



Improving Governance  
Building Trust

# CREDIBILITY ALLIANCE

Annual Report 2004-2005

We strive to build transparent and accountable voluntary organisations by promoting public disclosure and good governance

## AN INITIATIVE BY THE SECTOR

In December 2001 Childline India Foundation and Charities Aid Foundation organised a meeting of a few voluntary organisations, funding agencies and corporate entities to discuss how the credibility of the voluntary sector could be enhanced. This meeting was followed by extensive consultation between thousands of voluntary organisations all over India. In November 2003, as a result of a national-level workshop in Delhi, a separate organisation, Credibility Alliance, was set up to promote mechanisms to enhance the sector's image and credibility.

As an independent, voluntary (not-for-profit) organisation, we aim at building trust among the stakeholders of an organisation, such as the staff, the Board, donors, volunteers and the general public, including the media. We do this by advocating norms for public disclosure and good governance that will help



organisations become more transparent and accountable to their stakeholders. The draft of our norms was published in 2003 in English and later translated into six other languages - Hindi, Marathi, Kannada, Telugu, Tamil and Malayalam. More than 15,000 copies of this booklet have been distributed.

*'Credibility Alliance has certainly lifted up our organisation in the eyes of people. Donors are comfortable donating to an organisation that has accreditation.'*

—Mary Paul, Kutumba,  
Member organisation

## OUR VISION

A voluntary sector that is responsive to the needs of society, is democratic and transparent in its functioning and accountable to all concerned.

## OUR MISSION

To build the credibility of the voluntary sector through creation and promotion of norms of public disclosure and good governance.



Participants at the National Workshop organised by Credibility Alliance

## OUR OBJECTIVES

- ▶ Develop norms of governance based on consensus through participation and consultation
- ▶ Promote an accreditation system for the voluntary sector
- ▶ Promote capacity-building initiatives for voluntary organisations to enable compliance with norms
- ▶ Influence policies for enhanced credibility, acceptability and recognition of the work done by the voluntary sector in the eyes of the government, donors, corporates, the media and the public.

## THE YEAR GONE BY

### GETTING STARTED

The year began with Ranjan Rao Yerdoor – a member of the core team that had led the initial process – joining us as the interim Executive Director. We began working out of the premises of Voluntary Action Network India (VANI), which along with Childline India Foundation had provided the initial support. Later, we moved to an office at Panchsheel Park, South Delhi. We are grateful to the donors who contributed Rs 1,83,681 for our furniture and office equipment.

The core group finalised the constitution and the Memorandum of Association and Rules and Regulations of a national level society (under the Societies Registration Act 1860). The Credibility Alliance was registered with 11 member organisations from nine states of India on 28 May 2004.

### GROWING MEMBERSHIP

Given the size of the Indian voluntary sector, it was decided that organisations could become members of Credibility Alliance by declaring their adherence to the Minimum Norms.

One of our members, SM Sehgal Foundation, printed and distributed 5,000 membership forms in English and Hindi at a cost of Rs 65,000.

### FINDING ENDORSEMENT

Give Foundation has made it mandatory for organisations registered with them to comply with Credibility Alliance norms. Several Give Foundation partners have now become members. Helpage India is

encouraging partners to comply. The first corporate support has come from SRF Ltd., which will support organisations that follow our norms through its Corporate Social Responsibility programme.

## BUILDING OUR KNOWLEDGE BASE

We have researched and collected documents from around the world on voluntary sector governance and practices, transparency, accountability and codes of conduct. Some of these documents are available on CD.

## DATABASE OF ORGANISATIONS

The Indian Society of Agribusiness Professionals, a member organisation, is helping us create a database on voluntary organisations in India.

Credibility Alliance is also supporting the proposed pilot initiative by GuideStar International ([www.guidestar.org](http://www.guidestar.org)) to set up a web-based disclosure mechanism for Indian voluntary organisations. GuideStar is coordinating with the Government of India, Give Foundation and others on common formats for public disclosure.

## MEMBERS' MEETINGS

The following meetings helped promote the norms and the work of Credibility Alliance

No	Date	Place	Purpose
1	15-20 Jun 04	Mumbai	To meet voluntary organisations*
2	05-13 Aug 04	Lucknow, Kolkata Bhubaneswar	To meet voluntary organisations from these cities CYSD* & other voluntary organisations*
3	24-28 Aug 04	Bangalore, Hyderabad	FEAT meeting
4	03 Sep 04	Surat	To meet voluntary organisations
5	04 Sep 04	Ahmedabad	To meet partners of Sense india*
6	05 Sep 04	Vadodara	Meeting with members of Janpath
7	09-11 Oct 04	Bangkok	ActionAid and One World Trust*
8	18-24 Nov 04	Jharkhand	Sampradaan/ PACS* for partners
9	18-19 Feb 05	Bhopal	To meet Childline India Foundation
10	02-03 Mar 05	Bhopal	VANI General Body meeting
11	07-08 Mar 05	Patna	Sampradaan/ PACS* for partners
12	09 Mar 05	Deogarh	Meeting member organisations of Bihar
13	11 Mar 05	Betul	Meeting with PACS* for partners
14	18-19 Mar 04	Lucknow	Meeting with PACS* for partners

\*Expenses of these meetings were sponsored by the organisers.

## ACCREDITATION FOR MEMBERS

We are in the process of setting up an accreditation mechanism for voluntary organisations. This is the first such initiative in India. Certification will be based on parameters achieved by organisations and verified by auditors (social and financial). Grant Thornton India Private Limited, a firm of international accountants and business advisors, will draw up a mechanism for us with standards similar to those established for ISO rating of industry, ICRA and CRISIL rating of financial institutions, and NAAC rating of universities and colleges.

## MEDIA COVERAGE

The Credibility Alliance received media coverage in the Economic & Political Weekly of India (Mahi Pal, Voluntary Sector and Credibility Issues, Jun 2004), Empowerpoor.org (Mathew Cherian, Governance of the Voluntary Sector in India; R Madhavan, A Credible Civil Society, Jul 2004), Alliance magazine (Ranjan Rao Yerdoor, R Madhavan, Building Trust for the Voluntary Sector, Dec 2004.)

At the end of the year, we had 158 members in 19 states:

Andhra Pradesh	10	Karnataka	15
Assam	03	Kerala	01
Bihar	29	Maharashtra	23
Chattisgarh	01	Manipur	02
Delhi	08	Mizoram	01
Gujarat	11	Orissa	04
Haryana	02	Rajasthan	07
Jharkhand	03	Tamil Nadu	17
Uttar Pradesh	07	Tripura	03
West Bengal	11		
		<b>Total</b>	<b>158</b>

As on 31 March 2005

## OUR MEMBERS

- 1 Society for Service to Voluntary Agencies (SOSVA), Maharashtra
- 2 Gram Vikas, Orissa
- 3 Childline India Foundation, Maharashtra
- 4 Sahbhagi Shikshan Kendra, Uttar Pradesh
- 5 Nagarika Seva Trust, Karnataka
- 6 SM Sehgal Foundation, Haryana
- 7 Give Foundation, Maharashtra
- 8 Udayan Care, New Delhi
- 9 ICDA - Institute for Communication and Development Action, Orissa
- 10 Uttar Pradesh Voluntary Action Network (UPVAN), Uttar Pradesh
- 11 Goodwill Foundation, Mizoram
- 12 Sivasri Charitable Trust, Karnataka
- 13 Social Action for Manpower Creation (SAMPARC), Maharashtra
- 14 Assist India, Andhra Pradesh
- 15 Tamil Nadu Kidney Research Foundation (TANKER), Tamil Nadu
- 16 Calcutta Urban Service, West Bengal
- 17 Jagruti Seva Sanstha, Maharashtra
- 18 Andhjan Kalyan Trust, Gujarat
- 19 Gramin Evam Nagar Vikas Parishad, Bihar
- 20 Sarada Ramakrishna (Sishu o Mahila) Sevashram, West Bengal
- 21 People's Organization for Rural Health Education and Economic Development (PREED), Tamil Nadu
- 22 Samuha, Karnataka
- 23 Valluvar Gurukulam, Tamil Nadu
- 24 Hindu Mission Hospital, Tamil Nadu
- 25 Salaam Baalak Trust, New Delhi
- 26 Jayaprakash Narayan Memorial Trust (Vidya & Child), Uttar Pradesh
- 27 Amber Ashraye Mahila Benefit Association, Gujarat
- 28 Divya Chaya Trust, West Bengal
- 29 Vidya Bhawan Society, Rajasthan
- 30 Atma Nirbhar - Ek Challenge, Assam
- 31 Foundation for Humanisation, Maharashtra
- 32 National Society for Equal Opportunity for the Handicapped, Maharashtra
- 33 Saikripa, Uttar Pradesh
- 34 Saath, Gujarat
- 35 National Association for the Blind, Maharashtra
- 36 Economic Rural Development Society, West Bengal
- 37 Kutumba, Karnataka
- 38 Shikshan Ane Samaj Kalyan Kendra, Gujarat
- 39 Child Aid Foundation, Andhra Pradesh
- 40 Childlink India Foundation (Magic Bus), Maharashtra
- 41 Child Survival India, New Delhi
- 42 Deepalaya, New Delhi
- 43 Sanskriti Samvardhan Mandal, Maharashtra
- 44 Saveda Training and Research Centre, Karnataka
- 45 Network for Enterprise Enhancement and Development Support (NEEDS) Jharkhand
- 46 Indian Council for Mental Health & Hygiene, Maharashtra
- 47 Association for Sustainable Community Development (ASSCOD), Tamil Nadu
- 48 SETU Charitable Trust, Maharashtra
- 49 Mother Saradadevi Social Service Society (MSSS), Tamil Nadu
- 50 Association for Rural Development and Action Research (ARDAR), Andhra Pradesh
- 51 Vikahar Paribar Bikash Kendra, West Bengal
- 52 Vathsalya Charitable Trust, Karnataka
- 53 Janseva Foundation, Maharashtra
- 54 Mel Jol, Maharashtra
- 55 Seva Mandir, Rajasthan
- 56 Bharath Charitable Cancer Hospital & Institute Trust, Karnataka
- 57 Ibtada, Rajasthan
- 58 Amar Seva Sangam, Tamil Nadu
- 59 Sosva Training and Promotion Institute (STAPI), Maharashtra
- 60 Apnalaya, Maharashtra
- 61 Ashadeep, Assam
- 62 Ahmedabad Women's Action Group (AWAG), Gujarat
- 63 Relief Organisation for Handicapped (ROH), Andhra Pradesh
- 64 Sahyog Sansthan, Rajasthan
- 65 Child In Need Institute (CINI), West Bengal
- 66 Sampark, Karnataka
- 67 Watershed Support Services and Activities Network (WASSAN), Andhra Pradesh
- 68 Pravah, Jharkhand
- 69 Ananya Trust, Karnataka
- 70 Valabhdas Dagara Indian Society For Mentally Retarded (CREMERE), Maharashtra
- 71 Sense International India, Gujarat
- 72 Action for Autism, New Delhi
- 73 National Youth Service Action and Social Development Research Institute, (NYSASDRI), Orissa

- 74 Prism, West Bengal
- 75 Sahbhagi Gramin Vikas Samiti, Uttar Pradesh
- 76 Association for Social and Environmental Development (ASED), West Bengal
- 77 International Human Development and Upliftment Academy (IHDTA), Karnataka
- 78 Jan Chetna Sansthan, Rajasthan
- 79 Sahara, Andhra Pradesh
- 80 Jeevan Blood Bank and Research Centre, Tamil Nadu
- 81 Indian Society of Agri Business Professionals, New Delhi
- 82 Tamil Nadu Social Service Society, Tamil Nadu
- 83 Gyan Vigyan Samiti, Assam
- 84 Dream a Dream, Karnataka
- 85 Saurashtra Education Foundation, Maharashtra
- 86 Manam Foundation, Tamil Nadu
- 87 The Banyan, Tamil Nadu
- 88 Children Toy Foundation, Maharashtra
- 89 Help, Andhra Pradesh
- 90 Social Economical Assistance for Rural and City Habitant (SEARCH), Maharashtra
- 91 Alzheimer's and Related Disorder Society of India (ARDSI), Kerala
- 92 Mitra Jyoti, Karnataka
- 93 Dharamshila Cancer Foundation and Research Centre, New Delhi
- 94 Gramin Vikas Vigyan Samiti (GRAVIS), Rajasthan
- 95 Daudnagar Organisation for Rural Development (DORD), Bihar
- 96 Utkal Seva Samaj, Orissa
- 97 Mewat Medical Educational and Human Welfare Society, Haryana
- 98 Rural Service Agency, Manipur
- 99 Action for Welfare and Awakening in Rural Environment (Aware), Manipur
- 100 NAKHA, West Tripura
- 101 Larima Tribal Women Society, West Tripura
- 102 Gram Niyozen Sanstha, Uttar Pradesh
- 103 Dean Foundation Hospice and Palliative Care Centre, Tamil Nadu
- 104 Manav Vikas Kendra, Bihar
- 105 Gram Seva Trust, Gujarat
- 106 Nisha Bunai Silai School, Bihar
- 107 Community Unit, Bihar
- 108 Daroga Prasad Roy Mahila Prashikshan Avam Audyogik Kendra, Bihar
- 109 Fellowship of Charities, Bihar
- 110 Shree Durga Samaj Kalyan Sansthan, Bihar
- 111 Mahila Suchi Kulu Silai Evam Kashidakari Kendra, Bihar
- 112 Gram Niyojan Kendra, Bihar
- 113 Berojgar Mahila Seva Samiti, Chattisgarh
- 114 Deen Avam Berozgar Sakha, Bihar
- 115 Janta Karah Kalyan Samaj, Bihar
- 116 Ashirvad Sewa Sansthan, Bihar
- 117 Adarsh Khadi Gramodyog Sansthan, Bihar
- 118 Nav Bihar Udyog Mandal, Bihar
- 119 Shama Vikas Samiti, Bihar
- 120 Lok Chetna Vikas Kendra, Bihar
- 121 Centre for Communication Resource Development (CENSORED), Bihar
- 122 District Eye Relief Society, Uttar Pradesh
- 123 The Association of People with Disability, Karnataka
- 124 Jai Prabha Samaj Kalyan Sansthan, Bihar
- 125 Karpuri Seva Sadan, Bihar
- 126 Suruchi Kala Kendra, Bihar
- 127 Lok Priya Kalyan Sansthan, Bihar
- 128 Gramin Sansthan Vikas Parishad, Bihar
- 129 Pragati Sansthan, Bihar
- 130 Welfare India, Bihar
- 131 Bapu Samparak Mahila Charkha Sangh, Bihar
- 132 Amrita Kalyan Samiti, Bihar
- 133 Bharitya Jan Kalyan Parishad, Bihar
- 134 Gyan Vikas Public Charitable Trust, Maharashtra
- 135 Federation of Voluntary Organisations for Rural Development (FEVORD) - Karnataka
- 136 Vivekananda Seva Kendra-o-Sishu Uddyan, West Bengal
- 137 Institute of Ophthalmology, Tamil Nadu
- 138 Breas, Bihar
- 139 Emmanuel Blind Relief Society, Tamil Nadu
- 140 Bharathi Women Development Centre, Tamil Nadu
- 141 Rajarshi Shahu Gramin Vikas Prakaalp, Andhra Pradesh
- 142 Naz Foundation (India) Trust, New Delhi
- 143 Universal Welfare Trust of India, Gujarat
- 144 Janvikas, Gujarat
- 145 Shramajivi Unnayan, Jharkhand
- 146 Disabled Welfare Trust of India, Gujarat
- 147 Blind People Association, Gujarat
- 148 Kota Eye Research Centre, Rajasthan
- 149 Bani Mandir, West Bengal
- 150 Paripurnata Half-Way Home, West Bengal
- 151 Foundation for Excellence India Trust, Maharashtra
- 152 Bhagini Nivedita Pratishthan - Pune, Maharashtra
- 153 Kaingkarya Social Welfare Organisation, Tamil Nadu
- 154 Medical Research Foundation, Tamil Nadu
- 155 Centre for Environment and Development, Andhra Pradesh
- 156 Rotary Service Complex Trust, Andhra Pradesh
- 157 Voluntary Health Association of Tripura, Tripura
- 158 Vision Eye Hospital, Karnataka

## OUR GOVERNING BOARD

As on 31 March 2005

### Representatives of voluntary organisations:

- Mr BN Makhija, SOSVA - Chairperson  
Ms Jeroo Billimoria, Child Helpline International - Vice Chairperson  
Mr Mathew Cherian, Helpage India - Treasurer  
Ms Shanta Sinha, M.V. Foundation - Member  
Mr George C Varughese, Development Alternatives - Member  
Mr K Pappu, CINI - Member  
Dr Armaity Desai, Former Chairperson of UGC, Member to represent academia  
Ms Usha Rai, Press Institute of India, Member to represent media  
Mr KN Gupta, Chartered Accountant, Member to represent legal/accounting profession  
Mr S Sen, Confederation of Indian Industry - Member  
Mr Babu Mathew, ActionAid, Member to represent foreign foundations

### Ex-Officio:

- Mr Ranjan Rao Yerdoor, Ex-officio Secretary, Credibility Alliance

*We are proud to be associated with credibility norms as this provides a window for us to be seen globally as having passed the litmus test for a model NGO*

-D.K.Srinivasan  
-H.M Hospital  
Member Organisation



Members of Credibility Alliance collaborate with representatives of donor agencies at a meeting

The Governing Board met on the following days:

No.	Date	Members	Attendance
1	27 Jul 2004	5	3
2	31 Aug 2004	5	3
3	26 Nov 2004	6	4
4	22 Feb 2005	11	7

None of the Governing Board members are related to each other.

No payments are made to any of the Governing Board Member except the Ex-Officio Secretary, who is also the Executive Director, and hence receives a salary.

Credibility Alliance is registered as a national society No. S-49315 dt 28.05.2004 at New Delhi

We have prior permission for FCRA No. II/21022/94(0440-01)/2004-FCRA-IV dt 09.02.2005

We are registered with the Income Tax department under Section 12A No.DIT(E)2004 2005/C-824/04/1487 dt 25.01.2005

All contributions to Credibility Alliance are exempt under Section 80(G) of the Income Tax Act, 1961 No.DIT(E) 2004-2005/ C-824/04/3430 valid from 05.07.2004 to 31.03.2006

Income Tax Permanent Account No. AAAAC2595B.

## BALANCE SHEET

as on 31 March 2005

AMOUNT IN Rs.

Particulars	Amount	%
<b>Assets</b>		
Fixed Assets	214,663	24
Current Assets		
Deposits & Advances	37,573	4
Cash & Bank Balance	645,244	72
<b>Total</b>	<b>897,480</b>	<b>100</b>
<b>Liabilities</b>		
Asset Fund	214,663	24
Unutilised Grants	616,586	68
Corpus Fund	10,000	1
Excess of Income Over Expenditure	2,211	1
Current Liabilities & Provisions	54,020	6
<b>Total</b>	<b>897,480</b>	<b>100</b>

No remuneration, sitting fees or any other form of compensation has been paid to Governing Board members.

Executive Director's remuneration: Rs 33,050 pm (to be paid from April 2005).

Highest paid staff: Rs 1000 per day (consultant)  
Lowest paid staff: Rs 3200 per month (full time)

## SALARIES

Slab of gross salary (in Rs)	Male	Female	Total
< 5000	1	----	1
5000-10,000	0	1	1
10,000-25,000	3	0	3
25,000-50,000	0	1	1

## INCOME & EXPENDITURE

Account for period 1 April 2004 to 31 March 2005

Particulars	Indian	Foreign	Total	%
<b>INCOME</b>				
<b>Self Generated Income</b>				
Membership fee	22,750	-	22,750	5
Consultancy Fee	10,000	-	10,000	2
<b>Indian Sources</b>				
Donation	174,181	-	174,181	37
Interest Received	642	-	642	1
<b>International Sources</b>				
Grant in Aid (Ford Foundation)	-	258,751	258,751	55
<b>Total</b>	<b>207,573</b>	<b>258,751</b>	<b>466,324</b>	<b>100</b>
<b>EXPENDITURE</b>				
<b>Recurring Expenses (Programme)</b>				
Meeting & Travel	-	4,980	4,980	1
Staff Support	-	67,460	67,460	14
Office Expense	-	66,291	66,291	14
Communications	2,160	-	2,160	1
<b>Recurring Expenses (Administration)</b>				
Audit fee	-	11,020	11,020	2
Capital Expenses transferred to Asset Fund	-	312,202	312,202	67
Excess Of Income Over Expenditure	-	2,211	2,211	1
	<b>2,160</b>	<b>464,164</b>	<b>466,324</b>	<b>100</b>

Cost of International travel by staff during the year: Nil

Ranjan Rao Yerdoor, Executive Director, travelled to Bangkok to meet with ActionAid and One World Trust. His visit was sponsored by One World Trust.

## STAFF

Sex	Paid Full Time	Paid part time	Paid Consultants
F	1	---	1
M	2	---	2

**Bankers:**  
ICICI Bank Ltd, Panchsheel Park, New Delhi.

**Auditor:**  
S Sahoo & Co., 107 Laxman Singh Complex-1, Munirka, New Delhi-110017.

This report conforms to the norms of good governance that we prescribe to our members.

## SUPPORT US

- ▶ By becoming a member (only applicable to eligible organisations);
- ▶ By becoming a supporter (for individuals and corporates);
- ▶ By making a contribution to the general or corpus fund of the Alliance (open to all).

All contributions may be sent as cheques or DDs in favour of 'Credibility Alliance', payable at New Delhi.

"The Credibility Alliance norms are the core of our screening criteria for NGOs to be listed on GiveIndia. We assist NGOs in making sincere efforts to meet the norms. This not only enhances their credibility, but also enables donors to make informed decisions."

— Pushpa Singh,  
GIVE Foundation

If you feel strongly about building a credible voluntary sector, please visit or call us today.



## CREDIBILITY ALLIANCE

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[www.credall.org.in](http://www.credall.org.in)

## OUR DONORS & SUPPORTERS

### Organisations

Ford Foundation  
Development Alternatives  
Give Foundation  
Nagarika Seva Trust  
Gram Vikas  
Deepalaya  
Indian Society of Agribusiness  
Professionals (ISAP)

### Individuals

Mr Venkat Krishnan  
Ms Aanchal Kapoor  
Mr Ranjan Rao Yerdoor  
Ms Jeroo Billimoria  
Mr Sunil Khainar

## THE YEAR AHEAD

In the next year we plan to:

- ▶ Set up chapters in all the states of India;
- ▶ Achieve a membership target of 3000 members;
- ▶ Define an accreditation mechanism for the voluntary sector.
- ▶ Help member organisations meet norms