



# Annual Report

2012-2013

## Apne Aap Women's Collective (AAWC)

*the right to a better life for women and children in red light areas*







## *from the CEO's desk*

**11 October 2013**

Dear friends of Apne Aap Women's Collective,

I first joined Apne Aap Women's Collective (AAWC) in 1999, when it was just a one-room drop-in centre. Today, we run three programs with a wide range of services at two centres and have served more than 2,500 women and children in the red light area. On the occasion of our 15<sup>th</sup> anniversary, I am tremendously proud to see how far we have come and how much we have achieved.



Over the past 15 years, our women, girls, and children have proved again and again to themselves and to society that they are not to be underestimated. I encourage you to read our **Impact > Success Stories** section to learn more about their remarkable stories.

I am also proud to share some of AAWC's milestones during the 2012-2013 financial year. In April 2012, we launched Sareelution, a vocational training program for Umeed women that teaches them to sew handbags from saree material. In September, AAWC was selected to attend Dasra Social Impact (DSI), a competitive seven-month program for high-impact NGOs and social enterprises, where I was able to learn many strategies for maintaining and improving the efficiency and sustainability of AAWC's work. The following month, AAWC was selected as one of four NGOs to host an exhibit and receive funds raised at the Oberoi Hotel's Melting Pot, a culinary festival hosted by consulates from 27 different countries. From December 2012 to March 2013, AAWC was selected by the Vodafone Foundation to participate in "World of Difference", a corporate social responsibility initiative involving its senior-level executives. And in March 2013, AAWC inspired Vodafone Foundation to create the Red Rickshaw Revolution, a high-profile nine-day rickshaw ride from Delhi to Mumbai to raise awareness and funds about women's empowerment in India. Throughout the year, AAWC was also delighted to welcome celebrities like Bollywood director Amol Gupte and Marathi actor Ketaki Thatte for our various festivals and celebrations. (For more achievements, see **Impact > By the Numbers.**)

AAWC has celebrated these achievements while continuing to look ahead toward new goals. We are on track to launch Nourish, our pre-natal and neo-natal nutrition program for mothers and infants, by the end of this year, with assistance from funds from the Red Rickshaw Revolution. In addition, we hope to continue increasing the recruitment and retention rate of women into Sareelution, as well as initiate other livelihood programs for them. Another important goal is to locate new facilities for both of our Falkland Road and Kamathipura centres that will support our growing number of day and night shelter members. Finally, we hope to continue identifying opportunities for our Udaan girls to follow in the footsteps of AAWC alumna Shweta Katti, who currently attends Bard College in New York on a full-tuition scholarship and was named one of *Newsweek's* "Women in the World: 25 Under 25 Young Women to Watch".

I hope you enjoy reading this annual report and feel as inspired as I do by the achievements of our wonderful members. Thank you for your continued support – none of this could have been possible without you.

**Manju Vyas**

Chief Executive Officer

Apne Aap Women's Collective





# Apne Aap Women's Collective

executive summary

## ABOUT

Apne Aap Women's Collective (AAWC) was founded in 1998 as an anti-trafficking organisation for the women and children of Kamathipura, the largest and oldest red light district in Asia. Up to 90% of women in Kamathipura have been trafficked from neighboring countries or from within India, and 1 in 4 are younger than 16 when they are trafficked into a life of abuse and despair inside brothels, known as *pinjaras*, or "cages". Their children also grow up in the red light area, where they are surrounded by solicitation, rape, narcotics, gambling, pornography, disease, and poor sanitation, and where they face high risk of second-generation trafficking into the sex industry.

AAWC provides outreach, health, finance, education, empowerment, recreation, and shelter home services in order to bring women out of prostitution and to prevent second generation prostitution among their daughters. As of March 2013, AAWC has served more than 2,500 women and children. Our alumni include a financial analyst, teacher, medical compounder, dance instructor, photographer, retail executive, social workers, beauticians, chefs at an international luxury hotel, and even a scholarship student at an American university / one of *Newsweek's* "25 Under 25 Women in the World".

## LOCATION



## PROGRAMS



UMEED  
(women)



UDAAN  
(girls 6-18)



UMANG  
(toddlers 2.5-5)

## PROVISION OF SERVICES



OUTREACH



FINANCE



HEALTH



EDUCATION /  
EMPOWERMENT



RECREATION



SHELTER  
HOME

## 2013 IN REVIEW

AAWC expanded services to 372 new members, focusing especially on our education and empowerment verticals by launching a vocational program for Umeed women (Sareelution) and hiring more teachers for our Udaan girls.

Throughout the year, Umeed women attended workshops on financial, health, and legal issues; obtained important identity documents; monitored their health with regular hospital visits; and enjoyed a number of recreation events during religious and secular holidays, including a celebration of International Women's Day with Marathi actor Ketaki Thatte. Udaan girls participated in a wide range of artistic, culinary, health, athletic, theatre, career, social justice workshops; attended events like Bombay High Court's 150<sup>th</sup> anniversary and Whistling Woods International Film Institute's 100<sup>th</sup> anniversary; and celebrated many festivals, including Navratri with Bollywood director Amole Gupte. Umang toddlers learned about hygiene and nutrition, attended daily kindergarten classes, and enjoyed festivals and excursions to places like Colaba Traffic Park and the Hanging Gardens of Mumbai.

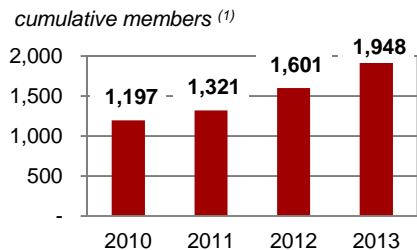
,AAWC was able to achieve greater awareness and brand recognition through a number of high-profile domestic and international events, such as The Oberoi's Melting Pot, the annual Standard Chartered Mumbai Marathon, and Vodafone Foundation's Red Rickshaw Revolution.



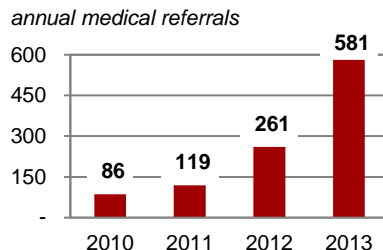


## IMPACT

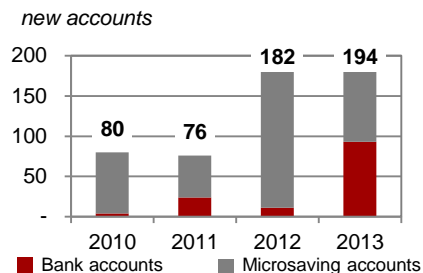
### MEMBERSHIP



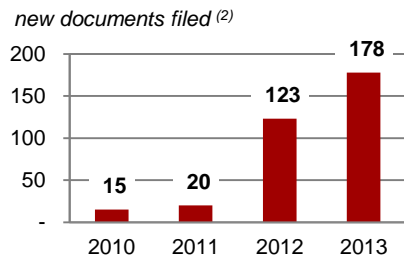
### HEALTH



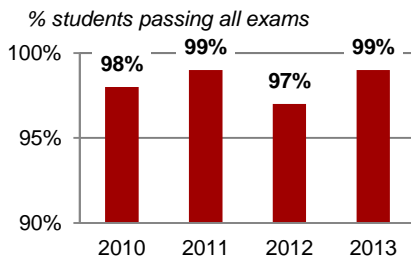
### FINANCE



### EMPOWERMENT



### EDUCATION



### NIGHT SHELTER



11 girls living in AAWC overnight shelter as of 31 March 2013

1: As of 31 March 2013, AAWC has served more than 2,500 individuals, including non-members.  
2: Identification documents include ration cards, PAN cards, affidavits, and birth certificates.

## SUCCESS STORIES

**Pinky Sharma\***: Umeed alumna Pinky left prostitution and is now an outreach worker for the Kamathipura community at a Mumbai-based NGO.

**Shweta Katti**: One of *Newsweek's* "Women in the World: 25 Under 25 Young Women to Watch", Udaan alumna Shweta is a scholarship student at Bard College in New York.

**Kavita Jain\***: After completing a competitive three-year hotel management program, Udaan alumna Kavita is now a junior chef at an international luxury five-star hotel.

**Jaya Malhotra\***: After graduating from Udaan, Jaya joined AAWC as an Umang teacher and is now pursuing a Bachelor's degree and a certification in social work.

**Disha Shetty\***: Umang alumna Disha is pursuing a high-quality English-medium education at the prestigious St. Joseph's School.



Shweta Katti



Jaya Malhotra \*

\* Names have been changed to protect their identities.

## FINANCIALS

### INCOME STATEMENT

	FY 2013		
Interest	802,494	14,771	
Donations - general	3,627,552	66,769	
Total income	₹ 4,430,046	\$ 81,540	
Administrative	(614,921)	(11,318)	15%
Project	(3,256,312)	(59,936)	79%
Miscellaneous	(228,675)	(4,209)	6%
Total expenses	₹ (4,099,908)	\$ (75,463)	100%
<b>Net income</b>	<b>₹ 330,138</b>	<b>\$ 6,077</b>	

### CASH FLOW STATEMENT

	FY 2013	
Net income	330,138	6,077
Plus: depreciation	195,790	3,604
Donations - earmarked	1,357,188	24,980
Donations - corpus	991,833	18,256
Less: Δ working capital	(237,571)	(4,373)
Investment in fixed deposits	(634,391)	(11,677)
Purchases of fixed assets	(269,105)	(4,953)
<b>Net change in cash</b>	<b>₹ 1,733,883</b>	<b>\$ 31,914</b>

Notes: Based on INR-USD exchange rate of 0.018 on 31 Mar 2013. Earmarked donations may only be used on specific projects, and corpus donations may not be used at all, except in the case of capital expenditures—only the interest accrued may be used for expenses.

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# ABOUT

## HISTORY

Apne Aap Women's Collective (AAWC) was founded in 1998 on Falkland Road, Kamathipura to address the plight of women trafficked into brothel-based prostitution. Initially a single-room drop-in centre, AAWC eventually developed into a resource centre to better address the women's needs—the Umeed (“hope”) program.



CEO Manju Vyas in 1999.

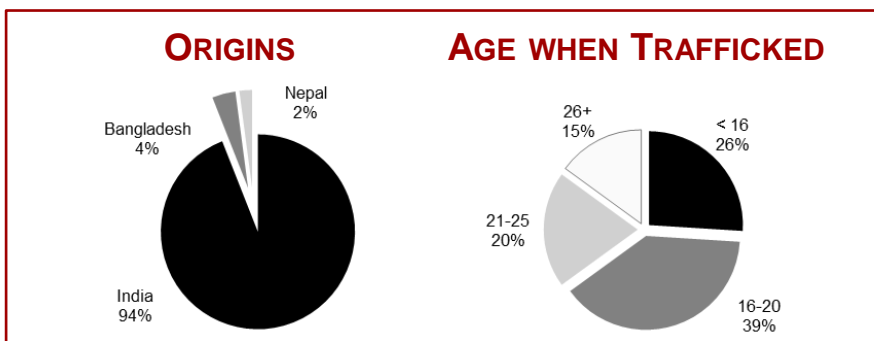
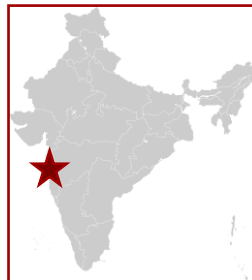
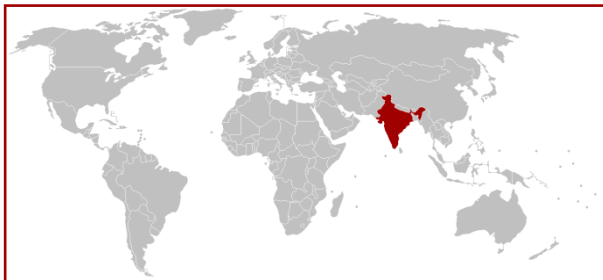
As AAWC's field team developed a regular outreach schedule, they realised that the daughters of Umeed women were at great risk of being coerced into prostitution due to their extensive exposure to the brothel system and to their lack of educational opportunities. As a result, the Udaan (“flight”) program launched in October 2000 to prevent second-generation trafficking. In June 2002, AAWC expanded its services to include the young toddlers of women as well through the launch of the Umang (“joy”) program.

Today, AAWC operates two centres and has served more than 1,500 women, 650 girls and 400 toddlers. Our alumni include a financial analyst, teacher, medical compounder, dance instructor, photographer, retail executive, social workers, beauticians, chefs at an international luxury five-star hotel, and even a scholarship student at an American university / one of *Newsweek's* “25 Under 25 Women in the World”.

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## ISSUE

### SEX TRAFFICKING



- **4.5 million** women and children are sexually exploited around the world <sup>(1)</sup>
- **3 million** of these women and children live in India <sup>(2)</sup>
- **Kamathipura** is Asia's largest and oldest red light area
- **88%** of Kamathipura's 5,000-10,000 women in prostitution are trafficked <sup>(3)</sup>
- Rates start at **Rs.30** / client <sup>(4)</sup>
- **90%** of women have an STI at any point, and **70%** are HIV+ <sup>(4)</sup>
- **40%** are homeless <sup>(4)</sup>

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1. Source: *Trafficking in Persons Report, United States Department of State, June 2012.*  
2. Source: *Central Bureau of Investigation, Government of India.*  
3. Source: *Indian Institute of Population Sciences Studies Review in Orient Longman Research Study, 2006.*  
4. Sources: *Indian Institute of Population Sciences Studies Review in Orient Longman Research Study, 2006. Karandikar, Sharvari Ajit, Gender-based violence among female sex workers of Kamathipura, Mumbai, India: A contextual analysis, 2008.*

## RED LIGHT AREA

Women and children in the red light area face infrastructural problems like unreliable electricity and water, broken roads, and open gutters that breed disease. Societal risks include explicit pornographic films, gambling dens, narcotic joints, and unlicensed medical practitioners who advertise useless treatments.

Each brothel measures approximately 200 square feet and is divided by thin sheets or plywood into “rooms” of 20 square feet each, known as *pinjaras* (“cages”). Often, young children sleep under the beds or play unattended while their mothers are with clients. As the brothels are used exclusively for sexual activity, women in brothel-based prostitution must find alternate housing when they are not soliciting sex.

Most customers who solicit sex are businessmen, tourists, migrant laborers, or local laborers. Many of them believe harmful myths, e.g., that sex with children cures STIs and HIV/AIDS, that sex without a condom increases sexual potency, or that sex with a virgin restores masculinity. Due to this mentality and the absence of quality health care, there is a high prevalence of STIs among the women, high prevalence of HIV/AIDS in the community, and high risk of very young girls being trafficked into prostitution.



*A group of women converse in front of their brothel as they wait for clients*



*A woman peeks from inside a pinjara while another sleeps. A second room is visible in the background, separated by a bed sheet.*

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## LEGISLATION

In 1956, India enacted the Immoral Traffic Prevention Act (ITPA), which defines a trafficker as a person who “recruits, transports, transfers, harbours, or receives a person for the purpose of prostitution” by means of threat or use of force or deception, abuse of power; or fiving or receiving of payments or benefits.

Lawmakers recognized the impracticality of banning prostitution without providing rehabilitation or addressing the root causes of poverty and gender inequality. As a result, ITPA sought to penalize activities incidental to prostitution but not prostitution itself, *i.e.*, soliciting, practicing prostitution in public places or near police, living on the earnings of prostitution, owning a brothel, visiting a brothel, procuring or detaining for prostitution, and trafficking or attempted trafficking, especially of children (for whom consent is irrelevant). The punishment for trafficking varies from seven to fourteen years of imprisonment, or, in the case of child trafficking, from seven years to life.

Despite these measures, the current legislation on prostitution and trafficking is in urgent need of reform. While beneficial stipulations of ITPA are routinely ignored or insufficiently implemented, certain aspects of the law are commonly abused by law enforcement officers for their own interest or economic gain.

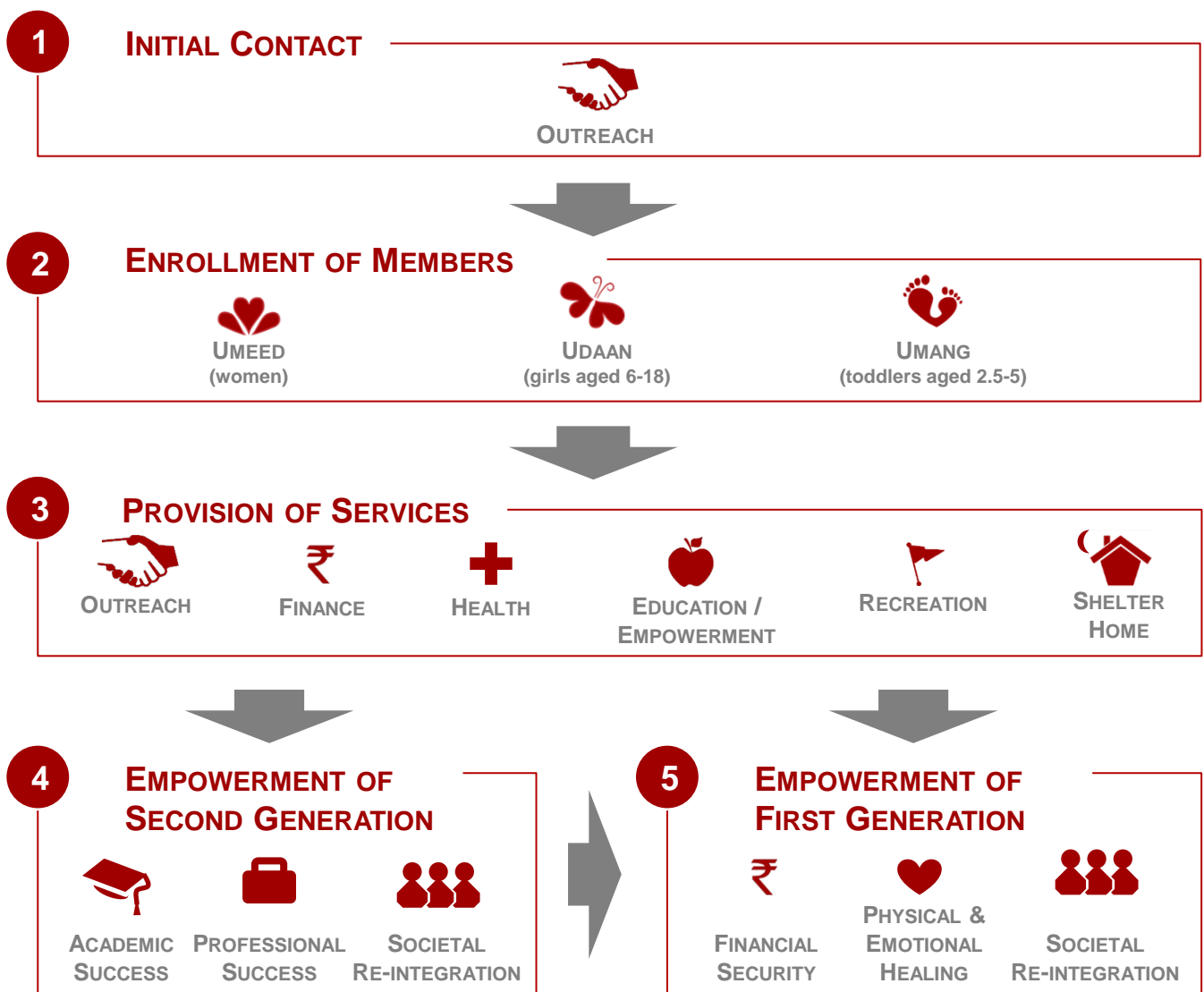
# MISSION

Apne Aap Women's Collective (AAWC) aims to make a positive difference in the lives of the women and children of Kamathipura, the red light area of Mumbai, India that is also the largest and oldest red light area in Asia. We recognize the immense challenges faced by these women and children, who are denied access to basic human rights and highly susceptible to being trafficked or coerced into prostitution.

AAWC operates three programs for (i) women in brothel-based prostitution, (ii) their daughters and other girls living in the red light area, and (iii) their toddlers and other children living in the red light area. Through these programs, the organisation provides its members with the tools and resources to make choices for a better quality of life and to prevent the intergenerational trafficking of girls into prostitution.

# THEORY OF CHANGE

By providing services not only for women in prostitution but also for their daughters and small children, Apne Aap Women's Collective (AAWC) seeks to empower this second generation to escape the cycle of prostitution, secure well-paid skills-based jobs, and eventually bring their mothers out of prostitution as well.



# GOVERNANCE

## STAFF

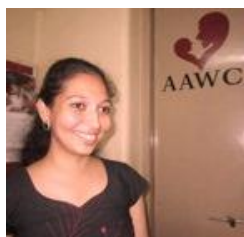
The operations of Apne Aap Women's Collective (AAWC) are overseen by the CEO. Each centre is led by a Program Director, who reports directly to the CEO, and who oversees her centre's Program Managers for Umeed, Udaan, and Umang. Each Program Manager is in turn responsible for managing her team of Program Officers, tutors, vocational teachers, counselors, childcare assistants. AAWC's team of Field Officers are the primary points of contact between the organisation and its existing and potential beneficiaries, and all Field Officers report directly to the Field Director.



**Manju Vyas** has served as **CEO** of AAWC since 1999. Previously, she was a Public Relations Officer at a multi-national company and managed her family's advertising business. Ms. Vyas received her Master of Science degree in Botany from Holkar Science College, where she was an activist for the rights of women and girls in India. She lives in Navi Mumbai with her family.



**Pratishtha Kale** has served as **Program Director** of AAWC since May 2011. She was previously a Medical Social Worker at the Mumbai Maternal Nutrition Project-CSSC. Ms. Kale received her Master of Social Work and Research Methodology certification from the Nirmala Niketan College of Social Work and her Bachelor of Commerce from Mumbai University. She lives in Goregaon with her family.



**Namita Khatu** joined AAWC as a Program Manager in January 2012 and has served as **Program Director** of AAWC's Kamathipura centre since January 2013. Previously, she was a Staff Coordinator at SMILE. Ms. Khatu received her Master of Social Work from SNDT Women's University and her Bachelor of Arts in English Literature from Mumbai University. She lives in Mulund with her family.



**Sangita Satyam** has served as **Field Director** at AAWC's Falkland Road centre since 2006. Previously, she was a Field Officer for Rashtra Swasth Prabodhini, an NGO focused on leprosy and HIV/AIDS. Ms. Satyam graduated from Open University and holds a Paraprofessional Certificate in Social Work from the Nirmala Niketan College of Social Work. She lives in Central Mumbai with her husband and their daughter.



## MANAGING COMMITTEE

Apne Aap Women's Collective (AAWC) is governed by a Managing Committee comprised of seven to eleven members who are elected by the General Body at the annual General Meeting. Among the positions of the Committee members are the President, Vice President, General Secretary, and Treasurer.





**Ashika Mehta** has served as **President** of the Managing Committee since April 2012. She is a private psychotherapist and support group coordinator at Breach Candy Hospital in Mumbai and previously practiced at the New York Presbyterian Hospital and the New York State Psychiatric Institute. Ms. Mehta received her Master of Social Work from Columbia University and her Bachelor of Arts in Psychology from Vassar College. She lives in South Mumbai with her husband and family.



**Amruda Nair** has served as **Vice President** of the Managing Committee since April 2012. She is the Head of Corporate Asset Management at The Leela Group and Publisher of The Leela Magazine. Ms. Nair received her Master of Management in Hospitality from Cornell University, her Bachelor's degree in International Hospitality Management from the CHN University in the Netherlands, and her Bachelor's degree in Economics from Jaihind University in India. She lives in Andheri with her family.



**Maneck Davar** has served as **General Secretary** of the Managing Committee since April 2010. He is the sole proprietor of Spenta Multimedia, the largest custom publisher in India, and Chairman and Managing Director of Mumbai Boat Show, Blue Water Publishing, and Liquid Publishing. Mr. Davar also serves as Chairman of the Society for the Protection of Children in Western India. He lives in South Mumbai with his wife and child.



**Girish Dand** has served as **Treasurer** of the Managing Committee since September 2013. He is the founder of G.K. Dand & Co., an accounting firm, serves on the board of several private companies, and acts as an honorary auditor to more than 15 charitable organizations. Mr. Dand received his Bachelor's degree from R.A. Podar College and became a chartered accountant at the age of 22. He lives in Matunga with his family.



**Sudarshan Loyalka** was the original **Founder** of AAWC. He is the Managing Director and Board member of several public companies. Mr. Loyalka received his Bachelor of Science in Engineering from the University of Washington in Seattle. He lives in South Mumbai with his family.



**Admiral Vishnu Bhagwat** has been a member of the Managing Committee since March 2004. He is a former Chief of Naval Staff of India and has received both AVSM and PVSM medals in honor of his service. Vishnu graduated from the National Defence Academy of India. He lives in South Mumbai with his wife and family.











**Ramchandra Patil** has been a member of the Managing Committee since December 1998. He is a Manager of a public limited company and has advocated for the rights of slum residents of Kurar Village for many years. Ramchandra lives in Malad with his wife, two daughters, and son.



# PROGRAMS

## OVERVIEW

	 FINANCE	 HEALTH	 EDUCATION / EMPOWERMENT	 RECREATION	 OVERNIGHT SHELTER
 UMEED	<ul style="list-style-type: none"> <li>Financial literacy</li> <li>Saving accounts</li> </ul>	<ul style="list-style-type: none"> <li>First aid</li> <li>Counseling</li> <li>Hospital visits</li> <li>Medical camps</li> </ul>	<ul style="list-style-type: none"> <li>Identity cards</li> <li>Awareness and sensitization workshops</li> <li>Vocational training</li> <li>Literacy program</li> </ul>	<ul style="list-style-type: none"> <li>Festivals</li> <li>Picnics</li> </ul>	
 UDAAN	<ul style="list-style-type: none"> <li>Financial literacy</li> <li>Saving accounts</li> </ul>	<ul style="list-style-type: none"> <li>Hygiene and nutrition</li> <li>First aid</li> <li>Counseling</li> <li>Hospital visits</li> <li>Medical camps</li> </ul>	<ul style="list-style-type: none"> <li>Academic tutoring</li> <li>Extracurricular excursions</li> <li>Leadership development</li> <li>Career guidance</li> <li>Vocational training</li> <li>Job placements</li> <li>Sponsorship for higher education</li> </ul>	<ul style="list-style-type: none"> <li>Recreational skills workshops</li> <li>Festivals</li> <li>Picnics</li> </ul>	<ul style="list-style-type: none"> <li>Kamathipura centre night shelter</li> <li>Referrals to external night shelters</li> </ul>
 UMANG		<ul style="list-style-type: none"> <li>Hygiene and nutrition</li> <li>First aid</li> <li>Hospital visits</li> <li>Medical camps</li> </ul>	<ul style="list-style-type: none"> <li>Kindergarten / daycare</li> <li>School enrollment</li> <li>Creative skills workshops</li> </ul>	<ul style="list-style-type: none"> <li>Festivals</li> <li>Picnics</li> </ul>	

## UMEED

“Umeed” is the Hindi word for “hope”. The objectives of Umeed are (i) to be a source of care and support for women in brothel-based prostitution, (ii) to help restore their mental and physical health, and (iii) to provide them with basic needs and advocate for their basic rights.

Umeed members are adult women (18+) and include *devadasis* (women dedicated to a temple and often forced into prostitution), transwomen, and other marginalized brothel-based women. It is estimated that 88% of women in the Greater Kamathipura Area have been trafficked from within India, Bangladesh, or Nepal under the pretext of a lucrative job, marriage, or meeting with a relative. During the 2013 financial year, there were 234 new women enrolled in Umeed, for a cumulative total of 1,008 Umeed members and more than 1,500 total women served in the community (including non-registered members) as of March 2013. An average of 70 Umeed members regularly attend monthly meetings with our staff at the two centres.

**Finance.** AAWC teaches financial literacy through field visits and awareness workshops to instill a culture of saving that is largely absent in the red light district. We assist Umeed members in opening and maintaining saving accounts at the Indian Post Office until they have saved enough money to open an account with the Bank of Maharashtra.







**Health.** AAWC staff have been trained by Parsi Ambulance and National Security Services to provide first aid for medical emergencies. Counseling is available on a one-on-one basis, as well as at monthly group meetings, to address personal and relationship issues, such substance abuse, violence, sexual health, childcare, etc.. Field officers distribute bananas daily to members living with HIV or AIDS. When they determine that a member needs access to public healthcare (e.g., for STIs, HIV/AIDS, tuberculosis, violence, etc.), AAWC provides a cost-subsidized hospital visit. Medical camps are also organized several times a year in collaboration with physicians from Breach Candy Hospital, KBH Bachooali Hospital, Indian Cancer Society, Gaurabai Hospital, RS Nimkar Hospital, and Smiles32 Foundation to conduct examinations and distribute medications for general health, dental health, vision, malaria, and cancer.

**Empowerment.** AAWC helps Umeed members obtain identity documents (e.g., voter cards, ration cards, and Personal Account Number cards), that are necessary to access routine public services. We also provide awareness workshops on understanding their legal rights and on measures to protect themselves and their children. Members may enroll in daily vocational training workshops to refine skills needed for alternate employment and may enroll in daily literacy lessons to learn basic Hindi and/or English.

**Recreation.** Held six to ten times a year, recreational activities are considered an important part of the AAWC program, as they offer women an opportunity to enjoy communal bonding and heal from the stress of their daily lives. Activities for Umeed include festivals for all religions and celebrations such as International Women's Day (8 March).



“Udaan” is the Hindi word for “flight”. The objective of Udaan is to equip daughters of women in prostitution and other marginalized girls living in the red light district with the necessary education and job skills to pursue a life away from the red light area. Udaan admits all daughters of women in prostitution (6-18), as well as marginalized girls living in close proximity to a brothel. During the 2013 financial year, there were 45 new girls enrolled in Udaan, for a cumulative total of 450 Udaan members and more than 650 total girls served in the community (including non-registered members) as of March 2013.

**Education.** As a noncontroversial subject, education is the primary entry point for convincing women to enroll their daughters in Udaan. Once field officers have submitted the necessary documentation to enroll an Udaan student into a municipal school or affordable private school, AAWC offers daily afterschool tutoring and monthly exams to evaluate students on their progress. After Udaan members have completed 10th standard, AAWC guides them through a junior college, four-year university, or diploma program, and supports them with access to necessary Internet, books, and tutorials. In addition to formal education, AAWC arranges career workshops and onsite job tours, provides guidance on interviewing, and assists with enrollment into vocational training programs. On Saturdays, Udaan provides a full day of development in various professional skills (e.g., English, computer literacy, etc.) and recreational skills (e.g., *bharatanatyam* dance, karate, yoga, cooking, painting, embroidery, etc.).

**Finance.** AAWC teaches financial literacy through awareness workshops to instill a culture of saving that is largely absent in the red light district. We assist Udaan members in opening and maintaining accounts at the Indian Post Office until they have saved enough money to open an account with the Bank of Maharashtra.







**Health.** In addition to the services listed for Umeed, the Udaan program provides two multivitamins and meals daily to each girl and teaches important practices in personal hygiene, nutrition, and menstrual health.

**Recreation.** Held six to ten times a year, recreational activities are considered an important part of the AAWC program, as they offer our girls the opportunity to develop healthy relationships with their peers and mentors. Activities include festivals for all religions, theme park visits, fairs, and celebrations such as International Day of the Girl Child (11 October).

**Shelter Home.** AAWC's night shelter at the Kamathipura centre facilitates sleeping quarters for 15 Udaan members whom field officers have identified as being at high risk of entering prostitution. Other Udaan girls at high risk are also enrolled into one of AAWC's shelter home partners. Staff members make regular shelter home visits to ensure that members adjust and perform well away from home.



“Umang” is the Hindi word for “joy”. The objective of Umang is (i) to provide toddlers (2.5 to 5 years of age) with joy and happiness in an educational environment, (ii) to keep them in a physical and psychologically safe atmosphere, and (iii) to develop their social and communications skills in preparation for school. The Umang program admits all daughters and sons of women in prostitution regardless of economic status, as well as marginalized toddlers living in close proximity to a brothel. During the 2013 financial year, there were 63 new toddlers enrolled in Umang, for a cumulative total of 303 Umang members and more than 400 total toddlers served in the community (including non-registered members) as of March 2013.

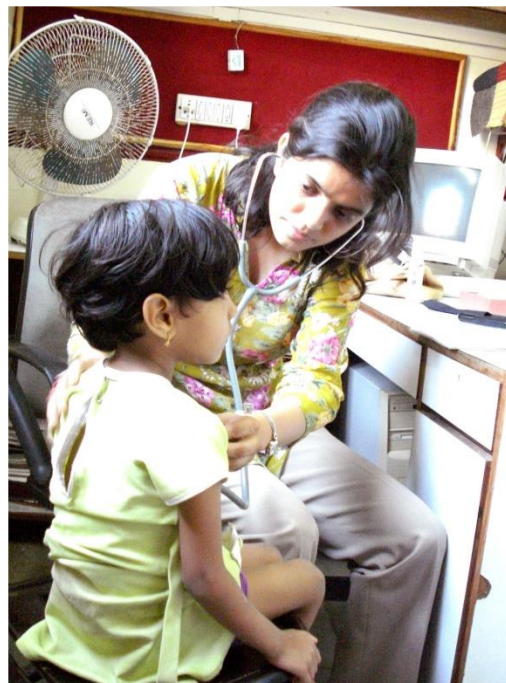
**Education.** As a noncontroversial subject, education is the primary entry point for convincing the women to enroll their toddlers in Umang. Every morning, all Umang children are brought by their mother, an Umang teacher, or a field officer to the AAWC centre, where they are provided uniforms to encourage cleanliness and orderliness. Although new members often mimic the violence, abusive language, and sex acts they observe at home, Umang teachers are trained in early childhood care and education. They instill discipline and provide the children with a basic kindergarten education that includes neuromotor coordination, communication skills, word recognition, and English and Hindi reading skills. When members reach age six, field officers help them submit the necessary documentation to enroll at a nearby municipal school or low-cost private school.

**Health.** In addition to the services listed for Umeed, the Umang program provides three multivitamins and meals daily to each child based on a comprehensive dietary plan. Teachers and caretakers help the children develop good hygiene habits, (e.g., wearing clean clothes, taking a daily bath at the centre, and brushing their teeth after meals at the centre).

**Recreation.** Held six to ten times a year, recreational activities give Umang members opportunities for age-appropriate play and keep them engaged with the AAWC program. Activities include festivals for all religions, picnics, fairs, and celebrations such as Children's Day (14 November).









# 2013 IN REVIEW

## GOALS & RESULTS

### MEMBERS

While setting goals for the 2013 financial year (April 2012 to March 2013), staff members observed that migration of new women and children to the Falkland Road (FR) area had dramatically declined due to rapid redevelopment of real estate in the area. As a result, the FR centre had largely reached a plateau in the number of new members available for enrollment. However, population and migration rates remained high at the newer Kamathipura (KP) centre. Accordingly, AAWC focused on increasing enrollment in the KP area, with a combined goal (at both centres) of 150, 35, and 24 new members in Umeed, Udaan, and Umang, respectively. Ultimately, due to the commendable efforts of our field officers, we were able to exceed these goals, for a total membership increase of 234, 75, and 63 in Umeed, Udaan, and Umang, respectively.

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### SERVICES

AAWC focused on continuing high-quality implementation of services in our core focus areas.

**Empowerment.** AAWC expanded alternative livelihood opportunities for Umeed women by launching a pilot tailoring program, Sareelution, with support from Friends' Society, a Pune-based non-profit organisation. After initially enrolling 5 women in April 2012, we reached a total of 30 women during the year, exceeding our goal to enroll two students per month. However, the staff found that most women were insufficiently incentivized to attend classes regularly, because the cumulative trauma from their work in the brothels had significantly diminished their fine motor skills, resulting in slow-than-expected progress. Furthermore, many women believed their stipends were insufficient in compensating for foregone earnings while attending classes. These two factors resulted in a low retention rate, with only 14 students remaining at the end of the year. AAWC hopes to address these issues more effectively in the 2014 financial year.

**Education.** Another primary goal for AAWC was to enhance the quality of education for Udaan girls. To achieve this goal, we hired two additional teachers for the growing KP centre to guide students in their schoolwork, resolve difficult concepts, and foster their interest in educational pursuits..

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### ORGANISATION

**Awareness / Branding.** AAWC exceeded its goal to increase national and global awareness through its participation in high-profile Mumbai events like The Oberoi's Melting Pot and the Standard Chartered Mumbai Marathon, as well as in nationwide / global events like Vodafone's Red Rickshaw Revolution.

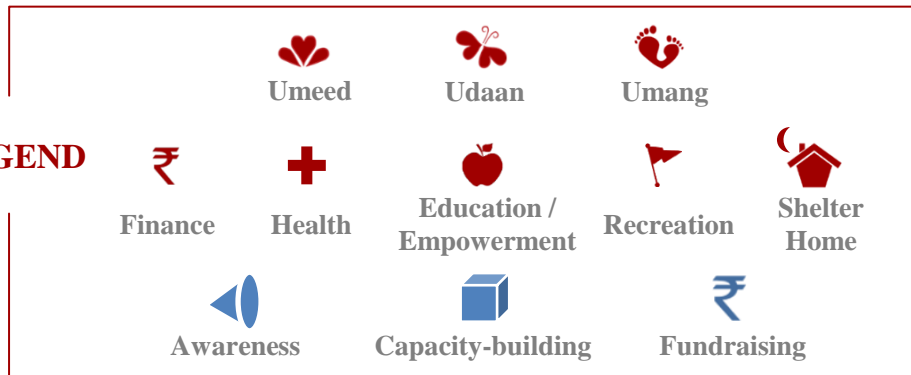
**Capacity-building.** AAWC continued to improve the capabilities and skills of its staff and leadership team, best exemplified by AAWC CEO Manju Vyas's participation in Dasra Social-Impact, a highly selective executive leadership program for high-impact non-profit organisations and social enterprises.

**Fundraising.** AAWC exceeded its 2013 fundraising goal of 50 lakhs by raising almost 60 lakhs. However, efforts to raise earmarked funds for a new 7.5-crore shelter home in Navi Mumbai proved less successful. While donors were generally happy to fund operational expenses with clear short-term outcomes, they were hesitant to fund long-term capital expenditures with outcomes that might not be realised for 3-5 years.

# IMPLEMENTATION

1 Apr  
2012

## LEGEND



**Women's meeting and R.K.S. congregations.** AAWC staff holds monthly meetings for Umeed empowerment, discussing a wide range of topics, including rights to an Aadhar card, ration card, PAN card, and Post Office savings account. During these meetings women also learn about women's and children's health, employment opportunities, and vocational programs like Sareelution.



Monthly



**Sareelution.** Since its launch in April 2012, Sareelution has trained Umeed members to make handbags from donated saree material using sewing machines. By generating income via an alternate livelihood, women in prostitution (especially those living with AIDS/HIV) and their families increase their financial security until they are professionally and psychologically prepared to leave prostitution altogether.



9 Apr 2012

**Road safety at Colaba Traffic Park.** Umang children visited Colaba Traffic Park in South Mumbai and learned how to read traffic signals, look for cars before crossing the road, and maneuver in crowds during demonstrations and other events.



17 Apr 2012

**Health and hygiene workshop.** Proctor & Gamble hosted a health and hygiene workshop for Udaan members on physical and mental changes during puberty and best practices during menstruation.



23 Apr 2012

**Disaster management and first aid workshop.** United Way of Mumbai facilitated a critical workshop on safety protocol during natural disasters like floods and earthquakes, which are common occurrences in Mumbai. Udaan members learned about disaster preparation, safety measures, and post-disaster recovery procedures.



24 Apr 2012

**Soft toys workshop.** Udaan members learned to make soft toy rabbits, honing creative skills like hand-stitching and detailed ornamentation.



10 May 2012

**"Why, Why Girls" play and discussion.** Udaan members attended an educational theater production by Gillo Media on child psychology and behavior and met the actors backstage after the performance.



12 May 2012

**Chocolate-making workshop.** Udaan members learned how to follow the recipe, prepare the chocolate for refrigeration, and wrap the chocolate pieces in bright paper. This workshop was a favorite and provided the girls with creative and vocational skills.



15 May 2012



16 May 2012

**Sandwich-making workshop.** Udaan members learned life skills and important information about health and nutrition during a sandwich-making workshop.



17 May 2012

**Nair Hospital career visit.** Udaan members visited BYL Nair Charitable Hospital for an orientation on career choices in the healthcare sector, extensively exploring the hospital's medical departments, functions, and regulations.



19 May 2012

**Wool design workshop.** Udaan members learned to make flower petals out of knitting wool, ultimately joining their work to make the final product..



23 May 2012

**Creative recycling workshop.** Udaan members learned simple techniques for making doormats out of old *dupattas* (shawls) and *saree* fabric.



2 Jun 2012

**Whistling Woods Cinema 100.** Udaan members attended Cinema 100, a celebration of 100 years of Indian cinema hosted by the Whistling Woods International Institute of Film, Fashion & Media, where they played games and took quizzes, viewed filmmaking equipment from the 1940's, and took photos with famed Bollywood directors Subhash Ghai and Amol Gupte .



4 Jun 2012

**Right to Education workshop.** As education is the main emphasis for the Udaan program, AAWC conducted a workshop for Udaan members on their Right to Education under Indian legislation and United Nations conventions. The girls then performed skits for their teachers and mothers two weeks later to showcase their increased awareness of their right to education and responsibility to pursue the education opportunities they were given.



6-7 Jun 2012

**Shantivan / Panvel visit.** Udaan girls visited a resource centre for leprosy in a small village in Panvel, Raigarh and performed songs and dances for the residents of the Shantivan Old Age Home. This field trip was an insightful opportunity to learn about other marginalized communities and develop a sense of civic responsibility to others.



16 Jun 2012

**Women's meeting on right to education.** Umeed women enjoyed a skit on women's right to education presented by Udaan girls from both centres.



23 Jun 2012

**Drawing workshop.** Udaan members made drawings on one of four themes: (i) "my village", (ii) the Udaan visit to Whistling Woods International Institute, (iii) the Udaan visit to Shantivan village, or (iv) "my favorite game".



3 Jul 2012

**Gurupurnima Festival.** Members celebrated the importance of teachers by creating greeting cards and crafts to present to those they considered their teachers, including parents and siblings. Some Udaan girls gave speeches on respecting one's teachers and encouraged their peers to value anyone who helps them learn, both inside and outside the classroom.



31 Jul 2012

**Seed sowing.** Umang members planted seeds on the ground floor of the Falkland Road centre to supplement a classroom lesson about how plants grow.



4 Aug 2012

**Raksha Bandhan Festival.** Women, girls, and toddlers celebrated family and friendship with speeches, gifts, snacks, and dance performances. The women tied *rakhis* (bracelets) on our guests and one another, as it is tradition for sisters to tie *rakhis* on the wrists of their brothers, cousins, and close friends.



7 Aug 2012

**Annual malaria camp.** Malaria cases were identified and resolved.



9 Aug 2012

**Gopalkala Festival.** Hindu tradition states that the Lord Krishna, during his childhood, would climb to the top shelf of his mother's kitchen to steal butter. Our members reenacted this story by piling on top of one another, with the one at the top of the human pyramid winning a pot of butter.





**Independence Day.** Members observed India's independence from British rule in 1947 by singing the national anthem to the flag, making tri-color handprints to honor the flag, and holding a thoughtful group discussion about the significance of independence. Facilitated by the AAWC staff, Udaan members explained the changes they wished to see in their country and the necessary actions that they would take to bring about such change.



14 Aug 2012

**Bombay High Court visit.** On the 150<sup>th</sup> anniversary of the Bombay High Court, Udaan members attended an exhibition of historic court documents, photographs, and certificates of education of freedom fighters like Dr. B.R. Ambedkar and Mahatma Gandhi. Afterwards, the girls used the subsequent question-and-answer session as an inquiry into possible law careers.



20 Aug 2012

**Eid Festival.** Umeed members participated in a cooking competition to mark the end of Ramadan, the Islamic holy month of fasting. After judges selected the top three entries, the women enjoyed *biryani*, all dishes from the competition, and gifts from the AAWC staff.



1 Sep 2012

**Teacher's Day.** Udaan members organized a surprise event for their teachers to celebrate Teacher's Day. Festivities included a puppet show, dance performance, speech, games, and greeting cards and pens purchased by the girls for their teachers.



5 Sep 2012

**Piggy bank and vase painting workshop.** Udaan members painted designs on their piggy banks, which also served as a reminder to spend prudently and accumulate savings.



14 Sep 2012

**"Find Your Skills" workshop.** Udaan members participated in a discussion about good character traits, talents, and skills that can be harnessed and further developed. AAWC staff encouraged the girls to acknowledge their positive attributes to enhance their self-esteem.



15 Sep 2012

**Dasra Social Impact.** AAWC CEO Manju Vyas was selected to attend a competitive seven-month program for high-impact organisations in the social and social enterprise sectors.



21 Sep 2012



**Ganpati Darshan exhibition.** Udaan members attended an exhibition hosted by the Lodha Foundation during Ganesh Puja, exploring Indian history, mythology, and religion through paintings, sculptures, and orchestra performances.



27 Sep 2012

**General medical camp.** Three hundred members received necessary medical attention.



6 Oct 2012

**The Oberoi Melting Pot.** AAWC was one of four NGOs selected to exhibit its work and receive funds raised from the annual culinary festival hosted by the Consular Corps in Mumbai, The Rotary Club of Bombay, and The Oberoi Hotel.



14 Oct 2012

**Dandiya Festival.** Members celebrated the festival with performances for chief guests Amol Gupte, a Bollywood screenwriter/actor/director, and Admiral Vishnu Bhagwat, former Chief of Naval Staff of India and AAWC Trustee. The Dandiya dance festival honors the goddess Durga, a powerful symbol of female strength as both a bold creator and destroyer.



27 Oct 2012

**Diwali Festival.** Salaam Bombay Foundation sponsored an orchestra, magic show, songs, dances, snacks, and gifts for all members. The Udaan girls decorated lanterns and lantern holders, which were used during the *diya* lighting to observe the Festival of Lights.



9 Nov 2012



20 Nov 2012

**Greeting card design workshop.** Udaan members learned to make pop-up greeting cards.



21 Nov 2012

**Children's Day.** Udaan members joined children from Child Rights and You (CRY) India on a half-kilometer march on Carter Road. Each child carried a yellow balloon, which they all released into the sky simultaneously for a striking statement on the rights of the child.



24 Nov 2012

**Andhashraddha (superstition) workshop.** Umeed members attended a workshop led by Ravindra Khanvilkar of Akhil Bhartiya Andhashraddha Nirmulan Samiti (ABANS) about the exploitative practices of local frauds and quacks that they were consulting for medical advice.



8-9 Dec 2012



**Canvas painting workshop.** Four Udaan girls were selected by the prestigious Sir J.J. School of Art to participate in a workshop on drawing, sketching, and canvas painting facilitated by onsite art instructors.



11 Dec 2012

**Immoral Traffic Prevention Act (ITPA) workshop.** Umeed members learned about their legal rights under ITPA and how to better protect themselves from brothel owners, pimps, and law enforcement officers.



13 Dec 2012

**Annual vision camp.** Eye specialists conducted thorough examinations at the annual vision camp, resulting in 27 spectacles prescribed and four surgeries performed.



Dec 2012 – Mar 2013

**Vodafone Foundation's "World of Difference".** AAWC was selected by the Vodafone Foundation to participate in "World of Difference", a four-month corporate social responsibility (CSR) initiative involving its senior-level executives.



24 Dec 2012

**Christmas and New Year.** Santa Claus brought holiday cheer and gifts for all members, and the Udaan girls distributed handmade holiday cards to their friends. The children made Christmas tree drawings, performed songs and dances, played a variety of games, and enjoyed delicious lunches and chocolate desserts.



28 Dec 2012

**Hanging Gardens of Mumbai.** Umang members enjoyed a picnic and played near the giant shoe.



5 Jan 2013

**Annual dental camp.** Members received dental examinations and necessary surgeries.



12 Jan 2013

**Annual Sports Day Competitions.** Udaan members competed in sports and games such as dodge ball, sack races, book-balancing, needle and thread, and spoon-and-marble.



16 Jan 2013

**Makar Sankranti Kite Festival.** Members gathered at the AAWC terrace to fly kites in honor of this auspicious springtime festival. *Laddus*, flowers, toiletries, and *sarees* were distributed to all the women and staff as tokens to reconcile hostilities and allow the year to start anew.

**Red Rickshaw Revolution art workshop.** Udaan girls painted highly imaginative scenes of auto-rickshaws in support of the Red Rickshaw Revolution, a nine-day auto-rickshaw ride from New Delhi to Mumbai for women's empowerment sponsored by the Vodafone India Foundation.



19 Jan 2013



**Annual Standard Chartered Mumbai Marathon.** Sumer Juneja, Amruda Nair, Jessu John, and Pratik Agarwal ran in the marathon, raising considerable awareness and funds for AAWC's programs.



20 Jan 2013

**Republic Day.** To commemorate the creation of the Indian Constitution, members sang the national anthem during the flag hoisting ceremony, recited a citizenship pledge, and gave song and dance performances. AAWC staff encouraged the girls to develop a sense of citizenship and awareness of their rights with group activities and creative workshops.



25 Jan 2013

**Egyptian mummies exhibition.** Udaan girls enjoyed an exhibit and 3-D documentary on Egyptian mummies exhibition at the Chhatrapati Shivaji Maharaj Vastu Sangrahalaya Museum (formerly Prince of Wales Museum).



2 Feb 2013

**Vodafone corporate office exhibition.** Udaan members exhibited their creative work with one other and the with larger community at the Vodafone corporate office in Mumbai.



6-7 Feb 2013

**DSB International School's Annual Carnival.** Udaan members danced as guests of honor at the carnival and enjoyed a cartoon film, stall games, and snacks.



8 Feb 2013

**J.J. Hospital Nursing Association's picnic and health workshop.** Udaan members living with HIV/AIDS and/or tuberculosis attended this picnic and health workshop led by women who live with HIV/AIDS and/or TB at the J.J. Hospital Nursing Association.



3 Mar 2013

**Red Rickshaw Revolution.** AAWC inspired Vodafone Foundation's Red Rickshaw Revolution fundraiser, a nine-day auto-rickshaw ride from Delhi to Mumbai made by Laura Turkington, Director of Vodafone India Foundation; Carina Deegan; and Sunita Chaudhary, India's first woman auto-rickshaw driver. Along the way, they interviewed ordinary women with extraordinary stories, fostering global discussion on women's empowerment. They were greeted in Mumbai by Cherie Blair, wife of former UK Prime Minister Tony Blair.



9-18 Mar 2013



9-18 Mar 2013

**International Women's Day and Holi Festival.** Members observed International Women's Day and Holi with Ketaki Thatte, a Marathi film, serial, and theatre actor. The women and girls celebrated the independence and strength of the female mind and body with games and were joined by members of eCoexist while playing Holi with colored powder.

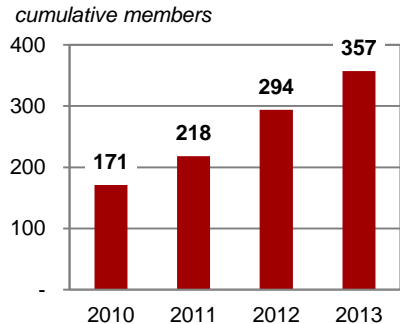
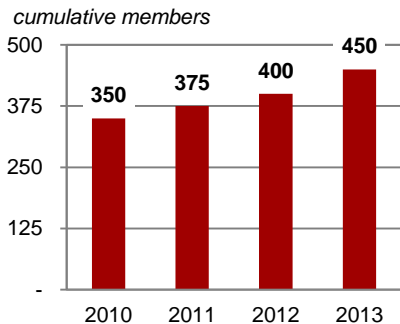
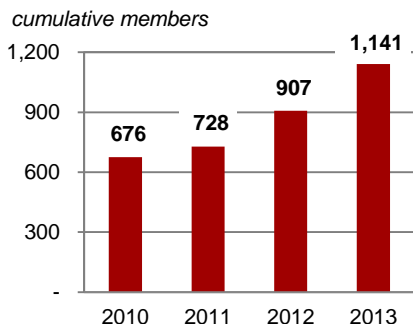
31 Mar 2013



# IMPACT

## BY THE NUMBERS

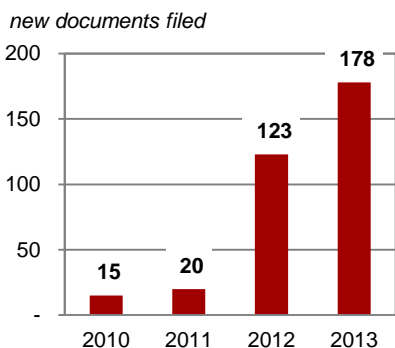
### Membership



Note: As of 31 March 2013, AAWC has served more than 1,500 women, 650 girls and 400 toddlers, including non-members.

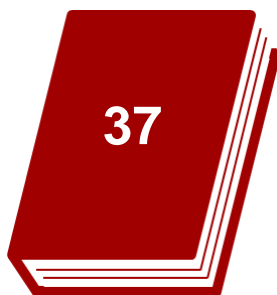
### Empowerment

#### Documents



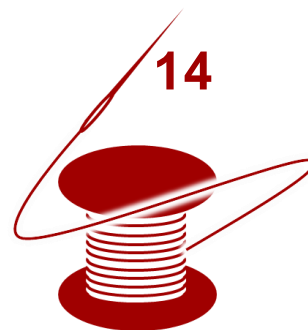
Note: Identification documents include ration cards, PAN cards, affidavits, and birth certificates.

#### Literacy Program



37 women enrolled as of 31 March 2013

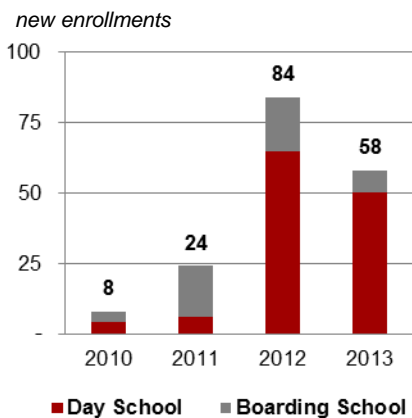
#### Vocational Program



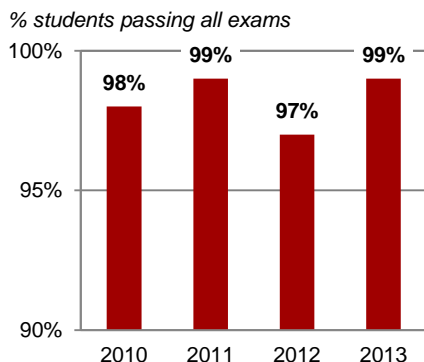
14 women enrolled as of 31 March 2013

### Education

#### School Admissions

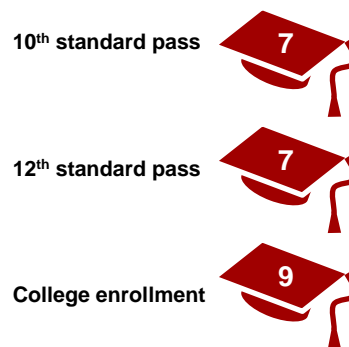


#### Year-end Exams



#### Milestones

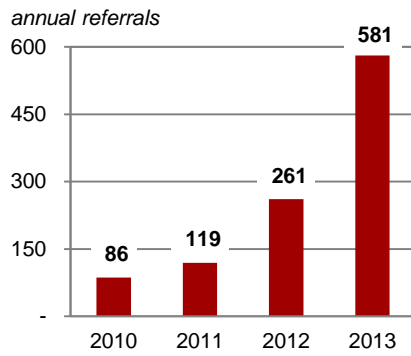
During year ended March 2013:



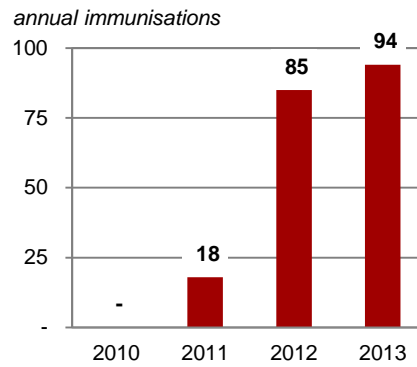


## Health

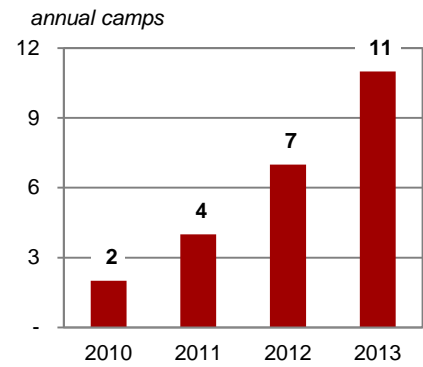
### Medical Referrals



### Immunisations



### Medical Camps



## Rehabilitation

### Umeed



7 women left prostitution permanently during the year ending 31 March 2013

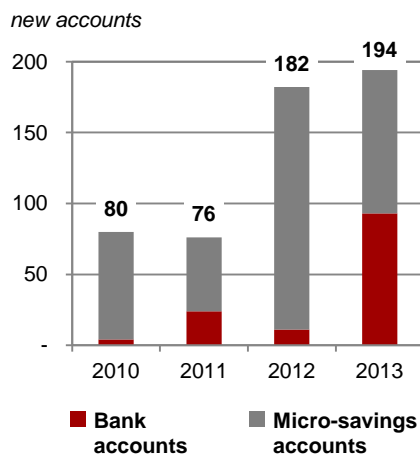
### Udaan



11 girls living in AAWC overnight shelter as of 31 March 2013

## Finance

### Savings Accounts



## Outreach

### Outreach Visits

11,595

11,595 outreach visits made during the year ending 31 March 2013

# IMPACT

## SUCCESS STORIES

### Umeed

1

When an AAWC field officer met **Pinky Sharma\***, she was HIV-positive and wished to pursue an alternate profession outside of the red light area. AAWC accompanied her to the hospital for regular medical check-ups and helped her obtain necessary identification documents like her PAN card and ration card. With our encouragement, she realized that she was no longer physically constrained to her profession, as she had long ago repaid the “debt” she owed her traffickers. Through counseling from AAWC, she gained the strength to leave her *dalal* (pimp) and brothel owner. Today, Ms. Sharma is an employee at a local NGO serving the Kamathipura community, where she works as a **successful outreach worker** to earn her livelihood.

“ I could never have done this without the help of AAWC. Now everyone calls me ‘Madam’ at my new job at the NGO, but not in the same way that I used to imagine the word ‘Madam’. ”

2

Soon after escaping her violent and alcoholic father by relocating from Nepal to Kolkata, **Duhita Ghosh\*** was raped and forced to marry her assailant. Then, under the pretext of a job opening in Mumbai, she was forced to work in a dance bar and, later, a brothel for more than ten years. Once, when she attempted to escape with her infant son, she was brutally tortured. Upon joining AAWC, Ms. Ghosh was able to open a bank account and eventually became **one of our most successful vocational students**. Today, she earns Rs.3,000 per month by tailoring bags and clothes and hopes to open her own vocational centre for underprivileged girls in Mumbai. Meanwhile, her son and daughter are living in secure boarding homes and regularly attending English-medium schools.

“ With AAWC I received the strength to take care of myself and my children, without dependence on or fear of a man. AAWC has given me this opportunity to be myself and to grow. ”

3

When **Chandrika Pillai\*** fled from South India to Mumbai to escape her abusive husband, she was redirected to the red light area with the promise of a false job. Five years later, she met an AAWC field officer who helped her obtain a ration card, bank account, and HIV counseling and ART (anti-retroviral treatment). Recently, Ms. Pillai made a momentous decision to leave her profession and return to her home in South India. With the help of AAWC and her brother, she was able to escape her brothel’s madam. Ms. Pillai’s family, unaware of her situation in Mumbai, has accepted her back at home. She now work as an **agricultural farmer** to support herself and her daughter, who will continue to live and study in an AAWC-affiliated boarding home

“ I never knew I could change so much about my life—AAWC opened my eyes. I learned how to help myself; more importantly I helped my daughter escape the red light profession. Now, I hear her speak in fluent English, and I am so proud of everything she is going to be. ”

## Udaan

1



Her mother had found a low-wage factory job and escaped prostitution despite being dedicated as a *devadasi* as a child, but **Shweta Katti** still grew up in the red light area and endured sexual abuse from her mother's live-in partner. Despite these circumstances, she thrived AAWC's Udaan program for eight years, eventually enrolling at SNDT Women's University in Mumbai. AAWC then placed her at Kranti, a partner shelter home, which helped her win admission to the Unreasonable Institute's prestigious Semester at Sea program and a four-year full-tuition scholarship to Bard College in New York. Ms. Katti plans to earn a B.A. in Psychology and return to Mumbai in 2017 to help other girls like herself escape the red light area. She has been featured on CNN and in *Newsweek's* "**Women in the World: 25 Under 25 Young Women to Watch**" alongside Malala Yousafzai and other young women who are seen as the agents of change for their exceptional accomplishments against all odds.

*“ AAWC was a safe haven for me. I could study, laugh, and make friends—a life that I had never enjoyed before. AAWC lead me to Kranti. These organisations made all the difference in my life. ”*

2

As the oldest child in her family, **Kavita Jain\*** grew up struggling to protect herself from the dangers of the red light area while ensuring the safety and well-being of her younger siblings and mother. In 2001, she was encouraged by AAWC to come to the centre and receive academic tutoring and mentoring from the staff – the guidance and direction that she had long sought. After she passed her 12<sup>th</sup> standard exams, AAWC helped her join Domino's Pizza and then successfully interview for one of 14 spots in an **international luxury five-star hotel** and resort's highly competitive hotel management program. Today, Ms. Jain works as a junior chef at the luxury hotel's Mumbai location; with her earnings, she has been able to move her entire family out of Kamathipura.

*“ Manju Ma'am [AAWC CEO Manju Vyas] has been more than just a mentor to me – she is like another parent. It is because of Ma'am and AAWC that I have been able to do any of this. ”*

3



**Jaya Malhotra\*** was only eight when AAWC was founded in 1998. Like most children living in the red light area, she saw little value in education and avoided her classes and homework as much as possible. At first, she came to the AAWC centre only to play *carom* with her friends but gradually developed an interest in learning and began attending the daily afterschool tuition program. Eventually, she earned a Higher School Certificate from Open University, a Paraprofessional Certificate in Social Work from the prestigious Nirmala Niketan College of Social Work, and a teaching certification from the well-established Muktangan Rehabilitation Center. Today, Ms. Malhotra is pursuing her **Bachelor of Arts degree** from Open University and a certification in counseling from Nirmala Niketan. She plans to continue her career at AAWC to help young girls like herself believe in their dreams.

*“ Apne Aap taught me and pushed me to be whatever I wanted to be—I want that for any girl living in the red light district. I want to help these children find their dreams the same way that I was helped. ”*



## Umang

1

When she came to AAWC, **Disha Shetty\*** did not integrate with the other students not only because she was exceedingly shy but also because she only spoke her native language of Kannada. After persistent efforts by the field officers and *balwadi* teachers, she learned good hygiene practices, developed strong social skills, and gained proficiency in both English and Hindi. Today, Disha is beginning her formal academic career at **St. Joseph's School**, where she will pursue a high-quality English-medium education.

“It's only because of the educational training that Disha received from AAWC for the last three years that she has been able to pass the interview at a renowned private school. I am very proud of Disha and I am very proud of my decision to trust the AAWC with my daughter's future.”

- Disha's mother

2

When **Ankita Saha\*** first came to AAWC, she had difficulty in expressing her emotions and in learning to use the toilet. Her mother did not trust AAWC and enrolled her simultaneously in another organisation's program, but our field officers and *balwadi* teachers were undeterred, helping Ankita learn discipline and socialize with the other Umang children. As her mother observed her progress, she developed trust in AAWC, eventually deciding to place Ankita in the Kamathipura overnight shelter. Today, Ankita stays at an AAWC-affiliated night shelter and is **thriving as a happy and joyful student** in the Umang program.

“After seeing for myself the ways in which Ankita has grown, I have come to trust and respect the work AAWC does for the community. In the future, I hope that AAWC will be able to open more centres so that more children can experience the development my Ankita has. I would like to thank Apne Aap Women's Collective for giving both my daughter and me a future.”

- Ankita's mother

\* With the exception of Shweta Katti, who has chosen to make her background public, all names have been changed to protect the identities of our women and girls.

Note: While we have shared the most high-profile success stories of our members here, AAWC would like to emphasize our belief in the uniqueness of each member and our pride in the achievements of every woman and child.



# FINANCIALS

Note: based on INR-USD exchange rate of 0.018 as of 31 March 2013

## BALANCE SHEET

	INR	USD
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash-in-hand	17,679	325
Bank account (domestic)	1,667,544	30,693
Bank account (international)	1,872,910	34,473
Total cash	<u>3,558,133</u>	<u>65,491</u>
Advances (prepaid expenses)	67,586	1,244
Tax-deductible salaries receivable	9,595	177
<b>Total Current Assets</b>	<b>3,635,314</b>	<b>66,912</b>
<b>Investments</b>		
Bombay Mercantile Shares	900	17
Fixed Deposits	7,676,371	141,292
<b>Total Investments</b>	<b>7,677,271</b>	<b>141,308</b>
<b>Fixed Assets</b>		
Computers	80,232	1,477
Equipment	132,144	2,432
Furniture and fixtures	328,037	6,038
Motor car	314,352	5,786
Mobile phone	11,510	212
<b>Total Fixed Assets</b>	<b>866,275</b>	<b>15,945</b>
<b>TOTAL ASSETS</b>	<b>₹ 12,178,860</b>	<b>\$ 224,165</b>
<b>LIABILITIES</b>		
CRY disbursements	48,657	896
Membership fund	7,788	143
<b>Earmarked funds</b>		
Domestic earmarked	2,910,282	53,567
International earmarked	886,418	16,315
Total earmarked funds	<u>3,796,700</u>	<u>69,882</u>
<b>Corpus</b>		
Corpus (domestic)	6,498,289	119,608
Corpus (international)	250,986	4,620
Total corpus	<u>6,749,275</u>	<u>124,227</u>
Income & expenditure	1,576,440	29,016
<b>TOTAL LIABILITIES</b>	<b>₹ 12,178,860</b>	<b>\$ 224,165</b>



## INCOME STATEMENT

	INR	USD	
<b>INCOME</b>			
General donations			
General (domestic)	1,619,042	29,800	36.5%
General (international)	2,008,510	36,969	45.3%
Total general donations	<u>3,627,552</u>	<u>66,769</u>	81.9%
Interest			
Bank interest (domestic)	2,233	41	0.1%
Bank interest (international)	32,091	591	0.7%
Fixed deposit interest	768,170	14,139	17.3%
Total interest	<u>802,494</u>	<u>14,771</u>	18.1%
<b>Total Income</b>	<b>₹ 4,430,046</b>	<b>\$ 81,540</b>	<b>100.0%</b>
<b>EXPENSES</b>			
Establishment (administrative) expenses	(614,921)	(11,318)	15.0%
Project expenses			
Education expenses	(1,697,114)	(31,237)	41.4%
Health expenses	(1,559,198)	(28,699)	38.0%
Total project expenses	<u>(3,256,312)</u>	<u>(59,936)</u>	79.4%
Miscellaneous expenses	(4,795)	(88)	0.1%
Audit expense	(28,090)	(517)	0.7%
Depreciation	(195,790)	(3,604)	4.8%
<b>Total Expenses</b>	<b>₹ (4,099,908)</b>	<b>\$ (75,463)</b>	<b>100.0%</b>
<b>NET INCOME</b>	<b>₹ 330,138</b>	<b>\$ 6,077</b>	

## STATEMENT OF CASH FLOWS

	INR	USD
<b>STATEMENT OF CASH FLOWS</b>		
Net income	330,138	6,077
Plus: depreciation	195,790	3,604
Less: change in working capital	(237,571)	(4,373)
<b>Net Cash Flows from Operations</b>	<b>₹ 288,357</b>	<b>\$ 5,308</b>
Purchases of plant, property, equipment	(269,105)	(4,953)
Net investment in fixed deposits	(634,391)	(11,677)
<b>Net Cash Flows from Investing</b>	<b>₹ (903,496)</b>	<b>\$ (16,630)</b>
Donations (earmarked) *treated as liability	1,357,188	24,980
Donations (corpus) *treated as liability	991,833	18,256
<b>Net Cash Flows from Financing</b>	<b>₹ 2,349,021</b>	<b>\$ 43,236</b>
<b>NET CHANGE IN CASH</b>	<b>₹ 1,733,883</b>	<b>\$ 31,914</b>
<b>CASH CHECK</b>		
Beginning cash	1,824,251	33,577
Plus: net change in cash	1,733,883	31,914
<b>Ending cash</b>	<b>₹ 3,558,134</b>	<b>\$ 65,491</b>

# NEXT STEPS

## CONTACT

### FALKLAND ROAD CENTRE (MAIN OFFICE)



+91 22 2381 9721



Mon – Sat, 11AM – 7:30PM (office) and 10AM – 7:30PM (daycare)



1<sup>st</sup> Lane Khetwadi, 1st Floor Municipal School, near Alankar Cinema, Mumbai 400004, India



### KAMATHIPURA CENTRE



+91 22 2308 3326



Mon – Sat, 11AM – 7:30PM (office), 10AM – 7:30PM (daycare), and 7PM – 10AM (night shelter)



Shop No.2, Ground Floor, Orchid Tower A/B, Shuklaji Street, Mumbai 400008, India



## WEB



**General:** [info@aawc.in](mailto:info@aawc.in)

**Careers:** [hr@aawc.in](mailto:hr@aawc.in)

**Media:** [media@aawc.in](mailto:media@aawc.in)

**Donations:** [give@aawc.in](mailto:give@aawc.in)



**Website:** [www.aawc.in](http://www.aawc.in)







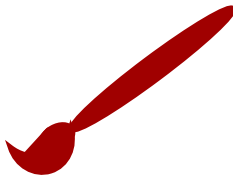



# DONATE

You may choose to donate to Apne Aap Women's Collective via web ([www.aawc.in/act/give.html](http://www.aawc.in/act/give.html)), card reader, cheque, or wire transfer. In all cases, please indicate whether your funds are intended for general use, earmarked for a specific project, or earmarked for the Corpus fund.

We also welcome the following in-kind donations: groceries, toiletries, medicine, toys, storybooks (Hindi, Marathi, and English), bed sheets / towels / blankets, and clothing (women, girls, and boys). For more information about giving in-kind support to AAWC, please contact [give@aawc.in](mailto:give@aawc.in).

Discover below the ways that your donation will help empower our women and children. We thank you for your support of our work.

<p><b>\$10</b></p>  <p><b>extracurricular excursions</b></p> <p><b>1 year, 2 girls</b></p>	<p><b>\$25</b></p>  <p><b>medical camps</b></p> <p><b>1 year, 5 girls</b></p>	<p><b>\$50</b></p>  <p><b>capacity building</b></p> <p><b>1 year, 1 staff</b></p>	<p><b>\$75</b></p>  <p><b>healthcare</b></p> <p><b>1 year, 1 girl</b></p>
<p><b>\$100</b></p>  <p><b>nutrition</b></p> <p><b>1 year, 3 girls</b></p>	<p><b>\$150</b></p>  <p><b>education</b></p> <p><b>1 year, 2 girls</b></p>	<p><b>\$200</b></p>  <p><b>workshops</b></p> <p><b>1 year, 40 girls</b></p>	<p><b>\$500</b></p>  <p><b>overnight shelter</b></p> <p><b>1 year, 1 girl</b></p>

*Note: a corpus fund denotes a permanent fund on which the interest/dividend accrued can be saved or used for the purposes of the organisation. Generally, the corpus fund itself may not be used for expenditures, except in the case of capital expenditures.*

*Terms and Conditions: Apne Aap Women's Collective (AAWC) is registered under Bombay Public Trusts Act 1950. No. F-20558. Indian donations are tax-deductible under section 80-G of the Income Tax Act of 1961. AAWC reserves the right to use donations at the discretion of its staff and/or managing committee, provided such usage falls within the limits specified by the donor. To request a refund, please contact [give@aawc.in](mailto:give@aawc.in) within 1 year of making your donation.*



# APPENDICES





# PARTNERS

Apne Aap Women's Collective recognizes all of its organisational partners and would like to express our utmost gratitude for the continued support and resources they provide. We hope to keep working with our partners in the future to pursue our mission. Note: Please contact [info@aawc.in](mailto:info@aawc.in) to learn more about forming a partnership with AAWC.

## SELECT NGO PARTNERS



## SELECT GOVERNMENT PARTNERS

- BYL Nair Charitable Hospital
- Municipal Corporation of Greater Mumbai (MCGM)
- Women and Child Welfare Committee (WCWC)

## SELECT CORPORATE PARTNERS



## ALL PARTNERS

Aakar Mumbai  
Akshay Calligraphy Designs  
Akhil Bharatiya Andhashraddha Nirmulan Samiti (ABANS)  
Aseema  
Asha for Life Community  
Atma  
BYL Nair Charitable Hospital  
AVEHI Public Charitable Educational Trust  
Child Welfare Committee (CWC)  
Committed Communities Development Trust (CCDT)  
Coordination Committee for Vulnerable Children (CCVC)  
Committee for Rights to Housing (CRH)  
Child Rights & You (CRY)  
Dasra

Disha Group  
DSB International School  
Family Welfare Training & Research Centre (FWT&RC)  
Friends of Society, Pune  
Gaurabai Hospital  
GiveIndia  
INNOVAID  
KBH Bachooali Charitable Ophthalmic & ENT Hospital  
Kids Postcard Project  
Kotak Education Foundation (KEF)  
Kranti  
Mumbai AIDS Forum  
Mumbai Mobile Creches  
Mumbai District AIDS Control Society (MDACS)  
Municipal Corporation of Greater Mumbai (MCGM)  
Médecins Sans Frontières (MSF)  
Navjeevan Centre  
New Resolution India  
New Life Medical and Educational Trust (NLMET)  
Oasis India  
The Oberoi Hotel, Nariman Point  
Pratham Shelter Home, Pratham Council for Vulnerable Children (PCVC)  
Prerana  
Population Services International (PSI)  
Rationing Kruti Samiti (RKS)  
Red Rickshaw Revolution  
R.S. Nimkar Hospital  
Salaam Baalak Trust  
Sahachari Foundation  
Salvation Army  
Samhita  
Seva Sadan Society  
Silver Inning Foundation  
Sisters of Charity of St. Anne  
Smiles32 Foundation  
Social Activities Integration (SAI)  
Spenta Multimedia  
SOS Children's Village Alibaug  
Society for the Promotion of Area Resource Centers (SPARC)  
United Way of Mumbai  
Vodafone Foundation India  
Women and Child Welfare Committee (WCWC)  
Young FICCI Ladies Organisation (YFLO)

# DONORS

Apne Aap Women’s Collective would like to thank all our donors in India and around the world for their generous contributions towards our organisation’s mission. These contributions are essential to our ability to continue empowering the women and children of Kamathipura. Please contact [give@aawc.in](mailto:give@aawc.in) to learn more about how to support AAWC’s programs.

## GOLD DONORS: RS.5-10 LAKHS



Trusts & Foundations

## SILVER DONORS: RS.1-5 LAKHS



Trusts & Foundations



Individuals



Corporations

## PATRONS: < RS.1 LAKH



Trusts & Foundations



Individuals (31)



Corporations

## VOLUNTEERS

Apne Aap Women's Collective would like to thank our team of dedicated volunteers who come from Mumbai and around the world. Without their generous time and effort, we would not be able to support the women and children of Kamathipura to the extent that we do. Please contact [hr@aawc.in](mailto:hr@aawc.in) to learn more about volunteering for AAWC.

James Campbell – Australia via Atma

Karishma Chanrai – India

Maneka Chotirmall – Mumbai

Shivani Daiyya – Mumbai

Rajiv Gihwala – South Africa

Shweta Kamble – Mumbai

Ramona Klaes – Germany

Nishu Kothari – Mumbai via Atma

Bjas Murthy – Mumbai via Vodafone

Nidhi Senlani – Mumbai via Atma

Urvi Shah – Mumbai via Atma

Lara Squire – Botswana

Elizabeth Tang – United States

Heather Whelen – Canada

## INTERNS

Apne Aap Women's Collective organizes internships with a number of universities in Mumbai and around the world. We would like to thank the our team of interns for their enthusiasm and dedication. Please contact [hr@aawc.in](mailto:hr@aawc.in) to learn more about AAWC's internship program.

Jagruti Didwani – St. Xavier's College

Priyanka Kamble – Siddharth College

Nakusha Koldkar – SNTD Women's College

Shruti Limaye – SNTD Women's College

Tina Mann – Columbia University, New York City

Lisa Rodricks – NMIMS College







