

Annual Report

# EMPOWERING WOMEN THROUGH MEDIA EDUCATION

Breaking barriers of poverty by providing accessible, high-quality media training and enhancing employability for India's future creative leaders.

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**Deepti Srivastava**

Founder

*"Education is not just about skills; it's about giving every girl the dignity of choice and the power to write her own story."*

## Leadership Message

# Reflections on a Transformative Year

Dear Partners and Supporters,

As we look back on the academic year 2024-25, I am filled with immense pride and gratitude. What started as a vision to make media education accessible has now blossomed into a movement that is actively reshaping lives. This year, we received over 1,000 applications from bright, ambitious young women across Noida and Delhi NCR—a testament to the growing trust in our mission.

Our commitment remains steadfast: to remove financial barriers that often stand between talent and opportunity. By selecting 100 deserving candidates for our fully-sponsored programs, we are not just teaching them camera angles or editing software; we are providing a pathway out of poverty and into professional dignity.

I want to extend my deepest gratitude to our faculty, whose mentorship goes beyond the classroom, and to our partners who share our belief that zip codes should not dictate destiny. The resilience of our students inspires us daily, and their success stories are the true measure of our impact.

Together, let us continue to build a future where every aspiring creative professional has the chance to shine.

**Sincerely,**

Deepti Srivastava

Leadership Message

# Scaling Impact Through Production-First First Learning

To Our Community and Partners,

At Puppets Picture Education Trust, we believe that degrees alone do not create jobs—skills do. This conviction drives our unique "production-first" pedagogy, where students don't just study media; they create it from day one. Our 100% placement record is a direct result of this hands-on approach, proving that when education is practical and industry-aligned, it works.

This year has been pivotal. We've witnessed our students transform from novices into capable professionals, professionals, securing roles in top production houses and media firms before graduation. But our ambition our ambition doesn't stop here. With the support of our CSR partners and university affiliations, we are setting a we are setting a bold target: to scale our impact from 43 to 500 students annually by 2030.

Our vision is clear—to build India's leading non-profit platform for media education that bridges the gap the gap between talent and industry demand. We invite you to join us in this mission to empower the next the next generation of storytellers and media leaders.

Sincerely,

Rahul Chakraborty

Thank you for believing in the power of practical education.



**Rahul Chakraborty**

Founder / Director / CEO

*"When talent meets opportunity, success success follows. Our hands-on model proves proves that practical skills are the bridge to bridge to employment."*

# Mission, Vision & Core Values

## Our Mission

To eliminate financial barriers to world-class media education for underprivileged youth, ensuring talent is the only criteria for success.

## Our Vision

# 500+

Job-Ready Professionals by 2030

Creating a generation of skilled media leaders from diverse backgrounds who will transform the industry narrative.

## Core Values



### Access

Quality education regardless of economic background.



### Excellence

Industry-standard training without without compromise.



### Transparency

Honesty in operations, impact, and and reporting.



### Employability

Focus on skills that lead directly to to careers.



### Dignity

Empowerment through professional independence.

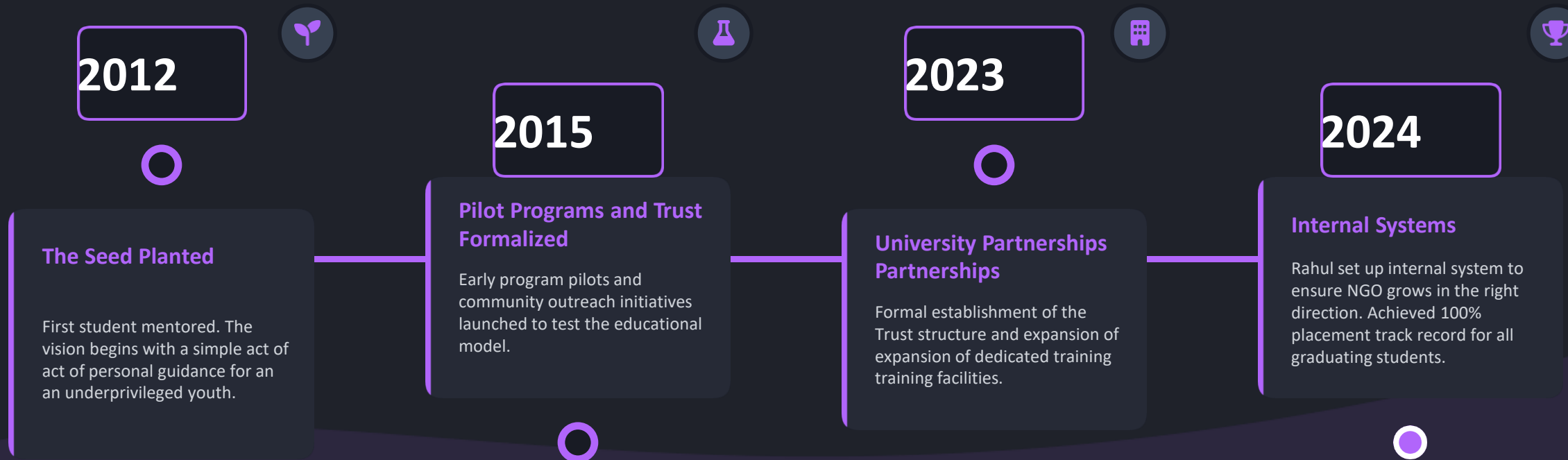


### Community

Building a supportive ecosystem for growth.

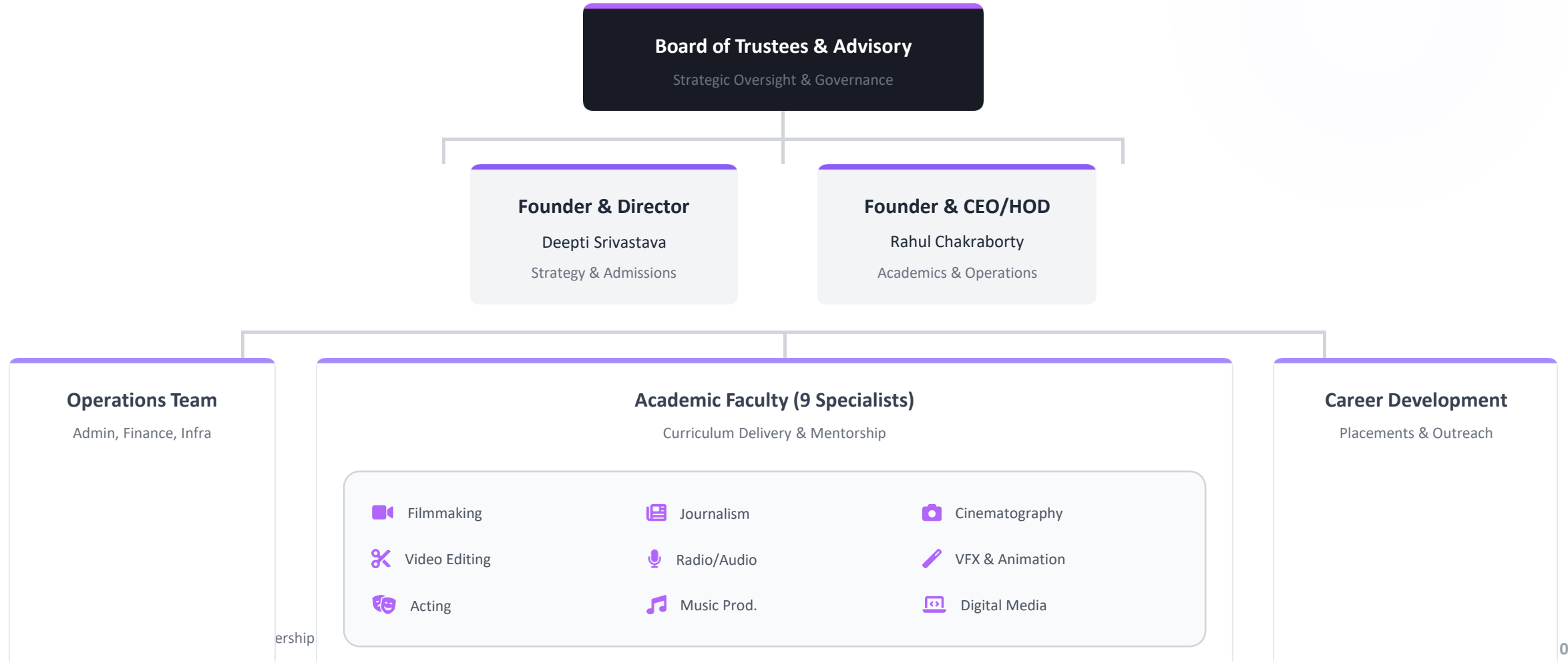
# A Decade of Transformation

From mentoring a single student to building a placement-guaranteed institution for hundreds.



# Governing Body & Organizational Structure

A lean, transparent structure designed to maximize student support and operational efficiency.



ership

# 65.7 Lakh Children Lost: India's Education Dropout Emergency



## 65.7 Lakh

Children dropped out of school across India across India over the past 5 years.

**29.8 Lakh (~45%)**

Were girls who left education prematurely

### 12.6%

**SECONDARY DROPOUT RATE**  
Highest among all levels (Class 9-10)



### 341%

**INCREASE IN OUT-OF-SCHOOL**  
In Gujarat alone (54k → 2.4 Lakh in one year)



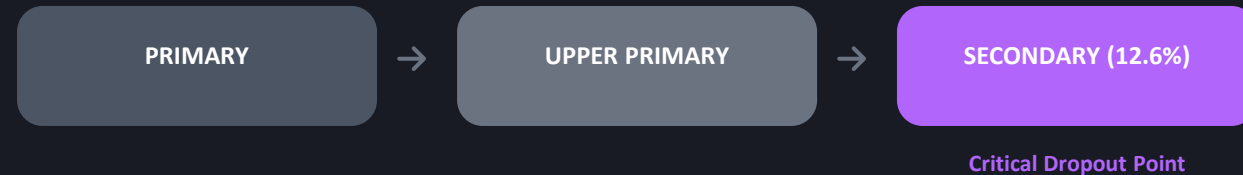
### 3.0%

**UPPER PRIMARY DROPOUT**  
Significant drop from primary level retention

### 1.5%


**PRIMARY DROPOUT RATE**  
Foundation level attrition remains distinct

#### The Education Funnel: Where We Lose Them



# Why Students Drop Out







Understanding the barriers to education is the first step to dismantling them.

 PRIMARY REASON

# 71%

Financial Constraints


## Contributing Factors

|  |   |   |
|--|---|---|
|  Child Labour   |  Migration       |  Household Duties    |
|  Early Marriage |  Safety Concerns |  Infrastructure Gaps |

## THE GENDER CRISIS

Of every 100 girls who start schooling, only only **40.3** complete secondary education without dropping out.

Source: The Hindu, Jan 2025



## THE PPCM INTERVENTION

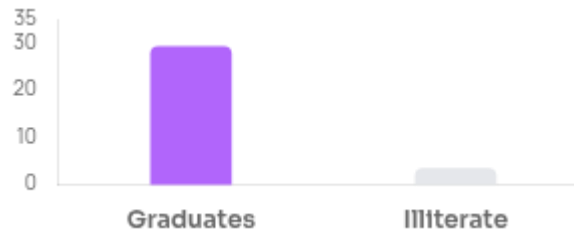
We tackle the #1 barrier—**Financial Constraints**—head-on. Our fully-sponsored KMMP program provides underprivileged youth with industry-ready media skills, **100% placement support**, and a dignified pathway out of poverty.

# A Degree ≠ A Job: Only 42.6% of India's Graduates Are Employable

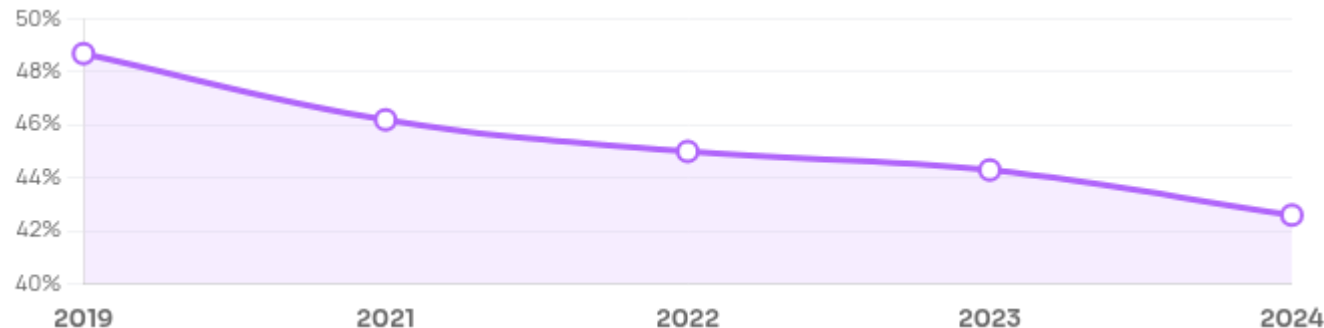
## 42.6%

Only this fraction of graduates possess industry-standard skills (Mercer Mettl 2025)

### Graduate Unemployment Rate



### Declining Employability Trend (2019-2024)



## Critical Insights



### 29.1% Graduate Unemployment

Significantly higher than the 3.4% rate for illiterate youth, highlighting a skills mismatch.



### Rising Educated Unemployment

From 35.2% in 2000 to 66% in 2022, educated youth now make up the majority of the unemployed.



### Gender Disparity

Female graduate employability stands at 41.7%, lower than the male average of 43.4%.



### Technical Skills Gap

83% of engineering graduates fail to secure relevant jobs due to lack of practical application.

#### Sources:

- Mercer | Mettl - India's Graduate Skill Index 2025
- India Skills Report 2025, CII & Wheebox
- ILO India Employment Report 2024
- Periodic Labour Force Survey 2022-23

# Degrees Don't Create Jobs. Skills Do.



## Traditional Degree Programs

- ✘ Theory-Heavy Curriculum**  
Exam-focused learning with minimal practical application.
- ✘ Long Duration & High Cost**  
3-4 years commitment with uncertain ROI and high fees.
- ✘ Low Employability Rate**  
Only 42.6% of graduates are considered employable.

Average Outcome

**Uncertain Placement**

VS



## PPCM's Approach

- ✔ 100% Hands-On Learning**  
Production-based training in real studios from Day 1.
- ✔ Fast-Track 12-Month Program**  
Accelerated path to employment; fully sponsored (\$0 cost).
- ✔ Guaranteed Placement Support**  
100% placement record with industry partners.

Proven Outcome

**₹15K - ₹40K / Month**

"While India produces millions of graduates who can't find jobs, PPCM produces skilled media professionals who are employed before they graduate."

# KMMP: Karuna Media Master Program

**12**  
Months

## Intensive Training

A fast-track, production-heavy curriculum designed to transform beginners into industry professionals.

## 100% Practical

Learn by doing in real studios, labs, sets.

## Core Specialization Modules



### Filmmaking

Direction, screenwriting, and production management.



### Cinematography

Lighting, composition, and camera operation.



### VFX & Animation

Visual effects, motion graphics, and 3D compositing.



### Audio Engineering

Sound design, mixing, and music production.



### Acting & Theatre

Performance techniques, voice modulation, and stagecraft.



### Video Editing

Post-production workflows using industry-standard software.



## "Study + Earn" Model

Students gain early skill specialization to secure paid internships and freelance projects during the course, achieving financial independence.



## Career Outcome

**₹15K-40K**

Starting Monthly Package

# Degree Programs

Comprehensive academic foundations combined with practical media skills.



## BJMC

Bachelor of Journalism & Mass Comm.

3 YEARS

### Core Curriculum Highlights



Filmmaking & Editing



Journalism & Reporting



Radio Production



Digital Storytelling

### Career Outcomes

Prepares graduates for dynamic roles in **News Media, Television, Radio**, and the booming **Digital Content** industry. Students leave with a professional portfolio and real-world experience.



## MJMC

Master of Journalism & Mass Comm.

2 YEARS

### Advanced Specialization



News Production



Investigative Journalism



Media Research

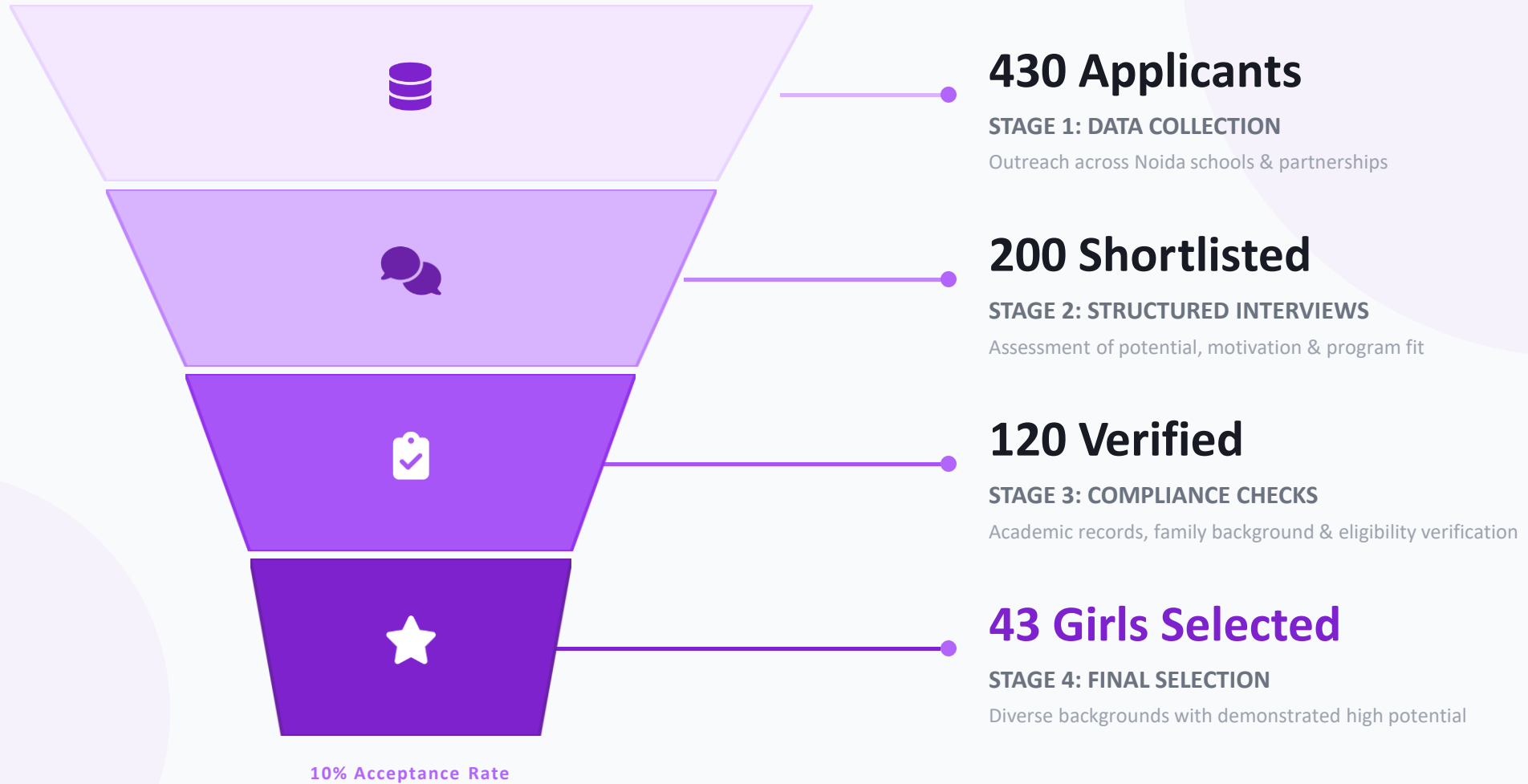


Digital Reporting

### Leadership Focus

Designed for future leaders. Focuses on **strategic media management**, editorial leadership, and specialized communication roles in corporate and public sectors.

# Student Selection Funnel



# Rigorous & Transparent Process



## Strategic School Partnerships

Collaboration with government and charitable schools across Noida/Delhi NCR to identify high-potential candidates from the outset.



## Structured Interviews

Multi-round assessments focusing on creative aptitude, grit, motivation, and financial need rather than solely on past academic scores.



## Compliance & Verification

Rigorous background checks, including family home visits, to verify economic status and ensure aid reaches the most deserving.



## Diversity-Based Selection

Active prioritization of marginalized groups, ensuring inclusion for orphans, daughters of single parents, and daily wage earners.

## Why It Matters



### High Retention Rates

Precise selection ensures we find students with the grit to complete the rigorous course.



### Placement Readiness

Assessing motivation leads to trainable, eager graduates ready for industry demands.



### Stakeholder Trust

Complete transparency in selection builds lasting confidence with donors and families.

*"Our selection process isn't just about finding students; it's about finding future leaders who will break the cycle of poverty."*

# Year in Review: Impact & Growth

## Placement Excellence

**85%**

Pre-graduation Employment Secured  
Secured

**100%**

Overall Placement Track Record Maintained

## Program Expansion

- ✓ Scaled **KMMP** (12-month) intake capacity
- ✓ Launched advanced **MJMC** degree specialization
- ✓ Enhanced **BJMC** curriculum with AI tools

## New Affiliations

Confirmed strategic degree partnerships with:

**Shri Venkateshwara University**  
**Glocal University**

## Social Impact

**100+**

Eco-Awareness Videos Produced



## CSR Growth

Established scalable partnership models with zero-cost zero-cost campaigns, expanding our reach to support **100** support **100 students** in the upcoming academic cycle.

# Student Growth (2012–2024)

# 43x

## Increase in Annual Intake

From mentoring a single student in 2012 to a fully operational batch of 46 in 2025. This steady trajectory reflects our commitment to quality over quantity, ensuring every student receives personalized attention.

## Growth Enablers



### Facility Expansion

New Digital Media Campus & AI Hub



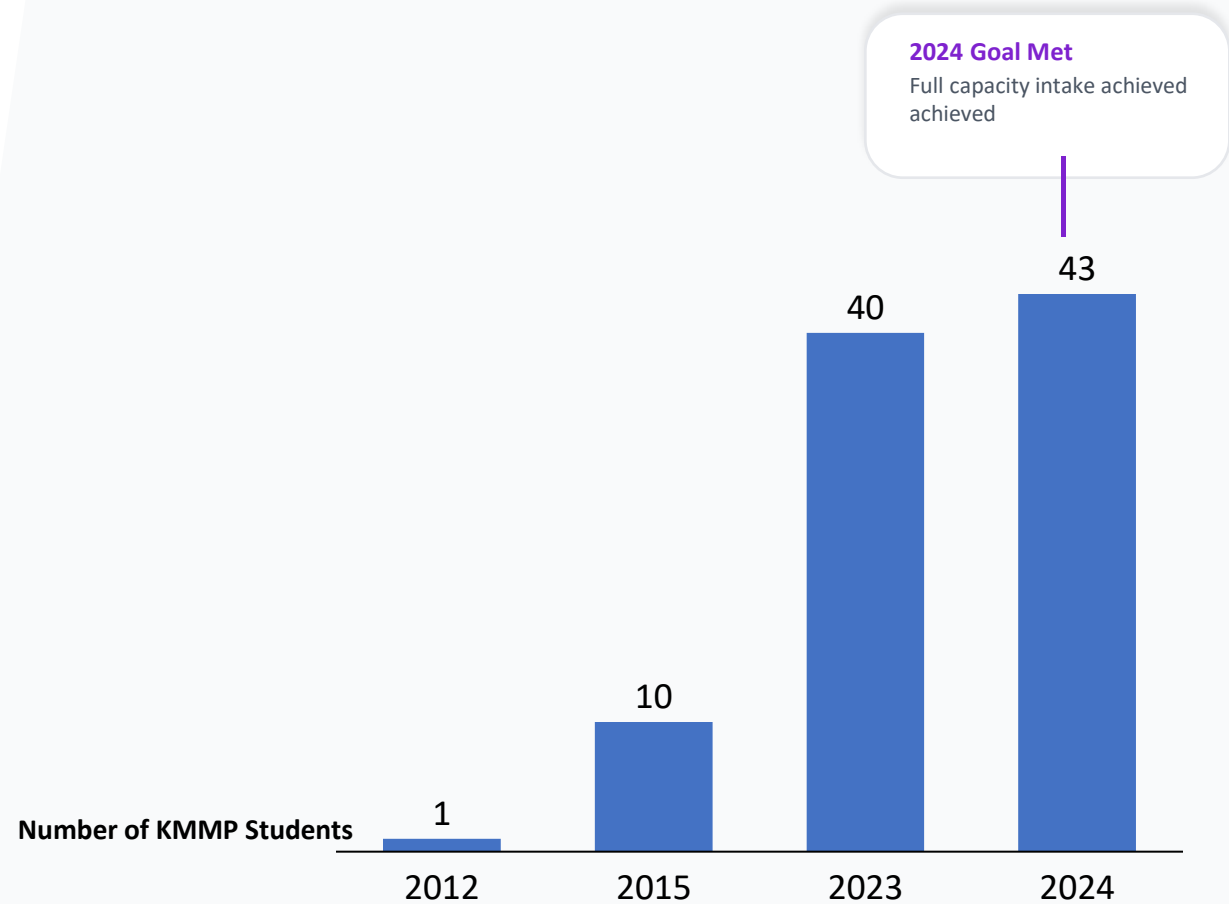
### Faculty Scaling

Team of 9 specialized industry experts



### Partner Support

CSR funding & University affiliations



# Achievements & Partnerships



## 100%

### Placement Record

Consistently maintained track record of placing every placing every graduate in the media industry.



## 85%

### Pre-Grad Employment

Students securing paid internships or jobs before completing their final semester.



## 100+

### Eco-Awareness Assets

Environmental impact videos produced and distributed across social platforms.

## University Affiliations



### Shri Venkateshwara University

Strategic Academic Partner for Degree Programs



### Glocal University

Collaborative Partner for Higher Education

# Mehak's Story: Barriers to Broadcasting



**Mehak Hashmi**

KMMC Graduate • Batch 2024



## The Background

Facing severe financial instability, Mehak's family could not afford higher education fees, threatening to threaten to cut short her academic journey despite her potential.



## The Intervention

Selected for PPCM's fully sponsored program. Gained specialized skills in Digital Media tools, News tools, News Production workflows, and content management systems.



## The Outcome

Secured a competitive paid internship at a leading news channel, which rapidly converted into a full-time into a full-time role as a Digital Media Executive.

### MEASURABLE IMPACT



**₹18,000**

Monthly Income (Starting)



**4 Members**

Family Supported



**Media Exec**

Current Role

# Komal's Story: Balancing Family & Future



**Komal Punia**

KMMC Graduate • Batch 2023



## The Background

At risk of dropping out due to overwhelming household responsibilities and the need to care for siblings, care for siblings, Komal's education was becoming a secondary priority.



## The Intervention

Joined the flexible 'Study + Earn' model at PPCM. This allowed her to balance learning digital content creation while managing home duties.



## The Outcome

Successfully transitioned into a freelance digital content creator role. Now works from home with flexible hours, maintaining financial independence.

### MEASURABLE IMPACT



**₹30,000**

Monthly Income



**4 Members**

Family Supported



**Editor**

Current Role

# Next-Gen Tech Ecosystem

## CORE FACILITY



## Digital Media Campus

A high-performance computing environment designed for heavy rendering and post-production workflows.


- ✓ Advanced GPU Systems
- ✓ 4K Filmmaking & VFX
- ✓ 3D Real-Time Rendering
- ✓ Industry Editing Suites

## INNOVATION HUB



## AI & Emerging Tech Hub

Bridging the gap between traditional media and future tech with dedicated zones for AI and zones for AI and virtual production.

-  Generative AI Tools
-  Virtual Production
-  AI-Based Editing
-  Motion Design

# Media Production Labs & Studios



## Media Production Labs

High-performance post-production suites

Dedicated editing stations equipped with industry-standard software for video editing, color grading, VFX, and sound engineering.

Adobe CC

DaVinci Resolve

ProTools



## Broadcast Newsroom

Real-time live news simulation environment

Professional setup featuring a multi-camera broadcast floor, chroma key green screen, and screen, and studio lighting grid for immersive journalism training.

Green Screen

Teleprompter

Multi-Cam

## Film Studios

Equipped with cinema cameras, professional lighting rigs, lighting rigs, and dolly systems for high-quality production.

Cinema Cameras

Lighting Rigs



## Radio & Audio Booth

Soundproofed environment for voice-overs, dubbing, dubbing, radio jockey training, and podcast recording.

Acoustic Treatment

Podcast Setup



## Screening Theatres

Cinema-grade projection space for analyzing student projects, film appreciation, and workshops.

4K Projection

Surround Sound

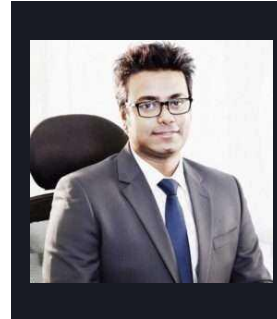
# Guided by Industry Veterans



## Deepti Srivastava

Founder

Masters in Mass Communication & Film Studies with over 20 years of experience across Doordarshan and top media houses. Leads the institution's vision in media journalism and inclusive education.



## Rahul Chakraborty

Founder / CEO / Director

Master's in Film, Animation & Media Studies from University of Hertfordshire (UK). Former Creative Head for major brands like Woodland, specializing in end-to-end media production.

### Specialized Faculty Domains

A dedicated team of 9 industry experts ensuring personalized mentorship.

 Filmmaking & Direction

 News Production

 Camera & Lighting

 Acting & Theatre

 Radio & Voice-over

 Photography & Design

 Music Production

 VFX & Editing

 Excellent Student-Ratio

"Small class sizes ensure every student receives the mentorship needed to transform potential into professional excellence."

# UN SDG Alignment



## SDG 1 No Poverty

Breaking the cycle of poverty by providing job-ready job-ready skills to underprivileged youth, transforming them into primary breadwinners.



## SDG 4 Quality Education

Delivering industry-standard media education with education with world-class infrastructure, bridging the gap between degrees and employability.



## SDG 5 Gender Equality

Focused women's education initiative: 100 girls girls selected this year to become leaders in the the male-dominated media industry.



## SDG 8 Decent Work

100% placement track record with starting packages packages of ₹15,000–₹40,000, ensuring sustainable sustainable economic independence.



## SDG 10 Reduced Inequalities

Democratizing access to high-cost media education education for marginalized communities, leveling the leveling the professional playing field.

# Creating Change **Beyond the Classroom**

## ANNUAL OUTPUT

**100** Students × **1** Video

 = **100 Eco-Assets**

## Topic Coverage (SDGs)



Climate Action



Clean Water



Clean Energy



Sustainable Cities



Life Below Water

## Theory of Change Model



### INPUTS

CSR Funding  
Expert Faculty  
Infrastructure



### ACTIVITIES

12-Month Training  
Workshops  
Mentorship



### OUTPUTS

Certified Graduates  
Project Portfolios  
New Skills



### OUTCOMES

Formal Employment  
Stable Income  
Independence



### IMPACT

Poverty Reduction  
Women Leadership  
Generational Wealth

# Annual Budget Overview in FY 2024-25

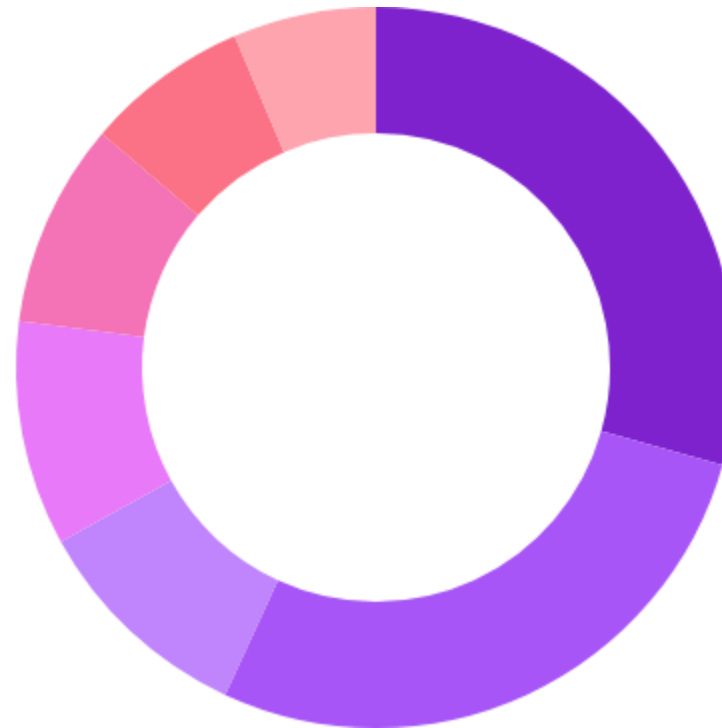
₹ **4.15**  
Lacs  
Current Annual Budget

## Our Commitment

Every rupee is tracked, reported, and audited. We believe in absolute financial transparency to build lasting trust.

**CSR Partners** receive detailed quarterly impact reports and audited financial statements.

## Budget Allocation Breakdown



|                         |     |
|-------------------------|-----|
| Teacher Salaries        | 60% |
| Film Production         | 10% |
| Monitoring & Evaluation | 5%  |
| Masterclasses           | 10% |
| Study Materials         | 10% |
| Operations & Career Dev | 5%  |

# 5-Year Strategy Roadmap

## Key Strategic Pillars



### Expand Affiliations

Deepen partnerships with universities like Shri Venkateshwara & Glocal to enhance academic credibility.



### Tech Upgrade

Invest in next-gen AI hubs and virtual production infrastructure to keep training industry-relevant.



### Grow Alumni Mentors

Build a robust network of alumni professionals to mentor the next generation of students.



### National Leadership

Establish PPCM as India's leading non-profit profit platform for high-quality media education.

## The Growth Trajectory: 100 to 500 Students

2026



**100**

Students

Foundation Year & Initial Scaling



2028



**300**

Students

Infrastructure Expansion & New Partnerships



2030



**500**

Students

National Leadership & Full Scale



# Growth Projections & Partners

## Scaling Roadmap (2026–2030)

| YEAR | STUDENTS | FACULTY | EST. BUDGET |
|------|----------|---------|-------------|
| 2026 | 100      | 5       | ₹96 Lacs    |
| 2027 | 200      | 10      | ~ ₹1.9 Cr   |
| 2028 | 300      | 15      | ~ ₹2.8 Cr   |
| 2029 | 400      | 20      | ~ ₹3.8 Cr   |
| 2030 | 500      | 25      | ~ ₹4.8 Cr   |

## Academic Alliances



### Shri Venkateshwara University

Certified Degree Programs



### Glocal University

Advanced Media Certification



### Open to New Partners

Join us in scaling impact

# Our Partners & Supporters

## Academic Affiliations



### Shri Venkateshwara University

Degree Certification & Academic Curriculum Partner



### Glocal University

Higher Education & Research Collaboration

## Community & Individual Support



### Volunteers & Mentors

Thank you to the guest lecturers and industry professionals giving their time.



### In-Kind & Equipment Contributors

Grateful for donations of cameras, software, and studio equipment.

JOIN THE MISSION

# How to Get Involved



## Sponsor a Student

Fund a full 12-month KMMC scholarship for an underprivileged girl. Transform a life for ₹[Amount].



## Corporate CSR Partnership

Align your brand with social impact. Get zero-cost media campaigns and measurable outcomes.



## Volunteer & Mentor

Share your industry expertise as a guest lecturer or lecturer or mentor students in their creative journey.




## Donate Equipment


Support our infrastructure by donating cameras, cameras, workstations, software licenses, or studio gear.

"Together, we can turn **talent into opportunity** and dreams into careers."

— Team Puppets Picture

## Get In Touch

 [puppetspicture.com](http://puppetspicture.com)

 Noida, Delhi NCR, India



Scan to Donate



# CSR Value Proposition



## Community Impact

Industry-oriented programs creating sustainable career opportunities for underprivileged youth in filmmaking, mass comm, VFX, VFX, and media technology.



## Brand Visibility

**Zero-cost** social media campaigns across Instagram, YouTube, and Facebook, ensuring strong brand awareness and visible CSR alignment.



## Environmental Action

Production and distribution of **100 eco-awareness videos** focused on focused on UN SDGs (Climate Action, Action, Clean Water), reaching digital digital audiences globally.



## Measurable ROI

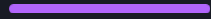
**100% placement** record with ₹15K–₹15K–₹40K starting salaries.

- Student-by-student tracking
- Quarterly progress reports
- Audited accounts



# PUPPETS PICTURE

Education Trust



*"When talent meets opportunity,  
success follows."*



## Visit Us

Noida, Delhi NCR  
India



## Connect Online

Karunamedia.org  
csr@karunamedia.org



## Follow Us

