



YOUTH4JOBS
FOUNDATION

REPORT 2012-15





From disAbled and unAble to *Cap*Able and *Reli*Able



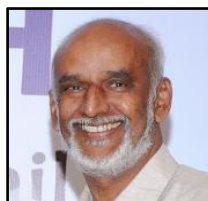
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Board Members



Amala Akkineni is Honorary Director, Annapurna International School of Film and Media (AISFM). She is Chairperson of Blue Cross, Hyderabad, an organisation which works for the welfare of animals and animal rights. She set up Blue Cross from scratch and nurtured it for the last 26 years. Married to the well-known actor, Akkineni Nagarjuna, Amala champions various social causes.



Deenadayalan S. is the founder of CEO (“Centre for Excellence in Organization”) based out of Bangalore and has offices in India, Malaysia, Indonesia and Singapore. He is also involved with varied NGO and Social entrepreneurship organizations.



Divakar Goswami is a management consultant with over 12 years of experience helping senior executives in the financial services, technology and telecom industries to make critical decisions on growth, innovation, and core business planning. He focuses on scaling digital and mobile payments solutions. He also led Deloitte’s eminence in the TMT industry from India.



Gopinath C. S., a retired banker, worked with Andhra Bank for 24 years in various capacities including secretary to the Board of the Bank, Also worked with HDFC Bank for 17 years and retired in 2012 as Regional Head of the bank managing the branches in Andhra and Chennai. He also set up the ADFC operations in Nellore and Tirupati.



Luis Miranda is a member of the Institute of Chartered Accountants of India (ICAI). Luis has been involved in setting up IDFC Private Equity in 2002 which has won many awards. He has also worked at HSBC, Citibank, KPMG and Price Waterhouse. Luis is a Director of the Emerging Markets Private Equity Association (EMPEA) and was Co-Chairman of the Indian Private Equity and Venture Capital Association (IVCA). He is also involved with a few not-for-profit education initiatives and advises a few start-ups and early stage



Ravi Kolathur is a chartered accountant with 30 years’ work experience. He has worked with MNCs in India, US and the Indian School of Business in senior positions. He has also been an entrepreneur and independent consultant.



Satyanarayana Vejella is Founder and CEO at Aarusha Homes Private Limited. He did his Masters from School of Planning, Ahmedabad. He worked with UN-HABITAT, and, USAID FIRE Project with experience of market based financing mechanisms for urban upgrading and policy frameworks.



Suchitra Shenoy has over a decade experience in social sector. She was the founding member of the Monitor Inclusive Markets team at the Monitor Group, where they examined market-based business models solutions to issues of poverty. She has co-authored a book "Infinite Vision" on the Arvind Eye Care System.



Venugopal Rao, Promoter & Director, Y4J, has more than 14 years' experience in leading the Finance & Accounting functions in diversified areas - ranging from automobile dealerships, engineering software & consultancy, Mobile VAS to charitable institutions. He also brings with him significant experience in M&A deals and post-merger integration activities. He is presently associated with Sudit K Parekh & Co., Chartered Accountants ('SKP'), since in April 2011 as a Manager with the Business Advisory team. Prior to joining SKP, he was the Vice-President Finance at IMI Mobile Pvt Ltd. and was also heading the finance team at IMI Software Limited (now part of Ramboll India). He continues to be associated with charitable institutions and with the NGO sector.

Founder's Note

Youth4Jobs (Y4J)

I cannot believe we are three years young and yet have a national presence

The core team which has so much skilling expertise with non-disabled youth thought this work would be easy. It only meant understanding disability. Soon we realized “disability” is one word but there are different kinds, each which needs to be understood in depth. And thus began our challenging but joyful journey. At every stage we hit a road block. We wondered if India had a disability population of 60 -70 million, why the youth were not standing in a queue to enroll in our training center. Moving across villages, we realized youth, their parents, no one believed a boy or girl with disability can get a job. So we designed a strategy to change these mindsets. Today, we have touched 0.1 million rural lives with the message there is “ability in disability”. Then we needed to strengthen and customize curriculum for the speech and hearing impaired and low vision youth. Companies who believed in us because of our previous work dropped in to see what we were up to and went back hiring one. Soon, they were back to hire for their newer outlets. But we noticed while the CEOs were sensitized to our agenda, some supervisors did not understand disability. So we designed fun-filled interactive customer sensitivity workshops. To get youth with disability into newer industry like media and entertainment, we published industry reports with academic institutes.

In a society which places so much value on external appearances, I am grateful to all our well-wishers: parents, youth, companies, government, funders, our team and friends – for making this work happen. This work has indeed deepened our relationships.



And as I talk at forums on “building businesses with compassion” and focus on taking this work to the next level, I witness the transformation that every boy and girl goes through and the lives affected simply by a short 45 day training course. This is the heart of our magical 3 year journey

- MEERA SHENOY

Meera Shenoy speaking at TEDxBerkeley

<https://www.youtube.com/watch?v=Cp7JfZDJPWo>



About Youth4Jobs

History

Vision

Mission

Objectives

HISTORY

The core team of Youth4Jobs (Y4J) has over a decade of experience in market linked skilling of underprivileged youth. As part of the founding team of Employment Generation & Marketing Mission (EGMM), the AP government Employment mission; they helped change, for the first time in the country, the tone of the government skilling from trainings for trainings sake to market linked trainings for youth with placement. In six years, they helped make it one of the largest Jobs mission for the poor. The team scaled it with innovations like pro-poor products tailored to market needs - the country's first grassroots English, work readiness and Computer (EWRC) Academies and Finishing School. A unique IT architecture linked to e-payment was put in place for transparency.

With this rich experience behind them, Youth4Jobs was set up to do pioneering work once again, of training disabled youth and placing them in quality, organized sector jobs.

VISION

A better Future for Young India

MISSION:

Partnering with Stakeholders and vulnerable unreached communities to co-create pioneering solutions for an inclusive workplace

Grassroots advocacy to change perceptions of the community towards the disabled is the heart of Y4J work. This also results in motivating disabled youth to enroll in Y4J training centers where companies recruit the trained youth. Y4J services include sensitivity workshops and facilitating work place adaptations. The focus is on youth from underprivileged families, adolescent girls and boys, dalits, tribals and PwDs (Persons with Disability). In the process, Y4J helps the country to reap its demographic dividend and bridge the inequalities in society.

The organization enables the vulnerable youth to make the most of the work opportunities arising out of the new economy by enhancing their skill sets, customized to the needs of the industry. The expertise is drawn from dedicated professionals who with their demonstrated ability to generate employment through training, capacity building, marketing, and networking; has played a major role in taking this agenda beyond Telangana - Andhra Pradesh and into other states.

OBJECTIVES

The objective is to enable the Persons with Disability (PwD) to avail better livelihood opportunities by market linked trainings and jobs in the organized sector. The initiative aims to make inclusive employment of the underprivileged and PwDs, the norm in companies. This will generate tremendous direct employment opportunities for this community by corporate India. They will also see PwDs as employees of choice who bring enormous value to their businesses by way of quality work, productivity gains and lower attrition.

Another objective of the program is that employers understand that hiring underprivileged & PwD and including them in their work-force is not only ethically and morally correct, but are sound business practices.

As per the census of 2011, disability can be in Speech & Hearing, in Movement, in Visual, Mental Retardation, Mental Illness and Multiple disabilities. However, Youth4Jobs focuses on training and placement of Persons with Speech & Hearing disability, Movement disability and low vision.

- i) To Sensitize 1 million community members on “ability in disability” by 2020
- ii) To Sensitize 100,000 company representatives
- iii) To Train 20,000 PwDs and connect them to Jobs by 2020
- iv) To be a 1 stop shop offering customized solutions for companies to build an inclusive workplace

Right: Trainee undergoing training in classroom

Left: Youth unwind with a fun-filled game of Chess at the training center



Holistic Trainings in WISE Academy



TOP: Youth undergoing classroom training learning English, Grooming, Computer and Life Skills.

Left: Youth undergoing computer training. For many youth this is the first time they ever see or touch a computer in their lives.

Right: Besides book learning, youth also go through YOGA to shape them up physically and mentally.



TOP: Youth with disabilities come from remote villages and an impoverished background where access to quality education and employment is virtually non-existent.

Bottom Right: At Y4J the youth receive customized training that will help them secure employment and live independently.

Bottom Left: The youth realize that there is ability in their disability and can do anything that their “abled” counterparts can do as well as them, if not better than them.

OVERVIEW

According to World Bank reports India has about 70 million PwDs (persons with disabilities); among them only 2% are educated and barely 1% employed.

The Indian economy has grown rapidly with per capita GDP increasing from \$322 to \$1552 during 1992-2012. However, persons with disability, especially those from poor families, have not benefited from this economic growth. The government has initiated a plethora of programs to promote employment for PwD, but their impact has been negligible. Unfortunately there are many barriers for PwD to enter the labor force and get a decent job with steady and reasonable wages.

These barriers include:

- Lack of access to assistive devices, technology, accommodations, support services, and information
- Lack of effective legislation and policy support for their human and civil rights
- Lack of information about PwD, which leaves them "invisible" and forgotten
- Fears, stereotypes, and discrimination, particularly among employers
- Lack of adequate education, training, and employment services
- Inaccessible buildings and transportation systems
- Psychological issues caused by social exclusion

Y4J USP:

Youth4Jobs is one of the few national level organizations with its presence in 8 states with 16 training centers dedicated to training youth with disabilities and placing them in organized sector jobs.

Youth4Jobs also works closely with the community, Govt., NGOs, Companies and Associations to develop industry-linked curriculum and train the youths as per industry standards.

It uniquely works at grassroots and at the national level

Y4J Mantra: Business case for hiring disabled

- Youth with disabilities are more productive
- Youth with disabilities are more loyal
- Helps companies build an inclusive workforce
- Cross fertilization of ideas take place
- Companies are voted as "Great places to work in" because it is a company with "a heart"
- Govt. benefits exist for companies that hire youth with disabilities.

IMPORTANT STAKEHOLDERS



Non-Govt. Organizations: NGO Meet in Jodhpur

Industry: Addressing the Hyderabad Management Association





Govt.: Alumni Meet with Chief Guest: Karuna Vakati, IAS, District Collector (Warangal) at Warangal.

STAGES OF GROWTH

Year 1 : Developed a blueprint for employability of locomotor disability / speech & hearing impaired persons and low vision youth.

Year 2A : Validated and fine-tuned existing processes. New processes added like Company Sensitivity Workshops and Workplace Adaptations.

Year 2B : Prepared criteria for SCALE and chose the states for expansion

Year 3 : Scaled to 8 states



All these are youth who belong to poor families and who only dreamed of having a stable employment.

TODAY THOSE DREAMS ARE A REALITY

The youth work in fast food restaurants and retail stores, factories and the office of the largest video game developer in the world: **Electronic Arts**



Some of our Employers





3 Years Young : 8 states – 16 Training Centers

SCALE

8 states – 16 Training Centers

Andhra Pradesh – Tirupati, Vijayawada, Visakhapatnam, Rajahmundry, **Vizianagaram**

Telangana – Hyderabad, Warangal

Maharashtra – Mumbai, Nagpur

Karnataka - **Bangalore**

Rajasthan - Jaipur

Tamil Nadu – Chennai, coimbatore

Gujarat - Ahmedabad

Jharkhand – Ranchi

In Pipeline:

Tamil Nadu – Coimbatore

West Bengal – Kolkatta

Gujarat – Navsari, Saila

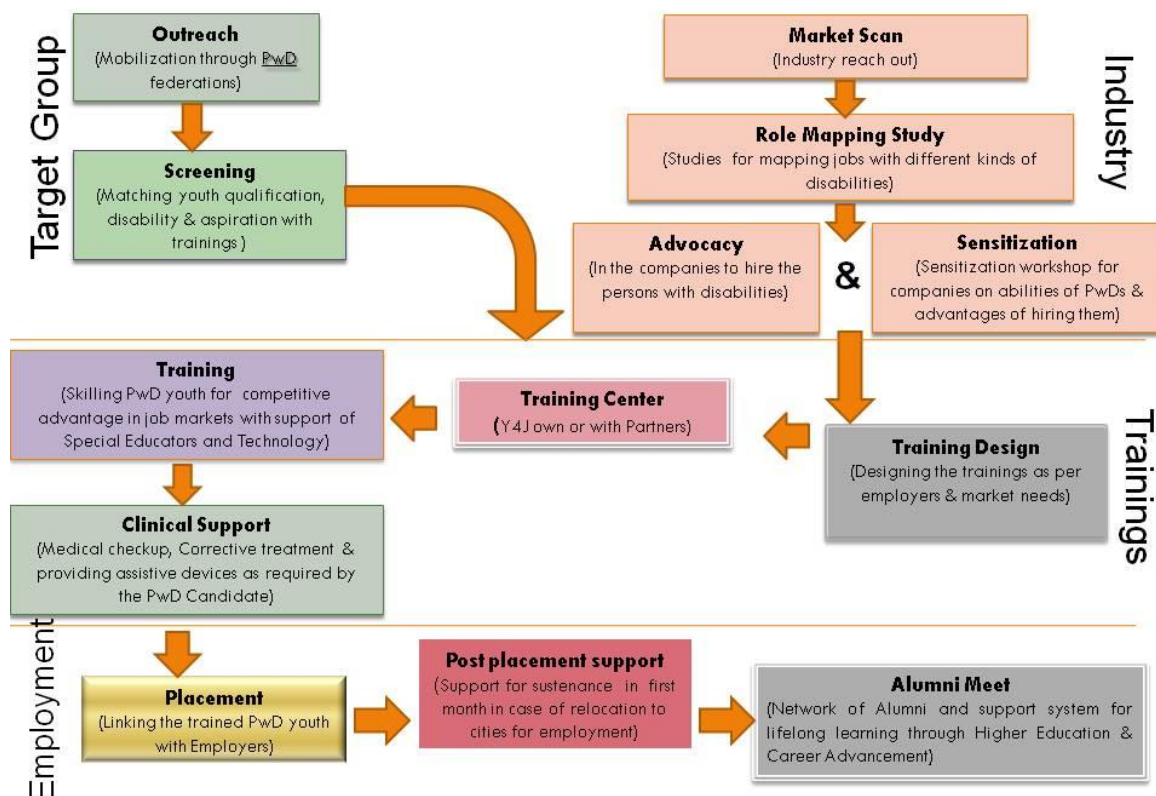
Delhi

PROGRAM: "Parivartan" - From Disability to Ability

The work involves identifying, counseling, training and providing gainful employment of youth with disabilities in organized sector jobs to ensure economic stability and growth. Y4J works with companies to change their mindsets that hiring youth with disabilities makes business sense for them. If the skills of youth with disabilities can be developed and matched with specific job requirements they can become preferential productive and stable assets to their employers and society as a whole.

Y4J Work is Challenging: Processes Involved

Value Chain/Process to close all the GAPS





Y4J provides customized solutions for an inclusive workforce:

- Job Role Mapping
- Interactive fun-filled company sensitization workshops at different levels
- Simple workplace adaptations
- Matching trained youth to skill specifications of companies

Success Stories...



Mallika Reddy

Hailing from Buruju (V), Thambalapalli (M), Chittoor dist. She has two siblings, both of whom are studying. Attacked by

Polio at 9 months' age, her family spared no expense in not only her treatment but also her education. Even going against her grandparents' wishes to abandon her, they raised her and sent her to Hyderabad for her studies.

When she was in the 7th standard her father was attacked with paralysis and when she was in her B.Com computers final year in Sri Vivekananda degree college, Madanapalli her mother was diagnosed with cancer.

This put the family under tremendous debt but Mallika never gave up her trials to get success; she got a seat for a course in MBA at Mahila University, Tirupathi in fee reimbursement quota where in 4th semester she came across an advertisement of YOUTH4JOBS in the Eenadu newspaper.

She learnt English, Soft skills Typing in computers for 2 months that changed her behavior, attitude, language and style.

She applied for a job as an English trainer in a government project, got selected and was posted to Tirupathi TTDC with an annual salary of Rs.1,44,000/-.

Now that she has an opportunity to mould the rural youth and to be a part in enhancing their skills and their lives. She confidently says that she would help her brother and sister for their further studies.



Mekala Trinadh

Hailing from an impoverished agricultural family in East Godavari region of AP, he struggled to secure employment owing to his perceived disability, even though he could talk and communicate well and was a graduate.

His life changed when he was waiting at a bus stop to go to school, when a reckless driver hit him and ran over his leg. The leg was beyond saving and therefore had to be amputated.

He always believed that despite being an amputee he was more than capable enough to get a good job and make a living.

Reality though was not so kind. Despite being a graduate in B. Tech and being articulate he was never given an opportunity to shine. Disheartened he enrolled in Youth4Jobs' 2 month skill development course where he was given an option to work in the retail sector. However he was clear in his mind that he did not want to let his skills go to waste and thus wanted to work in the IT sector.

Soon with the help of Youth4Jobs he got an interview with the famous game design company "Electronic Arts Pvt. Ltd." based in Hyderabad; And through his own skills succeeded in securing his employment, something that was virtually impossible.

The thought of seeing their son working in a corporate setting with an annual salary of Rs.2,40,000 was beyond dreams for his parents and none is happier than his parents.

His life is now secure and his family at peace. Earlier he was dependent on the care provided by his family but now that he can earn a living he can not only live an independent life but also support his impoverished family as well.

Testimonials...

Mr. Arjun Kumar (M.D) 1589core.

“It was a very Process Driven Phenomenon of Youth 4 Jobs and we appreciate It. As part of the Process the Management Team and supervisors have undergone sensitization workshop and orientation in sign language. Each PwD candidate has gone through Rigors of OJT (On Job Training) before final selection. Adapted workplace solutions were provided by the experts from youth 4 jobs. Our overall experience throughout the process was encouraging and we hope other companies learn and replicate the model ”

Mr. John Britto (H.R.) Cafe Coffee Day

“I am very happy with your candidates as they take up lot of responsibilities in learning and growing with the company. They joined as trainees and now most of them have been promoted to Brew Master Level 1. Awaiting to see them as managers in next 10 months”

GOVERNMENT

Ms Stuti Kacker, IAS., Secretary to Govt. of India, Dept. of Disability Affairs, Ministry of Social Justice & Empowerment.

“This is the first time I have seen a program where Demand from corporate is ensured first and trainings are in line with the market requirement ensuring high placement. The PPP between SERP (Society for Elimination of Rural Poverty) and Y4J is innovative and path breaking in the disability sector”

Karuna Vakati, IAS, District Collector and District Magistrate, Warangal District (Telangana)

“I am so pleased with the work of Youth4Jobs that I will ensure that I will do all I can to create Warangal a model training center for the entire nation!”



TOP:

40% of all Y4J youth trained are girls.
The impact of this work with girls with disabilities is MAGICAL!



Audited Financial Reports

M/S.YOUTH 4 JOBS FOUNDATION , HYDERABAD

BALANCE SHEET AS ON 31.03.2015

(Amount In Rs)

PARTICULARS	Note	As on 31.03.2015	As on 31.03.2014
I. EQUITY AND LIABILITIES			
(1) Shareholders Funds			
(a) Corpus Fund	1	100000	100000
(b) Reserves and Surplus	2	7634423	466072
(2) Short Term Borrowings	3	Nil	561000
(3) Current Liabilities	4	45600	20000
Total		7780023	1147072
(1) Non-current assets			
<i>(a) Fixed Assets</i>			
(i) Tangible Assets	5	929687	Nil
(b) Deposits	6	122000	40000
(c) Loans, Advances and Receivables	7	539927	264304
(2) Current assets			
(a) Cash and Cash Equivalents	8	6188409	842768
Total		7780023	1147072
Notes to Accounts	16		
On behalf of Board		For M/s. Sekhar & Suresh	
Signature of Directors		Chartered Accountants	
sd/-			
1. Mr. C.S Gopinath			
sd/-		(CA.C SURESH)	
2.Mr. Satyanarayana Vejella		Partner	
		Membership No.29709	
		Registration No:006155S	
Place:Secunderabad			
Date:03.06.2015			

M/S.YOUTH 4 JOBS FOUNDATION, HYDERABAD
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2015
(Amount In Rs)

PARTICULARS	Note	As at 31.03.2015	As at 31.03.2014
<u>I.INCOME</u>			
Donations	9	858300	50100
Receipts for Youth Training Programmes	10	14181320	Nil
Other Income	11	85593	1075220
Total Income		15125213	1125320
<u>ii.Expenses</u>			
Employee Benefit Expense	12	3480902	201267
Travelling Costs	13	491376	Nil
Administration and Other Expenses	14	703525	313115
Programme Expenses	15	3248301	152418
Depreciation on Assets	5	43758	-
Total Expenses		7967862	666800
III. Surplus/ (Deficit) before exceptional and extraordinary items and tax (I-II)		7157351	458520
IV. Exceptional Items		7157351	Nil
V. Surplus / (Deficit) before extraordinary items and tax (III - IV)		7157351	458520
VI. Prior Period Items		11000	7514
VII. Surplus/ (Deficit) before tax (V - VI)		7168351	451006
IX. Surplus/(Deficit) from the period from continuing operations (VII-VIII)		7168351	451006
Notes to Accounts	16		

On behalf of Board
Signature of Directors

For M/s. Sekhar & Suresh
Chartered Accountants

sd/-

1. Mr. C.S Gopinath

sd/-

2. Mr. Satyanarayana Vejella

(CA.C SURESH)
Partner

Membership No.29709
Registration No:006155S

Place:Secunderabad
Date:03.06.2015

List of Donors:

Trust for Retailers & Retail Associates of India
Tech Mahindra Foundation
Axis Bank Foundation
United Way Chennai

List of Individual Donors:

Subodh R Shenoy
Ramesh Kacholia
Bala Deshpande
Jayesh Bhatia
Lata Kacholia

List of Institutional Donors:

Computer Age Management Services Pvt Ltd
Students of ISB- TLDNA Program
ISB- PGPMAX Class of 2013-14
MIDHANI

List of Govt. Donors:

MEPMA
Society for Elimination of Rural Poverty

List of Donors - Computers:

Infosys Hyderabad
GE, Hyderabad

List of Volunteers

Kavitha David, Social Media
Vijay Nadkarni, Mentor for Mumbai Centre
P. Ramakrishna Shenoy, Mentor for Chennai Centre
Satish, Mentor for Mumbai Centre
Shailesh Deshpande, Mentor for Nagpur Centre
Bhuvaneshwari Ravi, Social Audit and Accounting Team
Karuna Venu Madhav, Social Audit and Accounting Team
Cornell - Marissa Morrison Alyssa Esber
Anju Gulati, Trainer Ahmedabad
Manisha Singhal, Trainer Ahmedabad
Amit Parikh, Ahmedabad
B. S. Vinay Sri Ram Urs Head IT-Probono
Srinivas Voleti, TATA
K. V. Satyanarayana, TATA
Gaurav Havaldar, TATA
Kiran Kumar M., TATA
Manish Joshi, TATA
Vinod Kumar Solanki, TATA
Navin Kumar, TATA
UTC
Google
Youth for Sewa
Disha Foundation
Sankalp Trust Chennai
Cornell University, USA
Navbharat Jagriti Kendra
Blind People's Association
Mahila Pranganam – Warangal
TTDC - Tirupati & Rajahmundry
Leprosy Mission Trust Vizianagaram
Vasavya Mahila Mandali Vijayawada
Helen Keller Institute for Deaf & Deaf Blind

AWARDS

No.	Title of Award	Awarding Organization	Year
1	NCPEDP-Shell Helen Keller award 2011 for being a Role model individual	Shell Helen Keller	2011
2	Fetzer Foundation USA Award "Business & Community Category" for 2012-13	Fetzer Foundation USA	2012
3	Work featured in Knowledge@Wharton Wall Street Journal, Harvard Business review blog and Stanford social innovation review	Wharton, Wall Street Journal, Harvard Business Review and Stanford.	2012-13
4	Innovation in Skill Development	Bihar Innovation Forum	2014





TOP: Youth4Jobs team with TV Host Jhansi Laxmi at TV9 Studio for shooting of an episode of Telugu TV Show – NAVEENA. (10 April 2015)

BOTTOM: Visit by Secretary, Dept. of Disability Affairs Mr. Lov Verma from Delhi

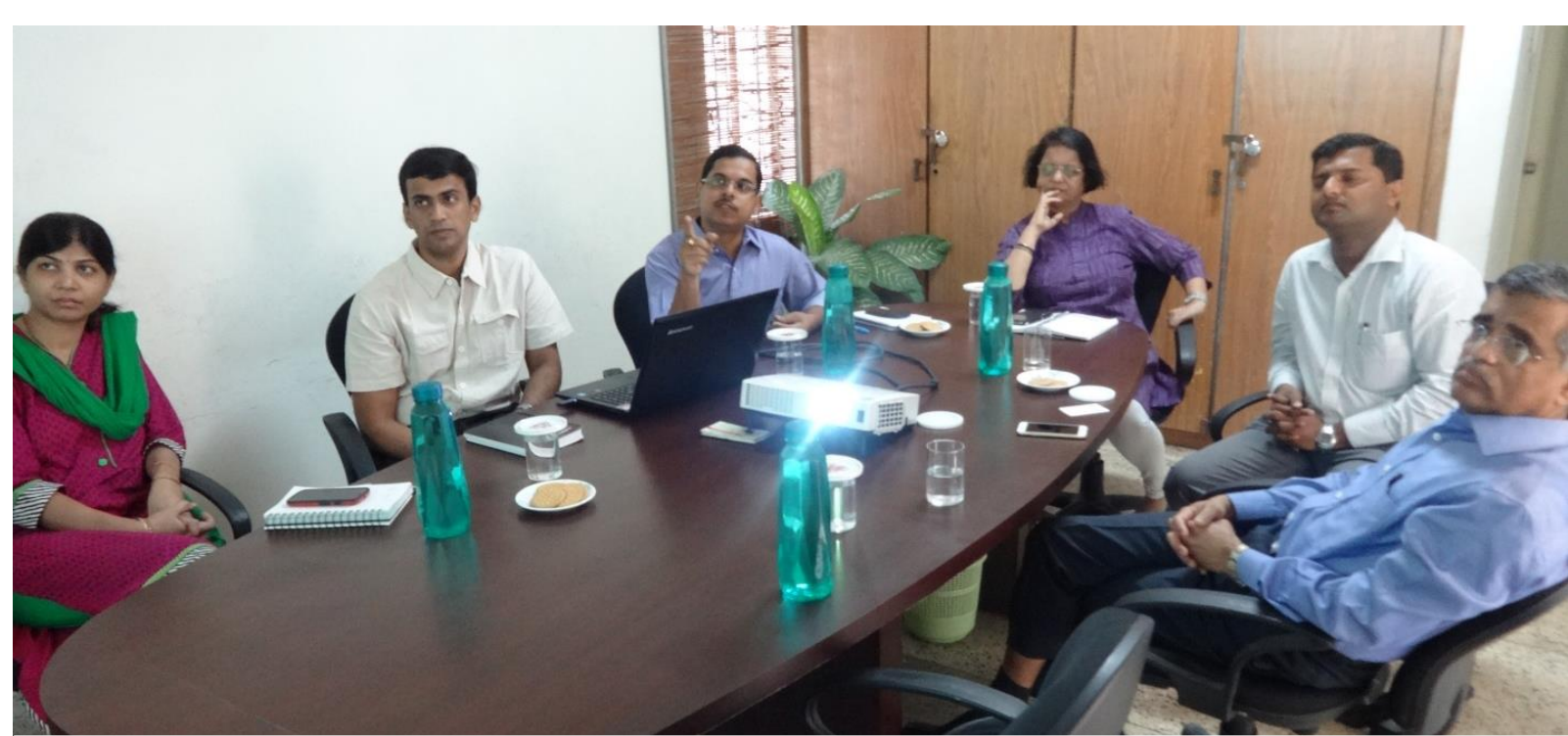




TOP: Sensitivity Workshop at Google, Hyderabad Center

BOTTOM: Youth4Jobs Alumni meet 28 August 2014 with chief guest Counsel General Mr. Michael Mullins of the American Consulate, Hyderabad.





TOP: Visit by Axis Bank Foundation, CEO Anil Kumar on 27 March 2014

BOTTOM: Volunteers from TCS at Youth4Jobs Office on 12 May 2015







YOUTH4JOBS FOUNDATION

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Hyderabad, Telangana – 500034*

Website: www.youth4jobs.org



<https://www.facebook.com/Youth4jobsFoundation>

<https://twitter.com/youth4jobs>