



# ANNUAL REPORT 2018-19

Hello,

We are proud to share Swadha Foundation's Annual Report for 2018-19 with our donors, well wishers and experts who have partnered with us in our mission to use the power of education to alleviate poverty in rural India. Employment for all is our slogan, and we are taking tiny, albeit important steps to achieve our objective.

This is a proud year for us. Swadha Foundation spread from one location in Anantpur, Andhra Pradesh to three - we have started operations in Karnataka at Tumkur and Chikkaballapur. Our first crop of students passing out from our program after six years will get ready to be placed in suitable companies. We are constantly evolving with expertise of several individuals and organisations.

Our goal is to grow from 150 students to 1000 students in 4 years. We look to you to continue to support us and help widen our base.

Swadha Foundation



## STUDENTS PROFILES

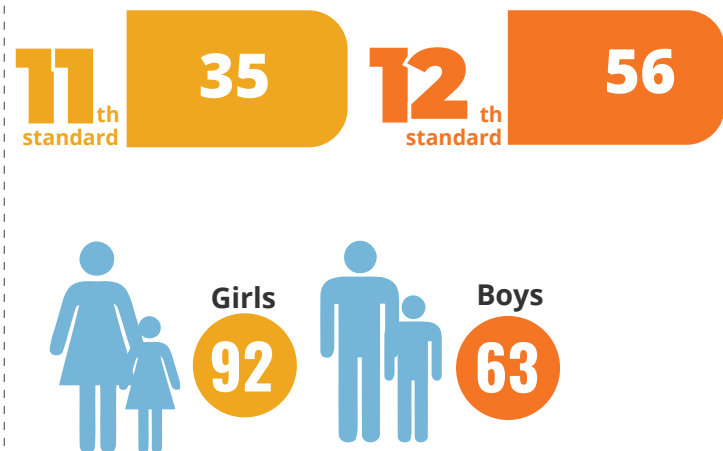
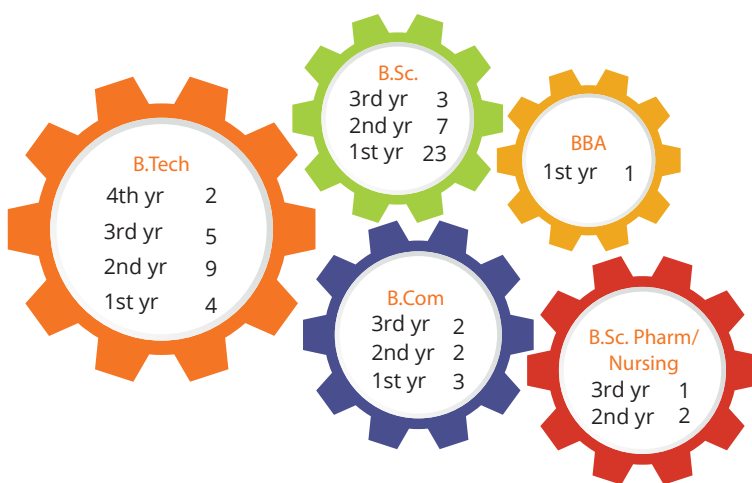
Average Family income of our students is  
**Rs. 69,000**

For each student supported  
5 others FROM THAT FAMILY

80% of the students  
Whom we support are first time graduates in their families.

155 students  
Support up by 44% since last year.

### Graduates (64)



## SWADHA MERIT AWARDS

To encourage the students, Swadha Foundation introduced Merit awards honouring good performers. These were distributed at a ceremony by Mr. Venka Chengavali, then senior to Tata Trusts and advisor to Telegana & Haryana Govt. His speech contained vignettes of his life and career, which provided insight into how to meet challenges and overcome them

## AWARDEES FOR THE YEAR

Ms. Aswini Karuvarakatil	for	B.Tech 3rd year
Mr. Thimmaraju Vadde	for	B.Tech 2nd year
Ms. Yamini Puttaparthi Thirumala	for	B.Com 2nd year
Mr. Yerri swamy Nakka	for	B.Sc 2nd year
Ms. Anitha Kuruba	for	B.Tech 1st year
Mr. Praveen Kumar Yella	for	B.Sc 1st year
Mr. Anil Kumar Dasari	for	B.Com 2nd Year
Ms. Divya Bharathi Maarapu	for	Intermediate 2nd Year (BiPC)
Ms. Rafia Begum Mohammed	for	Intermediate 2nd Year (MPC)
Ms. Swetha Bandi	for	Intermediate 2nd Year (Others)
Mr. Madhava Reddy Yerraguntla	for	Intermediate 1st Year (MPC)
Ms. Sandeepa Pamella	for	Intermediate 1st Year (BiPC)
Ms. Shilpa Kuruba	for	Intermediate 1st Year (Others)



**Puja Vohra joined us as Independent advisor to the board.** She serves as an executive vice president of marketing and digital for truTV. With a career of 25 years, she is responsible for the development and execution of all on and off-air marketing, digital and creative services strategies, as well as creating and implementing innovative campaigns to expand the truTV brand. Prior to truTV, Puja has had stints in large organisations such as Oxygen Media, Bravo ,Discovery & MTV. In addition to her job duties, Vohra serves as a mentor for PromaxBDA International and sits on the organizations Board of Directors. She has also worked with the South Asian Women's Leadership Forum. In 2011, she was honoured as one of CableFAX Magazine named her among the Most Influential Minorities in Cable. In 2013, she won a Next Generation Leaders Award from the National Association for Multi-Ethnicity in Communications (NAMIC). Most recently, she was honoured as a 2016 Broadcasting & Cable Digital All-Star. Puja earned a bachelor's degree in commerce from Delhi University and an MBA from the Institute of Management, Calcutta.

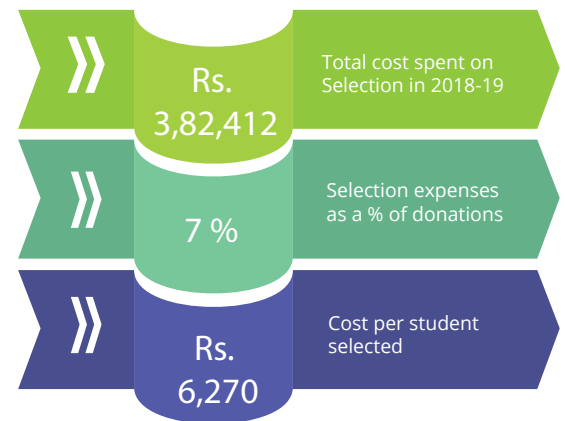


## STUDENTS SELECTION

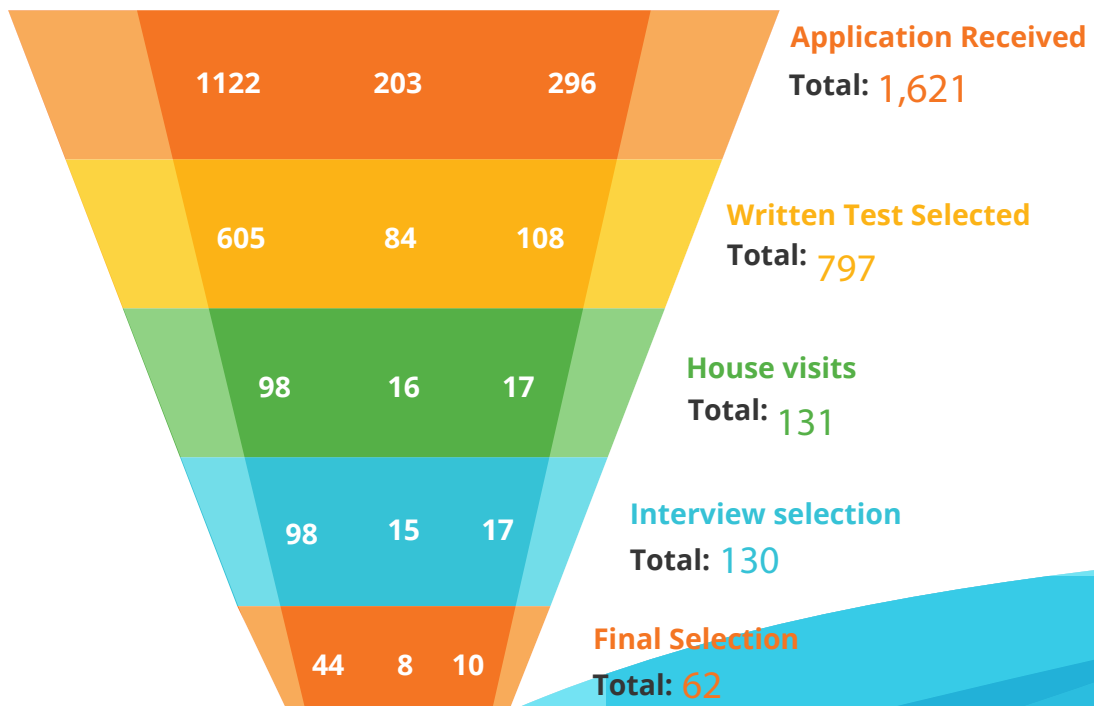
Swadha foundation runs a 6 year intervention program for the best students coming from below poverty line rural families. Our selection exercise is rigorous as we are focused on identifying those students who could get successfully employed which is a key outcome for us.

Our selection looks for two key attributes. First is academic excellence which we gauge by a test prepared with input from IIT, IIM & Stanford Alumni. Next is to assess look key personality traits. A unique process of 'Open book' interviews designed by Dr. Chandrasekhar Sripadha, an ISB faculty & a HR guru explores various facets such as innovativeness, goal setting, planning ability, enterprise, morals, ambition, handling of failures & stress management.

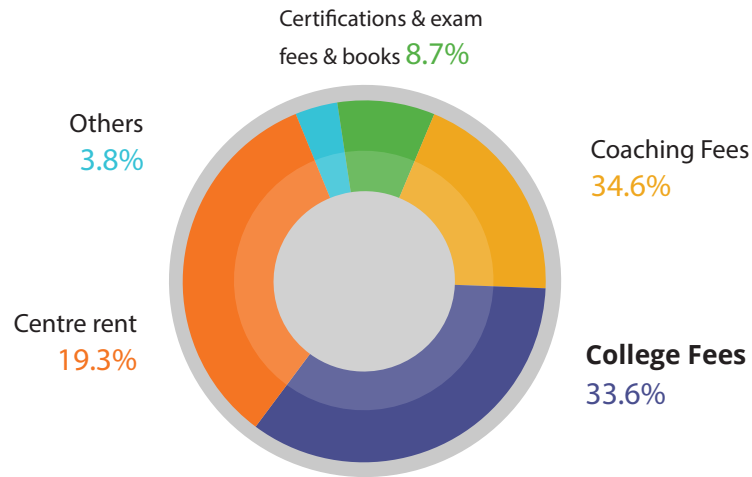
This year we had our largest selection exercise since inception with applicants coming from 51 government/private & aided junior colleges. Students took written tests across 6 locations in 3 districts and were interviewed by 21 panels consisting of 2 members each. Interviewers took almost 43 hours to make their choices. Our surveyors panned out over 2,000 + kilometers in 6 days to visit all houses & assess incomes



Ananthapur    Chikbalapur    Tumkuru

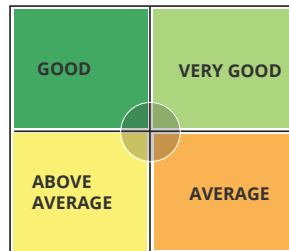


## STUDENT ENHANCEMENT COST BREAK UP

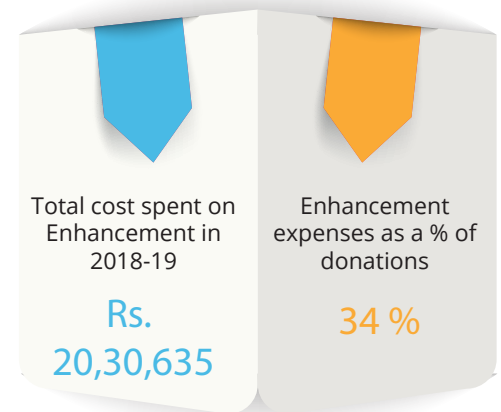
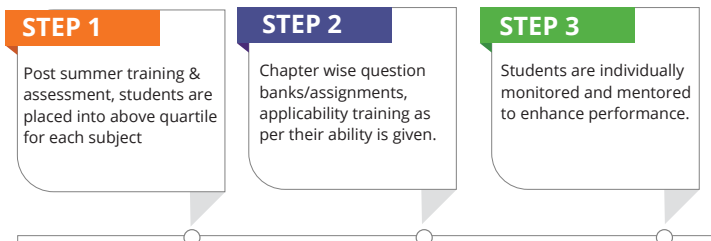


## ENHANCEMENT UPDATES

In rural India, when a student from poorer and remote parts wants to pursue higher education, the challenges are immense. Recognizing that there is no one size fits all approach, we have introduced a model that gives individual attention & provides activity based learning.

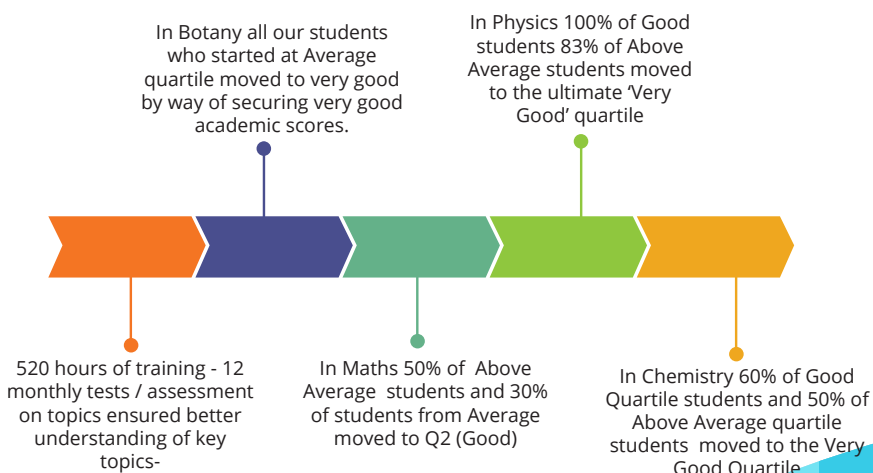


### ENHANCEMENT PROCESS



**Uddipan Bagchi joins us as Director of Skill enhancements to focus more in skill enhancement .** Uddipan Bagchi comes with over 26 years of work experience across sales, delivery, and practice building. He has worked in multiple geographies for companies like Wipro, Dell Services, NTT Data, and Tech Mahindra. Currently mentoring various start-ups he is passionate about helping the country upgrade its education for positive outcomes. He quit his VP position to dedicate time to social causes. Uddipan got his B.Tech from IIT Kanpur & an MBA from IIM Calcutta.

## RESULTS





## SUSTENANCE UPDATES

We ensure that our beneficiaries' basic needs such as food and shelter gets addressed. This goes a long way in ensuring a healthy atmosphere for a student to take part in our academic and enhancement activities.

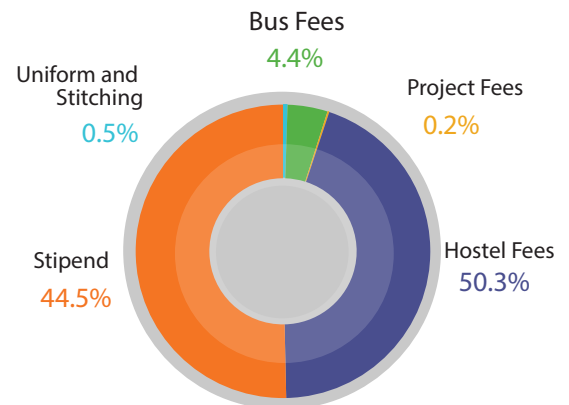


Total cost spent on Sustenance in 2018-19  
Rs.23,26,590

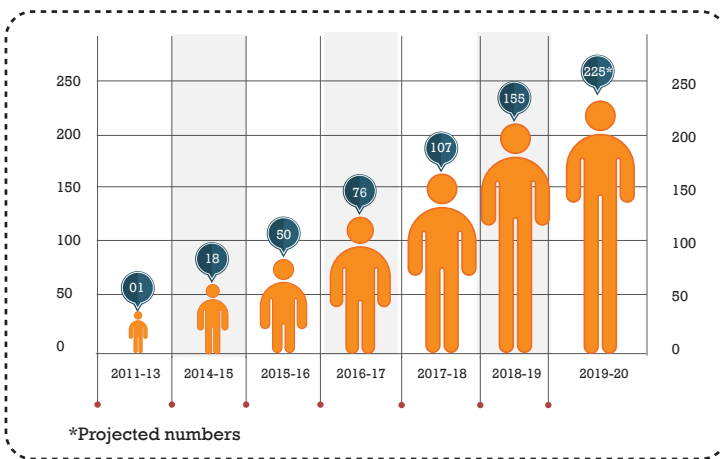


Sustenance expenses as a % of donations  
**39 %**

## SUSTENANCE COSTS BREAK UP



## STUDENT GROWTH THUS FAR.



**Gopal Rangachary joined the Board of Trustees**. Gopal has been working as CFO/ COO for technology companies for the last 20 years. One of Gopal's passions is teaching. He was a student tutor at business school and a teaching faculty at an MBA training school. Gopal completed his PGDM at IIM, Calcutta and his Engineering degree at BITS, Pilani.



## KNOW OUR STUDENTS



Aswani a class topper since her 10th class is pursuing her 4th year B.Tech in Mechanical Engineering & comes from a Family of 5 with her father small shop vendor in Anantapur town being the sole wage earner. Fate took a bad turn when her youngest brother had a bout of Brain fever crippling him neck down. This took away savings & left her education in doubt. Undeterred, Aswani continuous to excel with an infectious smile and abundant determination to get into a job & pursue her passion of dancing.



Khadar Basha is the 5th child and the only son of parents who have health issues restricting physical movements. His two unmarried sisters earn Rs. 150 a day to keep the family going. Khadar is a survivor determined to reach his goal. He doubles up at nights to watch over the house of a good Samaritan for an assured dinner. Studying in 4th year B.Tech Civil Engineering, he is self learner of many applications including CAD & attended natural building course at Thannal sponsored by the Foundation.

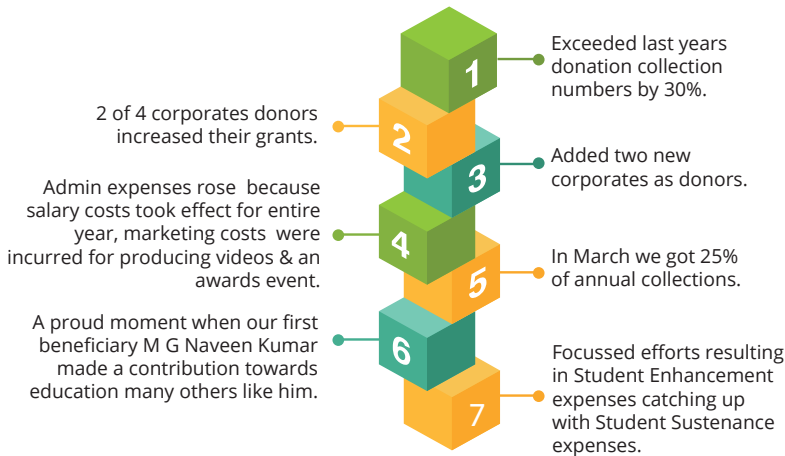


Yerriswamy is the son of a farmer Mr. Srinivasulu & his mom does tailoring to make ends meet. A first time graduate, he is pursuing B.Sc in Biology, Zoology & Chemistry 3rd Year. He was the merit award winner & brims with confidence about his prospects of getting a good job and making his family life better. He nurtures a goal to become a professor one day to teach and help students make it big.



## FINANCIAL UPDATES

### FINANCIAL HIGHLIGHTS



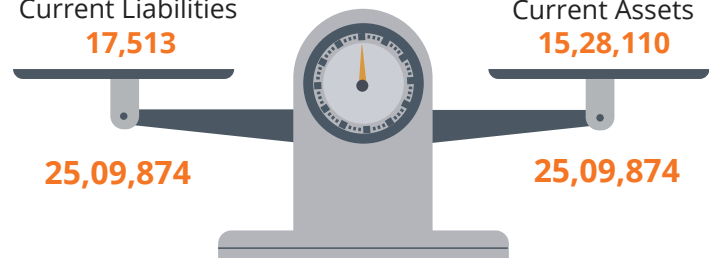
### BALANCE SHEET

#### LIABILITIES (RS.)

Opening balance	20,18,136
Excess of Income over Expenditure	4,74,225
Closing Balance	24,92,361
Current Liabilities	17,513

#### ASSETS (RS.)

Fixed Assets	8,06,764
Investments	1,75,000
Current Assets	15,28,110



### INCOME & EXPENDITURE

