

M|C|C

Guiding good causes

MURRAY CULSHAW CONSULTING



Communication, Fundraising, Philanthropy
Indian Voluntary Sector
Governance and Accountability
Development Publications

CATALOGUE 2006

Books | Research Studies | Directories | Journals

MENTORING | TRAINING | RECRUITMENT | RESEARCH | EVALUATION | PUBLICATIONS

Communication, Fundraising & Philanthropy



| Magazine - Alliance |

Alliance is the leading international journal from Allavida on the funding of the global voluntary sector. It tracks developments in the sector's funding and analyses the challenges faced by organisations and their funders worldwide.

Published	Publisher	Author	Pages	Size (cm)	Price
Quarterly	Allavida, UK	-	Approx. 55	21x27	See advertisement



| Bequests and Legacies |

This guide describes the steps necessary to approach donors who will provide for an organisation in their wills. It includes details of the process of bequest fundraising, motivating the bequest, publicising bequest giving, legal and tax issues, advisors and influencers, and tips for successful bequest fundraising.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	Wiremill Publishing Ltd	Margaret Burke	24	25x18	Rs 250 (Paperback)



| [contact] |

MCC's revised version of [contact], a basic database management framework, helps you maintain your donor information in an organised manner. [contact] uses MS Access and provides user-friendly features like multiple types of data storage and retrieval, printable reports, online help, and printing of address labels.

Developed	Developed by	Author	Format	Works on	Price
2005	MCC	-	CD	MS Windows	Rs 850



| Dimensions of Giving and Volunteering in Tamil Nadu |

This study carried out under the guidance of the Center for Civil Society Studies at the Johns Hopkins University, USA, helps to understand giving and volunteering within voluntary organisations in Tamil Nadu.

Published	Publisher	Author	Pages	Size (cm)	Price
2002	PRIA	PRIA	35	21x28	Rs 50 (Paperback)



| Dimensions of Giving and Volunteering in West Bengal |

This study carried out under the guidance of the Center for Civil Society Studies at the Johns Hopkins University, USA, helps to understand giving and volunteering within voluntary organisations in West Bengal.

Published	Publisher	Author	Pages	Size (cm)	Price
2003	PRIA	PRIA	40	21x28	Rs 50 (Paperback)

| Directory of Donor Organisations |

This directory of donor organisations helps voluntary organisations seeking funds for public welfare and development. With multiple classifications, it is intended to bridge the gap between grant makers and grant seekers.

Published	Publisher	Author	Pages	Size (cm)	Price
2001	Sampradaan	Sampradaan	195	17x23	Rs 300 (Paperback)



| Fundraising Databases |

Appropriate databases are crucial to any fundraiser and this introductory guide helps you set up and use them effectively. The book covers importance and choice of databases, maintenance, segmenting, selecting and mailing, processing income, reporting and analysis, and importing and exporting data.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	Wiremill Publishing Ltd	Peter Flory	24	25x18	Rs 250 (Paperback)



| Getting Started in Communication |

This handbook highlights the importance of communication and public relations for building a successful organisation, mobilising support and helping the organisation achieve its aims and objectives.

Published	Publisher	Author	Pages	Size (cm)	Price
2003	Sage	Michael Norton Purba Dutt	176	18x24	Rs 290 (Paperback)



| Getting Started in Fundraising |

Aimed primarily at small and medium-sized voluntary organisations, the book is replete with case studies illustrating the practical advice that the authors give.

Published	Publisher	Author	Pages	Size (cm)	Price
2000	Sage	Michael Norton Murray Culshaw	156	18x24	Rs 280 (Paperback)



| How to Produce Annual Reports that People will Actually Read |

A do-it-yourself guide to help voluntary organisations produce readable annual reports for public distribution. This is a how-to manual that takes you through the steps in producing effective annual reports.

Published	Publisher	Author	Pages	Size (cm)	Price
2002	MCC	MCC	70	21x29	Rs 250 (Spiral bound)





| Investing in Ourselves: Giving & Fund Raising in India |

This book brings together the findings of the benchmark nationwide survey on household giving and case studies of fundraising by 18 voluntary organisations across the country.

Published	Publisher	Author	Pages	Size (cm)	Price
2001	Sampradaan	Sampradaan	322	15x22	Rs 375 (Paperback)



| Local Resource Mobilisation for Sustainability - Training Manual/ Guide |

This manual draws on the experiences and lessons from the CAF India - DFID project that supported five key voluntary organisations in local resource mobilisation and financial sustainability.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	CAF	Ritika Prasad Kishore Kumar Singh	127	24x29	Rs 375 (Hardcover)



| More Effective Communication |

Effective oral and written communication skills for those who wish to achieve desired levels of performance. This practical guide helps professionals to communicate skillfully and persuasively.

Published	Publisher	Author	Pages	Size (cm)	Price
2000	Sage Publications	JV Vilanilam	238	14x21	Rs 190 (Paperback)



| Profile 500 |

This directory profiles 500 selected Indian voluntary organisations working on a range of social and development programmes. It is an invaluable resource for those interested in accessing and supporting the vibrant voluntary sector.

Published	Publisher	Author	Pages	Size (cm)	Price
2003	CAP	MCC	361	17x24	Rs 150 (Paperback)



| The Art of Successful Fund Raising |

This is a valuable resource book for every voluntary organisation that is interested in learning about the tools and techniques of fundraising.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	CAP	Noshir H Dadrawala	200	14x22	Rs 300 (Hardcover)

| Understanding Fundraising |

This analysis of the process of fundraising will make you think "why" you do "what" you do and "how" to do it better. The book includes information on setting of goals and aspirations, funding prospects, fundraising opportunities, marketing your organisation and building relationships.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	Wiremill Publishing Ltd	Adrienne Hall	24	25x18	Rs 250 (Paperback)



Indian Voluntary Sector

| Defining the Sector in India: Voluntary, Civil or Non-Profit |

Definitions and classification of non-profit organisations in India. The first in a series of papers planned to be released as a backdrop for the Comparative Non-Profit Sector Study in India.

Published	Publisher	Author	Pages	Size (cm)	Price
2000	PRIA	PRIA	40	21x28	Rs 50 (Paperback)



| Exploring the Non Profit Sector in India – Some Glimpses from Tamil Nadu |

This study emerges from the research conducted by PRIA under guidance from the Center for Civil Society Studies at the Johns Hopkins University, USA. This publication details findings on the scope of the voluntary sector in Tamil Nadu.

Published	Publisher	Author	Pages	Size (cm)	Price
2002	PRIA	PRIA	50	21x28	Rs 50 (Paperback)



| Exploring the Non Profit Sector in India – Some Glimpses from West Bengal |

This study emerges from the research conducted by PRIA under guidance from the Center for Civil Society Studies at the Johns Hopkins University, USA. This publication details findings on the scope of the voluntary sector in West Bengal.

Published	Publisher	Author	Pages	Size (cm)	Price
2002	PRIA	PRIA	56	21x28	Rs 50 (Paperback)

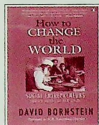


| Historical Background of the Nonprofit Sector in India |

Beginning with the pre-colonial era, this paper goes back more than 2000 years to capture the nature of voluntary activities during different phases of Indian history, unveiling relationships between non-profit institutions, state agencies and different social organisations.

Published	Publisher	Author	Pages	Size (cm)	Price
2001	PRIA	PRIA	32	21x28	Rs 50 (Paperback)





| How to Change the World |

Profiles of individuals from across the world who have proved themselves as social innovators or entrepreneurs. They have propelled social change through powerful ideas, determination, and courage.

Published	Publisher	Author	Pages	Size (cm)	Price
2005	PBI	David Bornstein	320	23x15	Rs 100 (Paperback)



| Information Resource Centres |

This manual elaborates on the concept of locally-managed Information Resource Centres (IRCs). Based on experiences of PRIA and its partners in establishing and managing the same, it includes sections enumerating types of IRCs, their functions, stages of establishing IRCs, and means of sustaining them.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	PRIA	Shalini Bijlani Pankaj Anand	38	24x18	Rs 150 (Paperback)



| Invisible, Yet Widespread: The Non-Profit Sector in India |

This important report presents key findings of a nationwide study. For the first time in the country, a detailed, reliable, and authentic picture of the voluntary sector emerges.

Published	Publisher	Author	Pages	Size (cm)	Price
2002	PRIA	SS Srivastava Rajesh Tandon	18	21x27	Rs 100 (Paperback)



| Information Sheets on Laws and Non-Profit Organisations |

Laws and Non-Profit Organisations is in response to requests for information on setting up a trust, society, or non-profit company; and includes reporting requirements and rules applicable, particularly on the Income Tax Act.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	Sampradaan	Sampradaan	23	21x29	Rs 130 (Loose sheets)



| Legal Framework for Non-Profit Institutions in India |

This paper covers the legal framework within which the voluntary sector in India operates. Emphasis has been laid on the Societies Registration Act, 1860, under which most organisations function.

Published	Publisher	Author	Pages	Size (cm)	Price
2001	PRIA	PRIA	50	21x27	Rs 50 (Paperback)

| Multi-Stakeholder Dialogue |

This manual explains the concept and practice of dialogue and consultation between different stakeholders so that development initiatives become effective. It is based on the experiences of PRIA and its partners who have adopted this participatory approach during their work at the grassroots level.

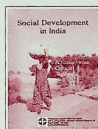
Published	Publisher	Author	Pages	Size (cm)	Price
2004	PRIA	Dr Kaustuv Kanti Bandyopadhyay	40	24x18	Rs 150 (Paperback)



| Social Development in India – A State-wise Critical Analysis |

Focuses on three broad aspects of social development – poverty eradication, productive employment, and social integration. It contains reviews of government programmes and policies, covering indicators like health, education, infrastructure, housing, household amenities, and poverty.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	VANI	VANI	553	30x21	Rs 400 (Paperback)



Development Publications

| A Sourcebook for Poverty Reduction Strategies |

This book assists developing countries to strengthen their programmes. Each chapter includes a summary, detailed approaches to analysis and policy development, and supporting materials such as technical notes, case studies, and further reading.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	TWB, OUP	World Bank	1252	21x28	Rs 1785 (Paperback)



| Global Monitoring Report 2004 |

This report assesses the world's progress in implementing the policies and actions for achieving the Millennium Development Goals and related outcomes. It provides a comprehensive review of the global development policy agenda, covering policies and institutions that form a part of the development effort.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	World Bank	World Bank	228	27x20	Rs 375 (Paperback)



| Microfinance Poverty Assessment Tool |

Aims to improve transparency on the depth of Micro Finance Institutions' (MFI) poverty outreach. Intended for donors and MFI evaluators as a practical, accurate, and relatively simple means of assessing MFI programmes.

Published	Publisher	Author	Pages	Size (cm)	Price
2003	World Bank	Carla Henry Manohar Sharma Cecile Lapenu Manfred Zeller	206	28x21	Rs 375 (Paperback)





| World Development Indicators - 2004 |

The World Development Indicators - 2004 includes more than 800 indicators for 152 economies and provides definitions, sources, and other information about the data; organising the data into six thematic areas.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	World Bank	World Bank	386	28x21	Rs 875 (Paperback)



| World Development Report 2005 |

This report is about creating opportunities for people by looking at what governments can do to improve the investment climate for society as a whole and not just large firms. It covers regulation, taxation, policy related risks, barriers to competition, labour markets, finance, infrastructure, and international help.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	TWB, OUP	World Bank	271	27x20	Rs 375 (Paperback)

Governance and Accountability



| Brainstorming Reinvented |

An evolutionary, time-sensitive, and process-driven creative methodology for generating ideas and implementing them. Mental exercises assist the flow of information between the left and the right sides of the brain, helping you develop multiple approaches, strategies, and out-of-the-box solutions.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	Response Books	Linda Conway Correl	236	21x14	Rs 350 (Paperback)



| Good Governance & Effective Boards for Voluntary/Non-Profit Organisations |

An Indian adaptation of the internationally popular 'BoardSource Governance Series'. Deals with roles and responsibilities of board member leadership in non-profit governance, structures and practices and values-based mission, planning, and evaluation.

Published	Publisher	Author	Pages	Size (cm)	Price
2005	CAP	Noshir Dadrawala	366	23x15	Rs 350 (Paperback)



| Legal and Finance Handbook for Voluntary Organisations |

Provides almost the entire framework for legal and accounting aspects of a voluntary organisation, covering acts governing registration of organisations, Income Tax laws, employee welfare schemes, governance, accounting methods, and audit procedures.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	FMSF	Manoj Fagla	432	24x18	Rs 500 (Hardcover)

| Management Development in Non-Profit Organisations |

This book is a comprehensive reference manual for board members of voluntary organisations and covers issues such as legal frameworks governing voluntary organisations to guidelines on fundraising.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	Sage	Vijay Padaki Manjulika Vaz	284	18x24	Rs 480 (Paperback)



| Manual of Financial Management and Legal Regulations |

This book uses extensive research to cover the basic accounting practices within the financial and legal framework of voluntary organisations. Covers book keeping, budgeting, accounting, documentation, internal control, audit, CRA, and Income Tax.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	FMSF	KN Gupta Manoj Fogla	367	27x20	Rs 500 (Hardcover)



| Philanthropy and Law in South Asia |

This book provides a chapter-wise description and analysis of the legal and regulatory framework governing philanthropy and the non-profit sector in Bangladesh, India, Nepal, Pakistan, and Sri Lanka. It includes recommendations by the authors on changes required for promotion of philanthropy and of the voluntary sector.

Published	Publisher	Author	Pages	Size (cm)	Price
2004	APPC	Mark Sidel Iftikhar Zaman	385	23x15	Rs 300 (Paperback)



MCC – Murray Culshaw Consulting provides communication and fundraising support to the voluntary sector in India and South Asia. MCC was established in 1995 as Murray Culshaw Advisory Services (mcas).

Communication and Fundraising

We could help you develop and implement a basic communication and fundraising strategy. For instance, we could create brochures and websites that effectively communicate your work; manage your organisation's donor database; and help you raise funds from individuals, companies and trusts and foundations. We offer training courses and hands-on support, provided at our office in Bangalore or yours!

Research and Evaluations

We conduct research on voluntary sector issues related to communication, fundraising, and philanthropy. We also evaluate programmes and financial accountability of organisations.

Boards

We do an audit of organisations' governance needs, help with the recruitment and orientation of Board members, and help Boards function more effectively.

For more information, please email mcc@fundraising-india.org

Subscription rates in India



Category	1 year	2 years
Organisations with income below Rs 1 crore	Rs 750	Rs 1,350
Organisations with income of Rs 1 crore and above	Rs 1,250	Rs 2,250
International organisations, national trusts, corporates	Rs 2,500	Rs 4,500
Bulk (10 or more subscriptions)	Rs 1,000	Rs 1,850
Electronic version	Rs 350	Rs 550

*To order please see the last page

Best Lowest Price

**MCC takes you
on a guided tour of the
Indian Voluntary Sector**



PROFILE 500

A DIRECTORY OF SELECTED INDIAN VOLUNTARY ORGANISATIONS

ORDER YOUR COPY NOW!

Size: 18cm x 24cm

Pages: 360

Price: Rs 150

From

MCC, Bangalore

Tel: 080-2535 2003/ 4115 0582

email: publication@fundraising-india.org

**Centre for Advancement of
Philanthropy, Mumbai**

Tel: 022-2284 6534

email: centphil@vsnl.com

Also available at leading book stores

Order Form

You can order online at www.fundraising-india.org or use the form provided.

Communication, Fundraising & Philanthropy	Qty	Rate	Amount
Magazine - Alliance (see advertisement)			
Bequests and Legacies		250	
[Contact]		850	
Dimensions of Giving and Volunteering in Tamil Nadu		50	
Dimensions of Giving and Volunteering in West Bengal		50	
Directory of Donor Organisations		300	
Fundraising Databases		250	
Getting Started in Communication		290	
Getting Started in Fundraising		280	
How to Produce Annual Reports that People will Actually Read		250	
Investing in Ourselves: Giving & Fund Raising in India		375	
Local Resource Mobilisation for Sustainability - Training Manual/ Guide		375	
More Effective Communication		190	
Profile 500		150	
The Art of Successful Fund Raising		300	
Understanding Fundraising		250	
Indian Voluntary Sector			
Defining the Sector in India: Voluntary, Civil or Non-Profit		50	
Exploring the Non Profit Sector in India - 2002 Some Glimpses from Tamil Nadu		50	
Exploring the Non Profit Sector in India - 2002 Some Glimpses from West Bengal		50	
Historical Background of the Nonprofit Sector in India		50	
How to Change the World		100	
Information Resource Centres		150	
Invisible, Yet Widespread: The Non-Profit Sector in India		100	
Laws and Non Profit Organisations - Information Sheets		130	
Legal Framework for The Non-Profit Institutions in India: 2000		50	
Multi-Stakeholder Dialogue		150	
Social Development in India - A Statewise Critical Analysis		400	
Total		Rs	

Development Publications	Qty	Rate	Amount
A Sourcebook for Poverty Reduction Strategies		1785	
Global Monitoring Report 2004		375	
Microfinance Poverty Assessment Tool		375	
World Development Indicators 2004		875	
World Development Report 2005		375	
Governance and Accountability			
Brainstorming Reinvented		350	
Good Governance & Effective Boards for Voluntary/ Non-Profit Organisations		350	
Legal and Finance Handbook for Voluntary Organisations		500	
Management Development in Non Profit Organisations		480	
Manual of Financial Management and Legal Regulations		500	
Philanthropy and Law in South Asia		300	
Total		Rs	

Please add Rs 100 to the total amount towards packing/ forwarding charges.

Magazine – Alliance | (*see advertisement)

- ☐ Yes, I wish to subscribe to Alliance. I am an organisation with an income of Rs _____ and am interested in a _____ year subscription at the rate of Rs _____.

Payment Details |

PLEASE USE BLOCK LETTERS

Name _____

Organisation _____

Address _____

City _____

PIN _____

Tel. (with code) _____

email _____

I enclose a cheque/ demand draft no. _____ dated _____ for Rs _____ payable to "Murray Culshaw Consulting", Bangalore.
(For outstation cheques, please add Rs 50 towards bank clearing charges).

Date _____

Signature _____

Seal _____

Please mail the form to:

MCC – Murray Culshaw Consulting

2nd Floor Vijay Kiran Building
314/ 1 7th Cross Domlur Layout
Bangalore 560 071 India

Tel: 91-80-2535 2003/ 4115 0582/ 3271 2622

Fax: 91-80-2535 2003

email: publication@fundraising-india.org



Community Health Cell

Society for Community Health Awareness Research and Action

WE ARE ALL
HEALTHY &
HAPPY NOW

(Health is our Right
Now)

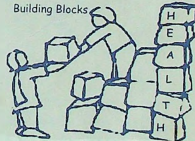
ANNUAL REPORT
2006 - 07



Health for All

You can make the difference

Building Blocks



(Little of what we can do
to change in at least five lines)
A5 Size, horizontal, 2 column format

CHC works to create awareness
in the principles & practice of Community Health

CHC's Achievements :- (Prize for the best work)

- Successfully approaches 25 years (mild fond) of its inception
- has trained 40 fellows during the period 2003-06 to strengthen the motivation, interest & commitment for CH
- Trained & developed a group of leaders among youth of Pargalavakadu TN (Tsunami affected area)
- CHC, Secretariat of the, Tara Arogya Andolana - Karnataka, Chapter of People's Health Movement took forward in demanding 'HEALTH for ALL Now'
- organised dialogue with Govt on 'People's Partnership in Primary Health Care' (PPP) & 2007

HEALTH FOR ALL NOW!
Has taken off now, will reach to--!
We can really make the difference!

CHC started off in 1984 with a group of 5 friends with medical background for photograph, case study, blurb, quotations, etc. with good hearts to do good to the poor.

Our Activities :-
Across the State :- CHC hand in hand with Janak

- Chamrajnagar - Dialogue with District Health Officer (DHO) - presenting testimonies
- Kolar - Meetings with CEO of the Zilla Panchayat involving series of actions of improvement of services. PHC's had visible changes
- Raichur - Data from 50% PHC's were collected & presented to Dist. authorities - As a follow up CEO of ZP agreed to tackle the infrastructure related issues of PHC's in his year's Action Plan.
- Koppal - Conducted a press conference & had all newspapers highlighting the plight of PHC's
- Bangalore - Members of various urban groups held a demonstration in front of Town Hall followed by giving a memorandum to the CHO of BMC & Director General of Health Services (Govt of Karnataka)



Now a Happy maker with a sad flashback: Other Trainings, Workshops, Seminars:

Mrs S, saved her 2nd child - It was a tragedy when Mr. S of Koppal dist lost her 1st child due to poor facilities, negligence of doctors & nurses, staff of PHC's not coming in time & the worst of all - demanding of money by Doc's of PHC's who are paid by the Govt to work for the poor. All these were changed after a series of Dharnas, petitions & press conferences were organised. Now she has delivered her 2nd child safely & healthy. Few words of her experience by Mr. S -

PHOTO OF UNMAINTAINED PHC's
Space for photograph, case study, blurb, quotations, etc.

Some spices added to our Recipe -
A5 Size, horizontal, 2 column format

- June 06 - Child & adolescence health
- July 06 - Disease causation/inflammation/C&C
- Aug 06 - PHM/Health Movements/CH concepts
- Sept 06 - on Diabetes
- Oct 06 - Chikungunya
- Dec 06 - Social Determinants of health, water borne disease.
- Jan 06 - Tuberculosis
- Feb 06 - Parenting skills training
- Mar 06 - Cancers.

CHC's grateful assets:

CHC Library & Info Centre (CLIC)
- In 24 yrs CLIC has grown to be a rich resource centre for research, activities, academic & voluntary organs. Over 1000 books & over 300 videos on various issues are available.
P. S: More Info on CHC website at www.sochara.org.

Our Appeal to the generous hearts on behalf of the poor & marginalised.

What will your donations & support do

1. Training programmes with local health & development, professional & activists.
2. Organise the poor for "Health for All" Campaigns with NGOs & Govt. initiatives
3. Urban Health Care, Substance abuse, especially tobacco & life skills education
4. Participation & Solidarity with other Social Movements.
5. In disaster relief & rehabilitation efforts with focus on Tsunami affected areas in TN. Communities affected by environmental hazards
6. Our work promoting primary health care & public health at state & national levels -- and lots more.

All donations are eligible for tax exemption under Sec 80G of the Income Tax Act 1961. The Chq/DD may be drawn in favour of 'Society for Community Health Awareness Research & Action' or 'CHC'.

THANKING ALL THE GOOD HEARTS.

Pls fill this & send your contribution, which will definitely bring you happiness.

I wish to contribute:

- ☐ Rs. 1000/- towards participation for solidarity.
- ☐ Rs. 1500/- towards promoting Primary Health
- ☐ Rs. 2000/- towards life skill edu. & trng issues.
- ☐ Rs. 2500/- towards organising campaigns for poor
- ☐ Rs. 3000/- towards training programmes.

Pls fill your details:

Name: _____

Address: _____

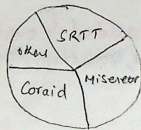
Email: _____

Ph. Nos: _____

Occupation: _____

Thankyou once again.

SOURCE OF OUR INCOME



30% - Misereva
30% - Coraid
25% - SRTT
15% - Others

OUR FAMILY MEMBERS -

Board Members:

1. Dr. Ravi Narayan (Member)
2. Dr. Thelma Naraya (Member)
3. Mr. E. Prendas (Coordinator)
4. Dr. Mohan Isaac (Secretary)
5. Fr. Claud D'Souza (Treasurer)
6. Sr. Aquino (Member)
7. Dr. Ravi D'Souza (Member)
8. Dr. H. Sudarshan (Member)

Our Staff members:

1. Mr. Victor
2. Mr. E. Prendas
3. Mr. Mahadevaswamy
4. Mr. Ravi
5. Dr. Thelma
6. Mr. Mathew
7. Ms. Maria
8. Dr. Vinay V
9. Dr. Rakhal G
10. Mr. Amel
11. Mr. Asha
12. Mr. James
13. Mr. Joseph
14. Mr. Hari
15. Mrs. Kanabanna

EXPANATION ON OUR EXPENDITURE



Training - 10%
Salaries - 10%
Transport - 10%
Postage - 10%
Telephone - 10%
Rent - 10%
Maintenance - 10%

FOR DETAILS CONTACT

The Co-ordinator
COMMUNITY HEALTH CELL

No. 326, 5th Main,
1st Block, Koramangala,
Bangalore - 560 034.

Ph Nos: +91-(0)-80-25531518

Telefax: 091-(0)-80-25525372.

Email: chc@sochara.org

Website: www.sochara.org

Ore Registration No./Date
(Regd. under Karnataka Societies Registration
Act 17 of 1960. S. No. 44/91-92).



SICHREM

SICHREM

South India
Cell for
Human Rights
Education and
Monitoring

To Make Human Rights A Household Concept



SICHREM is the acronym for South India Cell for Human Rights' Education and Monitoring. Concerned citizens, who were involved with the civil liberties movement earlier, started SICHREM in 1995, as an answer to the growing insensitivity to the supremacy of the rule of law. The founders reckoned that the best remedy for building a responsible civil society would be through a process of education, sensitisation and intervention. Hence, education and monitoring have been identified as the main programme thrusts.

The vision is to create a fearless society where the rights of the last and the least will be respected without any kind of bias. Towards this end, SICHREM hopes to make human rights a household concept by adopting a proactive stance on the restoration of rights and by advocating a rights-based value system. Though rooted in the classical concept of civil and political liberties, SICHREM believes that the domain of human rights extends to all realms of the society to embrace social, cultural, economic, civil and political rights. Thus, it consciously takes a pro-poor, gender-sensitive and pro-child stance.

Objectives

- Human Rights education for students, activists, NGO staff, Government officials, and the larger public.
- Monitoring the status of human rights in South India continuously and documenting the same.
- Undertake advocacy for the victims of human rights violations and obtain justice for them.
- Campaigning and lobbying on regional, national and international policy matters on Human Rights.
- Campaigning for reforms in Law and implementation of UN conventions and treaties on human rights.
- Maintain a Documentation Centre and disseminate information and other support services to human rights groups and activists.
- Conduct fact-finding on incidents of human rights violations and take follow-up action.
- Support the struggles for justice and the right to livelihood by people's organizations of underprivileged sections.
- Network with human rights groups and activists and explore areas of mutual support and common action.

Core Activities

Promotion of Human Rights through a 15-hour Certificate programme for college students and through workshops and teaching seminars for young professionals and activists with a view to realise the vision of 'making human rights a household concept'.

Monitoring of Human Rights violations through a carefully researched and documented process involving fact-finding teams followed by initiating redressal measures, especially with the help of quasi-judicial agencies such as the National Human Rights Commission. In this the media plays a crucial role to apply pressure on the authorities to take cognizance of the specific violation and also in informing the public of the importance of the rule of law.

Advocacy, Campaign and Lobbying for the repeal and reformulation of laws that are repressive in nature and violative of human rights. Public hearings, mass signature campaigns, critical analysis of existing statutes, colloquia, and interfacing with elected representatives comprise this thrust area.

District Human Rights Centres have been constituted in five districts of the State of Karnataka. These centres are hosted by voluntary organizations functioning in each of the district headquarters. They replicate the work done by the Bangalore office and have been able to address several cases at the local level to ensure speedy justice. The Bangalore team will intervene only if State-level advocacy or pressure is needed in the Capital.

Human Rights Clinics are conducted regularly once a month in the slums with the objective of making free legal advice, specifically on human rights issues, available to a specific section of the Bangalore urban population. In the past year, over 61 complaints have been addressed to by a team of three volunteer-lawyers.

Human Rights Helpline is a unique activity of SICHREM whereby the larger public can have access to seek legal assistance. The help line is accessible on all weekday afternoons and a volunteer-lawyer offers free legal counseling on matters of human rights, oftentimes referring the matter to appropriate authorities or other lawyers for follow-up.

The Documentation Centre of the Cell has a well-catalogued wealth of information covering a wide range of human rights abuses, their remedies, legislations, judgements, protocols and covenants. Several social activists often use the Centre for documentation on women's rights, dalit rights and child rights.

Networking for the eradication of child labour occupies a central part of SICHREM's activities. It hosts the Advocacy Unit of the Campaign Against Child Labour in Karnataka.

and acts as a central reference point to over 300 organizations all over Karnataka on the issue of child labour, their rehabilitation and restoration of their fundamental right to childhood, as enshrined in the UN Convention on the Rights of the Child (CRC).

SICHREM is

- A pioneering human rights group
- Uncompromising in its position on the supremacy of the rule of law
- Run entirely with the help of volunteers, with a minimum number of paid staff
- Solely dependent on voluntary contributions from well-wishers

A Partial List of Achievements

- Assisted the Labour Commission of Karnataka in conducting the NHRC enquiry on bonded labour in Kollegal taluk.
- 17 individual cases of human rights violations given legal counsel

- Compiled a course curriculum on human rights for college students and about 500 college students have been awarded certificates in human rights education
- Filed and successfully fought public interest litigations on child labour in silk industry in and around Bangalore
- Organised over 500 fact-finding missions concerning various human rights violations so far
- Over 600 people have been reached out to through workshops
- Trained 200 teachers in 5 universities to conduct human rights education.

In the run-up to its decade-long voluntary activism, SICHREM invites you to join hands in the fight against injustice and violation of human rights

You can support SICHREM's activities by

- Choosing any of the gift options in the enclosed response sheet
- Becoming a human rights defender
- Contributing voluntary time and skill
- Spreading the message of human rights



*To Make Human Rights
A Household Concept*

(South India Cell for Human Rights Education and Monitoring)
Anjanappa Complex I/F, 35, Hennur Main Road
Lingarajapuram, Bangalore - 560 084
Telefax: 080-25473922/25492856
E-mail: sichrem@satyam.net.in

SICHREM is a programme unit of Manasa Centre for Development and Social Action, a body registered under the Karnataka Societies Registration Act, 1960.

All contributions should be drawn in favour of Manasa Centre for Development and Social Action and are exempted under Sec. 80G of the Income Tax Act.

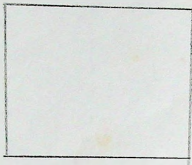


MCC guideline

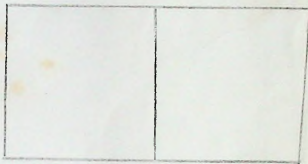
Annual Reports - Formats

Annual Reports can be vertical or horizontal in format.

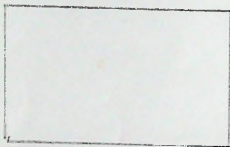
Vertical



Open pages



Horizontal



Open pages

Note:

1. Vertical reports are more common
2. Horizontal reports produce a more interesting inside page format with more 'spread' for information/ photographs/ charts.

Annual Report concept

Decide the following

Size	A4/ A5
Horizontal/ Vertical	Horizontal
Column Structure	A5 size, horizontal, is column format
Font Family	

MCC guideline

Size	A4/ A5 ✓
Number of pages	4
Number of copies	550 copies

Brief about the MCC training programme on Annual Reports that build credibility:

It was a 2 days programme (19th & 20th July, 07), held at Ashirwad, St. Mark's Road, Bangalore.

Faculties were:

1. Nisha – Head of training
2. Ranjini – Manager
3. Sudha – who gave presentation on the studies on Building credibility
4. Iysha – gave a presentation on Donor's Database
5. _____ - (CEO) of MCC spoke on how important it is to provide the financial details in the Annual report and how short and understanding it should be for a lay person.

A small talk abt the NGO's:

1. How do we come to know abt an NGO – thru papers, TV, handouts, protests, appeals, any NGO staff, during calamities, need of personal help etc.
2. Public opinion of NGO's - what are their achievements, utilization of funds, what kind of work they do, reaching out, it is profit making, NGO's are sacrificial groups etc.
3. NGO's have low public opinion, Lack of Information, Variable standards, lack of support.

Through our annual reports we can give more information about our activities and achievements, financial details and also tell how we need public's support towards working for a good cause.

An Annual Report should be :

1. **Communicative** – It should be interesting & concise
 - a. Its speaks about the work.
 - b. Achievements,
 - c. Future plans,
 - d. The impact of the work on an individual, society or environment, financial situation (in an understandable manner)
 - e. And also action oriented photos & captive headlines.
2. **Decide the basics** – Obtain AR copies from other orgns. for better ideas
 - a. Decide on the size – ARs for wide scale distribution should be informative and descriptive, yet brief.
 - b. Think abt the format – Vertical reports are common, horizontal reports provide more interesting spreads.
3. **Highlight achievements – Contents are:**
 - a. Programme 1 – Major achievement
 - b. Programme 2 – Second achievement (achievement during the year can be highlighted & designed as a feature or headline to describe the activity)
 - c. Mandatory content – Brief history, focus areas, mission, vision, list of Board members

4. **Copy, finances and appeals – Illustrations, stories of change, interviews, & profiles or direct quotes to the service and work. It enhances the report.**
 - a. Present reader friendly financial information – Detailed statements are not of interest to average donors
 - b. Design an appeal – Appeals should be included to reinforce the mind of the reader that you require funds to continue the work.
5. **Layout – Layouts are the key to readability**
 - a. Layouts require u to think in terms of columns & placement of photos, charts & graphics. You should fit your content into a well-planned layout design.
 - b. A cover page determines whether your report will be read, lots of attention to be paid on the design of the cover page. It is important to see that it makes maximum impact with minimum pictures & stick to a single concept or idea.
6. **Get support – Identify a professional with advertising/ copy writing skills.**
 - a. Identify a printer – First decide on the number of copies, paper, colours etc.
 - b. Try to have your AR sponsored – The local banker could be our first potential sponsor.

The Importance of the Annual Report – It builds the organisation's credibility, by showing where funds come from and how they have been spent, an organisation can establish credibility among the community it serves and among the general public. It is a statutory requirement – The Income Tax Act requires all charitable organisations to file its return of income along with the audit reports.

To whom should you send your AR? Estimate calculation figures – It is important to establish a database of persons to whom the AR will be sent or distributed. Think about who should receive the summary AR and the comprehensive AR, a list of persons & numbers to be made : like Individuals & groups, Companies, Grant making agencies, Govt., & reserve.

Content checklist for an AR

1. **Organisational Info:** Name, regn. Date/number, regn. Address, communication add, Names & positions of governing body members, Summary of the history & purpose for which the orgn. ws established.
2. **Programme Info:** Objectives & summary of the main programmes and activities during the year, statistics of performance/ coverage in terms of people or geographical areas, Highlights of best activities, Good action photos (including 1 or 2 of our staff), Info on major changes or new activities & major plans for future
3. **Financial Info:** Audited reports and their graphical presentation, Information of the previous years accounts, Percentages for amounts (will help in better understanding)
4. **Other Info that can be included:** Case studies/success stories/ testimonials or how the orgn's presence and work made a difference to an individual, family or

community, Comments from others. Quotes-preferably from grassroots level workers or people who benefit from our work. Photocopies of press cuttings on your orgn., Awards and recognition (if any) & Staff achievements.

5. **Three must include:** Thank you note, A geographical map/ instruction on how to visit us and An appeal.

It should have interesting - Statement of work, Achievement & Story of change.

a) **Statement of work** – A brief, clear and simple description of the organisation's work (in less than 10 words)

b) **Statement of Achievements** – List the organisation's major achievements in bullet points (which is measurable and verifiable, something to feel proud of, shows impact on people's lives etc)

Achievements Vs Activities – for eg: 98 young people were provided vocational training in hotel utility, cooking and tailoring (this is Activity)

25 of them set up their own business and 9 have found jobs (this is Achievement)

- c) **Story of change** – A story about a person, family, a community or an aspect of the environment that has undergone a positive change because of the organisation's work in not more than 75 words.

Headlines, Captions, Blurbs and Basics of layout should be attractive:

A headline is a hook that draws the reader into the story without giving away all of the subject matter:

There are boring headlines such as:

1. Fundraising news
2. Message from our Chairman
3. Report on our 5th AGBM
4. Study on Dams
5. Case study on Natural resource management
6. Newsletter etc....

Attractive headlines may be like:

1. Are you too busy to help street children? Sachin isn't
2. Every ninth person in India is HIV positive
3. Don't condemn AIDS, Condom it
4. Make way while the sun shines etc....

In Conclusion: Things to remember when an AR is prepared -

The size of the AR, Titles, Headlines, captions and the layout – which will decide whether the report is read or gathers dust.

Annual Reports for public distribution

A well-prepared and attractive (though not expensive) Annual Report, circulated as widely as possible to friends, well-wishers and donors will help to build your organisation's credibility.

An Annual Report identifies your organisation's constitution, governing body and objectives. It provides a brief review of activities and achievements for the year and includes the main financial features.

An Annual Report can be compressed to two sides of A4. For larger organisations it can go to four sides or even eight. However the shorter the report, the more likely it is to be read. If confined to two sides of A4 it would be suitable to be placed on the web. A4 folded, becomes A5. This is suitable for wide-scale distribution. Use one or perhaps two colours.

Before starting to write, decide the size and number of pages. Plan for two or three good photographs, work out the rough layout, then adjust the contents guide below to suit the amount of information you will need.

Content guidelines¹

Guidelines are sub-divided between Minimum norms and Desired norms. No order to present the information is recommended – that is up to each organisation to decide for itself. The content for the Minimum norms can be reduced to two sides of A4; if the Desired information is included it would probably require a minimum of 4 sides of A4. Some organisations will want to produce one copy based on the minimum norms and keep it as short as possible; others will want to produce a longer report of perhaps 8, 16, 32 pages. Some organisations will want to produce both types. It is up to the organisation to finally decide on size, numbers to be printed and the amount of creativity to be invested in the report.

Organisational information

Minimum norms

- Name of organisation, registration date and number (as applicable to various Acts), registered address of the organisation and address for communication if different to the registered address.
- Names of board members, role in the organisation (President, etc.)
- Names and addresses of main bankers, auditors
- Numbers of staff (full-time and part-time, male and female ratio, paid and voluntary).

¹Credibility Alliance sub-group on Annual Reports: 21-5-2002

- Networks/ linkages with other organisations
- Historical details – origins, brief history, vision, mission of the organisation

Desired norms

- Area of competency of board members, number of board meetings attended in the year (to be indicated in brackets).
- Names of legal advisors (if applicable)
- Organisational structure or organogram
- Gender of Board members

Programme information

Minimum norms

- Objectives and descriptions of main activities undertaken during the year including communities and beneficiaries served and areas of operation.
- Review of the progress and results achieved in the year (facts and figures demonstrating achievement at local, state, regional, national and international levels).
- Major plans for the future (if any).
- Information regarding internal or external evaluations/ audits conducted on programmes (if any)

Desired norms

- A summary of the way the organisation operates, number and type of staff, network/ linkages with other organisations, etc.

Financial information

Minimum norms

- Abridged Balance Sheet; and Income and Expenditure account. The report should state which basis of accounting has been used (cash or accrual). Information on previous year's accounts to be presented. (See attached recommended framework)
- Annual Report to be made available within eight months of end of the fiscal year.

Desired norms

- Complete audited statement of accounts with schedules to be included in Annual Report; or to be made available on request, or for a fee.
- Annual Report to be made available within three months of end of fiscal year.
- Percentages to be mentioned next to said amounts in financial statements and graphs and charts to facilitate easy understanding of information.
- Main financial and/ or physical achievements/ observations to be shown separately as 'performance highlights'
- Appeal to be included in the Annual Report to reinforce the point that the organisation is looking for funds; also a statement of thanks to donors.

Governance-related information

Minimum norms The following to be disclosed as notes in the Annual Report

- Total amount of remuneration and reimbursements to board members/ trustees and number of board members who receive remuneration from the organisation
- Gross remuneration (salary and benefits) of the CEO / Director.
- Total cost of national and international air travel by all personnel (including volunteers).

Desired norms

- Relationship between board members
- Gross remuneration of the three highest paid staff members and the lowest paid member
- Distribution of staff according to salary levels
- Details on international travel, name of traveller, purpose, sponsorship details, etc.

Other information²

- Stories of change in Annual Reports give a personal touch and help the reader understand the work your organisation is doing.
- Statement of achievements/ list of your organisation's major achievements in bulleted points will summarise the significant accomplishments in the previous year.
- Say 'Thank you' to donors and well-wishers; donors of large amounts and small and interesting visitors, may be mentioned by name. Possibly even include a quotation from a donor's letter or remark from the visitors' book. An invitation to visit the agency can also be included. The most important three words in your report could be 'We welcome visitors.'
- A geographical map of where your office is situated.

Distribution

It is most important to circulate your Annual Report information as widely as possible. To help you build your database for circulation, see exercise on 'building your constituency.'

Conclusion

Take time and care to prepare an interesting and attractive Annual Report and if you distribute it widely, it will help you to build your organisation's credibility. And please don't forget to send a copy to MCC!

²MCC recommendations