

Career Academy Programme

NAM India with

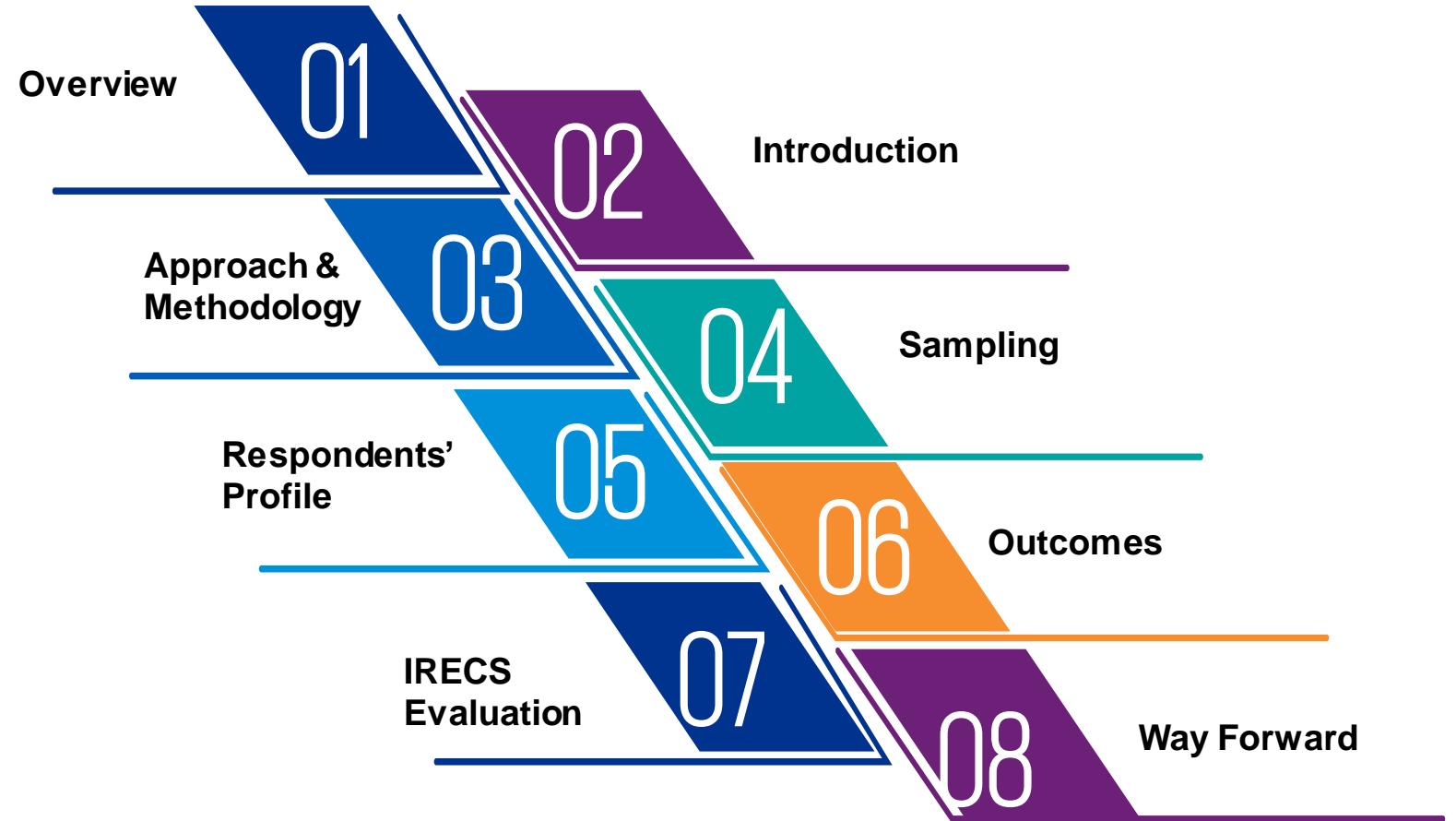
Edubridge Learning Private Ltd.

(Edubridge) and Udyogini

Impact Assessment on key parameters



Table of Contents



Project Goals

- To address the issues of poverty and unemployment by training and placing youth from under privileged sections of the society
- To provide employment opportunity to unemployed Indian youths in the age group of 18-28
- To increase the family income of placed youth and raising their standard of living in the society

Total Beneficiaries:
1,727

Sampling Summary

Location	Academy	College
Ernakulum	11	16
Indore	14	43
Pune	46	31
Total	71	90

Moilisation

99.38%

Respondents were satisfied with the enrollment process

90.68%

Respondents shared that the SPOC cleared their doubts

85%

Respondents joined the programme with the intention of getting a job

Training

93.17%

Respondents were satisfied with the quality of instructor led training

93.71%

Participants have undergone internal assessments

70.81%

Respondents shared that they have received completion certificates

Placement

41%

Respondents received placement from the project

78%

Placed respondents were working in BFSI sector

100%

Placed respondents shared that they are satisfied with the existing job role

Key Recommendations

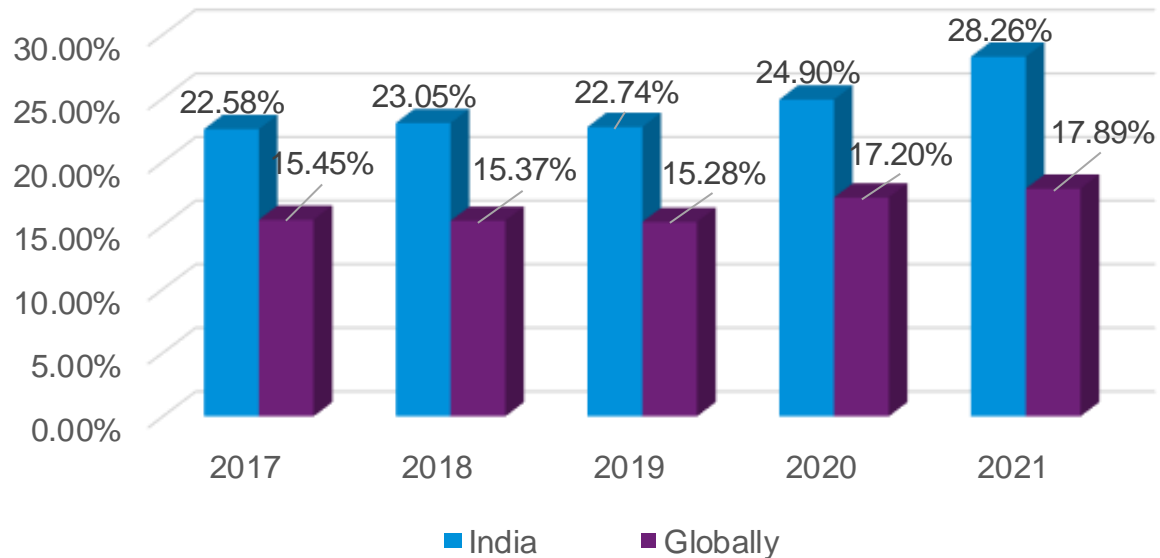
- More number of **guest lectures** may be conducted, as they were found to be beneficial
- Regular follow ups for the placed students** may be conducted to understand outcomes on students and their families
- Follow-ups** with the students who did **not accept the placement** can be taken to understand their job requirements and demands

Beneficiaries reported the following reasons for **satisfaction** –

- ✓ Improvement in communication skills
- ✓ Learnt soft skills for resume building
- ✓ Friendly trainers and transparency while delivering lectures
- ✓ Easy to understand course material

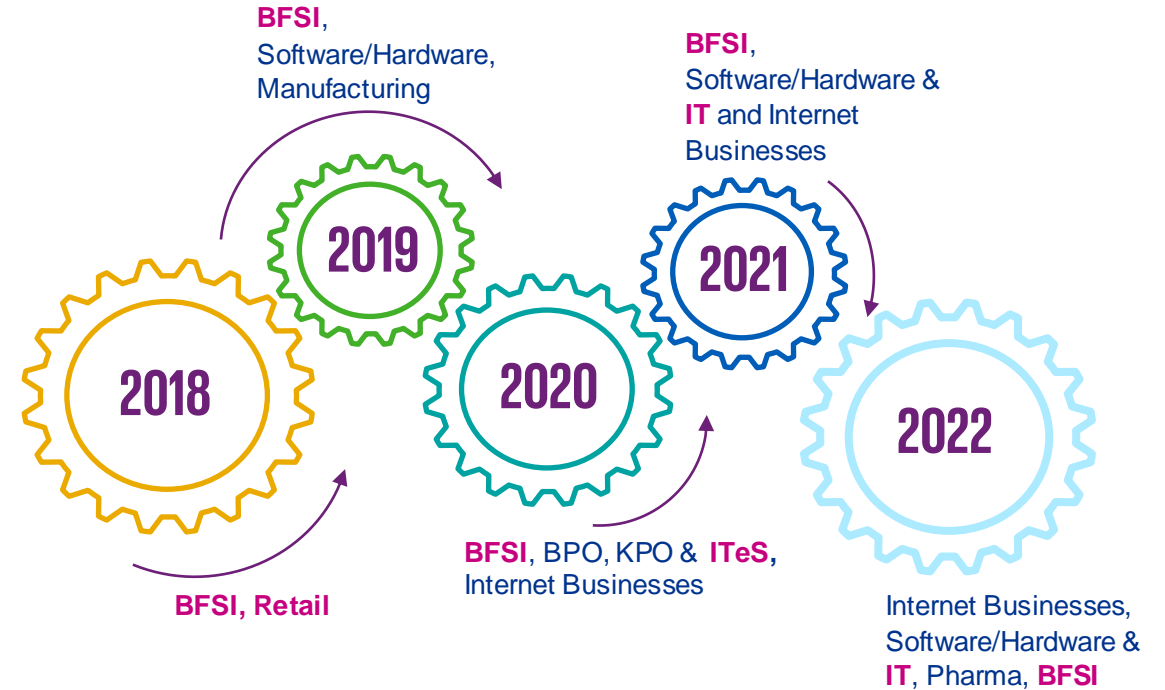
Unemployment Rate

Youth unemployment refers to the share of the labor force ages 15-24 without work but available for and seeking employment.



- From the analysis of unemployment rate of the India, it can be seen that unemployment has increased over the course of 5 years.

Topmost employment opportunities in India



- From the analysis of last 5 years it has been observed that BFSI has always been in the top sectors of recruitments in India.

India has more than 50% of its population below the age of 25. The current scenario of India shows that **unemployment has increased**. Also **BFSI, IT/ITES and Retail are one of the top most sectors** of the India to provide employment. Hence, there is a need to bridge the gap between unemployment and huge reservoir of manpower.

Project Goals

- To address the issues of poverty and unemployment by training and placing youth from under privileged sections of the society
- To provide employment opportunity to unemployed Indian youths in the age group of 18-28
- To increase the family income of placed youth and raising their standard of living in the society

Sector Specific Courses

BFSI

Retail

IT/ITes

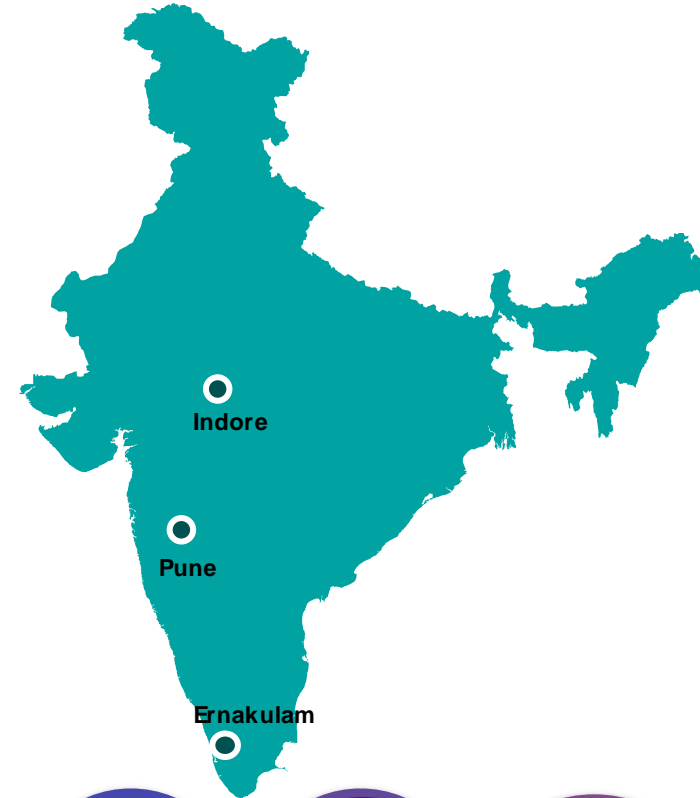
Project Inputs

Mobilization

Training

Placement

Post-Placement Engagement



1727*
Beneficiaries

2
Years

3
Career Academics

2-3
Months of course duration

Each Career Academy- 2 Classrooms, 1 Computer Lab, 1 Student counselling room, Server System, CCTV Setup and LMS Setup (typically 1500 –1800 sq. ft.)

The project on skilling was implemented by the partner organisation with funding by NAM India. The study aims to capture the overall impact of the programme on beneficiaries in the targeted geographies..

* As shared by partner organisation

Consultation & Scoping

Discussion with NAM India team was conducted to seek project related details, understand the scope and document the engagement's expectations
Information on NAM India CSR programs was requested

Phase

1



Phase

2



Review of existing Theory of Change

Stakeholder interactions were conducted to understand projects, geographies, mode of implementation, intended impacts and processes
An Impact Map of the program was developed and strengthened in consultation with partners

Phase

5

Analysis & Impact Assessment Report Preparation

Conducted data analysis and prepared reports on Impact Assessment basis information gathered through stakeholder interactions



Phase

3

Sampling and Tool Designing

Finalised the sample plan for stakeholders, designed tools for Impact Assessment for stakeholder interactions.
Interactions conducted were combination of one-on-one interviews and focused group discussions

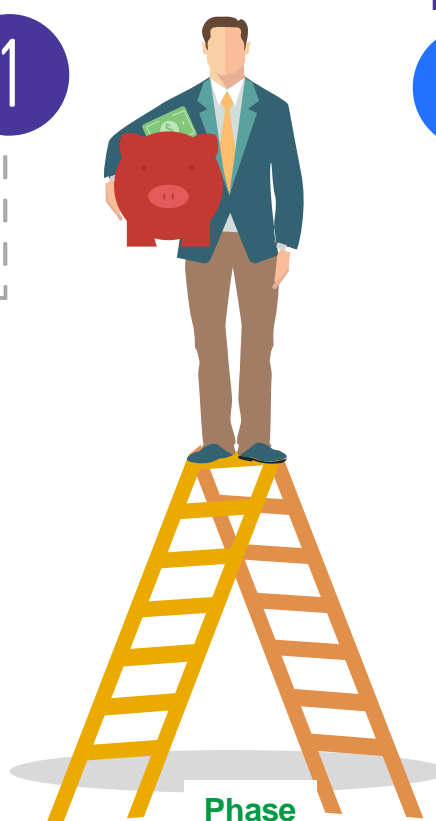


Phase

4

Stakeholder Interaction and data collection

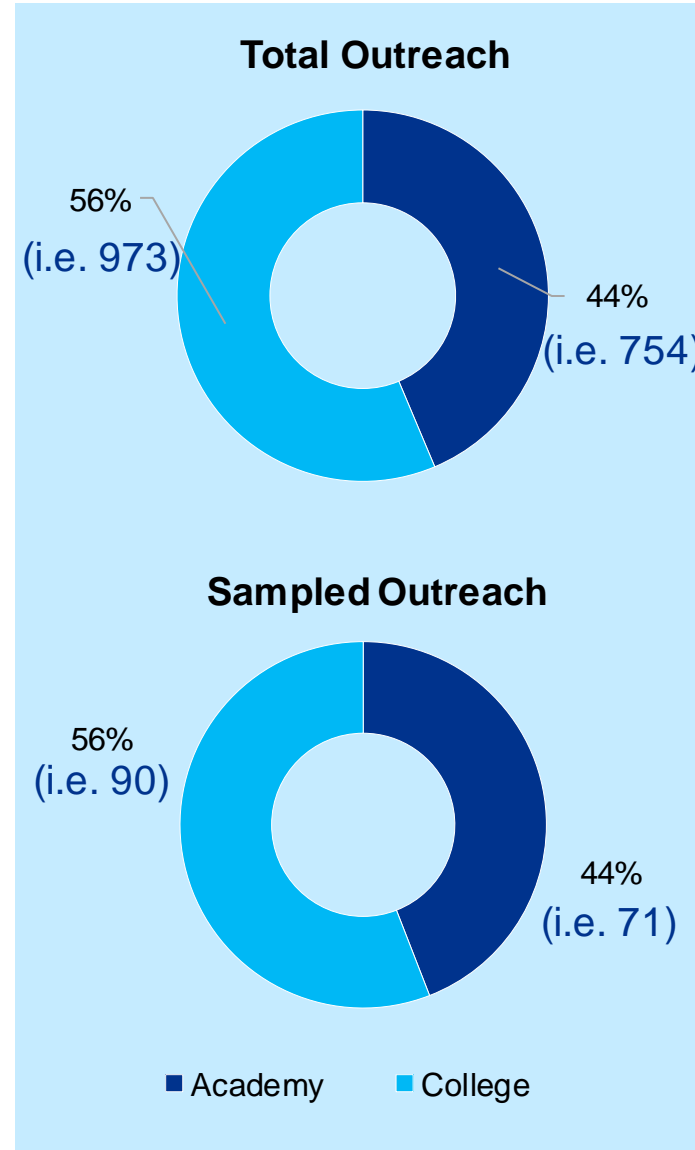
Conducted stakeholder interactions (on a sample basis) through offline modes such as field visits to program locations, and telephonic interaction.





~ 95% confidence level
& 7% Margin of error

	Academy		College	
Location	Target	Achieved	Target	Achieved
Ernakulum	9	11	15	16
Indore	14	14	5	43
Pune	47	46	15	31
Total	70	71	35	90

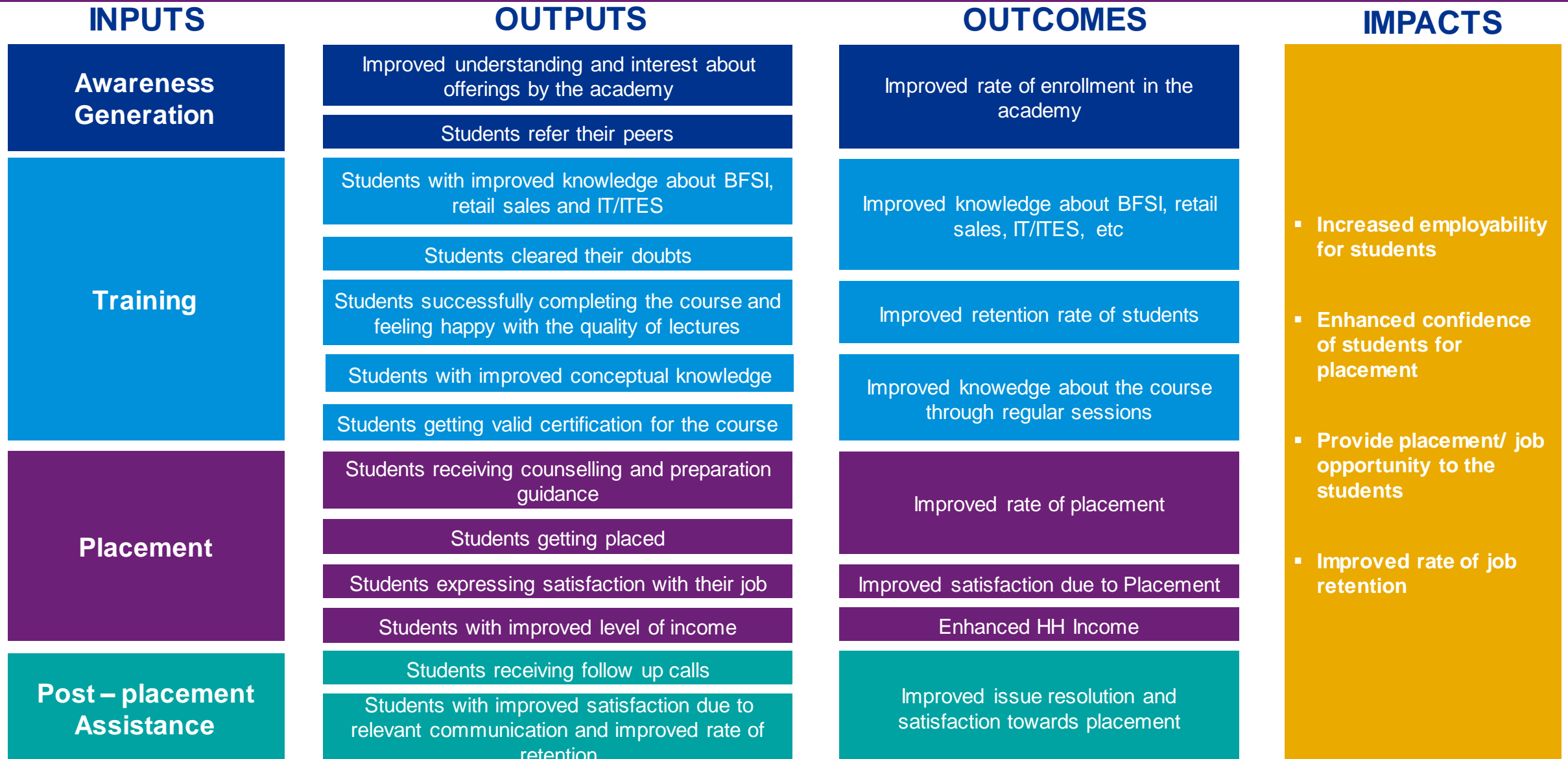


- A primary research was conducted through a qualitative and quantitative online survey with target beneficiaries.
- Purposive sampling methodology was utilized to select treatment group respondents for the survey. The objective was to ensure 95% confidence level with 7% margin of error.
- This approach along with sampling methodology helped guarantee optimum possible representation of the universe across geographies.
- All responses were captured through one-on-one surveys which included multiple choice questions along with couple of qualitative questions designed specific to the intended outcomes of the program.
- An interaction was also conducted with Edubridge staff to understand the benefits and areas of improvement evidenced by them.

- 90 beneficiaries (approximately 9% of the universe i.e. 973), were covered in the study through an online questionnaire. Thus, a confidence level of 90% and margin of error of 8% was achieved for the treatment group.
- 71 beneficiaries (approximately 9% of the universe i.e. 754), were covered in the study through an online questionnaire. Thus, a confidence level of 90% and margin of error of 9% was achieved for the treatment group.

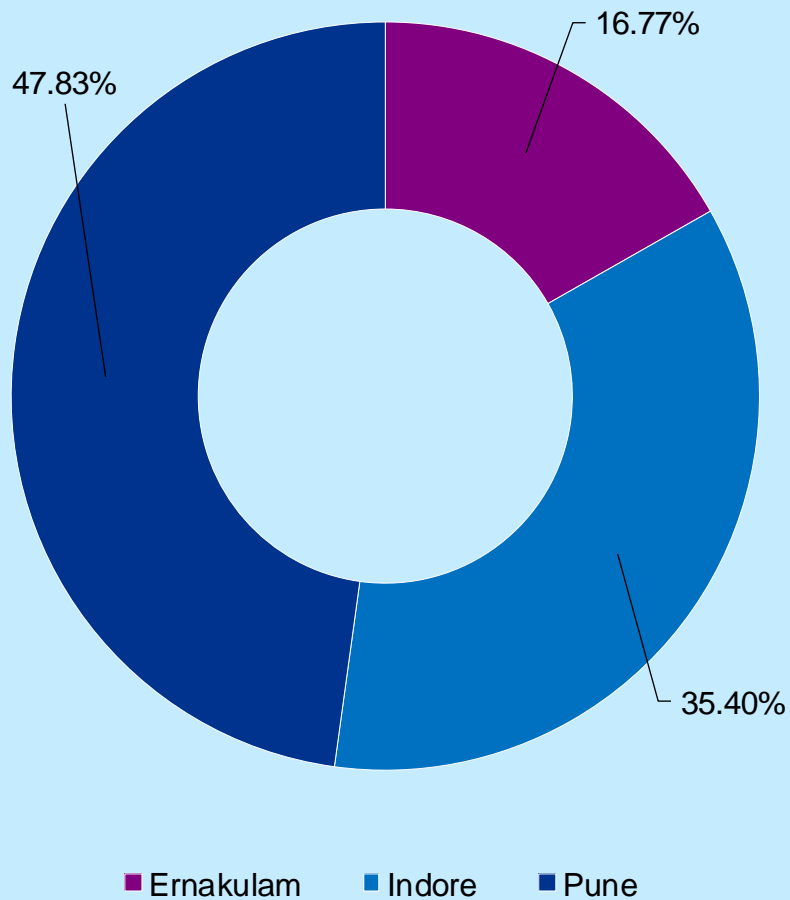


Impact Map

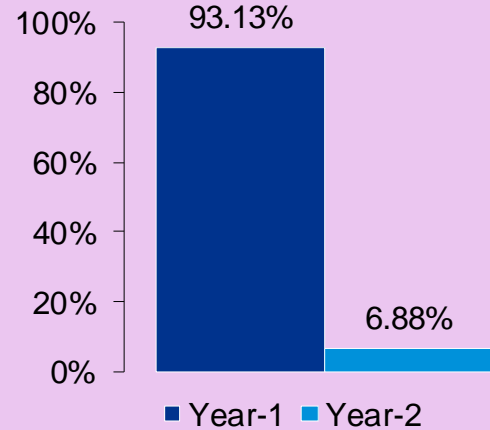


The above impact map has been prepared in consultation with Edubridge Learning Private Lmt

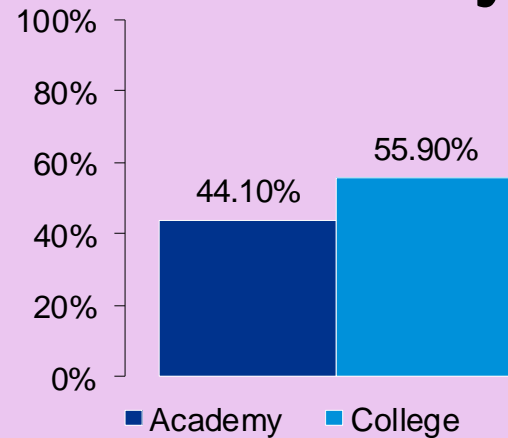
Location



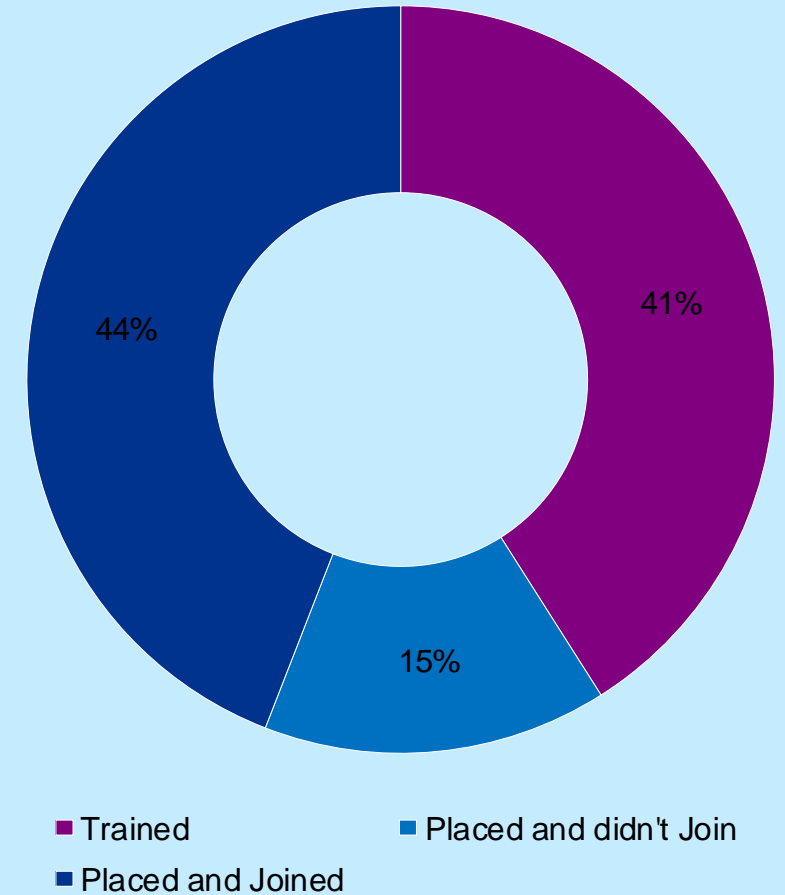
Academic Year



Place of study

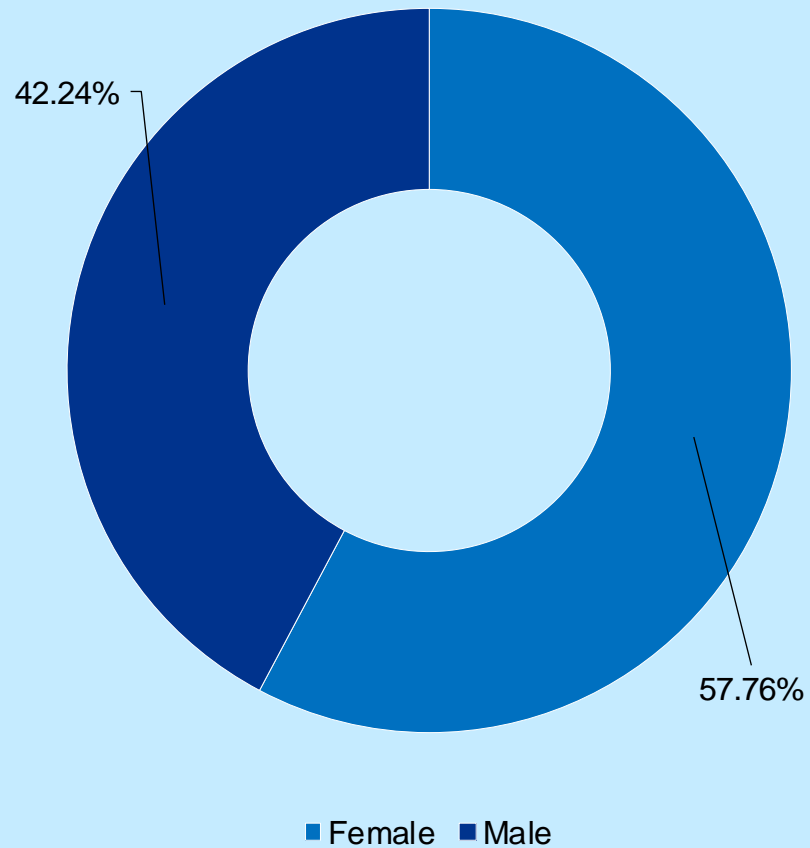


Placement status *

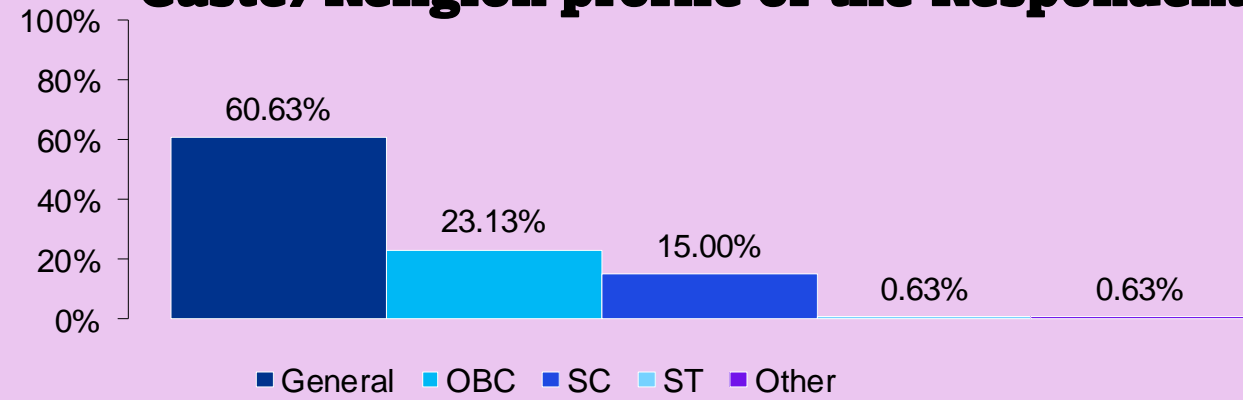


* As per reported by partner organisation

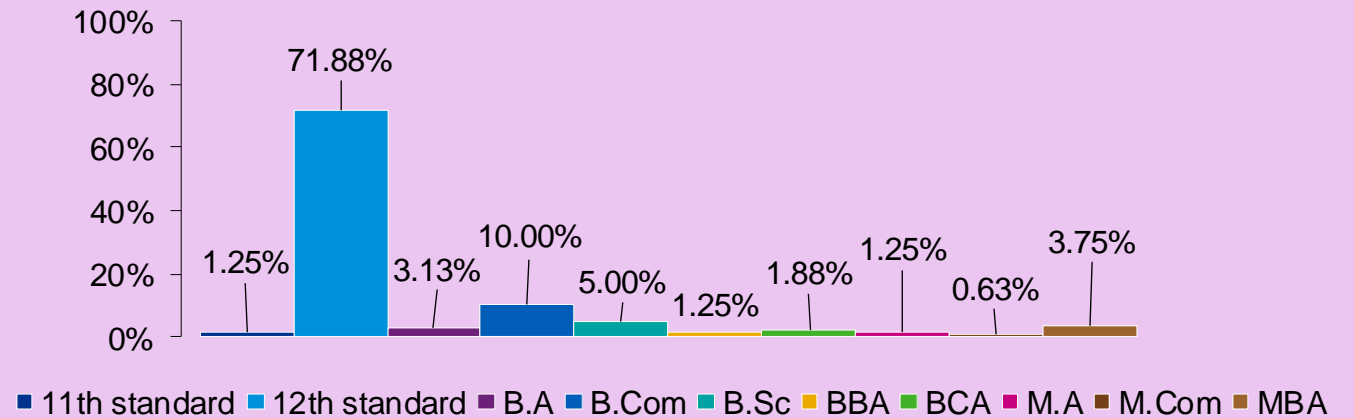
Gender Profile of respondents



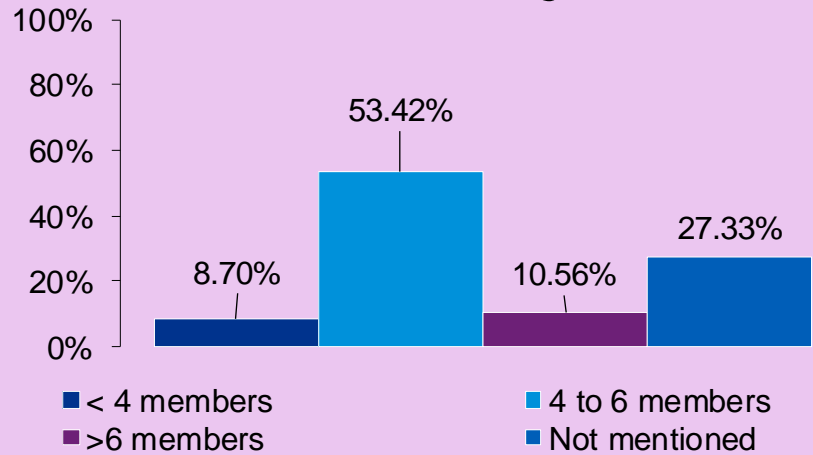
Caste/Religion profile of the Respondents



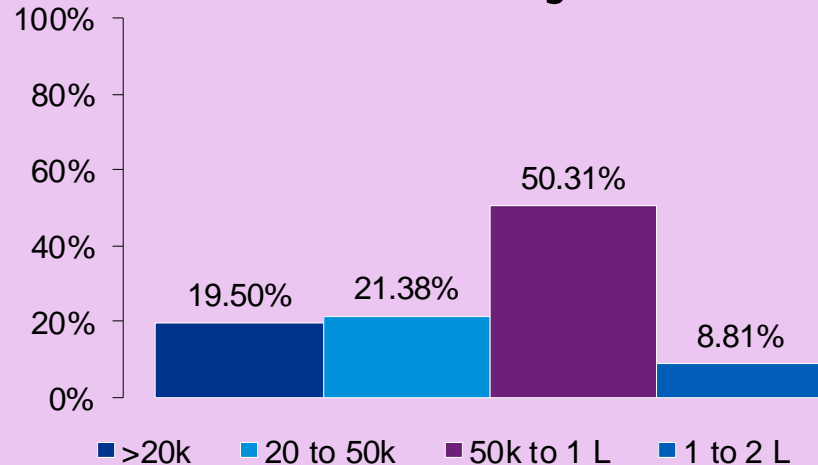
Educational Qualification of respondents



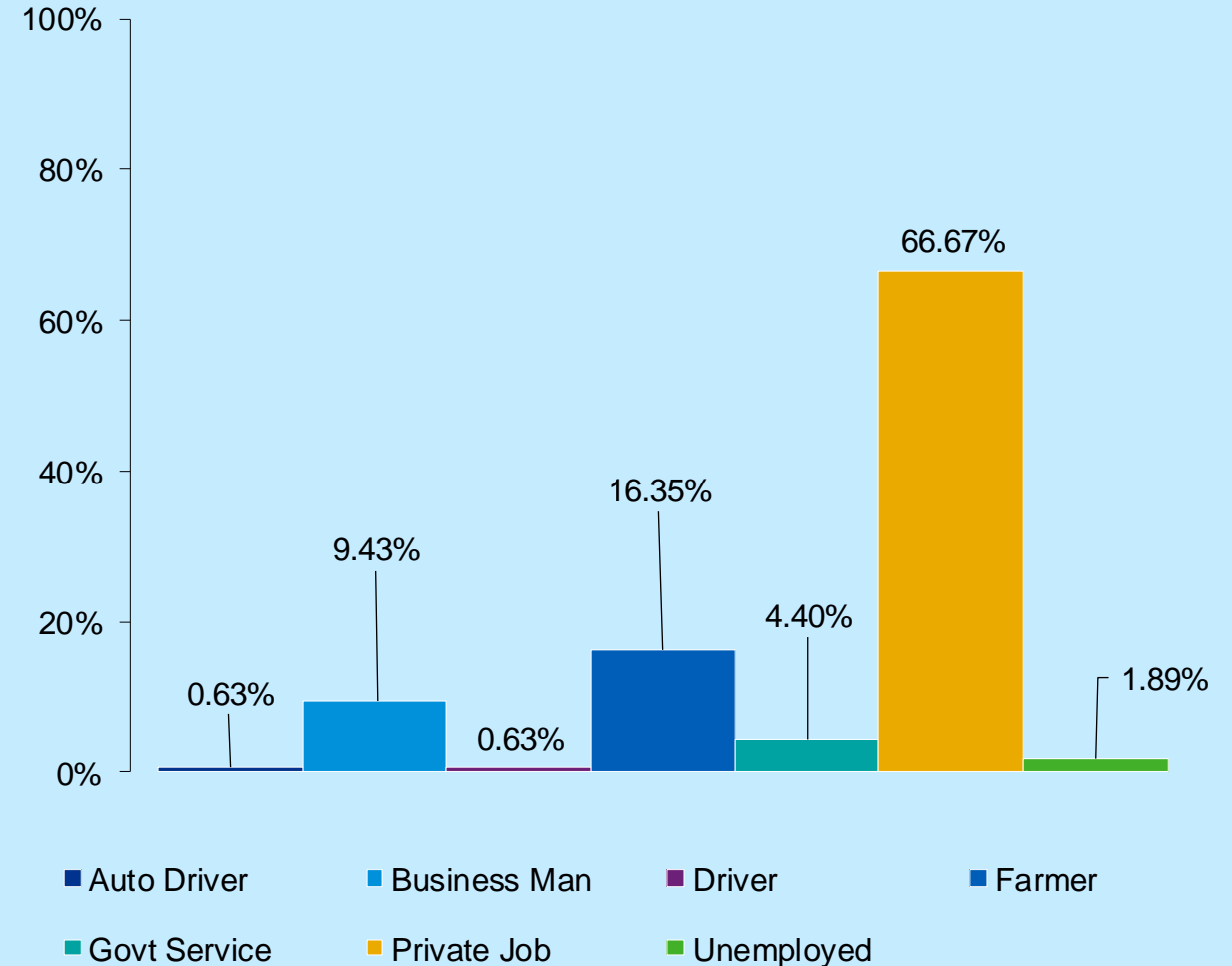
Number of Family members



Annual Family Income



Father's Occupation



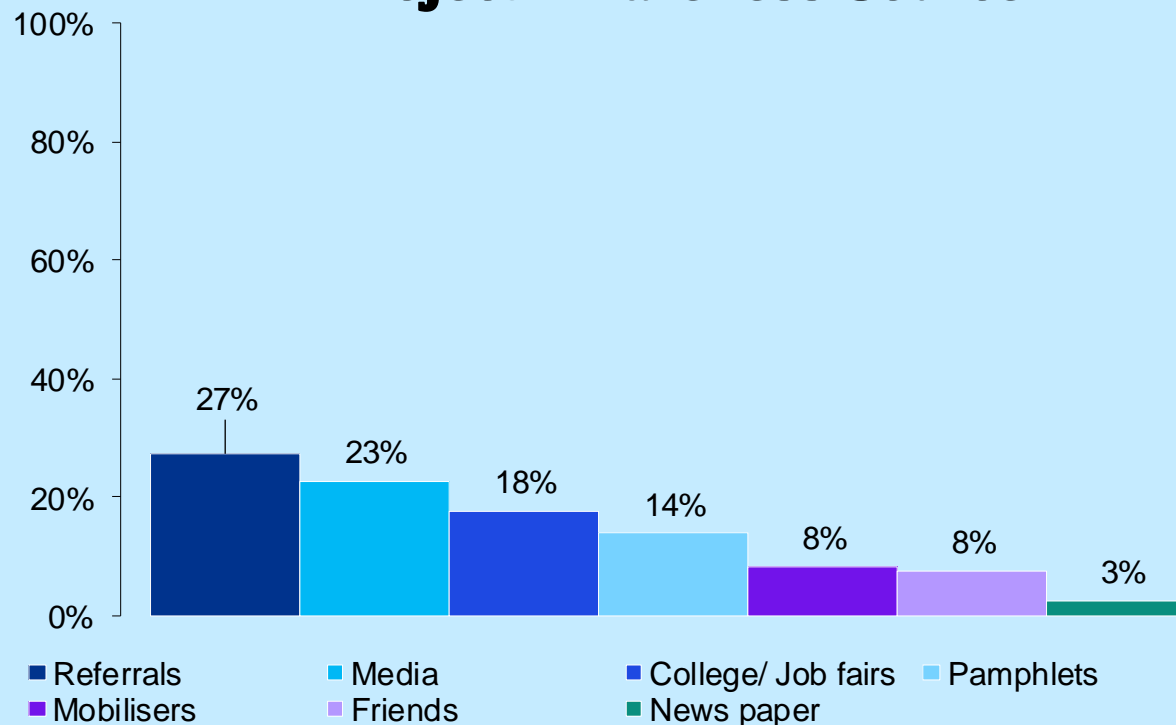
99.38%

Participants were satisfied with the enrollment process

98.25%

Participants mentioned the involvement of parents in awareness generation

Project Awareness Source



Participant-

“Short informative session about the course was delivered. Information about course, curriculum and future opportunities was provided.”

78.88%

Participants were interested on referring the course to their peers

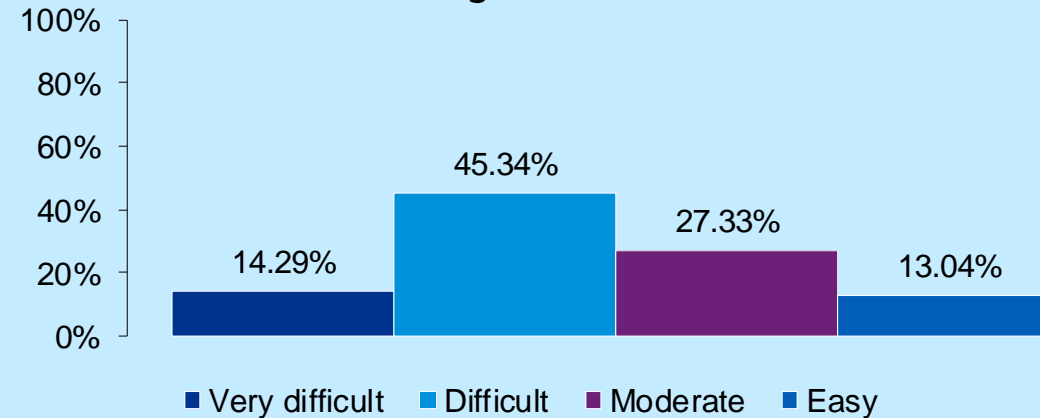
85%

Participants joined the programme with the intention of getting job

88.82%

Participants agreed that they have received counselling support before course commencement

Difficulty level of curriculum



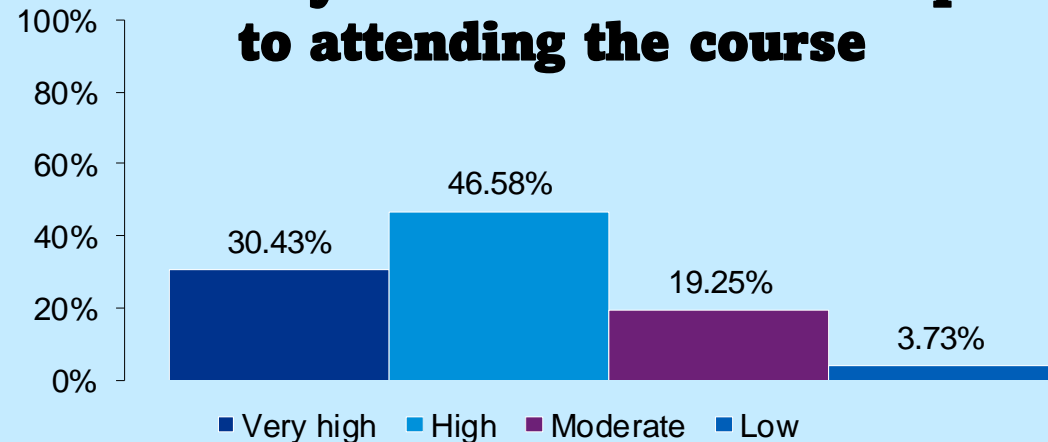
93.17%

Participants were satisfied with the quality of instructor led training

90.68%

Participants shared that the SPOC cleared doubts during the sessions

Familiarity with course modules prior to attending the course



29 %

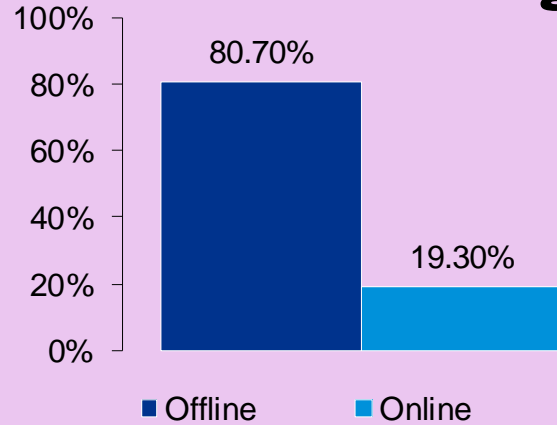
Participants used the applications such as Eskill India, finadda and Convo during online sessions

70.81%

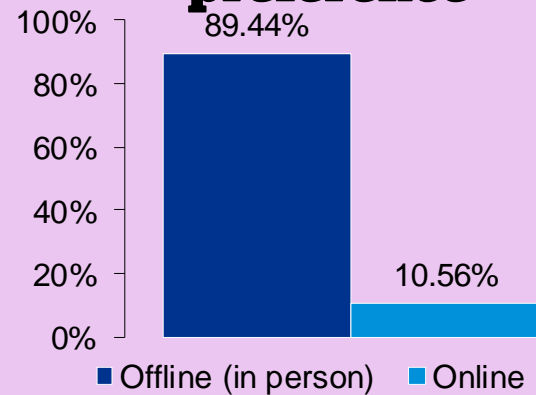
Participants shared that they have received completion certificate*

* 70% attendance in training and final assessments were necessary for certification

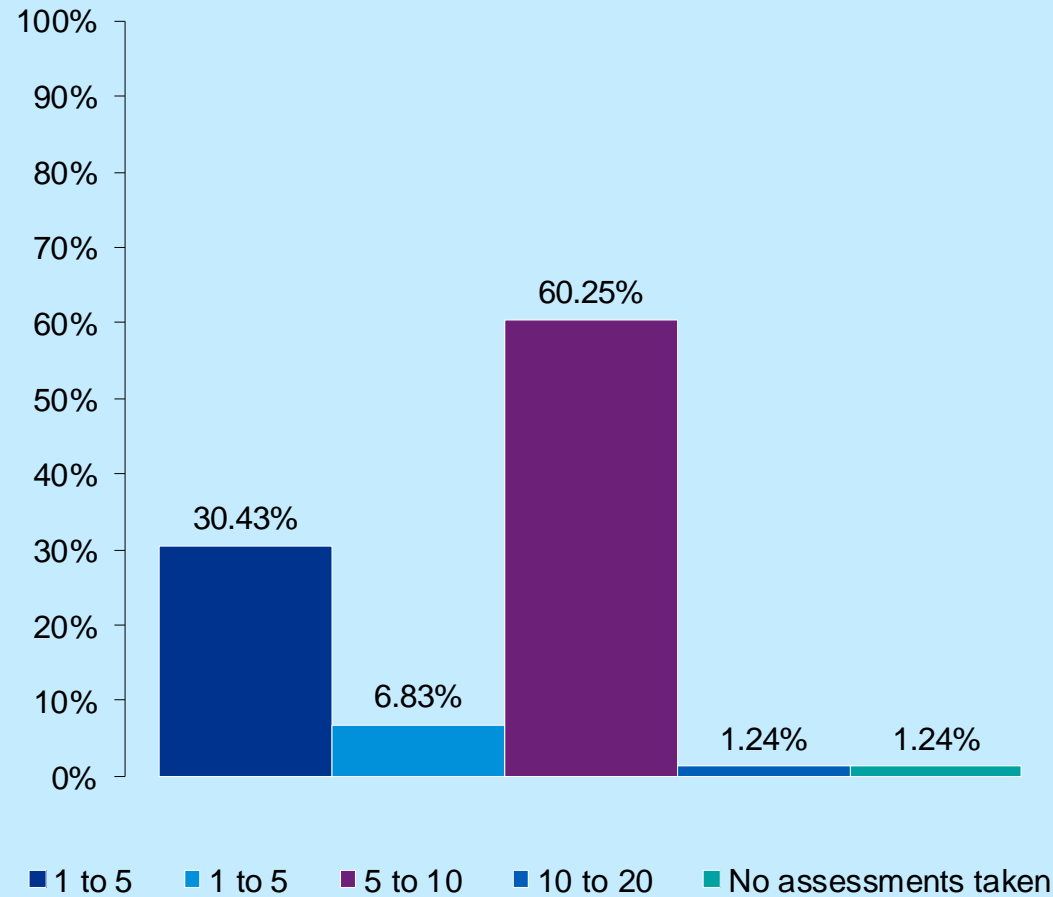
Mode of training



Mode of training-preference



Number of Assessments



93.71%

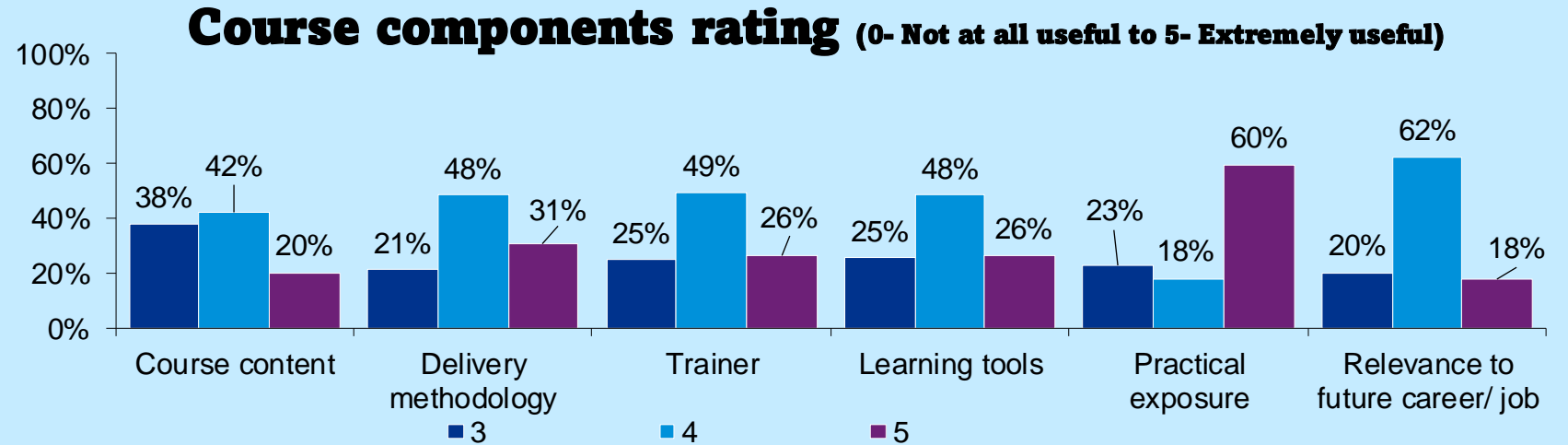
Participants have undergone internal assessments

92.5%

Participants were satisfied with the internal assessments

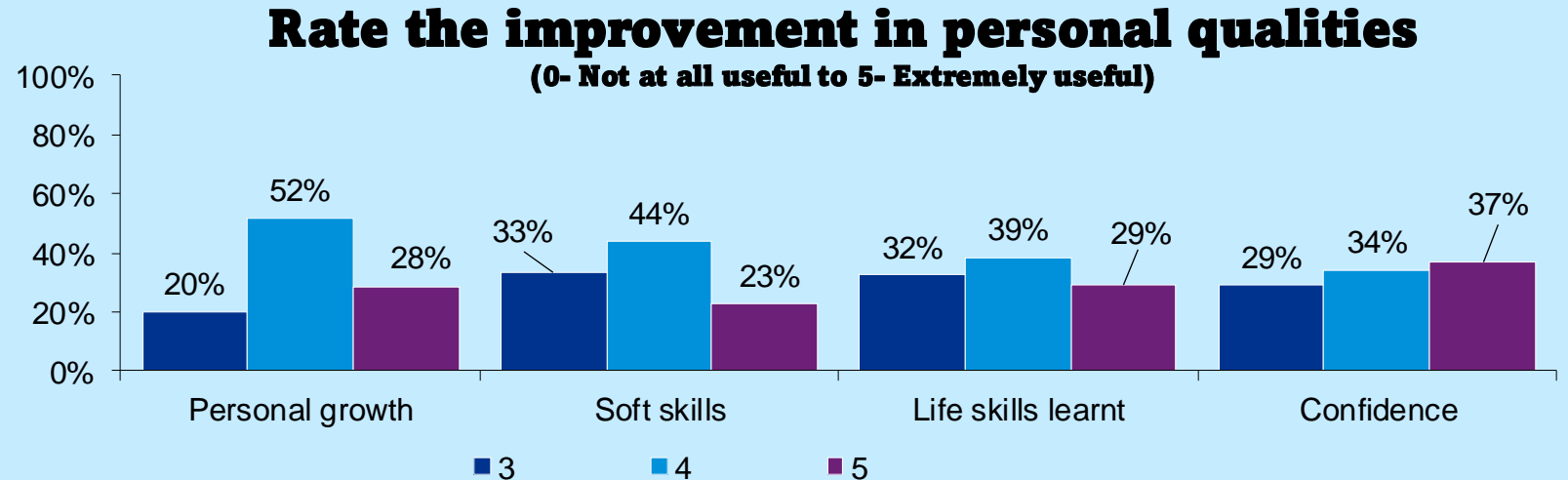
65.84%

Participants shared that they received counselling and preparation support for placement



71.43%

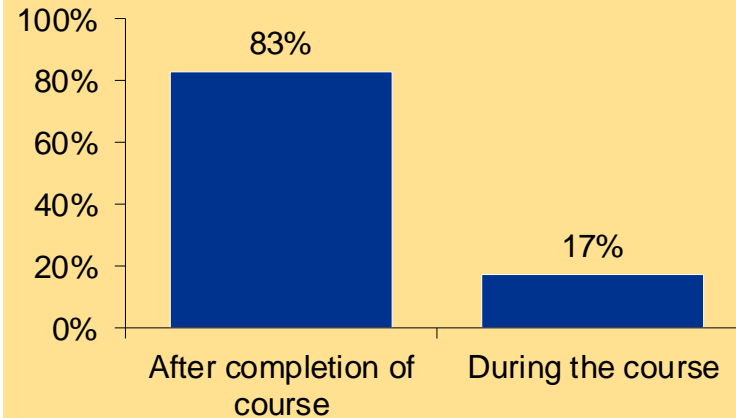
Participants said that the course was useful for placement



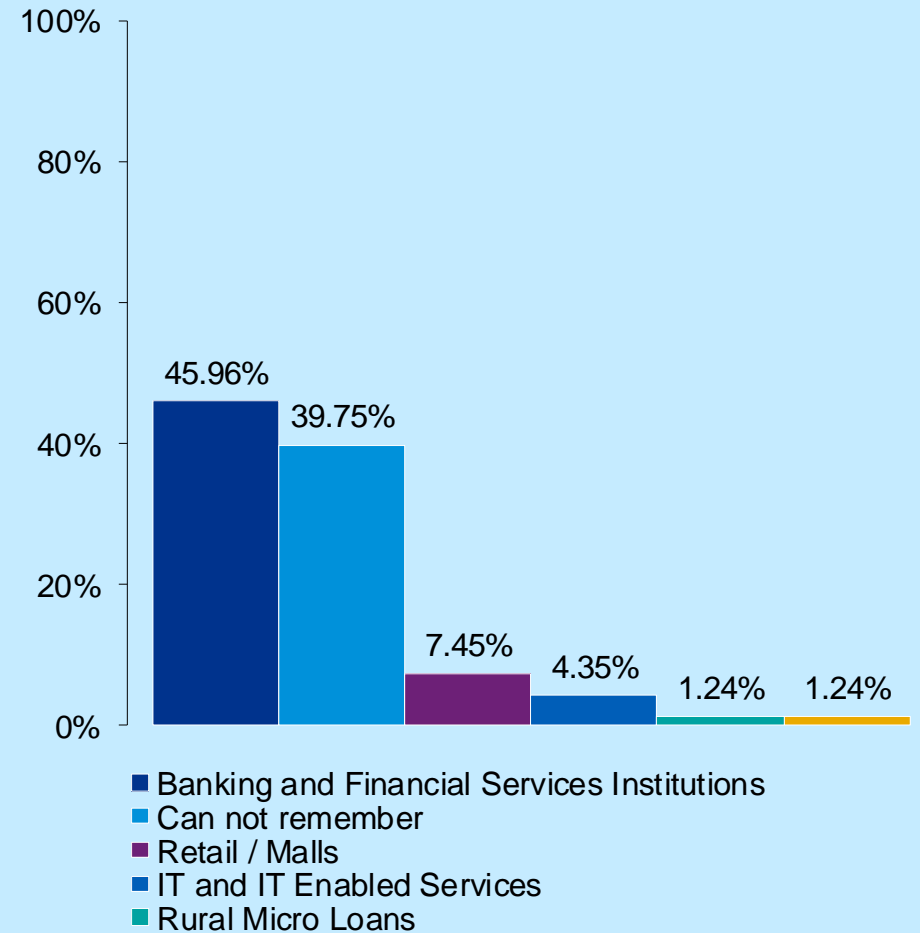
41%

Participants received placement from the project*

Placement acceptance period



Type of companies visited during placement



31%

Of the participants who received the placement accepted the placement offer

Major reason behind non-acceptance of placement

- Different job role
- Higher salary expectations
- Work from Office compulsion

* Partner organisation reported 80% placement and 65% acceptance of placement/ joining of the respondents selected for the study. The difference may be attributed to challenges during COVID period and the same has been shared with the partner for reconciliation.

Outcomes

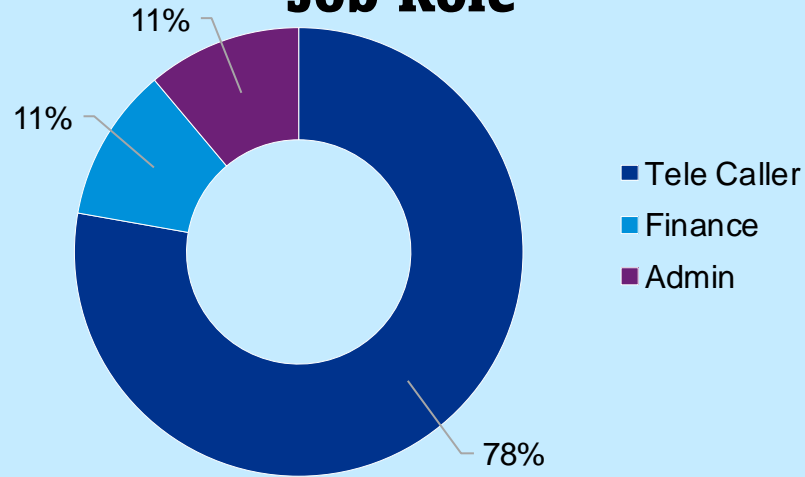
Mobilisation

Training

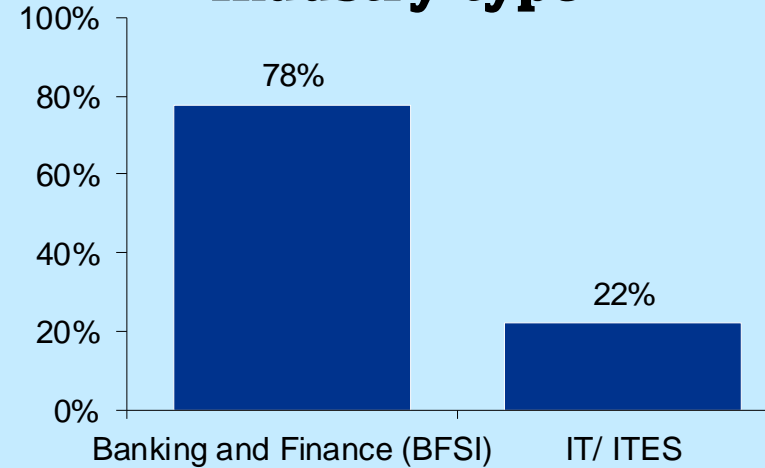
Placement

Post-placement
assistance

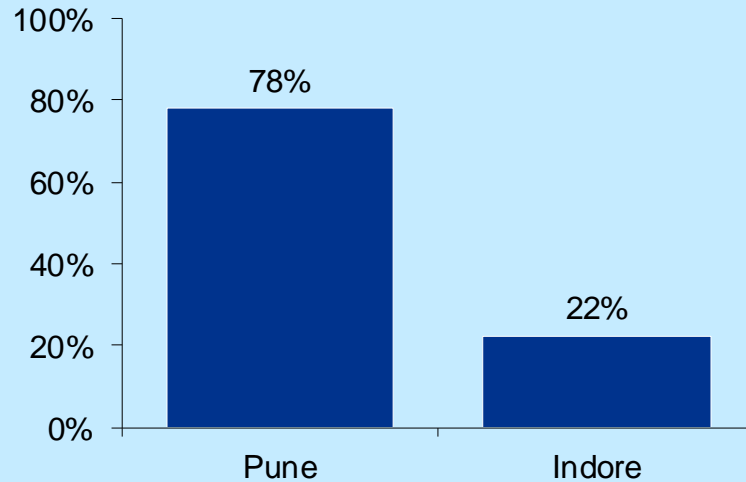
Job Role



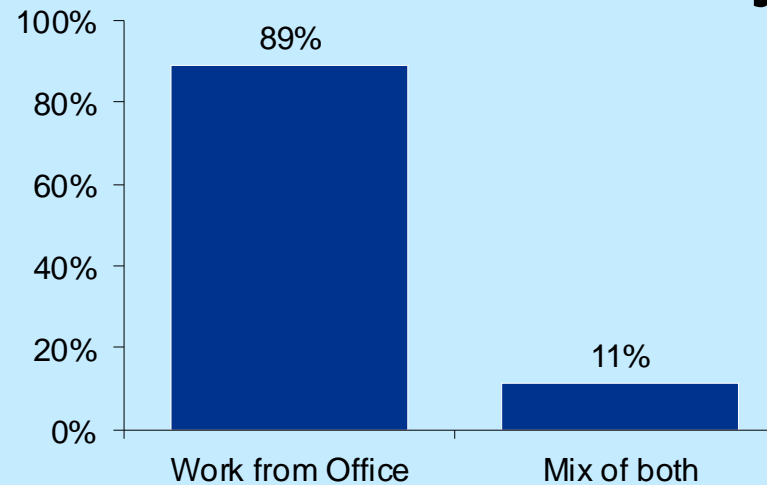
Industry type



Job Location



Job Location- Flexibility



100%

Of the placed participants shared that they are satisfied with the existing job role

“My Company has provided benefits such as accommodation and travel expenses” – Placed Participant

INR 9000-12000

Salary range of the placed participants

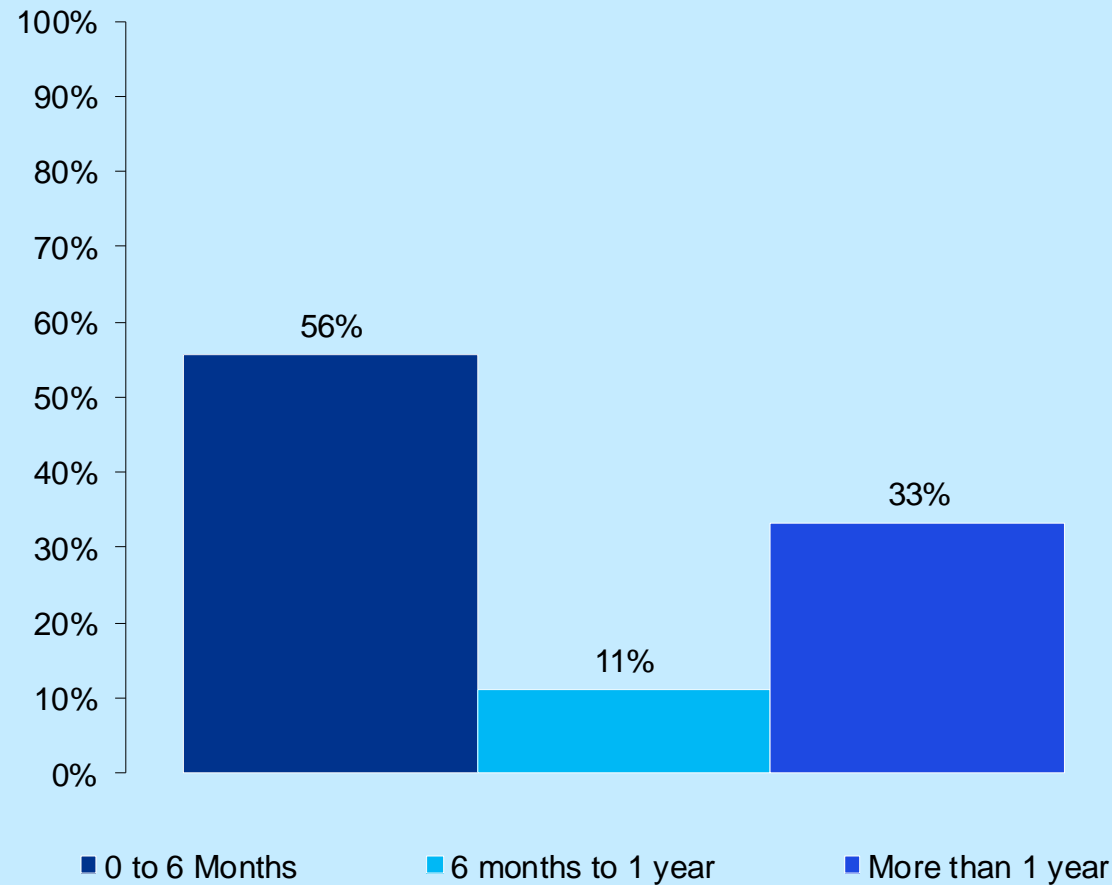
70%

Of the placed participants were satisfied with the assistance provided by the Academy

44.44%

Of the placed participants shared that they received calls at least once from the Academy*

Retention period in placement received



100%

Of the placed participants want to continue the existing job

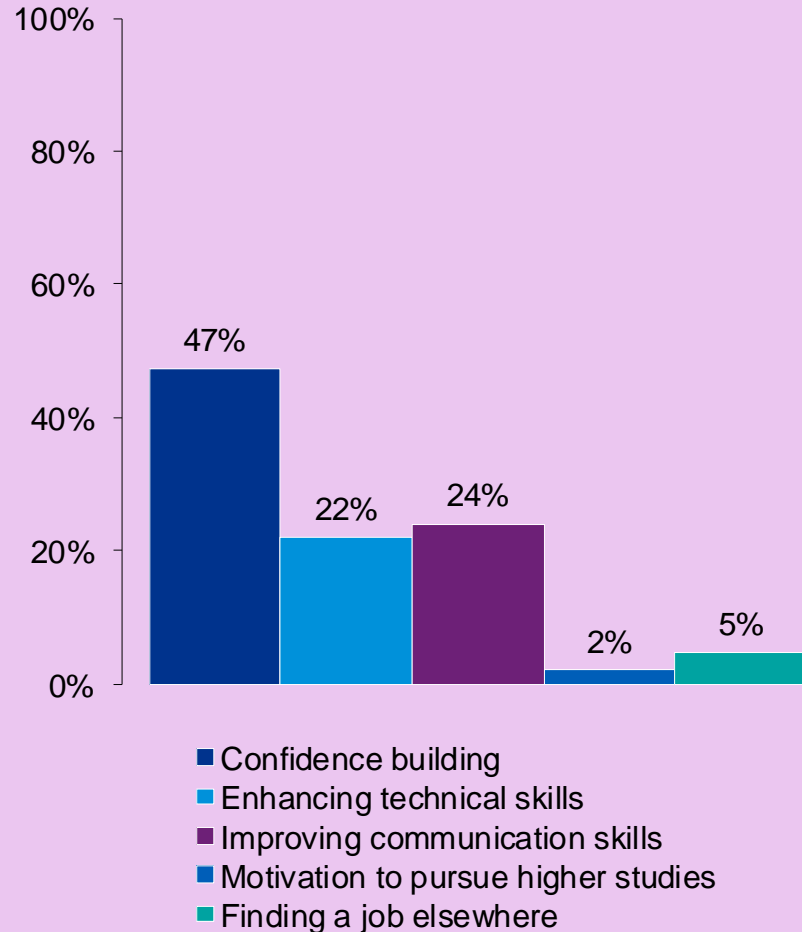
100%

Of the placed participants feel the need of up-skilling

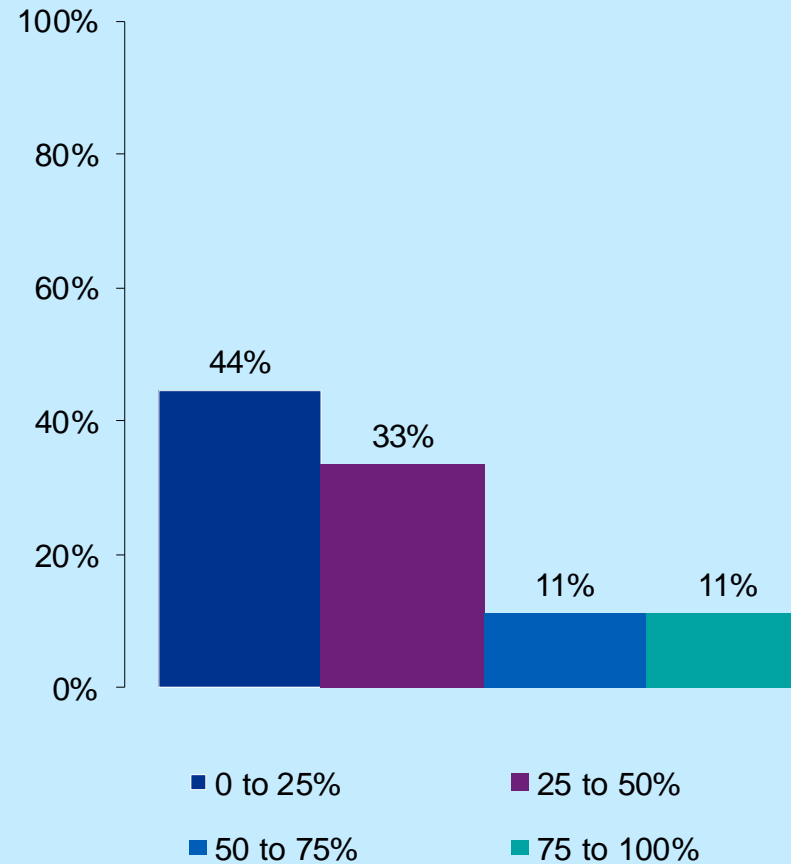
* Partner organisation shared that some candidates did not receive call at once or would have been at work during follow-up calls.

Outcomes - Self and Household

Benefits of training



Contribution to household income



100%

Of the placed participants shared that their HH income has improved because of the programme

100%

Of the placed participants shared that the current salary is sufficient for their sustenance



Expectations of participants

- ❖ Primary expectation of most participants for joining the academy was getting job
- ❖ Secondary purpose of most participants was to gain knowledge improvement about BFSI, retail and IT sectors and to build their peer network.



Key outcomes

- ❖ Students shared that their communication skills were improved due to the programme
- ❖ Some participants shared that they learnt soft skills to develop their CV
- ❖ Students shared the programme team was friendly with them. They provided clarity and transparency while delivering the lectures. Also, they helped build confidence of the students
- ❖ Many students also shared that the study material from the Career Edge Academy was very helpful and easy to understand.



Feedback of the participants

- ❖ More number of guest lectures may be provided. Also, more sessions on mock interviews would be helpful.
- ❖ Many participants shared they did not accept the job offered by the Career Edge Academy because the job role offered or salary provided was not as per their expectations.
- ❖ Few students attended the online lectures conducted during COVID-19 and hence did not receive the certificate.

Testimonials



“ I’ve never attended online training prior to this training. After attending the training for few days, I realised that I was at the right place. I did not miss the single class. I improved my communication skills, personality and computer skills. The trainers are wonderful and amazing. I admire them a lot. ” - **Beneficiary**



“ I’m extremely grateful to my trainer for the wonderful training sessions. I admire their honesty and great assistance. Their teaching skills and personality has tremendously helped me. Along with the trainings; study material and assignments were helpful too. I enjoyed the training sessions a lot. Thank you for making this training remarkable. ” - **Beneficiary**

Limitations of the Study



The following are the limitations of the study :

- The study is limited to the data of beneficiaries as shared by Edubridge-Udyogini
- Considering that two years have passed since the intervention took place, there is a risk of low recall by the stakeholders during interviews conducted for the study
- Considering that multiple organisations were supporting the stakeholders, hence attribution for the project can be studied further.
- The study has been conducted in online mode due to closure of academy centres
- Since the interaction were conducted virtually some beneficiaries may not have responded due to their job timings/ change of phone numbers.

Component	Remarks	Status
Inclusiveness	<ul style="list-style-type: none"> The programme covered all stakeholders critical for ensuring successful implementation The programme was gender inclusive as equal participation of male and female participants were evidenced The programme was inclusive as the students from lower strata got the opportunity to gain employability skills 	●
Relevance	<ul style="list-style-type: none"> The programme had relevant thematic areas post COVID-19 from market perspectives however it can be redefined by geography and students' need The programme was contributing to inculcating curiosity and an inclination to learn Also, the programme was equipping students with relevant 21st century skills 	●
Effectiveness	<ul style="list-style-type: none"> Training was effective and has provided placement whereas the conversion of placement was low same can be improved The feedback generated in consultation with multiple stakeholders have helped conclude that the programme has been effective in improving technical skills of students 	●
Convergence	<ul style="list-style-type: none"> The programme had collaborated with educational academies for mobilisation of the students The programme may consider taking follow up with students who did not accept the job offers to understand their demands 	●
Sustainability	<ul style="list-style-type: none"> The programme may consider taking regular follow ups of the placed students to understand outcomes on students and their families Online revision sessions can be conducted as the recall of participants was observed to be low Further collaboration with government and private educational institutions can be look into for sustainability of the project 	●
<div>On track ● Opportunities to strengthen ●</div>		

Way Forward



Project Design:

Relevant market study can be done for understanding job market appropriate to the chosen geographies. Impact Map can be prepared prior to initiation of project.

Project Scale-up:

To scale up the project, geography can be expanded by collaboration with educational institutions and government initiatives towards employment.

Project Sustainability:

Continuous follow-ups can be done with the students who did not accept the placement to understand their job requirements and demands.

References



- ✓ *Unemployment rate of Youth in India (2022)*
World Bank. Available at: [Link](#)
- ✓ *(2022) India Skills Report 2022. rep.*

Career Academy Programme

NAM India with

Edubridge Learning Private Ltd.

(Edubridge) and Udyogini

Impact Assessment on key parameters

