



## Medha Quarterly Report January 2016 – March 2016

## Summary

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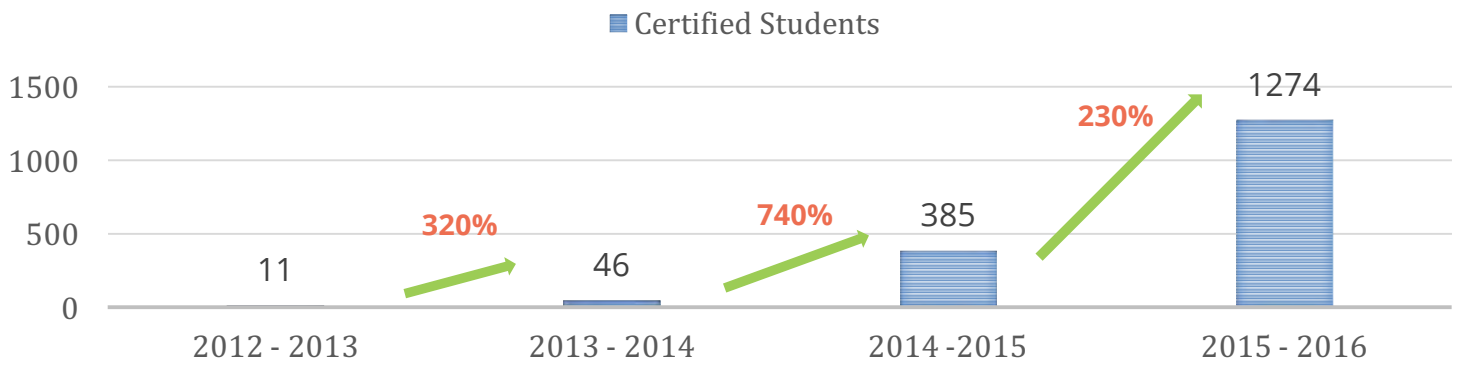
Like many of us, the last quarter of the financial year was extremely hectic here at Medha. Each department had significant milestones they were working towards – both to close out the year strong, as well as in preparation for 2016 – 2017.

In many ways, it was the first time we started to see each function come into their own. And with that, the organization's potential when everyone is focused on achieving their individual objectives, while at the same time collectively working towards a common goal. While there is always room for improvement, it was exciting and encouraging to witness the organization mature in this way, and to see what we can achieve when we're truly working together as a team.

As always, below you will find some highlights of this work, but first we want to recognize each department's contribution to the strong last quarter of the year:

- **Student Relations** certified 466 students, bringing the annual number to 1,274, a 230% increase from last year.
- **Employer Relations** placed 30 students into full-time jobs, the highest number till date in a Q4.
- **Monitoring & Evaluation** rolled out a new cloud and mobile-based Student Information System (SIS) to track, analyze, and report on all student outcomes and impact.
- **Marketing & Alumni** held our first annual alumni event, attended by over 50 alums from nine different colleges over the last three years.
- **Human Resources** conducted eight campus recruitments and has given 23 offers to a new batch of dynamic and passionate young professionals who will join as Center Managers and Employer Relations staff in June.
- **Finance & Accounts** compiled and submitted our FCRA application for foreign contributions in early January.

We are looking to build upon this momentum and organizational development in the upcoming year. In the next quarter, we are investing heavily in continuing to develop the core competencies of each team through structured trainings and activities, and our annual, residential orientation training for new employees in June/July.



## Medha closes out the the year with 230% YoY Growth

In total, we certified **1,274 students** this year across 23 educational institutions. This equates to over **2,000 hours of training and a 230% increase** from last year. This is a significant achievement for the Student Relations team, who took our program and model to scale for the first time this year. Our Center Managers averaged 102 students/center manager, **bringing our direct cost per student down**. We are looking to build on this in the upcoming year and work with 150 students/center manager. Our recent certification ceremony at Gorakhpur University (pictured below) was featured in the [press](#).





FGP

### **23 students selected at Bridgestone Tyres**

The Employer Relations staff facilitated a mass recruitment for Bridgestone Tyres in the month of February. Looking to fill over 100 managerial positions in their Gurgaon manufacturing plant, Bridgestone enlisted Medha to help identify, screen, and select potential candidates for the recruitment drive. We reached out to its qualified students at nearby Feroz Gandhi Polytechnic in Raebareli. **60 students with diplomas in mechanical engineering and instrumentation and control expressed interest in the openings**, and traveled 600km (370 mi) to Gurgaon for the interview.

Their enthusiasm and performance paid off, **with 23 students selected**. Seven have already joined, and the remaining 16 will start after their exams in June. This was a great achievement for the Employer Relations team, and a true collaborative effort between ER, the local Center Manager, and the Training and Placement Officer at Feroz Gandhi Polytechnic.



### **First annual Medha Junction attracts 50 alumni**

Medha's Alumni Engagement team held its 1st Annual Alumni Event on the 10th of January, 2016. Dubbed *Medha Junction*, the event brought together **50 Medha Alumni from seven different colleges over the last three years**. In addition to experience sharing and general networking, **we organized career interest stalls**, and invited outside experts to interact with alumni around the following themes – Banking, Social Services, Higher Studies, Government Jobs, Teaching, Media, and Entrepreneurship. It was a great turnout for our first Alumni event. We plan to hold more frequent and interest-specific gatherings in 2016 – 2017.

You can read more about the event on our [blog](#), see additional pictures on our [facebook page](#), and learn more about our alumni in our [three](#) and [six month](#) alumni progress reports.



### **Medha offsite focuses on the ‘elusive trifecta’ of Impact, Scale, and Sustainability**

Medha held its first official offsite on February 12th, 2016. We traveled to a nearby partner campus in Mahmudabad, a beautiful setting in the middle of a mango orchard, to spend the day reflecting on the last year and developing our strategic goals for the next three. We structured the day of group activities and interactive sessions around three common objectives all organizations have to grapple with – **Impact, Scale, and Sustainability**.

Working throughout the day, we identified areas where we have done well, where we haven't, and where we don't have enough information. Subsequently, we defined the metrics we want to measure ourselves against in each key area, and agreed upon some very ambitious targets. Lastly, we assigned **'Goal Champions'** to each objective to increase accountability and take the thoughtful work from the offsite to our everyday jobs.

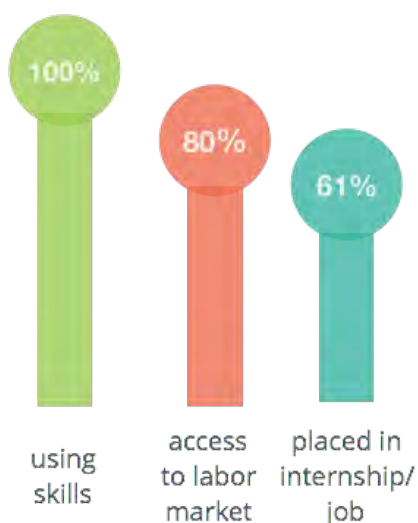
You can read more about the offsite on our [blog](#), and find additional pictures on our [facebook page](#).



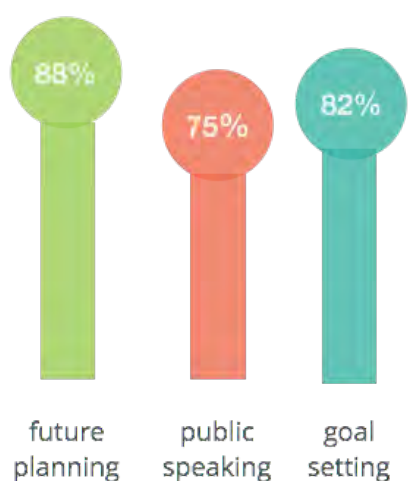
### Medha releases Social Impact Report

To better understand the impact our programs are having on the lives of our students, we carried out a social impact assessment with 70 graduates across 5 districts in Eastern Uttar Pradesh. Through a series of surveys and focus group discussions (conducted by a William J Clinton Fellow for Service in India through American India Foundation), we aimed to better understand the impact we were having on students in three key areas, **employability, skill development, and self-image**. We are extremely proud and encouraged by the results. You can read the full report on our [blog](#).

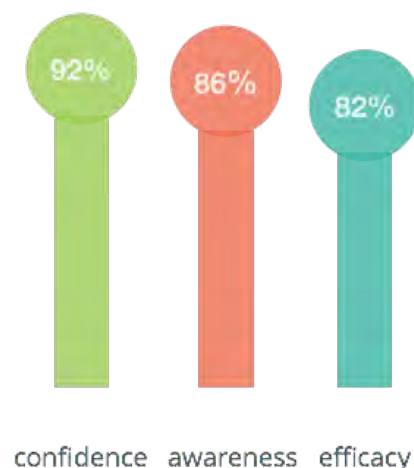
#### EMPLOYABILITY



#### SKILL DEVELOPMENT



#### SELF-IMAGE



## Metrics

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Metric	Q1 15 - 16	Q2 15 - 16	Q3 15 - 16	Q4 15 - 16	Total
Certified Students	150	57	377	690	1274
# of Centers (cum)	2	8	16	23	23
Placements	22	32	3	30	87
Internships	0	45	13	52	110

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## Focus Areas

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### Internships

As the academic year comes to a close, placing students into internships becomes increasingly challenging. Many are concerned about upcoming exams, and as a result are not willing to make a 30-60 day commitment. To address this issue, we are focusing on securing internships that will start in June once exams are over. Students have been allocated to specific employers and positions, and we are consulting with parents to ensure commitment when students become available. In the meantime, we are continuing to place students into internships that are on different academic calendars, and/or express an interest in starting now despite their upcoming exams.

### Assessments and feedback

While it is relatively straightforward to track and analyze employment indicators (time to get a job, starting salary, position and promotion, etc.) understanding other outcomes and impacts of our program like skill acquisition, overall employability level, and changes in self-esteem and self-efficacy, are significantly more challenging. We have been working over the last several months to develop and standardize the tools and instruments we plan to use to track and analyze these outcomes in the short and medium-term.

We have been working with a team of USAID Fellows to design a Randomized Control Trial which will include such instruments, we have been in discussions with the Institute of Health Management, Pachod to see if we can utilize their tool for measuring self-esteem and self-efficacy, and we are working with our donor EMpower to learn best practices from some of their partners. This is difficult and ongoing process that will take time to get right, but we are committed to developing and using the best and most valid methods available to understand what kind of long-term impact our program is having on our students and alumni.



## Academia



## Industry



## Supporters





### **Aparna Mishra**

*Navyug Kanya Mahavidyalaya, Lucknow*

Bachelor of Arts

Aparna comes from a large family. She wanted to get a job to support her family's household needs, so she enrolled in Medha's program. Medha helped place her in an internship at Dainik Jagran (a regional newspaper), where her hard work and performance led to a full-time offer as a Marketing Associate. She was very excited, but when she told her parents they refused.

They were concerned about both of their daughters working in the private sector, and wanted Aparna to get a government job. After much convincing, Aparna was able to get her parents to agree to let her work on the condition that she continues to study for government job exams. She is

supporting her brother's education and still trying to change her parents' minds. Now she is confident that even if she does not get a government job, she will use her savings to pursue an MBA and enhance her career. Earlier ***Aparna was looking for a job, now she is planning her career.***



### **Pawan Kumar Prajapati**

*Sanjay Gandhi Polytechnic, Jagdishpur*

Diploma in Electronics Engineering

Pawan Kumar Prajapati, a final-year electronics student at Sanjay Gandhi Polytechnic, excelled in his courses but struggled to overcome his fear of public speaking. During Medha's introduction session, he could barely utter a single word. His fear of ridicule was so great that he covered his face and declared, ***"I don't think I can do it. These people will laugh at me."***

It was a Medha session involving acting that led to an exceptional transformation. The studious engineering enthusiast had a secret passion for the arts. Pawan began to confront his public speaking anxiety by pretending to be an actor performing a dialogue. Slowly, his hesitation subsided and he was no longer an introverted engineering student – he was an actor taking the stage.

Pawan has used his newfound confidence in public speaking to ***interview for and obtain a job as an engineer at one of India's fastest growing mobile handset companies.*** He hopes to leverage this opportunity to learn more about the field of electronics and one day invent something of his own.

• **Medha Certification Ceremony at Gorakhpur University**

*Dainik Jaagran*

March 1, 2016

# नियोजित प्रयास ही दिलाएगा सफलता : कुलपति



डेलीगेसी विभाग में कुलपति प्रो.अशोक कुमार द्वारा प्रमाण पत्र पाने वाले छात्र-छात्राएं।

गोरखपुर : 'परीक्षाएं हों या कैरियर बनाने की कोशिश, सफलता के लिए जरूरी है कि प्रयास नियोजित ढंग से किए जाएं। लक्ष्य तय कर नियोजित ढंग से किया गया प्रयास कभी असफलता नहीं दिलाता।'

दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय के कुलपति प्रो.अशोक कुमार ने यह बातें विश्वविद्यालय के मेधा कैरियर सेंटर द्वारा आयोजित सर्टिफिकेशन सेरेमनी में कहीं। विश्वविद्यालय में अभिनव प्रयास के तहत शुरू विशेष कैरियर सेंटर से व्यक्तिगत विकास कार्यक्रम (कैब) के 32 तथा कंप्यूटर प्रशिक्षण (टैब) पूरा करने वाले के 51 प्रशिक्षणार्थियों को प्रमाण पत्र वितरित

किए गए।

मेधा के एरिया मैनेजर रविरंजन मिश्र ने केंद्र के कार्यक्रमों का संक्षिप्त ब्योरा पेश किया। उन्होंने इस विशेष कैरियर सेंटर द्वारा छात्र-छात्राओं के व्यक्तित्व विकास, कैरियर काउंसिलिंग सहित विभिन्न कार्यक्रमों से अन्य छात्र-छात्राओं के जुड़ने की भी अपेक्षा की। समन्वयक डा.हिमांशु चतुर्वेदी ने सेंटर की स्थापना से लगायत अब तक की यात्रा को युवाओं के लिए बेहद लाभकारी बताते हुए इसकी आगामी योजनाओं पर भी फोकस किया।