



# Medha Quarterly Report

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Q1 FY 18-19

# LET'S EMBARK



## 29 SRMs join the team

It's that time of year again! 29 Student Relationship Managers (SRMs) joined Medha in June and completed Embark, the first phase of our revamped, year-long learning journey for SRMs.

In July, they will relocate to one of our 12 areas of operations across Uttar Pradesh, Haryana, and Bihar; to better prepare youth for life after school while learning and growing as young professionals themselves.



# QUANTIFYING IMPACT

Medha believes in a data-driven approach to defining and communicating impact. Last quarter we launched a [new webpage](#) to track and report outreach, outcomes, and impact.

This year, we're taking those efforts to the next level...



This fall, Medha will start a randomized control trial (RCT) in collaboration with [J-Pal](#) and affiliate professor, [Lori Beaman](#) of Northwestern University.

The study will run for two years and examine the impact Medha's program has on increasing employability and labor market outcomes for youth, with a specific focus on young women.



# PLACEMENT SEASON!

**60%** of alumni receive full-time offers

650 of our 1,652 students this year graduated in June, making it a busy quarter filled with job interviews and recruitment drives.

We are proud to report that over 60% of alumni who sat for placements have already received full-time offers. If you or someone you know is looking to hire, please let us know!



Companies  
recruiting in Q1:





#alumniinspire

## BUSHRA

Unity Mission School  
Class of 2018

Medha alumna Bushra was selected to be part of [EMpower's Girls Advisory Council](#).

The group of 16 adolescent girl leaders will advise EMpower on its grant making strategy in India over the next year.

Bushra travelled to Delhi in April to take part in the first meeting and brainstorm with fellow AC members about how to improve programming for adolescent girls.



## SCALABLE SYSTEMS



Medha is excited to be part of [Genpact's Social Impact Fellowship](#) this year. Neeta, a six-sigma black belt and HR expert, will be working with us to streamline, upgrade, and better measure our internal learning and development program for entry-level team members (see slides 2 and 10). We are extremely thankful to Genpact and EdelGive for this invaluable resource at a critical time in our expansion.



# STAYING ON TRACK

Medha recently completed a strategic planning exercise to identify focus areas and define key objectives and associated goals across each function.

Combined, these serve as our measuring stick for the year.

## KEY OBJECTIVES

Combined, these serve as our measure stick throughout the year.

### OPERATIONS

- double outreach
- define and pilot decentralized structure
- institutionalize reporting structure/system



### STRATEGY

- start projects with two new states
- sign MoU with UP gov.
- pilot project with industry
- mainstream existing projects to operations



### PEOPLE

- improve employee satisfaction
- boost competency & diversity
- increase process efficiency



### PARTNERSHIPS

- diversify funders
- double annual funding
- establish non-financial partnerships
- pilot tech-based solution
- win competitions and awards



### ALUMNI

- double alumni connect
- standardize alumni services
- test new offerings
- deliver alumni services across 12 areas



### FINANCE & ADMIN

- build financial information system
- improve compliance and quality control
- enhance workspace



### MARCOMS

- institutionalize a single key message
- increase brand visibility
- build marcom functional capacity
- streamline internal communication system



### KNOWLEDGE

- execute srm learning journey
- analyze data and provide insights
- strengthen domain skills
- pilot intervention for school segment



#alumniinspire

## RAGINEE

Arya Mahila PG College  
Class of 2018

*"I have always dreamed of doing something big, but wasn't sure where or how to start."*



I was terrified of speaking in public before I joined Medha. Akriti, my SRM, told me after the first day of class, 'just try to speak once a day, even if it's just a few words.' That simple goal relieved some of the pressure I was feeling and I slowly started gaining confidence in front of my classmates.

On the last day, I spoke for 4 minutes straight. The applause from my peers was incredible and made me feel like I could accomplish anything I set my mind to!

# LEARNING FROM DATA

A key priority for Medha this year is to draw meaningful insights from the hundreds of thousands of data points we capture.

As a first step, we upgraded our Student Information System (SIS) to better track career progression and incorporate our growing alumni community.



# 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.

## LEARNING JOURNEY

Taking a more growth and development approach, we redesigned our induction and training program for entry-level employees this year to focus on their individual professional development.

## MARKETING

Leading up to the academic year, the MarCom team was busy designing, printing, and deploying a variety of communications to market the program to students on campus as well as engage with employers, academics, and funders.

## PERFORMANCE

With 80 full-time staff, we migrated to a new HRMS system and set up a revised, online performance management process that aims to encourage regular feedback and communication amongst team members.

## WORKSPACES

With a rapidly expanding team, we spent the quarter improving and expanding the head office and area offices to handle the increased headcount. A new conference room, power backups, and Pico projectors are some of the highlights ☺



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





# MEDHA QUARTERLY REPORT



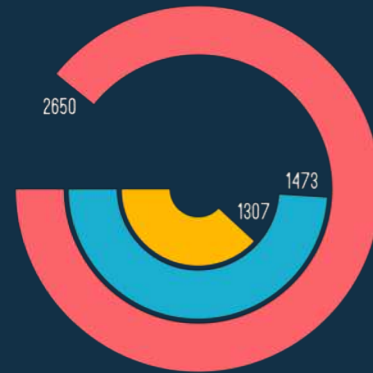
Q 2 FY 18-19

# YEAR ON YEAR GROWTH

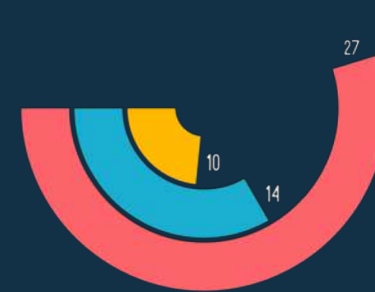
Medha has grown by over 200% across several key metrics the last three years.

2x expansion

### REGISTRATIONS



### EDUCATIONAL PARTNERS



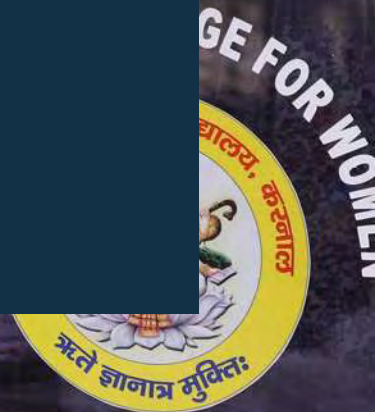
### TRAINING BATCHES



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.

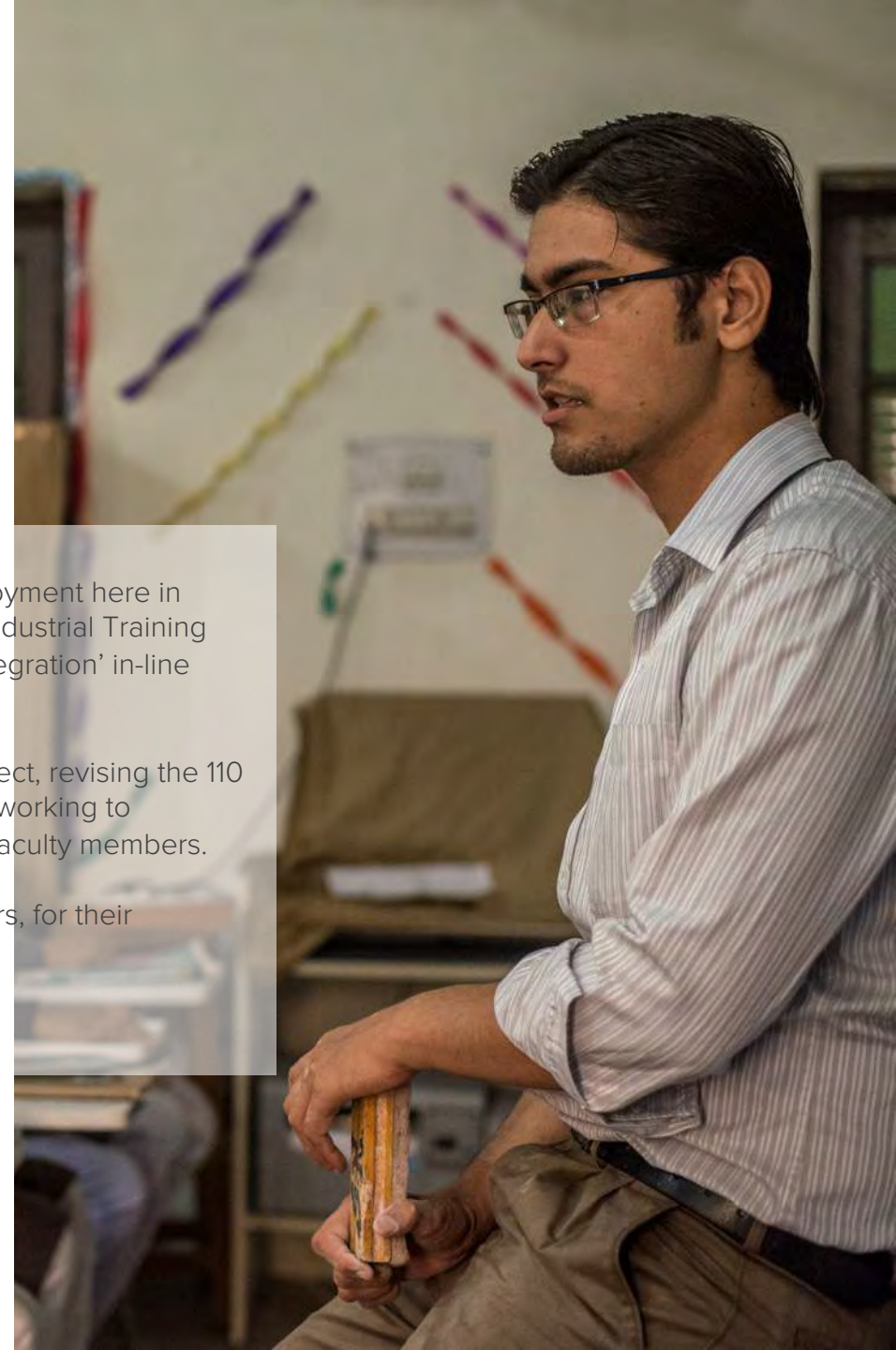
# ITI INTEGRATION

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.

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## 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



Unilever



# 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

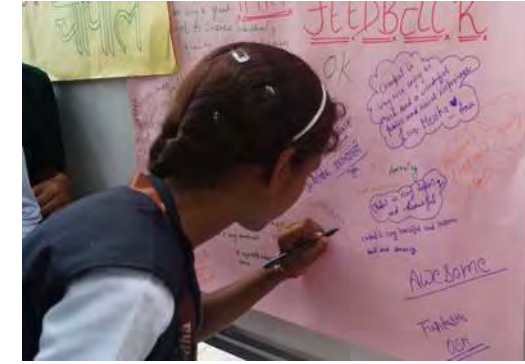
Navyug Kanya Mahavidyalaya  
Class of 2018

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 7<sup>th</sup> [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

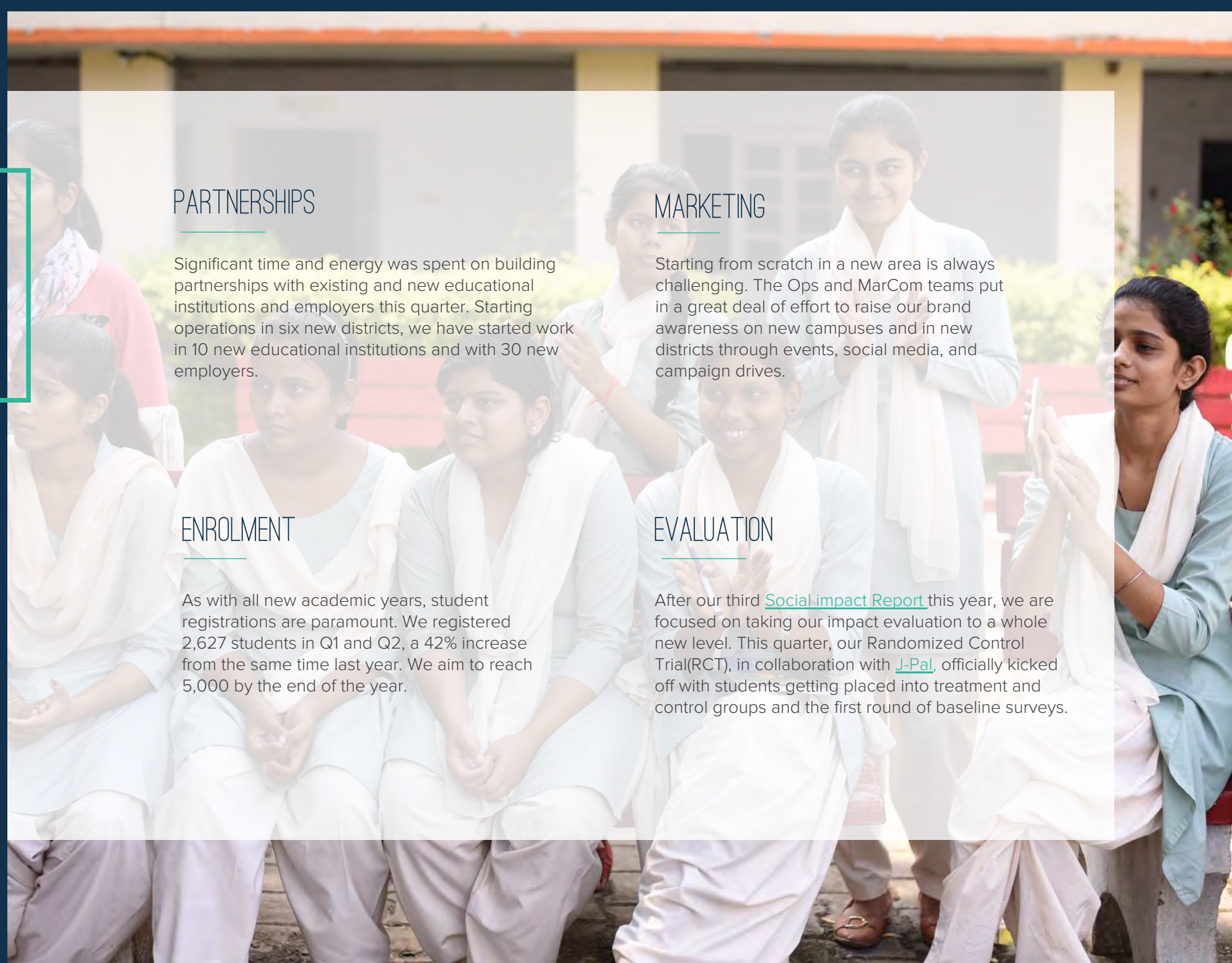
Starting from scratch in a new area is always challenging. The Ops and MarCom teams put in a great deal of effort to raise our brand awareness on new campuses and in new districts through events, social media, and campaign drives.

## 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/>



Sri Priyanka



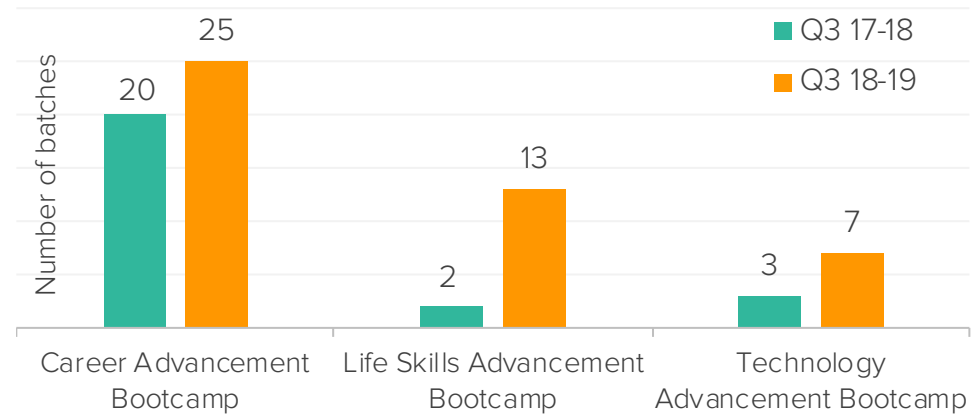
# MEDHA QUARTERLY REPORT



Q3 FY 18-19

# 'TOP LINE' NUMBERS

We are proud to report we have dramatically increased our outreach the last three quarters. In Q3 alone, we saw a 53% increase in student enrollments and an 80% increase the number of programs delivered compared to Q3 last year.



# 4,354

Registrations in the academic/financial year, 92% YoY growth!

# ASHOK

Fakhruddin Ali Ahmad College  
Class of 2015



"I KNOW I'LL HAVE TO PROVE  
MYSELF TIME AND AGAIN, BUT I AM  
READY TO DO IT"



Ashok works at Metro Wholesale and has been awarded 'Performer of the Week' twice within his first three months on the job.

Originally from Mahmudabad (about 80kms from Lucknow), Ashok had a very happy childhood, full of love and encouragement from friends and family. But when it came to looking for work, he faced repeated rejection and couldn't land a job for two years.

It was this period of struggle that forced him to think - why was he facing so much difficulty? What was it that he needed to work on?

To build 'people skills,' he started going out more and took up an internship with [Saarthak Foundation](#). He had to interact with dozens of students one-on-one, something that built his confidence and communication skills.

Unlike many people his age, Ashok wanted a sales job. He knew it would be challenging but potentially very rewarding. He worked hard to crack the interview at [Metro Wholesale](#). His reporting manager told us "Ashok is a fast learner, very driven and never stops trying."

Speaking about his journey, Ashok says "Confident feel karte hain, kisi haar se zyada time ke liye niraash na hokar, aage ka sochte hain."



अत्रंगी  
ALUMNI  
YOUTH FEST

'Atrangi', Medha's first Alumni Youth Fest was held in December to recognize the power of youth as today's changemakers and problem solvers. Over 500 Medha Alumni came together from different parts of Uttar Pradesh and Haryana to unleash their creativity, explore their entrepreneurial spirits, and display their unique skills to the world.

Medha conducted Training of the Trainer (ToT) sessions for [Ambuja Cement Foundation](#) in Lucknow and [Cognizant](#) in Hyderabad and Chennai.

Attended by more than 100 volunteers and skill development professionals, these trainings focused on how to incorporate Medha's approach to employability development and 21<sup>st</sup>-Century skills into existing youth-focused programming the respective companies run.

We are excited to see and mentor their teams as they start to implement the Medha curriculum. Stay tuned for more exciting 'knowledge' partnerships in the upcoming year!



## ADOPTING THE MEDHA APPROACH



Cognizant



Ambuja  
Cement





## MEETING INDUSTRY

The Operations Team seriously stepped up their Industry Talk game this quarter; organizing 16 interactions with dynamic professionals across 10 campuses. HR, function heads, and marketing managers from leading private and public-sector companies shared their personal career journeys and tips and tricks with more than 450 students.

Thank you [Maruti Suzuki](#), [Taj](#), [Utkarsh Small Finance Bank](#), [Genpact](#), [Uttar Pradesh Power Corporation Ltd.](#), [Indian Oil](#) and many more for your engagement.

450 participants





30 Medha students from Karnal, Haryana, completed a first of its kind internship this quarter – a Drug De-Addiction program in collaboration with the [Ministry of Social Justice and Empowerment](#).

For 12 days, students administered 315 pre-consultative tests and 389 post-consultative tests to 90% of the families in Ram Nagar. 18 patients and 84 mothers came for treatment and counselling at the program’s medical camp. It was great to see students build the skills they need for the job market – communications, planning, team work, etc. – while at the same time doing something with significant positive impact on society.



WORKING  
WITH PURPOSE

# UTTARAKHAND COLLABORATION

In partnership with the [Directorate of Technical Education](#), Medha is working to build the capacity of polytechnic faculty members from 79 Gov. institutions with the aim of improving employment outcomes for their students.

With increasing interest from the education system and CSR partners (see slide 4) for our curriculum and methodology, we recently created a 20-hour Facilitator Advancement Bootcamp (FAB) to train faculty members and skill development practitioners on Medha's approach to employability development.

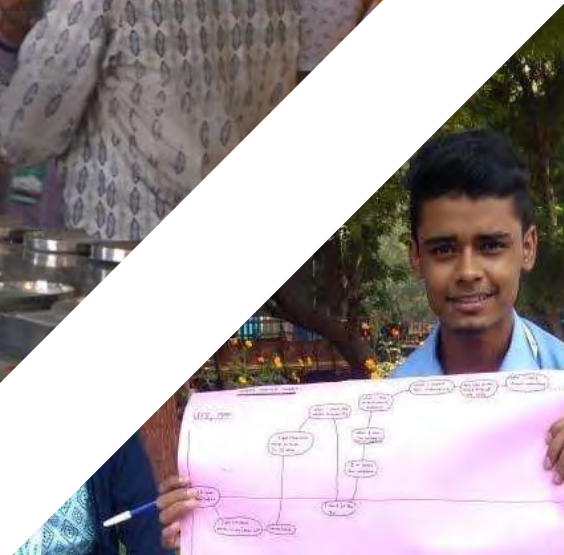




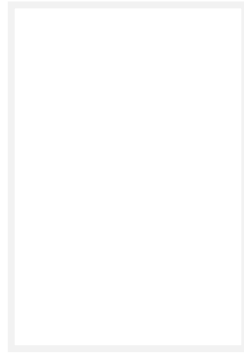
Our Alumni Learning Journey, Rubaru, was back for its [fourth season](#) this quarter! An enthu group of 30 Medhavis travelled to Anand, Gujarat to explore their entrepreneurial ideas at the leading business school for development studies in the country - [IRMA](#).

The journey included sessions from prominent faculty members from IRMA's social enterprise incubator - [iSeed](#) - in addition to, visits to the [Amul Factory](#), [Anand Agricultural University](#), and a few local enterprises.

## RUBARU SEASON 4



# PUBLIC SECTOR INTERNSHIPS



This quarter saw a large increase in the number of students completing internships in the public sector. Long an aspiration of youth (particularly in this part of the country), these opportunities gave Medhavis a chance to build real-life work experience while evaluating if government work is for them.

Close to 30 students interned with [Uttar Pradesh Power Corporation](#), 12 with the [Gorakhpur Child Protection Office](#), 10 with [Jal Nigam](#) in Faizabad, and 30 with the [Ministry of Social Justice](#), Haryana (see slide 7).



"HAR DIN BOHOT KUCH SEEKHNE KO MIL RAHA HAI. YEH MERI LIFE KA EK TURNING POINT HO SAKTA HAI." - SHIKHAR, HAL INTERN



## LIFE-LONG LEARNING

Always an advocate for unique professional development opportunities, four members of the Medha family - Pooja, Krishna, Akriti and Shilpi – participated in the famous [Jagriti Yatra](#) this year to develop their leadership skills and expand their networks.

Jagriti Yatra is an ambitious train journey of discovery and transformation that takes hundreds of India's highly motivated youth on a 15-day, 8000km national odyssey to meet role models across the country.



# REENA

Maharaja Bijli Pasi  
Class of 2017

”

“KOI ROKTA BHI KAISE? HUM BILKUL  
AZAAD RAHE HAIN HAMESHA SE, JO  
MANN MEIN AATA HAI KARTE HAIN.”

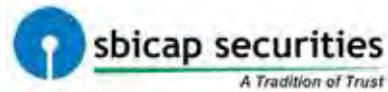


Reena is one of the few Medha students who has completed two 60-hour classroom trainings with 100% attendance. She is also the only girl from her college who chose to appear for interviews for a field sales position at [Eureka Forbes](#). Reena used her first pay cheque to fund her masters program.

Her experience on the field hasn't been perfect. She has had to overcome health issues and the challenges of working a 'door-to-door' sales job in the Lucknow heat. So far, none of this has stopped her!

# 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.

## OUTREACH

Q3 is an important time for registering students into our program and conducting trainings. Once the new year hits, students start focusing on exams and the end of the semester. We registered close to 1,600 students in the quarter.

## PROGRAM INNOVATION

With two new resources for the role of Research and Dissemination aboard, we have successfully started to work on three new research projects – Digital Work from Home, understanding pre-employment workplace exposure and life skills education for high school students.

## STATE-LEVEL PARTNERSHIPS

The Strategy team has been busy building relationships with various departments across UP, Bihar, Haryana, and Uttarakhand. This quarter we expanded our partnership with the Haryana Dept. of Higher Education and started a new project in Uttarakhand (see slide 8).

## SPREADING THE WORD

Our continuous efforts to 'get the word out' about Medha and our approach have started to pay off. This quarter we added more than 1,000 new followers on Facebook and Instagram and garnered several local press mentions.



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





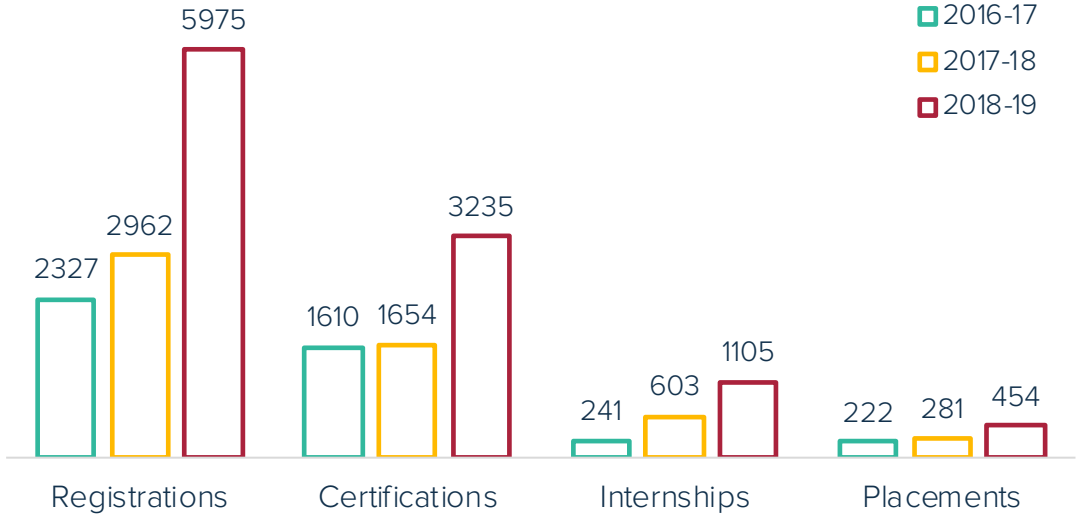
# MEDHA QUARTERLY REPORT

Q 4 FY 18-19

# 'DOUBLE OUTREACH'

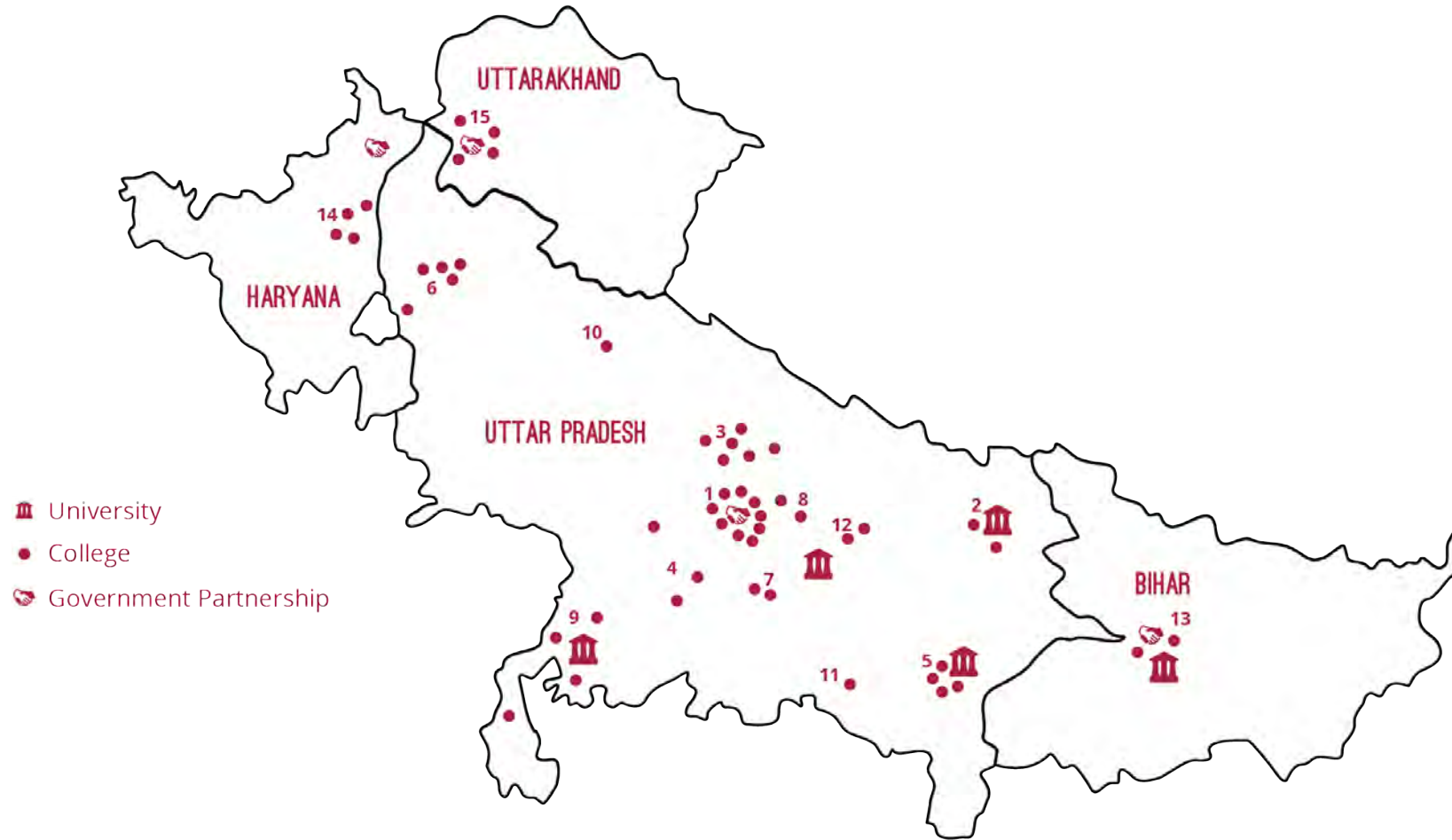
Doubling our outreach was one of our annual objectives this year. We are proud to report we made significant progress across several key metrics.

**14,816** cumulative students



# EXPANDING FOOTPRINT

We achieved this growth by **starting operations in six new areas**, including two new states.



1. Lucknow | 2. Gorakhpur | 3. Sitapur | 4. Kanpur | 5. Varanasi | 6. Meerut | 7. Raebareli  
8. Barabanki | 9. Jhansi | 10. Bareilly | 11. Prayagraj | 12. Ayodhya | 13. Patna | 14. Karnal | 15. Dehradun

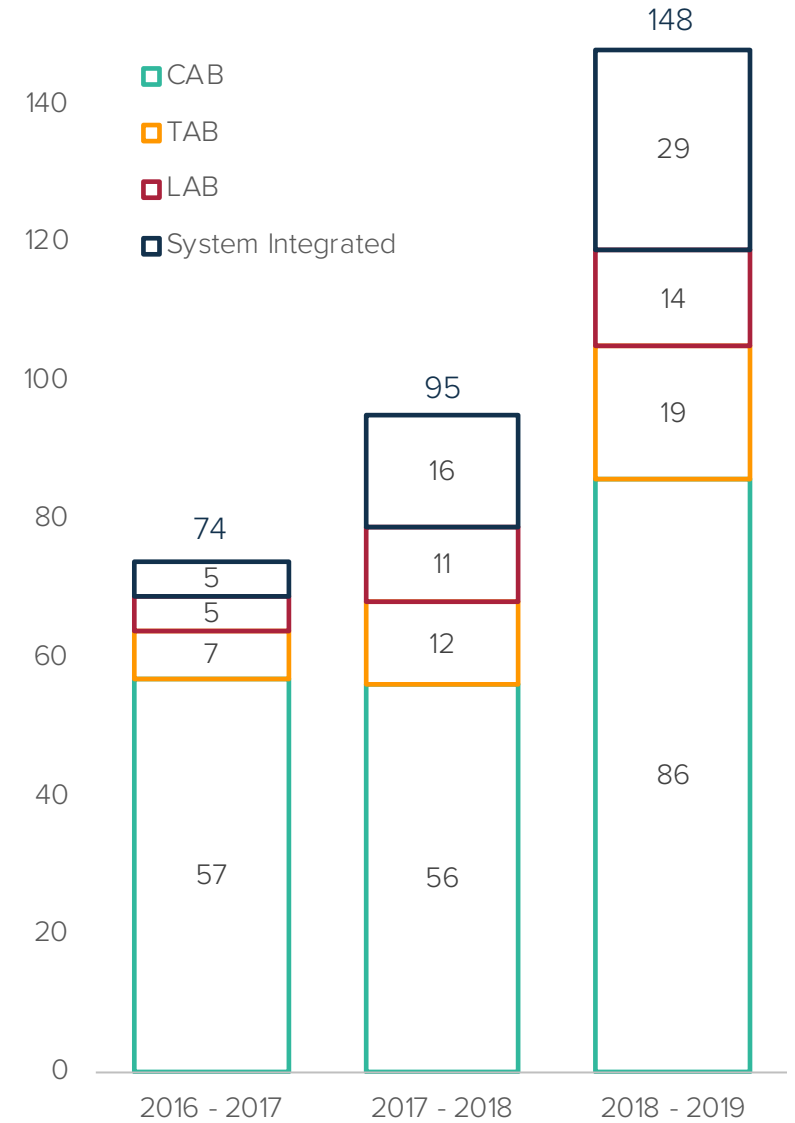
# SYSTEM INTEGRATION

While growing our core and integrated programs **across various levels of the public-sector education system.**

## EDUCATIONAL INSTITUTIONS



## BATCHES



# MAINTAINING IMPACT

Retaining high levels of **per-student impact** across all three measurement areas.

## EMPLOYMENT



**38%** Salary growth within the first two years of employment

## EMPLOYABILITY



**91%** Improved interview and CV writing capabilities

## LIFE SKILLS



**78%** Increased ability to ideate and communicate

# BUILDING PARTNERSHIPS

In parallel, we dramatically **increased our partnerships** this year.

28 institutional funders

10 government departments

850 companies

## INDUSTRY & EMPLOYERS



## FINANCIAL & IN-KIND

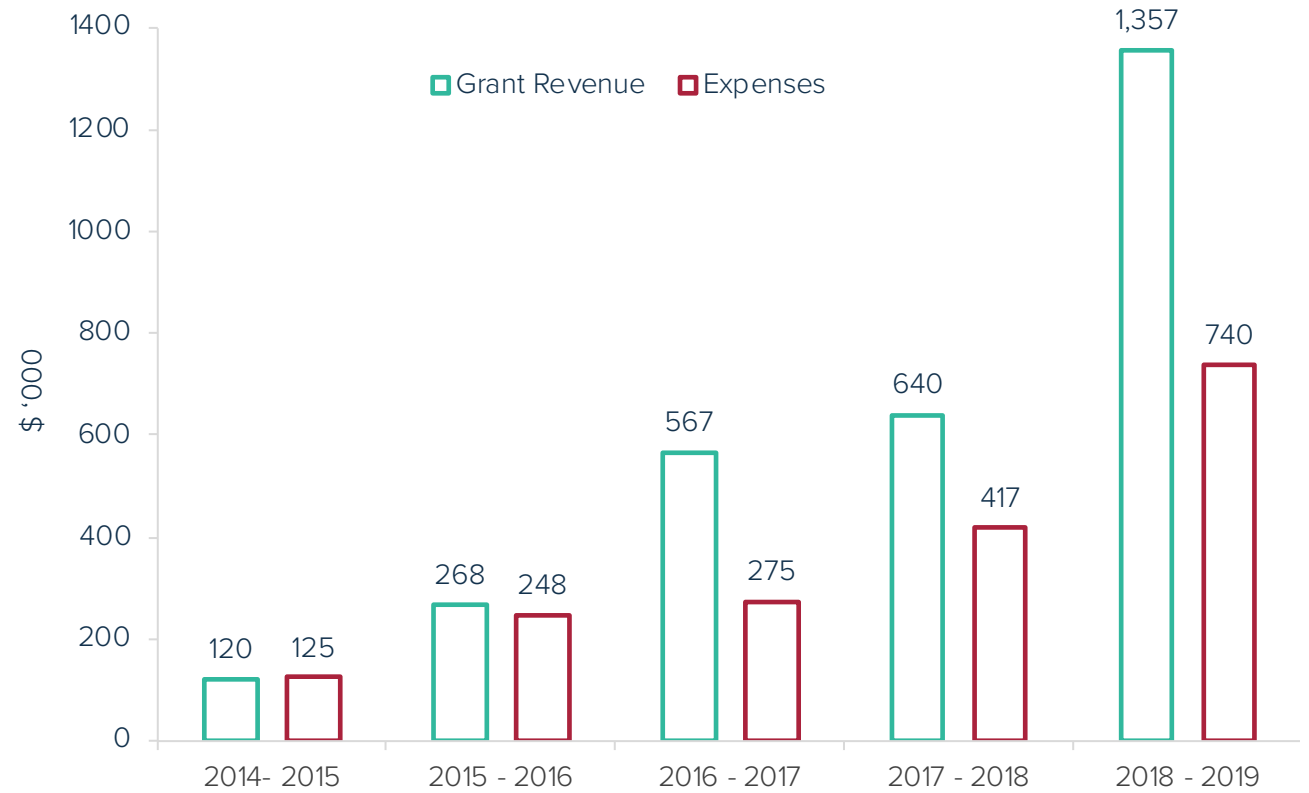
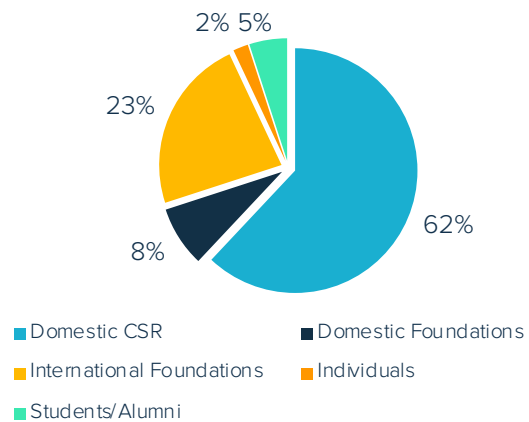


## ACADEMIA & GOVERNMENT



# FINANCIAL STRENGTH

And grew our grant revenue by more than **100%** while diversifying funding sources.



# GROWING TEAM

We built the team to more than 85 full-time employees, investing heavily in developing the entry-level Student Relationship Managers (SRMs)

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## UTTAR PRADESH STATE TRAINING AND PLACEMENT CELL

After two years in development, Medha and the Uttar Pradesh government entered into an agreement this quarter to design and deliver a state-wide training and placement cell model based on Medha's work across polytechnics in the state.

Over the next two years, **Medha will deliver 21<sup>st</sup>-Century skills training and internship and placement support to over 30,000 students** across 140 Government Polytechnics in the state.



## CAREER CHAUPAL 9.0



More than 100 students from four Medha campuses in Sitapur participated in our ninth Career Chaupal. Employers came from IndusInd Bank, Reliance Nippon, the District Institute of Education and Training, and Milaan Foundation.

Medha **students and alumni** had the chance to **interact with professionals from diverse sectors**, network with one another and share their experiences, and build a plan for their next career moves. You can see more pictures from Career Chaupal 9.0 on the [Medha Alumni Group](#).

# AMAN

Govt. ITI, Digha, Patna  
Class of 2018



*This internship enabled me to get my very first laptop. I'm learning so much about computers every day, it's a whole new world altogether.*



Aman is a young man with a lot of hopes and dreams in life. His father is working in a private sector job and his mother is a homemaker. Currently, his aim is to become self-sufficient and support his family.

Aman is pursuing a certificate course in Electronics and Mechanics from a Government Industrial Training Institute (ITI) in Patna, Bihar. He is extremely ambitious and constantly working to upskilling himself so that he's better prepared for life after this course. Be it the interview process or workplace etiquettes, he wants to be ready for all of it.

On being asked about his internship at Lenovo, he told us that **he doesn't enjoy going to college as much as he enjoys his time at the internship.**

“Yahan mujhe mera pehla laptop bhi mila. Khud ka! Computers ke baare mein har din kuch naya jaan raha hoon, ek alag hi duniya hai yeh.”

Q4 is the beginning of internship season, and this year **we increased the diversity of opportunities for students** - from a local web development firm to the Bihar state electricity board!

Some of the other employers we worked with this quarter include [UPPCL](#), [Ashok Leyland](#), [Aditya Birla Sun Life](#), [Big Bazaar](#), [Dainik Jagran](#), [Doordarshan](#), [TATA Motors](#), and the [Taj Group](#).

While students have always expressed interest in internships, we are starting to see more engagement from industry, valuing the interns they hire as well as the learning process on the whole.



392 internships in Q4

UNIQUE  
INTERNSHIPS

40 companies in Q4





**Medha conducted its fifth Training of the Trainer (ToT) program this year.** Following up on our previous programs with Cognizant, Ambuja Cement, the Department of Technical Education in Uttarakhand and the Department of Vocational Education in Uttar Pradesh, we worked with the [Centre for Microfinance](#) (CmF), an associate organization of [Tata Trusts](#), in Sirohi, Rajasthan.

These trainings focused on how to incorporate Medha's approach to employability development and 21st-Century skills into existing youth-focused programs. These collaborations enable us to reach out to a wide range of youth from varied geographies and backgrounds, which always fills us with excitement and delight!

SPREADING  
THE WORD



# DOUBLING FAMILY INCOME

Compared to last year, the **average starting salary of Medha Alumni has increased by 31%**! These alumni work in more than 10 sectors including banking and financial services, IT, manufacturing, automobile, and telecom.

**₹10,516** average starting monthly salary

**194%** overall increase to family income



# RUBARU SEASON 5

## BENGALURU

25 students from across UP and Haryana were chosen to be a part of **Rubaru – Medha’s Alumni Learning Journey**. On this our fifth trip, we ventured to Bengaluru, to experience the fast-paced city first hand. Participants got the opportunity to see how the ‘Silicon Valley’ of India has evolved into one of the innovation hubs of the world, while interacting with the people and places that have made it happen. See more photos [here](#).

We would like to extend our thanks to [Lenovo](#), [Accenture](#), [Homelane](#) and [Selco](#) for hosting our alumni!



As a part of Medha's work with the Department of Technical Education in Uttarakhand, we organized three placement drives in Dehradun, Kashipur and Roorkee. **Students from 35 polytechnics appeared for job interviews** with organizations such as [Schneider Electric](#), [Knorr Bremse](#), [Lumax](#), [Tenneco](#), and [The India Thermit Corporation Ltd.](#)

We look forward to our continuing work with the Uttarakhand Government.

# POLYTECHNIC PLACEMENT DRIVES



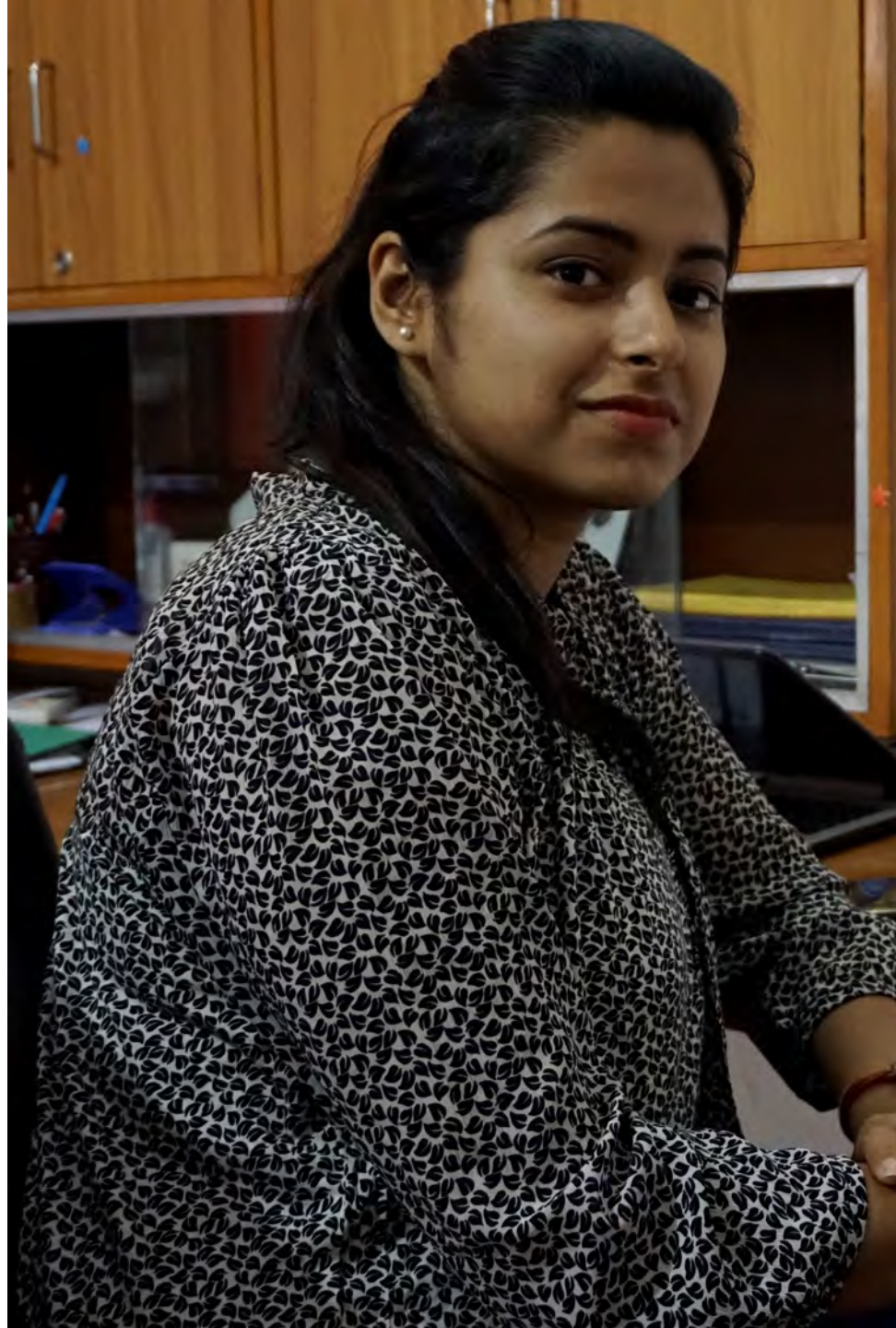
Shubhi comes from a family that has always encouraged her to follow her dreams. Her father works for Indian Railways and her mother is a homemaker. She was pursuing her B.Com when she registered for Medha's program.

*"I knew there were so many opportunities out there, so many things to learn, I wanted to do something useful with my time in college."*

Her natural leadership ability was her biggest discovery during her time with Medha. Be it helping organize the certification ceremony to getting RJ Shruti from 93.5 RED FM to be a guest of honor for the event. She never realized how much ambition she had until she was working in peer groups.

"My first internship was because of Medha and with the Taj Vivanta!" As a commerce student, she thought it would be good to work in accounts, but once she got there she realized it wasn't her cup of tea, **"I had started preparing for an MBA but when I actually got into the accounts department during my internship, I knew I was not made for that."**

After a year of research, team building, and diligent preparation, Shubhi and three friends (Sharif, Riya and Mahima) **started their own firm in March 2017** - Awadh Carnation, an event management company. Starting with weddings (big business in Lucknow!) they have recently ventured into different kinds of events and clients and are looking to grow the team in the next few years.



# SHUBHI

Avadh Girls' Degree College  
Class of 2015



*I have learned a lot and now I understand  
the importance of commitment to my  
career*

# INDUSTRY

# PARTNERSHIPS

We formed several 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.

## CLOSING THE YEAR ON A HIGH NOTE

This time of the year, our energies are focused on finishing training for the academic year, closing batches, and organizing certification events for new alumni. We certified 2,180 students in this quarter alone and look forward to seeing the amazing things the Class of 2019 get up to!

## PLACEMENTS & INTERNSHIPS

Q4 is also spent gearing up for the placement season which really hits its peak in Q1 - organizing placement drives at our partner campuses, deepening relationships with employers, and helping students get their CVs and interviewing skills in tip top shape.

## PREPARING FOR FY 2020

We start preparing for the upcoming financial and academic year in Q4, with a significant amount of time going to recruiting new Student Relationship Managers (40 will be joining in June) and setting high-level objectives for the year through our KOGMA process.

## STRATEGIC INITIATIVES

With several key strategic projects on the immediate horizon – UP STPC, Ministry of Skill Development, Haryana Vocational Education, Patna University, etc. – we spent considerable time this quarter preparing and planning for these projects. Building the right teams, hiring additional resources, and aligning all functions on roles and metrics.



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

