



# ANNUAL REPORT 2016



## डूंगू, मलैरिया एवं चिकुनगुनिया से बच्चे मच्छरों की उपत्ति पर रोक लगाएं

- मच्छरों को पनपाने से रोकने के लिए निम्न सावधानियाँ अपनाएं**
- पानी की टंकी या छोटी के टन्करन मछी प्रकार से लागाने
- फ्रिज को सी-ग्रीटिंग ट्रे में पानी जमा न होने दें
- पानी-प्लाट और फेयरगुर्तों को पौधों का पानी प्रतिदिन बदलें
- पानी-प्लाट और फेयरगुर्तों को पौधों का पानी प्रतिदिन बदलें
- पानी-प्लाट और फेयरगुर्तों को पौधों का पानी प्रतिदिन बदलें

- डूंगू बुझाने का समय**
- डूंगू को 72 घण्टा पुराने पानी को सुखाने
- डूंगू को 72 घण्टा पुराने पानी को सुखाने

- डूंगू बुझाने का समय**
- डूंगू को 72 घण्टा पुराने पानी को सुखाने
- डूंगू को 72 घण्टा पुराने पानी को सुखाने

जन स्वास्थ्य विभाग, पूर्वी दिल्ली

## डूंगू, मलैरिया एवं चिकुनगुनिया से बच्चे मच्छरों की उपत्ति पर रोक लगाएं

- मच्छरों को पनपाने से रोकने के लिए निम्न सावधानियाँ अपनाएं**
- पानी की टंकी व छोटी के टन्करन मछी प्रकार से लागाने
- फ्रिज को सी-ग्रीटिंग ट्रे में पानी जमा न होने दें
- पानी-प्लाट और फेयरगुर्तों को पौधों का पानी प्रतिदिन बदलें
- पानी-प्लाट और फेयरगुर्तों को पौधों का पानी प्रतिदिन बदलें

- डूंगू बुझाने का समय**
- डूंगू को 72 घण्टा पुराने पानी को सुखाने
- डूंगू को 72 घण्टा पुराने पानी को सुखाने

जन स्वास्थ्य विभाग, पूर्वी दिल्ली



# OUR MISSION



The mission of Asia Initiatives (AI) is to leverage the power of social capital to promote healthcare, education and sustainable development, striving to bring positive change in the quality of life of people in underserved communities.



# FROM OUR PRESIDENT...

Dear Supporters of Asia Initiatives,

Here are 4 reasons why Asia Initiatives is laser focused on social capital as a lever to empower communities:

1. Every individual in the world has social capital that can help develop his or her community. Our current financial system fails to recognize this tremendous asset. Our methodology of Social Capital Credits enables every one to realize their own potential.

2. **Local people know their needs better than any outside experts.** Over the past 60 years, too much international aid has been wasted trying to bring to communities what experts thought they needed. These projects usually dry up as soon as the money does. We believe that local people should express their own choices on the what, when and how of development.

3. **All the knowledge and the work about the poor communities should be co-produced with them.**

4. **Dignity is the most important part of development.** Giving someone charity is not only unsustainable but robs people of that dignity. The implementation process of SoCCs starts with SoCCratic dialogues in which people envision a better future for and by themselves- often for the first time ever!

In 2016 SoCCs were **scaled-up in eight existing projects** in four countries where initiation projects had shown strong results, and **closed in two sites** where the pilots did not work well for various reasons. We continue to serve as SoCCs consultants for Women's Strong International for their project sites in Ghana and are working on exciting new consulting opportunities in USA and Costa Rica.

In 2016 our message of hope inherent in SoCCs spread further around the world. We were invited by WomenStrong International to present our work at **WomenDeliver conference in Copenhagen** in May, described in this **Huffpost article**. The SoCCs concept also proved popular at the **Beyond Sports conference** this October in London. **The World Policy Journal** also featured SoCCs. We launched our **new website** and are working on adapting our **SoCC.market.org platform** for smart phones as they become more affordable. The money we raised this year was supplemented by the abundant social capital that our volunteers bring to us to achieve these goals.

Our goal for 2017 is to double the number of women who are being served by SoCCs across the globe from 5,000 to 10,000 (50,000 people including their families), and make SoCCs available to many more NGOs who want to double the impact of their development dollars.

I thank you deeply for your support so far, and invite you to join the AI team and myself on this journey in the coming year/s.

Dr. Geeta Mehta



President





# IMPACT TO DATE

Made possible through our  
community currency for social good

## SoCCCs

social capital credits



**200**

microcredit banks  
established



**40**

community knowledge  
centers supported



**2500**

women received  
health check-ups



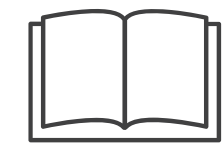
**1200**

women established  
community kitchen gardens



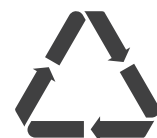
**300**

cattle loans increased  
family incomes



**1300**

girls enabled to  
stay in school



**470**

women reduced the incidence of  
disease in their neighborhoods  
through better waste

ttt



“Conducting education focused initiatives has changed the lives of hundreds of farmer families in Yavatmal - thanks to Asia Initiatives’ SoCCs program. We are now expanding it to conduct health camps and rural education through Android Tablets for around 600 farmer families.”

-Hemant Joshi

Founder, Save Indian Farmers, AI Partner in Bori  
Sinh project  
India



“Our quality and productivity has improved immensely in a short period of time after the idea of making a sustainable livelihood only possible by maintaining high standards. We thank the SoCCs program and Asia Initiatives in our mission of effectively enhancing the capacity of hundreds of women artisans.”

-Dr. Sanjay Kumar

CEO, Ruaab, SEWA, AI Partner in Ruuab Delhi  
Partner  
New Delhi  
India





“Over the last three years, Kadam Education Initiative (KEI) of the Centre for Development has been working in partnership with Asia Initiatives, accompanying girls from the underprivileged communities in Ahmedabad in their quest for education. It is a matter of great pride for KEI and AI that this has been made possible through the Social Capital Credits (SoCCs) earned by community leaders, community volunteers and the girls themselves through services provided by them voluntarily.”

-Meera Rafi

Founder, Center for Development AI Partners  
in Kadam Education Initiative Ahmedabad

“The most important means of SoCCs generation has been by the girls of Kadam Education Initiative, with each girl from the Kadam Education Initiative teaching five other girls, and each child in the Education Centres reading out aloud to five other younger children - thus reaching out to almost 200 children.”

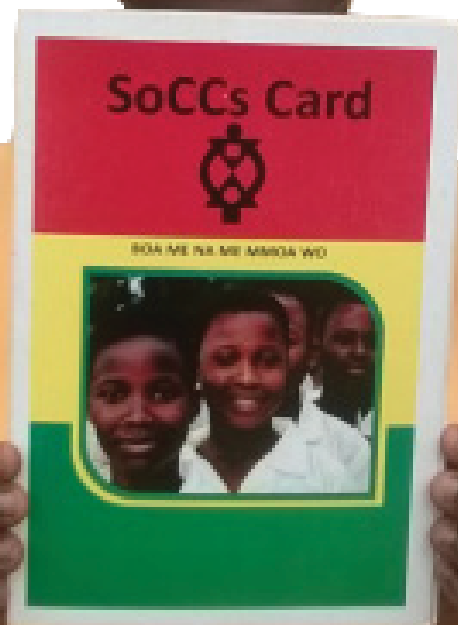
-Prasad Chacko

Regional Manager, Action Aid in Gujarat, AI  
partner in Kadam Education Project  
Ahmedabad



# SoCCs

social capital credits



SoCCs (Social Capital Credits) is an innovative community currency that helps people take charge of developing their own neighborhoods and improving their lives. SoCCs are earned for socially good tasks such as waste management, planting trees, tutoring or mentoring young people, and redeemed for personal benefits such as school fees, healthcare or home improvements.



# SoCCs WORLDWIDE



**PORTLAND**  
**COSTA RICA**  
**WASHINGTON D.C**

**KISUMU**  
**KUMASI**

**DELHI**  
**KOLKATA**  
**AHMEDABAD**

**MUMBAI**  
**CHENNAI**  
**MADURAI**

## **GHANA**

Kumasi, Bantama Market Project with WomenStrong International  
Accra, Mangyea Project with African Youth Guild

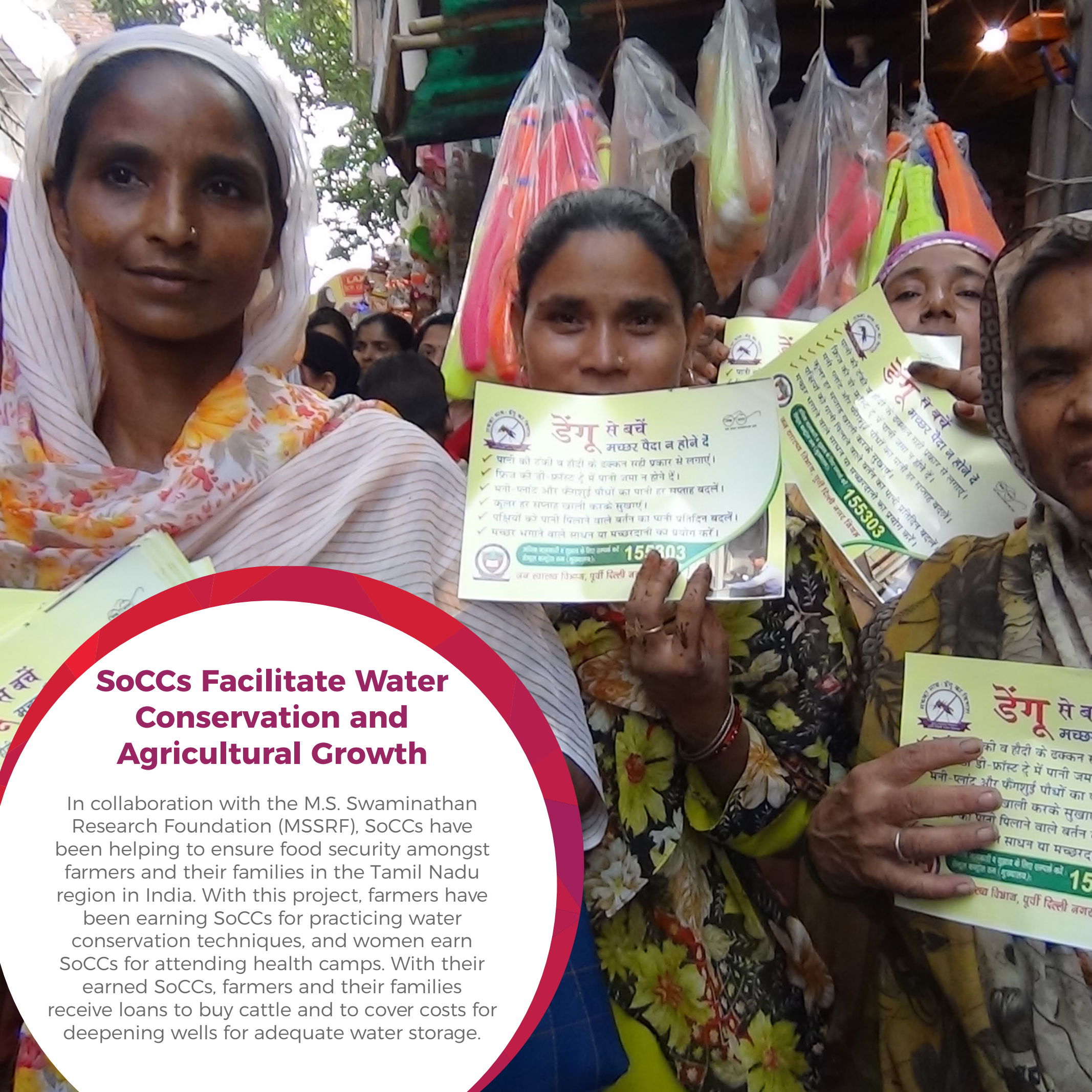
## **KENYA**

Kisumu, Women's Empowerment Project with WomenStrong International

## **INDIA**

Ahmedabad, Self Employed Women's Association Project with PepsiCo Foundation  
Ahmedabad, Adolescent Girls and Women's Empowerment Project with Center for Development Bori Sinh, Cattle Loans and Check Dams Project with Save Indian Farmers  
Delhi, Women's Financial Inclusion Project with Ruaab Self Employed Women's Association  
Kolkata, Nurse's Assistant Training Project with Avenue Welfare Society  
Madurai, Vaigai Restoration Pageant Project with Dhan Foundation  
Madurai, Vagai River Restoration Project with Dhan Foundation  
Pune, Girls' Kishori Mandals and Karate Clubs Project with Ashta No Kai  
Villupuram and Pudukottai, Well-desilting and Cattle Loans Project with M.S.Swaminathan Research Foundation  
Vinayagampet, Biovillage Program with M.S.Swaminathan Research Foundation





## SoCCs Facilitate Water Conservation and Agricultural Growth

In collaboration with the M.S. Swaminathan Research Foundation (MSSRF), SoCCs have been helping to ensure food security amongst farmers and their families in the Tamil Nadu region in India. With this project, farmers have been earning SoCCs for practicing water conservation techniques, and women earn SoCCs for attending health camps. With their earned SoCCs, farmers and their families receive loans to buy cattle and to cover costs for deepening wells for adequate water storage.



## SoCCs Empower Craftswomen for Financial Independence

Last year, AI Launched a SoCCs project in collaboration with Ruaab, a garment production company that is owned and managed by craftswomen from the Self-Employed Women's Association (SEWA) in Delhi. 350 Ruaab members have been earning SoCCs for improving the quality and timely delivery of their work to meet international standards. In 2016, The Ruaab SoCCs program has seen so much success, that the project will now be extended for an additional 6 months. The project will include 20 local community leaders who earn SoCCs for petitioning for community improvement initiatives. Ruaab members have also begun receiving SoCCs for participating in campaigns that spread awareness about mosquito-borne illnesses to protect the community and leverage better health.








## Center for Development and the Kadam Girls Resource Center

2016 marks AI's fourth year working with the Center for Development (CfD) in Ahmedabad. With a grant from the World Women Global Council (WWGC), SoCCs reached 230 children in this community through the Kadam Girls Resource Center. This year, SoCCs also expanded to include 50 more children in the community, who attend afterschool computer classes at the Center and earn SoCCs for reading to younger children. They exchange their SoCCs for additional computer-use time which allows them to continue developing their computer literacy skills and future



A photograph of two women standing in an outdoor market area. The woman in the foreground is wearing a grey t-shirt with the word 'cordia' on it and a green and pink patterned wrap. The woman in the background is wearing a bright green t-shirt and dark pants. They are surrounded by numerous plastic waste bags of various colors (pink, white, purple, yellow) and some cardboard boxes on the ground. A large red circular graphic is overlaid on the right side of the image, containing text.

## SoCCs Promote Health and Financial Awareness in Kumasi, Ghana

In 2014, SoCCs launched in Kumasi, Ghana in partnership with WomenStrong International (WSI) and one of their local consortium members, Women's Health to Wealth (WHW). SoCCs originally worked with women working in the Bantama Market to promote health awareness, maintaining savings accounts, and practicing better workplace hygiene. The impact of SoCCs in Kumasi has been so large that in 2016, WHW expanded SoCCs to local schools to engage over 1,000 junior High School girls to become role models in their academic communities. These girls earn SoCCs for maintaining regular school attendance, undertaking leadership positions in school, collecting plastic waste, joining a sports team, mentoring younger girls and spreading awareness of violence prevention against girls. SoCCs are exchanged for help with school fees and exam registration as well as school supplies.employability.





## **Cleaning up Kisumu, Kenya with SoCCs**

Last year, SoCCs helped to restore a dumping ground into kitchen garden, which women were able to earn a profit from as well as growing their own produce. This project, in collaboration with WomenStrong International and the Alice Visionary Foundation Project, has expanded in 2016 to the Magadi Primary School. With SoCCs, over 20 girls maintained a school garden, cleaned school bathrooms and practiced waste management in exchange for sports equipment, sanitary materials and school fees and supplies





## Spreading Digital Literacy in Accra, Ghana

With funding from Asia Initiatives, the African Youth Guild has opened a IT Center in a, Accra, a rural area with very little access to the digital world. Over 100 students are currently earning SoCCs for attending computer classes in the center. In 2017, SoCCs will reach the greater community, who will use the tech center during after-school times. Participants in the SoCCs program will redeem for use of computers during after-hours.





## Engaging Students for a Better Future

This year, SoCCs were brought to the Dakshini Prayash School in Kolkata to promote leadership and positive academic behavior amongst students. Students are redeeming SoCCs for school stationary, special nutritional meals and participation in enriching and educational workshops. The SoCCs program engages teachers to help facilitate the success of their student's quality of learning. Teachers earn SoCCs for using e-learning tools that make lessons more engaging and for managing the classroom's SoCCs duties.



...to non-...  
we may not go FAR, but we will go FAR.

- Embrace Paradox  
be open to contradictions
- Seek LEARNING, not perfection  
CHANGE comes when you're OPEN to  
DISCOVER something DIFFERENT
- Intentionally Consider the  
Implications of RACE in our  
Work



## Boosting Opportunities for Women in Washington D.C.

Asia Initiatives partnered with WomenStrong International and Bread for the City in Washington D.C. to implement the first U.S.-based SoCCs project. This program, launched in Spring of 2016, works with women who are low-income and unemployed to make positive lifestyle changes and leverage their employability. Women earn SoCCs for attending regular book club meetings, taking computer classes, applying for jobs, attending community fairs and helping out the city's homeless population. Women can exchange their SoCCs for trainings that will boost their employable skills, group outings, and bus tickets.



## Self Defense with Ashta No Kai

AI has continued to support Ashta No Kai-India, an NGO that equips young girls in Shirur County with the skills necessary to overcome daily gender discrimination and exclusion from formal education. Adolescent girls grades 8- 10 attend weekly sessions about reproductive health, sexually transmitted diseases, HIV/AIDS, menstruation, children's rights, violence, and child marriage, otherwise taboo topics. AI also supports a karate program by ANK-I, which empowers girls to learn self-defense in a world with an increasing prevalence of gender-based violence.







## **Aparna Rural Development and SoCCs**

The SoCCs project with the Aparna Hospital focuses on bringing healthcare and health awareness to women in rural villages. In November and December 2016, women in the villages of Rasulpur and Chundipur attended health camps in exchange for SoCCs. With SoCCs, 800 Self-Help Groups have been formed, where women not only earn SoCCs for receiving healthcare, but also for creating awareness campaigns for breast and cervical cancer and participating in sanitation drives. As a result, approximately 10,000 women have been reached by health camps and awareness campaigns.

A group of eight women, dressed in vibrant, colorful saris (green, blue, purple, yellow, and red), stand in a field of green crops. They are positioned in front of a traditional building with a mix of red brick and white-washed walls. The scene is set in a rural area with trees and a utility pole visible in the background.

## SoCCs Encourage Organic Farming

In partnership with Save Indian Farmers (SIF), AI launched a SoCCs project in Maharashtra, India to incentivize farmers and their families to utilize organic farming methods. In 2016, the success of the project encouraged 5 women to participate in SoCCs incentives without being offered redemption items. In addition, 10 SoCCs members have leased out land to farm soyabeans, and 20 members formed a dairy co-op for profit. In 2017, an additional 100 women will earn SoCCs in exchange for loans to buy cattle.





## Sewa Ahmedabad

In an area characterized by widespread viral and water-borne diseases, a lack of awareness regarding cleanliness and hygiene, and a significant percentage of children not attending school, AI teamed up with SEWA and PepsiCo to implement SoCCs, where participants earn SoCCs for waste management, attending medical camps, and sending school-aged children to classes if they had not previously been attending school. SoCCs are then redeemed for organic groceries, stationery supplies, and home improvement materials. As a result of the SoCCs program in Ahmedabad, the local government has noticed improvements in the appearance of the neighborhood and is now supporting the initiative.





## In SoCCsTROT

This fall, friends of AI and sponsors contributed to our grassroots initiatives for women and girls by participating in SoCCsTROT runs held in New York, Boston and Toronto. 100% of the funds that were raised from SoCCsTROT supported the Kadam Resource Center for Girls in Ahmedabad.





# FINANCIAL STATEMENT

## TOTAL INCOME



## 2016 INCOME SOURCES



## 2015 EXPENDITURE





# ASIA INITIATIVES DONORS

## 10,000 and above

Augustina & Dr. Nirmal Mattoo  
Thomas & Janet Montag Family  
Foundation  
Eva & Yoel Haller  
Dr. Kylie Schuyler & Doug Hodge  
Dr. Geeta & Krishen Mehta  
Bregal Sagemount  
PepsiCo Foundation

## 5,000 to 9,999

World Women Global Council  
Rita Duggal  
Atlantic Dialysis Inc.  
Stanhope Realty Inc.  
Srinivas & Usha Charitable Trust  
Alicia Kershaw  
Maryalice Mazzara  
Aditya & Deven Mattoo  
Dr. Susan Blaustein & Alan Merlow

## 1,000 to 4,999

Fund for Women in Asia  
Pam Hill & Michael Coogan  
Scott Blake  
Gensler Architects  
Richard Murray  
Marva Allen  
Fauquier Chamber of Commerce  
Arjun Mehta  
Kesselman Family Foundation  
Richard Kraft  
Dexter Bailey  
Eric Durant  
Anne & Ed Papantonio  
Maria & Ronald Anderson  
Nobuko Sakurai  
Lori Wigmore  
Shampa Chanda & V S Mani  
Adam Fuller  
Regula & Theodore Hepp  
Pratima & Avinash Malhotra  
Buddhadev Manvar  
Malini Moorthy & Shamir Khan  
Lucille Oricchio

## 101 to 999

Prudential Foundation  
Diandra Malahoo  
Kiran Vohra  
Joseph Davi  
Greta & Bert Strong  
Virendra Hak  
Michelle James  
Rakesh Kaul  
Rajeev Kaul  
Rick Baker  
Merna Guttentag  
Nitin Sawhney  
Rahul Sharma  
Ramesh Narayan  
Beth Caton  
Pavansoam Tripathi  
Jaskaran Heir  
Kirk Smith  
Blair Greenberg  
Sudesh Mukhi  
Sobel Affiliates  
Eleanor Abraham  
Joan Holmes  
Harish Pathak  
Farah Alani  
Meredith Hawkins  
Narinder Kaur  
Paddy Padmanabhan  
Sameer Kaul  
Lisa Chua  
Masako Osako  
Francesca Kress  
Brendon Fox  
Donna Whitam  
Teresa & Walter Wroblewski  
Ming Lu  
Mary Davidson  
Edward J Dowling Jr.  
Marlin Mattson  
Maya Sudhakaran  
Casey Weyand

## 101 to 999

Joanita Titan  
Benjamin Stoto  
Satish Cherwoo  
Lynn Bernabei  
Raquel Ramati  
Maya Daver-Massion  
Cecelia Finnerty  
John Korbel  
Rebecca Clyde  
Margaret O'Malley  
David Speedie  
Ketan Mehta  
Purushottam Papatla  
Caprice Alves  
Katie & Rick Baker  
Roxanne Casson  
Vineet Arora  
Lucie-Kay Desthuis-Francis  
Anil Dhar  
Skye Duncan  
Warachai Faison  
Alyce Faye Cleese  
Michelle James  
Margaret Thomas  
Sacha Kopp  
Michael Lessac  
Aprajita Mattoo  
Hiroko & Mike McVey  
Juliet Pappantonio  
Harish Pathak  
Surkhab Peerzada  
Rimda Peshin  
Susan Plum  
Priya & Siddharth Raina  
Desiree Reid  
Helaina & Bill Roman  
Cara Smyth  
Jay Talluri  
Subhir Wanchoo  
Raj Wanchoo  
Whitney Warner  
Sahil Yakhmi

## Upto 100

Kusum & Amit Verma  
Petra Kempf  
Adarsh Shah  
Saumitra Prabhu  
Aaron Moore  
Lori Choi  
Rita Bernabei  
Sydelle Weinberger  
Zoe Timms  
James Allyn  
Supriya Banavalikar  
Patricia Borsok  
Kim Brizzolara  
Mukta Chauhan  
Anita Christy  
Pat Davidson  
Dilshad Dayani  
Marion Hureaux  
Chinmay Khandelwal  
Prateek Kumar  
Nimish Sankhalia  
Arlene Lear  
Preeti Mattoo  
Bina Sarkar  
Doris & Hal Schwartz  
Nalini Shah  
Rahul Shah  
Ricardo Sime  
Caitrin Watson

## Matching Donation

Bregal Sagemount  
PepsiCo  
Google Inc.  
Morgan Stanley  
Prudential Foundation





# NETWORK & PARTNERS

## Field Partners

African Youth Guild, Accra, Ghana

Alice Visionary Foundation Project, Kisumu, Kenya

Arpana Trust

Ashta No Kai, Pune, India

Barrackpore Avenue Women's Cultural & Social Welfare

Bread for the City, Washington D.C. USA

Center for Development, Ahmedabad, India

Dakshini Prayash

Dhan Foundation, Madurai, India

Ruaab SEWA Delhi Trust, India

Save Indian Farmers, Maharashtra, India

SEWA (Self Employed Women's Association), Ahmedabad, India

Shree Vidya Niketan Trust

M.S. Swaminathan Research Foundation (MSSRF), Chennai, India

Women's Health to Wealth, Kumasi, Ghana

WomenStrong International, Washington D.C. USA

## Foundation Support

AmazonSmile

Benevity, Inc

Fund for Women in Asia

Impala Inc

Melrose Fund

PepsiCo Foundation

Srinivas/Usha Charitable Trust

Thomas and Janet Montag Family Foundation

World Women Global Council (WWGC)



# ASIA INITIATIVES TEAM

## AI NEW YORK

### Board of Directors

Dr. Geeta Mehta (President)  
Krishen Mehta (Co-founder)  
Kate Baker  
Kylie Schuler  
Rita Duggal  
Sweta Jhunjhunwala  
Urvashi Kaul

### Junior Board

Abhimanyu Prakash  
Devanshi Purohit  
Harish Pathak  
Ishita Gaur  
Juliana Azem  
Lynn Bernabei  
Noor Makkiya

### Program Director

Surabhi Prabhu

### Board of Advisors

Aftab Seth  
Alicia Kershaw  
Amir Hasson  
Anne Papantonio  
Beth Caton  
Dilshad Deyani  
Dr. Kavitha Das  
Janet Montag  
Joan Holmes  
John Korbel  
Kusum Gaiind  
Kusum Punjabi  
Marva Allen  
Masako Osako  
Mayuri O. Struab  
Rick Murray  
Sameer Vakil  
Shining Sung  
Susan Blaustein

### Associates

Dhruv Batra  
Dr. Ashika Sequeira  
Hikaru Kato  
Katherine Georgios  
Nidhi Jain  
Ninoshka Henriques  
Shreya Malu  
Tejas Pashte

## AI GLOBAL

AI Melbourne  
Vicki Corbett

### AI Tokyo

Afifah Yamasaki  
Irene Herrera  
Jagmohan Chandrani  
Pradipta Mullick  
Rama Tantry

### AI Singapore

Leena Prakash  
Paddy Padmmanabhan  
Rinkoo Bhawmik  
Vinod Aachi

### International

Sanjeev Sinha



## DONATE

### BY CHECK:

200 East 61st Street, #25 AB  
New York, NY 10065

### BY PAYPAL:

[www.asiainitiatives.org](http://www.asiainitiatives.org)

### BY BANK TRANSFER:

Asia Initiatives  
HSBC, 950 Third Avenue,  
New York, NY 10022  
Ac/No: 629-760039  
ABA NO: 021001088

### CONTACT:

E: [info@asiainitiatives.org](mailto:info@asiainitiatives.org)  
T: +1 646 360 4459



Asiainit



Asia Initiatives



Asia Initiatives