

SOCIAL IMPACT REPORT 2016-17

नेर्देशित किया

बैठे रहें,
प्रय बढ़ायें,

मक

आज्ञा से
प्राचार्य



medha

Purpose

Medha aims to better prepare youth for life after school. We bring a 'career services center' approach to under-resourced, public-sector educational institutions in the most disadvantaged part of India. Through our work, we strive to improve employment outcomes, enhance employability, and increase life skills for our students and alumni.

Working on such a massive and complex challenge requires us to continually and carefully take feedback and use it to grow our overall impact. This report is a summary of those findings for 2016-17.

Each year, we produce a Social Impact Report to learn who is benefiting from our program the most and why, what is working and what isn't, and where and how we need to adapt for greater impact. As importantly, we share these findings with our diverse stakeholders to educate their own work, and in turn hopefully accelerate our vision of an India with equal career opportunities for youth; irrespective of gender, class, or caste.



Contents

- 01 Purpose
- 03 Methodology
- 05 YoY Growth
- 06 2016-17 results in short
- 07 Employment
- 08 Employability
- 09 Life Skills
- 11 Case Studies
- 13 Looking forward
- 14 About Medha



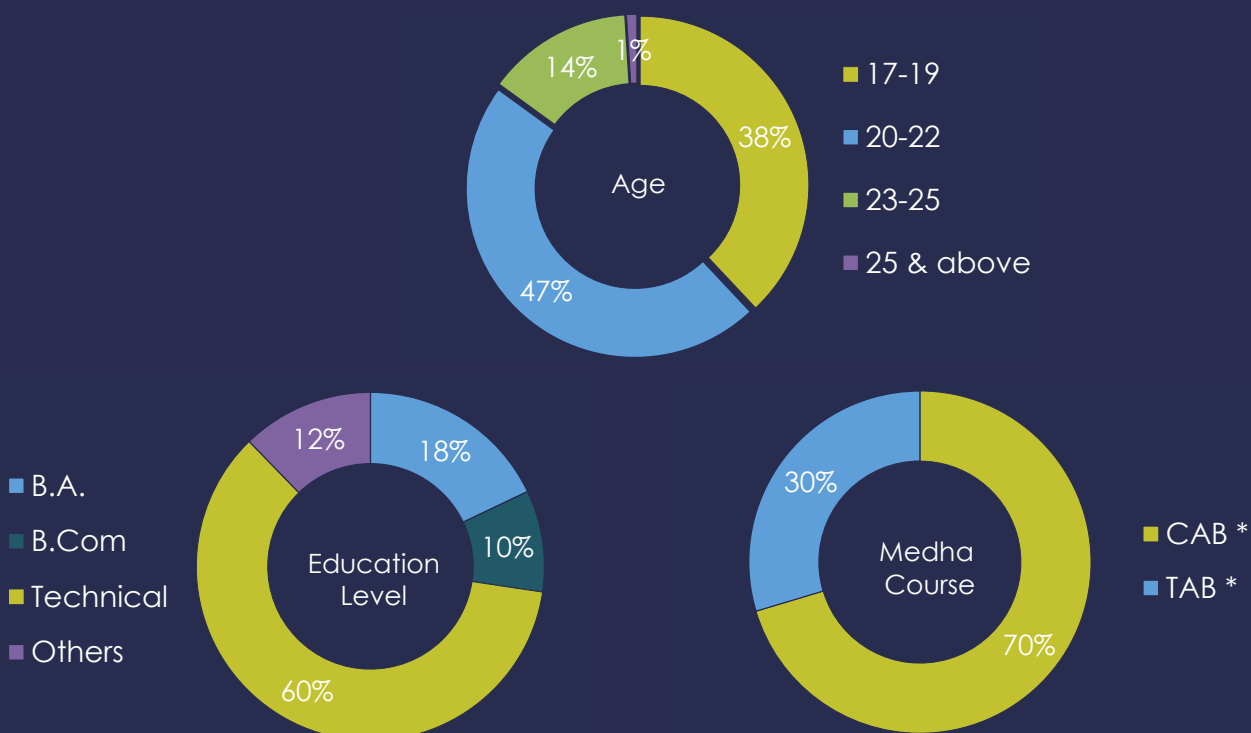
Methodology

Throughout the year, we collect hundreds of data points on our students and alumni. Where they come from, what are their aspirations, where did they complete their internship, how has their salary changed over time, are they looking to build additional skills, etc. We combine that data with qualitative focus group discussions to get a more well-rounded picture of how our students' lives have changed (or not) since Medha.

This year, we certified 1,610 students across 21 educational institutions, bringing our total alumni to 3,323. Of them, 61% are working in a job, 25% are still studying, and 14% are preparing for competitive exams. Looking closely at each segment through data from our Student Information System (SIS), alumni surveys, and focus group discussions, we were able to answer some of the key aforementioned questions, and work on improving our program and approach for the upcoming year and beyond.

We have broken the findings down into three sections - Employment, Employability, and Life Skills, the three broad areas by which we measure our success.

Segmentation of respondents

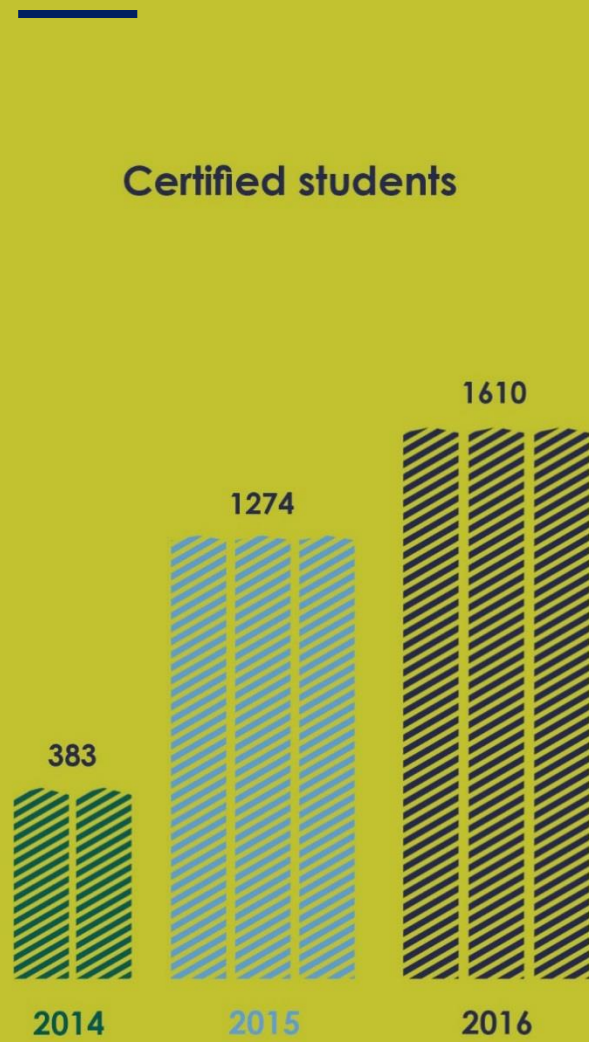


*Career Advancement Bootcamp
*Technical Advancement Bootcamp

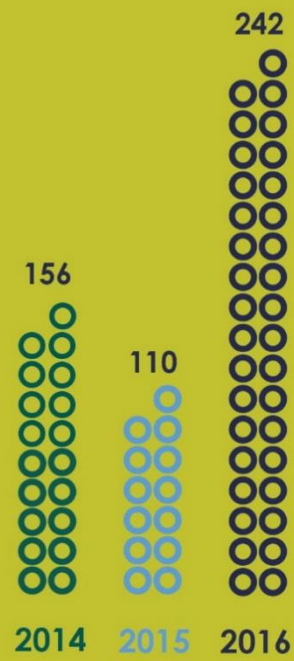


Anjali Gupta
Paper Bridge Session
Sacred Heart Higher Secondary School

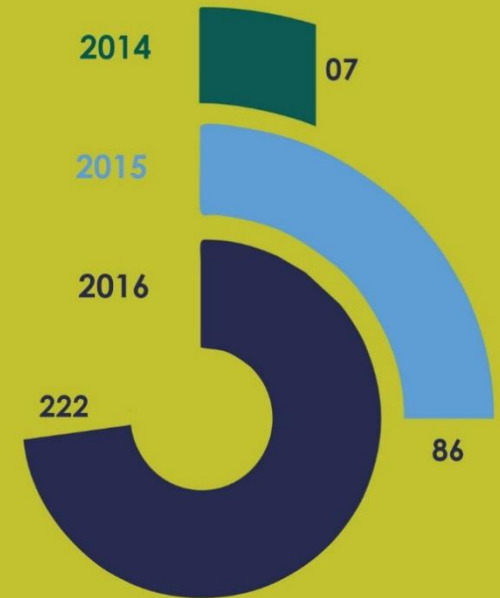
Year on Year Growth



Internships completed



Full-time placements



2016-17

RESULTS IN SHORT



21

Institutions of higher learning



2,340

Hours of training and counseling



54%

Placed in internships and full-time jobs



₹ 9,205

Average starting salary



1,610

Students trained and certified



91%

In the formal sector

Employment

What we did well. We placed 222 students and alumni into full-time jobs this year, a 164% increase from last year. Average starting salaries were ₹9,281 and 91% were employed in the formal sector.

Where we need to improve. We need to build stronger relationships with key employers across different sectors who can hire interns and full-time staff on an ongoing basis.

How we are adapting. We have given increased responsibility to our Area Managers to develop local employer relationships, while at the same time created a new role to focus on pan-India level partnerships.



“If it wasn’t for Medha helping me prepare for an interview and write my CV, I would have never been selected as an Associate Customer Engineer at HCL.”

**-Deepak Kumar,
Medha Class of 2015-2016
Sanjay Gandhi Polytechnic**

Income



38%

income growth over 2 years

Retention



47%

stayed in their first job more than a year

Return on Investment



23%

Rol in the first year



Employability



What we did well. After Medha's program, 90% of students felt more confident about their ability to get a job in their area of interest.

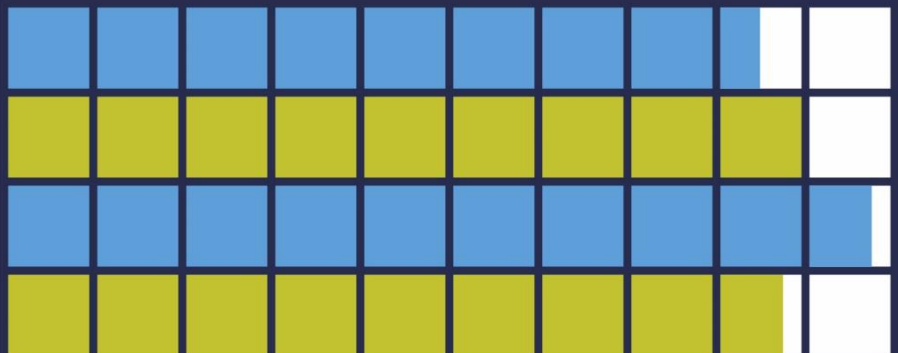
Where we need to improve. Students have expressed a need for a wider variety of exposure to different industries through workplace visits, campus talks, and internships.

How are we adapting. We are working to expand our local employer partnerships to increase exposure opportunities, as well as partnering with e-learning platforms that aim to orient students about different career options.

“Before joining Medha, I wasn't aware of career opportunities available in the private sector. During Medha, I came to know about different industries; and today I am very satisfied with my position as a fashion consultant at a leading retail chain.”

**-Chandra Mani Pandey
Medha Class of 2015-2016
Barabanki Polytechnic**

- 85%**
Feel better prepared for the workplace
- 90%**
Know how to write a resume
- 96%***
Proficient in excel and powerpoint
- 88%**
More confident in giving an interview



*Technical Advancement Bootcamp students



Life skills

What we did well. 95% of students feel more confident after completing the Medha program, while almost 100% are more secure about their communication skills.

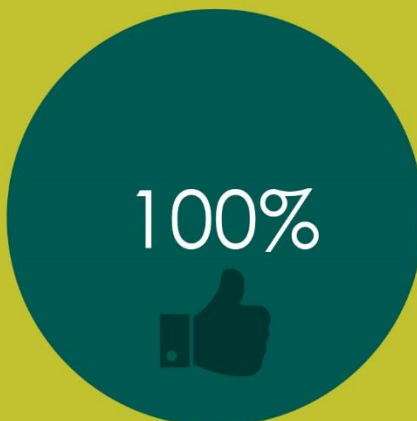
What we need to improve. Students are looking for additional opportunities to increase their life skills; like time management, conflict resolution, and team work.


How we are adapting. We have redesigned the curriculum to address student demand, increase engagement, and improve the overall effectiveness of each module.



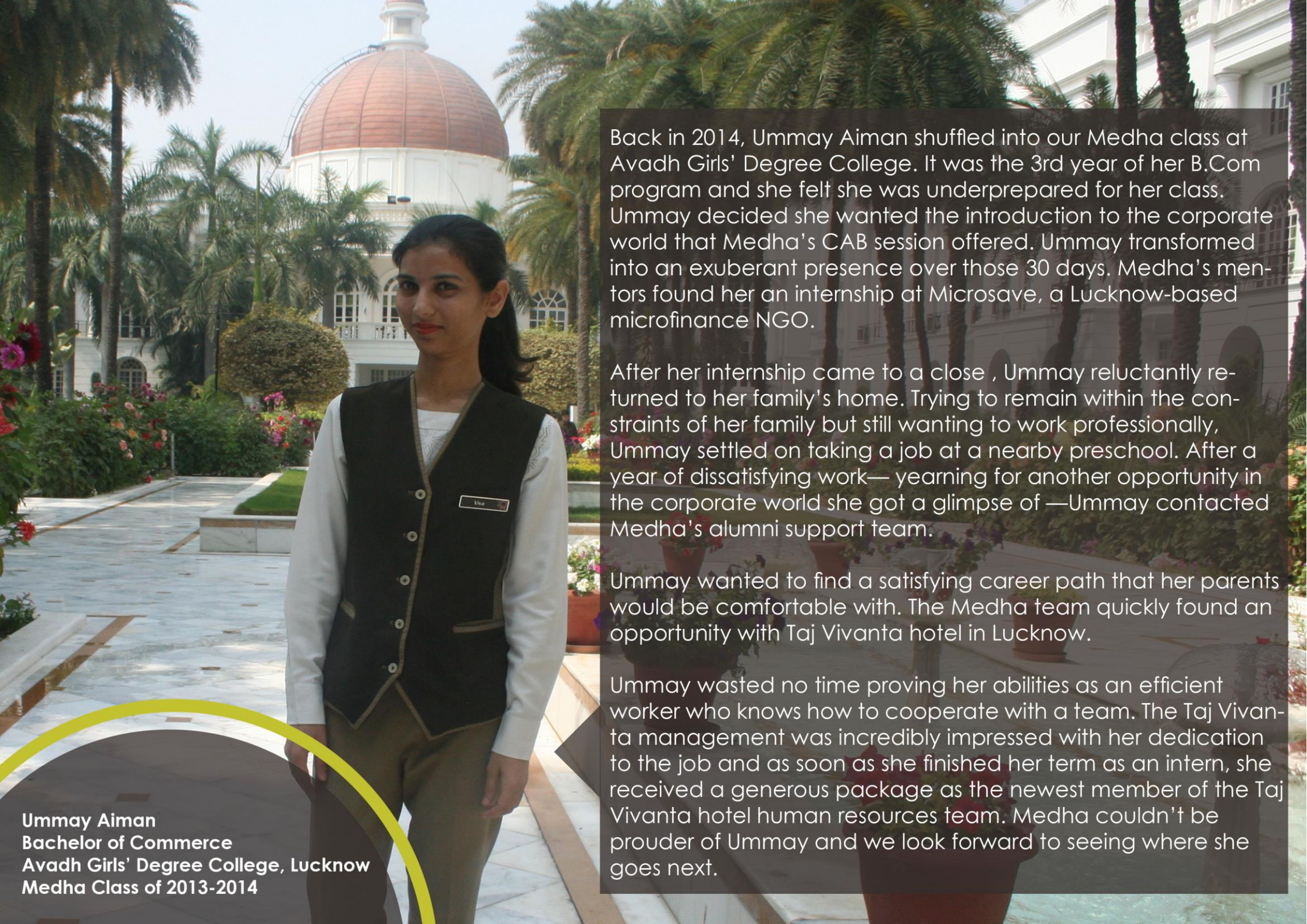
“Medha’s program forced me to speak in front of a group and come out of my shell. Without that experience, I would never have been able to get a job as a primary school teacher and face my students everyday”

**-Renu Kushwaha
Medha Class of 2014-15
Maharaja Bijli Pasi Government College**





Rishika Dwivedi
Public speaking session
Munshi Raghunandan Prasad Sardar Patel Girls'
College



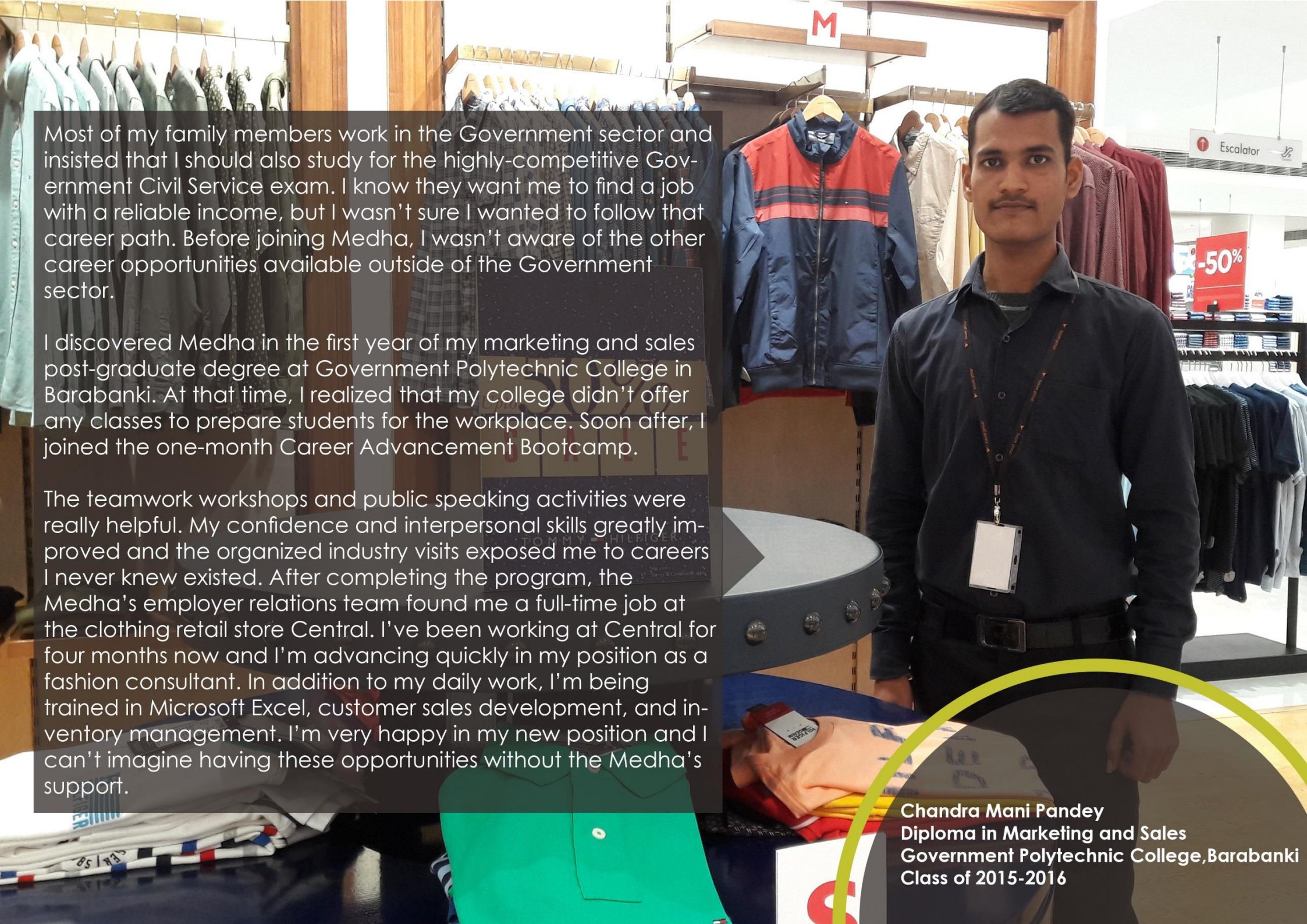
Ummay Aiman
Bachelor of Commerce
Avadh Girls' Degree College, Lucknow
Medha Class of 2013-2014

Back in 2014, Ummay Aiman shuffled into our Medha class at Avadh Girls' Degree College. It was the 3rd year of her B.Com program and she felt she was underprepared for her class. Ummay decided she wanted the introduction to the corporate world that Medha's CAB session offered. Ummay transformed into an exuberant presence over those 30 days. Medha's mentors found her an internship at Microsave, a Lucknow-based microfinance NGO.

After her internship came to a close, Ummay reluctantly returned to her family's home. Trying to remain within the constraints of her family but still wanting to work professionally, Ummay settled on taking a job at a nearby preschool. After a year of dissatisfying work—yearning for another opportunity in the corporate world she got a glimpse of—Ummay contacted Medha's alumni support team.

Ummay wanted to find a satisfying career path that her parents would be comfortable with. The Medha team quickly found an opportunity with Taj Vivanta hotel in Lucknow.

Ummay wasted no time proving her abilities as an efficient worker who knows how to cooperate with a team. The Taj Vivanta management was incredibly impressed with her dedication to the job and as soon as she finished her term as an intern, she received a generous package as the newest member of the Taj Vivanta hotel human resources team. Medha couldn't be prouder of Ummay and we look forward to seeing where she goes next.



Most of my family members work in the Government sector and insisted that I should also study for the highly-competitive Government Civil Service exam. I know they want me to find a job with a reliable income, but I wasn't sure I wanted to follow that career path. Before joining Medha, I wasn't aware of the other career opportunities available outside of the Government sector.

I discovered Medha in the first year of my marketing and sales post-graduate degree at Government Polytechnic College in Barabanki. At that time, I realized that my college didn't offer any classes to prepare students for the workplace. Soon after, I joined the one-month Career Advancement Bootcamp.

The teamwork workshops and public speaking activities were really helpful. My confidence and interpersonal skills greatly improved and the organized industry visits exposed me to careers I never knew existed. After completing the program, the Medha's employer relations team found me a full-time job at the clothing retail store Central. I've been working at Central for four months now and I'm advancing quickly in my position as a fashion consultant. In addition to my daily work, I'm being trained in Microsoft Excel, customer sales development, and inventory management. I'm very happy in my new position and I can't imagine having these opportunities without the Medha's support.

Chandra Mani Pandey
Diploma in Marketing and Sales
Government Polytechnic College, Barabanki
Class of 2015-2016

Looking forward

Our goal this year (and every year) is to do better than we did last year. While it sounds cliché, we believe we are a learning organization, and have to constantly adapt to the diverse needs of our key stakeholders - youth, industry, academia, government, and our supporters. We are focused on improving in three key areas in 2017-2018:

1 Student Impact

The most important metric for us is the change our program has on the lives of our students and alumni. We aim to improve in three areas - Employment, Employability and Life Skills.

2 Systems Change

To have a broader impact on the education to employment ecosystem, and ultimately improve employment outcomes for millions of youth, we are looking to further mainstream our model and approach into the public sector education system through policy changes, curriculum adoption, and training of the trainers.

3 Organizational Strength

To achieve the aforementioned objectives, we need to increase the overall capacity and productivity of the organization across all functions. From attracting and retaining better talent, to improving monitoring and evaluation techniques and processes, to diversifying and increasing funding sources.

We are extremely proud of what we have achieved this year (and over the last six years) and are excited to see what 2017-18 brings for Medha and our students.



About Medha

Medha improves employment outcomes for youth. We provide 21st century skills training, career counseling and workplace exposure, and ongoing job placement and alumni support to students at their existing educational institution.

Since 2011, Medha has trained over 3,000 students across 35 educational institutions, placed them into internships and full-time jobs with 200 leading employers, and built a public-private partnership with the Government of Uttar Pradesh.

Medha is supported by leading global foundations and corporations like Peery Foundation, Citigroup, and Bank of America; and has received numerous awards and recognitions for its work, including the Echoing Green Global Fellowship, the Dasra Girl Power Award, and the Sitaram Rao Livelihoods Asia Award.





407 Dr. Baijnath Road, New Hyderabad, Lucknow - 226007, Uttar Pradesh, India
info@medha.org.in | <http://medha.org.in> | +91 522 4044932