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Quarterly Progress Report  
January - March 2017 (Q4)



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# Summary

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The end of the financial year marked another exciting period of growth and development for Medha and our students. In the last 12 months, **1,610 inspiring young people completed our employability education program across 21 public-sector institutions** – that’s over 3,000 hours of training and counseling! They learned how to write a resume, present in front of a group, use MS office, manage their time and working in a team, and so many countless other 21<sup>st</sup> century skills that will help them excel not only in their first job, but in their long-term professional journeys. We are proud to report that **over 80% of students feel more prepared to enter the job market** after our program.

Speaking of the job market, we placed **463 students and alumni into internships and full-time jobs this year, a 141% increase from last year**. They started their careers in a variety of industries - Automotive (17%), Consumer Goods (15%), Financial Services (11%), IT (10%), Education (10%), and others – **with an average starting salary of Rs. 9,858/month (\$154)**.

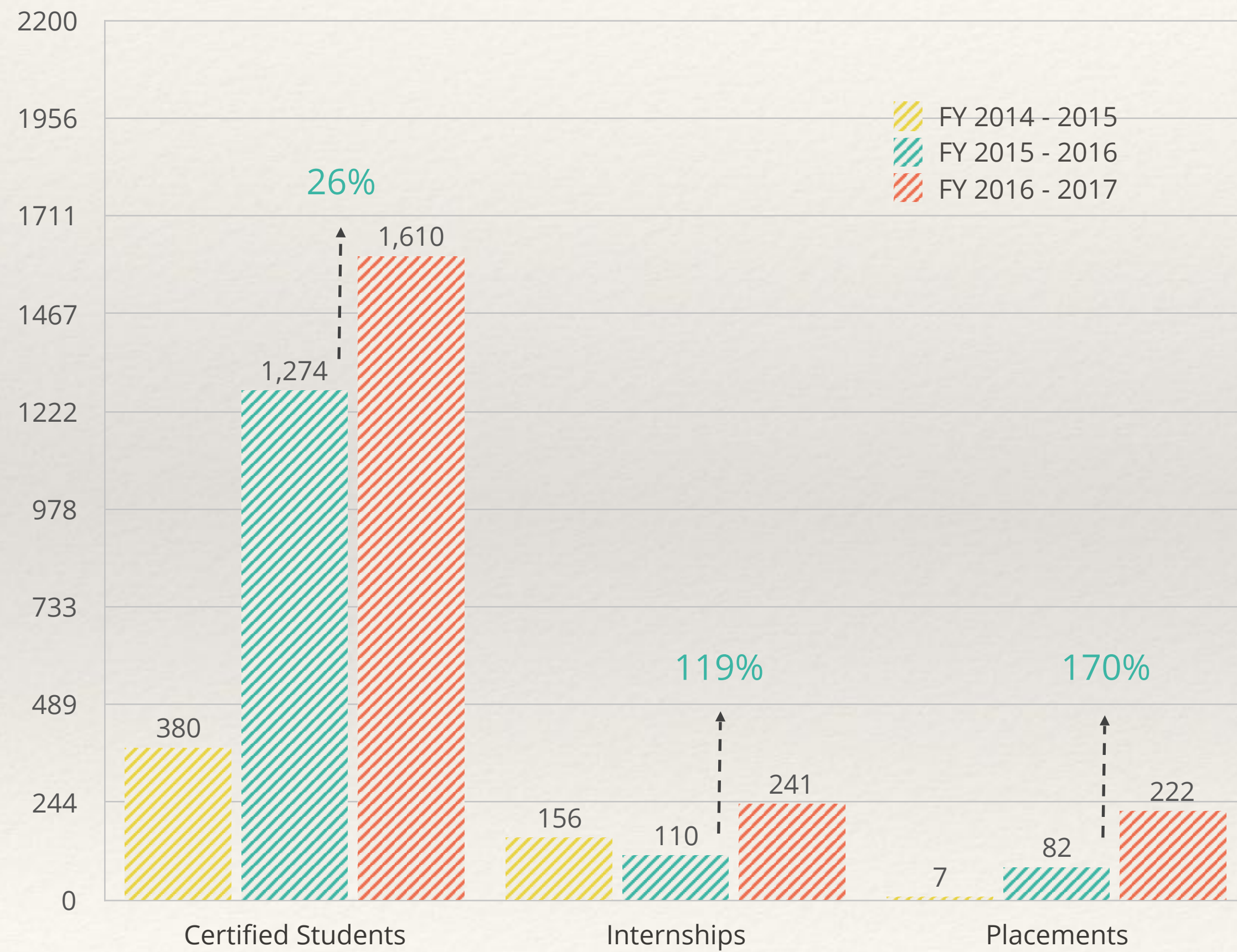
As we look forward to 2017 – 2018, we have even more ambitious goals for the growth of the organization and impact we want to have on each student. We are starting operations in three new locations and at least one new state, and hope to provide career services to at least 2,000 students and place 1,000 into internships and full-time jobs.

Thank you as always for your ongoing support,

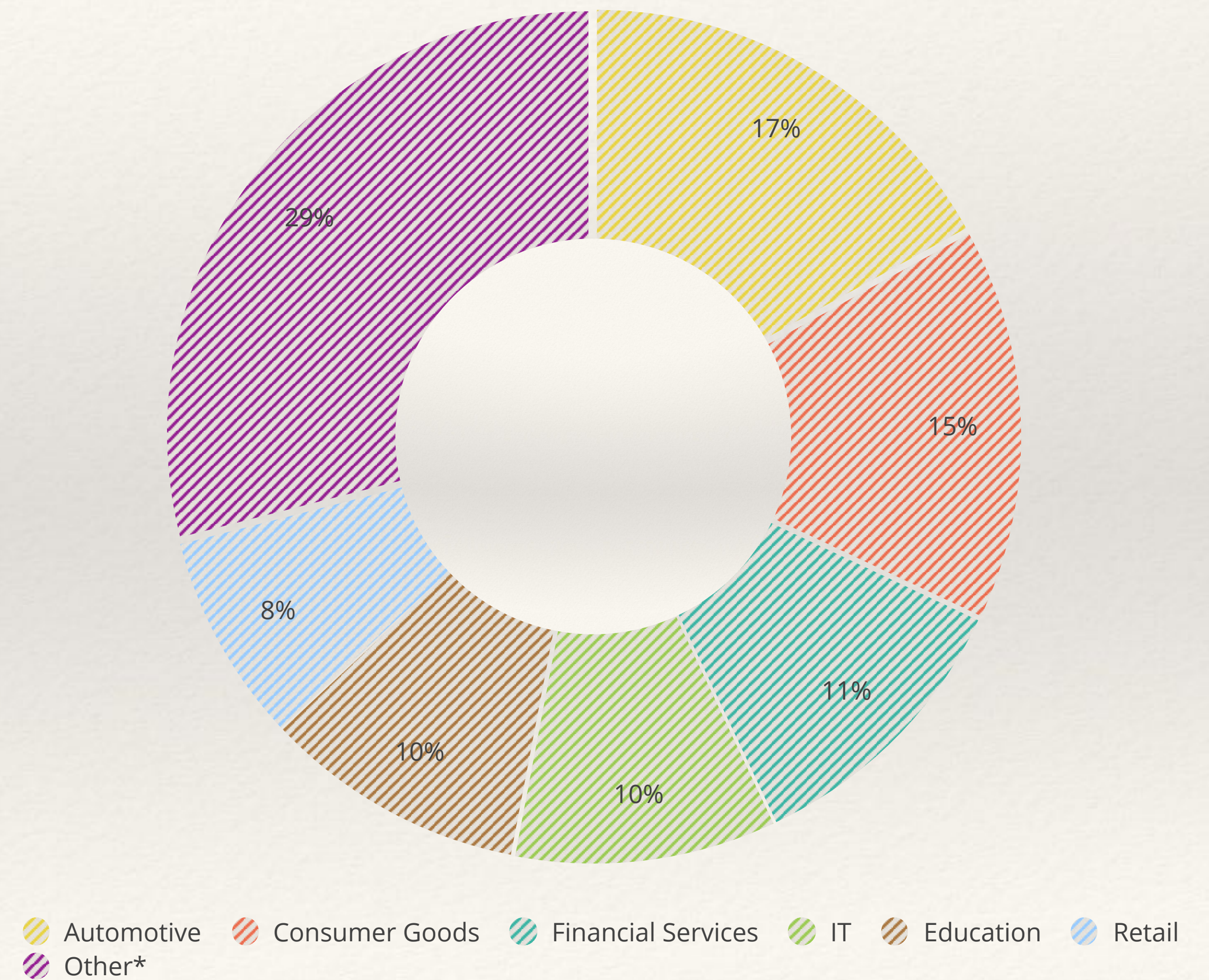
The Medha Team

# Numbers

## YoY Growth



## Placement Industries



\*Healthcare, Telecommunications, Public Service, etc.

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# 100 alumni attend 'Career Chaupal' in Barabanki

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## Participants learn about career paths in four growing sectors

Medha's Alumni team recently hosted a [Career Chaupal](#) (town hall) for Medha graduates from a government polytechnic and women's degree college in Barabanki (about 50km from Lucknow). **With significant mobility and migration constraints for many of our students** (especially young women), we wanted to hold a local event in Barabanki to highlight the various career opportunities within the locality.

We brought together business leaders from healthcare, retail, and the social sector to share their experiences and answer questions about how to pursue a career in these 'non-traditional' fields. In addition to the panel discussions, alumni shared their experiences post the Medha program and networked over lunch.

# 20% of Medha students stay in their first job >2 years



**Alumni data shows high retention rate compared to peers**

**After following-up with our alumni every six months for the last four years**, we are encouraged to see that they are staying in their jobs significantly longer than their peers who did not get a job through Medha. 20% of Medha placed students stay in their first job beyond two-years, compared to just 5% of those who found a job on their own.

With attrition commonly cited as a significant pain point for employers, this is not only evidence we are doing a good job matching the right student to the right job, but it is a huge value to HR managers and business heads we work with.

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# Citigroup and Medha partner to improve employment outcomes

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## Citi India to support Medha's work with 2,500 youth in Uttar Pradesh

[Citi](#) will provide financial and technical support to deliver 21st century skills training, career counseling and mentorship, and internship and full-time job opportunities for disadvantaged youth.

“One of India’s greatest strengths is that 50% of the population is below the age of 25, and accordingly 12 million people join the workforce each year. Herein also lies a potential weakness - **quite a large portion of this young population lacks the skills required to succeed** in today’s growing and rapidly changing economy. Medha addresses this issue by working with young students before they leave the gates of their educational institution,” said Alok Karkera, Head – India Public Sector in Citibank N.A, and CSR champion for the project.

We are honored to be working with Citi to expand our program across the state and thank them for their continuing support.

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# 70 technical students complete apprenticeships

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## Medha creates opportunities for engineering students with local manufacturing companies

Medha has been working across five polytechnics for the last two years. Despite gaining some of the basic technical skills, students have struggled to find full-time employment because they lack hands-on experience and practical knowledge. To overcome this, we have been working hard to build relationships in the automotive, consumer goods, chemical, and electrical manufacturing sectors. This hard work has started to pay off, with 70 students completing internships last quarter across 10 companies.

We are entering the full-time placement season for polytechnic students next quarter, and are **extremely optimistic they will have much greater success armed with this on-the-job experience.**



# Medha Co-Founders spread the word about program and future



## Byomkesh and Chris share the Medha journey and mission at diverse forums

We recently had the opportunity to speak at [Dasra Philanthropy Week](#), [The Huddle](#), [IRMA ISEED](#), and to a group of professionals at [Great Eastern Shipping](#). We shared some of our experiences working with the education system and young people here in Uttar Pradesh, as well as the challenges and successes we have had on our six year journey so far starting and growing Medha.

It was a privilege to speak at these great forums and thank all the organizations who invited us to share the word about our work and mission.



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# Bank of America supports Medha's work with adolescent girls

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## Partnership to provide employability and life skills for 1,200 young girls and boys

As part of their increasing investment in [employability for adolescent girls](#), Bank of America has partnered with Medha to impart employability education to **1,200 girls and boys across five Medha Career Services Centers** in Uttar Pradesh. Medha will be working to improve employment, employability, and life skills through 100hrs of in-and-out of classroom activities, as well as 100hrs of on-the-job training (internship).

In addition to Medha's direct operations and expansion, BofA's support will contribute to Medha building greater systems and capabilities for broader scale and impact, and overall monitoring and evaluation of the program and its intended outcomes.

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# 63 students shortlisted for Japanese insurance company

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## Medha organized campus placement yields strong results

Star Union Dai-Ichi Life Insurance Co. Ltd. (SUD Life) is a joint venture between Bank of India, Union Bank of India, and Dai-Ichi Life, one of Japan's largest insurance companies. SUD Life has been expanding throughout Uttar Pradesh and recently engaged Medha to help find qualified candidates for dozens of new openings. We organized campus placements across three colleges and helped pre-screen over 250 interested candidates.

Of the 175 students who appeared for the entrance test and interviews, **63 students were shortlisted for the final round.**

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# Medha selected for UnLtd. India's growth challenge

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## Mentorship and financial support to help Medha scale-up

Medha was recently selected to participate in [UnLtd. India's](#) year-long growth challenge **focused on addressing key obstacles across the skilling sector value chain**. The program is sponsored by [J.P. Morgan](#) and [MSDF](#), and will include a year of financial, capacity building, and leadership support. We are extremely excited to be part of this unique program and the UnLtd. India family of social entrepreneurs.

You can see coverage of our recent participation in UnLtd.'s annual The Huddle event in Mumbai [here](#). And an article on the portfolio in The Hindu [here](#).



*Medha CAB students  
Munshi Raghunandan Prasad Sardar Patel Girls' College, Barabanki, Uttar Pradesh*

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# Focus Areas

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## Reorganization

We spent the last quarter working on restructuring the team and departments to better position ourselves for growth in the upcoming years. We merged our Student Relations and Employer Relations teams into one Operations team focused on the whole lifecycle with the student, and created a Knowledge department to centrally manage program design and impact evaluation, data analysis and reporting, training of the trainers, and research and dissemination.

## Growth funding

As we look to expand to new geographies this year and strengthen our partnerships with state governments, we were focused on securing significant financial support to enable this growth. We were able to close the year with close to Rs. 4cr (\$600k) in grant revenue, a 120% increase from last year.



# New Partnerships

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## Academia



## Industry



## Supporters



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# Ummay joins Taj Vivanta's HR department

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## Ummay Aiman

Bachelor of Commerce  
Avadh Girls' Degree College, Lucknow  
Medha Class of 2013

Ummay Aiman felt she was unprepared to enter into the corporate world as she joined Avadh Girls' Degree College. She was in the 3rd year of her B.Com program when she registered for the Medha classes. As soon as she completed the Medha classes, she was guided through the internship interview process and during her final year she was placed at Microsave, a Lucknow-based microfinance NGO.

After the completion of her internship, Ummay wanted to work professionally, but due to constraints 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 empathized with her dilemma and 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 and when she finished her term as an intern, she got a job offer in the Taj Vivanta hotel human resources team. Medha couldn't be prouder of Ummay and we look forward to seeing where she goes next.



# Chandra Mani builds his career in the growing retail sector

## Chandra Mani

Marketing and Sales PG Diploma  
Government Polytechnic, Barabanki  
Medha Class of 2015

Chandra Mani is the second-youngest of six brothers and most of them work in the Government sector. His family insisted that he study for the highly-competitive Government Civil Service exam but he wasn't sure he wanted to follow that career path. Before joining Medha, he wasn't aware of the other career opportunities available outside of the Government sector.

Chandra Mani discovered Medha in the first year of his marketing and sales post-graduate degree at Government Polytechnic in Barabanki. He was doing well in his classes, but was becoming very nervous about his job prospects. He realized that his college didn't offer any classes to prepare students for the workplace. After hearing about Medha from a friend, he joined the one-month Career Advancement Bootcamp.

The teamwork workshops and public speaking activities helped him build his confidence and interpersonal skills and the industry visits exposed him to careers he never knew existed. After completing the program, Medha found him a full-time job at the clothing retail store Central. He has been working at Central for three months now and is advancing quickly in his position as a fashion consultant where he is being trained in Microsoft Excel, customer sales development, and inventory management.

We are extremely proud of Chandra Mani to be starting his career with a leading brand in retail.



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# Press & Recognition

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[मेधा करियर ने किया स्टूडेंट्स का सम्मान](#)

*inext*

January 26th, 2017

[210 छात्रों को दक्षता का प्रमाण पत्र](#)

*Hindustan*

January 26th, 2017

[यूनिवर्सिटी में होगी उद्योग धन्दों की पढाई](#)

*Amar Ujala*

January 26th, 2017

[करियर की जिज्ञासा को चौपाल लगाकर दूर किया](#)

*inext*

February 12th, 2017

[Best Foot Forward](#)

*Dasra Employability for Adolescent Girls Report*

March 3rd, 2017