



MEDHA QUARTERLY REPORT



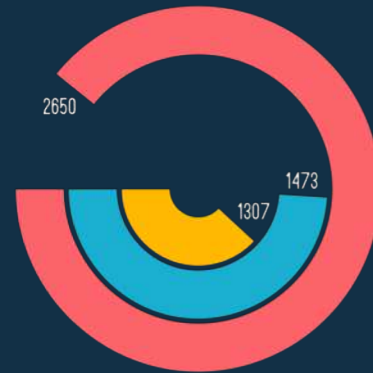
Q 2 F Y 18 - 19

YEAR ON YEAR GROWTH

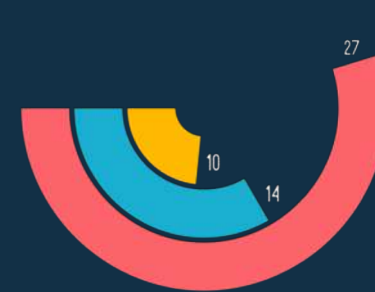
Medha has grown by over 200% across several key metrics the last three years.

2x expansion

REGISTRATIONS



EDUCATIONAL PARTNERS



TRAINING BATCHES



Q2 2017

Q2 2018

Q2 2019





MEDHA IMPACT REPORT

This year's [Impact report](#) highlights the hard work and determination of five Medha alumni, who we aptly like to call *Medhavi*. Raginee, Rukaiya, Naimish, Shivam, and Akshita have each inspired us in their own way and represent the collective spirit of our over 5,000 alumni who are challenging the status quo each day.

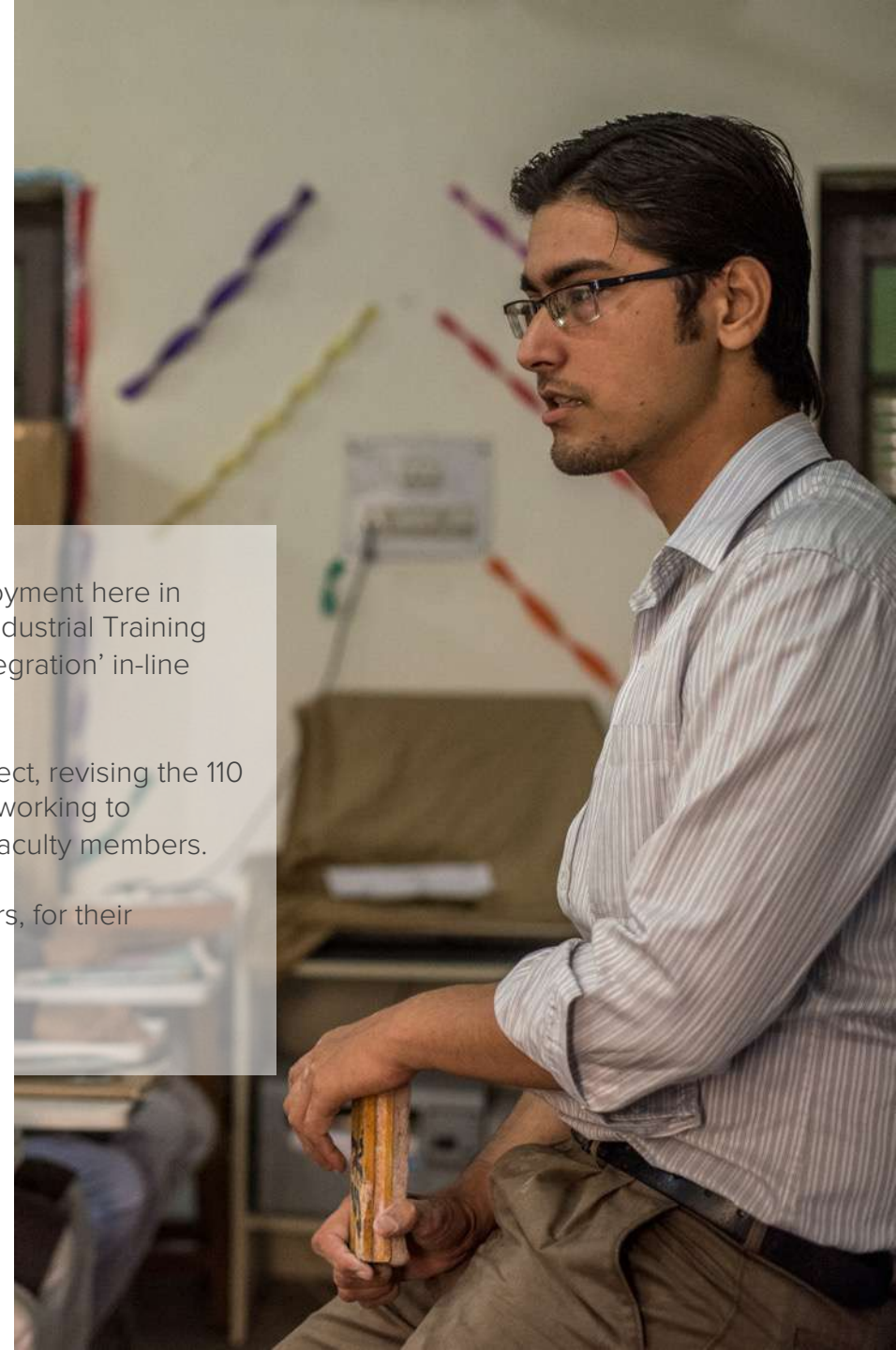
We hope you are equally as inspired by their drive to achieve career growth and satisfaction.

ITI INTEGRATION

Last year, [we announced](#) a new project with the Directorate of Training & Employment here in Uttar Pradesh to improve the existing [NCVT](#) employability skills curriculum for Industrial Training Institutes (ITIs) and train existing faculty members to deliver it. A true 'system integration' in-line with our goal to mainstream our programs.

We are proud to announce that we have completed the initial phase of this project, revising the 110 hours of curriculum and training over 250 students in the process. We are now working to disseminate the revised program through a series of training of the trainers for faculty members.

We would like to thank [American India Foundation](#), one of our long-term partners, for their financial and technical support over the course of this project.





GROWING PARTNERSHIPS

Medha is proud to report a deeper integration with educational partners across the region. At the beginning of the academic year (July), five of our educational partners in Faizabad, Sitapur, and Lucknow have mainstreamed our program on their campus; integrating the curriculum, increasing in-kind or direct financial contributions, and/or expanding the share of students/streams. To formalize these expanding partnerships, we signed five, long-term MoUs in the quarter.





30 Medha alumni travelled 35 hours across the country to participate in our third [Rubaru Learning Journey](#).

The group stretched their limits in the Maximum City, experiencing the fast-paced lifestyle of Mumbai in the monsoons!

While there, they visited [Unilever](#), [Dasra](#) and [Bank of America](#) to learn about what it takes to build a career in 'Corporate India'!



ON THE LEARNING PATH



HEADING EAST



Directorate of Employment & Training
Labour Resources Department Govt. of Bihar



Always our ambition to expand east towards Bihar, Jharkhand, and West Bengal, we started operations in Patna this quarter. Through a partnership with the [Directorate of Employment & Training, Bihar](#) we will be setting up a Career Services Center at the Digha Ghat Industrial Training Institute and delivering 110 hours of [Employability Skills](#) curriculum there. Things got off to a roaring start, with 468 registrations in the first two weeks. Our students span a variety of trades like Electrician, Mechanic, Fitter, Fashion Technology, and Power Distribution.

STRENGTHENING THE CORE



Medha's Area Managers are the backbone of the organization. Collectively, they manage a team of over 50 employees spanning 1,200 kilometres, responsible for everything from student enrolment and training to building relationships with local bureaucracy. It requires an extremely diverse skill-set and the flexibility to adapt to constantly changing conditions in their area of operations.

Thanks to our friends at [UnLtd India](#), our 12 Area Managers had the chance to take a day-out recently, reflect on their roles and personal growth, and help each other problem solve and plan for the academic year ahead. Girish & Roshan led them in experiential learning sessions on negotiation, team management, and relationship building.



*"I SEE MYSELF AS A
LEADER IN THE NEXT 10
YEARS!"*



AASTHA

Navyug Kanya Mahavidyalaya
Class of 2018

Aastha was pursuing a B.Com when she enrolled in Medha.

After completing our Career Advancement Bootcamp (CAB), she started off with an internship at [Pollinate Energy](#), an alternative energy start-up headquartered in Australia. After a great experience, she came back for a second internship, this time with a local accountant in the marketing team.

While a lot of people are seeking desk jobs, Aastha realized she liked being 'out in the field' interacting with potential and existing customers.

Aastha has become one of our most active alumni, always looking to take on new challenges and we can't wait to see what the future holds for her.



Medha successfully conducted its 7th [Career Chaupal](#) at [Shaheed Mangal Pandey Govt. Girls PG College, Meerut](#). 160 alumni attended, interacted with external guests, discussed their professional plans, and got their questions answered about where and how to start.

More than 1,000 students and alumni have now attended our Career Chaupals across the state. They always fill us with zeal, happiness, and the hope of coming back with the next chapter soon!





अंग्रेजी बोले (SPEAK ENGLISH)

[Sattva](#) has collaborated with Medha to provide a tech-based English learning course via two of the best English learning apps in India - [Hello English](#) and [Enguru](#).

During the pilot, 300 students from Government ITIs in Lucknow and Patna will receive premium access to the apps as well as a blended learning module from Medha.





STEPPING INTO THE PROFESSIONAL WORLD

Exposure visits are a crucial part of the Medha program. This quarter, we organized six visits with leading employers from diverse industries including [IndusInd Bank](#), [Kores India Ltd](#), [TATA motors](#), [Parag Milk](#), Srishti Architects, and the District Legal Service Authority in Gorakhpur. Our students always take full advantage of these visits, asking the right questions of employees and testing their theoretical knowledge against the practical realities.

IndusInd Bank



SHIWANI

Govt. College for Women, Karnal
Class of 2018

Shiwani is a B.Com grad from Karnal, Haryana. She enrolled for Career Advancement Bootcamp (CAB) in her final year and later was selected for [Rubaru](#) in Mumbai.

She wants to build her career in the social sector. Her high point of the Rubaru journey was her visit to [Dasra](#), where she learned about the various facets of the sector.

After returning to Karnal, Shiwani set her goals on securing a job in field. She appeared for a placement drive organized by Medha and successfully got a job as a Project Officer at a [Varitra Foundation](#).





FINANCIAL LITERACY 1.0

Medha collaborated with [Paytm](#) to conduct financial literacy workshops for students and alumni in Lucknow and Gorakhpur.

Over 50 young women participated in the program and learned the basics of banking financial planning.





INDUSTRY PARTNERSHIPS

We formed a number of new partnerships this quarter with leading employers for internships, placements, industry talks, and exposure visits.



FOCUS AREAS

Our energy was spent working to excel in the following areas this quarter.

PARTNERSHIPS

Significant time and energy was spent on building partnerships with existing and new educational institutions and employers this quarter. Starting operations in six new districts, we have started work in 10 new educational institutions and with 30 new employers.

MARKETING

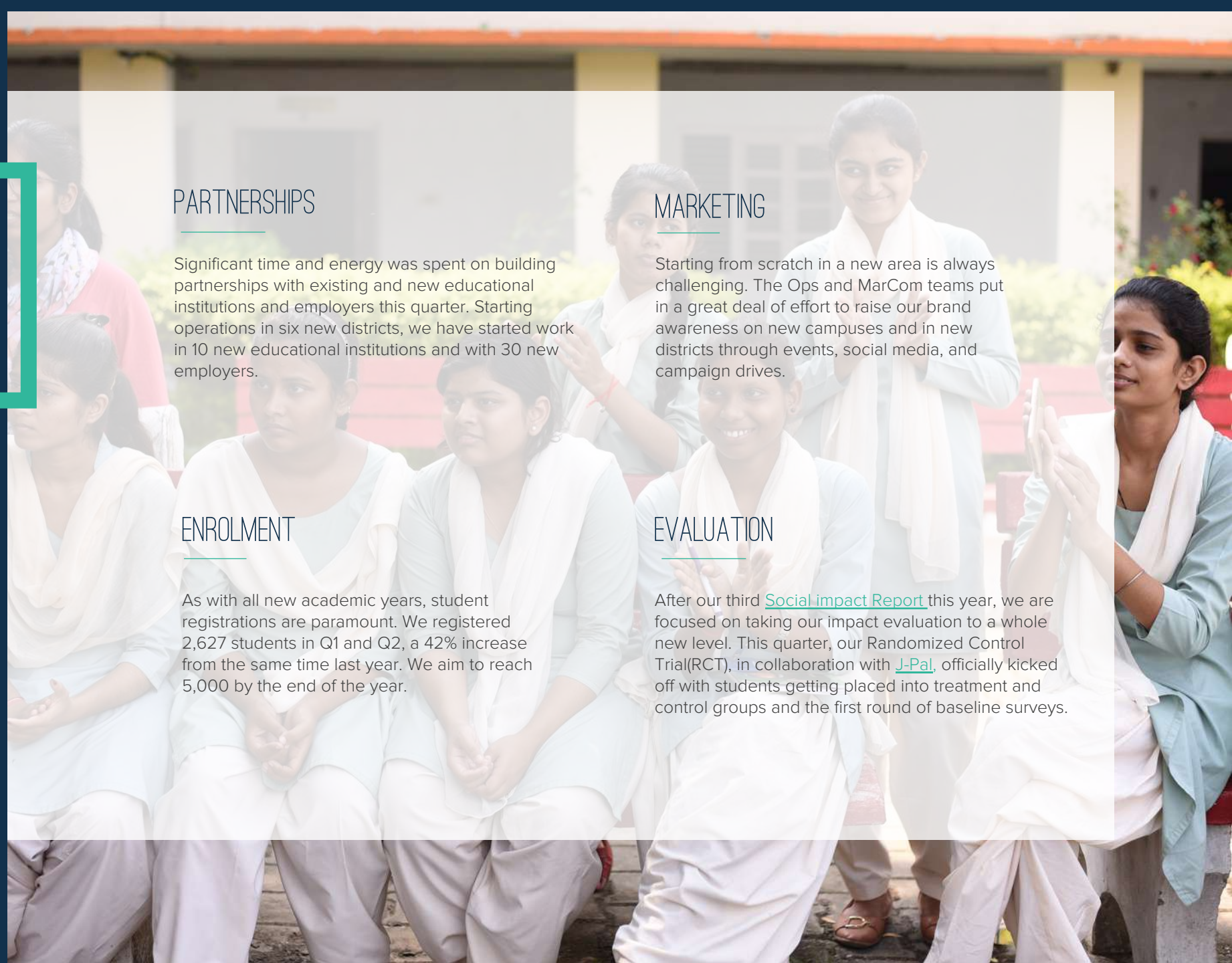
Starting from scratch in a new area is always challenging. The Ops and MarCom teams put in a great deal of effort to raise our brand awareness on new campuses and in new districts through events, social media, and campaign drives.

ENROLMENT

As with all new academic years, student registrations are paramount. We registered 2,627 students in Q1 and Q2, a 42% increase from the same time last year. We aim to reach 5,000 by the end of the year.

EVALUATION

After our third [Social Impact Report](#) this year, we are focused on taking our impact evaluation to a whole new level. This quarter, our Randomized Control Trial(RCT), in collaboration with [J-Pal](#), officially kicked off with students getting placed into treatment and control groups and the first round of baseline surveys.





<http://medha.org.in/>

