



Asia Initiatives

ANNUAL REPORT 2014



help a woman rise

This annual report covers the activities of Asia Initiatives during the period of January 1, 2014 to December 31, 2014

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



Geeta Mehta

Dear Friends of Asia Initiatives,

Giving people fish is not enough. Teaching them to fish is better, but also not enough, especially if the community's fishpond is likely to run dry or be overfished. With Asia Initiatives, people earn Social Capital Credits (SoCCs) for protecting their fishpond and doing other social good projects. SoCCs thus earned can be redeemed for skill training in fishing, fish processing, school fees, healthcare and other tools needed to climb out of poverty. This report lists some of our SoCCesses in 2014 under this flagship program. Every dollar you give has a measurable multiplier impact through SoCCs.

A highlight this year for AI-New York was the coming of Prof. Swaminathan from India to confer the M.S. Swaminathan Award on Ms. Indra Nooyi, CEO and Chair of PepsiCo Inc. at our annual gala, whose commitment of support for the SoCCs concept has encouraged us tremendously.

SoCCs has continued to bring hope, dignity, empowerment and a "can do" spirit to underserved communities in five sites of India, as well as in Kumasi (Ghana) and Curridabat (Costa Rica). Each site is using local specific SoCC-Earning and SoCC-Redeeming menus created in close consultation with our local partners and communities. People are earning SoCCs for community activities such as planting trees, vaccinating children, tutoring and mentoring young people, and managing waste better. SoCCs earned are then redeemed for personal healthcare, education, skill training, micro-credit and much more.

Our vision for 2015

We have completed arrangements with Women Strong International (WSI), a major international donor, to expand our work in Madurai to reach over 15,000 women, as well as in the urban areas of Kisumu and Kumasi. This work will be complemented with SoCCs facilitated by AI. We are also planning to start a project for underserved women in Washington D.C. with WSI. While all our projects currently use paper SoCC books quite successfully, we have just finished designing our MVP (minimum viable pilot) for the technology platform that will enable communities to record and transact SoCCs using web interface. Our very talented interns and pro-bono design work from Synechron has ensured that we have saved over \$50,000 for this project. We are planning to test the MVP this summer, and begin the creation of our online SoCC portal before the end of the year. We expect this to become the "go to" site for poor communities, using a web or a mobile phone interface, where people can save and transact SoCCs and get ideas for local problem solving. Our donors will also be able to log in, and see exactly how their funds are being used.

AI is unique in accomplishing so much with so little. We can only do this due to the personal time and contributions of our volunteers, board members and junior board members. We invite you to become part of our team, as a volunteer or donor, or as an ideator, as Asia Initiative brings transformative ideas to the cause of poverty eradication and women's empowerment with your help.

With much appreciation for all our supporters.

A handwritten signature in black ink that reads "Geeta Mehta". The signature is fluid and cursive.

Geeta

THE LIVES WE TOUCHED

Here are the 2014 SoCC Stars!



Agnes Nti in Bantama market Kumasi (Ghana) is expanding her small shop with a microcredit loan she received based on the SoCCs she earned.



Pooja, Priyanka, Anju, Jyoti and Reena, a group of young girls in Kotputli, Rajasthan are planting trees to create a shaded park.



Women leaders of Dhan Foundation's Kalanjiam (self-help groups) in Madurai are innovating ways to earn SoCCs while helping restore the polluted Vaigai River, and build toilets with the SoCCs they earn.



Bhaglakshmi, the SoCC Manager at MSSRF in Tamil Nadu is ensuring that all girls in her village complete high school.



Young girls in Kolkata are redeeming the SoCCs they earn for trainings to become nursing assistants in a project run by AI Tokyo.



Asia Initiatives Singapore is planning urban improvements in Kolkata's Old Chinatown using SoCCs.

ASIA INITIATIVES IMPACT TO DATE

28,😊😊😊😊

People impacted across the globe

72,😊😊😊

People benefited from 200 micro credit banks to build their small businesses

195,😊😊😊

People got access to information, resources and education in 39 MSSRF run knowledge centers



Social Capital Credits

SoCCs

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 tasks such as waste management, planting trees, tutoring or mentoring young people, and redeemed for school fees, healthcare or home improvements.

SoCCs GLOBAL PROJECTS



EDUCATION.HEALTH.EMPOWERMENT

GHANA
Kumasi, Bantama Market Project (Women Strong International in cooperation with Women's Health for Wealth)

COSTA RICA
Curridabat, Neighborhood Development Project in cooperation with the Mayor's Office and Municipal Government

KENYA
Kisumu, Women's Empowerment Project (Women Strong International)

INDIA
Ahmedabad, PIPLAJ Project (Center for Development)
Villupuram and Pudukottai, Well Desilting Project (MSSRF)
Vinayagampet Biovillage Program (MSSRF)
Kolkata, Nurse Training Project (Avenue Welfare Society)
Kolkata, Old Chinatown Revival Project (AI Singapore)
Kotputli, Skill Upgrade Project (Oxygen)
Madurai, Vagai River Restoration Project (Dhan Foundation)
Mumbai, Dharavimarket.com (URBZ)

BANTAMA MARKET KUMASI, GHANA

AI is working to bridge the large gaps that currently exist in the provision of healthcare and other services to the women and young girls of Bantama Market. 320 women and families have been involved in the project so far.

SoCCs are earned for health screenings, vaccinating children, planting trees and keeping the market clean.

SoCCs are redeemed for joining micro credit groups, telephone talktime and business and skill training sessions.





Akua Achiaa Cecelia trades in fresh okro and has expanded her business to increase her profits from 30 GHS to 100 GHS

VAIGAI RIVER RESTORATION PROJECT, MADURAI

People along the sacred but polluted Vaigai river are being incentivized with SoCCs to become custodians of the river. They will ensure that raw sewage, industrial or agricultural pollutants, and construction debris are not dumped into the river.

SoCCs are earned for river restoration, planting biowales and creating/maintaining public spaces. SoCCs are redeemed for health insurance, rainwater harvesting systems and toilets.



VILLUPURAM & PUDUKOTTAI TAMIL NADU

With our long term partners, M.S. Swaminathan Research Foundation (MSSRF), AI is helping de-silt wells in Pudutokkai and Villupuram.

SoCCs are earned by improving agricultural methods, water harvesting and sending daughters to high school.

SoCCs are redeemed for loans to de-silt wells and to buy milch animals resulting in additional crops per year.



CURRIDABAT, COSTA RICA

AI is working closely with the Mayor's Office to promote women entrepreneurship as well as skill development and neighborhood safety.

SoCCs are earned by managing waste, planting herbs and trees, teaching workshops and providing street lighting.

SoCCs are redeemed for school supplies, improved security and wifi service.



ASIA INITIATIVES ANNUAL GALA 2014

The Annual Gala took place in October at the India House Club in Manhattan, New York City to thank our supporters and celebrate the achievements of Asia Initiatives.

The 2014 **M.S. Swaminathan Award** was presented by **Prof. Swaminathan** to **Ms. Indra Nooyi**, Chair and CEO of PepsiCo Inc. for her commitment to 'Performance with a Purpose'.



ASIA INITIATIVES ANNUAL GALA 2014



2014 FINANCIAL STATEMENT

Revenue from Gala	\$110,487
Individual Contributions	\$126,181
Corporate Support to AI Projects	\$12,000

Total Revenue **\$248,668**

Disbursements and Expenses	\$108,342
Program Expenses	\$6,983
Website development and consulting services	\$31,704
Allocation to building SoCCs platform	\$100,000

Total Allocations **\$247,029**



AI DONORS

In 2014 Asia Initiatives raised a total of **\$140,603** from the following donors:

\$10,000 and above

Indra K. Nooyi
Eva and Yoel Haller
Janet Montag
Krishen and Geeta Mehta
Kylie Schuyler
PepsiCo Inc.

\$5,000 - \$9,999

Alan Berlow
Rita Duggal
Nathan Hevrony
Alicia Kershaw

\$1,000 - \$4,999

Marva Allen
Maria Anderson
Daniel Bena
Enniu E. Bergsma
Eric Durant
Mark Epstein
John J. Korbelt
Russell Makowsky
Rick Murray
Leyna Nievtson
Beatrice Papantonio
Edmond Papantonio
Avani Parikh
Larry and Betsy Roadman
Cara Smyth
David Speedie
Arjun Mehta
Sweta Jhunjunwala

\$101 - \$999

Anonymous
Aparna Ayar
James Allyn
Shirley (Marva Allen Guest)
Jim and Allison Baller
Rajendra Bhayani
Shampa Chanda
Sabrina Chaudhury
James Crispino
Lucie-Kay Desthuis-Francis
Vandana Duggal
Tim and Anna May Feige
Adam Fuller

\$101 - \$999

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Rajesh Gilda
Rebecca Gill
Arpit Gupta
Pranav Gupta
Merna Guttentag
Julie Hirschfeld
Joan Holmes
Chinmay Khandelwal
Amruta Kelkar
Michael Kosty
Malini Lakhaney
Sarah Lassar
Pranay Manocha
Lura Marcucci
Shannen McDermott
Shivani I. Mehta
Jennifer Meyers
Rajeev Narang
Masako Osako
Neerali Parikh
Amit Patel
Saheer Patel
Harish Pathak
Surkhab Peerzada
Kananshree Prasse
Devanshi Purohit
Raquel Ramati
Gouri Sadhwani
Nobuko Sakurai
Ami Anand Shah
Ashi Shah
Manish Shah
Neerali Shah
Tom Sheehy
Pavansoam Tripathi
Tara Varma
Muni Wishwanatam
Kiran Vohra
Bin Weng
Casey Weyand
Lynnette Widder

Up to \$100

Farrah Alani
Nasim Amini
Marva Allen's guest
Mona Bagla
Vishal Bali
Arjun Bhagat
Lynn Bernabei
Maxine Davis
Kavitha Das
Naresh Devineni
Doay Gustia
Cletus I. Ihuoma
Michelle James
Petra Kempf
Teresa Klaum
Blake Malouf
Caitlin Marinelli
John Mathai
Marlin Mattson
Mary Alice Mazzaro
Ritamary A. McMahon
Joanne Myers
Lyna N'Vieta
Ramesh Naroyan
Abhimanyu Prakash
Arjun Punjabi
Meera Rao
Barbara Schroder
Krishna Shetty
Raj Tatta
Margaret Thomas
Daisy Vohra
Julia Watson
Sydelle and Andrew Weinberger

Matching Donation

COFRA Foundation
Prudential Financial
Google/Benevity

In-kind Donation

Masterpiece Caterers



MS Swaminathan
Internationally renowned as the
'Father of the Green Revolution in Asia'

"Asia Initiatives serves as a bright affirming flame in the midst of the sea of despair we see around us. I hope that they continue to promote better quality of life as well as a better social and natural environment in many parts of the world. It is a privilege to be associated with this timely and significant initiative."



Joan Holmes
Founding President, The Hunger Project

"Psychology studies indicate differences between people working for good/social causes versus just working to earn money. Who do we become when we work for social good and the impact that has on communities, versus who we become if we think only of ourselves, and of every thing in terms of money?"

NETWORK AND PARTNERS

Field Partners

Women Strong International, Washington D.C
M.S. Swaminathan Research Foundation (MSSRF), Chennai
SEWA (Self Employed Women's Association), Ahmedabad, Delhi
Dhan Foundation, Madurai
Center for Development, Ahmedabad
Oxygen, Delhi
Arpana Research and Charities Trust, Delhi
Ashta No Kai, Pune
URBZ, Mumbai
Mothers in Bangladesh, Project of Columbia University, School of Nursing
Millenium Cities Initiatives, Columbia University
The Earth Institute, Columbia University
Women LEAD, Nepal
Phillipine Christian Foundation, Manila, Phillipines

Corporate Partners to date

Access Technology
Allied Pickfords
American Chamber of Commerce, Tokyo
Citicards Japan
Citigroup Services (Japan) Ltd.
Commerz Bank Securities
COFRA Foundation
Credit Suisse First Boston Securities
Daimler Chrysler
Direct TV Japan
Fidelity Investments Japan, Inc.
Ford Motor Company
Google/Benevity
Grand Hyatt Hotels
Herman Miller
PRUDENTIAL FINANCIAL
PepsiCo
Reuters Japan Ltd
Shinsei Bank Ltd.
Temple University Japan
Veritas Ltd.
Zurich Insurance Co., Japan

SoCCpreneur



Megha Gupta
www.dharavimarket.org



While interning with one of Asia Initiatives partners in Dharavi, Mumbai, Megha Gupta decided to set up an online marketing website so that craftsmen in Dharavi can get a bigger share from the sale of their products. A small percentage from each product sold goes into a SoCC fund, which will be used to improve the usually cramped and poorly ventilated live/work spaces of the workers who earn SoCCs by doing social good for their neighborhood. AI provided startup capital for Megha.

ASIA INITIATIVES TEAM

AI NEW YORK

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Krishen Mehta (Co-founder)
Anne Papantonio (Treasurer)
Sweta Jhunjhunwala
Urvashi Kaul
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Mohini Kelkar
'Paddy' Padmmanabhan
Leena Prakash



Eva Haller, Educationist, Philanthropist

“SoCCs has the potential to be as transformative a concept as micro-credit”



Dr. Susan Blaustein, Founder and Executive Director of Women Strong International (WSI)

“Social Capital Credits (SoCCs) is an ingenious idea - a community-generated system of fair exchange - that seems most obvious to those it was designed to serve: the poor, whose relentless, backbreaking labor all too often goes uncompensated, and, most of all, poor women, on whom rest not only the heaviest workloads, but also the burden and privilege of giving birth to, nurturing and educating our planet's future. The Social Capital Credits program is a proven, powerful tool for advancing toward social justice by acknowledging the honest work of individuals and returning the fruits of that work both to these individuals and to their communities”

COMING SOON...



SOCC ONLINE PLATFORM

AI has completed the design of SoCC Market, the SoCC online platform. Synechron has developed the beta version of this pro-bono. This user-friendly application allows anybody anywhere in the world to use SoCCs. SoCC Users and SoCC Managers can record and track SoCC transactions. The application includes SoCC Earning and SoCC Redeeming menus as well as case studies of other successful projects so that community-to-community learning and communication can take place.

The platform is set for testing in April 2015.

DONATE




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