



ENVISIONING A BETTER TOMORROW

Annual Report 2013 - 2014

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ENVISIONING A BETTER TOMORROW

*"In order to carry a positive action
we must develop a positive vision."*

- Dalai Lama

India's development landscape has changed significantly over the past one decade owing to the country's paradoxical situation of high economic and technology growth vs. high rate of poverty, hunger and poor health indicators. For Sightsavers in India, 2013 has been more around system strengthening and envisioning a better tomorrow so that our programmes are more impactful, are relevant and remain more aligned with this changing scenario.

Foreword from the **Chairman**



Dr. S Y Quraishi

Chairman of the Trustee Board, Sightsavers (India)
Former Chief Election Commissioner of India

Blindness takes away more than just our ability to see, but also takes away our dreams, aspirations and hopes too. Unfortunately, India is home to almost a quarter of the World's blind population. The irony is that 80 percent of this blindness is avoidable, i.e. it exists only due to deplorable eye health services and poor awareness levels in our country. It's disappointing that such a huge volume of blindness is avoidable and readily solvable makes it one of the most unique development and health issues facing India.

Sightsavers' eye health and blindness prevention initiatives exist to make sure our vision of ending avoidable blindness in India is transformed into reality. In 2013, Sightsavers reached out to 1.3 million people with potential eye problems, distributing 137,282 spectacles to people in need, and conducting sight-restoring surgeries for 82,178 visually impaired people. Sightsavers' scale of work and impact is phenomenal, and I feel proud and humbled at the same time to be associated with an organization that is addressing such a critical national problem at this scale, and it continues to challenge itself by raising the bar year after year.

People with disabilities are often looked down upon in society and face discrimination in various spheres of life. They also face significant hurdles in becoming socially and financially independent. Moreover, disability in India is closely linked to poverty, being both a cause and effect of it. Therefore, Sightsavers offers educational and employment support, as well as assistance in forming Self-Help Groups (SHGs) and Disabled People's Organisations (DPOs) to advocate for their rights. In 2013, Sightsavers supported 1,903 Children with Visual Impairment (CVIs) in school. 16,915 disabled adults were provided various trainings to facilitate independent living, while 37 DPOs were supported through capacity-building, lobbying and strategic assistance. In this way, in addition to impacting the lives of individuals affected by disability, Sightsavers' efforts in Social Inclusion efforts are also playing a major role in changing the way India views disability issues.

As Chairman of the Trustee Board, I wish to thank all of our partners, our tireless and dedicated staff, and our donors and supporters for helping us achieve these milestones and move closer to our goal of eliminating avoidable blindness in India and empowering people with disabilities to lead lives of independence and dignity.

Thank you very much!

Foreword from the CEO



RN Mohanty

CEO – Sightsavers (India)

2013 has been one of the most eventful years in Sightsavers' 48 year journey in India so far. While we are proud to have a rich and solid history behind us, we have always been an organisation driven by dynamism and a forward-looking approach to meet the challenges of the future. In this respect, the most important development of the year has been the development of a brand new strategy to guide our work over the next five years.

The new strategy denotes a marked shift from a 'service delivery' to a 'systems strengthening' approach. Instead of providing solutions at an individual or local level, our interventions will be increasingly focussed on bridging the gaps in the existing machinery and building sustainable systems to take on eye health and disability-related challenges of the coming era.

Sightsavers also kicked off an exciting eye health project in the Sunderbans, as well as comprehensive eye care projects in select rural areas and urban slums of Madhya Pradesh. On the advocacy front, Sightsavers' continued efforts in lobbying with public and private sector banks to promote accessible banking yielded strong results, with over 7000 accessible ATMs being installed across the country. Our digital campaign on World Sight Day was another major success that significantly increased our presence on social media platforms.

Looking ahead towards the future, I am confident that Sightsavers' new strategy will help redefine the way public health care and disability programmes are executed in India. I am also hopeful that our efforts in becoming a more innovation-driven organisation will propel our impact even further in the coming years. The future certainly holds exciting prospects for us.

Last but not the least, I would like to thank all our donors, partners, supporters and trustee board members for understanding our cause and lending their support.

Sightsavers India Trustees



Dr. S Y Quraishi

Former Chief Election Commissioner of India

Dr S. Y. Quraishi, the former Chief Election Commissioner of India is known for his special contributions in social sector reforms covering health, education, population, drug abuse, and civil society action.



Dr. Ashok Dyalchand

Health Expert

Dr Ashok Dyalchand is a healthcare professional specialising in the management of primary health care, community ophthalmology, child and adolescent health among others.



Dr. Garimella Subramaniam

Senior Assistant Editor, The Hindu

Dr Garimella Subramaniam is a leading editorial commentator at The Hindu on the European Union, aspects of the global economic meltdown and the state of national and global human rights law and practice. He has been with The Hindu - a leading English daily in India since 1995.



Karuna Bhatia

Head of Sustainability –
India & South Asia at Standard Chartered Bank

Karuna Bhatia has been the Head of Sustainability – India & South Asia at Standard Chartered Bank since March 2009. Her role involves deep understanding of the need for CSR in sustainable development. She also provides strategic business direction to the bank's sustainability agenda and manages complex internal & external stakeholder relationships.



Srila Chatterjee

Chief Operating Officer and Executive Producer at Highlight Films; Founder Partner, Blue Frog Media

Srila Chatterjee is Chief Operating Officer and Executive Producer at Highlight Films the first Production House for advertising films in India, and a Founding Partner of Blue Frog Media. She has been Festival Director for two years at the Kala Ghoda Arts Festival (a major event in India) and is involved in design and art projects.



Sreeram Iyer

Chief Operating Officer, Asia Pacific, Europe and America (APEA) at Australia and New Zealand Banking Group

Sreeram Iyer is Chief Operating Officer, Asia Pacific, Europe and America (APEA) with responsibility for Operations, Technology, Legal and Compliance, Property, Sourcing, Transformation and Major Programs at the Australia and New Zealand Banking Group.



Mathew Cherian

Chief Executive, HelpAge India

Mathew Cherian is a veteran in the development sector in India with a career spanning both programme development as well as resource mobilisation in various organisations.

Programme Highlights

(India 2013)



Supported treatment for over **2.41 million** patients



Supported over **65,855** cataract surgeries



Screened over **1.34 million** people from slum communities



Facilitated over **one million** people through Eye Care projects



Facilitated education for over **2,100** blind/low vision children



Partnered with over **80** local voluntary organizations

Who we are

Sightsavers is an international organisation that works with partners in over 30 countries to eliminate avoidable blindness, and fights for the rights and needs of people who are visually impaired or blind.

In India since 1966 Sightsavers' work in India has enabled thousands of people to lead lives of independence and dignity. We have been working with local partners to strengthen organisations and communities, and have supported the treatment of millions of people with eye disorders. We have educated, counselled, trained and rehabilitated people who are visually impaired or blind, and helped extend the reach of eye services to the least served areas of India.

Our Vision, Mission and Values



Our vision

Sightsavers' vision is of a world where no one is blind from avoidable causes and where visually impaired people participate equally in society.

Our mission

We are an international organisation working with partners in developing countries to eliminate avoidable blindness and promote equality of opportunity for disabled people.

Our values

- Blindness is an important cause and the effect of poverty. We work with poor and marginalised communities in developing countries.
- We achieve much more when we collaborate. We forge alliances and partnerships to ensure a positive and long term impact on people's lives.
- People should not go blind unnecessarily. We prevent, treat and cure avoidable blindness and promote eye health.
- People with visual impairment should be able to develop their potential to the full. We work with disabled people and others to promote equal rights and opportunities.
- With the right resources, people can find their own solutions. We strengthen organisations and communities to develop practical and enduring solutions.
- Learning and innovation are essential in order to improve the quality of what we do. We underpin our work with the best available evidence and research.
- Our supporters are a key part of the solution. We work together to accomplish our goals.

An Insight to Our New Strategy

National Programmes

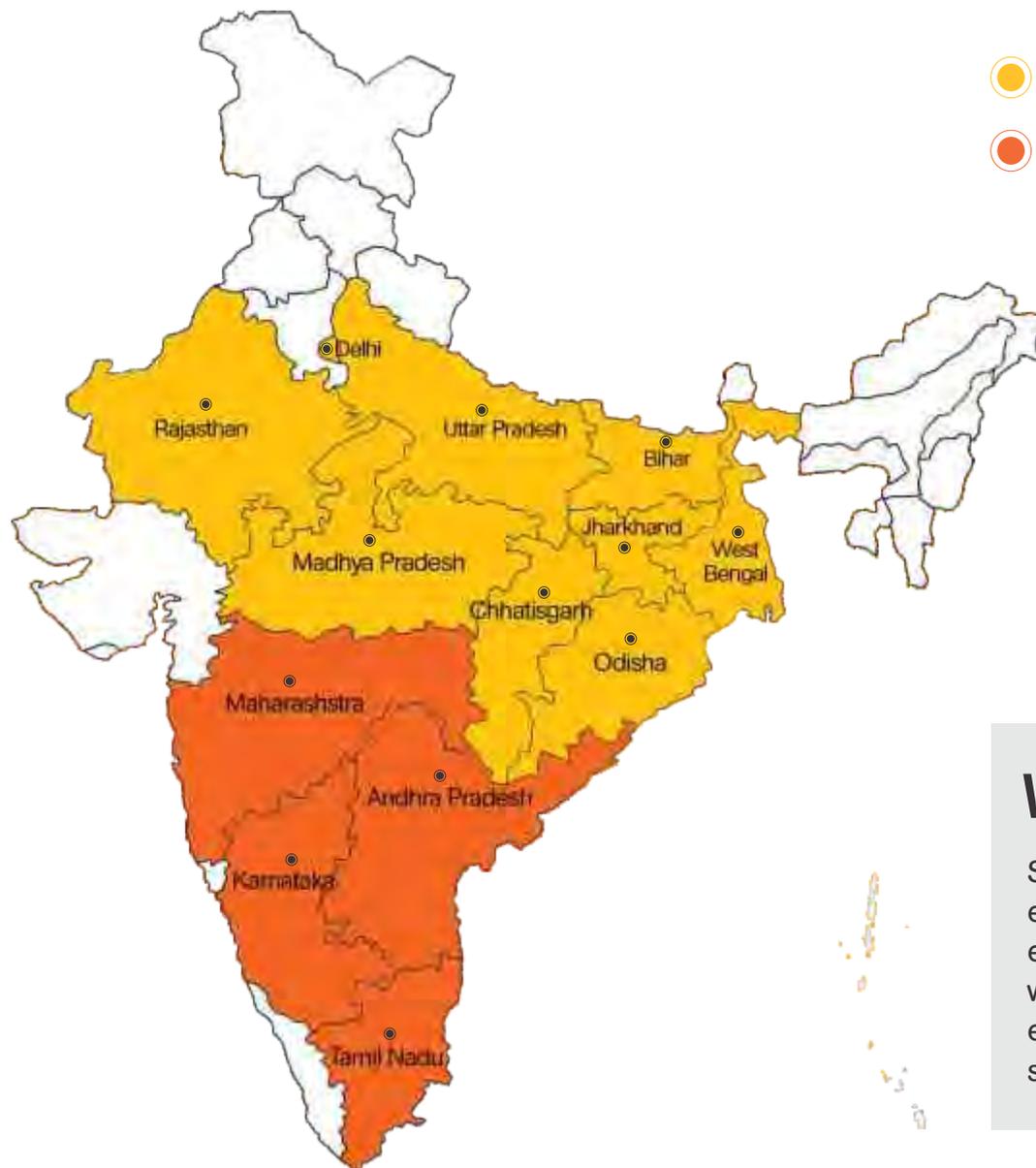
- Urban Eye Health
- Rural Eye Health
- School Eye Health
- Low Vision
- Inclusive Education
- Social Inclusion

With a strong national standing, operational presence in several states and alignment with national issues, Sightsavers in India is transitioning from a regional structure to a unified national organisation. '**Sightsavers in India**' now progresses with a unified strategic thinking intended to bring a sustainable impact, as it moves ahead with the following goals:

- **Have national programmes with broad strategies**, based on which operational plans will be developed addressing regional differences. These national level programmes will be characterised by common standards and processes, align with national plans and policies, enable comparative study between base line and with other projects, and plan for impact at the beginning of the project itself.
- **Be a stronger technical resource in our three core areas i.e, Eye health, Social Inclusion and Inclusive Education**. We will incorporate learnings, strengthen research processes and contribute basis our knowledge database in meetings, conferences and publications.
- **Actively engage with the National government and state governments** to influence policy and practice, support their work to enhance their impact and serve as a better resource for state governments using our national level implementation experiences and partnerships.
- **Participate actively in civil society forums at national and state levels**, advocating from the disability perspective, using them as a broader context for sharing of resources and ideas, helping them to develop and providing leadership where required, and
- **Establish itself as a national entity with grassroots presence**. Sightsavers being a global organisation would remain focused on reflecting these key attributes thereby leveraging its experience through judicious use of media and communication.

The new Sightsavers programme strategy for 2014 - 18 denotes a marked shift in strategic focus from service delivery to systems strengthening. Sightsavers' interventions will focus on collaborating with government, private sector players, NGOs and communities to address the gaps in the status quo and build sustainable systems to meet the eye health and disability-related needs of the future.

Where we work



● Priority States/High Focus

● Learning States

What we do

Sightsavers believes in providing quality eye healthcare, enabling greater access to health services and promoting equal opportunities for the disabled in India. We work on a wide variety of programmes that improves availability and ensures quality of life for the marginalised section of the society.

How we work

Sightsavers works in a sustainable manner to promote lasting change, by strengthening existing health systems, demonstrating best practices and working with governments to bring them to scale, and fostering alliances and networks for advocating the rights of the disabled.

Some of our programmes include:

- Strengthening primary eye care initiatives with focus on early detection, treatment and referrals for cataract and higher order diseases
- Bringing comprehensive eye health to the urban underserved communities through urban eye care initiatives and focusing on social inclusion of people with vision disability
- Strengthening school eye health for early intervention and prevention of eye care related issues
- Training and capacity building of community level health workers in primary eye care to treat common eye problems and provide referrals wherever necessary

Sightsavers in India since 1966: A glimpse

- Supported treatment of over 52 million persons with potential eye problems and treated over 36 million as a result
- Supported over 4.8 million eye operations Brought eye services to the least served areas of the country
- Provided rehabilitation and educational support to thousands of irreversibly blind people
- Enabled visually impaired to lead lives of independence and dignity

"To be blind is not miserable; not to be able to bear blindness, that is miserable"

John Milton



Milestones Achieved in 2013

Key Highlights

Eye Health

India has the largest population of blind people in the world. That's over 12 million people*. Most of them live in the poorest parts of the country with little or no access to even basic health care facilities. But did you know that 80 per cent of them (9.6 million) could have been prevented from going blind if they had received timely treatment? But poverty – which is both a cause and effect of blindness – can be very hard to break out of, especially in the rural areas where most blind people live. Promoting eye health in India and preventing blindness increases access to education, employment and prosperity, and enables greater participation in civil, social and political life.



*Source: IAPB

Expansion of the **Kishanganj Project**

Sightsavers has been working in some of the most difficult districts across India and Kishanganj in Bihar is one of them. Consequent to the successful demonstration of a comprehensive eye health programme and by adopting the Public Private Partnership (PPP) Service delivery approach in Kishanganj District, the Government of Bihar realised the benefits of working on this approach and has passed an order to scale up the interventions to seven more districts. As a result of this success, the State Government has decided to strengthen Ophthalmology OT (Operating Theatres) units across 38 district hospitals by providing the necessary infrastructure and equipment. Sightsavers would focus on replicating this model in other districts of Bihar.



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OPD at Kishanganj was inaugurated by Shri Aditya Kumar Das, DM - Kishanganj District

Mumbai Eye Care Campaign

Mumbai Eye Care Campaign or MECC is a joint initiative of Sightsavers and Standard Chartered Bank and aims at improving the eye health of people in Mumbai. This has been supported by Standard Chartered Bank through their 'Seeing is Believing' Programme. Mumbai is India's financial commercial, industrial and entertainment capital. It is the administrative headquarter of the vast state Maharashtra with population of about 12 million* citizens. Unfortunately of this nine million** citizens live in the slums.

In December 2013 the Mumbai Eye Care Campaign's Chembur vision centre under Khan Bahadur Haji Bachooali Eye and ENT Hospital was remodelled. This centre has now been established as a permanent eye care service unit in the community. The centre is now receiving an average of 50 patients per day. Every month an Ophthalmologist from Khan Bahadur Haji Bachooali Eye and ENT Hospital (Base Hospital) visits the centre to check all cataract referrals before finally referring them to the hospital. On an average 30 cataracts are referred from this centre.

*Source: IAPB
**Source: World Population Review

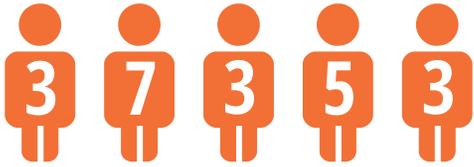


Screening in progress at various centres under the Mumbai Eye Care Campaign initiative

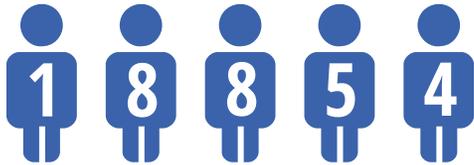
Statistics for Mumbai Eye Care Campaign January 2013-December 2013



No. of people reached with IEC Material (Awareness)



No. of people refracted through vision centers



No. of spectacles dispensed



No. of optical devices dispensed



No. of people screened



Vitthal Regains his Vision and Confidence

A vegetable seller by profession, Vitthal a resident of Chembur at Mumbai was experiencing issues with his vision. But he had bigger challenges! By selling vegetables on the road side, he could barely manage to fulfil the basic needs of his family leave alone an eye check-up.

In the month of December 2013 he visited the MECC Chembur vision centre, where the optometrist referred him to Khan Bahadur Haji Bachooali Eye and ENT hospital (KBHB) for a cataract surgery. KBHB Hospital has a bus of their own and offers services to those patients who due to various reasons cannot visit the hospital for further treatment. In the month of January 2014, Vitthal reached the hospital where he got operated for cataract. Vitthal can now see clearly and is doing his regular follow ups. Now he can independently run his small vegetable shop by the roadside.



Social Inclusion

India has the largest population of blind people in the world. Most of them live in the poorest parts of the country with little or no access to even basic health care facilities. But poverty – which is both a cause and effect of blindness – can be very hard to break out of, especially in the rural areas where most blind people live. Promoting eye health in India and preventing blindness increases access to education, employment and prosperity, and enables greater participation in civil, social and political life.

- **13,722 PWDs** received training on their rights and entitlements through Sightsavers workshops and training camps in 2013
- **1,814 PWDs** were provided basic skills training, and 1,379 PWDs were supported with livelihood and vocational skills training
- Sightsavers supported **37 DPOs** across India to enhance their capacities and strengthen their self-advocacy efforts

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“Sensitisation through Sports for Blind” - 7th Blind Challenge Car Rally 2013

Since 2007 Sightsavers’ partner Arushi has been organizing Blind Challenge car rallies to create awareness amongst the masses and sensitise them on disability related issues. The 2013 blind challenge rally was supported by Sightsavers along with other agencies. The rally helped in sensitising people towards the need for developing an inclusive environment for Persons with Visual Impairment (PVI). Every year large crowd have witnessed this event.

During the Blind Challenge Car Rally a route map was prepared in braille which was handed over to the PVI navigators. These navigators were orientated prior to the entire rally. The sighted person depended solely on the directions of his/her navigator to complete the race. The rally was flagged-off by Mr Praveen Garg, commissioner Bhopal. The rally started from Boat Club, Upper Lake and moved through roads of New Bhopal and other prominent places of Bhopal and moved towards the finishing point at Indira Gandhi Rashtriya Manav Sangrahalaya.

For the audience and the participants in the car rally, the sports event was a special attraction. Yet another attraction was the Bocce Ball (pronounced as Bochee Ball) which was demonstrated by the Madhya Pradesh Viklang Sewa Samiti (MPVSS) a partner organisation of Sightsavers. The Bocce Ball demonstration had involved visually impaired children who played the game using their hearing capability. The audience also enthusiastically participated in the games.



Blind Challenge Car Rally arranged by Arushi and co-sponsored by Sightsavers



Demonstration of Bocce Ball by a member of the audience during the car rally

Inclusive Park

One of the objectives of the Sightsavers supported Paediatric Eye Care project titled 'Nanna Kannu' is to re-establish the childhood in children having Visual Impairment. Keeping this in mind, our partner hospital Shri Kanchi Kamakoti Medical Trust (SKKMT), Bangalore established an inclusion park for the Visually Impaired (VI) in their campus.

The inclusion park in Sankara premises is an interactive platform providing an opportunity to children, the visually impaired and the sighted, as well as adults to interact with one another. It has been operationalised through a grant from Sightsavers.

This park is an attempt to bring visually impaired and sighted children on a common platform and allow them to interact and learn from one another. The following games were installed to promote inclusive play:

- **Magnetic tangram puzzle board**
- **Snakes and Ladders with raised elements**
- **Magnetic knots and crosses**
- **Nuts and Bolts with elastic rope**
- **Story board**



Visually impaired and sighted children playing together

Ganesh Ram Gains his Confidence!

39-year-old Ganesh Ram from Nagaur in North India failed to get a job after losing his eye sight and had to give up work as a labourer and farmer. The pressure to take care of his son, four daughters and dependent mother was immense. Money was so scarce that his son had to be pulled out from school, and Ganesh also suffered from an acute depression at the frustration and confinement he felt as a blind man.

Ganesh was fortunate enough that one of Sightsavers' partner organisations, Urmul Khejri Sansthan, was able to identify him through a survey of his community and provide support. Things were looking brighter for Ganesh and his family when he found out about a job under a local government scheme. Ganesh had qualified as he came from a small, remote village called Khudkali in the harsh desert of northern Rajasthan. Today, he is now happily working as a caretaker at a building site, which includes looking after the children of the workers there.

Ganesh's story is a shining example of what can be achieved when blind and disabled people's groups understand what their rights are and how to advocate for them.



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Inclusive Education

Blindness creates a cycle of illiteracy, poverty and social exclusion for India's 2+ million blind children, making them one of the most vulnerable groups in the world. Only 5% of them receive any kind of education. Sightsavers supports inclusive education to ensure that children who are blind or visually impaired are included in mainstream education.

- In 2013, Sightsavers supported **2,100 Children with Visual Impairment (CVIs)** and other PWD children to receive an accessible education in school. We also successfully enrolled 230 new PWD children into the formal education system.
- Over **94%** of Sightsavers supported PWD children were successful in transitioning to the next year in school. →

Bihar Education Project Council sends its Resource Teachers for Exposure Trip in West Bengal

Lack of human resources coupled with low level of inefficiencies has been a major challenge across the county in delivering quality inclusive education for the disabled children. For the visually impaired children in the state of Bihar, special educators trained in visual impairment are not available as per the requirement which makes teacher-student ratio highly inadequate.

Through continuous advocacy by Sightsavers, the officials in BEPC (Bihar Education Project Council) realised the importance of strengthening the Inclusive Education concepts amongst their Resource Teachers. They sent a group of 30 resource teachers and senior officials for an exposure trip to Purulia district of West Bengal where Sightsavers has pioneered an inclusive education programme covering 150 visually impaired children.

The team visited different schools where visually impaired students were studying and interacted with local communities and school management systems to understand the effectiveness of a model inclusive education programme. The five day exposure helped the visiting team to understand the new technologies available in the field of visually impaired children's education, the different kinds of locally made Teaching and Learning materials used to teach visually impaired children, the curriculum adaptation methods and concepts, the different kinds of low vision glasses and low vision devices used by low vision students, the early intervention techniques and measures etc. As a way forward this exposure trip will help the state Inclusive Education programme to scale up the innovative and effective approaches adopted towards the quality education of the visually impaired students in the inclusive setting.



Training session in progress for resource teachers

Piloting Innovative Technology in Inclusive Education

Sightsavers as part of its education programme has piloted DAISY players as an alternative technological solution to the unavailability of braille books in the rural pockets of Jharkhand and Odisha. 96 visually impaired students between standard 6th to 10th were provided with this new technology to enhance their academic learning level.

With the application of this new technology visually impaired students can record their class room teachings in the daisy format and upload talking text books for their easy reading and reference. This user friendly technology has appealed to large number of print/visually impaired students who were otherwise quite dependent on others for their subject specific learning and academic preparations in the absence of books in accessible format. The students are using this new technology to develop different talking educational materials and record their class room lectures for home work.

The new technology has generated huge interest among visually impaired students towards their class subjects and their class room participation also increased to a significant level. The addition of this new technology in inclusive setting has brought substantial improvement in the learning levels of visually impaired students.

- New technology in the form of DAISY players is piloted by Sightsavers to support the education of selected 96 visually impaired students in the state of Odisha & Jharkhand.
- With the application of this new technology in Odisha & Jharkhand talking text books are in huge demand by the students who otherwise face many difficulties in getting braille books in time.





Sonam Overcomes All Odds!!

Sonam a ten year old girl lives in a small village of Taronkalan of block Pipariya of district Hoshnagabad in Madhya Pradesh. Though coming from a poor family, she was always inclined towards receiving quality education. But when she lost vision in both of her eyes a few years back, she lost hope and became depressed. She stopped studying and even going outside. During the baseline survey the Dalit Sangh team identified her and looking at her interest towards studies. She was trained on orientation and mobility and daily living skills first, which she learned very fast.

But starting her education again was not easy as challenges came in the form of school authorities denying admission to a blind girl. After continuous meeting with school authorities and the block education officer and educating them about Right to Education Act 2010 and PWD Act, enrolling her in the mainstream education became a dream come true. The project team further oriented and trained school teachers on how to deal with visually impaired children in their school. Sonam now along with her sighted peers studies in school, while her curriculum needs are being taken care of by a project inclusive education teacher.



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Advocacy

Sightsavers today has a strong nationwide operational presence. Being closely aligned to national issues and having a strong past in the field of advocacy, we fight for the rights of the visually impaired. Advocacy today is a binding thread that we weave through all our work to facilitate change in each of our core thematic areas i.e. eye health, education and social inclusion. We advocate for change with our core initiatives revolving around changing the way people think, act and perceive the visually impaired.





- **Accessible ATMs/Financial Access:** This year, we were able to set standards for accessible ATM's which have now been also approved by Indian Banks Association (IBA).

Sightsavers along with our partners prepared a “Banker's Handbook on Accessible Banking” detailing the requirements for accessible banking with specifications for services.

Sightsavers' **Project Access**, implemented in collaboration with Xavier Resource Centre for the Visually Challenged (XRCVC) aims to improve access for Persons with Visual Impairment (PVI) and other PWDs, lobbied to various public and private sector banks to promote accessible banking. As a result, over **7000+ accessible ATMs were installed** by various banks across the country.

- The Disabled Peoples Organisation in Bikaner District of Rajasthan was instrumental in increasing the allocation under Vishwas Yojana meant for income generation of people with disabilities, through advocacy with the state Government and getting to eliminate the upper limit on the number of beneficiaries for the Yojana in the district. As a result, Bikaner district utilised INR 1.35 crore from the Vishwas Yojana, making it the highest utilisation of the fund in the entire Rajasthan state.
- Following successful lobbying efforts by Sightsavers and XRCVC, the Government of India played a key role in the signing and ratification of the World Intellectual Property Organisation's (WIPO) **Marrakesh Treaty** calling for special provisions in international copyright laws for the publication of books in accessible formats. With the signing of this treaty, the visually impaired will have greater access to publications in accessible formats like Braille.

- To facilitate dialogue among different stakeholders and ensure quicker and efficient implementation, Sightsavers organised a symposium on '**3% Reservation in Employment for PWDs**' in Bhubaneswar, following which the Government of Odisha began the process of computing the number of vacancies for PWDs in the state.
- Sightsavers was represented by India Advocacy Manager in the **Open Working Group Meeting** organised by the United Nations at its headquarters in New York, where he lobbied for the inclusion of disability in the Post-2015 Development Agenda.



Lobbying efforts by Sightsavers and its partners were instrumental in enabling 7000+ ATMs

Visit to United Nations

Ketan Kothari, Regional Programme Development Advisor, Sightsavers visited United Nations to participate in a meeting of Open Working Group on Sustainable Development and he strongly advocated for inclusion of disability across the board with disaggregated data whilst measuring development. He further stated that no goal should be considered achieved unless disability related data was available and was successfully achieved. Moreover, he also met leading officials from the UN and appraised them about our concern on Sustainable Development Goals.

Education

After the submission of a representation on creation of standardised guidelines for conducting examinations for visually disabled persons at all levels last year, and after repeated advocacy the ministry of social justice and empowerment, Government of India issued standardized guidelines in February 2013. These guidelines covered the areas of scribes, extra time, online/computer aided examinations, etc. Sightsavers had played a leading role in creating these guidelines.

Print Access

This year, we advocated for the passage of WIPO Treaty for the Blind to facilitate smooth exchange of accessible material internationally. To this end, our partner XRCVC worked tirelessly and we sent in about 15 video clippings to USA stressing the importance of this international treaty.

In India, copyright rules were published to give effect to the amendment to the Indian Copyright Act, 1957. Sightsavers had actively contributed in the creation of these rules.

“My darkness has been filled with the light of intelligence, and behold, the outer day-lit world was stumbling and groping in social blindness”

Helen Keller

Funding & Marketing

The year 2013 was the second year of fundraising and brand building for Sightsavers in India. The key focus of the year was to consolidate all the three streams of funding & marketing operations.

During the year we had put priorities on the following: recruiting the right human resources; retaining existing human resources; expanding the fundraising base to new cities using new channels; promoting the Sightsavers brand, and lastly having the right infrastructure to support the funding and marketing operations.

- Sightsavers had a cumulative of **8,218** individual donors; **600+** regular donors
- We have successfully **launched in-house fundraising operations in Bangalore and Mumbai**; which has not only expanded our support base for fundraising but has also helped us rollout robust in-house telecalling operations
- Towards building strong relationship with the donors, we have developed engaging donor communication using **digital, mobile and printed communications**
- We organised our first fundraising event in Mumbai called '**Ability of Disability – A Night of Melody.**' The event featured musical performances by disabled artistes and a singing performance by Abhijeet Sawant, winner of the first Indian Idol television show. Through this event we not only raised funds but also raised visibility for Sightsavers

Key highlights



Working with the Corporate World

We have been working closely with a range of corporate houses with whose support we have been able to reach out to those people who are in dire need of eye health services:

- **GAIL:** Over 40,000 children were screened for eye health in Kanpur by our partner Khairabad Eye Hospital. This could be undertaken with the valuable support of **Gas Authority of India (GAIL)** with whose support we were also able to train school teachers across the District of Kanpur for conducting basic vision screening. As a result of the screening about 3015 children were identified with Refractive Error and were provided spectacles.
- **Dubai Duty Free:** Sightsavers has been working closely with **Dubai Duty Free (DDF)** who has supported us for eye health programmes in Eastern India over the years 2010-2013. Considering the success of the programme, seven more Districts would now be covered in the needy states of Odisha and Madhya Pradesh for the period 2014-2016
- **Standard Chartered's 'Seeing is Believing' initiative in Sundarban:** The Sundarban forest lies in the vast delta on the Bay of Bengal not too far from the city of Kolkata. In terms of health indicators, it is one of the lowest performing regions in the country. The existing government health system is inadequate to meet the health care needs of the local population. Recognising the need, Sightsavers in a joint collaboration with Standard Chartered's 'Seeing is Believing' initiative launched the Sunderbans Project to strengthen existing eye health systems and provide comprehensive eye care to the locals. Through the project Sightsavers aims to conduct 27,400 corrective surgeries and screen 4,57,800 children in schools over a five year period.
- **Sightsavers and The Baxter International Foundation** have partnered on a significant initiative to reduce the backlog of avoidable blindness in the deprived areas of Delhi. The Baxter International Foundation has volunteered to support Sightsavers' Vision Delhi programme. This initiative will provide primary eye care services to the underprivileged patients suffering from visual impairment and help address the city's growing need for quality eye care services through the establishment of five vision centres.



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Brand & Communications

- Our social media presence has increased to **17,000+** likes on the Facebook page and **900+ followers** on the twitter page.
- To enhance Sightsavers' brand visibility and increase user engagement on digital media, we launched the '**Ask the Eye Doctor**' campaign on our website. The facility allowed people to pose eye health queries to Sightsavers and receive answers from our ophthalmologist via email.

Following the success of the initial campaign, the '**Ask the Eye Doctor**' app was developed for the Android and Windows platforms to promote the campaign among smartphone users.

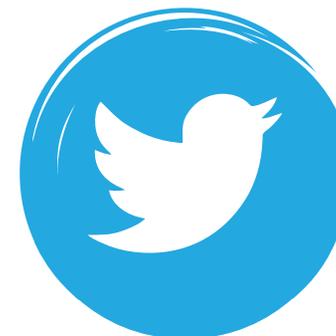
We received **eye health queries from 80+ people** through 'Ask the Doctor' campaign. The free 'Ask the Doctor' app was downloaded 80+ times in a span of two weeks.

- Sightsavers celebrated **World Sight Day** by launching a campaign on Facebook called **Donate a Colour**. Through this campaign our fan size increased to 13,000 in a span of just 10 days.
- As an extension of the Donate a Colour campaign, we launched the **Donate a Sparkle** campaign on Facebook for Diwali.
- Sightsavers commemorated **World Disability Day** by launching a special campaign called **Vow for Equality**. The campaign called on people to sign a petition encouraging political parties contesting in the 2014 general elections to reach out to the visually impaired through the use of Braille.

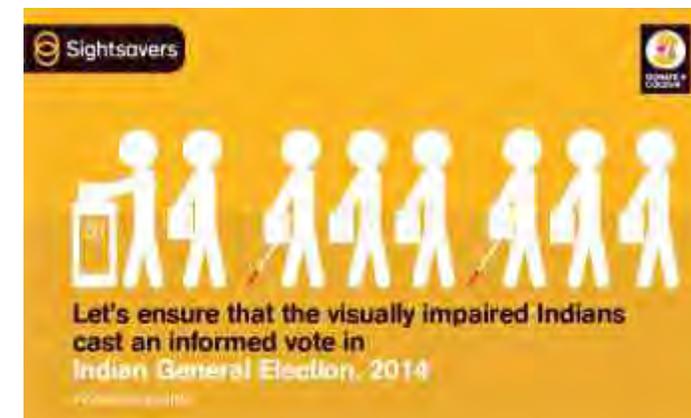
Growth of Facebook 'likes' in 2013



17,000+ likes



900+ followers



Testimonials



© Sightsavers

Ibis Hotels (Navi Mumbai) recognises the commendable efforts of Sightsavers in raising awareness around eye health in their local community and took this message to its entire team. The Ibis Navi Mumbai team collectively and generously donated to Sightsavers to show their support and appreciation.



The experience I've got during my trip in Kolkata and Odisha was very fulfilling. I have witnessed the significant impact that Sightsavers greatly made in the lives of many visually impaired people. The passion, commitment and dedication as well as the willingness of every member of the Sightsavers team and implementing partners to get the job done was truly remarkable. But more work is yet to be done, imagine the number of people coming every time there is an outreach camp. We can't be tired, we can't get bored, we can't leave it, people need our help!

Ms. Olympia
- Manager for Corporate Responsibility
from Dubai Duty Free



Let me congratulate you on the excellent work being done by your organisation. I am sure you have impacted a million lives by your support and services. We feel privileged in contributing towards the eye restoring surgeries for those children suffering from cataract.

Mrs. M. Isacs
Mumbai



Sightsavers is heading towards a noble cause and I am proud and privileged in being a part of it. I would like to wish the organisation all the best in its endeavours.

Rekha Lata
-LIC Office 9th Floor, Scope Minar

Donor Visit



© Sightsavers



© Sightsavers

Donor visiting partner's vision centre

Royal Commonwealth Society for the Blind

(Formerly known as Royal Commonwealth Society For the Blind - Indian Branch)

(All amounts are in Indian Rupees)

Balance Sheet - (Schedule VIII {Vide Rule 17 (I)})

as at 31 March 2014

Registration No. E- 4330 Mumbai

Funds and Liabilities	Note	31 March 2014	31 March 2013	Property and Assets	Note	31 March 2014	31 March 2013
Trust Funds	3	19,069,782	5,477,746	Immovable properties	4		
General Funds				Gross block		5,195,990	5,195,990
(Created under the provisions of the trust-deed or Scheme or out of the income)				Less : Accumulated depreciation		3,480,551	3,390,265
-Tata trust		6,455	6,455			1,715,439	1,805,725
-Gift reserves		448,531	560,704	Other fixed assets	5		
		454,986	567,159	Gross block		17,804,384	17,130,873
Liabilities				Less : Accumulated depreciation		13,213,021	12,411,195
- For expenses		4,510,726	2,781,798			4,591,363	4,719,678
- For advances		8,937	3,631	Current assets		6,306,802	6,525,403
- For payment to auditor		482,165	459,556	Prepaid expenses		853,733	3,105,004
- For grants		4,021,877	2,298,781	Deposits and advances:			
- For employee benefits				- To employees	6	91,539	34,679
- Provision for gratuity		2,323,495	4,545,198	- To others	7	2,255,707	332,329
- Provision for compensated absences		1,125,010	1,235,986	Cash and bank balances	8	22,489,197	7,372,440
		12,472,210	11,324,950			25,690,176	10,844,452
TOTAL		31,996,978	17,369,855	TOTAL		31,996,978	17,369,855

Significant accounting policies 2

The notes referred to above form an integral part of the Financial Statements

The above Balance Sheet, to the best of our knowledge and belief, contains a true account of the Funds and Liabilities and of the Property and Assets of the Society as at 31 March 2014.

As per our report of even date attached.

For **B S R and Associates**

Chartered Accountants

Firm's Registration No: 128901W

Vikram Advani

Partner

Membership No. : 091765

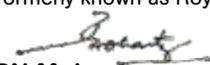
Place: Gurgaon

Date: 29 August, 2014


R N MOHANTY, CEO INDIA
Authorized Signatory
Royal Commonwealth Society for the Blind

For **Royal Commonwealth Society for the Blind**

(Formerly known as Royal Commonwealth Society For the Blind - Indian Branch)


RN Mohanty

Chief Executive Officer

Place: Gurgaon

Date: 29 August, 2014

Royal Commonwealth Society for the Blind

(Formerly known as Royal Commonwealth Society For the Blind - Indian Branch)

(All amounts are in Indian Rupees)

Income and Expenditure Account - (Schedule - IX {Vide Rule 17(1)})

for the year ended 31 March 2014

Registration No. E- 4330 Mumbai

Expenditure	Note	31 March 2014	31 March 2013	INCOME	Note	31 March 2014	31 March 2013
To Expenses in respect of properties:				By Interest (accrued / realised)			
- Rates, taxes and cesses		48,199	32,778	- on bank accounts		947,578	701,881
- Repairs and maintenance		115,983	168,856	By Donations in cash			
- Insurance		3,251	3,251	- from individuals	9	18,701,978	10,258,190
- Depreciation	4	90,286	95,038	- from corporates		10,939,374	7,333,612
To Establishment expenses	11	56,050,233	52,847,699	By Grants from Sightsavers, UK		218,435,864	37,722,026
To Remuneration to CEO		4,202,001	3,393,438	By Grants from Tata Trust			488,331
To Legal expenses		275,000	20,000	By Miscellaneous income	10	678,502	160,768,373
To Audit fees	12	672,207	488,464	By Deficit transferred to Trust Funds			
To Miscellaneous expenses	13						
- Consultation charges		4,299,967	1,455,854				
- Fund raising charges		14,579,625	13,993,295				
- Rent		3,853,261	1,530,978				
- Travelling and conveyance		8,735,951	6,839,304				
- Other expenses		5,506,283	4,789,076				
To Depreciation							
- on other fixed assets	5	1,291,840	1,420,340				
To Expenditure on objects of the Society	14						
(classification is as certified by trustees)							
(a) Religious							
(b) Educational		15,943,740	25,945,698				
(c) Medical and poverty relief		109,035,767	104,248,344				
To Surplus transferred to Trust Funds		24,999,701					
		249,703,296	217,272,413			249,703,296	217,272,413

Significant accounting policies

2

The notes referred to above form an integral part of the Financial Statements

As per our report of even date attached

For **B S R and Associates**

Chartered Accountants

Firm's Registration No: 128901W

Vikram Advani

Partner

Membership No. : 091765

Place: Gurgaon

Date: 29 August, 2014

Royal Commonwealth Society for the Blind
R N MOHANTY, CEO INDIA

Authorized Signatory
 Royal Commonwealth Society for the Blind

For **Royal Commonwealth Society for the Blind**

(Formerly known as Royal Commonwealth Society For the Blind - Indian Branch)

Royal Commonwealth Society for the Blind
RN Mohanty

Chief Executive Officer

Place: Gurgaon

Date: 29 August, 2014

Annexure

Mandatory Disclosers about Transparency, Accountability & Good Governance – Credibility Alliance

LEGAL IDENTITY OF THE ORGANIZATION

- Royal Commonwealth Society for the Blind is registered as a Society under the **Bombay Public Trusts Act 1850**. Registration No.: **E4330 dated 29.06.1970**
- Royal Commonwealth Society for the Blind is registered with Income Tax Department under Section 12 A No.: **BMY/INS/R (a)/2/73-74 dated 26.07.1974**
- FCRA (Foreign Contribution Regulation Act) Registration No: **083780223 dated 86th March 1985**
- Income Tax Permanent Account Number: **AAATR0444H**
- TAN number: **MUMR16460D**
- Royal Commonwealth Society for the Blind is registered with the Income Tax Department under Section 80 G (50% tax exemption); File number: **DIT (E)/80-G/2435/2007/2008-2009/ dated 12/09/2008**.

GOVERNANCE

WE CONFIRM THAT:-

- No remuneration, sitting fee, transportation allowance or any form of compensation was paid to any of the Board of Trustee members
- None of the Board of Trustees are related to each other either by blood, marriage or any other relation

Salary distribution of staff as on 31.03.2014

S. No.	Slab of gross salary plus benefits (Rs. per month)	No. of staff (Male)	No. of staff (Female)	Total Number
1	Below Rs.5,000	Nil	Nil	Nil
2	Rs.5001-10,000	Nil	Nil	Nil
3	Rs.10,001-25,000	1	Nil	1
4	Rs.25,001-50,000	8	3	11
5	Rs.50,001-1,00,000	9	7	16
6	Rs.100,001- aboveTotal	14	3	17
	Total	32	13	45

Male & Female ratio in the organization: as on 31st March 2014

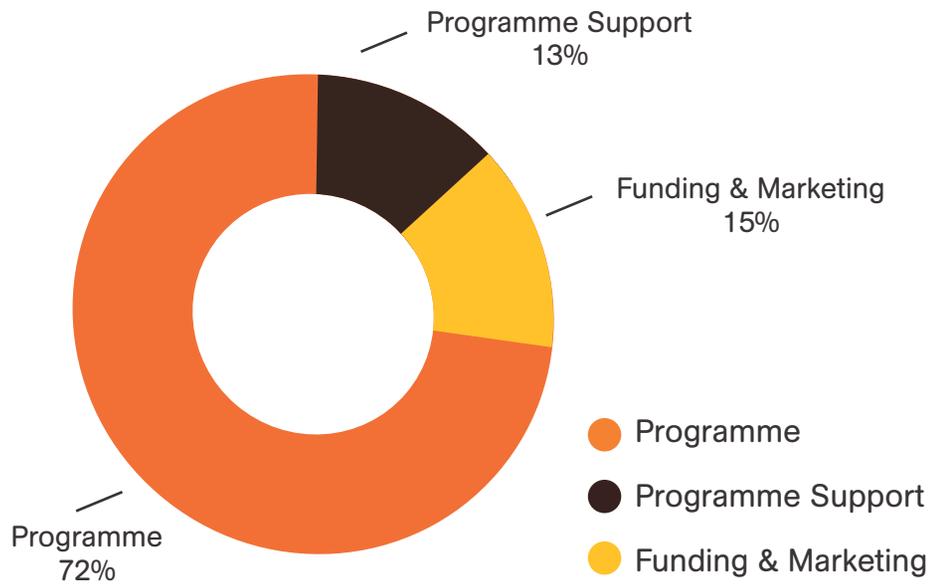
S. No.	Category	No. of Male	No. of Female	Total
1	Board members	5	2	7
2	Professional staff	30	13	43
3	Support staff	2	0	2
	Total	5 + 30	2 + 13	7 + 45

Details of international travel by staff / volunteers / and board members at the expense of the organization in the financial year 2013-14.

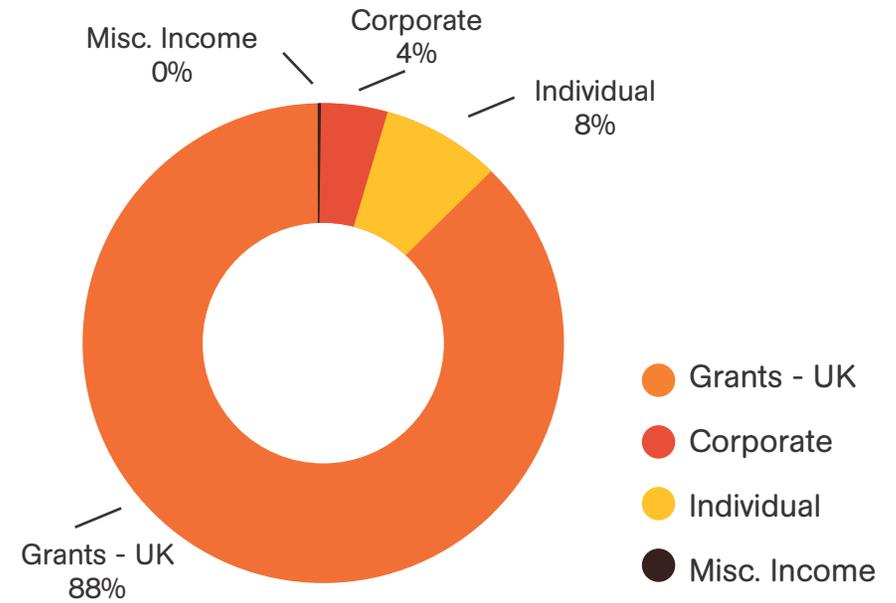
***No staff / Volunteers / board members made national or International travel during the reporting period.**

Name of Staff / Volunteer / Board Member	Designation	Destination	Purpose of Travel	Cost Incurred (Rs.)	Sponsored (Rs.)
R N Mohanty	CEO	United Kingdom	Annual Meet	55700	Royal Commonwealth Society for the Blind
R N Mohanty	CEO	United Kingdom	POD Meeting	9432	Royal Commonwealth Society for the Blind
R N Mohanty	CEO	Bangkok	NGO DR Meeting	15445	Royal Commonwealth Society for the Blind
Prasanna Kuamr	Head of Programme Operations	United Kingdom	Annual Meet	4112	Royal Commonwealth Society for the Blind

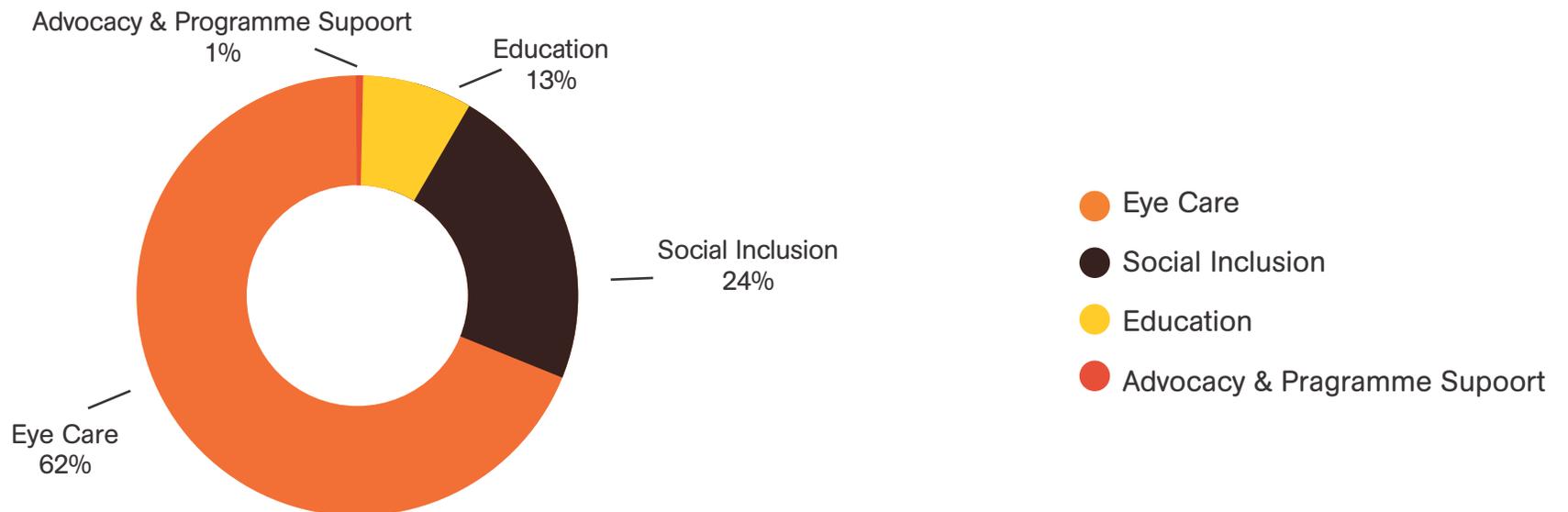
Total Expenditure : FY 2013-14



Sources and % Funding



Thematic Utilisation



Glossary of Popular Terms and Abbreviations Used

A

ASHA: Accredited Social Health Activists
AKSSUS: Adivasi Krushi Swasthya Sikhya Unnayana Samithi

B

BRC: Block Resource Centre
BEPC: Bihar Education Project Council

C

CBR: Community Based Rehabilitation
CCD: Centres for Community Development
CWD: Children with Disability
CWSN: Children with Specific Needs
CUTS: Consumer Unity and Trust Society
CTRD: Centre for Tribal Research Development Consortium for Training, Research and Development
CRM: Customer Relationship Management

D

DPO: Disabled People's Organisation
DR: Diabetic Retinopathy
DLS: Daily Living Skills
DDRC: District Disability Resource Centres
DPC: District Project Coordinator

H

HMIS: Health Management Information System

I

IE: Inclusive Education
ICDS: Integrated Child Development Services
IAPB: International Agency for the Prevention of Blindness

K

KUCECP: Kolkata Urban Comprehensive Eye Care Project

L

LV: Low Vision

M

MECC: Mumbai Eye Care Campaign
MNREGA: Mahatma Gandhi National Rural Employment Guarantee Act
MRA: Mobile Resource Advisors

N

NPCB: National Programme for Control of Blindness
NLVP: National Low Vision Project
NAREGA: National Rural Employment Guarantee Act

O

OPD: Out Patient Department
O&M: Orientation and Mobility

P

PHC: Public Health Centres
PWD: People with Disabilities
PRI: Panchayati Raj Institution
PVI: Persons with Visual Impairment
PMOA: Pharmacy Management Ophthalmic Assistants
PPP: Public Private Partnership

R

RCSB: Royal Commonwealth Society for the Blind
RoP: Retinopathy of Prematurity

RE: Refractive Error

RSBY: Rashtriya Swasthya Beema Yojana
RTE: Right to Education

S

SI: Social Inclusion
SSA: Sarva Siksha Abhiyan is the government of India's flagship programme to achieve Universalization of Elementary Education
SPCB: State Programme for Control of Blindness
SHG: Self Help Group
SSDC: Sundarban Social Development Centre
SRG: State Resource Group
SUNPCB: State Unit of National Program for Control of Blindness

T

TQS: Thematic Quality Standards
TDE: Through Different Eyes (A campaign rolled out by Sightsavers in 2012 to exhibit photographs taken by visually impaired children)

U

URMUL: Uttari Rajasthan Cooperative Milk Union Ltd.

V

VI: Visual Impairment

X

XRCVC: Xavier's Resource Centre for Visually Challenged

Contact

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We would like to thank our partners who have shared information for this publication.