



ACE SOCIAL FOUNDATION

Annual Report 2023 – 2024.





Overview

It is with immense pride and gratitude that we present the Annual Report for Ace Social Foundation (ASF) for the year 2023-2024. This report encapsulates a year marked by resilience, innovation, and unwavering commitment to the cause of empowering Persons with Disabilities (PwDs) and promoting diversity and inclusion.

Over the past year, ASF has continued to expand its reach and deepen its impact across India. Our flagship initiative, Dialogue in the Dark, has once again proven to be a transformative experience for participants, offering a unique platform for understanding and empathy. Through immersive experiences and workshops, we have educated a diverse group of individuals, including corporate leaders, educators, and the public, about the abilities and potential of PwDs. Through our innovative Dialogue in the Dark program, we have successfully sensitized a total of 1,321 individuals across diverse sectors, fostering a deeper understanding of disability and promoting a more inclusive society.

ASF's work is guided by a fundamental belief in the power of awareness and education to change perceptions and break down barriers. We strive to create spaces where the voices of the marginalized can be heard and their contributions valued. Through our various initiatives, we aim to foster a culture of respect, understanding, and inclusion, ensuring that everyone, regardless of their abilities, can participate fully in society.

As we look back on this year, we are reminded of the countless stories of transformation and the positive changes that have emerged from our work. The dedication of our team, the trust of our partners, and the support of our community have been crucial in making this possible. We are deeply grateful for the continued support and partnership of all who believe in our mission.

Together, we are making progress, and together, we will continue to drive change. We invite you to join us in this journey of creating a world where diversity is celebrated, and everyone has the opportunity to thrive.



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I. About Ace Social Foundation

Ace Social Foundation is a 13-year-old registered not for profit organisation that has been championing the cause of PwD empowerment by creating awareness and sensitizing every Indian about the abilities of the disabled through a very unique exhibit called Dialogue in the Dark eventually leading to job creation for the Disabled.

ASF fundamentally works on two important areas:

- Sensitizing & Educating the world about Diversity appreciation & Inclusion of Persons with Disabilities (PwDs) & other Diverse Identity Groups (DIGs) like Women, LGBTQIA+, Elderly, etc.
- Employment Creation for DIGs leading to the financial liberation for the DIGs

II. About Dialogue in the Dark

DIALOGUE IN THE DARK is a **GLOBALLY RECOGNISED International SOCIAL IMPACT** CONSORTIUM spread across 30 Countries & has EDUCATED more than 10 MILLION PEOPLE ABOUT DISABILITY DIVERSITY leading to mainstreaming of more than 10,000 Blind people till date.

Dialogue in the Dark (DID) is a unique empathy experience that puts visitors through daily life situations like having a walk in the park, crossing a road, experience shopping at the supermarket, use of computers etc. all in complete darkness in a fun and entertaining way. Given the challenges of navigating in the dark, visitors are assisted by guides. At the end of the experience when the visitors are led out of the exhibition to light, they have surprised revelation where they realise that their guides are persons with visual impairment.

This role reversal brings about a transforming change in the mindset of the visitors thereby leaving the visitors with a view that PwDs need economically empowering opportunities and not sympathy.

Dialogue in the Dark experience sensitises on the on human diversity of Persons with disability

Dialogue in the Dark Experiences.

1. 4 Senses Challenge – A customized dark experience, where visitors participate in group-based activities to experience exploring their 4 senses.



2. Coffee In the Dark - Coffee in the Dark is an innovative mix of fun and adventure. Explore the art and science of making coffee in complete darkness.
3. Learning & Development Workshops - A transformative experience that immerses participants in engaging simulations to uncover strengths, address blind spots, and evolve beyond comfort zones, fostering trust, collaboration, and shared success.

III. Highlights of 2023-2024

FY 2023-2024 has been a remarkable year for Ace Social Foundation. We have conducted 24 workshops across 11 cities in India, sensitizing and educating 1,321 individuals about the abilities of persons with disabilities. These individuals came from diverse backgrounds, including entrepreneurs, senior leaders, DEI & HR professionals.

Outcome of Dialogue in the Dark Workshop.

- **Job-Role Fitment Analysis:** Dialogue in the Dark conducted a comprehensive job-role fitment analysis for a leading forge company. The findings highlighted potential areas where their unique skills could be effectively utilized, fostering an inclusive work environment.
- **Increased Interest in Hiring Persons with Disabilities:** Many entrepreneurs who participated in the Dialogue in the Dark workshops expressed a keen interest in hiring persons with disabilities. The immersive experience allowed them to better understand the capabilities and potential contributions of persons with disabilities, dispelling common misconceptions. As a result, several businesses have begun exploring opportunities to integrate inclusive hiring practices into their recruitment processes.
- **Collaboration with a Perfume Manufacturing Company:** A prominent perfume manufacturing company was particularly impressed by the Dialogue in the Dark workshop.. They are currently in discussions to hire persons with visual impairment, recognizing their enhanced olfactory senses as a valuable asset in the creation of perfumes. This collaboration not only aims to leverage the unique abilities of persons with visual impairment but also sets a precedent for inclusive practices in niche industries.

List of Dialogue in the Dark Workshops Conducted.

1. Confederation of Indian Industry

Number of Participants – 84

Workshop Name – Four Sense Challenge

Location – Surat, Gujarat



2. Rotary Regalia

Number of Participants – 85

Workshop Name – Four Sense Challenge

Location – Delhi

3. Tata Communications

Number of Participants – 25

Workshop Name – Dialogue Business Workshop

Location – Mumbai





4. Federation of Indian Chambers of Commerce – Ladies Organisation (FICCI-FLO)

Number of Participants – 50

Workshop Name – Four Senses Challenge

Location – Jaipur



5. Club Class

Number of Participants – 75

Workshop Name – Four Senses Challenge

Location – Delhi



6. Entrepreneurs Organization, Gujarat

Number of Participants – 40

Workshop Name – Four Senses Challenge

Location – Ahmedabad



7. Young Presidents Organisation, Gujarat

Number of Participants – 40

Workshop Name – Four Senses Challenge

Location – Ahmedabad





8. Club Access

Number of Participants – 75

Workshop Name – Four Senses Challenge

Location – Delhi



9. Publicis Sapient

Number of Participants – 28

Workshop Name – Dialogue Business Workshop

Location – Bangalore

10. BNP Paribas

Number of Participants – 25

Workshop Name – Coffee in the Dark

Location – Mumbai



Rotary Imperial

Number of Participants – 75

Workshop Name – Four Senses Challenge

Location - Delhi





11. Goldman Sachs

Number of Participants – 200

Workshop Name – Four Senses Challenge

Location – Bangalore & Hyderabad

12. VM Ware

Number of Participants – 50

Workshop Name – Four Senses Challenge

Location – Bangalore

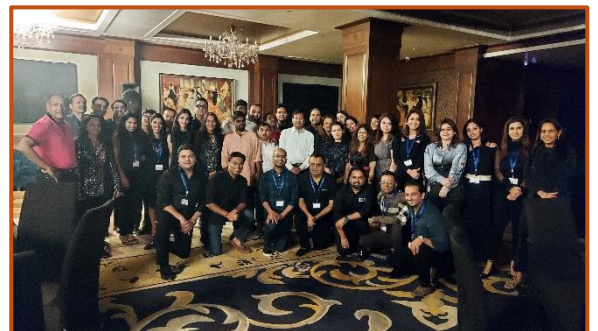


13. YPO Punjab

Number of Participants – 50

Workshop Name – Four Senses Challenge

Location – Ludhiana



14. HSBC India

Number of Participants – 5

Workshop Name – Coffee in the Dark

Location – Mumbai





15. Tata Motors Smart Mobility Services

Number of Participants – 16

Workshop Name – Dialogue Business Workshop

Location – Mumbai



16. Federation of Indian Chambers of Commerce – Ladies Organisation (FICCI-FLO)

Number of Participants – 100

Workshop Name – Four Senses Challenge

Location – Hyderabad



17. Federation of Indian Chambers of Commerce – Ladies Organisation (FICCI-FLO)

Number of Participants – 60

Workshop Name – Four Senses Challenge

Location – Pune



18. Club Elite Circle

Number of Participants – 75

Workshop Name – Four Senses Challenge

Location – Delhi





19. Alkem Laboratories

Number of Participants – 60

Workshop Name – Coffee in the Dark

Location – Delhi



20. Pricol Limited

Number of Participants – 32

Workshop Name – Dialogue Business

Workshop

Location – Coimbatore



21. Media.Net

Number of Participants – 20

Workshop Name – Dialogue Business

Workshop

Location – Mumbai



22. Young Presidents Organisation, Chennai.

Number of Participants – 60

Workshop Name – Four Senses Challenge

Location – Chennai



I. Dialogue in the Dark Mumbai Supported by State Bank of India Foundation

Dialogue in the Dark" is first of its kind initiative in India, where State Bank of India a premier banking institute through State Bank of India Foundation-COE has setup an experiential centre to create awareness of the abilities of the persons with disabilities. Dialogue in the Dark stands as a significant initiative by SBIF, designed to educate and sensitize employees in the BFSI sector.

Our collaboration with the State Bank of India Foundation (SBIF) continues to grow, with the

Dialogue in the Dark initiative remaining a pivotal component of the SBI training program. The success and impact of the program have led to its extension for another year, from October 2024 to September 2025.

This year, 726 individuals across 72 different educational institutes, private & public sector organisations, entrepreneurs were sensitized to the abilities of persons with disabilities through the Dialogue in the Dark experience at the Mumbai center. These workshops provided participants with a unique perspective on the challenges and strengths of persons with disabilities, fostering greater empathy and understanding.

Highlights of Dialogue in the Dark – SBIF Activities

Visit from Goa's Disability Department.

On November 6th, Shri Subhash Phal Desai, Social Welfare Minister of Goa, and Shri Guruprasad Pawaskar, Commissioner for PwDs, Government of Goa, visited the center along with the SBIF team.



Visit by MTDC Leadership:

The Managing Director of the Maharashtra Tourism Development Corporation, Shraddha Joshi Sharma, accompanied by Collector Vidyut Varkhedkar, visited Dialogue in the Dark. This visit marked the initial step in establishing our partnership with MTDC, aiming to promote inclusive tourism experiences.



Dialogue in the Dark at Purple Fest

Dialogue in the Dark made a significant impact at the outset of 2024, as it took center

stage at the International Purple Fest in Goa, India.

International Purple Fest 2024 is a first-of-its-kind inclusive festival in India that embraces, expresses and celebrates persons with disabilities. The Purple Fest aims to showcase how we can come together to create a welcoming and inclusive world for everyone.



With the support of the State Bank of India Foundation, Dialogue in the Dark was showcased at the Purple Fest for five consecutive days, attracting a diverse audience of 500 visitors, including numerous corporate representatives, policymakers, educators, students, and Persons with Disabilities (PwDs). Dialogue in the Dark provided an immersive empathy

experience. This experience left a lasting impression on attendees, with the majority expressing a newfound commitment to advancing Disability diversity and inclusion initiatives.

The DID Experiences featured at the Purple Fest included sensory activities such as identifying different smells, tactile pairing exercises with various textures, and even playing cricket in complete darkness. Across 5 days over 80 + tours were conducted, led by our three visually impaired guides, who facilitated invaluable learning experiences for all the visitors.



II. About DesiNation

ASF has launched DesiNation - Digital E-Learning Platform – A digital D&I Education initiative for educational institutes, corporates, government organizations & public at large that offers e-learning content across the diverse identity groups such as Disability, caste & race, socio-economic status, Gender & gender diversity, sexual orientation, Age & Generation.

ASF through Desination aims to promote proactive adoption of diversity education enabling organizations and institutions to decrease the chances of discrimination & insensitivities.

The uniqueness of ASF- DesiNation micro video lessons lies in their delivery of content through scenario-based micro-video lessons. These videos showcase real-life situations enacted to convey learning in a relatable manner without being preachy.

Till Date ASF has created 88 micro-video lessons on disability & unconscious bias related to gender and sexual orientation. Some of the broad topics covered in the 88 micro-video lessons produced are -

1. 21 Types of Disabilities
2. Introduction to Accessibility & Reasonable Accommodation.
3. Barriers & Barrier Environments
4. Biases encountered by working mothers, single women & Married women
5. Workplaces bias encountered by transgender employees.
6. How to interact with transgenders individuals.

ASF - DesiNation Impact

- DesiNation e-learning program on disability implemented by the Department of Women, child welfare & Disability, Government of Telangana
- DesiNation E-learning content on Disability, Biases encountered by working mothers, single women & Married women & Workplaces bias encountered by transgender employees, implemented across 15 organisations impacting 10,00,000 + employees.





III. Way Forward for Ace Social Foundation

As Ace Social Foundation (ASF) continues its remarkable resurgence following the COVID-19 pandemic, we are focused on expanding our impact and reach in the coming year. A key initiative is the re-launch of Dialogue in the Dark permanent centers in Hyderabad, which will provide ongoing, immersive experiences designed to promote awareness and inclusion for persons with disabilities. This expansion is aimed at deepening our engagement and broadening the scope of our educational outreach.

In addition to expanding our centers, we are committed to delivering impactful Dialogue in the Dark education programs tailored for corporates and educational institutions as part of their CSR initiatives. Building on our extensive experience, particularly with persons with visual impairments, ASF is also exploring collaborations with assistive technology innovators. Our goal is to integrate cutting-edge solutions that empower individuals with visual impairments, enabling them to navigate their environments more independently and effectively.

Through these forward-looking initiatives, ASF remains dedicated to advancing our mission of fostering an inclusive society where every individual, regardless of their abilities, has the opportunity to thrive. We are excited about the opportunities ahead and look forward to continuing our work to make a lasting impact.



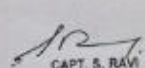
Ace Social Foundation Financials

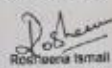
2023-2024





ACE SOCIAL FOUNDATION					
Regd. Office : D. No. 8-3-713/A/111, 1st Floor, Sapphire Complex, Amrutha Hills, Panjagutta, Hyderabad TG 500602					
BALANCE SHEET AS ON 31/03/2024					
Liabilities	As at 31-03-2024	As at 31-03-2023	Assets	As at 31-03-2024	As at 31-03-2023
Corpus Fund	44,79,127	44,79,127	Fixed Assets	2,340	3,900
Corpus Fund	44,79,127	44,79,127	Computer, Printers & Accessories	12,837	14,867
			Electrical Equipments	20,267	23,843
			Mobles & Accessories	35,456	42,889
			Plant & Machinery	71,699	85,499
			Current Assets	-	1,32,699
SBI Foundation Grant Received-Balance	1,08,699	2,22,236.00	Advances for Expenses	2,71,888	1,58,320
TDS Payable	11,375	-	TDS Receivable	15,500	15,500
Audit Fee Provision	23,600	-	Cash In Hand	6,04,298	2,39,999
			Bank Balance	8,91,476	5,46,518
			Advance to Creditors	10,74,004	10,89,495
Excess of Income Over Expenditure					
Previous Year	-29,79,856	-37,58,591			
Current Year	3,94,236	7,79,739			
	-25,85,620	-29,79,856			
Total	20,37,179	17,21,511	Total	20,37,179	17,21,511

For ACE Social Foundation


CAPT. S. RAVI
(President)


Roshana Ismail
(General Secretary)





Jasdeep Kulkarni
Chartered Accountant
M No. 202940


Place - Hyderabad
Date - 20.05.2024





ACE SOCIAL FOUNDATION					
Regd. Office : D. No. 6-3-713/A/111, 1st Floor, Sapphire Complex, Amrutha Hills, Panjagutta, Hyderabad TG 500082					
INCOME & EXPENDITURE ACCOUNT					
For the Period Ended on 31st March 2024					
EXPENDITURE	For the year ended 31st March 2024	For the year ended 31st March 2023	INCOME	For the year ended 31st March 2024	For the year ended 31st March 2023
Staff Salaries	13,56,211	19,37,280	D/D Sensitization & Education Receipts-Hyd	16,08,000	21,32,900
Rent Training Centers	41,800	75,200	D/D Sensitization & Education Receipts-Chennai	-	-
Office Repairs & Maintenance	-	15,292	Donations	8,19,500	15,600
<u>D/D Sensitization & Education Expenses</u>			Interest on SB Accounts	1,480	4,730
a. Program Expenses	8,49,090	6,12,394	Interest on T T Refund	71,541	-
b. Consultant Charges	14,38,951	2,34,694	SBIF Grant Utilised	23,50,628	27,92,045
c. Contract Charges	5,99,011	-			
d. Shooting Expenses	-	40,000			
e. Event Fees	-	4,705			
f. Project Expenses Admin Fee	1,02,841	97,650			
Travelling & Conveyance	62,321	36,401			
Printing & Stationery	634	15,511			
Bank Charges	-	525			
Office Expenses	80,023	1,55,541			
Depreciation	13,950	17,000			
Disability Support Costs	23,000	25,000			
Audit Fees	-	9,810			
Electronic Charges	-	3,073			
Postage & Courier	-	10,591			
Software Expenses	-	10,673			
Advertisements & Exhibition Expenses	-	21,578			
Brand Licence Fee	-	1,52,398			
Telephone , Mobile phone & Internet Charges	-	3,177			
Insurance on Mobile	-	3,579			
Bad Debts	53,500	-			
Excess of Income over Expenditure	3,94,228	7,79,735			
	48,36,158	49,44,402		48,36,158	49,44,402


For ACE Social Foundation


Jeevitha Kulkarni
Chartered Accountant
M No 202540
Place - Hyderabad
Date - 20.05.2024




CAPT. S. RAVI
(President)


Rosheena Ismail
(General Secretary)





ACE SOCIAL FOUNDATION
 Regd. Office : B. No. 4-3-713/A/111, 1st Floor, Sapphire Complex, Amrutha Hills, Patanjali, Hyderabad 50 500582
Receipts & Payments
 For the Period Ended on 31st March 2024

Receipts	For the year ended 31st March 2024	For the year ended 31st March 2023	Payments	For the year ended 31st March 2024	For the year ended 31st March 2023
Opening Balance			Staff Salaries	13,36,264	16,37,280
Cash in Hand	15,500	15,500	Rent	27,800	76,290
Bank	2,39,999	3,38,783	Office Repairs & Maintenance	-	16,282
SBI Foundation Grant Received	22,29,017	30,14,288	ODD Sensitization & Education Expenses	5,17,603	5,82,355
Dialogue in the Dark Sensitization Donations	8,19,500	15,602	Traveling & Conveyance	82,321	58,401
Income Tax Refund	1,36,822	-	Printing & Stationery	804	15,611
DD Sensitization & Education Receipts	15,08,450	19,74,380	Paid to SBI Foundation (Refund)	8,931	-
Other Income	-	-	Program Expenses	-	30,081
Interest on SB Account	1,488	4,750	Fixed Assets	-	1,02,408
			Bank Charges	5	425
			Rent Advance	1,73,554	12,066
			Dues & Taxes	-	1,206
			Sundry Debtors	-	4,700
			Event Fees	-	40,000
			Shooting Expenses	-	5,073
			Electricity Charges	30,023	1,55,541
			Office Expenses	98,733	97,450
			Project Admin Fee	-	3,177
			Telephone, Mobile phone & Internet Charges	-	10,591
			Postage & Courier charges	-	10,072
			Software Expenses	-	21,578
			Advertisements & Exhibition Expenses	-	1,52,388
			Brand Licence Fee	19,78,779	8,45,920
			Payment to Creditors	-	9,810
			Audit Fees	-	25,000
			Disability Support Costs	25,296	8,94,994
			Consultant Charges	-	3,579
			Insurance on Mobile	-	-
			Closing Balance	15,500	15,500
			Cash in Hand	6,04,288	2,10,990
			Bank	49,50,878	52,64,784
	49,60,878	53,64,784			

Amrutha Kulkarni
 Amrutha Kulkarni
 Chartered Accountant
 M No 202540

Place - Hyderabad
 Date - 20.05.2024

For ACE Social Foundation

CAPT. S. RAO
 CAPT. S. RAO
 (President)

Roshni Jaiswal
 Roshni Jaiswal
 (General Secretary)





ACE SOCIAL FOUNDATION
Regd. Office : D. No. 6-3-713/A/111, 1st Floor, Sapphire Complex, Amrutha Hills, Panjagutta, Hyderabad TG 500082
Schedules forming part of Balance Sheet as at 31.03.2024
Fixed Assets Schedule / Depreciation Claim under the Income Tax Act 1961 for the year 2023-24


PARTICULARS	WDV as on	Additions		Total	Rate	Depreciation	WDV as on
	01.04.2023	before 30.09.2023	after 30.09.2023				31.03.2024
	Rs	Rs	Rs	Rs		Rs	Rs
Computer Accessories	3,900.00	-	-	3,900	40%	1,560	2,340
Electrical Equipments	14,867	-	-	14,867	15%	2,230	12,637
Mobile Phone	23,841	-	-	23,843	15%	3,576	20,267
Plant & Machinery	42,889	-	-	42,889	15%	6,433	36,456
Total (I + II + III + IV + V)	85,499	-	-	85,499		13,800	71,699


Jeeendra Kulkarni
Chartered Accountant
M No 202540

Place:- Hyderabad
Date:- 20.05.2024

ACE Social Foundation


CAPT. S. RAVI
(President)


Rusheena Ismail
(General Secretary)





VIII. Acknowledgements

Ace Social Foundation is grateful to all its well-wishers, partners, donors who have supported us in re-launching our operations.

- I. State Bank of India Foundation
- II. Dialogue Social Enterprise.
- III. Confederation of Indian Industry
- IV. Rotary Regalia
- V. Tata Communications
- VI. Federation of Indian Chambers of Commerce
- VII. Club Class
- VIII. Entrepreneurs Organisation
- IX. Young Presidents Organisation
- X. Club Access
- XI. Publicis Sapient
- XII. BNP Paribas
- XIII. Rotary Imperial
- XIV. Goldman Sachs
- XV. VM Ware
- XVI. HSBC India
- XVII. TATA Motors Smart Mobility Services
- XVIII. Club Elite Circle
- XIX. Alkem Labs
- XX. Media.net
- XXI. Pricol Ltd

IX. Contact US

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Email ID – info@acesocial.org

Website – www.acesocial.org

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Instagram - <https://www.instagram.com/dialogueinthedarkindia>

Facebook - <https://www.facebook.com/dialogueinthedarkindia/>