



Annual Report 2010-11

OUR TRUSTEES

- Mr. R.Thyagarajan
Chairman- Shriram Group Companies
- Mrs. Akhila Srinivasan
Managing Director – Shriram Life Insurance Company Limited
Hon. Consul, Netherlands
- Mr. S.Natarajan,
Group Director – Shriram Group Companies
- Mr. G.V.Raman
Executive Chairman- Shriram Group Companies
- Mr. S.Bapu, IRS
Chief Commissioner of Income Tax(Retd.)
Advisor Shriram Group Companies
- Col. M.S.Ashok
Chief Executive Officer
Shriram Cirrus Micro Finance Project
- Mrs. Vidya Shankar
Chairperson – Relief Foundation

VISION

We draw inspiration from Mr. J.R.D.Tata

“The most significant contribution organized industry can make, is by identifying itself with the life and problems of the people of the community to which it belongs, and by applying its resources, skills and talents to the extent that it can reasonably spare, to serve and help them”-J.R.D Tata

MISSION

A constant search for ways to be useful to the largest number of people and empower them to prosperity.

About Shriram Foundation

Shriram Group, which strongly believes in bringing the same of level of corporate efficiency in the administration and management of various CSR initiatives, established the Shriram Foundation in 1993 and has been working in the following areas:

- Orphan and Destitute Care
- Education for the Rural Poor
- Vocational Training Centre for Women's Empowerment

Orphan and Destitute Care

Shriram Foundation has been running a Children's Home, ASHRAM for the last 18 years. The home has been recognized as a Fit Institution by the Juvenile Welfare Board of Chennai district. All children attend School or Community College at Thiruneermalai, according to their age. A qualified Social Worker and Counsellor are available at Ashram premises for providing counseling to children and families in crisis. A few destitute mothers along with their children also stay and look after other children in a group foster arrangement. Support is extended to children till they achieve economic empowerment.

Education

Education being the key to economic prosperity, Shriram Foundation understood that and sought to achieve this objective through three main focused areas:

1. Running Schools for the underprivileged children in remote areas of the country
 - a. Shriram Matriculation School, Thiruneermalai, Tamilnadu
 - b. Shriram Matriculation School, Nulakapet, Andhra Pradesh
 - c. Sri Sri Vidya Mandir Matriculation School, Anaikoil, Nagapattinam, Tamilnadu
 - d. Micro Schools in Vichur in Thiruvallur, Tamilnadu & Reddyvaripalle, Chittoor in Andhra Pradesh

2. Higher Education through Community Colleges

For Job-oriented skill based courses

Shriram IGNOU Community College at Thiruneermalai & Anaikoil, Tamilnadu

For Regular Degree Courses

Community Linked Learner Centre at Anaikoil, Tamilnadu

3. GiveLife sponsorship program for children studying in Government & Aided Schools

Shriram Foundation collaborates with GiveLife, an independent trust, to extend financial aid for educating underprivileged children to enable enrolment and increase school attendance. The program provides (a package of) aid in the form of uniform, nutritious food, books, school bags, notebooks, tuition fee, coaching facilities, etc.

Vocational Training Centre

Shriram Vocational Training Centre provides various training programs on Tailoring & Embroidery, Pickle Making, Craft, etc. The main focus is on women's empowerment. The centre takes on projects under the Women Welfare and Development scheme from the Government of Tamilnadu. These schemes provide stipend to women and Government certificates at the end of the program. Women thus trained have either become entrepreneurs or have been employed in the nearby industries. Empowering such women from the community strengthens the family as a unit of society.

A snapshot of the number of beneficiaries supported by the Foundation	
Shriram Matriculation School, Thiruneermalai	700 Students
Shriram Matriculation School, Nulukapet	600 Students
Sri Sri Vidya Mandir Matriculation School, Anaikoil	500 Students
Shriram Vocational Training Centre, Thiruneermalai	120 Students
Micro Schools, Vichur & Reddyvaripalle	100 Students
Shriram IGNOU Community College, Thiruneermalai & Anaikoil	100 Students
Shriram Children's Home, Thiruneermalai	52 Children
GiveLife	7000 Students

REPORT OF ACTIVITIES FOR THE YEAR 2010-11 – ASHRAM

Visits made by Children

- Pazhaverkadu visit on 30th April 2010 - All Ashram kids were taken to Pazhaverkadu for picnic by an enjoyable train ride.



- Tirupathi Visit on 3rd July 2010 - Few boys visited Tirupathi with Shriram IGNOU College students.
- Trekking on Tirisulam Hill on 3rd July 2010- School going children were taken for an adventurous "trekking by foot" event.



- Picnic to Children's Park on 17th July 2010. Younger kids were taken to Children's Park as part of an educational tour. They also visited Snake Park.
- Children attended an entertainment programme sponsored by Nalandaway Foundation on 24th July and 25th July 2010.

Meetings

- Parents meet -10th July: A Parents meet was organized to address the children's academic progress and challenges faced in daily life.

Festivals

- Our Home celebrated Ganesh Chaturthi, Ayudha Pooja and Diwali. Donors donated 2 sets of new clothes to all the kids.
- World Bank donors made arrangements for watching Endhiran movie as part of Diwali Celebrations.

Academic Performances

April 2011

- 8 student who joined Non Banking Financial Company at Shriram IGNOU Community College successfully completed the course and were placed in Shriram City Union Finance. Few of them did Diploma in Two Wheeler Mechanism and obtained job placements as well.
- Some of the children completed their 10th & 12th and were given career counselling. Nithya got sponsorship to study engineering in Daanish Ahmed College of Engineering.

Extra Curricular Activities

- Our volunteers are teaching Music and Dance to our children. Many of them performed very well in school day programme.
- Many children are learning Hindi, drawing, tailoring & embroidery.
- Dr. Sasi, a volunteer visits weekly once and teaches mental Maths. She also does regular health checkups for our kids.
- Ashram garden has been developed by the children. Many flower and fruit bearing plants have blossomed under their care.
- 10 students are learning Karate. Many other students have joined hand ball and other games being taught in the campus.

Side Dish for Shriram Matriculation School Children

Our Home facilities are also used to prepare a side dish for Shriram Matriculation School children daily. Nearly 700 students are getting benefited.

Resource Centre

Our Home resource centre was opened on 2nd November 2010 with the help of many donors. Story books have been stocked in order to inculcate the habit of reading . Maths puzzles and other activity based learning materials are being used after school to improve their concentration. A teacher comes in the evening regularly to engage the kids.

ADMISSIONS & DISCHARGES

Discharges

Many older girls and boys were rehabilitated from the Home as they completed their higher education. 3 girls and 2 boys successfully completed NBFC and got job placements with Shriram City Union Finance Ltd. They went back to their relatives.



REPORT OF ACTIVITIES FOR THE YEAR 2010-11 – SHRIRAM MATRICULATION SCHOOL (SMS)



The Pre-primary section at **Shriram Matriculation School** now has four fully trained, AMI certified Montessori directresses. This has marked the beginning of a new era in stepping up the quality of education offered in the foundational years of a child between 3 and 6 years old.

The academic programme in the Primary School is now taking on a new direction, with



students spending up to 4 hours in a week at the Resource Centre on campus. Here, students receive presentations using Elementary Montessori material, making their understanding of concepts clear.

The Middle School saw a shift this academic year, with a large chunk in the timetable set aside for electives such as - yoga, music, tailoring, art & painting, carpentry, electrical and electronics, farming/gardening, Karate and personality development.



Field trips - list of classes that went on field trips:

Primary Section:

- A. Std 1 & 2 - Adyar Poonga
- B. Std 3 - Vandalur Zoo
- C. Std 4 - Children's Park and Snake Park, Guindy

Middle School Section:

- A. Std 6 - 10 - Chennai Harbour
- B. Std 5 - Vandalur Zoo
- C. Std 6 - 10 - Meteorological Observatory, Nungambakkam

Teacher Training

Training of teachers at the school has acquired a new approach. Thus signed-up to attend sessions that they thought would be useful to their practice. Training is now being offered in the areas of Spoken English, computer literacy, child psychology, classroom management, classroom teaching practices and subject knowledge.



Volunteers

Sports Department

- 1.) In June 2011, SMS campus ground was leveled and basketball, shuttle badminton, throwball and beach volley ball courts were created. A running track (60 mts) and a cricket pitch for net practice also was provided.
- 2.) Coaching camps and inter school matches held so far:
 - a. Football
 - b. Kabadi
 - c. Handball
 - d. Kho-kho

The focus on competitions changed to learning new skills and individual competencies while having fun. All children learn different skills through new interesting games that develop basic and complex perception, such as visual, acoustic, kinesthetic perception and perception of space and time. From 5th grade onwards, students have classes in basketball, football, handball, volleyball, badminton, hockey, athletics (shot put, javelin, long jump, running), acrobatics and juggling, health and fitness, sports and yoga.



Volunteers

- 1) Ms. Andrea Qvortrup, Denmark; worked in the Resource Centre
- 2) Ms. Kavitha Madhavan; story reading sessions for primary school
- 3) Devika Natarajan; Story sessions for Primary and Middle school
- 4) Dr. Shravani Bhanja; Setting up the science lab and experiments for children
- 5) Angus Ollis (UK) helped children make short films on environmental issues.



Activities of the School

- July 2010- Akshayapatra noon meal programme started in coordination with Hare Krishna Movement for 700 children.
- August 2010- An environmental initiative was undertaken by the school to clean up the campus and the neighboring areas of garbage which included planting samplings.
- November 2010- Nandivaram scout camp was attended by Middle School Section boys.



REPORT OF ACTIVITIES FOR THE YEAR 2010-11 – SRI SRI VIDYA MANDIR MATRICULATION SCHOOL, ANAIKOIL

Shriram Foundation has taken into its fold the management and development of the school. Funding the running costs and infrastructure development and maintenance, the Foundation also manages the school by co-opting a committee of experts and well-wishers. Relief Foundation, an organisation with several years of experience in innovative education and school management had been roped in for this purpose. The school has grown in strength and the first batch of 10th std students are bound to write their public exam are poised to write next year.



The community is looking upto the school to produce the first set of students to enter higher education in the group of villages.

At Sri Sri Vidya Mandir Matriculation School, Shriram Foundation, in collaboration with Relief Foundation, is involved in the following areas:

1.) Supporting the development of teachers:

- how to use learning materials - both Montessori and others
- specific ways to plan and prepare for effective student learning
- setting up and effective use of Science and Math laboratory,

Library and Computer center

- team building in the teaching body - imparting skills on leadership and collaborative functioning



2.) Administration

- revising systems to make administration more professional, efficient, consistent and cost-effective
- clearly articulating policies of the school in the departments of curriculum (including co-curricular activities), administration, student and staff safety & welfare, parent interface - in order to establish clarity for all stakeholders

3.) Infrastructure

- establishing systems to monitor the maintenance of infrastructure
- proposing the need for infrastructure when and where it arises
- providing ideas for optimal use of already existing infrastructure

REPORT OF ACTIVITIES FOR THE YEAR 2010-11 - SHRIRAM VOCATIONAL TRAINING CENTRE

WORK SHOP

- A workshop was organized by Ms.Mala in association with Nestle on 27th April 2011. Students from Vocational Training Centre attended the preparatory training on Nutrition Food, Milk Maid, Maggi noodles, Bhelpuri, Maggi Chat Chenna, Maggi Cutlet etc., and also participated in General Quiz Competition and won prizes. The participants received certificates.



- To handle more students, the vocational training class has been split into 2 batches (Morning and Evening). Around 80 outsiders (Thiruneermalai community members) were enrolled and benefited in the morning batches. The training cost was totally free and few students were placed at nearby Garment shops. The certificates were distributed to the trainees by Shriram Foundation after completion of the course. Around 100 School children enrolled for evening batch (tailoring and embroidery).

Shriram Vocational Training Centre - Tailoring Practice

Shriram Matriculation School students also use the facility to learn many skills. A separate time table was arrived to teach students in batches various skills focusing on Tailoring, Embroidery, Craft (Jute Mat, Woolen Work), Toys Making (Teddybear, Dog, & Monkey) etc. School Students enthusiastically learned many skills. An exhibition was conducted displaying the work of these children where parents and other class children were also invited. Students and Parents appreciated the work of those children.



SUMMER CAMP

A short term Summer Course was conducted through Shriram IGNOU Community College, Thiruneermalai for the students from the community in April & May. The Students were given training on Basic Computer, Spoken English and Basic Tailoring. Certificates were distributed from Shriram Vocational Training Centre.

Other Activities

- The skills of Vocational Training Centre are also used to make Pouches and stitching mats for Montessori classes. Children were exposed to various methods of stitching through such activities which also met the internal requirement of the school
- Sitting mats and activity mats were made for Shriram Matriculation School (Thiruneermalai), Annaipriya School (Dindugal) and Shriram Learning Centre (Vichur).



REPORT OF ACTIVITIES FOR THE YEAR 2010-11 - SHRIRAM IGNOU COMMUNITY COLLEGE, THIRUNEERMALAI & ANAIKOIL

Community Outreach Programmes

3rd May 2010 : As a part of community outreach programme and as well as college developmental activity, summer camp was conducted for Community students on Computer Basic and Spoken English. 27 students were enrolled for this programme. Students were given career counseling few students joined various courses offered through our community college.

5th June 2010 : Students of tailoring unit were given opportunity to participate in a one day cooking program conducted by Nestle India in the college campus.

July 2010 : Nokia Job Fair was conducted at the college campus. Youth from in and around Thiruneermalai attended the campus interview and were placed in the company.

19th July 2010 : FitnessOne Foundation donated fitness equipments. They are used by the college students and school students regularly as part of the Sports Programme.

26th September 2010 : Job Fair in association with HOV Services, one of the leading BPOs & MNC in Chennai, was conducted as part of community developmental activity to attract more youth into our college. Students from nearby Engineering and Arts & Science Colleges participated. Few candidates got placements.

27th November 2010 : An Eye Camp was conducted in association with Sankara Eye Care Hospitals, Pammal. Many poor people from Thiruneermalai area and surrounding places attended this camp. Students of the college and school too checked their eyes.

Career Counseling Programme

Dec 2010: It was decided to conduct career counseling programme in many rural schools to restart the Agriculture course. With the help of GiveLife Trust, career counseling programme was conducted in 15 Agriculture based schools of Kanchipuram district. A state wide career counseling programme was also conducted to spread more information about the college and its courses in almost all the schools supported by GiveLife. It was also extended to other schools in the adjoining villages.



Staff Remuneration statement (in Rupees)

Head of the organization (including honorarium)	₹ 0 per year
Highest paid Full Time regular staff	₹ 1,74,000/- per year
Lowest paid Full Time regular staff	₹ 26,000/- per year

Annual Gross Remuneration paid to members of Statutory Governing Body

S.No	Name	Gross Remuneration Per Annum (₹)
1	Mr. R. Thyagarajan	ZERO
2	Mrs. Akhila Srinivasan	ZERO
3	Mr. G.V. Raman	ZERO
4	Mr. S. Natarajan	ZERO
5	Mr. R. Sridhar	ZERO
6	Mr. S. Bapu	ZERO
7	Lt. Col. M.S. Ashok (Retd.)	ZERO
8	Mrs. Vidya Shankar	ZERO

Staff Details

Gender	Paid Full Time	Paid Part Time	Paid Consultants	Unpaid Volunteers
Male	13	4	1	4
Female	93	5	0	7

Staff Details – Salary-wise Breakup

Slab of Gross Salary (₹) plus benefits paid to staff (per month)	Male Staff	Female Staff	Total Staff
Less than 5,000	9	33	42
5,000 – 10,000	7	64	71
10,000 – 25,000	1	1	1

There was no National and International Travel by Board Members/Staff/Volunteers on behalf of the organization for 2010-'11.

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2011

<u>EXPENSES</u>		<u>Rs.Ps.</u>	<u>INCOME</u>	<u>Rs.Ps.</u>
To	Audit Fees	10,130.00	By Donation Received	2,51,59,314.00
"	Donation Paid	38,94,400.00	" FD Interest Received	1,45,560.00
"	Education Sponsorship Fees	23,750.00	" SB A/C Bank Interest	1,46,400.00
"	Anaikoil project	750.00		
"	Resource Centre Exp	23,356.00		
"	Staff Welfare	16,307.00		
"	E-TDS Filing Charges	240.00		
"	Printing & Stationery	74,947.00		
"	Telephone Expenses	27,274.00		
"	Travelling & Conveyance	1,72,252.00		
"	Professional Charges Paid	2,00,083.00		
"	Pooja Expenses	10,000.00		
"	Adevertisement Expenses	4,000.00		
"	General Expenses	5,750.00		
"	Interest on TDS	4,213.00		
"	Tuition Fees & Snacks	2,59,000.00		
 <u>DEPRECIATION</u>				
"	Building	70,420.00		
"	Computer	81,103.00		
"	Camera	735.00		
"	Fan	3.00		
"	Montessori Teaching Materials for Resource centre	45,323.00		
"	Furniture & Fittings	11,921.00		
"	Vehicle TVS 50xl	141.00		
"	Vehicle	221.00		
 Excess of Expenditure over Income from				
"	- Schools	64,36,270.67		
"	- Ashram	26,36,556.10		
"	- Vocational Training Centre	3,57,980.50		
"	- Shriram Ignou Community College	18,75,455.09		
"	- Care Eduation	1,78,112.03		
		 1,14,84,374.39		
		1,14,84,374.39		
Excess of Income Over Expenditure		90,30,580.61		
		<hr/> 2,54,51,274.00	<hr/> 2,54,51,274.00	

For SHRIRAM FOUNDATION

For G.BALU ASSOCIATES

MANAGING TRUSTEE

R.RAVISHANKAR

Place : Chennai

PARTNER

Date :

CHARTERED ACCOUNTANTS

M.No: 26819

BALANCE SHEET AS AT 31.03.2011

LIABILITIES	<u>Rs.Ps.</u>	<u>Rs.Ps.</u>	<u>ASSETS</u>	<u>Rs.Ps.</u>
Capital Fund A/c.			Cash on Hand	1,27,526.85
Opening Balance		24,49,700.52	Indian Overseas Bank A/c.No:5753 (East Mada Street Branch,Mylapore)	1,98,758.29
<u>General Fund</u>			Indian Overseas Bank A/c.No:8661 (Stella Maris College Extension, For Foreign Contribution Purpose only)	22,65,842.12
Opening Balance	3,75,69,524.37		Indian Overseas Bank A/c.no.7642 (East Mada Street Branch,Mylapore)	2,64,251.00
Add : Excess of Income Over Expenditure	90,30,580.61	4,66,00,104.98	Axis Bank A/c No-006010101064227 (R.K.Salai,Mylapore,)	78,29,328.23
Sundry Creditors		1,09,334.65	Axis Bank A/c No-909010040916780 (Shriram IGNOU -Tambaram,)	1,78,717.91
Contribution Received for Tsunami Relief			Axis Bank A/c No-428010100214773 (Tambaram,)	9,68,757.25
1) Local (Opening Balance)	4,22,467.00		Axis Bank A/c No-910010026316021 (Tambaram,)	56,980.50
Less Expended	98,503.00		Fixed Deposits in Bank Kissan Vikas Patra	7,32,500.00 25,000.00
2) Foreign Cotribution (Opening Balance)	2,01,000.00		<u>Fixed Assets</u>	
Less Expended	2,01,000.00		Gross Block	4,75,19,023.00
	<u>3,23,964.00</u>	<u>3,23,964.00</u>	Less : Depreciation	<u>1,10,12,195.00</u>
				3,65,06,828.00
			<u>Advances & Deposit</u>	
			Electricity Deposit	7,030.00
			Caution Deposit	12,775.00
			Telephone Deposit	3,500.00
			Rental Advance	89,000.00
			Other Sundry Advance	1,70,415.00
			Tax Deducted at Source	45,894.00
				<u>4,94,83,104.15</u>
		<u><u>4,94,83,104.15</u></u>		

For SHRIRAM FOUNDATION

For G.BALU ASSOCIATES

MANAGING TRUSTEE

R.RAVISHANKAR

Place : Chennai

PARTNER



Date :

CHARTERED ACCOUNTANTS

M.No: 26819

SHRIRAM FOUNDATION

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