



Medha Progress Report
October 2014 – January 2015

Summary

Medha has experienced exponential progress since the beginning of the academic cycle in July 2014. From 57 students across three colleges in the academic year 2013 - 2014, we have grown to 400 students across 9 colleges this year. One of the key changes we have made to spark this growth is the establishment of Career Service Centers (CSC) on the partner educational institutions in which we work. These centers serve as a central hub for all employability enhancement programs offered by Medha (see Core Activity section for more details) and our permanent, significant presence on campus has led to a dramatic increase in student enrollments and engagement.

Building upon this exponential growth, we have signed agreements with the Department of Higher Education and Technical Education in Uttar Pradesh to work in an additional 10 degree colleges and 5 polytechnics starting from the academic year 2015 - 2016. Combined with our organic growth, we plan to operate 25 CSCs in the upcoming academic year, working with a total of 1,500 students.

To support this increased expansion, we have partnered with the Michael & Susan Dell Foundation and EdelGive Foundation for financial and technical support, and are in the process of securing additional partners. We currently have a team of 20 full-time staff and 5 part-time trainers. We also frequently host volunteers and interns with specific domain knowledge to help us build the organizational capacity required to scale.

Key Milestones

October 2014	November 2014	December 2014	January 2015
<ul style="list-style-type: none">• 2 CSCs opened• 42 enrolments• 4 new employers	<ul style="list-style-type: none">• UP Gov. partnership• 2 CABs completed• EdelGive partnership	<ul style="list-style-type: none">• MSDF partnership• 97 enrolments	<ul style="list-style-type: none">• Skees Partnership• 40 internships• Staff strength at 20

Quantitative Data

Key Metrics	October '14	November '14	December '14	January '14
Enrolled Students	42	41	97	61
Certified Students	13	43	-	44
Completed Internships	9	10	44	40
Career Chaupals	-	4	2	2
Employer Partnerships	4	3	1	1
Career Service Centers	2	2	3	3
CABs	1	2	1	2

*CAB – Career Advancement Bootcamp

Core Activities

Medha's core activities include student services and employer relations.

Student Services:

- **Career Advancement Bootcamp (CAB)**
- **Career Service Centre (CSC)**

CAB is a 15-day program designed to enhance the student's ability to succeed in the job market. In addition, we use the CAB program as an entry-point for new partnerships with educational institutions. The CAB program includes modules on CV preparation, mock interviews, time management, in addition to other skills required to succeed in the job search process. As part of the CAB program, Medha also arranges two industry talks (Career Chaupal) for students on campus and internships with local employers. In the last four months, we have completed six CABs with a total of 128 students.

CSC is a central hub on campus (physical infrastructure as well as full-time Medha staff) where all Medha-related employability programming is based. The CSC is open for the duration of the academic cycle (6 months) and staffed with a Medha Centre Manager and Centre Assistant. Students complete 180hrs of career services and employability skills training, in addition to 100hrs of on-the-job exposure (internship). Beyond the structured training courses, the centre is open for 'drop-in' services and one-on-one counselling. The 180hr program is broken down into four parts (sample modules listed):

- Digital Literacy – basics of the computer, internet, and Microsoft Office
- Professional Skills – CV, business writing, mock interview/GD, public speaking
- Life skills – time management, conflict resolution, ethics, workplace etiquettes
- Special Sessions – tally, spoken English, quantitative analysis

We currently have three CSCs running at Maharaja Bijli Pasi Degree College, Avadh Girls' Degree College, and Navyug Kanya Vidyalaya. We will certify 192 students across all three centres by the end of February 2015 and the remaining 80 students will be completing their internships over the summer break.

Employer Relations:

Over the last quarter we have expanded and diversified our corporate relationships with nine new companies across four industry verticals. This has enabled us to provide a wide range of options to our students for internship opportunities. Since October 2014, 103 students completed their on-the-job-training and the remaining 297 students are scheduled to complete their internships by the end of July 2015. In February, we hired a Vice President of Employer Relations (see Business Development section below) to increase our overall outreach with industry and explore potential revenue opportunities from employers.

Strategic Initiatives

In addition to our core activities, Medha has also made progress on key strategic initiatives we find critical to our long-term success:

- **Institutional Partnerships** - beyond partnering with individual colleges, we are exploring working with state universities and affiliated colleges. We are in the proposal stage with Uttar Pradesh Technical University (UPTU) and Lucknow University (LU) to provide advisory services for the establishment and implementation of employability skills and placement centers on their campuses and affiliated institutions.
- **eLearning** - we have recently appointed a new advisory board member from the IT and Education sector to develop a strategy and implementation plan for developing a eLearning platform to complement Medha's current CSC and employability programming.
- **Impact Evaluation** - we are planning to conduct a more scientific study on the overall outcomes and impact of our work in the upcoming academic cycle. We are currently searching for partners to help design and execute this study.
- **Business Development** - to further enhance our overall sustainability, we have recently hired a senior level executive to lead our employer relations department. In addition to enhancing our existing corporate relationships and increasing our overall internship and placement opportunities, the VP of Employer Relations will also be responsible for exploring new business opportunities with leading companies to generate new revenue streams for Medha.

Partnerships

Medha expanded its growing list of partnerships over the last quarter across all three primary areas of collaboration - academia, industry, and supporters. For a full list of partners please visit - <http://medha.org.in/work/#partners>.

Academia:



Industry:



Supporters:



Press and Awards

- Byomkesh Mishra, Co-founder of Medha presented Medha's work to the Chief Secretary and key Principal Secretaries at UP Government Manch
<https://www.youtube.com/watch?v=xz5ns1A6N7g>
- Medha Partners with Michael Susan Dell Foundation
<http://www.prnewswire.com/news-releases/medha-and-michael--susan-dell-foundation-to-bring-career-services-and-employability-education-to-disadvantaged-youth-across-india-300036288.html>
- Medha Program covered in Navbharat Times
<http://epaper.navbharattimes.com/paper/16-9@9-11@02@2015-1001.html>
- Medha selected to the final round of Dasra Girl Power Awards
<http://www.dasra.org/dasragirlpowerawards>