



MEDHA ALUMNI @3MONTHS SURVEY REPORT- APRIL-JUNE'16

OVERVIEW

Alumni Relation Team presents Q1_2016 survey report on Medha's alumni who have completed 3 months since their certification. After the completion of Medha training (CAB/TAB) program alumni are offered internship opportunities or job opportunities or are exposed to their daily lives where they use their learnings, giving them enough time to reflect on the things taught during Medha program. This survey is aimed at having our first interaction with our Alumni after the training and identifying the reasons for joining the program and also to have a feedback on the training after the period of 3 months.

We engage with the Alumni via usage of different platforms (Personal meetings, Telephonic Conversations, Social Media, Emails and WhatsApp Groups). The main purpose of interaction is to capture relevant information about our alumni regarding their career, achievements, and aspirations to support their career/personal goals over an extended period of time.

METHODOLOGY

Alumni team created a form in "www.surveygizmo.com" named "Medha Alumni Survey at 3 month". The survey was completed using five approaches:

- ⇒ The link of the form was sent via email
- ⇒ Bulk SMS sent to remind them about the form
- ⇒ In the case the email ids were not available, the alumni team called the students and filled the questionnaire while on a call based on the respondents answers.
- ⇒ Follow up was done with the Alumni who didn't fill the form within 5 days of sending the mail.
- ⇒ A reminder Bulk SMS was sent again to the Alumni who didn't fill up the form within 7 days of the follow-up.

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SURVEY FINDINGS

Alumni who were certified in the month of Dec, Jan & Feb'16 have completed 3 months in April, May & June'16 respectively. According to our database, we certified 460 students but we had only 304 students email ids. We sent out the survey to 304 Alumni and received 134 responses at a response rate of 42%. As we compared to the last survey, this time we had 13% more response rate which is way more amazing than last Q4 survey report. The reasons behind increased responses are:

"13% more response rate as compared to the last Q4 survey report"

- ⇒ During Alumni session we informed our students about this survey and procedure
- ⇒ We shared about this survey to our trainers and in WhatsApp group which helped us in getting such good response
- ⇒ During follow-ups, we informed our alumni about the survey importance

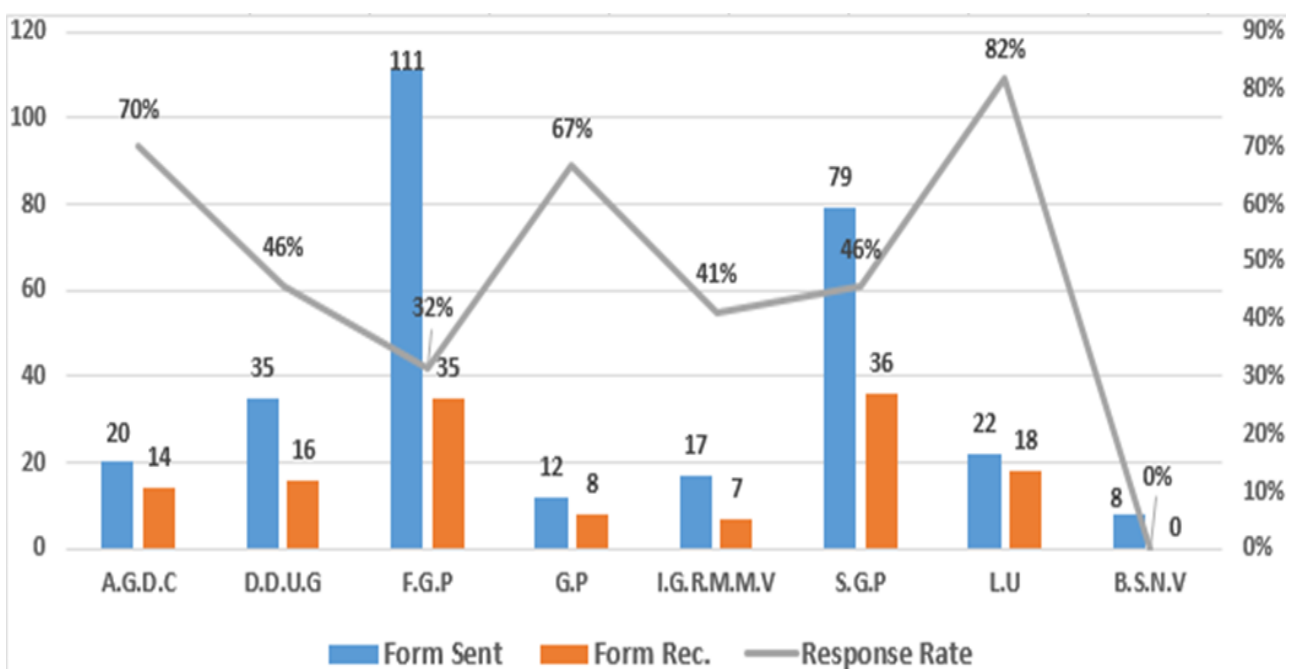
GENDER WISE RESPONSE RATE

Gender	Form sent	Form received	Response rate
Female	98	46	47%
Male	206	88	43%



A majority of respondents were female @ 47% while the male respondents were @ 43%. Again females responded actively.

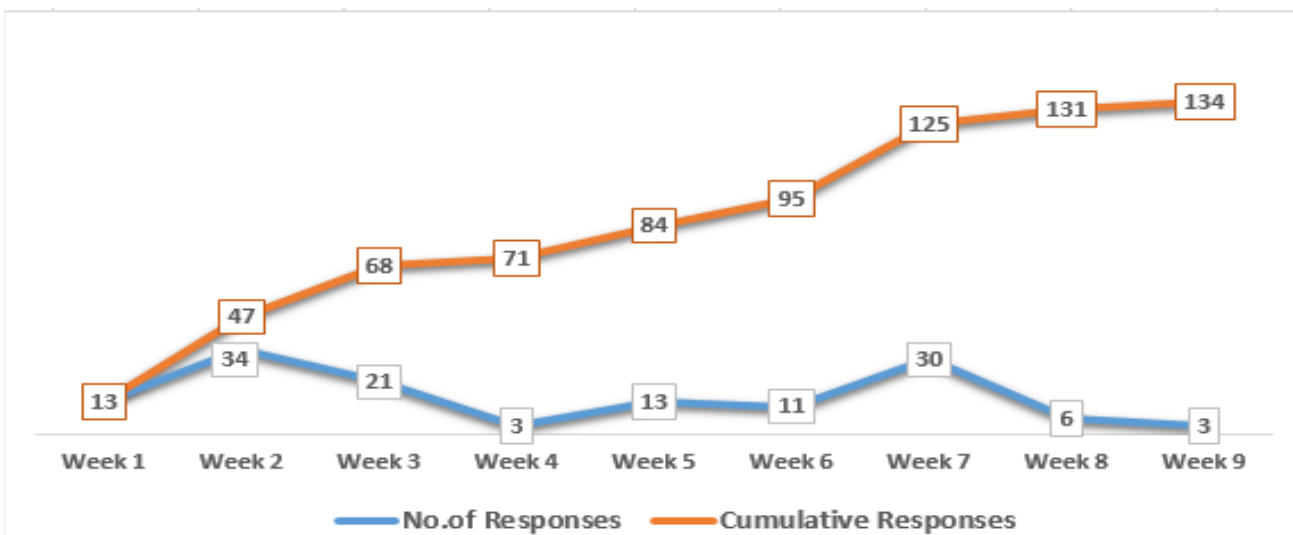
COLLEGE WISE RESPONSE RATE



This survey covered 8 different colleges' alumni. The analysis on response rate is mentioned below:

- ⇒ In above graph we can see, Alumni from University of Lucknow and Avadh Girls' Degree College have shown a good response because they are more active in social sites, having good internet connections and easily respondents to the emails. They are pursuing their Graduation, Post-Graduation, and Ph.D.
- ⇒ Alumni from Government Polytechnic Barabanki (GP), Sanjay Gandhi Polytechnic (SGP), Feroze Gandhi Polytechnic (FGP) and Indra Gandhi Rajkiya Mahila Maha Vidyalaya (IGRMMV) Colleges initially responded very less because they don't have facility to access internet/emails/social sites even they have created email Ids and joined Medha Alumni group during the training. To have some response from these colleges we did multiple follow-ups and filled the survey via calls and reached up to 40% responses.
- ⇒ From Deen Dayal Upadhyay Gorakhpur University we received 46% response it might be because they have done Technical Advancement Bootcamp (TAB) training and they easily got access of the internet in Medha center.
- ⇒ We haven't received any response from Bappa Sri Narain Vocational PG College (BSNV) which was little disappointing. We sent the survey to 8 alumni, when we enquired about it few alumni said that they can't access emails, few said that they will fill the form and rest alumni's contacts were continuously unavailable on call. Alumni team encourages the students to learn computer skills with telling them the uses and benefits of these skills in their career.

Week of Week Responses Received



According to the survey process map after sending the online survey form link, we wait for 5 days to get responses and afterward we do reminder calls and SMS/Mails to all alumni who didn't respond. We wait for another week to have self-responses. After this, we start follow-ups and via calls we collect the survey or through Facebook we shared the form link.

In the 1st 2 weeks we received very good responses and afterward, response rate started decreasing but when we sent the reminders and did follow-ups we found increasing rate in responses. After 2-3 reminder calls and SMS we stopped the follow-ups and wait for few more days to get the response and then we closed the survey.

Analysis and info from the questionnaire asked in the survey

1. What are you currently doing?

We asked this question to know about their career status and for this, we provide 4 multiple options to answer (working in a job/pursuing studies/preparing for competitive exams/others). We received following status:

Current Status	Percent	Count
Working in a job	7%	10
Pursuing studies	62%	82
Preparing for competitive exams	27%	36
Others	21%	28









Analysis:

According to the survey,

- ⇒ 10 Alumni from Polytechnic colleges got placement after their diploma
- ⇒ 62% alumni are pursuing studies in B. A, B. Com, Diploma, PG and Ph.D. from their colleges and besides the study, they are also preparing for competitive exams which are comprised of 20%
- ⇒ 27% alumni are preparing for competitive exams and 18 out of 36 are from Polytechnic colleges. They doing preparation in CDS & SSB. Others are preparing for Bank PO and higher courses.
- ⇒ In others section, 15 alumni from Polytechnic have just completed their diploma and applying for jobs in Mechanical and Electronics fields. They also approached Medha for the same. We have shared this data with Employer Relation team for further process.












2. Why did you joined Medha?

Reasons to join Medha	Percent	Count
For personality development	 81%	97
To prepare myself for job	 61%	73
To get internship & placement opportunities	 48%	57
To know about my strengths & weakness	 63%	76
To learn specific skills (Computer/Spoken English/Presentation)	 46%	55
Medha program was attractive	 39%	47
To better utilize my free time	 26%	33
Others reasons	 8%	10

The major reason why the students joined Medha program was to develop their personality. Another reason for joining Medha was to get workplace exposure and placements/ internships. Medha curriculum offers a broad spectrum of skills which attracted a large no. of students towards it.

3. What was your biggest learning?

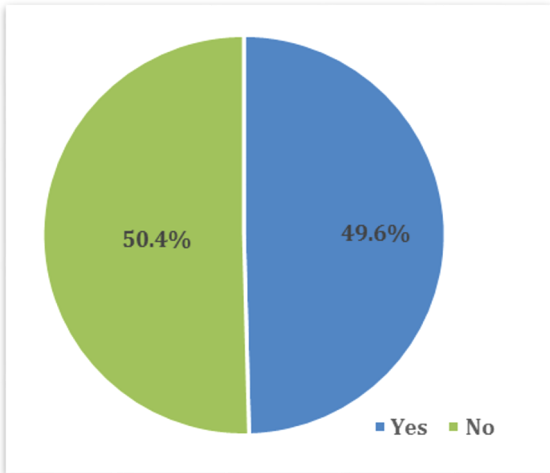
Learning from Medha training	Percent	Count
Gained self-confidence	 73%	88
Increased self-awareness	 54%	65
Future planning & goal setting	 66%	75
Skills that prepared me for job	 56%	67
Workplace exposure	 20%	24
Teamwork & leadership qualities	 69%	83
Knowledge about my field	 25%	30
Basic computer skills	 6%	9
Others	 4%	5

As per the survey, we drew an inference that the students of Medha gained considerable amount of self-confidence and self-awareness. Now students found themselves to be more capable of planning their future and setting concrete goals of their life. Industry exposure and internship opportunities made students more skilled and aware about the jobs in different sectors. Alumni liked teamwork activities & group presentations which enhanced their leadership qualities.

56% alumni from DDU, Gorakhpur who got trained in Technical Advancement Bootcamp (TAB) found themselves better equipped with basic computer skills.

4. Would you like additional career counseling by someone from the Medha Team?

On weekly basis we scheduled career counselling as per alum request.

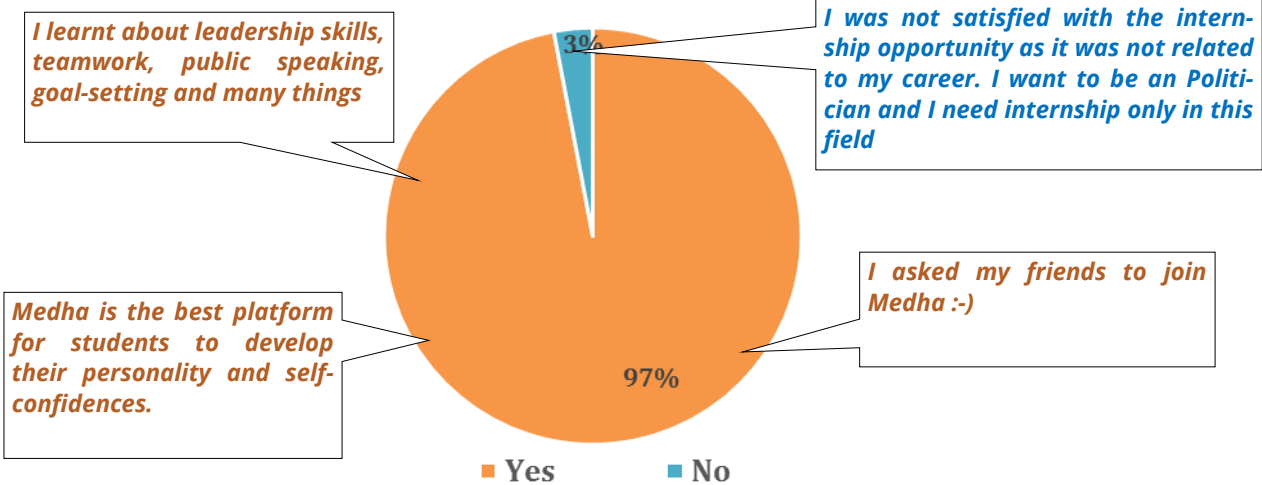


Counselling is a very important tool for career growth in the right direction. According to the survey 50% - 50% alumni asked for counselling. They need counselling on following subjects:

- Preparation of competitive exams
- Career options after Graduation or PG
- How to handle work pressure and to perform in best way
- Skills required for an Entrepreneur

Counselling for better career

5. Would you recommend Medha to a friend/family member?



5. Do you have any additional comments/requests/feedback?

SUGGESTIONS	APPRECIATIONS
<p>Please increase Training hours as 30 hours are not enough to learn soft skills and Medha should start Spoken English classes at Raibarely and at other colleges</p> <p>If possible, suggest good jobs for my field</p> <p>I would like to suggest, add technical interview rounds for diploma students and provide them with more videos using projector and let the students discuss on it</p> <p>Please give training in the first year of college so that we could give more time to practice and gain enough confidence by the time we are completed with our studies</p> <p>If a student is unable to attend classes in the batch they choose and want to start again from another batch, please provide</p>	<p>Medha is the best platform for students to develop their over all personality and self-confidences</p> <p>I must say it is compulsory for every college as colleges hardly pay attention towards personality development and Medha is putting Great efforts to meet ends</p> <p>The best decision of my life is enrolling myself into Medha classes Where I learned about leadership skills, teamwork, public speaking, goal-setting and many things</p> <p>I just want to say Thanks a ton Medha for letting me explore myself, and introducing my abilities to me.</p> <p>I am the evidence of my increased self-confidence and improved communication skills, this is due to Medha classes wants to thank our trainer.</p>



CHALLENGES FACED

While collecting the information we faced following challenges:

- ⇒ We have received some partial forms by our Alumni
- ⇒ During follow-ups, few contacts were found unreachable or they don't exist
- ⇒ Many students were not able to fill the form because they don't have access to emails
- ⇒ When Alumni team called those students who have not filled the form most of the time phone was received by their guardians and they forgets to inform their ward.
- ⇒ Overlapping of responses from different email campaigns

FUTURE PLAN

To have better response we, Alumni team has planned to do some changes in the process of survey and to make the survey more readable we have taken some following steps:

- ⇒ Survey mail will be composed in both languages; Hindi & English
- ⇒ Inform CMs/AMs about the survey so that they can motivate or pass the info about the survey form to the alumni of their colleges
- ⇒ To avoid responses overlapping in export report from different email campaign, we have marked a closing date of every campaign
- ⇒ Will make Alumni session more effective and talk about survey in more details

CONCLUSION

From this survey, we received 34 update contacts and 39 update email ids. We also got to know about our alumni who are working currently and looking for jobs, we have shared this data with Employer Relation Team. We also realized that alumni from outskirts are more interested in jobs rather than higher studies after their diploma. Alumni who are pursuing for higher studies are also preparing themselves for competitive exams.

We are happy that our majority of students appreciated Medha training and talked about it with others. They approached for counselling directly and took an initiative to provide us suggestions on our training. This time, we got 13% more response rate which is appreciable and it showed that our alumni are now more active and responsive.