SEWA’s Sangini Child Care Centres
Agenda

1. SEWA’s Sangini Child Care Centres
2. How firms can help
Profile of SEWA

SEWA is the leading women’s empowerment organisation supporting 106 co-operatives through its Cooperative Federation

Key facts

- SEWA is a trade union of 1.4 million women workers in the informal economy in Gujarat and 16 other states in India
- SEWA’s Mission: the holistic empowerment of poor self-employed women through their own membership-based organisations like co-operatives
- SEWA has developed 106 co-operatives in the field of:
  - Services (e.g., Childcare, Domestic Workers)
  - Savings and Credit and Savings
  - Artisans
  - Labour
  - Livestock
  - Agriculture

SEWA’s value proposition for Co-operatives

1. Training
2. Marketing services
3. Consulting services
4. HR/Admin/IT services

History

1972: Founding of Self Employed Women’s Association (SEWA)
1992: Creation of India’s first Women’s Cooperative Federation - Gujarat State Women’s SEWA Co-operative Federation Limited
1996: SEWA becomes member of the National Co-operative Union of India
Sangini Child Care Centres

SEWA’s co-operative Sangini operates 13 Child Care Centres to empower women and educate children

Sangini: Child Care Centres

- SEWA operates 13 Child Care Centres in Gujarat
- Child Care Centres are operated by trained teachers
- Target group: Children between 0-6
- Each Child Care Centre has 30 children
- Teacher to student ratio is 1:15

Problem addressed by Child Care Centres

- Education & Nutrition: Large share of young children receive inadequate education and 29% of children are malnourished in Gujarat
- Women’s Empowerment: Mothers in low income families struggle to balance their work with raising children. This affects their ability to earn money
# Sangini Child Care Centres

*Sangini’s Child Care Centres support children with education, nutrition and health, while simultaneously enhancing women’s income*

<table>
<thead>
<tr>
<th>Value proposition Child Care Centres</th>
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<tbody>
<tr>
<td><strong>Education</strong></td>
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<tr>
<td>- Child Care Centres organize recreational and educational activities</td>
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<td>- Older children go to school and learn to <em>read and write</em></td>
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<tr>
<td><strong>Nutrition</strong></td>
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<tr>
<td>- Children at Child Care Centres receive 2 nutritious meals a day</td>
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<td>- <em>Special attention</em> is given to malnourished children and the special needs of children</td>
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<td><strong>Healthcare</strong></td>
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<td>- Child Care Centres organize regular <em>health check-ups</em> and provide referrals if needed</td>
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<td>- Child Care Centres organize <em>immunization</em> for children</td>
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<td><strong>Capacity Building</strong></td>
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<tr>
<td>- Teachers at Child Care Centres are <em>exposed</em> to new ideas and approaches to <em>parenting, education</em> and <em>health</em></td>
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<tr>
<td><strong>Women Empowerment</strong></td>
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<tr>
<td>- Child Care Centres provide women the opportunity to dedicate their full attention to their <em>work</em>, thereby <em>doubling their income</em></td>
</tr>
</tbody>
</table>
Impact of Child Care Centres

Child Care Centres have a positive effect on women’s incomes and mental health

**Mother’s Income [Rs]**

Average increase in mother’s income from enrolling

- Before enrolling: Rs 1,343
- After enrolling: Rs 2,739
- +104% p.a.

**Income increase at SEWA Centres**

- Before enrolling: Rs
- After enrolling: Rs
- +143% p.a.

**Income increase at non SEWA Centres**

- Before enrolling: Rs
- After enrolling: Rs
- +56% p.a.

**Mother’s Mental State**

Reduction of stress for mothers [%]

- Reduced stress: 94%
- Did not reduce stress: 6%

SEWA: 98%, Non SEWA: 87%
Impact of Child Care Centres (cont.)

SEWA’s Sangini Child Care Centres positively influence children’s health, learning and education

**Children’s Health**

- Mothers reporting **no pending immunizations** for their children
  - SEWA: 97%
  - Non SEWA: 92%

- Mothers reporting **better nutrition habits** in their children
  - SEWA: 64%
  - Non SEWA: 46%

**Children’s Education**

- Children between 3-6 who know the alphabet and counting (1-5)
  - SEWA: 96%
  - Non SEWA: 89%

- Mothers reporting that their children **speak more**
  - SEWA: 70%
  - Non SEWA: 60%

- Mothers reporting that their children **have learnt more**
  - SEWA: 48%
  - Non SEWA: 34%
The Funding Gap

Child Care Centres face a major funding gap, requiring external support

- Sangini’s Child Care Centres face a major funding gap of Rs 600 per child despite parents’ contribution of Rs 175 per child plus community contributions.
- Salary of workers as major cost driver cannot be reduced as workers receive minimum wage and minimum teacher/student ratio of 1/15 needs to be maintained.
- Limited potential to reduce cost.
- Despite co-operatives’ long term initiatives to become sustainable, by e.g. running higher end daycares for cross-subsidizing, external funding is required.
Agenda

1. SEWA’s Sangini Child Care Centres
2. How firms can help
A Win-Win Situation

Corporate partners can help SEWA in running Child Care Centres, promote children’s well-being and women’s empowerment and benefit from improved brand value.

What we are looking for

- To close the funding gap, Sangini’s Childcare Centres look for partners that support children in Gujarat through financial donations.

Usage of donations

- Provide two daily meals
- Purchase educational materials
- Fund workers’ salary
- Rent adequate Centres

Donor’s benefit

- Push brand equity and differentiate the firm
- Show solidarity with low-income women, and contribute to society
- Engage customers
- Generate tax benefits

Win-Win
How to contribute to Sangini’s Child Care Centres

*Corporate partners can support an entire Centre, sponsor an individual child or donate toys/meals*

<table>
<thead>
<tr>
<th>How to contribute</th>
<th>Support an entire Centre</th>
<th>Support 1 child</th>
<th>Donate toys/meals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly fee</td>
<td>Rs 18,000</td>
<td>Rs 600</td>
<td>As you wish</td>
</tr>
<tr>
<td>Yearly fee</td>
<td>Rs 216,000</td>
<td>Rs 7,200</td>
<td>As you wish</td>
</tr>
</tbody>
</table>

[Image of children and adult in a classroom setting]
To have an impact on the life of children and mothers supported by Sangini’s Child Care Centres, please contact info@lokswasthyasewatrust.org