



Medha Quarterly Progress Report Q4 January 2015 – March 2015

Summary

From January 2015 – March 2015, Medha was primarily engaged in completing our training program across three Career Service Centers (CSC), preparing for the upcoming job placement and internship season, and planning for our significant expansion in 2015 – 2016.

During this quarter, we certified 189 students across our three CSCs, a 300% increase from this time last year. In addition, we certified 110 students across four colleges from our short-term, Career Advancement Bootcamp (CAB) and have enrolled another 99 students in three new CABs. Combined, this brings our **total number of students this year to 660 across 14 colleges in four districts**. Of these 660 students, 130 have already completed their internships, with the remaining students planning to go in Q1 and Q2 of this year (April – September 2015).

With an ambitious target of 2500 students across 25 CSCs in the upcoming academic year, we have spent a significant amount of time this quarter planning for this growth. **We have hired 19 new employees**, seven of which have already joined, taking our **total headcount to 23 full-time staff and four part-time staff**. We now have department heads for six key functions – Student Relations, Employer Relations, Monitoring & Evaluation, Marketing, Human Resources, and Finance. The largest percentage of our headcount is in front-line operations, as Center Managers responsible for all training and career related services with students on our partner campuses.

Based on feedback from students, employers, and educational administrators, we have been working on revising our curriculum for the upcoming year and building the necessary systems, policies, and processes required to manage this expansion. In addition, we have started our business development activities for next year, **securing partnerships with 15 new educational institutions across five districts**.

Finally, we received strong recognition for our work this quarter, **winning the [Dasra Girl Power Award](#)** in the category of employability, and having a feature article published on Medha in yourstory.com.

Key Milestones

January 2015	February 2015	March 2015
<ul style="list-style-type: none">• Skees Partnership• 40 internships• 5 career chaupals	<ul style="list-style-type: none">• 149 certifications• 123 enrollments• 3 CABs	<ul style="list-style-type: none">• Dasra Girl Power Award• 3 new employees• 1 new employer partner

Quantitative Data

Key Metrics	January'15	February'15	March'15
Enrolled Students	61	123	53
Certified Students	27	149	126
Completed Internships	40	27	-
Career Chaupals	5	4	1
Employer Partnerships	-	-	1
Career Service Centers	3	3	-
CABs	2	3	2

Core Activities

Student Relations:

CAB is a 15-day program that enhances the student's ability to succeed in the job market. In the last quarter, we completed 7 CABs with a total of 113 students across four degree colleges and three polytechnics. CABs are also used as an entry point to building new relationships with educational institutions, in this case in three new districts for Medha. In this quarter, 7 career chaupals were held across these CAB programs.

CSC is a central hub on campus where all Medha-related employability programming is based. In this quarter, we concluded our training sessions at all three CSCs (Maharaja Bijli Pasi Degree College, Avadh Girls' Degree College, and Navyug Kanya Mahavidyalaya), certifying 189 students in the month of February. The student relations team is in the process of improving the curriculum that will be offered at all 25 CSCs in the upcoming academic year.

Employer Relations:

In the last quarter, 67 students completed their internships across 11 companies in the Media, IT, Telecom, and BFSI sectors. An additional 150 students will be completing their internships over the next three months. In the month of March, a new VP of Employer Relations, [Nidhi Kant Joshi](#) joined the Medha team to lead the department and build stronger relationships with existing and new potential employers. Nidhi Kant brings over 25 years experience in the corporate and development sectors, working with Glaxo SmithKline and Clinton Health Access Initiative.

Partnerships

Medha expanded its partnerships over the last quarter:

Supporters:



Academia:



Industry:



Press and Awards

- Medha won the Dasra Girl Power Award:
<http://paper.hindustantimes.com/epaper/showlink.aspx?bookmarkid=NSTWRVGUK2K5&linkid=319bb9b0-9c96-4abd-bc48-5dbb2643a683&pdaffid=XCKrilluTVdSOGJkGmmn2w%3d%3d>
- Medha program covered by rediff.com:
<http://social.yourstory.com/2015/03/medha-trains-job/>
- Medha Program covered in Dainik Bhaskar:
<http://www.bhaskar.com/news-hf/EDUC-EDNE-medha-trains-job-expectants-on-skills-that-the-industry-needs-4936134-PHO.html?seq=1>
- Medha covered in Booth Polsky Center for Entrepreneurship and Innovation Newsletter:
<http://us5.campaign-archive1.com/?u=eb4867b1d5bb7bd41f96c4d7f&id=7cd8917f44&e=8093c3af7b>

Shreya Mishra

Shreya Mishra is a second year undergraduate commerce student from Guru Nanak Girls Degree College. She completed Medha's Career Advancement Bootcamp, including 30 hours of in-classroom training and 100 hours of on-the-job training. As a part of the Medha internship program, she worked with a security firm, CAT Alert Solutions. At CAT, she supported the back office, finance, and customer service teams, updating office records, generating invoices, and handling customer enquiries. According to Shreya, "my commerce background helped with the technicalities of accounting, however it was the modules on workplace etiquette and public speaking during the Medha program that enabled me to successfully deal with customers." Her internship opportunity converted into pre-placement offer and she plans to complete an MBA with the hopes of working for a financial institution in the future.

Roshni Singh

Roshni is a first year undergraduate commerce student from Navyug Kanya Mahavidyalaya. She completed Medha's Career Service Center Program, including 180hrs of in and out of classroom activities and 100 hours of on-the-job training in the banking and financial services sector. During her internship with a chartered accounting firm, she learned Tally and the basics of audited financial statements. "The opportunity to learn Tally on-the-job has significantly increased my prospects for getting a well-paying job in the industry after I graduate," said Roshni. She reported that hands on experience in the field of accounting has increased her interest in becoming a chartered accountant in the future.

Organizational Challenges

There are two primary operational challenges faced in this quarter:

1. **Human Resources**
2. **Monitoring & Evaluation**

Human Resource: In the last quarter, Medha hired 19 new employees, more than doubling its current headcount. Three of these hires were at the department head level, filling critical roles in Human Resources, Marketing, and Employer Relations. The additional 16 hires are primarily front-facing Student Relations staff, both Center Managers and Area Managers. This recruiting process was extremely challenging, from sourcing potential candidates, managing the detailed and time consuming interviewing process, to final offers and joining. Of the 19 hires, seven have joined and the additional 12 will be joining in June. This will present a new challenge of induction training and deployment.

Monitoring & Evaluation: Looking back on the last one year, we realized that our current systems for capturing and organizing data were not sufficient to support the kind of growth we are targeting. As a result, we have spent the last few months revamping our overall MIS system and implementing new processes and procedures to ensure data is captured in the most complete and efficient way moving forward.