she signed up. For 45 days, she made the journey to the READ Center. After just one month, she was able to read and write. Feeling confident, Kailashi enrolled herself in a sewing program at the Center, and today she plans to start her own tailoring business. Kailashi also learned about her disability rights through the Center, and obtained a certificate that will provide her with a regular subsidy and allowances from the Government of India.



# Technology



ECONOMIC EMPOWERMENT  
EDUCATION  
TECHNOLOGY  
WOMEN'S EMPOWERMENT

**With frequent power outages, poor access to the Internet, and a lack of technological resources,** there is a serious risk of rural villagers in South Asia falling even further behind in the digital divide if sustainable access and inclusion aren't prioritized. This is why READ is doing more each year to use information and communications technology (ICT) as a platform for educational offerings.

## 2012 BY THE NUMBERS:

# 97,814

villagers had free access to the **INTERNET** through READ Centers in 2012. Often READ Centers provide the only free opportunity within hundreds of miles for rural villagers to access the wealth of information available online.

# 384

villagers received **COMPUTER TRAINING** – from advanced computer training for adolescent girls and women, to community trainings on Microsoft Office software such as Word and Excel, to Internet usage, typing, and more.

# 32

villagers participated in **RADIO** pilot trainings in 2012 – a program we plan to expand in the future. Mobile phones and radio are ideal tools to deliver information to rural villagers who are illiterate. In 2012, three READ Centers in India created radio programs targeting specific segments of the population, and “narrowcast” them to audiences through computers, mobile phones, and loudspeakers. Narrowcasting has been used to generate awareness on information related to day-to-day issues such as health & hygiene, education and the environment.

**NARROWCASTING** has traditionally been understood as the dissemination of information to a narrow / selected audience; not to the broader public at-large. Narrowcasting involves aiming media messages at specific segments of the communities defined by values, preferences, demographic attributes, and/or culture.



## MEET THE YOUTH OF BARAN, INDIA

Many villagers in rural India lack basic knowledge about their rights, health issues, and the environment. Understanding these topics can make the difference between a landless community and one that can survive, or between a child bride and a girl who can stay in school. In 2012, twenty students developed “narrowcast” radio programs on indigenous rights through a program at the READ Center in Baran District. Volunteers then traveled to 60 nearby villages to form groups that listen to the content through mobile phones in speaker mode. The program was so popular that READ India expanded the program to two other Centers – training women and youth to narrowcast programs on health, child marriage, water conservation, and more.



# Women's Empowerment



ECONOMIC EMPOWERMENT  
EDUCATION  
TECHNOLOGY  
WOMEN'S EMPOWERMENT

**In the next 20 years, 130 million girls in South Asia will enter into child marriage,** ending their education and resulting in early pregnancies. Less than half of women are literate, and many must seek permission to leave their home. Investing in women and providing them a safe space is a central focus of READ's model, because we know that an educated woman is more likely to contribute to her family's income, invest in their health and prioritize schooling for her children.

## 2012 BY THE NUMBERS:

# 698

villagers received **HEALTH TRAINING** in and education in 2012. READ organized a series of workshops with Dr. Namita Bhatnagar, a specialist on environmental health. The main objective of these workshops was to sensitize the community – especially children – on the harms in our immediate environment, and how can we prevent them by taking simple yet effective steps.

# 240

women participated in **SELF-HELP GROUPS** at READ Centers in 2012. Self-help groups educate community members about how to access government schemes, engage women in income-generating activities, and teach them about savings. The groups also provide trainings on women's rights and other gender issues.

# 100

women participated in **LEADERSHIP** training in 2012. This pilot was conducted at two READ Centers with our NGO partner Springboard, and is a comprehensive program that involves four one-day workshops spread over 3-4 months. The objective is to help women to explore their inner potential and help them to identify their hidden or unexplored qualities to help them become a better empowered human.



### MEET SUMAN LATA

Suman married soon after finishing school and quickly found herself at home without meaningful work or the power to make decisions in her own family. She enrolled in a women's empowerment program at the READ Model Center in Shahbad, India, and soon gained the confidence to assert herself. "Before, I had to ask my family to make important decisions. Now that I am involved with the READ Center, my family consults me," she said. Suman founded the Saheli Club, a women's group at the Center, where she coordinates courses on literacy, women's health issues, and more for 45 illiterate women. Today, Suman is a role model for her daughter and mother-in-law, who regularly visit the Center, and a leader in her community.



# Institutional Partners

READ would like to thank all of our institutional partners from around the world for joining us in inspiring rural prosperity. Leading corporations, foundations, international NGOs, and government funders have partnered with READ to further our mission through monetary contributions, program partnerships, in-kind support, and employee engagement. Through these partnerships, we have expanded our scope to bring the READ Effect to thousands of people across India.



## CATERPILLAR®

**CATERPILLAR FOUNDATION** is partnering with READ to continue our expansion in India to the states of Karnataka and Maharashtra. Through this three-year partnership, we will establish 3-4 READ Centers and provide communities with educational opportunities and livelihood skills trainings, with a particular focus on children, computer literacy, and women's empowerment. The partnership will bring much-needed resources and opportunities to an estimated 25,000 people.



**BHARTI WALMART & CAF INDIA** are partnering with READ in rural Rajasthan, India on a women's empowerment initiative to provide education, leadership development, and livelihood skills training. As part of this partnership, READ is providing these trainings to more than 2,000 women, many of whom are also earning income by making reusable cloth shopping bags purchased by Bharti Walmart for use in their stores.



The **Bill & Melinda Gates Foundation** has been an integral partner for READ since 2006. Since then the Foundation has supported our expansion into Bhutan and India, and has more recently provided capacity-building funding to help us strengthen our program design, information and communications technology offerings, monitoring and evaluation processes, and fundraising capacity.



**Swades Foundation** and READ are partnering to expand READ's work into rural Maharashtra. Together, we hope to establish several Centers to provide an array of education and livelihood skills trainings to support the economic empowerment of thousands of rural villagers.



**Nalanda Foundation** is partnering with READ to set up new Centers in Uttar Pradesh. READ and Nalanda launched a pilot in Rampur district to bring education, enterprise and social development to the area through the READ Center.

**Socio Demographic Society (SDS)** has partnered with READ to establish a Center in Bharatpur district, Rajasthan. READ and SDS will work with local farmers and women to seed-fund and launch a sustaining enterprise for the Center.

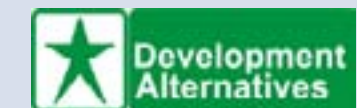
### IN-KIND DONORS:

- Room to Read
- UNESCO
- Vodafone

### PROGRAM PARTNERS:



**Technology for the People** is READ's implementation partner in Karnataka, and provides technical support to develop innovative programs using technology.



**TARA Nirman Kendra** and **Development Alternatives** partnered with READ to construct our eco-friendly Center in Geejgarh, Rajasthan and are providing adult literacy programming through their TARA Akshar Programme.



**Mahatma Gandhi University** is partnering with READ to offer a distance learning higher education program at READ Centers in rural communities through the use of information and communications technology.

### OTHER PROGRAM PARTNERS:

- America India Foundation
- Aradhya
- Digital Empowerment Foundation
- Dr. Shroff's Charity Eye Hospital
- Springboard
- Times India



# Financial Summary

## BALANCE SHEET AS OF MARCH 31, 2013

	Schedules	March 31, 2013 (Rs.)	March 31, 2012 (Rs.)
<b>SOURCES OF FUNDS</b>			
Capital Fund	1	11,325,382	11,646,471
Fixed Asset Fund	2	648,212	267,728
<b>Unsecured Loans</b>			
Unsecured Loans from Individuals/ Firm		1,600,000	1,600,000
Read Global		-	1,959,791
<b>Total</b>		<b>13,573,594</b>	<b>15,473,990</b>
<b>APPLICATION OF FUNDS</b>			
<b>Fixed Assets</b>			
Fixed Assets	3	844,660	489,324
Less: Depreciation		(196,448)	(221,596)
<b>Net Block</b>		<b>648,212</b>	<b>267,728</b>
<b>Current Assets, Loans and Advances</b>			
Cash and Bank Balances	4	12,428,718	15,967,285
Sundry Debtors		412,750	
Loans and advances		2,071,893	121,760
		(A) 14,913,361	16,089,045
Less: Current Liabilities & provisions		(B) 1,987,979	882,783
		(A - B) 12,925,382	15,206,262
<b>Total</b>		<b>13,573,594</b>	<b>15,473,990</b>
Notes to Accounts	6	-	-

The schedules referred to above and notes to accounts form an integral part of Balance Sheet.

As per our report of even date  
For Read India



Country Director  
Place: Delhi  
Date: 15th September, 2013

As per our report of even date  
For Shiv & Associates Chartered Accountants



Amit Singhal  
Partner

## STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED MARCH 31, 2013

	Schedules	March 31, 2013 (Rs.)	March 31, 2012 (Rs.)
<b>INCOME</b>			
<b>Grants/Donations Received</b>			
Amount transferred from Capital Fund		19,497,684	10,011,709
Donation & Other Programme Receipts		1,891,239	2,980,921
Other Income		909,826	180,432
		<b>22,298,749</b>	<b>13,173,062</b>
<b>EXPENDITURE</b>			
Project Expenses (Direct)	5	16,195,866	6,307,467
Audit Fees		188,454	181,995
Bank Charges		6,957	7,683
Balances Written Off		48,434	
Consultancy Fees		810,724	882,077
Commission Paid for new office		25,000	-
Depreciation		196,448	221,596
Electricity Expenses		60,299	59,740
Insurance Expenses		33,315	-
Miscellaneous Expenses		6,090	27,929
Legal & Professional Expenses		76,981	
Office Expenses		82,903	162,254
Office Rent		405,089	333,960
Other Charges (Interest on Tds)		4,746	23,952
Postage & Courier Expenses		1,600	5,912
Printing & Stationery Expenses		132,970	59,704
Repair & Maintenance Expenses		80,250	7,767
Seminar, Conference & Meeting Expenses		189,189	
Sustainability Business & Setup Expenses		24,509	-
Salary Expenses		1,992,159	2,625,662
Staff Welfare & other Benefit Expenses		292,706	20,833
Telephone & Internet Expenses		208,879	173,482
Training & Workshop Expenses		29,615	621,735
Travelling and Conveyance Expenses		1,205,566	1,449,314
		<b>22,298,749</b>	<b>13,173,062</b>
Excess of income over expenditure		-	-
Notes to Accounts	6	-	-

The schedules referred to above and notes to accounts form an integral part of Statement of Income and Expenditure.

As per our report of even date  
For READ India



Country Director  
Place: Delhi  
Date: 15th September, 2013

As per our report of even date  
For Shiv & Associates Chartered Accountants



Amit Singhal  
Partner



# Leadership

## U.S. MANAGEMENT TEAM

**Tina Sciabica**  
Executive Director

**Pam Joyce**  
Director of Individual Giving

**Jayson Morris**  
Director of Strategic Partnerships

**Padmini Srinivasan**  
Director of Finance and Administration

## ASIA MANAGEMENT TEAM

**Thinley Choden**  
Bhutan Country Director

**Geeta Malhotra**  
India Country Director

**Sanjana Shrestha**  
Nepal Country Director

## TRUSTEES AND ADVISORY BOARD MEMBERS

**Major Gen Surat Sandhu**  
Trustee Settler

**Mr. Jay Vikram Bakshi**  
Trustee – READ India

**Ms. Sohini Bhattacharya**  
Trustee – READ India

**Mr. Praveen Aggarwal**  
Advisory Board Member

**Mr. P Jayarajan**  
Advisory Board Member

**Ms. Kalpana Das Gupta**  
Advisory Board Member

**Dr. B Shadrach**  
Advisory Board Member

**Mr. Ashish Sanyal**  
Advisory Board Member





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