ONE DAY EVERY CHILD WILL HAVE THE OPPORTUNITY TO LEARN AND PURSUE HIS/HER PASSION
Mission

MAD IS A PLATFORM THAT EMPOWERS YOUTH TO BECOME CHANGE LEADERS WHO DRIVE POSITIVE SOCIAL IMPACT AND CREATE SELF SUSTAINING COMMUNITIES
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Letter from the CEO

Before I begin, Chandigarh, Vellore, Kolkata, Coimbatore, Vizag, Vijayawada, Gwalior, Bhopal, Lucknow – welcome to the MAD family.

Now, let's talk about 2011-12. Improvement. Innovation. Expansion. Leadership Development. Transition. If I were asked to pick a theme for the year 2011-12, it could easily be any of the above. After all, there were a bunch of improvements introduced to strengthen operations – the 2+2 model, revised Baseline Assessment Tests, the all new primary syllabus. We grew from 10 cities to 19 cities and doubled the number of children to 4000 within our family. Yet, picking one of these words will not really be representative of what 2011-12 has been for MAD.

The year was fraught with interesting challenges, the foremost being how to ensure that the spirit of the organisation doesn't get lost within the reporting structures that were introduced to manage this increased footprint. The answer lay in empowering the individual and giving them self-reflection tools to adhere to the MAD Values – leadership through ownership, cause above self, and sense of family. As long as each one of us in the organisation adhered to these values, we wouldn't need to worry about the organisation going astray in years to come.

From a project's perspective, this year, was the year that our Flagship project, the English programme, was able to scale massive walls with respect to assigning children to classes according to their capacity to speak/learn the language, and also to put in place an effective and regularly tracked mechanism to quantify progress made.

Our Placements programme took more baby steps this year, on a quality AND quantity front. Going forward, in the years to come, we're confident that this programme will be able to deliver life-changing experiences to thousands of children from across India.

The Library programme is also in the process of coming out of its inception stage. Currently, we have libraries in 5 locations across India, and a curriculum has been developed thanks to our friends from Hippocampus. Like the other two, Library Project also has immense promise, and we can't wait to get started on seeing it through!

The ACT Tour, initially conceived to promote the revamped Fellowship and the MAD Values, turned out to be a lot more than that. We met with over 1500 volunteers, asking them what they looked for in their leaders, sought feedback on areas for improvement and urged them to take ownership for their chapter's growth by applying for the all revamped MAD Fellowship. We observed the diversity of cultures, languages and food (now we know that Dal Makhni tastes different in different parts of the country) united by a common cause. Whether in Chandigarh or in Trivandrum, there were equally inspiring stories of volunteer ownership and common concerns around areas for improvement. It was indeed a pleasant surprise to see this unity in diversity.
Mahindra Spark the Rise brought the entire organisation to its feet – quite literally. We saw thousands of volunteers asking for those precious votes on Facebook, Twitter, in their colleges, on the streets, that could help MAD win a grant that could sponsor the English Project costs for 1000 children.

Finally, if I were to force myself to pick one word that summarised 2011-12, it will have to be Inflection Point. I hope 2011-12 is remembered as the year when the promising child entered adulthood, excited by the possibilities that the organisation has the potential to make a difference in the lives of thousands of our children.

Samarth Agarwal
The MAD world

FOCUS AREA: EDUCATION

TARGET BENEFICIARY: URBAN AT-RISK CHILDREN LIVING IN ORPHANAGES & SHELTERS: SINGLE PARENT, NO PARENT, FINANCIALLY CHALLENGED FAMILIES

AGE GROUP: 8 – 15 YEARS

CURRENT PROGRAMS: COMMUNICATIVE ENGLISH, CAREER AWARENESS, DREAM CAMP, LIBRARY

HOW WE OPERATE: 100% VOLUNTEER RUN DELIVERY MODEL: HIGH POTENTIAL, COMMITTED, EDUCATED URBAN YOUTH

A highly scalable model, we run all our programs through 1700 volunteers across the 23 cities where we operate. We do this by investing in intensive training and very strong processes. A leadership team, called the Fellowship team, is selected in each city every year, trained intensively in leadership and operations, which then runs MAD’s programs in the city for the year. This is managed through stringent monitoring and monthly reviews based on specific parameters. By developing capability within the organization, we are able to reach out to a large number of children while maintaining program quality.
IMPACT: 2011-12

MADsters: 1713
Child Centres: 80
Children: 4013
MAD Teaching
man-hours: 191856 hrs
No of career awarenens programs: 39
Camps: 2
MAD KIDS: Success Stories

Mercin

Mercin was in MAD’s first batch of children. A visit to the Naval Base as part of a career awareness activity exposed him to the world of military services. The program focused on life in the services and the education required for it. A good sportsman and athlete, he was very excited about the prospect of joining defence services after hearing about and seeing what they actually did.

Mercin took up science in higher secondary school to be eligible, despite the shelter authorities telling him he was more cut out for Commerce. He attempted the entrance exam thrice before he made it through!

Mercin has been an in the Army for close to 2 years now. He was selected as 1 of 5 men to be trained as Physical Trainers in the US Army. He is very excited about his promising future and so is his family. He is an inspiration to all of us at MAD and a testimony to what we are about!

Jobish Mathew

Jobish was also part of MAD’s first batch of children. MAD was invited by the US Consulate to submit past student applications for the Community College Initiative Development Program to spend 1 year in a college in the US, building technical and leadership capabilities, taking up professional internships, service learning, and community engagement activities. The selection process included a detailed written application, an English proficiency test and a personal interview.

MADsters across eligible cities co-ordinated with centre authorities and contacted children who had passed out of MAD’s program. Jobish was one of the students contacted. MADsters spent time helping Jobish with the application process, including many hours of English and interview coaching. Hard work paid off and Jobish is now in the US working hard on the program and meeting new people.

“I am very thankful to be a part of MAD. MAD volunteers from all over the country encouraged me and guided me through this. Especially when MAD gave me 3 day ‘super jet’ training for passing the exam for this scholarship. I am in Gadsden, Alabama state. My field of studying, network security and server administration in Gadsden State Community College is all because of the support and motivation of the MADsters.” - Jobish
ENGLISH PROJECT

FOCUS: ENGLISH COMMUNICATION SKILLS

The English project is MAD’s primary project and is conducted in every centre that we engage with. The English Project is a 5 year - 5 level curriculum, including assessment at each stage to gauge improvement, to teach Communicative English. MAD follows the Cambridge English for Schools curriculum.

PROGRAM STRUCTURE:
10 active months in a year
2 sessions per week, each 2 hours long
10 months X 4 weeks X 2 classes = 80 classes a year = 160 hours/year
Minimum number of years with a child: 3 years
Maximum number of years with a child: 5 years

Every MAD teacher undergoes Teacher and Curriculum training.

Major improvements in the year:
We developed an internal teacher training curriculum to meet our specific training requirement based on our unique teacher and child profile. An internal pyramid was developed comprising of national, regional and city level trainers. This vastly improved class quality and MADsters were able to make best use of the progressive curriculum.
PLACEMENTS PROGRAM

FOCUS: CAREER AND GENERAL AWARENESS AND EXPOSURE

CAREER AWARENESS: The basic aim is to place the children in the same footing as children from regular homes with respect to experiences and exposure to various career streams. Instructive and informative sessions as well as enriching experiences are conducted. These sessions increase general exposure, give the children an idea of various career and higher education options and also motivate them to perform better by understanding the various opportunities that lie ahead.

- Science centre and planetarium visit
- Adventure camps
- Career games
- Environment awareness in Godrej
- Radio/news channel studio office
- Trip to a multinational company
- Banking awareness
- Visit to Engineering college
- Career fair
- Craft sessions
- Photography workshop
- Factory visits
- Visit to B-school
- Theatre workshops
- Visit to printing press
- Visit to hotels
- Big Brother Program
- Career awareness in Banking
- Career awareness in Software
- Orientation for parents
- Backyard science session
- Interaction with Police
- Quilt painting workshop
- Dental care session
DREAM CAMPS: During holidays, MAD organizes 2 - 3 day camps for children of each centre. Themes include Motivation, Leadership, Team-building, Confidence-building, Theatre, Adventure and any other specific needs that MAD teachers identify in their students. These are 2 to 3 full-day events involving a mix of personal development sessions, skill modules, workshops, celebrity interactions and fun!
LIBRARY PROJECT

FOCUS: DEVELOPING INTEREST IN READING & BROADENING HORIZONS

Every child has a 2 hour library session every week - the first hour is the reading/listening hour and the second hour is the activity hour. Books are specially selected to cater to the different proficiency levels of the children which also include vernacular books. Libraries have been set up through donor sponsorships and book drives. The books at the MAD libraries are mainly from publishers like TULIP and PRATHAM. The class structure and volunteer training was provided by Hippocampus, a Bangalore-based NGO. Bookwallah, a US based NGO, also helped us set up libraries. The MAD library project is still in its pilot stage and has been implemented in Cochin, Mangalore, Bangalore, Hyderabad, Mumbai and Delhi.
**YOUTH IMPACT**

**Leadership x Design**

In order to ensure that MAD’s Fellows, the annually selected city leadership team, are able to deliver from day 1, we invest in intensive leadership and process training through the LxD leadership development program. Conducted annually, the LxD Programme is based on Stanford’s Design Thinking principle, which is an approach to learning that focuses on developing creative confidence and inculcates creative problem solving and leadership skills in participants.

![Design Thinking Diagram]

**FELLOWS SPEAK**

**JOHN CHERIYAN**  
**FORMER OPERATIONS FELLOW – COIMBATORE**

My time with MAD has been a period of intense growth, both personal and professional. The immense satisfaction you get from actually making a difference in the lives of the kids you teach is something I can’t quite describe in words. Managing a group of committed and passionate volunteers, dealing with crises, making decisions, handling differences, these are some of the tasks that I performed as a fellow and they taught me things that can’t be taught in any classroom. The experiences I’ve had and the friends I’ve made are things that I shall cherish for a very long time to come.
MRIDULA KASHYAP  
FORMER PR FELLOW – DELHI

Two years of working with MAD as a fellow, and today I can proudly say that MAD has made a difference to my life. Many deadlines, tasks, meetings and responsibilities later, there is a feeling of accomplishment, of having managed a lot, while still in college. It’s not just about the skills that I’ve acquired, but the experiences that have made me who I am today; a more discerning, more confident and a much more MAD person!

NIKITHA REDDY  
FORMER HR FELLOW – HYDERABAD

Patience is a virtue not everyone is blessed with. I was one of the unlucky few, but thanks to MAD, I am more patient right now. I was a person who’d run away from emotions and anything remotely related to feelings. After dealing with 7 kids, it’s no longer so. Learning to handle differences or crisis management didn’t come easy, but hey, I am a little better at it today than I was a year ago!

PAUL FRANCIS VALLUVASERY  
FORMER PRESIDENT – COCHIN

The whole process taught me that being a leader is not about telling people what to do or having all the answers. It’s about bringing the whole team together to deliberate and making sure everyone is on board with the idea. My year with LxO taught me that a good leader needs to have his/her people on board at all times. And many times it is alright to not have the answer right away. Answers come, in their own due time!

KUNAL GOLANI  
FORMER HR FELLOW – MUMBAI

The amount of responsibilities MAD challenges you with at such a young age is quite something. Apart from MAD, I’m professionally working with a web solutions company, but MAD has provided me more exposure, real time, than my work. All the challenges that you face are first hand and come down as a learning which eventually makes you a better Leader. There has definitely been a drastic change in my thought process, in the way I used to tackle issues / problems.
MAD HALL OF FAME

MAD city teams that went above and beyond to Make A Difference.

Chennai Team
Highest performing new city

Vishakhapatnam Team
Best turnaround City

Hyderabad Team
Results focused
High performing Entrepreneurship
TECHNOLOGY

Technology plays a major role in the implementation of MAD’s volunteer model. Every MADster is registered on MADApp, a volunteer management application created by MAD for MAD. Every MAD project can be tracked on MADApp. This year, we have focused a lot on monitoring and analysis and looked at various parameters of program and logistical health. The MAD Dashboard was created to give a real-time update on organizational performance.
ACT TOUR

In January and February of 2012, we went on a tour of 19 cities to find out what MAD really was on-ground and to hear from the volunteers who are the organization’s heartbeat. After 40 days on the road, going city to city, we arrived at the conclusion that this was something that we HAD to do every year. Volunteers across cities spoke about the same values, the same concerns, suggested the same improvements and most important of all, reaffirmed our belief in young people and what they are capable of.
AWARDS AND GRANTS

Award won by MAD children:
DIGITAL ENGAGEMENT

Average Daily Tweet mentions: 3-5
Average Online community members: 18781 fans + 563 Followers + 6818 views + 80 subscribers
Total YouTube video views: 8456 views
Website visit: 439/day
First Facebook Post: First Facebook Post: 9 May, 2009

Make A Difference
9 May 2009

Awesomeness :D

Like · Comment · Share

3 2
One hell of a ‘MAD’ life

By ASAMANI SHEKHURI

A
day
not
at
the
Traffic
Park.

‘Wife
presents
the
idea
of
putting
up
a
sign
in
the
park,
to
remind
people
not
to
speed
and
not
to
hustle.

She
also
dreams
of
a
car
park
that
has
a
safety
belt
for
all
and
a
special
area
for
children.

The
idea
is
to
provide
a
safe
environment
for
everyone.

The
park
is
now
a
different
place.

There
are
more
trees,
more
grass,
and
a
few
new
features.

The
people
are
happy
with
the
changes.

Slim
Model,
the
little
girl
in
the
park,
now
has
her
own
spot
and
loves
it.

She
wants
to
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a
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HANS TUNES

FOR A CAUSE

Make a difference

Three volunteers are on a ‘knowledge yatra’ to help spread the light of education. Philip Bongartz and Sebastian Thee from Germany, and Rakshand, a final year MBBS student of KMC, Mangalore - are on a cycling tour to spread the message of Make A Difference (MAD), a voluntary youth organisation.

The tour has covered Mangalore, Mumbai, Pune, Hyderabad, Vijnawada, Chennai, Vellore, Bangalore, Mysore, and Coimbatore. They will reach the city today and then move on to Kochi.

English skills

The organisation and its knowledge partner, Cambridge University Press (United Kingdom), empower children in orphanages, street shelters, and poor homes by helping them improve their skills in the English language. The cyclists are accompanied by MAD volunteers.

City leg of the tour

The expedition, called ‘Tour de difference,’ started from Mangalore on August 7. Aditya Varma, a member of the royal family of erstwhile Travancore, flagged off the city leg of the trip on September 16 at 4.30 p.m. from the Kowdiar Palace.

As part of the tour, a stall will be set up at Big Bazaar, Pattonam, in which there will be a Mehendi corner, caricature corner, food corner, challenge corner and so on, as part of a fund-raising event.

The cyclists will interact with children of Hindu Mahila Mandirum, Podjappura at 12.30 p.m. on September 16, and with children of LMS Wills Girls Hostel. Those who wish to be a part of the expedition should contact: 9447322822.

U.S. naval personnel interact with children at YMCA boys’ home

Staff Reporter

1000 Personnel from U.S. Field of the U.S. Navy, which is in a three-day visit to the city, visited the YMCA boys’ home in Thaddakere on Saturday, for an interaction with children and volunteers of the Make A Difference (MAD) movement, that is engaged in empowering underprivileged children through education.

The visit of the navy personnel was part of efforts by the U.S. Consulate in Chennai to improve the living conditions of the disadvantaged children in India. The children and the navy personnel were introduced to each other by the MAD volunteers. The presentation on the volunteer activities of MAD volunteers in different parts of the city.

The children, who put up a musical performance, also entertained the volunteers with their talent. The programme was directed by Anil Subramaniam, a retired police officer.

On stage, U.S. naval personnel watch a performance by children at the YMCA boys’ home in Thaddakere on Saturday. — Photo by Vinod Babu
We are MAD 
We Make A Difference!

Continued from Page 1

The English course is a five-level program of 100 hours each. By the end of the 5th level, the child's communicative skills will be at par with the school students. Only 13% of high schools and 6% of schools in the city speak English as a medium of instruction. By the end of the 5th level, Marathi-speaking and future job prospects depend heavily on having it. Access to the Cambridge English course gives the child an edge on a par with those educated in good schools.

In Hyderabad, there are 120 volunteers working closely with 800 kids in 13 homes in the city. MAD, Hyderabad works on three major Projects: English project, Placelessness project and Library project. The Placement wing of MAD focuses on both career specific and general education. The basic aim is to place these children in the right atmosphere as children from regular homes with guidance in experiences and interactions with various walks of life. A wide range of instructive and informative sessions involving visits to hotels, factories, professional colleges as well as enriching experiences such as camps, arts and crafts workshops etc. are conducted.

The Library project introduces

Kishorimal, a volunteer, explaining to kids about being a doctor during a placement activity.

They braved monkeys, bad roads for a cause

Cyclists Collect Rs 3,61.7 To Educate Kids

Judeep Shetty | Jee

Mangalore: Three MAD cyclists ventured to Make A Difference (MAD) in the lives of 280 children under their care in four centers here. "The cyclists — Bachhan, Girdhari and Sivasankar — will be sending Rs. 3,61.7 to the children," said their sponsor, Mr. Sivasankar.

The cyclists rode to the city after their 360-km tour of Dakshina Kannada. They braved monkeys while traversing through the forest and bad weather which took off with their entire supply of sugar, the trip braved extensive pounding storms which rapidly had an overflow of running water on their bikes rather than

PERALI S PANDIYAR

Cyclists Collect Rs 3,61.7

To Educate Kids

Mangalore: Three MAD cyclists ventured to Make A Difference (MAD) in the lives of 280 children under their care in four centers here. "The cyclists — Bachhan, Girdhari and Sivasankar — will be sending Rs. 3,61.7 to the children," said their sponsor, Mr. Sivasankar.

The cyclists rode to the city after their 360-km tour of Dakshina Kannada. They braved monkeys while traversing through the forest and bad weather which took off with their entire supply of sugar, the trip braved extensive pounding storms which rapidly had an overflow of running water on their bikes rather than

As a part of its social initiative this year, Mood Indigo in association with Make A Difference aims to bring about a sustainable change in the lives of underprivileged kids in slums and shelter homes across Mumbai. This campaign, by the name of Sparsh — Touching Innocent Hearts, will consist of the Big Brother Programme and various cultural and career awareness workshops held in shelter homes and slums across Mumbai. Kick starting this initiative, cultural workshops were held in two orphanages — St Catherine’s, Andheri and Sneha Sadan, Jogeshwari last weekend.

The workshops consisted of sessions on dancing, the Japanese art of paper folding — Origami, T-shirt painting and pottery apart from various informative activities.

BIG AIMS launches animation academy

Coimbatore Chronicle

"Make A Difference" encore

"Make A Difference" encore

Coimbatore Chronicle
STATUTORY INFORMATION

Identity

MAD is a society registered under the Travancore-Cochin Literary Scientific and Charitable Societies Registration Act (Act 12 of 1955) bearing Registration no. ER 711/06.
The society is registered under section 12A of the Indian Income Tax Act, 1961
All donations to MAD will be eligible to the benefit of deduction under section 80G of the Indian Income Tax Act, 1961 in the hands of the donors.
MAD is also registered under the Foreign Contribution (Regulation) Act, 2010 (FCRA) and has registration no. 052850541.

Registered Address
Make a Difference
28/2060D, Nedumala House, Harmony Enclave,
Chilavannoor Road, Elamkulam, Kochi – 682020

Banker
MAD maintains its accounts with

AXIS BANK
Rajaji Road
Ernakulam - 682035
Kerala

Auditor
Our auditors are

Korah & Korah
Chartered Accountants
64/2070, Mary Bhavan
Old Railway Station Road, Cochin – 682018

Governing Body of Make a Difference – Cochin
1. Jithin C Nedumala - President
2. Gloria C Benny - Secretary
3. Sanjana Kuruvilla - Treasurer
4. Jithin John Varghese – Vice President, Human Resources
5. Kavin K – Vice President, Placement
6. Sujith Abraham Varkey – Vice President, Corporate Relations
7. Santosh Babu – Vice President, Resources
8. Abid Millath – Vice President, Training
FORM NO. 10B
[See rule 17B]

Audit report under section 12A (b) of the Income-tax Act, 1961, in the case of charitable or religious trusts or institutions

I/We have examined the Balance Sheet of MAKE A DIFFERENCE as at 31st MARCH 2012 and the Income and Expenditure Account for the year ended on that date which is in agreement with the books of account maintained by the said trust or institution.

I/We have obtained all the information and explanations which to the best of my/our knowledge and belief were necessary for the purposes of the audit. In my/our opinion, proper books of account have been kept by the head office and the branches of the above named trust/institution visited by me/us so far as appears from my/our examination of the books, and proper returns adequate for the purposes of audit have been received from branches not visited by me/us, subject to the comments given below:

In my/our opinion and to the best of my/our information, and according to information given to me/us, the said accounts give a true and fair view-

[i] In the case of the Balance sheet, of the state of affairs of the above named trust/institution as at 31st March 2012, and

[ii] In the case of the Income and Expenditure Account of the excess of Income over Expenditure of its accounting year ending on 31st March 2012.

The prescribed particulars are annexed hereto.

Place: Cochin 682 018
Date: July 5, 2012

Signed

STANLEY KUNJIPPALU B.Com, FCA, DISA (ICA)
Chartered Accountant
M. No. 21212
64/2070, Mary Bhavan
Old Railway Station Road, Cochin - 682 018,
VISION: 2012-13

1. Legal Documentation
   - 1. Full-Time Fellows at Centers
   - 2. Center Infrastructure
   - 3. School Infrastructure

2. Accommodation
   - 1. Health Check-Ups
   - 2. Food & Nutrition
   - 3. Medical Sponsorships
   - 4. Psychological Support/Counselling

3. Health
   - 1. Career Awareness
   - 2. Internships/Job Placements
   - 3. Child Profiling

4. Career
   - 1. English
   - 2. Subjects
   - 3. Library
   - 4. Computer
   - 5. School Transition
   - 6. School Management

5. Life skills
   - 1. Sports
   - 2. Extra curricular

6. Peer Group
   - 1. Child Care
   - 2. Legalities
   - 3. Family

7. Academic
   - 1. Family
MAD SUPPORT

MAD PATRON

ZOHOL
Work. Online

KNOWLEDGE PARTNERS

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Dr Andrew Littlejohn, Author, Cambridge English for Schools
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AES CHAPTER
DSRT 151

A very special thank you to all our 1015 donors for standing by us this year.
JOIN THE MADNESS

You can support MAD by:

Becoming a MADster:
Register with MAD at http://makeadiff.in/madapp/index.php/common/register

Spreading the MAD word:
Like what MAD does? Spread the MAD message to your friends and family and let them also get a chance to be MAD.

Supporting our projects:
You can support us by donating financially or in kind towards MAD projects. Learn more about donating to MAD at http://makeadiff.in/payment/donate/

Know more about us:
Join our facebook page: https://www.facebook.com/makeadiff
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Read our blog: http://www.makeadiff.in/blog
Visit our website: http://www.makeadiff.in

"Just yesterday I had the wonderful opportunity to visit an organization called Make A Difference. It’s an amazing program designed and run by young adults who recruit other young people, outstanding college students like themselves, to mentor and teach children who, as the founder said, haven’t had the same chances in life as many of the mentors have had.”

Michelle Obama to the students at St. Xavier’s College, Mumbai