We are happy to inform you that AIM for Seva is empanelled by Tata Institute of Social Sciences to National CSR Hub and awarded Platinum Seal by GuideStar India.

Thank you very much for your support.
ABOUT US
AIM for Seva gives rural and tribal children free accommodation through Free Student Home, while providing them with access to school and the tools they need for a life empowered by education.

OUR VISION
To transform society through a network of Seva, of caring, to help each child to contribute to the progress of the nation.

OUR MISSION
To reach education to every child across the nation through the concept of a Free Student Home

OUR OBJECTIVES
To bridge the gap between the underprivileged children and quality education

To spread impact to the most underserved areas of the country

Provide the children with academics, co-curricular and extra-curricular activities to help the child realize his/her full potential.

OUR FLAGSHIP PROJECT
Free Student Homes (FSH), where rural and tribal children receive free education, food, accommodation and much more for a 360° development.
Dear friends,

Namaste.

Thank you for your support to AIM for Seva and being a partner in our mission of rural education over the years.

Our mission is still relevant as it was in 2000, when Pujya Swamiji launched the movement, even if small components of the mission have changed: access to education is no longer as serious a problem as is quality of education. Enrolment is not a huge issue, but the drop-out rate in higher classes is.

In this scenario, it is a matter of great inspiration for us that we have been validated by The Government of India, the Tata Institute of Social Sciences and GuideStar India.

We are now registered under Section 35 AC, helping individuals and companies 100% tax exemption for their contributions. We have also been empanelled by the Tata Institute of Social Sciences to the National CSR Hub and awarded the Platinum Seal by GuideStar India.

The quality of care at our FSH is continually monitored and evaluated by a system which ensures that all our FSHs conform to our benchmark standards. All-round development of the child is enabled with programmes such as Project Akash, to tap into the latent creativity of the children; Art for Development, to bring out the artistic talent of our children while focusing on social issues; and Project Jyoti, a renewable energy initiative.

Organizationally, we have strengthened our team within the central office and on the field. Shri K.R. Suresh Kumar has joined us as the Chief Operating Officer, and oversees the overall operations in the central office. The Coordinators’ Committee, formed this year, takes care of the operations on the field, including the welfare of the students.

The focus of our operations for the next couple of years will be on expanding programmes in the field of English language training, digital learning and creative thinking, all necessary in today’s world to make children capable of carving out a better future for themselves. Skill development will also be a major focus of our activities at the Free Student Homes.

Over the years, we have noticed that the FSH concept, combined with schooling, works best for maximizing impact, especially for girl children. Our schooling projects in Kadavar and Khategoun are showing great progress. Future plans include establishing schools in those regions where the need is dire.

While the remote nature of our projects has always been a deterrent for us to engage with volunteers, we are exploring technology-based volunteer opportunities, for better tapping into the enormous talent pool that can engage with our children.

At this point, I would like to acknowledge our supporters and sponsors, who have been the reason of our growth and success.

Exciting things are happening in the development sector in India, and we are on the cusp of a wonderful transformation. We are proud to be part of this movement, which has helped more than 14,000 children get a better shot at an empowered future.

We look forward to a great year ahead.

With warm regards,

Sheela Balaji
Managing Trustee and Secretary
PAVING PATHS TO EDUCATION!

Accessibility: Schools are just a walk away! Free Student Homes are set up near schools to ensure quick accessibility. Where schools are more than a kilometre away, transportation is provided.

Poverty: At a Free Student Home, children’s basic needs are taken care of along with educational resources enabling them to focus on academics and construct a productive future.

Holistic Learning:

After-school academic help: This support is in the form of face-to-face tuitions as well as online tutoring. Children are given academic assistance by professionals.

Value education: AIM for Seva provides value education to children on ethics and values to acquire better self-awareness, self-regulation and social skills.

Co-scholastic and extra scholastic activities: Activity-based learning mapped to their syllabus and participation of children in extra scholastic activities is highly encouraged at the FSH.

Sustainability education: AIM for Seva nurtures the ideals of harmonious living with nature and ensures an eco-friendly approach to all initiatives by teaching students to harness renewable energy.

Health and nutrition: Nutritious food at FSH supplies children with essential nutrients that help them maintain good health.
OUR REACH

States having FSH

Additional states reached by FSH
19%  
Number of students increased from 2887 to 3424

51%  
SC and ST Students Enrolment raised from 43% to 51%

104  
2 out of 5 New FSHs for girls

90%  
Pass rate of more than 90% in board exams in Class 10 and 12.

34  
Green Campuses - Solar energy and Gobar gas

27,392 kms  
Distance saved in commute to school per day

1,682  
Villages and Tribal Hamlets reached

62%  
Percentage of SC-ST girls

1,235  
Children received Nutritional Salt

<10%  
Overhead expenses to ensure more spending on programmes
• 105 first generation learners graduated from Class 12 to take their first step towards a future empowered by education.

• Projects for the all-round development of our children—Art for Development and skill development programmes—were continued, while new projects such as Project Akash were initiated.

• To align our projects with nature, solar power projects were initiated under Project Jyoti in 17 FSHs in Tamil Nadu. At present 34 FSHs are completely green campuses.

• A novel project to improve the nutritional health of children using micronutrient-fortified salt was extended to benefit 1235 children.
With the organization’s focus on all-round development of the child, AIM for Seva has initiated several year-long programmes that help them emerge as confident young men and women.

**Personality Development:** Personality development workshops are organised at all FSHs periodically to boost the confidence of children in inter-personal communication, group discussions and public speaking. To make this process effective, English language training also has been launched. These interventions mould children to thrive in the competitive world.

**Project Akash:** Project Akash is an initiative undertaken to stimulate creative thought process in children. In its pilot phase, Project Akash has, through its series of two-day residential workshops, helped 157 children in six FSHs open up their minds to the vast sky of imagination, while giving wings to their creativity and expression. Through a robust follow-up system to monitor and track impact at the ground level, Akash Clubs, set up in each home, help students sustain their interest and activities.

**Art for Development:** The Art for Development initiative, which was started in October 2013, has helped more than 500 students from our FSHs across the country express themselves through art. Workshops focused on girls’ homes, and children came up with themes that amply reflected their concern for development issues.
**OUR SPECIAL PROJECTS**

**Digital Learning**

AIM for Seva has used computers, smart classrooms, social media and even mobile phones to help reach education from one location to another, in an effort to extend geographies using technology and in-house talent.

**Computer literacy:**

Our computer literacy programme has reached 22 homes, where students are given time on the computer for them to learn and explore the power of computers.

**Distance learning:**

Due to the pioneering efforts of IIT-educated coordinator, Acharya Navneet, AIM for Seva’s distance learning project was launched in 2011. Tutors from Solan, HP were connected with students from Hoshangabad, MP through an E-Blackboard in a special session for Class 10 students. This successful project has been extended to 6 more locations; Rohtak in Haryana, Nemavar, Kareli, Hoshingabad, Bhopal in MP and Ghaziabad in UP.

**Smart classrooms:**

Many of AIM for Seva homes are digital-enabled, the lessons are taught through technology-enabled aids. The Khategaon school, for instance, features smart classrooms to enable interactive learning. An English language module, developed by the British Council, was launched in select homes in January 2015.

**Open source materials:**

In this knowledge society, learning has become accessible to all but those knowing language such as English are at an advantage. To overcome this problem, AIM for Seva has developed and published several vernacular classes online for public use.

**Question banks and aptitude assessment:**

To assess and aid children in their academics, Acharya Navneet and his team have developed indigenous software that evaluates students’ responses and suggests corrective steps to arrive at the correct answer.
GREENING AIM FOR SEVA

At AIM for Seva homes, sustainable energy is part of all our development projects. From replacing traditional electricity with solar energy wherever possible and cutting down on fossil fuels by replacing with more sustainable gobar gas and other organic sources of fuel, AIM for Seva is committed to doing its bit for the environment.

Bio-Gas:

In keeping with the organization’s focus on sustainability, many projects feature bio-gas plants. This benefits the children in multiple ways: Children learn to appreciate the value of living in harmony with nature and it cuts down the FSH’s dependence on traditional fuels.

Organic Farming:

Many of our FSHs are oases of greenery, with children helping in the upkeep and care of gardens that serve as their main source of vegetables.

Project Jyoti:

AIM for Seva’s focus on renewable energy has meant that more than half of the homes harness the power of the sun or are planning to do so in the next year. In the current year, AIM for Seva, in association with Rotary International, has started the deployment of solar energy systems across the FSHs in Tamil Nadu. Plans are on to extend this to the rest of the country.

Smokeless Kitchens:

Four student homes have been using smokeless pyrolytic stoves as a pilot project, and have seen a substantial reduction in dependence on fossil fuels as well as cost savings. Being carbon negative, these stoves help save the environment.
OTHER PROJECTS

Schools

Three schools of AIM for Seva at Kadalur and Palacode, Tamil Nadu and Khategaon, Madhya Pradesh reach holistic learning experiences to rural children. AIM for Seva schools maintain ideal teacher-student ratios and high academic standards through digital teaching aids, well-equipped laboratories and full-fledged libraries, school vans and in-house health care facilities.

Swami Dayananda Rotary Matriculation School, Kadalur, Kanchipuram, Tamil Nadu:
Inaugurated in 2005, the English medium school caters largely to the fishing community of the village of Kadalur. There are 624 children in the school, studying in kindergarten through Class 9. With a special focus on student-centric activity-based learning, students are provided with an entire range of co-curricular activities designed to help students learn by doing, while developing an integrated personality with positive self esteem.

Swami Dayananda Vidyashram, Palacode, Dharmapuri, Tamilnadu:
Swami Dayananda Vidyashram strated in 2014 at Karagur Village at Palacode provides quality primary education from pre-KG to Class 3. The school is in the process of getting accredited by CBSE. It provides English medium education to 25 children at present.

AIM for Seva Middle School for Girls, Khategaon, Madhya Pradesh:
A school born out of a need in the tribal region of Madhya Pradesh exclusively for girls. It has given a lease of life to the educational aspirations of the girls in the 15 villages surrounding Khategaon. The school is equipped with modern infrastructure and teaching aids, including Smart Classes, computers and science labs.
OTHER PROJECTS

Differently Abled

AIM for Seva Krupa Home:
Situated in sylvan surroundings almost 60kms from Chennai, AIM for Seva Krupa Home is a unique residential project providing succour to men with disabilities and their families. With attentive medical care, nutritionally balanced meals, and vocational activities tailored to the resident's degree of disability, the home provides progressive life assistance to help them maximize their abilities.

Shanmuga Society School for Special Children:
AIM for Seva runs a well-equipped school for Special Children in Hyderabad. The idea behind the school is to help children with developmental disabilities such as autism become self-reliant and to help them integrate with mainstream education. A qualified and experienced team, including a physiotherapist, speech therapist and special educator use a multi-sensory teaching approach to teach the children.

Women Empowerment

Tailoring Units:
Three tailoring units in Uttarakhand have helped hundreds of women to take their first steps towards empowerment.
In addition, fifteen widows of first batch of AIM for Seva’s special disaster relief project, AIM for Seva Silai Centre from the flood-affected areas of Uttarakhand have graduated and are already taking up large tailoring projects for organizations.
OTHER PROJECTS

Medical Care

Hospitals:
AIM for Seva runs four hospitals in four states of the country, helping to reach medical care to some of the most remote regions of the country.

1. Shamlaji Hospital, Bhiloda Taluk, Sabarkantha, Gujarat: AIM for Seva runs a 50-bed hospital that provides all-round medical care for the rural and tribal villages in the region, under the guidance of Dr. Haren Joshi and Dr. Pratima Tolat. In 11 years, the hospital has served the population of 1,00,000 people in the 100 villages in and around Bhiloda.

2. AIM for Seva Khilanani Eye Care Centre, Mathura, Uttar Pradesh: In its sixth year of operation, the Eye Care Centre has helped more than 10,000 people with their eye care needs, for free.

3. Jawahar Dharmarth Chikitsalaya, Ghazipur, Bihar: Inaugurated in 2008, the hospital caters to nearly 1,200 patients a month.

4. Vivekananda Mission Hospital, Digawat, Uttar Pradesh: The hospital performs outpatient consultations and surgeries and serves the rural and underdeveloped area of Uttar Pradesh.

Mobile Medical Van:
A Mobile Medical Van, currently serving the area of Kankanpur, Gujarat reaches medical facilities to areas that are underserved.

Green Kovai:
A medicinal plants project situated at Anaikatti, Tamilnadu, Green Kovai helps make traditional medicinal systems more accessible. Green Kovai’s herbal products are used by Ayurvedic doctors and in the retail market. The project is home to more than 600 species of medicinal plants and trees and a simple and effective research station helps produce new products suited to today’s lifestyle.
PLANS FOR THE FUTURE

AIM for Seva has grown from strength to strength, and apart from expanding the base and the network, the organization will focus on the following objectives:

Expansion of programmes for the children at the FSH:
AIM for Seva will work towards providing a holistic experience for our children, focused on academic excellence at personality and skills development. Some of the proposed programmes for the same are:

- English language training
- Vocational training and skills development
- Computer literacy
- Art for Development
- Theatre for Development
- Creativity programmes
- Soft skills programmes

Environmental responsibility:
In keeping with the organisation's philosophy of living in harmony with nature, all FSH will be made environment friendly with integration of solar energy, organic farms and biogas plants where feasible.

In addition, upcoming construction of Free Student Home buildings will be aligned with norms of green building certification programs. The vision is to cut the organization-wide dependence on traditional energy by half few years down the line.

Engagement with local communities:
Through various programmes, AIM for Seva plans to engage with local communities where projects are located. Interacting with and helping communities, working to educate and empower them through interventions in sanitation, health, education and awareness of social issues.

Some of the community development programmes include:
- Setting up of community radio stations to bring the benefits of ICT closer to rural India
- Creating and implementing awareness programmes on hygiene and sanitation
- Including children from the local communities in programmes designed for FSH students, wherever feasible
- Establishing placement cells to collate information on available job opportunities for the FSHs along with the local communities and to facilitate employment.
Himachal Pradesh:
Vishal Sharma, Armed Services

One of the brightest students of Seva Niketan, Vishal was consistently among the top performers in school. His father, Beer Singh, is a farmer and he hails from Uttri Village in Sirmaur District. He joined an undergraduate course in science and was performing well. However, he was always interested in serving the country and planned to appear for the Combined Defence Services examination after his graduation. Even before that, he got an opportunity to serve the country as a general duty soldier and is currently being trained in Jabalpur. He has been told that his first posting will be in Jammu and Kashmir.

Karnataka
Yashodha, Continuing her Graduate Studies

“Challenges in life have made me stronger,” says Yashodha firmly. As a child of just 5 years she lost both her parents. She finished her primary schooling with the help of her grandmother. Later, she joined the AIM for Seva Free Student Home at Sagar and finished her high school and college with first class marks. At present she is continuing her graduate studies in Commerce at Indira Gandhi College. Yashoda is burning the midnight oil to clear the Bank Probationary Officers’ competitive exam, as she nurtures a dream of reaching professional heights in banking!

Odisha:
Tamburu Bhainsa, Accountant with NGO

Having passed out of college with a degree in commerce, he is now working in the accounting department of an NGO based in Kalahandi. Tamburu’s other interests included Karate, and his talent blossomed at the FSH. He graduated with a black belt in Karate, studying for the same in a private school. Hailing from Nilaguda Village, his mother is an agricultural labourer. His father passed away when Tamburu was still young. His future and that of his family is now secure, thanks to AIM for Seva!
Uttarakhand:
Ajay Bisht, Academic Lab Assistant

A graduate of our FSH in Srinagar, Uttarakhand, is now giving back to society, as an academic lab assistant at the Government Intermediate College in Trujugnarayan in Rudraprayag district.

Bisht’s father passed away when he was barely a toddler and his mother had a tough time making ends meet. Bisht studied at FSH for six years from 2006-2012, and graduated from Class 12 with good marks. He then studied ITI for two years, before taking up a job at the college, in the science lab.

“We got everything we needed in the home. Everything for studies, for success,” he says. “At home, there was nothing. I could not have finished any education there.”

Bisht’s younger brother too, lived at the FSH for some time, and is now working in Mumbai.

Gujarat:
Baldevbhai Baria, Engineer, Tata Motors

Baldev came to the Kankanpur FSH in 2005 he was in Class 5. He continued studying while staying at the FSH and cleared Class 10 with flying colours. After that, he joined a diploma course in engineering, but could not continue due to health reasons. But soon, he got admitted to the ITI course at Godhra, and completed the course with distinction. He got selected by Tata Motors and is now an engineer with the company. He says, of his time with AIM for Seva, “I got all the help for my education at the home. I will be always ready to help others and we are very grateful to AIM for Seva.”
Madhya Pradesh:
Hirmal Bhargav, Student at IIT, Indore

From a remote tribal hamlet in Indore, all the way to IIT! It was definitely not a smooth ride for a tribal agricultural labourer's son. Hirmal Bhargav joined AIM for Seva FSH at Indore in 2006 while studying in Class 6. He says, "I mustered the courage to dream big at the FSH, and decided to join IIT". Unfortunately while studying in Class 11 his father passed away and he found it difficult to achieve his dream. However, the extra tuitions to prepare for IIT entrance exam aided by the FSH came as timely support, helping him achieve his aspirations. He cleared the entrance exam and is now pursuing mechanical engineering at IIT Indore. His exposure to various social issues has helped him to nurture a new dream. He wants to be a civil servant and bring about social change.
AIM FOR SEVA TEAM

Number of staff

18 Central office Staff
27 Coordinators
443 FSH staff

STAFF AND SALARIES

342 Employees full time (remunerated staff)
46 Employees part time (remunerated staff)
31 Volunteers Full time (pro-bono/not remunerated)
29 Volunteers Part time (pro-bono/not remunerated)

69 Total Team Full time
67 Total Team Part time
9
31
29
6
6
75
37
409
78
# MANAGEMENT BOARD

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>Occupation</th>
<th>Position in the Board</th>
<th>Number of meetings attended out of total during the year</th>
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<tbody>
<tr>
<td>Puja Swami Dayananda Saraswati</td>
<td>84</td>
<td>M</td>
<td>Spiritual Leader &amp; Master of Vedanta</td>
<td>Founder - Chairman</td>
<td>2</td>
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<tr>
<td>Smt. Sheela Balaji</td>
<td>63</td>
<td>F</td>
<td>Entrepreneur in Textile Industry</td>
<td>Managing Trustee &amp; Secretary</td>
<td>2</td>
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<tr>
<td>Shri.R. Kannan</td>
<td>70</td>
<td>M</td>
<td>Member of Board of Directors in Shriram Group</td>
<td>Treasurer &amp; Trustee</td>
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<tr>
<td>Shri V. R. Gowri Shankar</td>
<td>60</td>
<td>M</td>
<td>CEO of Sri Sringeri Math</td>
<td>Trustee</td>
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</tr>
<tr>
<td>Shri Sudhir Bajaj</td>
<td>50</td>
<td>M</td>
<td>CEO of Planetsoft</td>
<td>Trustee</td>
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## SOURCES OF FUNDS

Income : Rs.16,41,57,729

- 42% Donations from foreign individuals (under FCRA)
- 36% Donation from Indian individuals
- 9% Corporate and government grants
- 5% Miscellaneous receipts
- 8% Bank interest

Please visit our website [www.aimforseva.org](http://www.aimforseva.org) for detailed financial information.
# DONATION PLANS

<table>
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<tr>
<th>Donation Options</th>
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<th>$</th>
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<td>ACE Fund: Education, Food, Shelter and Clothing for one child in perpetuity</td>
<td>2,00,000</td>
<td>3,400</td>
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<td>Complete care of one child for one year (Food and Academics)</td>
<td>24,000</td>
<td>450</td>
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<tr>
<td>Complete care of one child for one month (Food and Academics)</td>
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<td>Smart new clothes for one FSH</td>
<td>12,000</td>
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<td>Academics for one child for one year, including uniforms</td>
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<td>Special meals for one FSH on a donor-designated day</td>
<td>3,000</td>
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## WHERE YOUR DONATION GOES

Expenditure: Rs.14,35,06,916

- 59% Free Student Home expenses
- 14% Hospital and medical relief
- 13% Charity and relief
- 9% Educational expenses
- 5% Governance cost

All donations are exempt from tax U/S 35 AC, 80GGA and 80G of the Income Tax Act 1961 and Section 501(c)(3) of the United States Internal Revenue Code. AIM for Seva is permitted to receive foreign currency under FCRA. Payment to be drawn in favor of AIM for Seva or made online at www.aimforseva.org
HOW CORPORATES SUPPORT US

- Donation of land and construction of Free Student Home: Rs 60 to 75 lakhs, depending on location
- Construction of a Free Student Home: Rs 45 to 60 lakhs, depending on location
- Full sponsorship of running costs of Free Student Home: Rs 6.3 to 10 lakhs, depending on the number of students
- Logistics support (sponsorship of bus or van for children): Rs 8 to 10 lakhs
- In-kind support: To cover provisions of daily food consumption, uniforms and books
- Special Projects: To support any special programmes or initiatives such as digital lab, English clubs, Read to Succeed project; in-house library, solar panels for sustainable energy, creativity workshop, Art for Development, Theatre for Development, vocational and soft skills training and others.

SOME OF OUR CORPORATE SUPPORTERS
**VOLUNTARY DISCLOSURE**

**Annual Report Disclosures:**

- Annual Report for the previous financial year was ready by: Dec/2013
- Our Annual Report is available on our website URL: http://www.aimforseva.org/annual-reports

**Final Disclosures & Board Meeting**

<table>
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<th>For the financial year 2013-14, date of filing Return</th>
<th>Board Meetings held on (between 01/04/2013 and 31/03/2014)</th>
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**Main Bankers**

Name of Banker: Indian Overseas Bank  
Sri Ram Nagar Branch (0479), 123/1 TTK Rd, Sriram Nagar, Chennai, 600018

**Statutory Auditors**

Name of Audit Firm: Sarathy and Vasu: Chartered Accountants  
First Floor, No. 3, Sriman Srinivasan Road, Alwarpet, Chennai - 600 018  
Ph. 2490756 / 42104388  
mail.sarathyvasuca@gmail.com

**Registration and Statutory Details**

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**Total cost of national travel by all personnel (including volunteers) and Board members**

Cost of National Travel for the financial year: Rs.28,90,000