



# BALA MANDIR

## KINSHIP CARE PROGRAMME

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MAY 2023

# ABOUT BALA MANDIR

Founded in 1949

**Founders:**  
Sri K Kamaraj  
Smt S Manjubhashini

Premier social  
welfare  
organisation

Supports orphans, destitute  
children and children with  
special needs



## WHAT MAKES US DIFFERENT

Impeccable track  
record

Focus on early  
childhood

Highly ethical and  
professional  
approach

Inclusion and  
holistic  
development

Entity – Registered Society  
Fully compliant charitable  
institution - FCRA, CSR, 80G

# BALA MANDIR VISION & ACTIVITIES



Bala Mandir endorses the **rights of all children** and envisions for them **loving care, good upbringing and opportunities for development** especially for **children in difficult circumstances**.



Supports the rehabilitation of Orphan and Destitute Children

220 children in Chennai & Nagercoil.



Supports the orphaned children in the socio economically weak families

650 children orphaned by Covid



Provides quality education for the socio economically deprived children: KG to Higher Secondary

500 children from needy section



Shares the best practices in parenting and early childhood care



Supports the special needs children and their families

150 children + their families

# WHAT IS COMMON ACROSS UNITS?

## VALUES

Child Centric Behaviour

Integrity

Equality and Team work

Professional Approach

Respect for the Law and Rules

Caring for Environment

Secular Outlook

Continual Improvement and Striving for Excellence

Inclusion

## APPROACH

- Focused in the area of “child care”
  - May support families as part of this focus
  - Not involved in vocational training
- Current activities are largely in Tamil Nadu
- Goal is to maximise “social impact”
- Partnering with other institutions
  - Sharing and Learning
  - Work closely with Government depts.
  - Help widen the reach and scale



# EVOLUTION OF BALA MANDIR



- Kinship Care Programme
- School Re-Engineering
- Anganwadi outreach
- MNC – Jivikam



## Rebuild & Renew years



- 2018 – MNC unit
- 2017 – BMRF integration
- 2016 - GH project
- 2016 – Vidyalaya school
- 2015 – Infrastructure upgrade

## The Consolidation Years

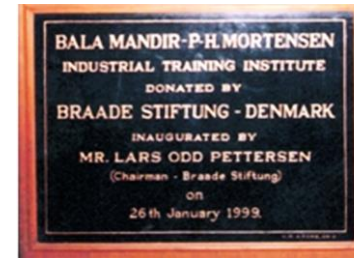


- 2014 – Process improvement
- 2009 – Sub-committees start
- 1999 – ITC set up
- 1997 – Home sponsorship
- 1995-96 – Medical Units

## The Expanding Years



- 1993 – Day care centre
- 1990 – Nagercoil Home
- 1988 – Higher secondary + Vinayaka Clinic
- 1987 – Nagercoil activity starts
- 1983 – Research foundation



## The Early Years

- 1965 – Adoption start
- 1962 – Carpentry Unit
- 1961 – High School
- 1956 – Primary School
- 1951 – Nursery School
- 1949 – Bala Mandir Home starts

# BALA MANDIR TEAM

## BOARD OF TRUSTEES



**MR N KUMAR**  
President,  
Bala Mandir Kamaraj Trust  
Vice Chairman of the Sanmar group



**MS MAYA GAITONDE**  
Honorary General Secretary,  
Bala Mandir Kamaraj Trust  
Educationist



**MR P NATARAJAN**  
Honorary Treasurer,  
Bala Mandir Kamaraj Trust  
Retd. Managing Director – Saint-Gobain



**MR MANOJ KUMAR SONTALIA**  
Chairman and Managing Director of  
'The New Indian Express'



**MR SRIRAM PANCHU**  
Senior Advocate, Mediator and  
Arbitrator - Madras High Court and  
Mediation Centres India

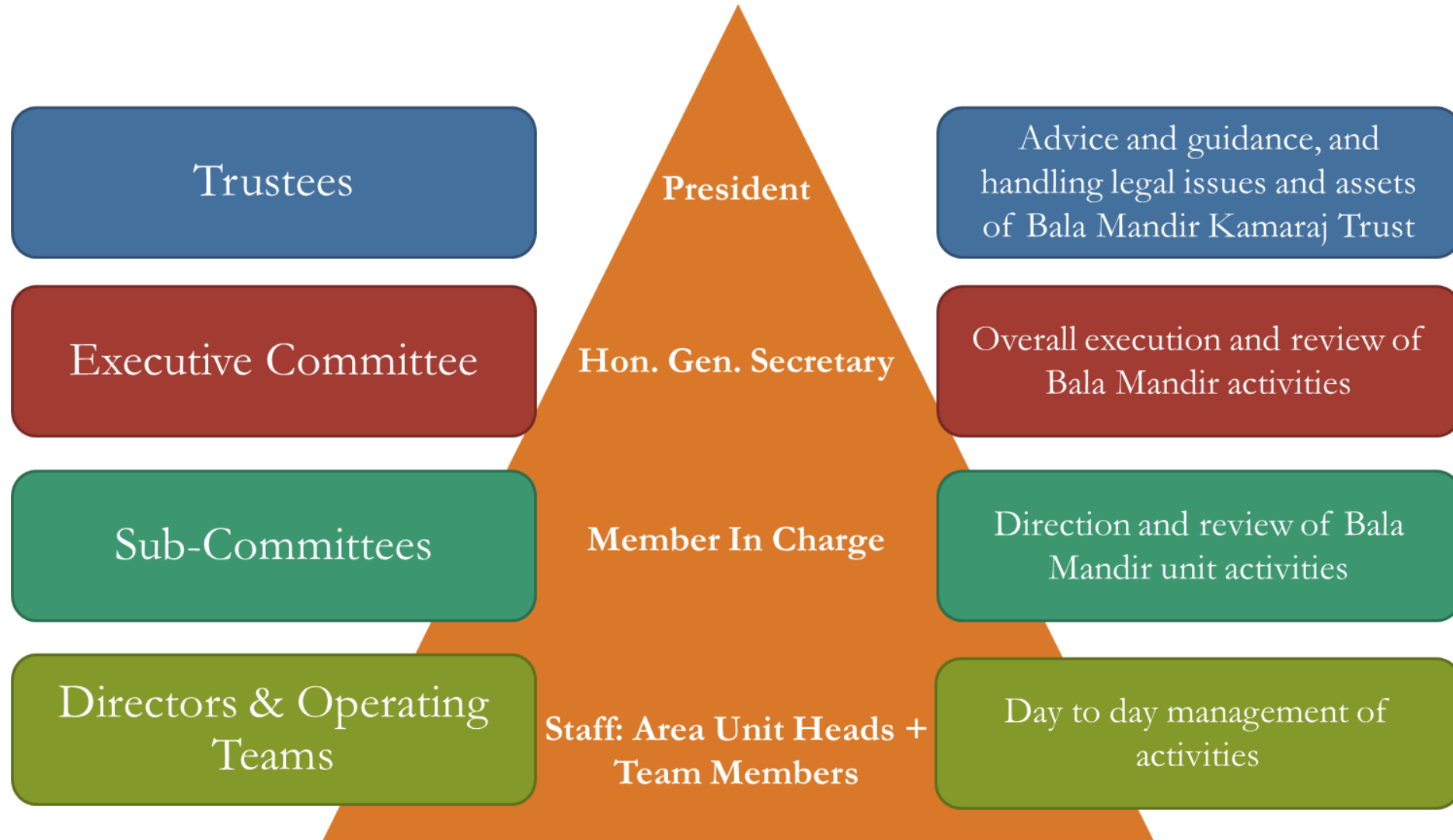


**DR GIRIJA VAIDYANATHAN**  
Former Chief Secretary, Tamil  
Nadu Government



**MR RAMESH  
MANGALESHWARAN**  
Senior Partner Emeritus,  
McKinsey & Company

# BALA MANDIR TEAM STRUCTURE



# KINSHIP CARE PROGRAMME – *VIRTUAL HOME OF BALA MANDIR*

## SUPPORT OF ORPHAN CHILDREN IN THE CARE OF KIN

- Project started in July 2021 after the Delta wave of Covid.
- Large number of orphaned children. In most of the cases the father died and the mother was left without support.
- Bala Mandir started in a small way to support the children who remained with their mothers / extended families.
- Kinship Care concept has evolved with time.
- Meeting one of the important needs of the society.
- Now, supporting over 650 children in 9 districts of Tamil Nadu. Growing fast in both numbers and quality of support.

### Why do we have this programme?

- Project triggered by the large Covid fatalities.
- Orphaned child is “vulnerable” - likely to lag behind in academics & have low self esteem.
- Sudden adverse change in family status causes additional emotional stress.
- No direct Government support for families.
- With a large group of stake holders and well wishers, Bala Mandir Kinship Care programme ensures focus on the child who is an inmate of BM virtual home.

Regional social worker focuses on the development of the child.  
Visits and keeps in regular touch with the families.  
Provides all the support for the child.

The Bala Mandir Kinship Care Central Support Team develops various schemes for the children in various age groups and works with the social workers for supporting the children.

*“After I lost my husband to Covid, I was down and wondered how I will manage life with two children. It was devastating to see my in-laws ask us to move out of the house. At that time, Siva from Bala Mandir walked into our life, giving us a message of hope. With Sujatha madam’s counselling, I learnt to march forward in life. Today I am able to face life more courageously, with the reassurance from Bala Mandir that they are with us for the long-term,” a mother of two from Kanchipuram.*



# KINSHIP CARE PROGRAMME

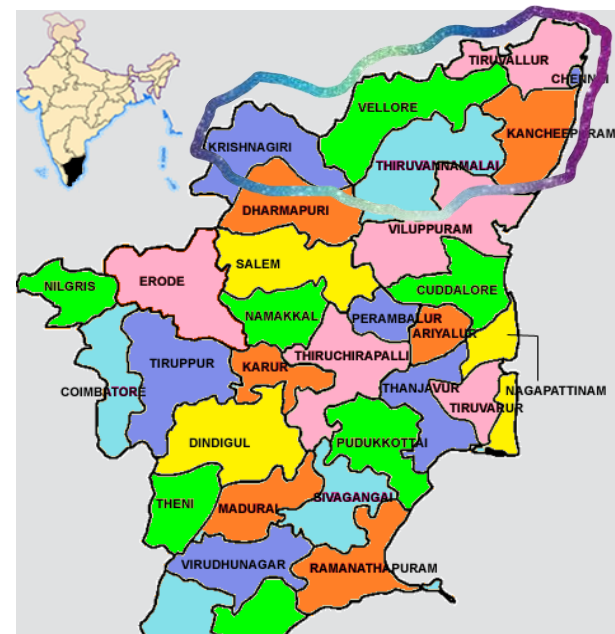
## SALIENT FEATURES

- At present over 650 children in 9 districts of Tamil Nadu – Chennai, Chengalpattu, Kancheepuram, Krishnagiri, Tiruvallur, Tiruvannamalai, Vellore, Ranipet, Tirupattur are being supported.
- Children attend private as well as government schools.
- Fee support is restricted to Rs. 15,000 per child. The goal is to keep the spend per child to Rs. 20,000 per child and cover larger number of children across more districts and regions.
- In addition to financial support, other age appropriate support is provided to the children – all support is provided online / from remote.
- The English reading programme is one of the most important inputs for the children in the age group 7 to 12 years. We expect this to have many benefits including to help the child go through the difficult adolescent period without too much of a problem.
- We also provide “Tabs” for the children for self learning of basic math and English skills through video and interactive worksheets.
- Financial support is also extended to some families in need of some help to improve their livelihood (sewing machine, grinders to top up family income) + tuition fees, van fees etc.
- Counselling of mothers is another important part of the programme. (over 180 mothers covered so far)

*“My grieving child who could not come to terms with her father’s death, has started smiling after the volunteer started engaging with her on a regular basis. Now she is motivated to study,” said a happy mother to Arul, our social worker in Chennai.*

*“Bala Mandir came into my life when everything looked bleak. I now feel that God has sent me a group who cares for my children. Now I think of Magendiran Anna and Bala Mandir as my family.”*

*“Primarily my role started with helping children to read English. But then as we went along in this journey, the children started looking up to me for multiple help in terms of discussions with me on their likes, their future, their career aspirations. It’s been a joyful discussion all along” reports one of the volunteers from the reading programme*



# KINSHIP CARE PROGRAMME

## WAY FORWARD

- Programme meets one of the important needs of the society. It is also an area where there is no direct Government support.
- Ongoing support is essential for the orphaned child to reach full potential.
- Will result in multiplier effect and improved long term societal productivity.
- The goal of the programme is to continue to support the children year on year till the children become independent or family settles down.
- There is a vast scope to expand the project within Tamil Nadu + beyond.
- Various actions taken to strengthen the processes to prepare for scaling
  - ✓ A custom made software enables tracking of information about the child
  - ✓ Processes and support systems are in place for children in all age groups.
  - ✓ Have quickly ramped up the number of children in newly added districts.
- Attempt is also being made to form a community for mutual help and for supporting each other in the long term.
  - ✓ Group visits and camps are being held with this goal.



Vandalur Zoo Vist



Tiruvallur Summer Camp



Chennai Summer Camp

# KINSHIP CARE PROJECT – CSR PROJECT & SPONSORSHIP



- New and fast growing programme of Bala Mandir. No Government support and also no established and ongoing donor support.
- Supports education of the child. Hence compliant with CSR.
- Cost of supporting one child = Rs. 20,000 p.a.
- We need to support over 750 children – Rs. 150 lakhs in 2023-24
- A typical CSR project could be to sponsor the programme in one of the district with 100 to 150 children – Rs. 20 to 30 lakhs.
- Donor can take up sub-projects within this programme
  - Cost of social worker salaries
  - Livelihood initiatives for the empowerment of the mothers
  - Cost of Tabs provided to the children
  - Volunteer participation for our value added services
- Individual donors may support 1 or more children. Individual sponsors will be provided profile of the children assigned to them.



# THANK YOU!

**BALA MANDIR KAMARAJ TRUST**

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