



Foundation for
DEVELOPMENT
ACTION

Annual Report 2016-17



REG. NO. P.188/08

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Message from Executive Director's Desk

I am delighted to let every know that the year 2016-17 brought Foundation for Development Action (FDA) to new heights by tying hands with Social Justice Department, Government of Kerala for implementing a project which is one of its kind in the whole of the country where we have extended a whole lot of services for the betterment of children who are in conflict with law. The organization has reached out to 50 plus children in three talukas (Nedumangad, Chirayinkeezhu and Varkala) of Thiruvananthapuram district, who were found to have committed various offences. Services like; counselling, building Life Skills, involvement in Group Work exercises; linking the children to various schemes of the state and central government for availing mental health services; continuing education; livelihood support through skill development and grooming and capacity building training programmes for parents of these children. The project – ‘Psychosocial Care for Children in Conflict with Law” (KAVAL PROJECT) was implemented by Social Justice Department (now Department of Women and Child Development), Government of Kerala in three pilot districts of Kerala namely; Thiruvananthapuram, Palakkad and Kozhikode with support from eight Non-Governmental Organisations and with technical support from National Institute of Mental Health and Neurosciences, Bengaluru. The result was quite evident in the three pilot districts and thus the state government has now scaled up to KAVAL Project to 6 more districts from the year 2018.

With support from Entrepreneurship Development Institute of India (EDII), the organization had trained 127 unemployed youths from four districts of Kerala namely; Thiruvananthapuram, Pathanamthitta, Kollam and Alappuzha under 20 days Entrepreneurship Development Programme. Many have started their own business establishments and few are in the process of starting business units.

I do hope that in the upcoming years, the organisation will be able to establish its presence in the community for whom we work for. At this point in time; I on behalf of the organisation is extending our heart left thanks and appreciation to all those who have supported us and boosted our morale to take up new challenges. Good luck to whole FDA Team.

Thanking you,

Sincerely Yours's

Ramesh Krishnan
Executive Director

Message of President

I am happy to learn that, the organisation under the leadership of our Executive Director is implementing projects and programme in a successful manner. The number of new professionals joining the organisation in various positions are indicators of a growing organisation. I wish the year 2018 brings lots of happiness and new areas of interventions, projects and programmes for the organisation.

Sincerely Your's

Anish Kumar
President



1. Who We Are

Foundation for Development Action (FDA) is a budding Not-For-Profit development organization registered on 19th of June 2008 under Travancore Cochin Literary, Scientific and Charitable Societies Registration Act 1955. The organization is working with people living in most vulnerable locations by strengthening individual, community as well as institutional capacity in reducing disaster risks; help children enjoy childhood, thus enabling them to lead a dignified life and facilitate youth to engage in sustainable livelihoods for economic and social transformation. The organization is run by an army of young, energetic and talented professionals representing various disciplines namely; Social Work; Health; Environmental Science; Law and Counselling.

2. Vision

Foundation For Development envisions safer societies, empowered communities and resilient nation through active engagement of children, youth and communities at large.

3. Mission

Our mission is “to partner with vulnerable communities in shaping disaster-resilient society; ensure every child enjoy childhood to live a life with dignity and engage youth to achieve exceptional performance in their business enterprises”.

4. Core Values

Professionalism	We act with highest integrity, provide quality service, being reliable and responsible and uphold positive work culture.
Team Work	We provide support to each other, work cooperatively and respect one another's views and opinion and make working environment a joyous one.
Learning and Adaptability	We keep ourselves open to learn from “Best Practices” and want to learn something new from every person and every community for whom we work.
Innovative and Creative	We always believe doing things in a different manner. For this we will have community consultation and listen to our stakeholders. While doing this we will keep it in our closest concern not to compromise on human ethics and damage environment.
Transparency and Accountability	We commit ourselves to maintain high level transparency and accountability in our actions and in our dealings with project beneficiaries, donor agencies, government, partner agencies, public and our own staff members. We will make all effort to inform general public about the work we undertake with resource support from donor agencies.

5. What We Do

- Disaster Risk Reduction
- Child Right / Protection
- Livelihood Security
- Training and Capacity Building

6. Where We Work

Foundation for Development Action by legislation is entitled to work in the entire fourteen districts of Kerala, India. However the organisation is currently working in select districts namely; Pathanamthitta; Kollam; Alapuzha and Thiruvananthapuram



Activities implemented during the reporting period

1. Entrepreneurship Development Programme

Introduction

Kerala State Youth Welfare Board (KSYWB) in association with EDII – Entrepreneurship Development Institute of India, Ahmedabad has had organised six batches of twenty days entrepreneurship development training programme for 127 unemployed youths of Alappuzha, Kollam, Pathanamthitta and Thiruvananthapuram districts of Kerala. The sole objective of the programme is to create and develop entrepreneurial traits and skills among youths who are in lookout to start a self-employment business enterprise. The 20 days module of the training programme primarily focuses on in-depth understanding of the characters of enterprise and enterprising, motivational techniques, market analysis, business plan preparation, bank linkages etc. Experts, development consultants, bankers, and government officials working in the field of enterprise development/livelihood promotion handled the entire technical sessions of the training programme. Foundation for Development Action (FDA) was entrusted by EDII to implement the training programmes in all the four districts of Kerala during the period 2016-17.

Identification of potential trainees/candidates

Key to the success of any programme solely depends on the aptitude, attitude and outlook of the beneficiary. Considering the fact, KSYWB and EDII has adopted the following methods to identify needy candidates. Advertisement of the programme was published in all the leading Malayalam newspaper and shortlisted candidates were called for persona interview and thus the trainees were selected to attend the EDP training programme. Consolidated report of Entrepreneurial Development Training Programme is narrated below.

Day 1

Introduction and process of a starting enterprise – facilitated by Sri. Sivan Ambat, Associate Faculty of EDII. Shri. Sivan Ambat in his introductory session presented a clear and precise understanding of what a business enterprise, what are the factors that need to be looked and considered in a conceptual state for starting a business enterprise. His input session includes the following.

- Ice breaking session
- Introduction about income generation programs; skill development and entrepreneurship development
- Introduction about Entrepreneurship
- Process of starting an enterprise

The primary objective of the session was intended to build, develop and set business goal among trainees.

Day 2

Day 2 was focused on “Achievement Motivation”. Input session comprises of the following components:-

- 4 parts of business achievement – 1) business identification; 2) market survey; 3) support system and 4) legal frame work
- Explanation about affiliation, achievement and power oriented
- Motivational game like ring toss game - Resource Person’s observation about each trainees performance
- Game like pictorial representation and story formulation



The entire session was totally dedicated to motivate the trainees to build leadership trait and help them to do the self assessment and thereby to set individual goal.



Day 3

Session on “Competencies of an entrepreneur” was the topic on day 03. The input session covered the following:-

- Entrepreneurship qualities
- Importance of planning
- Quality maintenance
- Innovations
- Importance of communication

The trainees learnt the whole session through different group activities and it help them to find out their own competencies in their respective areas.

Afternoon session was handled by officials from District Industries Centre on various schemes and potential business opportunities .Major highlights of the input session are as follows.

- Sensitize the trainees about the various schemes of DIC
- Familiarize the trainees about the roles of DIC in entrepreneurship development
- VAT, TIN, CST registration process etc.
- Different government schemes- state and centrally sponsored programme run through DIC.
- The role of DIC for promoting enterprises.

The session was very informative for the trainees as they got a clear idea and understanding of schemes being implemented by the department of Industries and the role of industrial department to promote new entrepreneurs and enterprises.

Day 4

On day 04, the trainer covered the topic on on “Business Opportunity Identification” Following are the outline of his deliberations.



- Market scope; Market analysis and Acceptable return on investment
- SWOT Analysis
- Identification of enterprises like skill based, Local demand based, Export based and service sector based
- Assessing the competencies of an entrepreneur

The session was interesting and learning. The trainees were divided into groups and were given the task to identify a business enterprise by following the tips learned in the lecture session. The trainees also assessed their competencies by a scientific tool. Towards the end of the session, the group made presentation on the types of business identified.



Day 5

Session on “Marketing Strategies” was covered on day 05. Main highlight’s of the input session includes the following.

- Familiarizing the marketing aspects of business
- The process for marketing the product
- Importance of communication
- product promotions
- Product branding

The technical input session of the facilitator helped the trainees learn the importance of product marketing and marketing techniques in a practical manner.

Day 6

Session on “Market Survey and Business Plan Preparation was handled on day 6. High lights of the input session are as follows.

- Methods of conducting market survey
- How to prepare market survey tools



- How to prepare a feasible and viable business plan

After the day-long input session the trainees learned and understood to conduct market survey and prepare their own business plan. A model questionnaire for market survey was also shared with the trainees.

Day 7

Session on “Account and Book Keeping” was arranged on day 07. Highlights of the session include the following:

- Introduction and basis of Accounting
- Familiarize about journal; ledger and cash book
- Single entry and double entry systems
- Ledger account; trial balance and trading account
- Profit and loss calculation
- Balance sheet preparation

The session helped the trainees to get an idea about the importance, relevance and scope of maintaining proper books of accounts practices in a business firms/establishment. In the feedback session few trainees said the input session on accounting and book keeping has helped us to realize our own mistakes in this area”.

Five days long Market Survey

In order to understand and analyze market needs, the trainees were given the task to undertake market survey based on the types of enterprise they intends to establish. The survey includes data collection; meeting and interview with the entrepreneurs; product need analysis; product promotion etc. Based on the findings of the market survey, the trainees were asked to prepare a preliminary project report and present the same in the next opening session of the training programme.

Day 8

One day industrial visit was arranged at various Industrial Estates near to the training venue. The primary objective of the visit was to help familiarize the trainees to know and hear from various business owners on running an enterprise and the challenges they faced from various other market players and how they managed to overcome such challenges.

Day 9

Session on “Fine tuning of Business Plan and assessment of Business Plan” was conducted on 9th day of the EDP training programme.

The purpose of the technical session was to help familiarize the trainees on various components and aspects of fine tuning a project report/business plan. The findings of the market study and the personal experience which they obtained from industrial visit has also helped the trainees to understand the concept in a much clear manner. The facilitator also familiarized the trainees on costing, pricing and identifying break-even point. The session was informative and educative for the trainees as they got an idea on how to prepare a feasible project report.

Day 10

Session on “Licensing for Micro Enterprises was conducted on the 10th day. Following aspects of licensing which are mandatory for starting a business enterprise was discussed with the trainees.



- Documentation and procedure for obtaining different types of Licenses
- Formalities required for obtaining licenses for purchasing and installing machineries
- License for Building construction
- Procedure for obtaining Joint licenses from different departments
- Labour laws
- Procedures for obtaining power connection

The input session has extremely helped the trainees to get a complete over view of the technical procedure for obtaining various licenses from various departments to establish a business enterprise.

Interaction with successful Entrepreneur

Half day interactive session with successful business entrepreneur from various field of business enterprises was arranged. The objective of the session was to help trainees to know about practical approaches on entrepreneurial behaviour. The entrepreneur discussed about different business opportunities, qualities required for an entrepreneur, risk taking behaviour, money management etc. The session was very informative and motivating for the trainees.



Day 11

Forenoon session was on “Various formalities of an enterprise auditing” It covers the following areas:

- Importance of auditing
- The procedures and formalities of proprietorship, Partnership and company registration.
- Different Government agencies involving in this particular area.

In the afternoon an interactive session for the trainees was arranged with banking officials. The focused on procedures and official formalities on submitting a loan application. The resource person also briefed on supporting documents and other requirements while submitting a loan application. The role of Lead bank for enterprise development was also clearly articulated to the trainees. The input session helped the trainees to learn and understand what the procedures and requirements for applying for a loan to establish a business enterprise.



Day 12

A general awareness session on issues related to Taxes and VAT was arranged for the trainees. Different types taxes paid by the entrepreneurs

- Taxes for raw material purchases
- Taxes for machinery purchases
- On line tax payment
- Mandatory tax paid business enterprises
- Tax free business enterprises

The session helped the trainees to get an idea about the importance, relevance and taxpaying systems in a business firms/establishment.

Afternoon session was on general Awareness on Electricity Connection for Business Enterprises was handled. Major Highlights of the input session are as follows.

- Initial procedures for submission on applications
- Various tariff rates
- Installation of quality products for electrification. The technical session was very informative.

Day 13

Session on SIYB (Start and Improve Your Business) was organised on 13th day of the training programme. The session focused on small enterprise management and its package. It is purely an activity oriented program. The participants were divided into various groups. The facilitator gave tips to the trainees on how to manage an enterprise. The trainees learn from the games on how to manage the business. Towards the end of the input session the trainees learnt about basic business cycle; cash flow; methods to best utilize the capital; importance of maintaining positive cash flow and need for keeping records; estimating demand and supply etc. Through group work and participatory methods of learning, the trainees underwent the real time situation which helped to mould the entrepreneur within themselves.





Day 14

The morning session was on schemes of Kerala Financial Corporation (KFC) which was handled by Senior Officer from KFC. The session was arranged mainly to familiarize different schemes of KFC. The facilitator explained the schemes, interest rate, procedure for applying for the schemes etc. Also the trainer explained few success stories of the entrepreneurs getting loan from KFC. The session succeeded in motivating the trainees to come forward and take proactive steps for business development by linking with the schemes of KFC.



Afternoon session was on effective communication, need based time management, proper planning, verbal and non-verbal communication, and accepted way of body languages, team building, proper analysis of business units etc were communicated. Through group work and participatory methods of learning, the trainees underwent the real time situation which helped to mould the entrepreneur within themselves.

Day 15

Concluding day was on “Motivational Games” facilitated by Associate Faculty of EDII. Forenoon session was on motivation games through which the trainees learnt about their strengths, weakness and opportunities. The trainer asked the trainees to share their feedback about the 20 days long training programme. The trainees gave positive and encouraging remarks on the entire. They praised the effort taken by FDA, Kerala State Youth Welfare Board and EDII for arranging resource persons and expert consultants for handling the entire technical sessions of the training programme. Feedback of the training programme are as follow.

- The whole team rated the training programme as “Par Excellent” that they ever get.
- The participatory nature of the input sessions of the training programme is excellent to learn with joyfulness.
- Trainees got individual attention and realized their own strengths and weakness and tips for improvement
- Few trainees opined that input session on Accounts and Book Keeping was very much helpful.
- Training programme helped them to build and strengthen level of self-confidence.
- Training programme helped to build positive thinking.



- Training programme provided them with new friends who are willing to help each other in establishing new business enterprise.
- All the inputs sessions of the EDP were highly informative.
- Confidence level increased.
- Expertise of faculties was excellent.

As whole this training was a rich learning experience for the entire trainees. A behaviour change have seen in approach, attitude and way of thinking. More over the training programme had helped the trainees to develop entrepreneurial traits and become successful entrepreneur in their respective field of business. Snapshot of the six bathes of Entrepreneurial Development Training Programme are as follows.

District	Batch	Venue	Duration		Trainees
			From	To	
Alappuzha	1	Quilon Social Service Society, Mavelikara	30 th June, 2016	25 th July, 2016	21
Kollam	Only 1 batch	A.K. Bhaskar Centenary Auditorium, Mundakkal East	27 th July, 2016	30 th Aug, 2016	26
Pathanamthitta	Only 1 batch	St. Perter's Auditorium, Pathanamthitta	16 th Aug, 2016	8 th Sept, 2016	16
Thiruvananthapuram	Only 1 batch	MSSS Pattom	5 th Sept, 2016	29 th Sept, 2016	27
Alappuzha	Batch II	Pakal Veedu, Ambalapuzha	3 rd Oct, 2016	28 th Oct, 2016	21
Alappuzha Town	Batch III	District Panchayat Office Building, Civil Station	4 th Nov, 2016	26 th Nov, 2016	16
TOTAL					127





2. Psychosocial Care for Children in Conflict with Law (KAVAL PROJECT)

Foundation for Development Action (FDA) is implementing KAVAL Project (Psychosocial Care for Children in Conflict with Law) with financial aid from Social Justice Department (SJD), Government of Kerala and technical support from National Institute of Mental Health and Neurosciences (NIMHANS), Bengaluru since 23rd of August, 2016. The purpose of the project is to reach out to children in conflict with law and provide psychosocial services for the children and their family. It intends to ensure holistic care focussing on preventive, promotive and curative aspects of mental health of children in conflict with law. The project was officially launched by Smt K K Shailaja, Hon'ble minister for Health and Social Justice Government of Kerala at Thycaud, Thiruvananthapuram on 20th February 2017. Total budget approved by Social Justice Department for year 2016-17 was Rs. 6,19,000.00, out of which an amount of Rs. 5,07,106.00 was spent during the reporting period.

Group Work Exercise

The organisation had conducted group work exercises on six different days. First programme was a two day event which was conducted at training hall of Manickal Grama Panchayat, Pirappancode on 22nd and 23rd February 2017 and the remaining programmes were conducted at project office of the



organization at Pirappancode on April 11th & 28th and on May 10th & 19th 2017. A total of 35 children had attend the group work exercises on six different dates.

The first programme (2 day event) was jointly facilitated by Ms. Raji V.R, councillor Special Home, Thiruvananthapuram and Ms. Sibi. A, Project Coordinator of CCL Project of implementing organisation FDA and the remaining programmes were facilitated by Ms. Sibi. A, and co-facilitated by Ms. Theresa Thomas, Case Worker.

Manickal Grampanchayat President Smt. Sujatha inaugurated the first programme held on 22nd and 23rd February 2017. Executive Director of implementing agency Foundation for Development Action, shri Ramesh Krishnan presided over the inaugural ceremony. Vice president of Manickal Panchayat shri Jayan, District Child Protection Officer Thiruvananthapuram, shri Subair K.K and Manickal Grampanchayat Assistant Secretary, Smt. Ajila delivered felicitation.



The two day programme started at 11 AM with an ice breaking Session. In session first session, the facilitator divided the participants in group (pair wise) and gave them few points upon which the participant has to introduce their partner. The session was helpful in making the group lively and to bring group cohesiveness. In the second session, the facilitator asked few questions to the children which made them conscious about the latent skills which they possess. The children one after another shared the skills which they possess.

3rd session was on making the children aware on four areas namely; “I-Family-Father-Mother”. The children were allotted few minutes to think on the four areas and asked them to share their personal opinion on it. In the exercise the children, shared their past life experiences and future aspirations connecting to these four areas. Fourth session was focussed on making how to make their life fruitful and lively and this was done using dried raisin. The facilitator shared few point to think on which helped the children to think positively. All the children performed actively and energetically. In the concluding part of forenoon session, the children shared their feedback and comments. Few questions raised by children were clarified by Ms. Raji V.R.

Forenoon session was handled by Ms. Sibi. A, Project Coordinator, CCL Project of implementing organisation FDA. In the session, she asked the children to share the most cheerful life experience. In this session, the children shared their life experiences with all others one by one. Activities of day one ended at 4.30 PM.

Second day programme (23rd February 2017) started at 10.30 AM and was facilitated by Ms. Sibi. A. Turnover in 2nd day training programme was comparatively less confined to seven children. The facilitator started the session with a group work activity. Major point of discussion includes, steps to be taken in one’s life to take new things for positive change, perception and development. In the second session was conducted using ‘FACIAL EXPRESSION CARD’. The facilitator asked the children to share the most



disturbing and sorrowful experience of their life. Most of the children shared experiences of being in the case and its conflicting nature with law and its immediate effects on various aspects of life like; societal



and personal. Third session was on focussed on 'DRAWING'. Children were asked to draw their own family structure, which they did in a satisfying manner. Drawing Exercise, gave us better insights in understanding the relationship of the child and between other members of family. It also helped us to understand family problems, style of communication, barrier, family boundaries, leaderships trait in family and structure of the family. Most importantly it gave us pointers and room for thoughts of intervention needed in a child's life to mainstream him back to the community.

In the valediction programme, shri Promod, Secretary Manickal Grampanchayat expressed his views and opinion on how to make life more meaningful by working towards set goals and vision. Shri Promod distributed certificates to participants of Group Work training programme. In the feedback session, the children shared their experience of the two day input session. Most of them said that, the training programme had helped them to think positively and make their life happier. Case Worker of CCL Project, Ms. Theresa Thomas delivered vote of thanks.

Networking & Linkages

Kerala Literacy Mission

The project team had a discussion with Programme Head of Kerala Literacy Mission to explore the possibility to link two children to appear for 10th standard equivalency examination. Out of the two children one, child (Al Ameen, POCSO, CR.463/16) obtained admission and will join the equivalency course shortly.

Kerala State Centre for Advanced Printing and Training (C-APT), Thiruvananthapuram

Kerala State Centre for Advanced Printing and Training (C-APT) aims to impart free training in the field of Computer, Animation & Multimedia, Office Automation, Printing and Reprography to the educated unemployed youth. Educational counselling was given to Leon D - a child and referred to him to C-APT. After aptitude test, the child got admission in Certificate course in Desk Top Publishing and had joined the course. *His case study is mentioned towards the end of this report.*

Legal service

The project team liaison with JJB, lawyer's office and helped a child to obtain his judgement papers for applying for passport for temporary migration to UAE in search of better job.

Livelihood support for elder brother of a child name Abhijith Suresh

Economic condition and financial backup of Abhijith Suresh and his family is very much poor and pathetic. The family is ostracised by neighbourhood families in a hurt case in which Abhijith Suresh was involved. The project team contacted manager cum proprietor of Gurudeva ITC, Kilimanoor and arranged welding instructor's job for elder brother of Abhiith Suresh. But he discontinued and left the job.

Need based follow up action

The organization currently is taking up need based follow up actions for children who require various services. Contact over phone and home visits are also taken up on a priority basis. Services like; educational sponsorship, counselling, parental guidance, career counselling, peer group management services are provided to the child and his family members.



Consultancy Assignment:

Preparation of Pradhan Mantri Awas Yojana (PMAY) Detailed Project Report for Nedumangad Municipality

FDA on receiving request from the Secretary Nedumangad Municipality, had prepared a Detailed Project Report for implementing Pradhan Mantri Awas Yojana (PMAY). The DPR was prepared for 850 families with a total cost of 2250 lakhs under phase I. Out of 850 families, 800 belongs to general category, 42 belongs to Scheduled Caste and 8 families belong to Asraya category. Over the past decade urban population of the country has seen a tremendous growth. Estimate shows that by 2050 urban population in the country will reach more than 814 million people. This is an increase of about 400 million from current levels. It is anticipated that the Urban Local Bodies in the country is going to face the biggest challenge of providing affordable housing, water and sanitation to city dwellers. Slums in cities and metros are expected to grow at a rate of 34%, which in turn will take up the estimation of slum households to 18 million. Hence in order to alleviate the pressure on ULB's and provide long term solutions on housing and habitat development, the Government of India on June 25, 2015 launched a national flagship programme called "Pradhan Mantri Awas Yojana (PMAY) – Housing For All (URBAN) for providing affordable housing to all eligible Indian families by 2022. The mission will be implemented across cities of the country from 2015 to 2022 by ensuring that the most disadvantaged, neglected and vulnerable section of the society viz. women, economically backward groups, SC, ST, transgender, widow, person with disabilities and senior citizens gain preference in the allotment of houses.

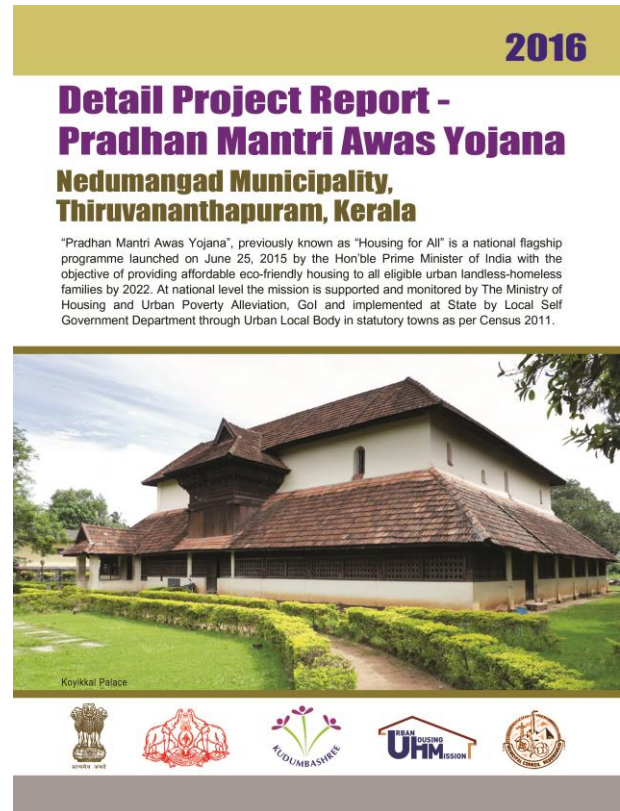
Mr. Anish Kumar
President

Date: 10-12-2017

Office Seal

Mr. Ramesh Krishnan
Executive Director

Date: 10-12-2017



Enclosed:-

The Audited statement for the period April 2016 to March 2017 is enclosed.