

WHEN DIGITALIZATION HAPPENS BREAKTHROUGHS FOLLOW



ANNUAL REPORT 2021

Pivoting towards a Digital Era

The year that passed put the world in a turmoil. Mighty economies came crashing, livelihoods were destroyed, schooling was stalled... we at Swadha experienced huge upheavals too.

That's when we decided on a new break-through strategy – a pivot to digitalization. Step by step, we reinvented every nuance of our activity and focussed it towards digitalization.

Powering a Digital Revolution... hands-on technology that reached every student, empowered each one.

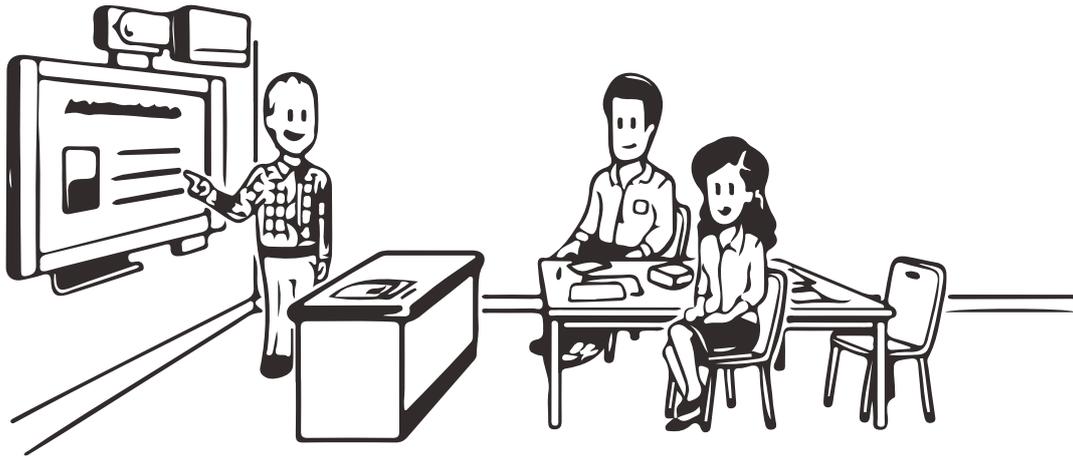


Immediate Digi-spends... a Tablet and an post-paid connection to every student. Almost 22% of our expenses were used to create a super-comprehensive digital platform to reach our students.

Quick Transition to Online... all our supplementary classes went completely online and the Swadha team guided our rural students step-by-step through the transition.



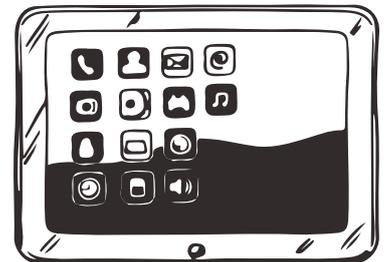
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Constantly in Touch... all our staff were hands-on with digital devices to always stay connected with our students.

Phenomenal Number of Digital Classes... of over 1200 hours were conducted. Which meant, that no skilling initiatives were hindered for final year students. The syllabus was completed for the 12th standard students who otherwise would not have been able to attend classes.

Masai School's high end coding skill development course was introduced to final year students. This provided opportunities for students who completed the course to secure jobs offering annual salaries of Rs. 5 lakhs and above.



Adding A Professional Touch... by bringing expert professionals online to hand-hold our students.



Bringing in Brilliant Minds... through a one-of-its-kind mentoring program where well-educated and empathetic professionals connected digitally with our rural youngsters and guided them.

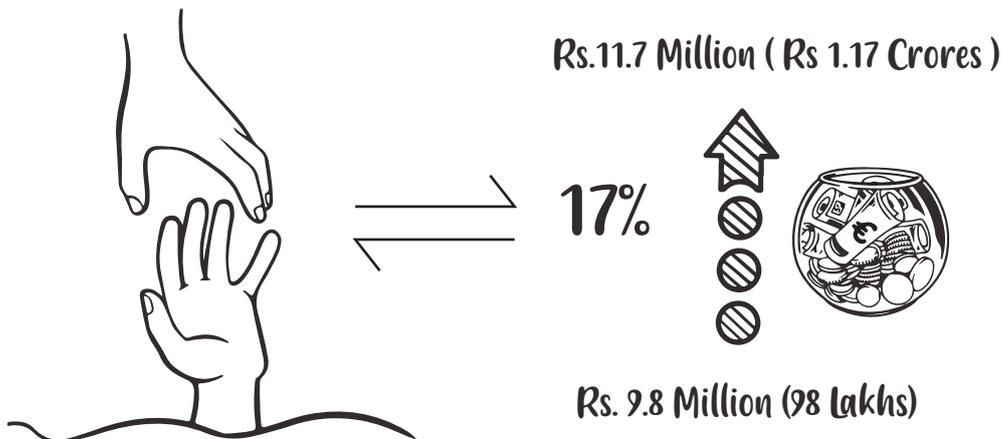
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Game-changers Worked Magic... over 60 mentors from India, France, Canada, Australia and the US volunteered and provided 1.5 hours of their time every month to guide youngsters they had never met. This made a huge difference to the confidence and decision-making ability of our students.



Interactive Master-classes... every month, where experts were brought in to talk to our youngsters. Successful personalities and achievers volunteered to talk on diverse topics of diverse topics – from careers to vaccine-manufacture. Every master-class was made exciting – with a contest on the topic and rewards for the best questions.

Our Strength, Our Donors... who supported us through our digi-journey



Donor Power... total collections from donors grew by 17% last year. Out of which, 66% came from our existing donors. In fact, our repeat donor percentage rose from 50% to 70%, a testimony to the trust they have in Swadha.

Global Trust... was exemplified when KMart Australia's subsidiary KAS Services chose Swadha Foundation to be their CSR partner by signing a multi-year MOU.

Operational Highlights



The 1st batch of Karnataka students started pursuing their degrees and professional careers. Many of them secured excellent Professional course admission scores making them eligible to enter some of the best colleges in Bangalore.



60% of our new pass-outs secured employment despite the pandemic.



Some even saw a ten-fold increase in their family income, thanks to their jobs.



Dr. P V Ramanamurthy (PV), former CHRO of the Indian Hotel Chains Limited joined our Board of Trustees. His valuable experience will definitely empower us to secure employment for our students post their graduation.



Around 20 students dropped out because of lost livelihood, halted selection processes, closure of Junior colleges and social distancing restrictions. But then, we hope to bounce back, even better, this year.

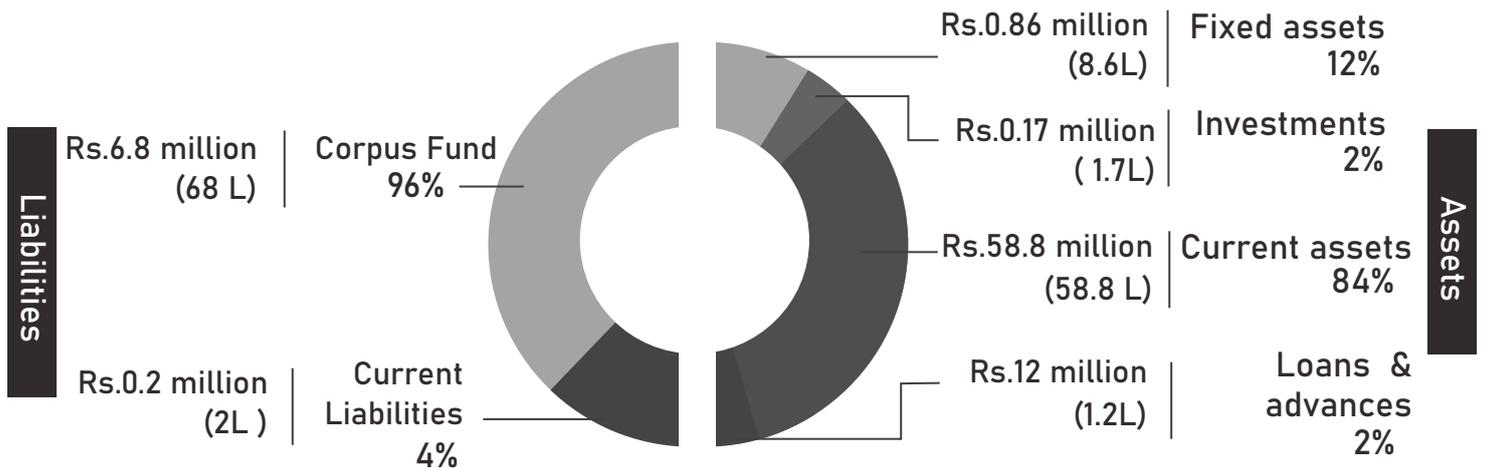
Financial Summary 2020-2021

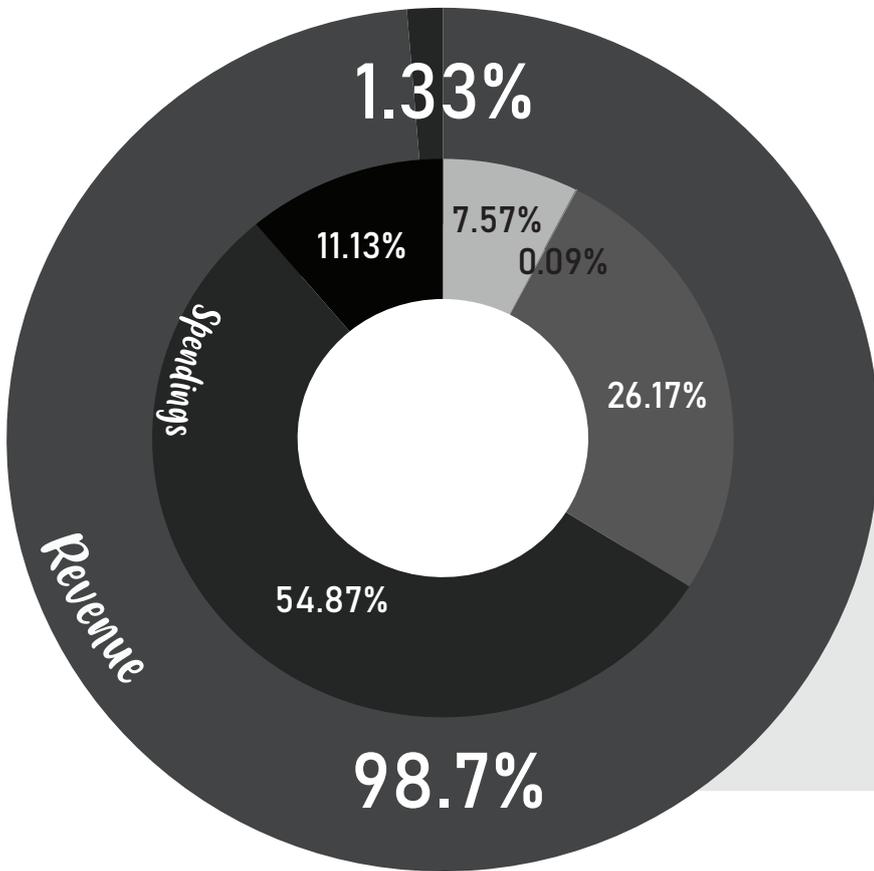
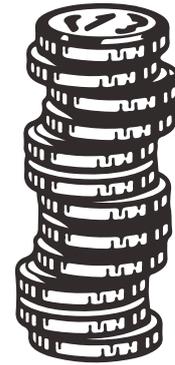
Spend Highlights

- Expenses up by 45%, driven by a digi-orientation which bodes well in the long run.
- The expenses stood at Rs.1.02 crores in comparison to an income of Rs. 1.15 crores
- Administration and sustenance expenses did not change significantly vis-a-vis last fiscal .
- Repeat donors gave 66% of Total Donations vs. New Contributors.
- Institutional donors gave 56% of last years income vs. Individuals.

Financial Highlights

Balance Sheet





Receipts and Payments

Revenue

- Donations Received
Rs.11.35 million(1.13 crores)
- Interest Income
Rs.0.15 million(1.53 Lakhs)

Spending

■ Administrative & Fund Raising expenses -----	Rs.0.87 Million (8.77 Lakhs)
■ Student Selection -----	Rs.0.01 Million (0.16 lakhs)
■ Student Sustenance Expenses -----	Rs.3.01 Million (30.15 Lakhs)
■ Student Enhancement Expenses -----	Rs.6.31 Million (63.14 Lakhs)
■ Excess of Income over Expenditure -----	Rs.1.28 Million (12.8 Lakhs)

Step To Success: Heart-warming, Far-reaching Impact... a digi-journey that's making waves.

So many of our students have stepped into new jobs, prevailed over the pandemic, found new hope. Two shining examples are Ms.Nagalakshmi, who completed Masai school's course and secured an android developer job with Global Fair. She instantly became the pride of her small Panakacherla village as its first engineer. Mr.Thimmaraju, the son of a single mother and a farm worker, completed his B.Tech and secured a cutting-edge, high paying job @ Open Silicon. Swadha's support ensured that his family income multiplied almost ten-fold.



Indeed, while the pandemic threw hurdles, we at Swadha tackled them pro-actively. Slowly but steadily navigating towards our single-most purpose of improving livelihoods through education... by re-thinking, re-vamping and pivoting

