



swades
FOUNDATION

Rural Empowerment

स्वदेश
फाउंडेशन
ग्रामीण सक्षमीकरण

**EMPOWERING 1 MILLION
RURAL INDIANS EVERY 5-6 YEARS**

**ANNUAL REPORT
2016-17**

ABOUT US

Founded by Ronnie & Zarina Screwvalla, we operate with a single-minded focus of empowering 1 million Rural Indians every 5-6 years. We are bringing together best global practices, corporate thinking and accountability and highest standards of corporate governance to create a model of sustainable development, which is an industry benchmark and replicable at scale.

We currently execute ~35 programme in our geography and work with partners including Tata Trusts, Reckitt Benckiser, Mahindra & Mahindra, HSBC, Deutsche Bank, UTI, Great Eastern Shipping, HDFC Bank, Australian Consulate, Red Cross, Rotary, Laxmi Charitable Trust, The Teacher Foundation, Room to Read to name a few. As an operating process we ensure funds generated through collaborations / partnerships are utilized for programmes only. All overhead / administrative costs (staff, admin expenses etc.) are borne by the foundation.





OUR VISION

Build a model for sustainable and irreversible change by empowering rural communities to become self-dependent, creating rural communities as a strong asset to 21st century India.

OUR PHILOSOPHY

India lives in her villages and we cannot rise to our true potential as a country without a fundamental transformation in the lives of people in rural India. At the Swades Foundation, we believe that the partnership of rural India with corporates, young urban India, the Government and other foundations is the key to create a permanent and irreversible change for good.

OUR STRATEGY

To **Engage, Empower, Execute** and **Exit**. To engage rural communities with corporates, urban youth, NGOs and governments and empower them to co-execute programs that transform their lives which enables our exit, creating role models and change agents for the rest of the country.

FOUNDERS' NOTE

We have always dreamt of One India, an India where the Urban – Rural divide doesn't exist. We hope that you will pledge your support to the Swades Foundation, to our rural communities. Pledge to support their dreams with the same passion as we pursue our own. Pledge to become a part of their world and welcome them to ours.

- Ronnie & Zarina Screwvala



It's our unshakeable belief that India will never achieve its true growth story until the rural sector of the country is empowered to make choices and transform their own lives. With this thought, we initiated SHARE (Society to Heal Aid Restore Educate) 15 years ago. Today SHARE has metamorphosed into the Swades Foundation with a mission to empower 1 million lives in 5-6 years through 360-degree development across Health, Education, Water & Sanitation and Economic Development. Our aim is to create a model for development that can be replicated at scale across India and perhaps the world.

While we, with our **350+ strong team** and **1000+ volunteers** at the Swades Foundation, strive hard to find and execute solutions to the multiple challenges Rural India faces, we'd be happier if we don't achieve our goal alone. We believe in a collaborative model and work with multiple partners which include NGOs, other foundations, the government and corporates. We at the Swades Foundation are committed and raring to go. We aren't naïve about the task we've set but are determined to create communities that will have the ability to contribute substantially to India's growth story.



HEALTH & NUTRITION

Swades will create a cadre of community health workers (Swades Mitras: SMs); our focus is on Vision-care, Maternal and Child Health, Nutrition, Cardiac-care for children and ensuring strong government linkages.





The most crucial development in our Health & Nutrition domain this year came with the launch of Anaemia Programme under the aegis of the Central Government's 'Therapeutic Iron Initiatives.' In the first leg of the programme **13,145 children** underwent pricking from **83 schools** in our geography. An appalling 27% of the total children pricked were found Anaemic.

To ensure maximum parents and students are made aware on how to alleviate anaemia, we conducted various dietary awareness activities. School Management Committees with the support of teachers and principals reached out to parents of students educating them on the right diet plan for kids. Furthermore, students themselves volunteered to join rallies and participate in essay competitions, street plays, choosing the right food competition that we conducted in school to propagate the importance of good diet and alleviate anaemia.

81 identified severe anaemic cases were admitted into hospital for immediate attention. After closely monitoring them for months, their HB levels have shown great improvement giving us impetus to expand the scope of this programme and reach out to more students.

Another critical programme that continued this year is 'Cardiac Care', after identifying post research that 4 out of every 1000 children in our community had some congenital heart disorder. In the first leg of this programme, we were able to administer

16 children with congenial heart disorders at Fortis Healthcare. All of them underwent successful heart surgeries to be out of danger.

We expanded the scope of our eye care programme to launch '**Low Vision**' category for children with special needs wherein aged up to 16 years were screened and tested for eye defects. Those detected with problems were screened by optometrists at HV Desai Eye Hospital and those in need of surgeries were admitted to the hospital. **21 children** underwent successful surgeries through this programme in the year.

In our 'Swades Mitra' (SM) programme, we introduced priority housing system to bring all households with a pregnant woman, at least one case of eye problem, anaemia, and other chronic disorders under top priority. All such households will be closely monitored by Swades Mitras of that village through regular visits and interactions. This practice enhanced efficiency of SMs and helped serve our community better.

A big development took place through the 'Scholarship Volunteer Programme, wherein some of our previous year's scholarship recipients volunteered to partake in our health and education programmes. They helped Swades Mitras with preliminary eye screening at households and also counselled them for undergoing surgeries.



Ansh More, a young survivor

Innocent little Ansh More was 6-months-old when he was identified with a **severe heart disorder**. The doctors after administering a few treatments advised his parents to get him operated lest his problem grows worse. But his father, being just a farmer with low income, couldn't afford to pay for the operation. At once, he thought of selling his small land, but even that wouldn't have covered the total cost of the operation. Saddened, they left their son's fate to destiny.

The launch of our **cardiac care programme** this year proved to be a big boon to our community. Our well informed Swades Mitra **Surekha More** from Adawale village, informed us of Ansh's critical situation who was by then three years old. Our team escorted Ansh and his family to the Fortis hospital in Mumbai. He underwent successful surgery there and today he is out of danger.

The joy that Ansh's parents and everyone who knew him experienced was beyond comprehension. We managed to bring **15 more** such innocent kids out of danger this year by administering them for surgeries.

EDUCATION



Swades aims to holistically transform schools - improve infrastructure, provide scholarships and undertake training for principals & teachers.





Year 2016 witnessed the launch of quite a few new programmes to impart enquire-led education to students across all age-groups within our community. The launch of 'Chipper Sage' programme involving experiential learning to help slow learners understand English language in a better way was one such highlight. This unique training module was well received by teachers and students alike across **30 schools**.

To boost career counselling for students from class Xth & XIth, we partnered with leading players like CAP and EDU GROOMERS. **12,000 students** were given career counselling through this programme. Some of the past years' recipients of our Excellence Scholarships also volunteered to counsel students and help them decide on the right career option.

Through grants received from Tata Trusts, we were able to maximize our Mass Scholarship roll-outs to benefit **1,330 students from class XIth and XIIth**. 80% of the total college fees, lodging and boarding cost of all the qualifying students were borne through this programme by us and our partners.

Similarly, **56 bright students** benefitted from our Excellence Scholarship programme to enrol in professional courses like CA, CS, Hotel Management, Engineering, and others.

A special summer camp for learning abacus was piloted with **1,062 students** for students from 8th, 9th and 10th grades. This five-day event witnessed a great reception from students and parents alike giving impetus for us to plan a second edition in the following year.

For effective monitoring and usage of Maths Kit across **1,200 schools** that we operate in, the use of WhatsApp group came in handy. Timely update on the group helped our mentors and education team discuss, supervise and respond to queries in real-time with school staff.

Lack of proper sanitation facility was identified as one of the main reasons for drop-outs in schools, especially among girls. To fill this gap, we built separate toilets for boys and girls in schools. Provision of potable drinking water in schools was also a part of this programme. By the end of the year, **44 schools** benefitted through this WatSan programme and plans for covering many more schools was finalized for the following year.

Through our 'Scholarship Volunteer Programme', our past scholarship recipients volunteered to take special classes for slow learners, helped bring 3 drop-outs back to school and brought awareness on the harmful effects of open defecation to our community.





Aditi Kasarekar, an extraordinary spirit

Aditi's story is as outstanding as her willpower to succeed. Her dad is a construction painter while her mother is a helper at a store. Her younger brother, who is her only sibling, studies in school, but life for Aditi was challenging in more ways than one. Washing utensils for a small income or working as a salesgirl in an apparel shop were some of the odd jobs she did to support her education. While most others who clear their Xth grade look forward to college, Aditi had **no means of support** for studying further. Her parents exhausted their capacity to pay on her sibling's education. Helpless and disappointed, she opted out of college.

While conducting our education survey, we understood the strong penchant Aditi had for studying further, assessed her financial status and granted her a **scholarship for XI and XII grade**. Though

three months late for admission, Aditi jumped at the opportunity and started with classes for XIth grade. That's not all. She volunteered to **teach slow learners** from grade 1 to grade 4 in a low staffed Zilla Parishad school on English, Maths and inculcated the habit of reading amongst them. Such is her selfless determination.

When asked on what she wants to do post her XIIth grade, she quips, "I want to join the **Indian Army**." That's not surprising, she has all the confidence and most importantly the spirit to overcome obstacles in plenty.

WATER & SANITATION

Swades will ensure that every household in its geography has a toilet and receives 200 litres of potable water/ day through taps installed at homes.





Our water & sanitation team reached new heights this year by building a thumping **8,092 household toilets** impacting approximately **40,460 lives** through the sanitation programme. With a monthly average of 1000 household toilets, we have managed to bring a lot of households under proper sanitation. In water, we have built **160 new water schemes** impacting **11,416 households** and over **57,000 lives**.

44 schools benefitted through our water & sanitation programme where we built separate toilets for boys and girls. A drinking water post with multiple taps was also constructed across all the 44 schools given filtered drinking water to the school students and staff.

Additionally, an **ODF rally** had been organized where thousands of students volunteered to raise awareness on the hazards of open defecation and appealed to everyone to create **open defecation free** villages. They conducted essay and drawing competitions around sanitation to invoke a sense of urgency and importance among students. Street plays were organized for community engagement around the subject. A film covering all these events was released online and shared across various media. All these efforts helped in creating demand among villages for 'WatSan.'

Going forward, we have identified a few key locations to **build dams** in the upcoming year which will bring large acres of land under irrigation and help farmers earn a **sustainable income**.

Our partners in WatSan including Tata Trusts, Deutsche Bank, Mahindra & Mahindra AFS, Reckitt Benckiser, HSBC, HDFC Bank, HDFC Securities, RBL Bank, Galaxy Surfactants, and few more supported us through and through which made it possible for us to build many schemes **benefiting our community**.





Prachi Prahlad Bade, an ambitious mother

With five female members in the family, not having a household toilet can be more difficult than one can imagine, and for Prachi Prahlad Bade of Koste BK, this was a **constant concern**. Talk about monsoons, four months in a year, having to defecate in the wilderness. The grizzly grass carrying allergens, fear of snake bites and encountering other reptiles were just some of the dangers that Prachi and her daughters was exposed to every single day. In general, to defecate in the open is something that no one does willingly. For women, it is an even bigger risk to their safety. In addition, the loss of time associated with walking long distances for defecating restricts them from doing other important things. It leads to loss of productivity, more drop-outs from school, and causes unnecessary delay. However, **not anymore**.

A year ago, the local Swades Mitra (SM) conducted an all-villagers meet at Koste BK, where she proposed the toilet scheme as part of the '**Swades Sanitation**' program. At first, the idea of contributing an advance payment of INR 1,000 followed by a post-completion fee of INR 4,000 per household was a little too steep for the villagers. But

the SM with great fervour, explained the numerous tangible and intangible benefits of having a household toilet to them. It wasn't long after this, that all of them unanimously agreed to hand out their respective contributions wilfully. This contribution only covered a small part of the overall cost of construction of a toilet, the major part being contributed by us and our partners.

Within 50 days after the first all-villagers meet, every household had a fully functional personal toilet built. A big relief from everyday inconvenience. Now Prachi's four young daughters get ample time to attend school and complete their homework while she is able to wrap up all household chores on time. Swades Foundation believes in active participation of its community in everything they do, as it is the only way to build a self-sustaining society.

For Prachi, she now anticipates his daughters to make a big name for themselves by studying hard...a dream made possible by the inclusion of a household toilet which not only saves their time and enables convenience, but also gives them- **wings to fly**.

ECONOMIC DEVELOPMENT

Swades will uplift and enrich the lives of its farmers and entrepreneurs; targeting annual income of ₹ 2 lakhs per household, empowering and enabling them to live with dignity.

- NON-FARM BASED PROGRAMME
- FARM BASED PROGRAMME
- VOCATIONAL TRAINING



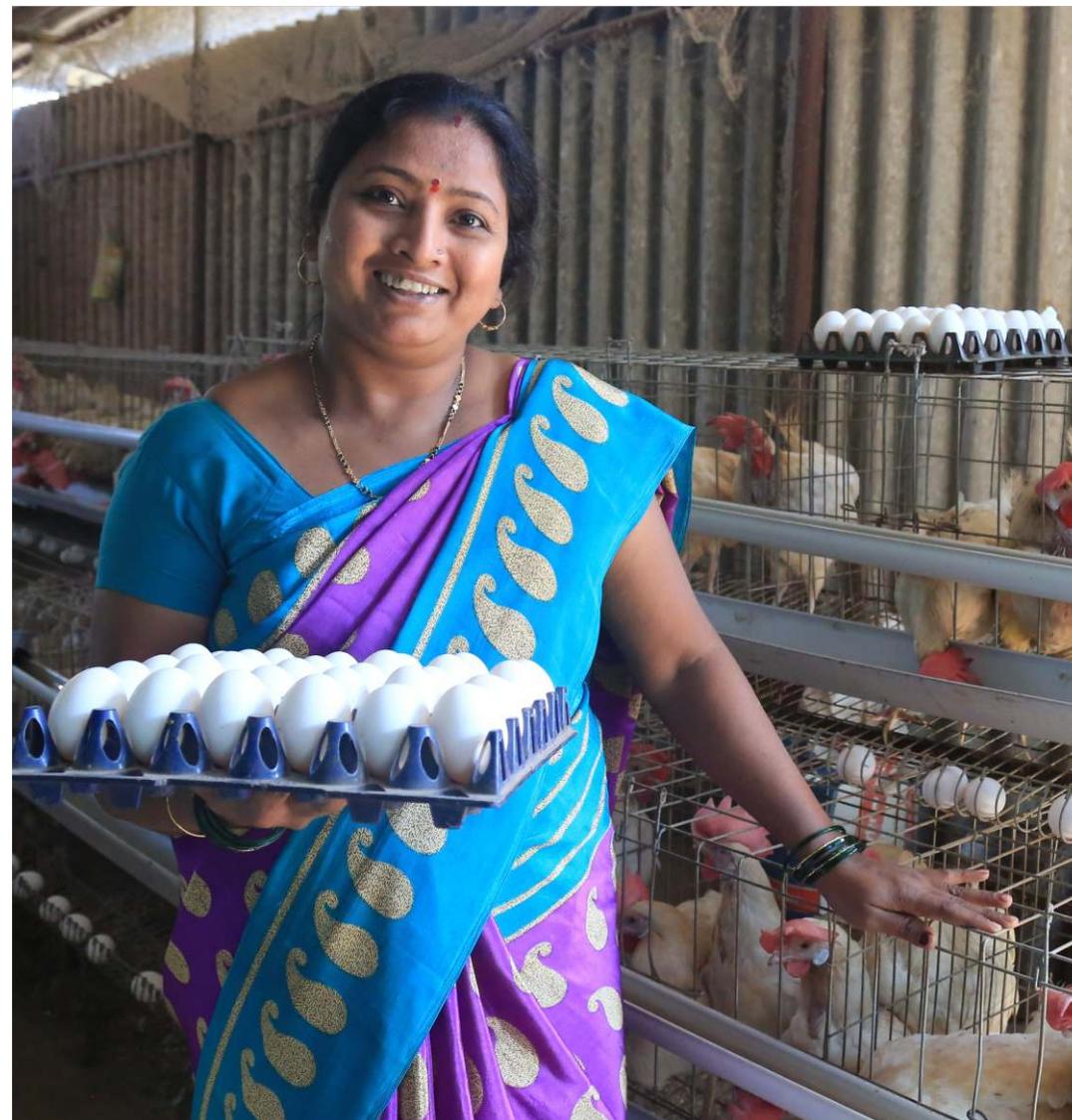
NON-FARM BASED PROGRAMME

Dairy: Dairy becomes a viable option both as the core source as well as an alternate source of income for villagers. We have witnessed a good uptake of our dairy programme this year with **1,319 buffaloes** and **597 cows** distributed across **1,800 HHs**. Besides the distribution of cattle, we also catered to its insurance services to reduce economic shocks in case of mortality. Regular consultation in healthcare and nutritional services ensured the well-being of cattle and guidance on reproduction with the support of the Government proved helpful in giving proper induction to entrepreneurs, especially the first generation entrepreneurs in dairy. The average income gain from one cattle is estimated to be between **₹ 35,000** to **₹ 45,000** per annum.

Poultry: Poultry for meat and poultry for eggs are the two programmes under poultry which we uptake. In meat or what

is called desi poultry we distributed **1,139 units**, each unit comprising of 100 birds. These birds in its yearly four cycles generated an average income of **₹ 8,000** to **₹ 10,000** which benefitted **400 HHs** this year. In layer poultry, we distributed **176 units across 170 HHs** with each unit having 50 birds generating an average income of **₹ 17,000 – ₹ 20,000**.

Goat rearing: This programme scaled up from last year to benefit **220 HHs** with overall **231 units**, each unit comprising of 1 adult goat and 2 young goats. We specifically collaborated with local NGOs like Sarv Vikas Deep (SVD) for this programme to strengthen the scale of SHGs specifically for the adivasi community. This programme led to an income gain of **₹ 12,000 – ₹ 15,000** per annum on an average.



FARM BASED PROGRAMME

Water for irrigation: Our key focus this year was on bringing more water to the fields so farmers could cultivate a second crop and enhance their existing yield. Using drip, we managed to bring **228 acres of land** under irrigation, thus providing more crop per drop. Similarly we were successful in bringing **115 acres** under flood irrigation, impacting **343 farmer families** collectively and leading to good income generation. Most of these farmers were doing vegetables for the first time which **enhanced their income by ₹ 25,000 to ₹ 30,000.**

Creeper cultivation: We could bring **182 acres** through creeper vegetable cultivation employing Mandap Technique to reduce spoilage and enhance productivity. Some of the widely grown creeper vegetables in our region were cucumber and bitter gourd.

Advanced Paddy Cultivation: Using simple techniques like proper seed selection, transplanting and spacing methodologies, we brought **368 acres** of

land under advanced paddy cultivation impacting roughly **3,687 farmers** who gained an average of **₹ 6,000 more income.**

Saplings Plantation: Besides the existing paddy and vegetable cultivation, we distributed 2,31,000 fruit saplings like mango, cashew, coconut and sapota to the farmers. This sapling will reap fruits from the sixth year onward leading to an average increase in income of ₹ 2,000 per tree per annum. Our internal assessment has concluded 60% survival rate of such saplings thus generating minimum **₹ 27 crores/annum** for our community from the sixth year.

Mango Grafting: To make the local variety of mango tree achieve better productivity and overall quality, we completed grafting across **34,388 trees.**





Kavita Gaikwad, a high-flyer

Kavita belongs to a quintessential farmer family from a small village Degaon in Manganon block of Raigad. Her father was the only earning member, who would toil all day on-field to earn a small income. Her mother is a homemaker and her younger sister has just appeared for her higher secondary school exams. After clearing her XIIth grade, Kavita couldn't figure the **means to secure a good job**. But she was sure that she wants to use her knowledge and qualification to the best advantage for herself and her family.

She had heard of our **skilling programme** in partnership with IL&FS Institute of Skills and got in touch with us. Basis her liking, she decided to take up our 45-day certification programme in Food & Beverage. After successfully clearing the programme, she got a job offer of a **steward** from Pune city in an Italian restaurant.

Her happiness knew no bounds as she moved to a new city to start with her first job. Her parents were **extremely proud** of her and today she has rose to the level of captain at a restaurant and is motivating other girls from her community to get skilled and earn a **decent living**.



EDUCATION

Trained

1,750

teachers in pedagogy and

1,342 principals in leadership

Infrastructure upgrade

in **1,233** schools

Provided **2,190**
Mass Scholarships for
Grade XIth & XIIth and

97 Excellence Scholarships
for professional courses



HEALTH & NUTRITION



884

Trained community
health workers

Screened and tested
13,149
children for anaemia

Supported **16**
cardiac surgeries

Supported
3,402
cataract surgeries
cost-free



WATER & SANITATION

Provided water and sanitation facilities in

44
schools

Constructed toilets in

8,092
homes

Brought water through household taps in

5,460
homes



ECONOMIC DEVELOPMENT

343

families benefitted through irrigation

386 youths skilled in different vocations

3,042

entrepreneurs created through animal husbandry

263 placed in formal employment

GOVERNMENT AFFAIRS AND PARTNERSHIP





For the overall empowerment of rural communities, it is essential to engage with the Government at all levels and optimise use of available schemes and resources. For this purpose, we started a new thematic area called '**Government Affairs and Partnership**' to ensure dedicated focus on engagement with the Government.

We could achieve dual advantage of raising awareness and timely reporting of various Government programmes through this alliance. Besides, our gap funding strategy enabled successful programme implementation and helped the Government in their prospective programme planning.

Key Government Partnership Highlights:
Signed a MoU with the Public Health Department of Maharashtra on 9th of August 2016 to improve healthcare and overall well-being of our community in all six blocks of Raigad. The key areas enlisted in the MoU included nutrition, eye care, children with special needs (CWSN) and congenital heart diseases.

Joint efforts were put towards treating children with special needs and 9 children identified with congenital heart disorder underwent successful cardiac surgeries at the Wockhardt Hospital through funds from the Rajiv Gandhi Jeevandayee Arogya Yojana (RGJAY) and the modalities to jointly implement Anaemia Alleviation Programme were finalized besides treatment of a number of cataract patients.



Signed a MoU with Department of School Education & Sports in the State of Maharashtra on 12th of September 2016. This move paved the way for further improvement in the quality of education and holistic skill development activities for children in all our six blocks. One of our operating blocks, Mhasla, was even declared as the '**First Pragat Block of Maharashtra**' and the Government

appreciated our efforts in achieving this. **Maharashtra Village Social Transformation Foundation** – An initiative of the Government of Maharashtra to bring deeper social impact across 1,000 villages in rural Maharashtra. For every time some fund was released by various corporates towards this foundation, the Government promised to contribute an equal amount of fund towards access to

clean water and sanitation, reduce infant mortality and malnutrition, improve education, health and also build more opportunities for employment generation. We decided to partner in this Government initiative and shared our knowledge on how we are bringing about holistic change in the socio-economic status of a single geography in Maharashtra through

multifold activities. This model was very well received by everyone and based on some of our inputs the Rural Development Fellowship programme was initiated to ensure reduction of poverty and improving the lives of the population in backward and isolated regions of India. 10 out of our 360 Gram Panchayats were selected under the mission in the first phase.

OUR BELIEVERS





ADVISORY BOARD



ADVISORY BOARD MEMBERS

Mr. Arun Nanda
Founder & Chairman
Mahindra Holidays & Resorts India Ltd.
and Mahindra Lifespace Developers Ltd.



Dr. Harsh Mariwala
President
Marico Ltd.



Mr. Amit Chandra
Managing Director
Bain Capital



Mr. RCM Reddy
MD & CEO
IL&FS Education & Skills



Ms. Ipsita Dasgupta
President – Strategy & New Ventures
Star India



Ms. Zia Mody
Founder & Senior Partner
AZB & Partners

Mr. R.A. Mashelkar
Chairman
Global Research Alliance



Mr. Anand Desai
Managing Partner
DSK Legal



Dr. Ganesh Natarajan
Vice Chairman
Zensar Technologies



Ms. Sangeeta Talwar
Managing Partner
FlyVision Consulting



FINANCIAL REPORT

The Maharashtra Public Trusts Act, 1950 | SCHEDULE IX [Vide Rule 17(1)]

Balance Sheet as at: 31st March, 2017

Name of the Public Trust: SHARE Society to Heal Aid Restore Educate

Registration No: E-9956

EXPENDITURE		₹	₹	INCOME		₹	₹
To Expenditure in Respect of Properties				By Rent			
Rates, Taxes, Cesses / Salaries / Insurance / Repairs and Maintenance / Depreciation (by way of provision or adjustments) / Other Expenses	-		-	Accrued	-		
				Realised	-		-
To Establishment Expenses			-	By Interest (Realised / Accrued)			
To Remuneration to Trustees			-	On Fixed Deposits with Banks	80,39,230		
To Remuneration (In the case of a math) to the head of the math, Including his household expenditure, if any			-	On Savings Bank Accounts	13,57,924		
				On Income Tax refund	1,47,072		95,44,226
To Legal Expenses			-	By Dividend			-
To Audit Fees			2,56,882	By Donations in Cash or Kind			
To Contribution and Fees			-	(a) in cash (through bank)	71,83,54,984		
To Amount Written Off				(b) In kind	-		71,83,54,984
(a) Bad debts (b) Loan Scholarships	-			By Grants			-
(c) Irrecoverable rents (d) Other Items	-		-	By Income from other sources			
				(in details as far as possible)			
To Miscellaneous Expenses			-	(a) Fees from Vendors for delay in Project Implementation	3,63,079		
To Depreciation			18,77,668	(b) Others	9,704		3,72,783
To Amount transferred to Reserve or Specific Funds			-	By Transfer from Reserve			-
To Expenditure on Objects of the Trust				By Deficit carried over to Balance Sheet			76,74,065
(classification is as certified by the trustees)							
(a) Religious	-						
(b) Educational	7,33,44,186						
(c) Medical Relief (includes sanitation and rain water harvesting)	46,24,94,125						
(d) Relief of Poverty	19,79,73,197						
(e) Other Charitable Objects	-		73,38,11,508				
To Surplus carried over to Balance Sheet			-				
Total ₹			73,59,46,058	Total ₹			73,59,46,058

FINANCIAL REPORT

The Maharashtra Public Trusts Act, 1950 | SCHEDULE IX [Vide Rule 17(1)]

Balance Sheet as at: 31st March, 2017

Name of the Public Trust: SHARE Society to Heal Aid Restore Educate

Registration No: E-9956

FUNDS AND LIABILITIES	₹	₹	PROPERTY AND ASSETS	₹	₹
Trust Funds & Corpus			Immovable Properties:- (At Cost)		
(Balance as per last Balance Sheet)	4,93,123		Balance as per last Balance Sheet	-	
Adjustment during the year	-	4,93,123	Add: Additions during the year	-	
			Less: Deduction / Depreciation during the year	-	-
Other Earmarked Funds					
(Created under the provisions of the trust deed or scheme or out of the income)			Investments		
Depreciation Fund	-		Furniture and Fixtures		
Sinking Fund	-		Movable properties as per schedule "A" annexed		
Reserve Fund	-		Balance as per last Balance Sheet (Written Down Value)	64,16,288	
Any Other Fund	-	-	Add: Additions during the year	14,25,323	
				78,41,611	
Loans (Secured or Unsecured)			Less: Sold during the year	-	
From Trustees or From Others	-	-	Less: Depreciation for the year	18,77,668	59,63,943
Liabilities			Loans (Secured or Unsecured)		
For Expenses / For Advances / For Rent / Other Deposits / For Sundry Credit Balances	-		Good		
For Duties & Taxes - Tax Deducted at Source	56,87,472		Doubtful		
		56,87,472	Loans Scholarships	-	-
Income and Expenditure Account			Other Loans	-	-
(Balance as per last Balance Sheet)	20,77,33,847				
Less appropriation if any	-		Advances		
Add / (Less): Surplus or (deficit)	-		To Trustees / To Employees / To Contractors / To Lawyers	-	
As per Income and Expenditure Account	(76,74,065)		To Others	34,37,715	
		20,00,59,782	To TDS Receivable	16,81,428	
			To Deposits	10,15,776	61,34,919
			Income Outstanding*		
			Rent, Interest , Other Income	-	-
			Cash and Bank Balance		
			In Current Accounts with Banks	13,57,39,332	
			In Savings Accounts with Banks	27,24,995	
			In Fixed Deposits with Banks	5,53,08,287	
			With the trustees	-	
			With the managers	3,68,901	
			(Above bank accounts are in Trust name)		19,41,41,515
Total ₹		20,62,40,377	Total ₹		20,62,40,377



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ENGAGE ▶ EMPOWER ▶ EXECUTE ▶ EXIT