



SAFAL

SKILLS ACADEMY FOR APPROPRIATE LIVELIHOODS

**ANNUAL
REPORT
2018-19**

June 2019

+91-80-2574 3124 | Email: ed@safal.org.in | URL: www.safal.org.in

Table of Contents

1. Foreword	1
2. From the Desk of Chief Functionary	2
3. Organisational Details	3
<i>Vision</i>	3
<i>Mission</i>	3
<i>Organisational Structure</i>	3
<i>Members / Trustees</i>	4
4. Statutory Information	5
5. History Summary	6
6. Current Projects & Achievements	9
7. Financials	13
<i>Funds Received and expenditure</i>	13
<i>Audited financial Statement</i>	13
<i>Financial Analysis</i>	14
8. Brand Building & Marketing Activities	15
9. The future	16

1. Foreword

Dear Stakeholders,

Greetings!

As you are aware SAFAL has been working with underprivileged youth and women for more than 13 years now trying to assist them realize their dreams.

Over these years with your cooperation we were able to succeed in catapulting the income and quality of life of over 15,000 people across Karnataka, Tamil Nadu, Daman, Maharashtra, and Punjab.

At the same time, SAFAL has been able to become a dependable source for some companies for meeting their primary staffing requirements with appropriate skills.

We at SAFAL would seek your continued engagement to take these efforts grow wider and bigger in future.

Thanking you

Team SAFAL



2. From the Desk of Chief Functionary

It has been a great year for SAFAL, with its revival in the second consecutive year i.e. 2017-18 & 2018-19 after a 4 years hiatus. The year 2018-19 consolidated with SAFAL as the executor of Training & Placements program with - the prestigious project of "Titan Leap" to train 470 youth in Bangalore and place them in entry-level positions in their respective sectors in Bangalore.

SAFAL's engagement with the community in imparting effective skills to the underprivileged youth leading to gainful employment and sustained careers was once again harnessed. The project was envisaged to help youth across Bengaluru city. Hence, some of the colleges and NGOs were roped-in to implement the training programs as outreach training facilities. SAFAL setup computers in an NGO "Building Blocks", to ensure all students have exposure to computer applications, especially for the Retail Sales Trainee course.

SOME MILESTONES THIS YEAR:

1. 488 students enrolled.
2. Drop outs decreased to 10 (Drop-out Ratio after 1 month of joining).
3. 393 students attended job fairs (12 Job Fairs) and 333 received job offers.
4. Additional 65 candidates (not undergone training) attended interviews and received job offers.
5. More than 30 companies are regularly hiring from SAFAL.
6. Improvement of 25% overall salaries.
7. Average salary increased to Rs.15,000 from Rs.12,000/-
8. Alumna Network activities helped in older students bringing in more enrolments; upto 27 candidates enrolled through the Alumina Network. The Alumina Network also participated in some of the events organised at Ants Skill Varsity. This seems to have a deeper impact with the community which showed that the post placements verifications reached to 95%.

I look forward to a greater innings with other areas to consolidate our learnings and ensure we follow our mission to provide gainful, equitable and sustainable livelihood opportunities through skills, employment, and enterprise.

I sincerely appreciate and thank everyone who participated in our endeavours.



Rumi Sikdar

3. Organisational Details

SAFAL in Hindi (सफल) means Success.

Vision

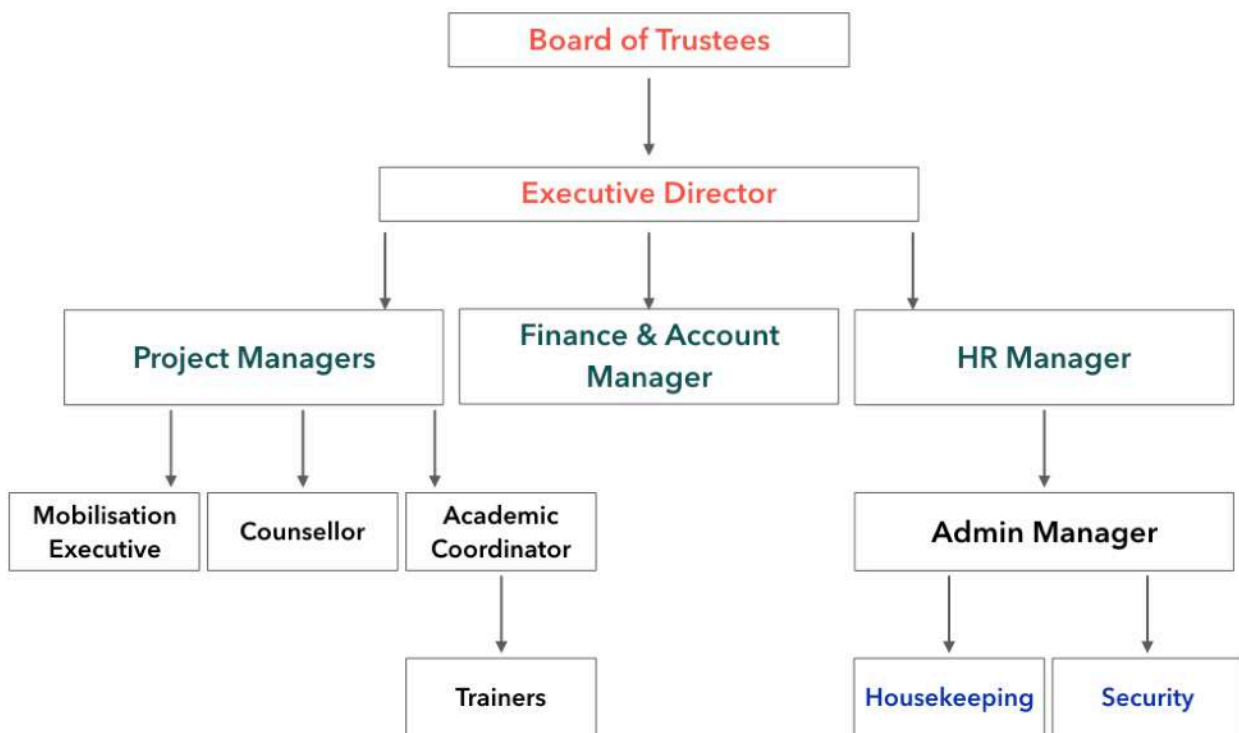
To alleviate poverty and contribute towards the social and economic development of the Country.

Mission

To provide gainful, equitable and sustainable livelihood opportunities to low income groups.

We aim to contribute towards the mission by training on skills, community development, and networking information & connectivity.

Organisational Structure



Members / Trustees



RUMI SIKDAR
Chief Functionary - Trustee

Rumi comes with the strong background and experience of having worked for both the corporate as well as the development sector since 1993. She holds a Post-graduate degree in Sericulture from Bangalore University and Entrepreneurship Development program from IIM Bangalore and currently pursuing her Ph.D. Rumi has worked with organizations like Dr Reddy's foundation (DRF), Sense International (UK), Centre for Environment Education (Ahmedabad), and The Action Research Unit (TARU). As a Social Entrepreneur

she has raised funds, implemented large projects and brings in the immense know-how of entrepreneurship development and enterprise creation. She has been awarded as a women entrepreneur by several business forum.



BABITA BELIAPPA
Trustee

B Babita is an educator, educational filmmaker and art science enthusiast. She is a member of the Project Vision Research Collective, and the Center for Education, Research, Training, and Development (CERTAD) at the Srishti Institute of Art, Design and Technology.

She has an M.S. in Mass Communication & Public Relations and also a certified trainer of the 'National School Reform Faculty' from Bloomington, USA. She also served on the committee of the Indian Censor Board to preview and award

ratings for South Indian feature films.

She is passionate about using art and design approaches to navigate steep learning curves, in and out of school settings, through participatory approaches and networking with artists, scientists and other stakeholders in public spaces..



SRIHARI KULKARNI
Trustee

Shrihari has over 25 years of experience in varied sectors such as development banking, equity investments, and corporate finance in social impact sectors. He began his career in 1991 with SIDBI and later with SIDBI Venture Capital wherein he worked in sectors such as NBFCs, microfinance, technology development and modernization in SME clusters, infrastructure lending, life sciences, to name a few. For a period of five years, Shrihari was part of an entity that offered e-

governance and various other IT-enabled G2C/private services throughout the state of Karnataka. He has also worked for a company that installs and operates renewable energy-based mini-grids in rural parts of North India. Prior to joining Unitus Capital, Shrihari was associated with a water treatment company that provided treated drinking water to villages in South India.

Shrihari holds a BTech degree and a Postgraduate Diploma in Management from IIM-Ahmedabad. He is also a Chevening Scholar from the London School of Economics and Political Science.



PREETI DAYANADA
Trustee

One of well-known name of Karnataka Bar Council, Preeti is a graduate of prestigious University Law College. A practicing lawyer since 1994, operates two offices in Bangalore and handles both litigation and non-litigation legal work. She has been advising many banks, companies' as well individual clients for both criminal and civil litigation matters.

4. Statutory Information

Trust Registration Number	BNG(U)/BLR(S)/366/2005-06 Date of Registration: 29/07/2005
Permanent Account Number (PAN)	AAFTS6903D dated 29/07/2005
Income Tax Registration 12(A)	DIT(E)/12A/S-1611/W-2/05-06 dated 23/02/2006
Tax Deduction Account Number (TAN)	BLRS29276C
Tax Exemption under 80 G	DIT(E)/BLR/80G(R)/47/AAFTS6903D/ITO(E)-3/Vol 2010-2011 dated 28/05/2010
FCRA Registration Number	094421456 dated 14/10/2011 Valid till 13/10/2021
NGO Darpan (Niti Ayog) Registration No.	KA/2017/0176043 dated 26/11/2018
Registered Office	B-2, 1905, South City, Arekere Mico Layout, Bannerghatta Road, Bengaluru- 560076
Functioning Head Office	37/1, YASHAS Complex, 1st Floor, Singasandra, Hosur Road, Bengaluru - 560068 +91-80-2574 3124 Email: ed@safal.org.in URL: www.safal.org.in
Bank Details:	Name of Account: SAFAL Trust Account Number: 36494312410 Bank & Branch: State Bank of India, Singasandra Branch. No.1, Hosur road, Singasandra, NH-7, Bangalore-68 IFSC: SBIN0040552
Bank Details (FCRA Account)	Account Number- 194010100070878 Bank & Branch: Axis bank, No. 119, 80 Feet Road, 7th Block Industrial Layout, Koramangala IFSC Code: UTRB0000194

5. History Summary

SAFAL in the past decade worked on many projects with diverse partners like Hewlett Packard Foundation, Housing Development Finance Corporation, ADER (Association pour le Développement Economique Regional), Big Lottery / TraidCraft, Suzlon Foundation, NABARD, EGMM (Employment Guarantee Market Mission), Tech Mahindra Foundation and Titan Foundation.

Period	Sponsor	Project Location:	Project Outputs / Outcomes / Achievements:	Other Partners:
2005-06	HP Foundation	Bangalore	67 students were trained all the students were placed at Spencer's, Food mall, Fabmart and Health & Glow. All the candidates were unemployed (school drop outs)	Rotary Club for providing the space
2006-07	HDFC	Bangalore	60 students were trained and placed with Shell India Petrol Pumps, Health & Glow and Trent. The candidates not only were able to increase their family income many of them went on to become supervisors and managers.	Adarsha Polytechnic, HDFC
2007-08	ADER (Association pour le Développement Economique Regional)	Bangarpet, Mulbagal and KGF of Kolar District, Karnataka	Interactions with 645 stakeholders; gathered the profile, infrastructure and existing options and made recommendations. Developed business case for various livelihood options (relating to Livestock, Fruit processing, Sericulture, Retail, Handicrafts and Textiles) to youth and women self-help groups	Kolar Gold Fields Women Association; European Commission and French Foundation Ensemble
2007-10	Big Lottery / TraidCraft	Cuddalore, Nagipattinam, and Vedaranyam	2250+ youth were trained and placed in Nagipattinam, Cuddalore, and Chennai. 250+ candidates were trained in micro enterprises like Sea Shell Making, Coir Making & Tube light-Choke Making. 75% of the candidates' job related courses were placed and continued with their jobs. All the 250 candidates worked with their microenterprises or as group enterprises.	DIC Cuddalore and Nagipattinam, Chennai Polytechnic, Mahalakshmi Polytechnic

Period	Sponsor	Project Location:	Project Outputs / Outcomes / Achievements:	Other Partners:
2009-10	Suzlon Foundation	Villupuram & Daman	In Pondicherry: Trained 500 Placed 350; In Daman Trained 500 Placed 400. In Beauty & Wellness, Hospitality, Retail, Electricians, Fashion Designing. More than 1000 youth started earning and were able to contribute towards their family income. Small enterprises as tailoring units and Beauty parlours were set up by women.	Govt. ITI and Modular Employment Scheme
2008-12	EGMM (Employment Guarantee Market Mission)	Andhra Pradesh	More than 4000 youth were counselled, rehabilitated in Bangalore apart from ensuring their accommodation and food related adjustments. The candidates' retention with companies was >75%. Attritions level came down with the companies; Students needed handholding and counselling to acclimatise them to a different city after their training.	Companies like Med Plus, Café Coffee Day and Trent Limited.
2010	NABARD	Puducherry, Chennai and Bangalore	35 women were a part of SHG groups they went on to create a common facility for Sea Shell product manufacturing and sold it with the marketing ties they made in Puducherry, Chennai and Bangalore retail outlets. 35 women had an income of Rs.3000/- per month	American Indian Foundation
2017-18	Tech Mahindra Foundation	Chandigarh & Mohali (Punjab)	200 youth were trained and placed in Mohali and Chandigarh locations.. Placed candidates got skilled in short duration skills and worked for companies through placements given thereby increasing their family income.	Ants Consulting & Services provided placements and mobilisation support.
2018-20	Titan Foundation	Bangalore	Trained : >1,000 students from low-income families. 86% placement. Post placement tracking after 2 years shows 100% placements and 45% have been promoted and increased their income	Colleges, local NGOs



6. Current Projects & Achievements

Titan LeAP - My Dream Counts

Project Summary

Titan LeAP is the CSR initiative of Titan Company. The CSR at Titan is driven by broad themes such as upliftment of the underprivileged girl child, skill development and support for Indian Arts, Crafts and Indian Heritage.

Since 2015, Titan has been supporting skill development initiatives of Ants Consulting & Services. During this financial year (2018-19), Titan shifted the program implementation through SAFAL to more closely engage with Community in imparting effective skills to the underprivileged youth leading to gainful employment and sustained careers.

The project planned training and placement of 450 students from low income families. However, 478 students were trained during the year at Ants Skill Varsity as well as few other outreach centres (like 6 colleges across Bengaluru and two NGO sites) and 393 candidates are placed in jobs. Post Placement report showed more than 77% working.

Key Activities conducted

- Preparatory Work: Setting up the required infrastructure (like animation lab, computers at centres, recruitment of trainers), developing the course curriculum, content and materials, training of trainers; mobilising students to take up skill training were the preliminary tasks conducted before the actual training and placement.
- Mobilisation: To mobilise candidates for training, roadshows and announcements through autorickshaw were conducted in slums and other low-income residential areas; newspaper inserts made, banners displayed and pamphlets distributed at prominent places bus-stands, tea stall, etc.; influencers and community leaders interacted and their help was sought; few non-profit organisations working in these areas were also involved; demo classes conducted in colleges to motivate students to join the courses.

Alumina Network activities also helped in enrolments (27 candidates were enrolled through the Alumina Network).

- Counselling: The process of enrolment of students began by understanding their aspirations and aptitude. The information about the courses was shared with the candidates and a clear path of progression is laid out for the students to understand and get rid of myths and confusion. And professional guidance about career choices and course was provided to the students.

- **Training:** Training activities under this project started in June 2018. 210 students were trained in SAFAL's own training centre and rest of the 268 students were trained in 6 different colleges.

In this project, training on seven skills [Animation, Accounting/Tally+GST, Computer Aided Design (CAD), Data Entry Operator (DEO), Data Analytics, Digital Marketing, and Retail Sales Associate (RSA)] was provided.

The training included English speaking, life-skills training, field and industry visits, practical and guest lectures.

Students were also encouraged to do self-learning and practice at their free time. To facilitate the students with more practice time, they were allowed to access the labs during the Centre's operational hours (8am to 8pm).

Several Field Visits & Guest Lectures were organized one of them being "Electronica India 2018 held at BIEC", Bangalore. Trainees had an opportunity to interact with Companies for Job Opportunities.

Data Entry students were taken to Arms Connect and Retail Students were taken to More Super Market and Metro Cash & Carry as a part of the retail exposure visits. Students also visited Electronica India Exhibition, 2018 at Bangalore International Exhibition.

List of Colleges Participated

SNo	Name of the College	Course
1	Spurthy Degree	Data Analytics; Digital Marketing; Retail Sales Associate
2	Sainath	Digital Marketing
3	VET Polytechnic	CAD
4	Srushti Degree	Accounts & Tally; Retail Sales Associate
5	Swamy Vivekanada	Accounts and Tally
6	GFGC, HSR Layout	Animation

- **Assessment and Certification:** Continuous assessments and evaluation was conducted to track the student's progress and performance. Students were evaluated on their practical skills at regular intervals through demonstration. All the trained students cleared assessment and were certified. Students were helped to develop portfolios and resumes.
- **Placement:** Students were placed through Job Fairs, contacting selected companies and campus recruitment drives at SAFAL. Twelve job fairs were conducted at Colleges & ASV to give candidate multiple Job opportunities. The companies were asked to give pre-placement

talks before the job fairs and placement drives. More than 30 companies hired students from SAFAL. Additional 65 candidates (not undergone training at SAFAL) also attended job interviews and received job offers. Average salary increased by 25% over the last year (from Rs.12,000 to Rs. 15,000).

Following companies participated in placement:

Retail	1.Reliance Retail 2.Landmark 3.Dmart 4.Pumastore 5.Eureka Forbes 6. Amazon 7. Pragathi Pvt Ltd
Accounting	1.Greet Technologies 2.Tally solutions 3.Skill Plan Tally 4.Muthoot Finance 5.HR urs 6.HDFC 7.Sns Corporate Services 8.Olive IT 9.Calibar HR
Data Entry Operator	1.HDFC 2.HR urs Pvt Ltd 3.Arms Connect 4.Sns Corporate Services 5.Eurek Forbes 6.Olive IT 7.Innov source 8.Muthoot Finance 9. eCentric HR
Data Analytics	1.Data Mall Technologies Pvt Ltd 2.AS Manpower Solutions 3. Innove source 4. eCentric HR 5. Ilhan Services Pvt Ltd
Animation	1.Printo 2.Ramya Reprographic 3.Assort HR 4.Gopi and Associates
Digital Marketing	1.AS Manpower Solutions 2.eCentric HR 3.Innove Source 4.Data Mall Technologies Pvt Ltd

- Challenges faced: Enrolling the students for the training is one of the biggest challenges faced. Many of the students do not have proper documents. And some of them work part time and on other petty jobs and taking time off for the training is a big issue for them.

Also many of the women who completed the training do not want to work immediately due to various reasons such as taking care of family/children, distance from home, not supported by husband / parent, etc.

When we conducted post-placement tracking, some candidates don't respond correctly about how the work is and few of them have left the jobs or changed the jobs.

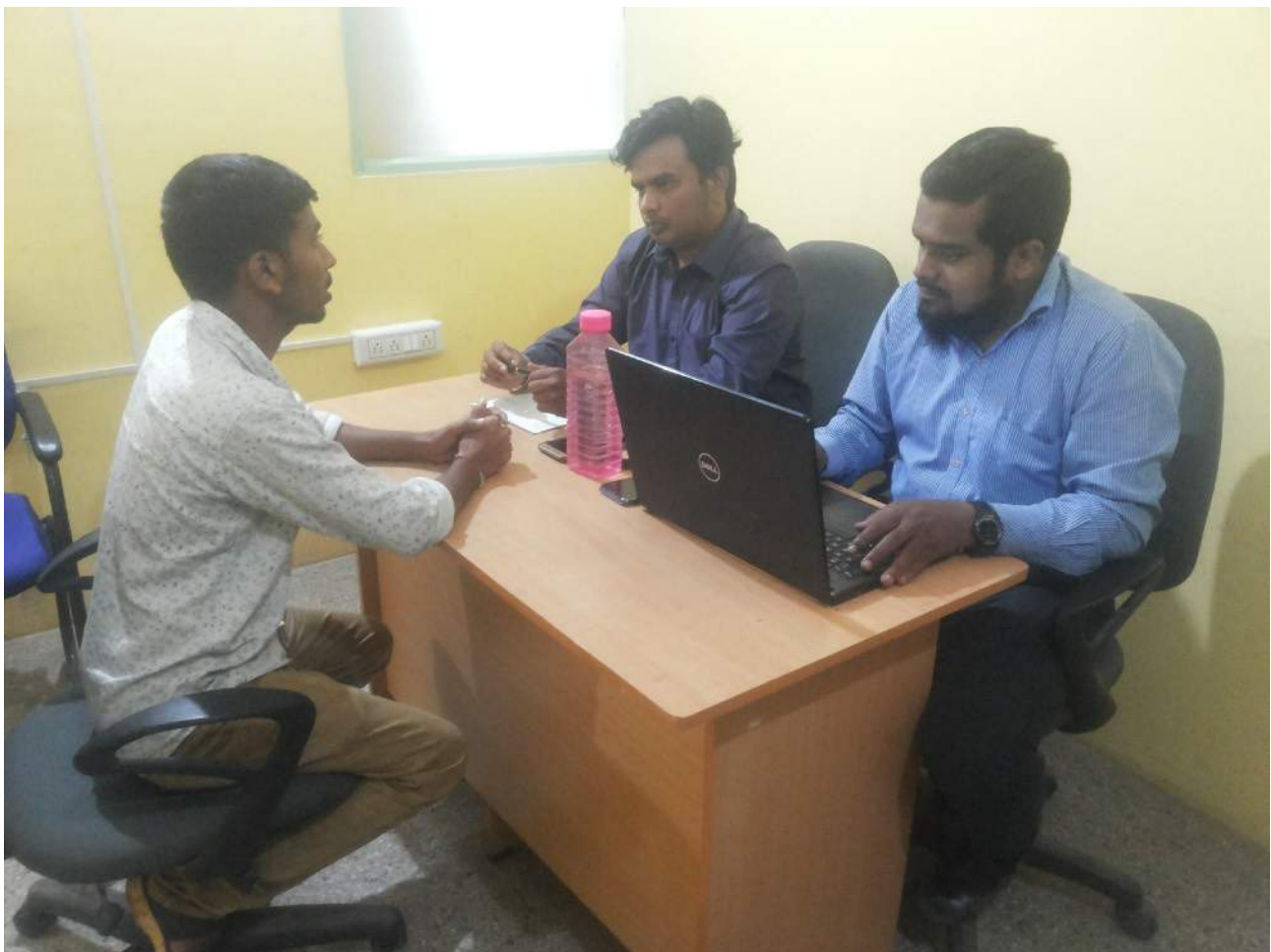
In case of college students, as many of them are yet to complete their degree or await results they don't attend the placement activities / job fairs.

- Accomplishments and Learning: Life of most of the student is transformed (in terms of their personality development, attitude, confidence level, communication skills and job opportunity)

Summary data of enrolment, Training and Placement.

Course	Target	Enrolled	Dropout	Trained	Placed	Placement %
Animation	50	52	2	50	38	76
CAD	30	43	0	43	39	91
Data Analytics	30	36	0	36	26	72
Data Entry Operator	60	61	1	60	53	88
Digital Marketing	60	60	0	60	48	80
Retail	100	101	1	100	74	74
Accounts & Tally	120	135	6	129	108	84
Total	450	488	10	478	386	81

More women who discontinued their formal education for various reasons are willing learn and joined the courses. This helped in them becoming self-sufficient and empowered.



7. Financials

Funds Received and expenditure

Years	2018-19	2017-18
Total Income	52,42,400	32,91,638
Total Expenditure	62,37,833	24,52,413

Audited financial Statement

SAFAL TRUST
No.37/1, YASHAS COMPLEX, SINGASANDRA, BANGALORE - 560 068
ACCOUNTING YEAR 01-04-2018 TO 31-03-2019 ASSESSMENT YEAR 2019-20

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR 1ST APRIL 2018 TO 31ST MARCH 2019

EXPENDITURE	31.03.2019 Rs.	INCOME	31.03.2019 Rs.
To Advertisement	43,079	By Grants received	52,42,400
To Bank Charges	314	By Bank Interest	33
To Business Promotion Expenses	85,170		
To Conveyance	9,697	By Excess of Expenditure over Income	9,95,400
To Depreciation	2,17,970		
To Skill Development Charges	24,76,651		
To Food Expenses	1,987		
To Interest & Penalties	5,860		
To Income Tax	26,570		
To Miscellenous Expenses	2,182		
To Office Expenses	1,195		
To Postage & Courier	2,022		
To Printing & Stationery	1,09,626		
To Professional charges	89,715		
To Software Renewal Charges	51,236		
To Rent	3,67,200		
To Repair & Maintainence	4,308		
To Salaries & wages	27,23,423		
To Staff welfare	11,187		
To Travelling Expenses	192		
To Water Charges	8,250		
	62,37,833		62,37,833

For SAPHAGIRI & Co.

 (CA Saphagiri B A)
 PROPRIETOR
 Membership No.239974


FOR AND ON BEHALF OF SAFAL TRUST

 (Rumi Sikdar Rathod)
 MANAGING TRUSTEE


Date : 05.08.2019
Place : Bangalore

SAFAL TRUST
No.37/1, YASHAS COMPLEX, SINGASANDRA, BANGALORE - 560 068
ACCOUNTING YEAR 01-04-2018 TO 31-03-2019 ASSESSMENT YEAR 2019-20

BALANCE SHEET AS AT 31ST MARCH 2019

LIABILITIES	Sch No	31.03.2019 Rs.	ASSETS	Sch No	31.03.2019 Rs.
CAPITAL FUND	1	6,89,832	FIXED ASSETS	3	9,25,830
CURRENT LIABILITIES	2	6,11,821	CURRENT ASSETS	4	3,75,823
TOTAL		13,01,653	TOTAL		13,01,653

For SAPTHAGIRI & Co.


 (CA Sapthagiri B A)
 PROPRIETOR
 Membership No.239974

Date : 05.08.2019

Place : Bangalore

FOR AND ON BEHALF OF SAFAL TRUST


 (Rumi Sikdar Rathod)
 MANAGING TRUSTEE

Financial Analysis

SAFAL received 52.4 Lakhs from Titan Leap project during this financial year. The remaining parts of the funds are expected to be received in the next financial year after the completion of the project.

This year SAFAL focuses to raise funds from the community as well as CSR initiatives of various corporates to cater to double the number of students trained.

8. Brand Building & Marketing Activities

1. During this year the website was updated with relevant information and project achievements.
2. SAFAL was initiated into social networking sites (Facebook, Instagram, WhatsApp, etc.) to enhance visibility about the work and share the work with various stakeholders.
3. We developed a series of case studies of students which had impacted from the program as a low cost tool to market our expertise and to ensure that we reach out to today's youth.
4. Added to this our students from Digital Marketing and Animation made a series of campaigns that helped us to have a presence in the social media in the skilling space.

9. The future

Skill development has been considered one of the critical aspects for job creation in India. India has unique demographic advantage with more than 60% of the population are youth. But in order to get dividend from such large work force, employability has to be improved. As per current statistics only 10% of the fresh graduates are employable and rest of the 90% lack eligible skills required to be hired by corporate.

SAFAL focus will remain primarily in implementing large/small scale skilling with urban/ rural youth specialising in skills which can provide employment opportunities or self-employment as a freelancer/ as a micro/small entrepreneur with integrated programs with schools and colleges apart from training based out of training centres are our focus.

Geographic area of work will be entire India and we shall actively scout for Corporate Social Responsibility (CSR) funds which can help us in achieving this goal.

The learnings will be recorded through our stringent documentation and management information system. All the data will be regularly analysed to assist us in our approach to communities, companies and all other stakeholders. SAFAL will actively use a customised data management system called "Sixer-Class".

Third Party Audits to help us in understanding the gaps or meeting the best practices. Affiliations with agencies to ensure our credibility and transparency are amongst our other priorities. With these developments we will be able to achieve our vision "A society where youth has the ability to access employment & livelihood opportunities thereby contributing to the country's economy".



SAFAL

SKILLS ACADEMY FOR APPROPRIATE LIVELIHOODS

Training | Certification | Placement



Banking



Healthcare



Retail



Media &
Entertainment



IT/ITeS



Hospitality

Supported by:



37/1, YASHAS Complex, 1st Floor,
Singasandra, Hosur Road, Bengaluru - 560068