

Annual Report

2017-18

GOVERNANCE

Governing council

Laxmi Anand Rao - President
Dr Ashish Shetty - Vice President
Dr Dushyant Prasad - General Secretary
Ajay Kumar P K - Treasurer
Ameet Mirpuri
Dr Chytra Anand
Mahesh Shandilya

Advisory Board

Prof Dr Paul C Salins
Robin Singh
Dr Ulrike Lamle

Staff

Dr Jayanth B S
Mithun Amin
Naba Kishor Pujari
Lakshmi Godavarthi
Aman Sharma
Fabian Niederhuber *Oct 2017
Revannasiddayya Swamy *July 2017

Retiring Members of the Board

We thank the following members for their service:
Dr Raghu Yellavarthi served as a member of the Governing council for 3 years
Col (Retd) Sunder Gidwani, Advisory board, 2015-18
Susanne Herden, Advisory board, 2015-18

Bankers

State Bank of India
Canara Bank
Yes Bank

Auditors

CA Vittal Rao Kaliswaran & Co.

Solicitors

Poovayya & Co.

Akila Bharatha Mahila Seva Samaja (ABMSS)

Registered office: No 268, 6th cross, 1st block, Jayanagar, Bengaluru-560 011, Karnataka
Registered under the Karnataka Societies Act, 1960 with Reg. No - 495 / 93-94
Registered under the NITI Ayog, Government of India with Unique ID: KA/2017/0163612
Donations made to the Society are exempted under section 80G of the Income Tax Act., 1961
Registered under the Foreign Contribution Regulation Act with registration member - 094420783



Our Vision

Every child born with a deformity has the right to a dignified life and should be given a second chance at life



Our Mission

To provide children born with deformities the access to safe, well timed and quality surgery.

MESSAGE FROM THE GENERAL SECRETARY

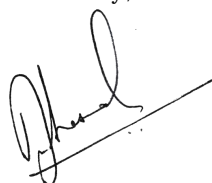
Dear Supporters,

The past year has indeed been a year of excitement, commitment and fulfilment for the work done by our society in the field of cleft care. I am fortunate to be a part of ABMSS for the fourth consecutive year as the General Secretary and to lead the organization towards newer geographies and newer avenues of support for child health. I am extremely delighted to present you with an overview of the work in the financial year 2017-18.

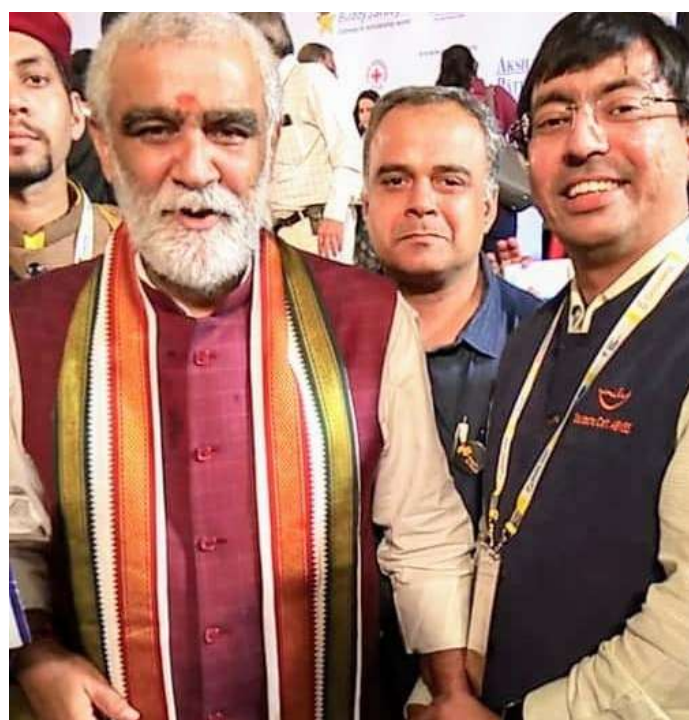
Our main focus has been on supporting underprivileged children across the country with safe, accessible and well-timed surgery for cleft malformations and other congenital facial deformities. Needless to say, that our work does not end at the support for a surgery but there begins a journey of complete reintegration into mainstream society in order to make them normally accepted and productive children or people in this world. This journey bears a lot of milestones such as comprehensive care which includes continued follow up, treatment for speech outcome, improvement in dental care, ENT, psychological counselling, nutrition assessments and many more that go hand in hand. I am happy to place on record that we were able to finance 2,219 free surgeries across 24 locations in India and 29% of these children received comprehensive care. Though supporting children is on one hand the core of our work, the other aspect is to improve the quality of care and delivery to match any top-notch service. For this, sustainability and availability of trained medical professionals is necessary. Hence, we regularly conduct programmes for our partner surgeons, anaesthesiologists, speech therapists, orthodontists and nurses to hone their skills.

I would like to thank all our donors, corporate supporters, partners, my team and the board for their unstinting support. A word of mention and special thanks to our principal supporter, Deutsche Cleft Kinderhilfe e.V. for their continuous support for cleft children over the past years. Join us in bringing about as many smiles in the coming year too.

Yours truly,



Dr. Dushyant Prasad
General Secretary



The Hon'ble Union Minister (MoS) for Health, Govt. of India, Sri Ashwini Kumar Choubey congratulates ABMSS on completion of 10,000 free surgeries
September 2018, New Delhi

SHIMMERING SMILES - OUR WORK

History of Continuous Growth

Surgeries supported

6,559

life transforming surgeries for underprivileged children

Orthodontic treatments

310

cleft patients provided with orthodontic treatment

Search & Awareness camps

1,504

cleft awareness camps conducted across 16 states to sanitise economically backward communities

Special support for cleft children & their families

Advanced surgeries (apart from cleft surgeries), school supplies, clothes, milk powder & vitamin supplements & toys for very low income families



OVER PAST THREE YEARS (2015 - 2018)

Speech & functional
therapy

2,865

speech therapy sessions conducted for cleft children

Nutrition

5,000

families provided nutrition supplements

Fellowship &
training

14

Young surgeons provided training & observership
to learn the nuances of cleft care management

Medical equipment
grants

INR 65,00,000

worth medical equipments

provided to the cleft centres to aid in the diagnosis, monitoring and
treatment of medical conditions



24 centres 14 states



PROGRAMME HIGHLIGHTS (2017-18)

Everything we do at ABMSS is focused on completing the circle of cleft care. The main activities of ABMSS are mentioned below:

Ancillary care

Realizing ancillary care like all types of cleft related surgeries: Lip, palate, Alveolar bone, Nose reshaping & other advanced procedures, speech therapy, dental and orthodontic treatment, myo-functional therapy, ENT treatment & NAM for children afflicted by cleft deformity.



Nutrition & Vitamin Support



Cleft families provided nutrition supplements

Awareness & Education



Cleft awareness camps conducted across 16 states to sanitise economically backward communities



Free surgeries

Organizing free cleft lip and palate and congenital facial malformation surgeries for underprivileged children.

In 2017-18

2,219

kids received a life transforming surgery through ABMSS



Fellowship & Training

Young surgeons gets training & observership to learn the nuances of cleft care management



Cuddles for cleft

We are delighted to partner with 'Cuddles for Cleft' to give our toddlers a teddy bear with the stitches that resemble the repaired lip of a cleft child. This way children identify with the toy.



Cleft Passport



After talking to thousands of parents of the children we have treated over the years, we were shocked to see how little they knew about the treatment their child should receive in order to lead a happy youth and social life. So, we developed a Cleft Passport, a handy booklet that has every bit of information about the progress of the child in terms of cleft treatment

SAHASRI'S SMILE - A RAY OF HOPE

Little Sahasri is just three years old and has been through a lot, especially her parents.

The toddler was born with a cleft lip and palate deformity which came as a rude shock to her parents who dwell in a remote village called, Krishnapuram under the Vizainagaram district of Andhra Pradesh.

The birth of a child with a facial disfigurement was the least they had expected and added to this they became the talk of the town. The child's appearance constantly drew flak from their neighbours and relatives. This got her parents into a depression as little did they that cleft was treatable.

Her father who works as a barber was unaware of the fact that treatment was available until a day when little Sahasri fell ill. This ended up in a visit to the local physician who on seeing the apparent cleft deformity advised the parents on how it could be treated. But life came a full circle when the physician referred them to Dr Sivanagendra Reddy, a well-known maxillofacial surgeon in Visakhapatnam.



Sahasri with her parents before the surgery

Once she recovered from the cold and fever, the parents travelled to Visakhapatnam and availed surgery and complete treatment for her cleft at Durga Hospital. This entailed three surgeries completely free of cost, under the ABMSS project at Durga hospital. If not for the referral or the free treatment, her parents would never have been able to realize their dreams of seeing their daughter smile and lead a normal life without discrimination.



Every year, ABMSS supports over two hundred free cleft surgeries at Durga hospital in addition to other ancillary treatment.

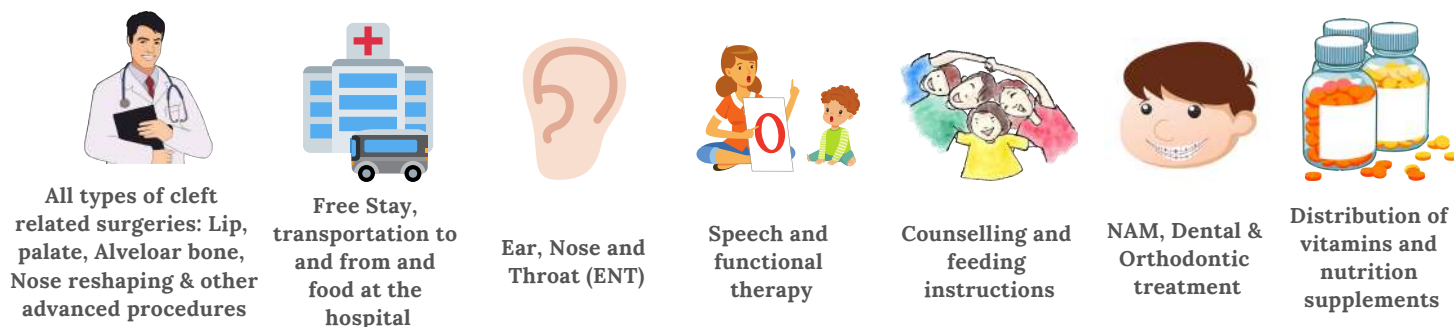
It is definitely a ray of hope for little Sahasri.



OUR APPROACH TO COMPREHENSIVE CLEFT CARE

Principle 1: Comprehensive Child centered cleft care

A child born with a cleft faces many hurdles and needs love and support and best of the treatment. Some clefts need little repair while other types of clefts will need many surgeries and therapies. A variation of all or some of these clefts can happen and makes each child born with a cleft unique. To give them the smile they deserve we support all dimensions of comprehensive cleft care to be defined as follows:



Principle 2: Quality medical treatment

It is our aim to provide excellent cleft care to the less privileged sections of society. Six arms of our high quality medical treatment are: Safety, Effectiveness, Patient centeredness, Timeliness, Efficiency and Equitability.

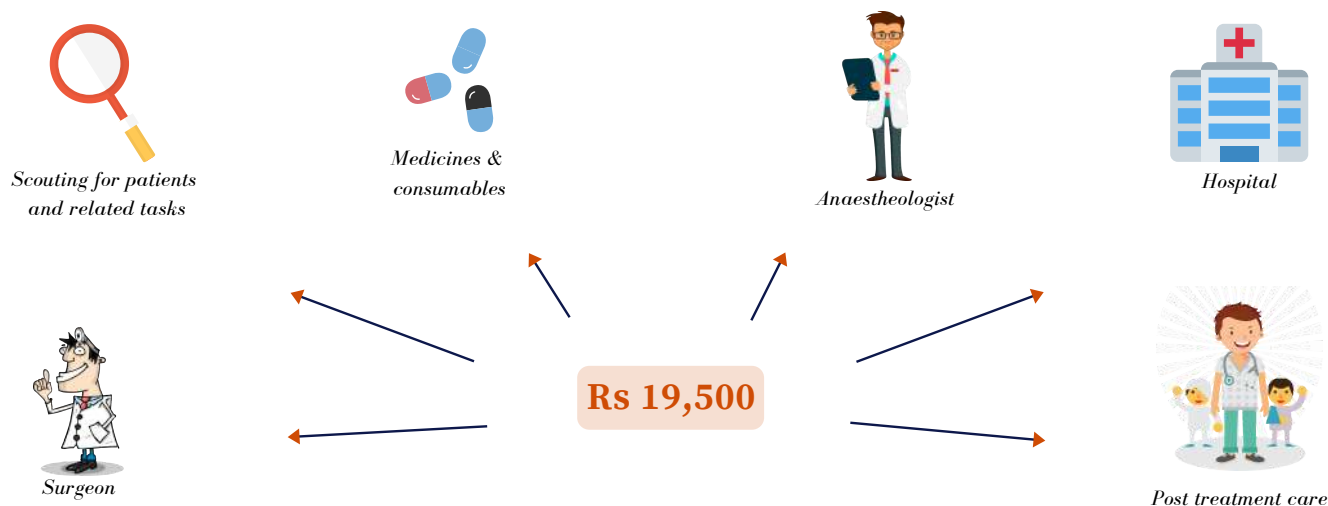
We are very happy that our surgeons are highly experienced experts, most of whom having performed more than 1000 cleft surgeries. In order to keep and further enhance a high level in quality, we train junior surgeons through fellowships and support state-of-the-art medical equipment.

Principle 3: Permanent centres approach

The objective of establishing permanent centres is to create sustainable local structures in close cooperation with surgeons and medical personnel. With its core experts, highly specialised surgeons, technicians, advanced equipment and resources, it drives high medical care for our little patients through their journey that lasts many years.

Principle 4: Cost effectiveness

Treatment of cleft lip and cleft palate consists of multiple surgical procedures and comprehensive cleft care therapy that begins at infancy and continues through adolescence. We work with highly motivated and experienced partners to deliver the best treatment at a very effective price.



WHERE WE WORK

Over the years ABMSS has grown into one of the major cleft charities in India, We are currently working in 24 centres across 14 states. In addition to growing on its core services, ABMSS actively seeks to expand its footprint in India.

In 2017-18 we started working with DY Patil Hospital in Navi Mumbai and Shree Jain Hospital, Howrah, Kolkata to expand our reach.



Official Launch by Mrs. Shivani V. Patil, Hon. Trustee,
DY Patil University Navi Mumbai and Dr. Dushyant Prasad,
General Secretary, ABMSS, India.

Annual Workshop for Surgeons

Patient safety before, during, and after surgery requires an appropriately educated, committed and empowered medical team. As patient safety has always been our highest priority, there is tremendous value in bringing together our partner surgeons and experts from the cleft field to share their knowledge in the standards of comprehensive cleft care.



Sebastien Hug
Consul General of Switzerland in
Bangalore



Dr med. Michael Kurth
Former-Lecturer at the Jade
University of applied sciences,
Germany



Dr Lun-Jou Lo
Chairman of the Department of
Surgery, Chang Gung Memorial
Hospital, Taiwan



Prof Dr Dr Götz Ehmann
AK Barmbek, Germany



Dr Varghese Mani
Dean, Mar Baselios Dental College,
Kerala

Get fit with Wanitha Ashok

We all struggle to squeeze in exercise sometimes, Doctors too! So, we brought Body Transformation Expert - Wanitha Ashok to tell us the secret of how to maintain the perfect fitness inspite of a busy life.



Workshop for Project Animators

Project animators are responsible for helping cleft families to cope with problems they're facing and bring the patients' to the cleft centres. They often serve as liaisons between the patients' family and cleft centres to assist patients and collaborate to ensure patient wellness.

In dealing with the multitude of problems that project animators address, they must possess a variety of skills depending on the job that needs to get done. While some of these skills may be natural, many of them are honed through a workshop to learn from the experts and from their colleagues.



Empowering ABMSS with Technology - App for better monitoring

We are thankful to the volunteers of Persistent Systems who developed an app for ABMSS. With the help of the app we can now monitor the follow up of the patient more effectively at the click of a button and the surgeon can see the entire case study. It also sends the reminder to the patient's phone number to inform them about their upcoming visit to the doctor.



Safe T in the O

In the operating theatre errors are frequent and often consequential. Enhancing operating theatre efficiency ensures patient safety and boosts the confidence of surgeons and the supporting staff. At ABMSS, we thrive to provide quality treatment to our toddlers affected by a cleft and hence, provides additional support to the cleft centres to enhance the safety inside the Operation Theatre (O.T.).

Equipment Grants to the cleft centres (2015 - 2018)

Types of equipment

Anaesthesia workstation

DSLR Camera

Operation theatre (OT) light

Karl Storz Instruments

Intubation fibroscope

Speech and Functional therapy unit

CLP Surgical instruments

Pulseoximeter

Grantee cleft centre/s

Jai Devi Hospital and Research Centre - Agra, Uttar Pradesh
Coorg Institute of Dental Sciences - Coorg, Karnataka
AVR Dentofacial Hospital - Hyderabad, Telangana
St Joseph's Hospital - Mysore

SSB Hospital - Bhubaneswar, Odisha,
Jeevan Memorial Hospital - Raipur, Chhattisgarh
AVR Dentofacial Hospital - Hyderabad, Telangana
Navneet Hitech Hospital - Mumbai, Maharashtra
St Joseph's Hospital - Mysore
Durga Hospital - Visakhapatnam, Andhra Pradesh

St Joseph's Hospital - Mysore

PAN India - 24 centres

Jai Devi Hospital and Research Centre - Agra, Uttar Pradesh
Durga Hospital - Visakhapatnam, Andhra Pradesh

St Joseph's Hospital - Mysore
Durga Hospital - Visakhapatnam, Andhra Pradesh

SSB Hospital - Bhubaneswar, Odisha
Father Muller Medical College - Mangalore, Karnataka
St Joseph's Hospital - Mysore
Coorg Institute of Dental Sciences - Coorg, Karnataka
AVR Dentofacial Hospital - Hyderabad, Telangana

Jai Devi Hospital and Research Centre - Agra, U.P.
Rangadore Memorial Hospital - Bangalore, Karnataka
SSB Hospital - Bhubaneswar, Odisha
St Joseph's Hospital - Mysore
Coorg Institute of Dental Sciences - Coorg, Karnataka
AVR Dentofacial Hospital - Hyderabad, Telangana
Navneet Hitech Hospital - Mumbai, Maharashtra
Shree Jain Hospital - Kolkata, West Bengal
Durga Hospital - Visakhapatnam, Andhra Pradesh
Rajeswar Hospital - Patna, Bihar



GLIMPSES OF THE YEAR

Awards



Most promising ENT Clinics
Award 2018



Best Patient care NGO
for CSR 2017



Persistent Sanmaan
Award 2017



Certificate of Merit
World CSR Day 2017

Fundraising events



Book signing by Geramin La Brie



TCS World 10K Marathon 2017



Art exhibition by Padmaja Chandrasekhar

Donations



JD Institute of Fashion Technology



Vizag Round table 77



Mysuru Warriors

On the panel



CSR Conference - NGO Expo 2017, Mumbai



ABMSS at Indo CleftCon 2018 in Kolkata.



NGO Expo 2017, Mumbai

CSR Partners



Bosch



ABB India Foundation



Iron Mountain



Persistent Foundation

PARTNERING FOR IMPACT

Principal Supporter

Deutsche Cleft Kinderhilfe has been supporting ABMSS through grants to support its cleft projects in India since past 4 years. In 2017-18, Deutsche Cleft Kinderhilfe provided around 62% of the overall programme expenses.



CSR Partners



BOSCH



IRON MOUNTAIN®



Institutional Donors



Embassy of the Federal
Republic of Germany



Schweizer Hilfe für Spaltkinder



Consulate General
of the Federal Republic of Germany
Bengaluru



transforming
faces

Other Supporters

Smt. Sundri Dadlani
JD Institute of Fashion Technology
Cycle Pure Agarbathies
Karl Storz
Ladies Circle India
Vizag Round Table 77
Sindhi Forum of Coimbatore

State Ministry of Baden - Wuttemberg
Samudra Software
Citerra Finance
Cuddles for Cleft
Discover Dollar
Mysuru Warriors
Needy Heart Foundation

Fundraising Events in Bangalore

Book signing by Geramin La Brie
Art exhibition by Padmaja Chandrasekhar
TCS World 10K 2017 Marathon

Heartfelt Gratitude

Our sincere appreciation and many thanks to all the individual donors, supporters, partners and volunteers who supported our work in the year 2017-18.

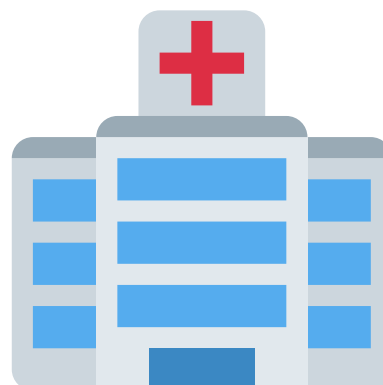
We are grateful to all, whose images appear in this report. All photos courtesy of ABMSS staff, volunteers and field partners.

FINANCIAL HIGHLIGHTS

At ABMSS, we make sure that every single donation we receive is utilised to its optimum. Our work is largely possible due to the generosity of our all donors.



₹ 4,89,07,540
donations received



87%
spent on programs

REVENUE

Grants/Donations & other Income	₹ 5,12,19,072
TOTAL INCOME	₹ 5,12,19,072

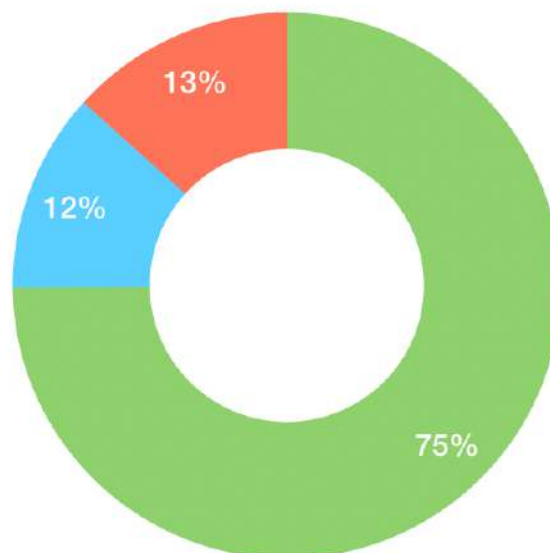
EXPENSES

Cleft surgeries/ Ancillary treatment	₹ 3,61,56,218
Administration	₹ 57,15,430
Deposits & tax deductions	₹ 64,24,318
TOTAL EXPENSES	₹ 4,82,95,966

NET ASSETS

Opening balances	₹ 45,96,543
Closing balances	₹ 75,19,649
Excess of revenue over expenses	₹ 29,23,106

Project Expenses



- Cleft surgeries/ Ancillary treatment
- Administration
- Deposits & tax deductions

*For our complete audited financial statements, please write to us at info@abmss.in



Every cleft is unique, just like every child.

At ABMSS, we seek to improve the quality of life of children born with a cleft deformity by providing them access to the best possible treatment. Working in collaboration with the local communities, partner hospitals, partner organizations and government, we develop comprehensive cleft care for the underprivileged children suffering from cleft deformity. Most children who have their clefts repaired early enough are able to enjoy a happy youth and social life.

These Children Need Your Support to Smile!

Be the change! And make a difference in their lives with your support.

A surgery takes as little as 45 minutes and costs only Rs. 19,500.

Help transform the life of a cleft child!

For online donations please visit:

<https://www.abmss.in/donate-page>



Scan the QR code
to donate to ABMSS

Registered with:



Scan the QR code and name tag to follow
ABMSS on social media



Donations Account:

Bank: YES Bank Ltd
A/C No.: 065994600000616
IFSC: YESB0000659
(Donations exempt u/s 80G)

Akila Bharatha Mahila
Seva Samaja (ABMSS)
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