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NEWSLETTER JANUARY 2020



Dear Friends,

I hope 2020 has started with the promise of great hope, joy and happiness for you and your loved ones!

At Mobile Creches, we have set off unlocking new partnerships, expanding our reach to many more children, listening to voices from communities of marginalised families, partners, government bodies, donors, and you.

This has also been the time to pause and reflect on our lessons from 2019, and celebrate our successes over the past year. I invite you to read all about it in our Annual Report 2018-19, 50th anniversary edition.

Vast majority of young children and their poor working mothers continue to be discriminated and deprived of their rights. MC team is geared to take on the challenge to do better for our fellow citizens in 2020.

We look to you for strength and support, and your honest feedback, so that we remain truthful in our work with vulnerable young children, their families and communities.

Best wishes,

Sumitra Mishra
Executive Director

Donate to MC

Your donations go a long way in sustaining our field programmes, as well as our advocacy and training efforts.

[Donate](#)

Volunteer with us

MC has a long tradition of volunteer engagement. Join us today for a rewarding and life changing experience!

[Volunteer](#)

Support Us

Whether it is by raising awareness online, or helping to raise funds, there are many ways you can help our cause!

[Learn more](#)

Annual Report 2018-19

MC's golden jubilee annual report edition is out and even more detailed and comprehensive than before!



In 2018-19 MC reached out to 15,000 children and 26,000 community members, trained 200 childcare workers and ECD professionals. We did this through our day care programme and community outreach, at 76 centres across eight states and one union territory. We trained ECD workforce at construction sites and urban settlements, Anganwadi workers and IDCS personnel, in partnership with NGOs and state governments, respectively. We partnered with movements and networks to run campaigns to assert working women's demand for quality childcare; joined forces to campaign for Right to Education for all children, birth to 18 years.

MC mobilised Rs. 972 lakhs as income in FY 2018- 19. The total expense this year was Rs. 942 lakhs.

To know more about our work and soak in the warm energy of our 50th year anniversary celebrations, read the [Annual Report 2018-19](#) here.

MC wins the ECCD Best Practices Award





HCL Foundation recognised the exemplary work of Mobile Creches in providing quality Early Childhood Care and Development services to the most marginalised young children of India, with its Best Practice Award 2020 for ECCD. Roshni Nadar, Vice Chairperson HCL Technologies, Chair of HCL Foundation, handed the award during HCL Foundation’s Annual Partners Meet 2020, ‘Partnering for Change’, in January.

Over a four years partnership, HCL Foundation’s support has strengthened MC’s efforts to run community based crèches for the most marginalised children of women working as waste pickers and domestic workers of Noida. Their support has also enabled MC to train organisations in Lucknow, Chennai, Madurai and Bangalore to set up and run community crèches for vulnerable young children of poor working mothers.

10 Anchal Childscapes Crèche and Care Centres opened in Delhi



North Delhi Municipal Corporation, Mobile Creches, and PVR Nest joined hands to launch an innovative programme to run **crèches within the premises of municipal schools of North Delhi**.

Launched in December, by the Hon’ble Governor of Delhi, Shri Anil Bajjal, the centres will provide a safe and caring environment for children under six years of working families; day care service to school going children; and support to out of school at-risk children.

Nav Srishti and NIPUN, the implementing NGO partners are ensuring quality childcare services through trained childcare workers, community engagement around the importance of ECD, and tracking children

to monitor their progress.

A one of its kind partnership between an urban governance body, ECD technical organisation, corporate foundation, and local NGOs, it has potential to be replicated across cities with high urban migrant population.

We invite you to watch a short film about: [Anchal Childscapes Crèche and Care Centres](#)

Crèche Kholo Abhiyan – Roadshow for vulnerable children



A weeklong campaign on the importance of crèches was organised by **Neenv Delhi FORCES** - a state level forum for crèches for young children, in November 2019. Live demonstration in the form of a crèche *Jhanki* (roadshow) drew public attention on quality services for young children. The door-to-door campaign covered 20 slum areas in Delhi and 30,000 community members signed the petition to demand quality crèches.

The campaign culminated with a state-level collective event in December. More than 1000 working mothers living in urban slums demanded for state mandated crèches from representatives of Department of Women and Child Development, elected members, trade union leaders, civil society organisations, and media.

MC ran the Airtel Delhi Half Marathon 2019





At the Airtel Delhi Half Marathon 2019 in October, more than 300 marathon runners and **PNB Housing Finance Ltd.** supported MC's fundraising campaign #bibsthatcare for ensuring ECD services for vulnerable young children.

The nippy autumn morning was filled with drumbeats and slogans for children's safety and protection. Marathon runners and MC team, along with members of a theatre group, raised a din as they implored runners, spectators and supporters to come forward and care for young children.

MC is grateful to its supporters and runners for running a successful fund raising campaign!

[Check out pictures of MC's participation at ADHM 2019 here.](#)

"Being a father of two young boys I can understand the importance of MC's work. While I have been associated with MC in various initiatives, running at the marathon was an even more exciting way to support their work. In turn, MC helped me to push my fitness limits."

Gaurav Mehndiratta,

MC care champion and runner, ADHM 2019.



TEDx Talk on Disrupting the Poverty Cycle with Care

Children under
the poverty





Did you miss the talk by Sumitra Mishra, executive director of MC, at **TEDx Bangalore**, in October 2019?

Sumitra delivers a powerful and convincing story about the plight of India's youngest children and urges her viewers to take action NOW – by making them visible, talking about them, showing them that we care! Entwined in the story of vulnerable citizens, is the story of MC and its determination to create a just and caring world for young children.

Watch this powerful talk on [Disrupting the Poverty Cycle with Care](#) here, please share and spread the word!



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