



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 Al-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.

Al 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.

Geeta Mello

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 recieved 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 Al Tokyo.



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

ASIA INITIATIVES IMPACT TO DATE

280,000
People impacted across the globe

72,000

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

195,00

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



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



EDUCATION.HEALTH.EMPOWERMENT

GHANA

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

COSTA RICA

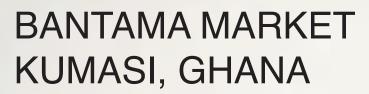
Curridabat, Neighborhood Development Project in cooperation with the Mayor's Office and Municipal Government

KENYA

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

INDI

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 (Al Singapore)
Kotputli, Skill Upgrade Project (Oxigen)
Madurai, Vagai River Restoration Project (Dhan Foundation)
Mumbai, Dharavimarket.com (URBZ)



Al 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.







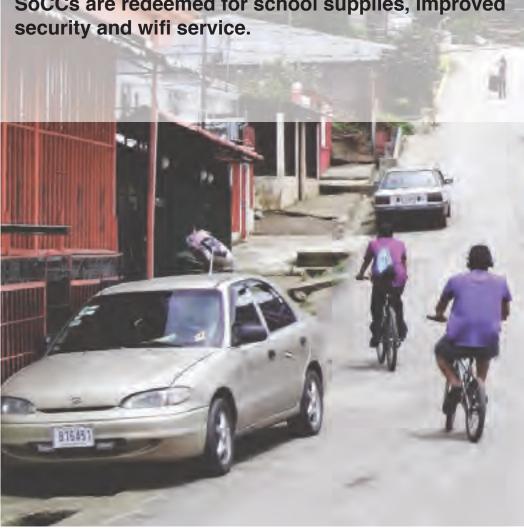


CURRIDABAT, COSTA RICA

Al 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





ASIA INITIATIVES

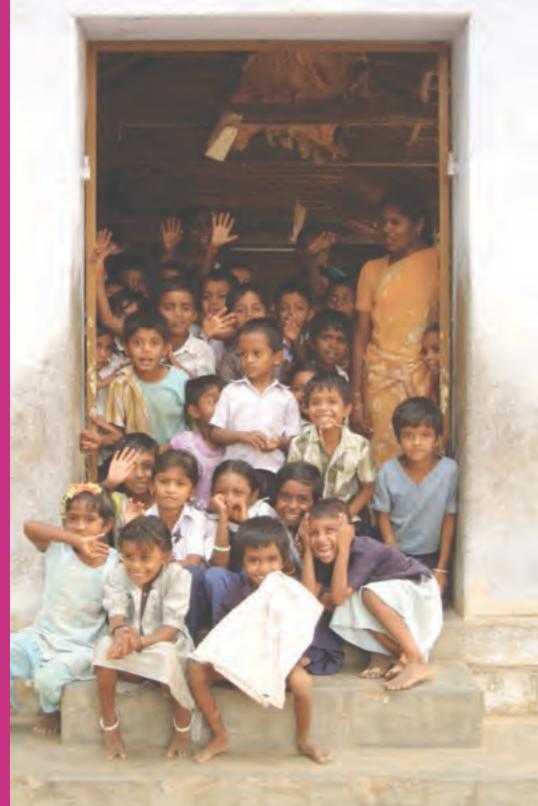


ASIA INITIATIVES ANNUAL GALA 2014



2014 FINANCIAL STATEMENT

Revenue from Gala Individual Contributions Corporate Support to Al Projects	\$110,487 \$126,181 \$12,000
Total Revenue	\$248,668
Disbursements and Expenses Program Expenses	\$108,342 \$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. Korbel Russell Makowsky **Rick Murray** Leyna Nievtson Beatrice Papantonio **Edmond Papantonio** Avani Parikh Larry and Betsy Roadman Cara Smyth David Speedie Arjun Mehta Sweta Jhunjhunwala

\$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

Christopher Georgiou Raiesh Gilda Rebecca Gill Arpit Gupta Pranav Gupta Merna Guttentag Julie Hirschfeld Joan Holmes Chinmay Khandelwal Amruta Kelkar Michael Kostv 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 Lvna N'Vieta Ramesh Narovan Abhimanvu 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

Oxigen, 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

SoCCprenuer



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. Al provided startup capital for Megha.

ASIA INITIATIVES TEAM

AI NEW YORK

Board of Directors

Dr. Geeta Mehta (President)
Krishen Mehta (Co-founder)
Anne Papantonio (Treasurer)
Sweta Jhunjhunwala
Urvashi Kaul
Surkhab Peerzada
Kylie Schuyler
Rani Bhuva
Dr. Rita Duggal

Board of Advisors

Ambassador Aftab Seth Alicia Kershaw Dilshad Deyani Janet Montag Kusum Gaind Joan Holmes Marva Allen Dr Susan Blaustein Dr Mayuri O. Struab

Junior Board

Lynn Bernabei
Maya Daver-Massion
Luck-Kay Desthuis-Francis
Vandana Duggal
Amruta Kelkar
Kelly Nealis
Harish Pathak
Tara Varma
Devanshi Purohit

Associates

Hanisha Dandamudi Lisa Chua Juliana Azem Ankita Chachra Diandra Malahoo

AI GLOBAL

Al Melbourne

Vicki Corbett (President) Barbara Wolveridge

Al Tokyo

Jagmohan Chandrani (President) Tomoko Takeba (Treasurer) Shashank Bansal Sanjeev Sinha Kaoru Sueda Afifah Yamasaki

Al Singapore

Vinod Aachi Piyush Agarwal Rinkoo Bhawmik 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

Al 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

BY CHECK:

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

BY BANK TRANSFER:

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

BY PAYPAL:

www.asiainitiatives.org

CONTACT:

E: info@asiainitiatives.org T: (001) 646 360 4459

FOLLOW US:



Asiainit



Asia Initiatives

Asia Initiatives

© 2015 Asia Initiatives I A registered 501(c)(3) organization