

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 choice and the power to write her own own story."

Leadership Message

Reflections on a Transformative Year

Dear Partners and Supporters,

As we look back on the academic year 2025-26, 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 46 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.

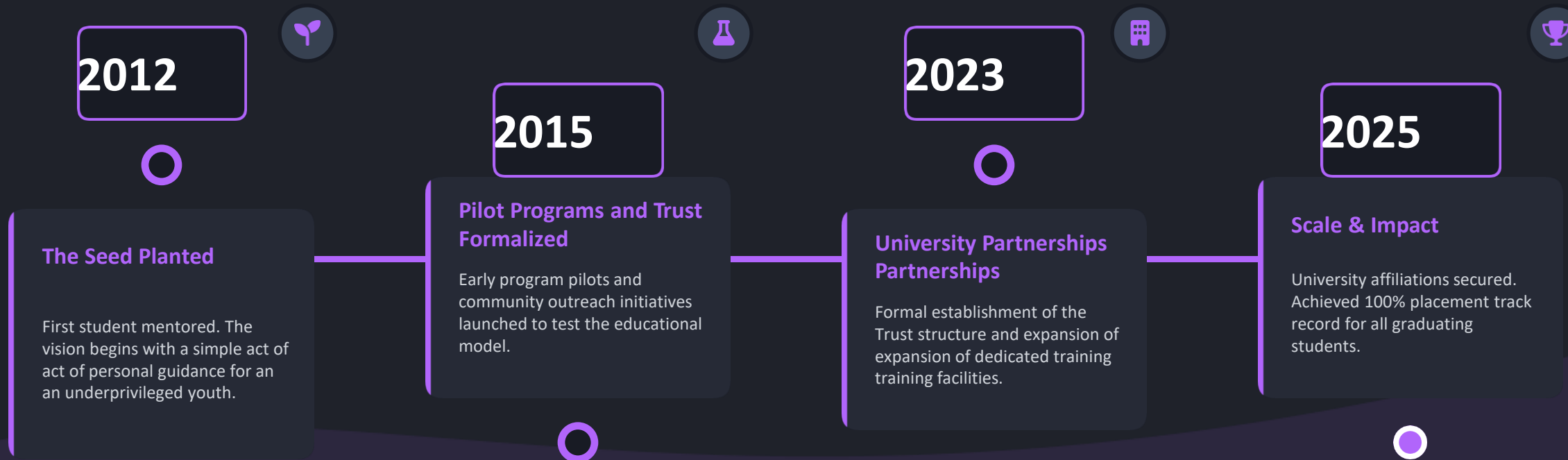


Community

Building a supportive ecosystem for growth.

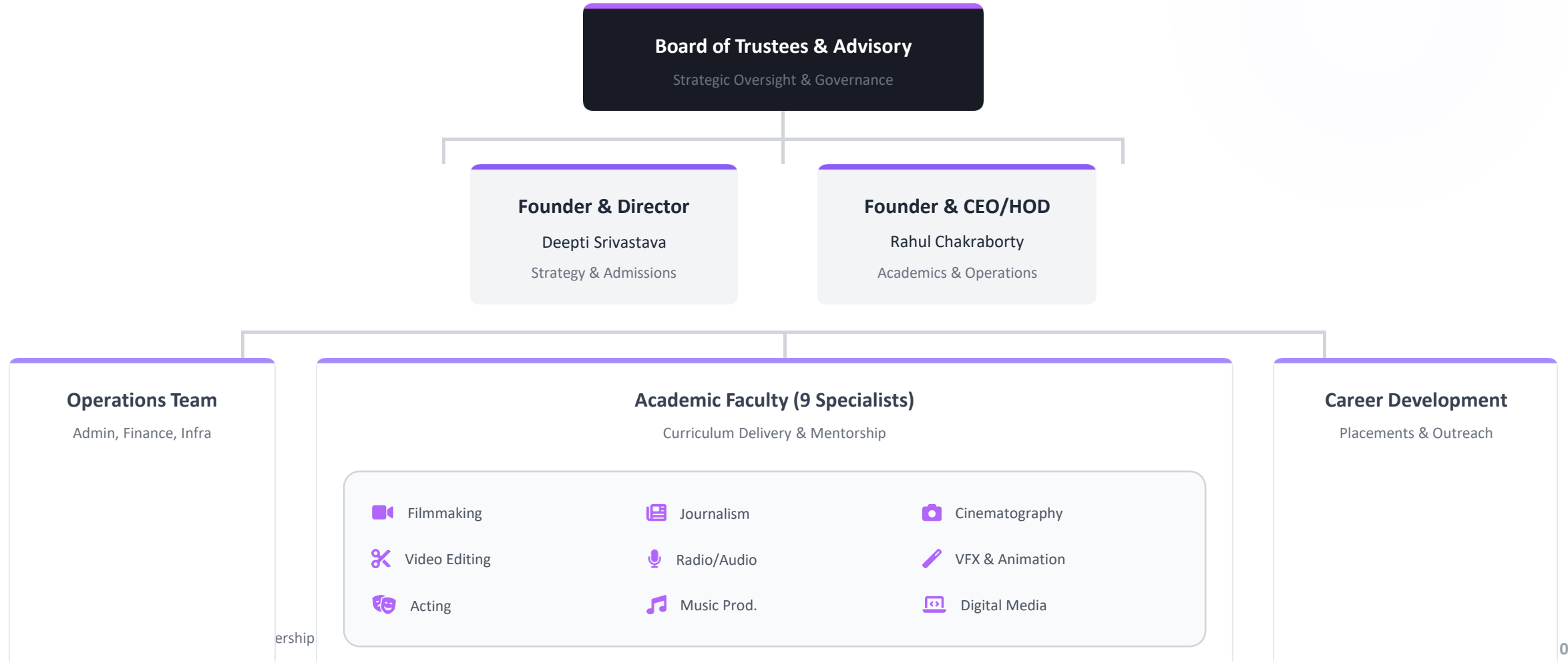
A Decade of Transformation

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)



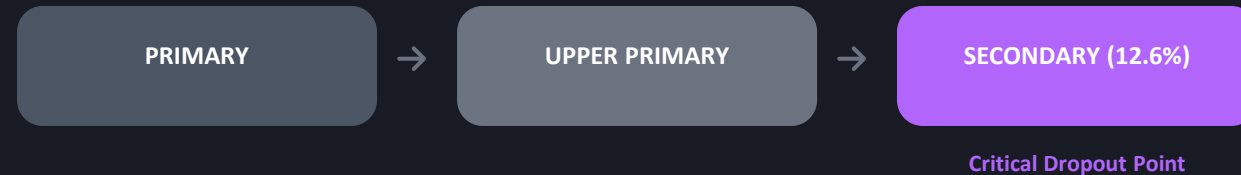
3.0%

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

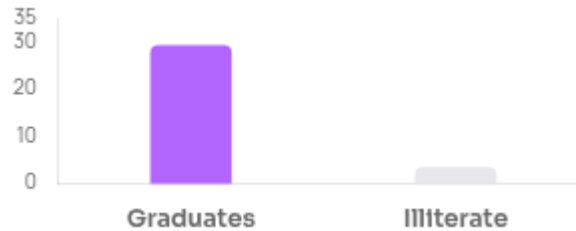
We tackle the #1 barrier—**Financial Constraints**—head-on. Our fully-sponsored KMMP program provides underprivileged youth with industry-ready media skills, **100% placement support**, and a dignified pathway out of poverty.

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

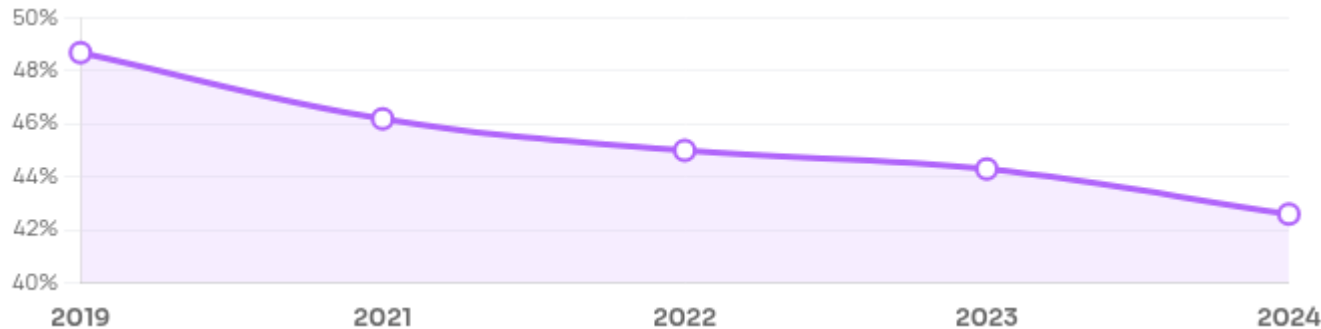
42.6%

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

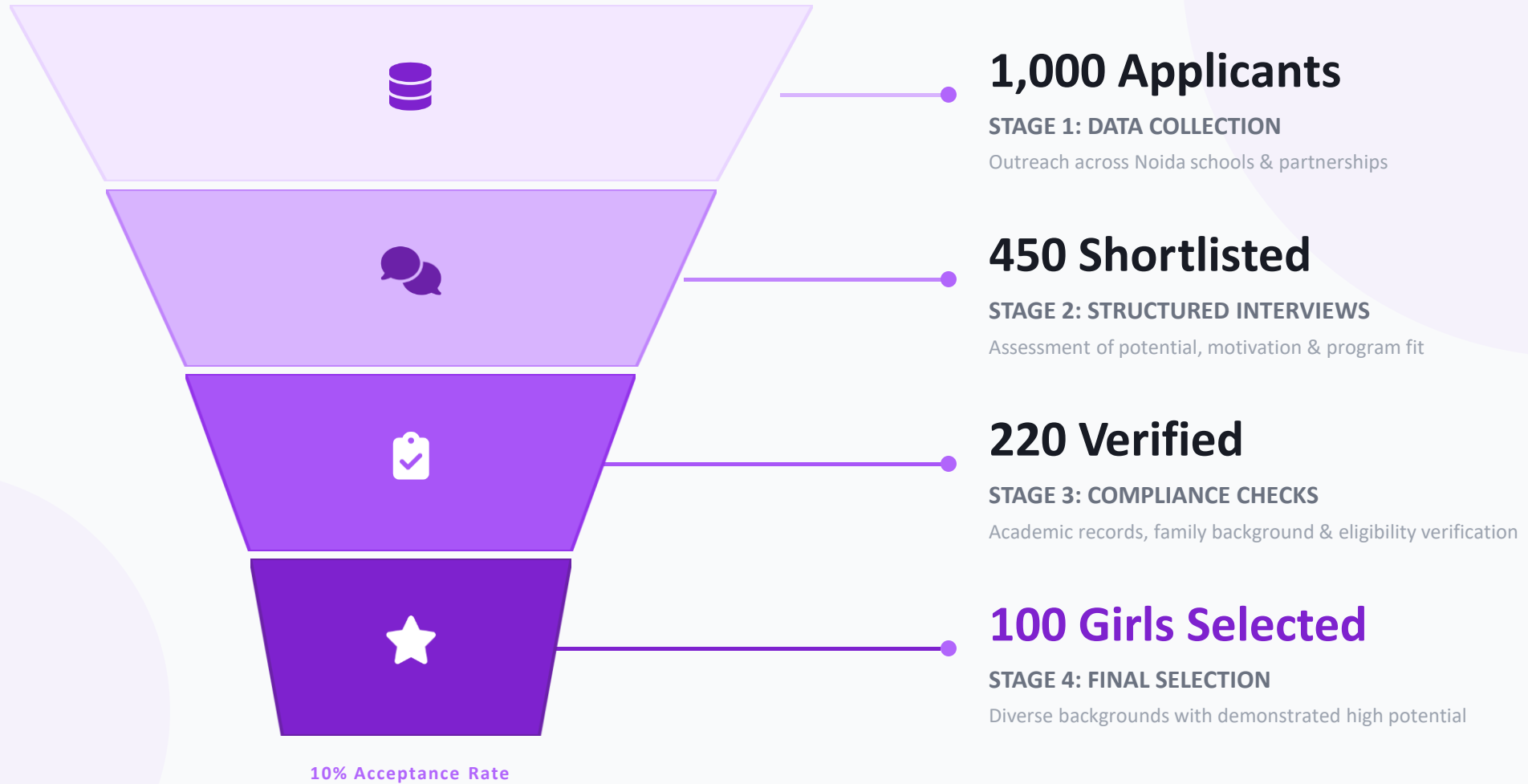


Digital Reporting

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 (2012–2025)

46_x

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



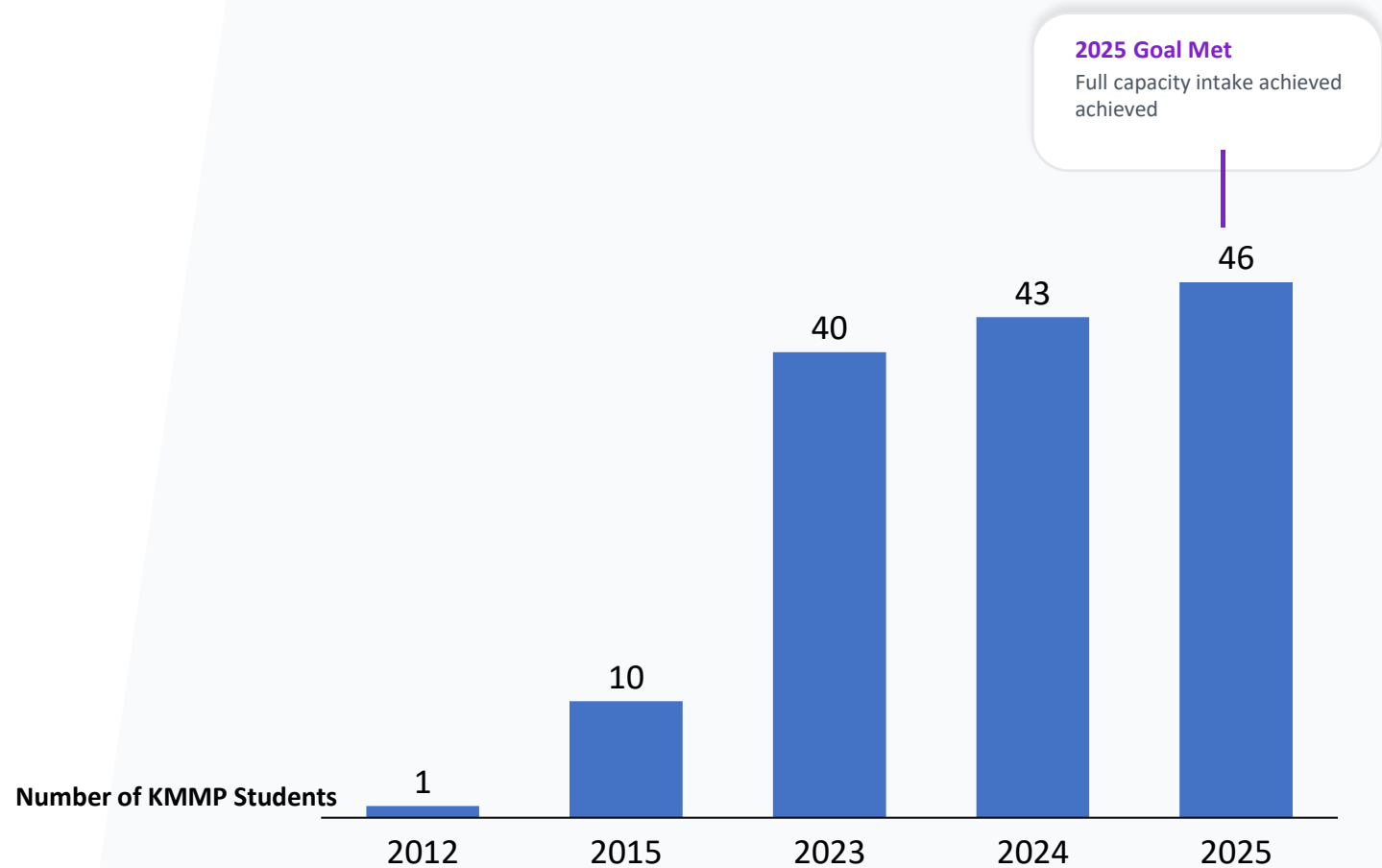
Faculty Scaling

Team of 9 specialized industry experts



Partner Support

CSR funding & University affiliations



Achievements & Partnerships



100%

Placement Record

Consistently maintained track record of placing every 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

Sachin's Story: From Farmer to Editor



Sachin Kumar

KMMC Graduate • Batch 2025



The Background

Sachin's father worked as a daily wage farmer and his mother as a housemaid. With unstable family income, higher education in media was financially impossible.



The Intervention

Enrolled in PPCM's fully-sponsored 12-month **KMMP Program**. Received intensive hands-on training in on training in Filmmaking, Camera Operation, and Video Editing.



The Outcome

Secured employment at **Neelam Films** immediately upon graduation. Transformed from a dependent dependent student to a skilled professional.

MEASURABLE IMPACT



₹15,000

Monthly Income (Starting)



3 Members

Family Supported



Breadwinner

Primary Role

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

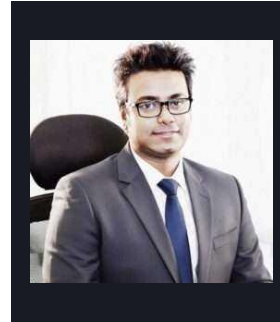
Guided by Industry Veterans



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 2025-26

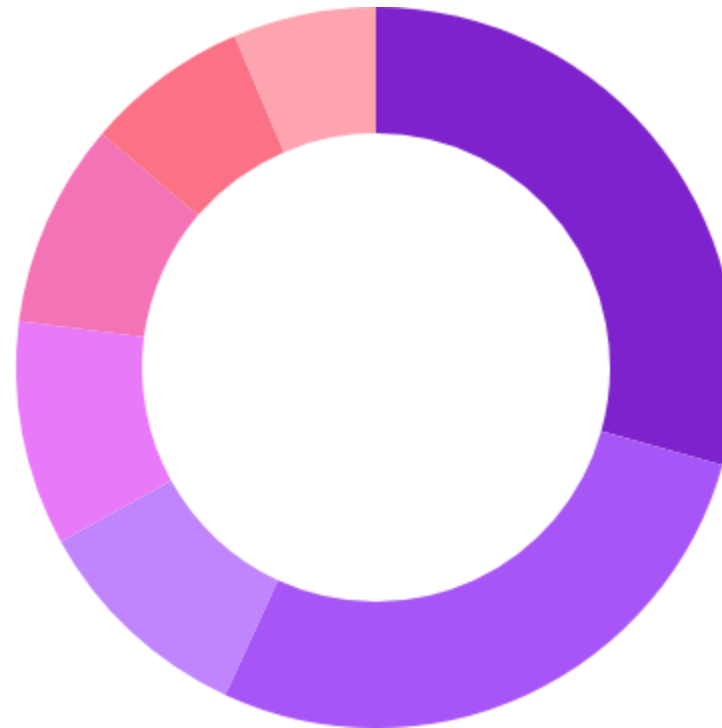
₹ **6.1**
Lacs
Current Annual Budget

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	32%
Film Production	30%
Research & Development	11%
Monitoring & Evaluation	11%
Masterclasses	10%
Study Materials	8%
Operations & Career Dev	7%

Budget Projection (2026-2030)

₹96 L

Cumulative 5-Year Budget

A strategic financial roadmap designed to support the exponential growth from **100 to 500 students**. This budget prioritizes student support, infrastructure infrastructure upgrades, and operational stability.

Strategic Additions



Student Support Fund

Direct aid for student welfare

3%



Camera Equipment

Upgrades for 500 students

3%



Contingency Fund

Emergency reserve

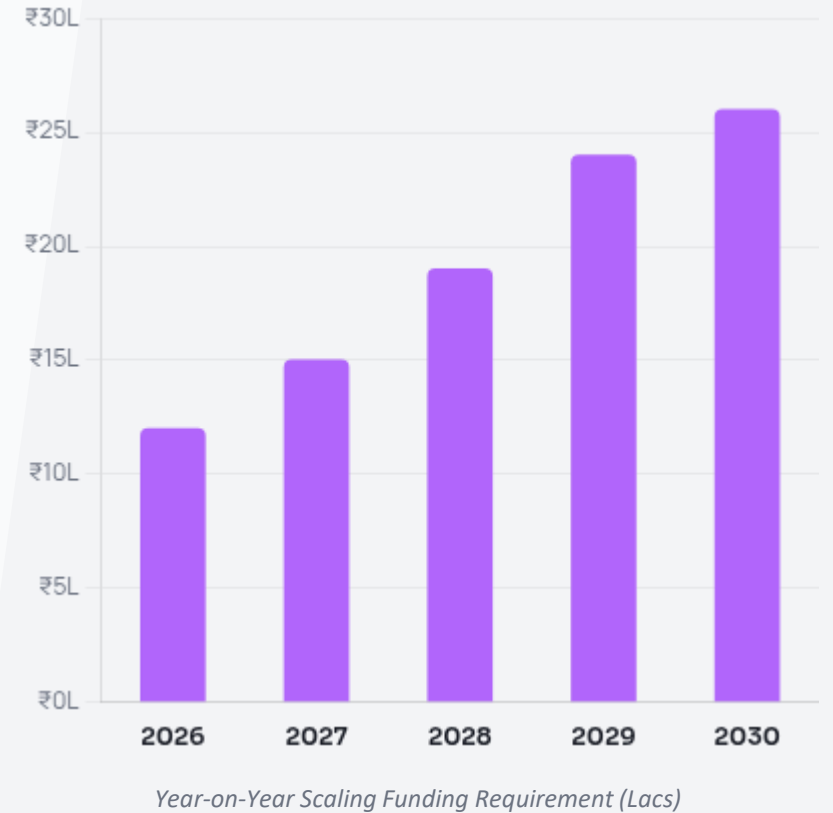
5%



Operational Rent

Facility expansion costs

1%



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

 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

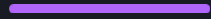
100% placement record with ₹15K–₹15K–₹40K starting salaries.

- 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



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Karunamedia.org
csr@karunamedia.org



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