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.

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) 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:

<table>
<thead>
<tr>
<th>No</th>
<th>Date</th>
<th>Place</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15-20 Jun 04</td>
<td>Mumbai</td>
<td>Meet voluntary organisations*</td>
</tr>
<tr>
<td>2</td>
<td>05-13 Aug 04</td>
<td>Lucknow, Kolkata, Bhubaneswar</td>
<td>Meet voluntary organisations from these cities &amp; other voluntary organisations*</td>
</tr>
<tr>
<td>3</td>
<td>24-28 Aug 04</td>
<td>Bangalore, Hyderabad</td>
<td>FEAT meeting</td>
</tr>
<tr>
<td>4</td>
<td>03 Sep 04</td>
<td>Surat</td>
<td>Meet voluntary organisations</td>
</tr>
<tr>
<td>5</td>
<td>04 Sep 04</td>
<td>Ahmedabad</td>
<td>Meet partners of Sense India*</td>
</tr>
<tr>
<td>6</td>
<td>05 Sep 04</td>
<td>Vadodara</td>
<td>Meeting with members of Janpath</td>
</tr>
<tr>
<td>7</td>
<td>09-11 Oct 04</td>
<td>Bangkok</td>
<td>ActionAid and One World Trust*</td>
</tr>
<tr>
<td>8</td>
<td>18-24 Nov 04</td>
<td>Jharkhand</td>
<td>Sampradaan/ PACS* for partners</td>
</tr>
<tr>
<td>9</td>
<td>18-19 Feb 05</td>
<td>Bhopal</td>
<td>Meet Childline India Foundation</td>
</tr>
<tr>
<td>10</td>
<td>02-03 Mar 06</td>
<td>Bhopal</td>
<td>VANI General Body meeting</td>
</tr>
<tr>
<td>11</td>
<td>07-08 Mar 05</td>
<td>Patna</td>
<td>Sampradaan/ PACS* for partners</td>
</tr>
<tr>
<td>12</td>
<td>09 Mar 05</td>
<td>Deogarh</td>
<td>Meeting member organisations of Bihar</td>
</tr>
<tr>
<td>13</td>
<td>11 Mar 05</td>
<td>Betul</td>
<td>Meeting with PACS* for partners</td>
</tr>
<tr>
<td>14</td>
<td>18-19 Mar 04</td>
<td>Lucknow</td>
<td>Meeting with PACS* for partners</td>
</tr>
</tbody>
</table>

*Expenses of these meetings were sponsored by the organisers.
At the end of the year, we had 158 members in 19 states:

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>10</td>
</tr>
<tr>
<td>Assam</td>
<td>03</td>
</tr>
<tr>
<td>Bihar</td>
<td>29</td>
</tr>
<tr>
<td>Chattisgarh</td>
<td>01</td>
</tr>
<tr>
<td>Delhi</td>
<td>08</td>
</tr>
<tr>
<td>Gujarat</td>
<td>11</td>
</tr>
<tr>
<td>Haryana</td>
<td>02</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>03</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>07</td>
</tr>
<tr>
<td>West Bengal</td>
<td>11</td>
</tr>
<tr>
<td>Karnataka</td>
<td>15</td>
</tr>
<tr>
<td>Kerala</td>
<td>01</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>23</td>
</tr>
<tr>
<td>Manipur</td>
<td>02</td>
</tr>
<tr>
<td>Mizoram</td>
<td>01</td>
</tr>
<tr>
<td>Orissa</td>
<td>04</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>07</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>17</td>
</tr>
<tr>
<td>Tripura</td>
<td>03</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>158</strong></td>
</tr>
</tbody>
</table>

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. Sahyog 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. JAGRITI Seva Sanstha, Maharashtra
18. Andhjan Kalyan Trust, Gujarat
19. Gramin Evam Nagar Vikas Parishad, Bihar
20. Sarada Ramakrishna (Sishu o Mahila) Sevashram, West Bengal
22. Samruddhi, Karnataka
23. Valluvar Gurukulam, Tamil Nadu
24. Hindu Mission Hospital, Tamil Nadu
25. Salaam Baalak Trust, New Delhi
26. Jayaparakash 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. Saikrupa, Uttarak Pradesh
34. Saath, Gujarat
35. National Association for the Blind, Maharashtra
36. Economic Rural Development Society, West Bengal
37. Kutumba, Karnataka
38. Shikshana 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. Savaed 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. Vikhar Parishad, West Bengal
52. Vathsalya Charitable Trust, Karnataka
53. Jensev Foundation, Maharashtra
54. Mal 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. Valabhadras Dagar Indian Society For Mentally Retarded (CREMER), 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 (IHDUA), 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 Economic Assistance for Rural and City Habitant (SEARCH), Maharashtra
91 Alzheimer's and Related Disorder Society of India (ARDSSI), 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 Uttal 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 Niyono 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 Foundation, Bihar
109 Fellowship of Charities, Bihar
110 Shree Durga Samaj Kalyan Sansthan, Bihar
111 Mahila Suchi Kulu Silai Evam Kashidakari Kendra, Bihar
112 Gram Niyono Kendra, Bihar
113 Berojgar Mahila Seva Samiti, Chhattisgarh
114 Deen Avam Berojgar Sehka, Bihar
115 Janta Karah Kalyan Samaj, Bihar
116 Ashirvad Seva Sansthan, Bihar
117 Adarsh Khadi Gramodyog Sansthan, Bihar
118 Nav Bhair Udyog Mandal, Bihar
119 Shema Vikas Samiti, Bihar
120 Lok Chetna Vikas Kendra, Bihar
121 Centre for Communication Resource Development (CENSCRED), 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 Bharatiya Jan Kalyan Parishad, Bihar
134 Gyan Vikas Public Charitable Trust, Maharashtra
135 Federation of Voluntary Organisations for Rural Development (FVORD) - Karnataka
136 Vivekananda Seva Kendra-o-Sishu Uddyam, West Bengal
137 Institute of Ophthalmology, Tamil Nadu
138 Brees, Bihar
139 Emmanuel Blind Relief Society, Tamil Nadu
140 Bharathi Women Development Centre, Tamil Nadu
141 Rajarshi Shahu Gramin Vikas Prakalp, 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 Paripurna 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
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

The Governing Board met on the following days:

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Members</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27 Jul 2004</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>31 Aug 2004</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>26 Nov 2004</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>22 Feb 2005</td>
<td>11</td>
<td>7</td>
</tr>
</tbody>
</table>

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 23.05.2004 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. AAAAC25958.
**BALANCE SHEET**

as on 31 March 2005

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Assets</td>
<td>214,663</td>
</tr>
<tr>
<td>Current Assets</td>
<td></td>
</tr>
<tr>
<td>Deposits &amp; Advances</td>
<td>37,573</td>
</tr>
<tr>
<td>Cash &amp; Bank Balance</td>
<td>645,244</td>
</tr>
</tbody>
</table>

**Total**

897,480  100

---

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)

---

**INCOME & EXPENDITURE**

Account for period 1April 2004 to 31 March 2005

<table>
<thead>
<tr>
<th>Description</th>
<th>Indian</th>
<th>Foreign</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self Generated Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership fee</td>
<td>22,750</td>
<td></td>
<td>22,750</td>
<td>5</td>
</tr>
<tr>
<td>Consultancy Fee</td>
<td>10,000</td>
<td></td>
<td>10,000</td>
<td>2</td>
</tr>
<tr>
<td>Indian Sources</td>
<td>174,181</td>
<td></td>
<td>174,181</td>
<td>37</td>
</tr>
<tr>
<td>Donation</td>
<td>642</td>
<td></td>
<td>642</td>
<td>1</td>
</tr>
<tr>
<td>International Sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant in Aid (Ford Foundation)</td>
<td>258,751</td>
<td></td>
<td>258,751</td>
<td>55</td>
</tr>
</tbody>
</table>

**Total**

207,573  258,751  466,324  100

---

**EXPENDITURE**

**Recurring Expenses (Programme)**

Meeting & Travel                     | 4,980 |         | 4,980 | 1 |
Staff Support                        | 67,460| 67,460  | 67,460| 14 |
Office Expense                       | 66,291| 66,291  | 66,291| 14 |
Communications                       | 2,160 |         | 2,160 | 1 |

**Recurring Expenses (Administration)**

Audit fee                            | 11,020|         | 11,020| 2 |
Capital Expenses transferred to Asset Fund | 312,202| 312,202| 312,202| 67 |
Excess Of Income Over Expenditure    | 2,211 |         | 2,211 | 1 |

**Total**

2,160  464,164  466,324  100

---

**SALARIES**

<table>
<thead>
<tr>
<th>Grade of group salary (Rs)</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5000</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>5000-10,000</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>25,000-50,000</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

---

**STAFF**

<table>
<thead>
<tr>
<th></th>
<th>Paid Full Time</th>
<th>Paid part time</th>
<th>Paid Consultants</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

---

Cost of international travel by staff during the year: Nil

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

---

**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

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

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