

MEDHA ALUMNI SURVEY 2021



SURVEY'S AIMS

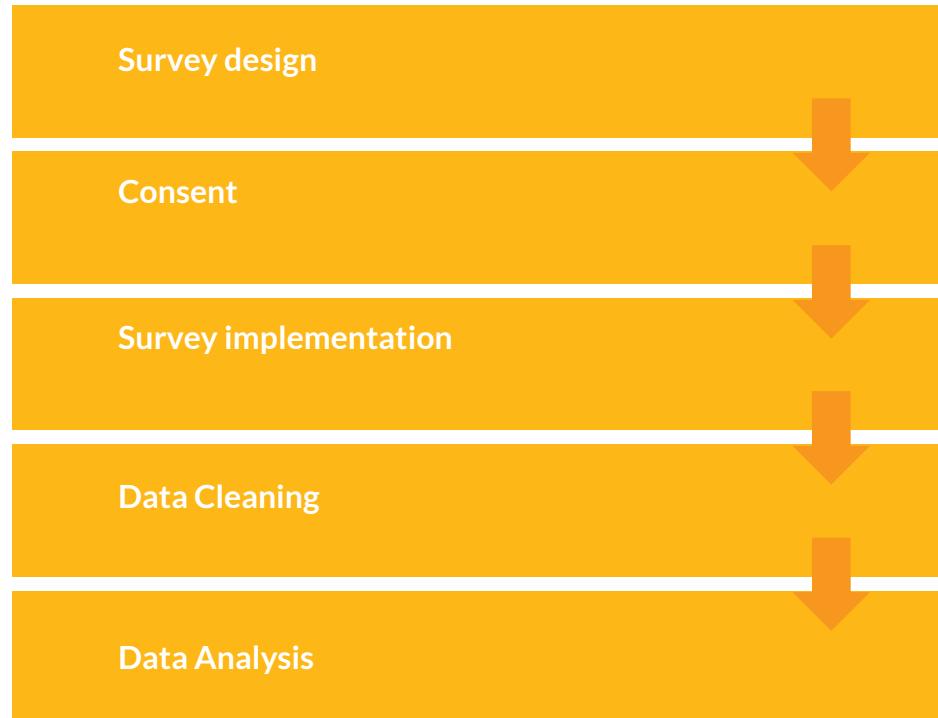
For the entire Medha alumni population

(18-29 years), we aim:

- To reconnect with Medha alumni, and track their current “engagement status” (NEET)
- To understand the impact and challenges of COVID-19 on alumni
- To carve out insights for designing targeted interventions



METHODS



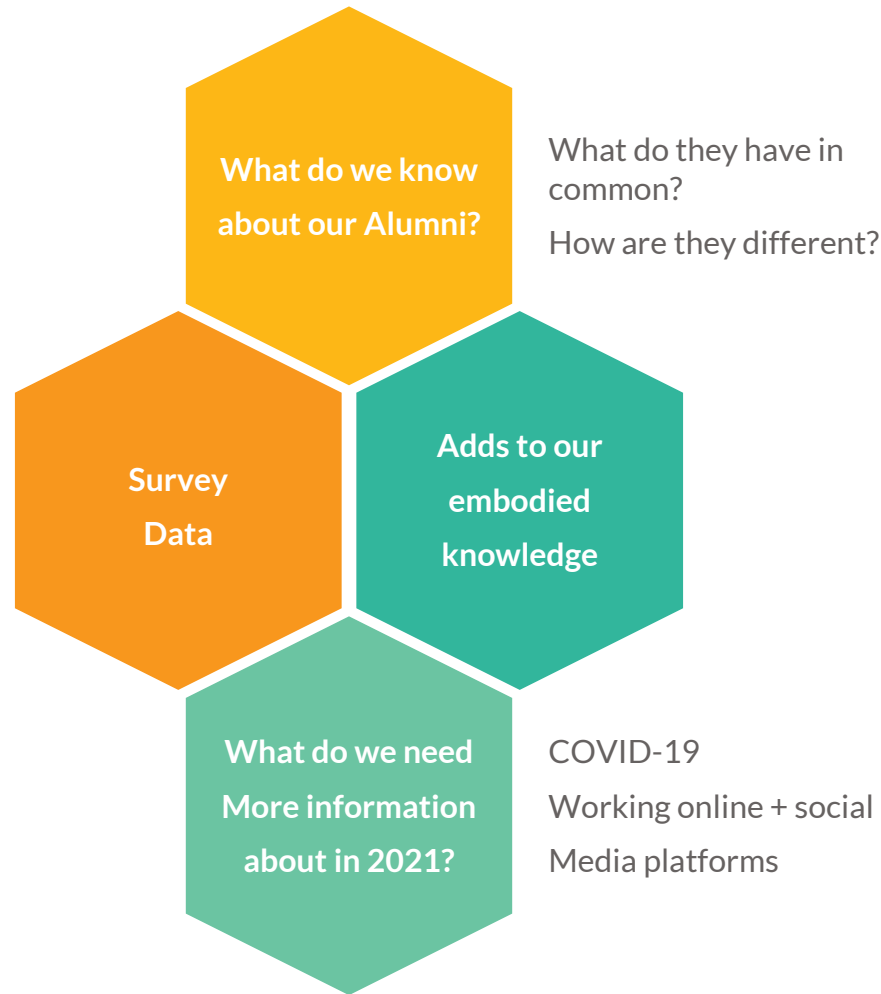
Sample

The survey was designed to include as many Medha alumni as possible within the period in June 2021.

Ultimately, out of over **14,000** alumni, over 12,000 were contacted and ultimately **7035 participated** in the survey (including 1.6% incomplete surveys).

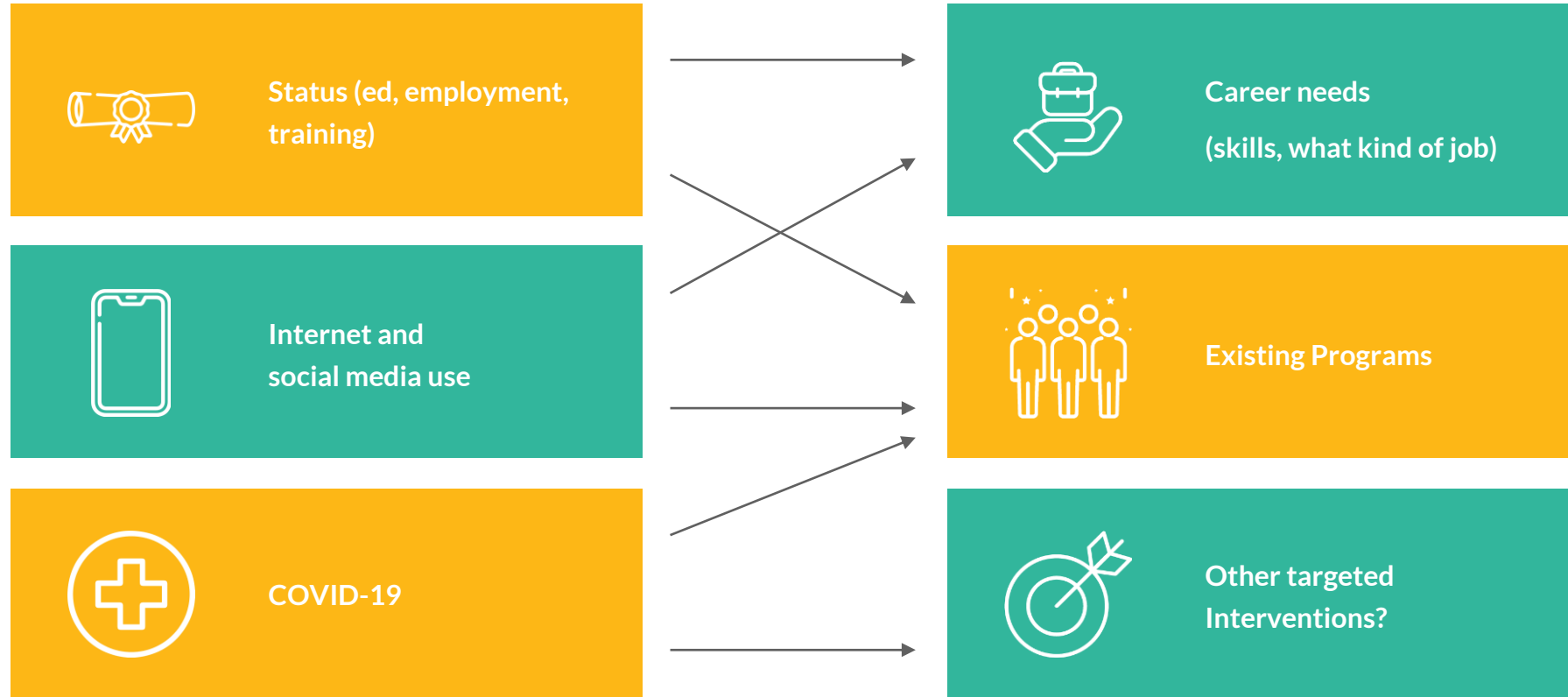
WHAT IS THE POINT OF DOING THIS SURVEY?

- Patterns in aggregate data-for program dev.
- Challenges our beliefs
- Who is being served or NOT served?



SECTIONS

What can Medha do for the future of Alums?



OUTLINE



1.
Internet and
Social Media use

2.
Work and Education

3.
COVID Impact

- NEET
- Job desperation
- Skills

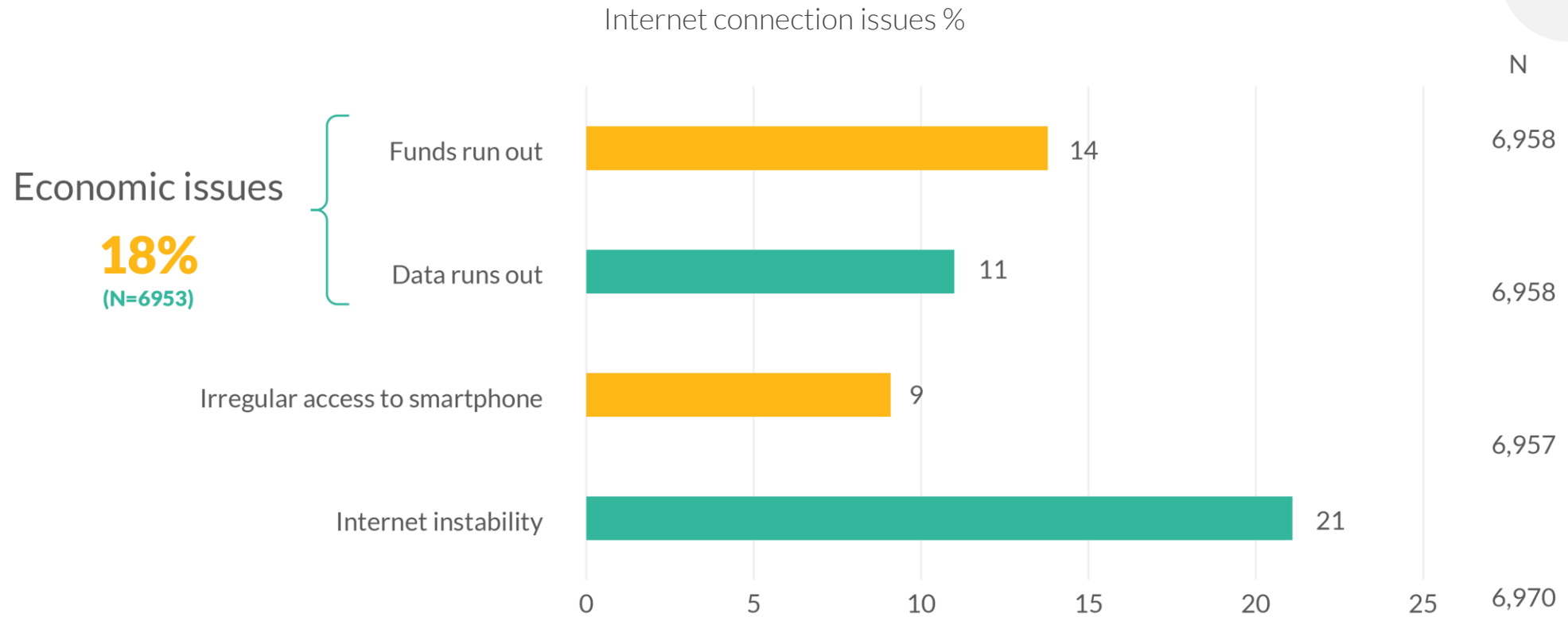
- Working
- Anxiety

INTERNET AND SOCIAL MEDIA USE



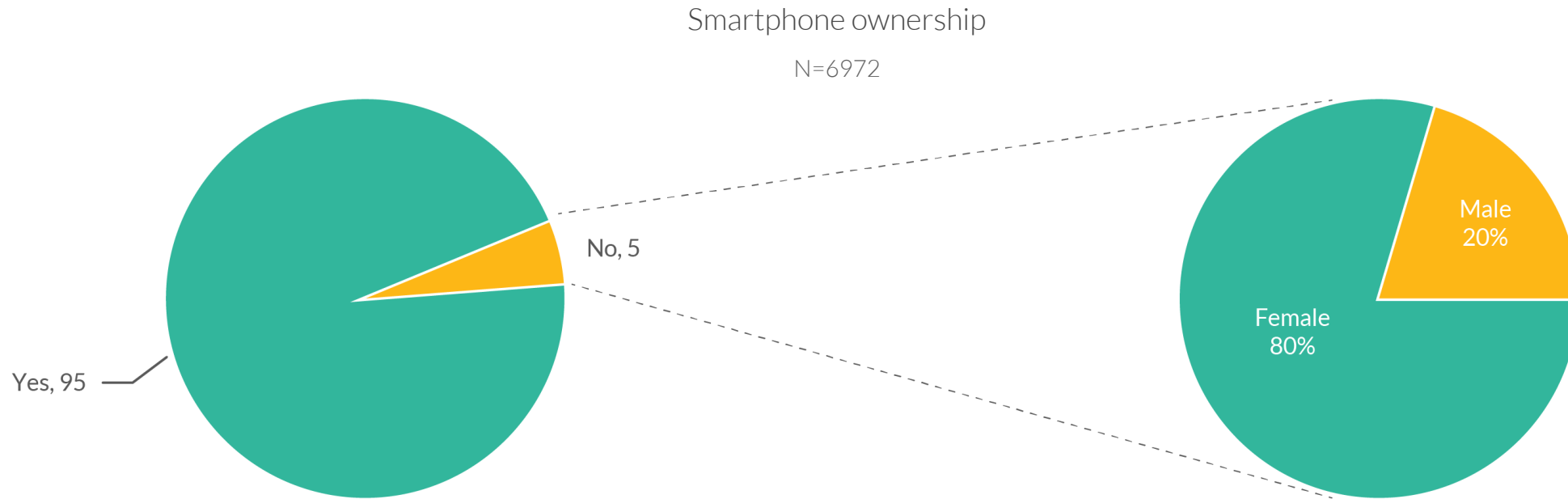
INTERNET ACCESS ISSUES

One third of survey respondents have issues in accessing the internet (32.51%, N=6,952)



Note: "Economic issues" is a combined indicator that includes all those who faced issues of funds running out, data running out, or both.

SMARTPHONE OWNERSHIP



Although 95% have a smartphone,
Among the 5 % **without a smartphone**,
4 in 5 i.e. **80% are female**

USER INSIGHTS

Of those who don't have a smartphone and have access issues:

- 84% are female
- 65% are aged 18-21 years



USER INSIGHTS

Who has issues in accessing the internet?

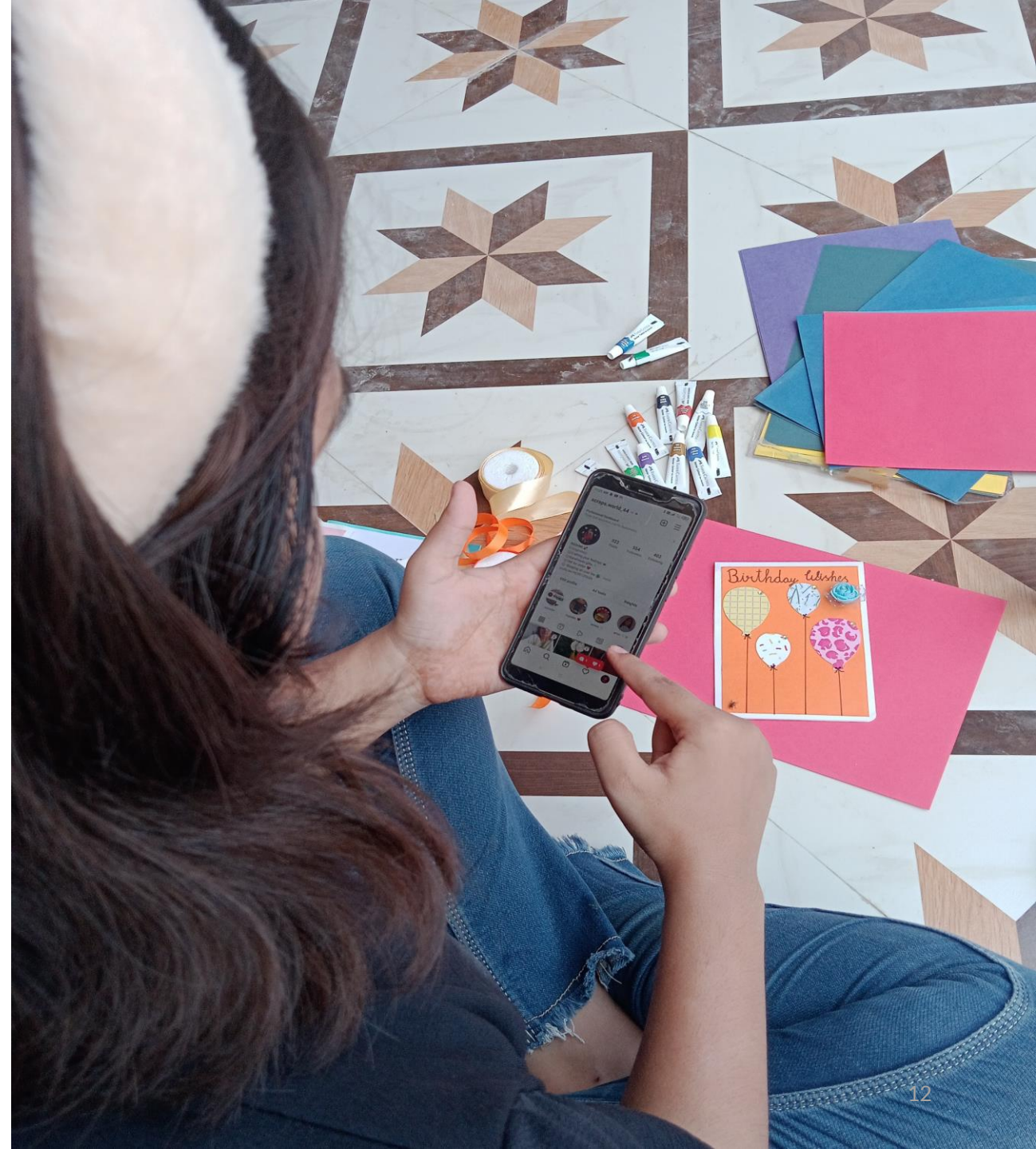
Those who:

- are female
- currently live in rural areas
- do not identify as General Cat
- do not have a smartphone...



...are more likely to have issues in internet access*

*Based on logistic regression analysis of 6,923 individuals



SOCIAL MEDIA

Who is using what?

- Survey question: "Which social media **platform (singular)** are you most active on?"
 - Limitation for analysis

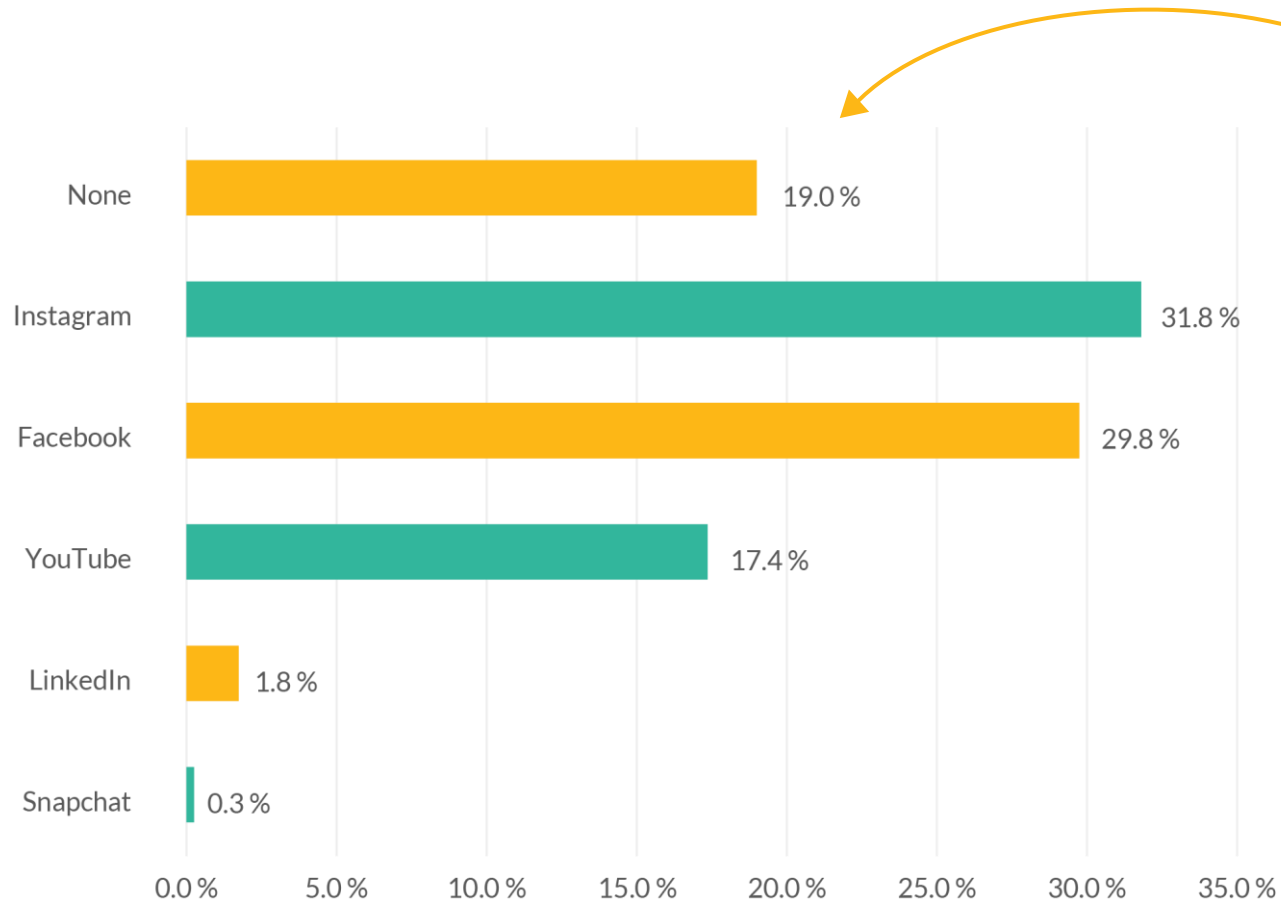
Instead, we analyzed:

"Who is using or NOT using Social Media?"



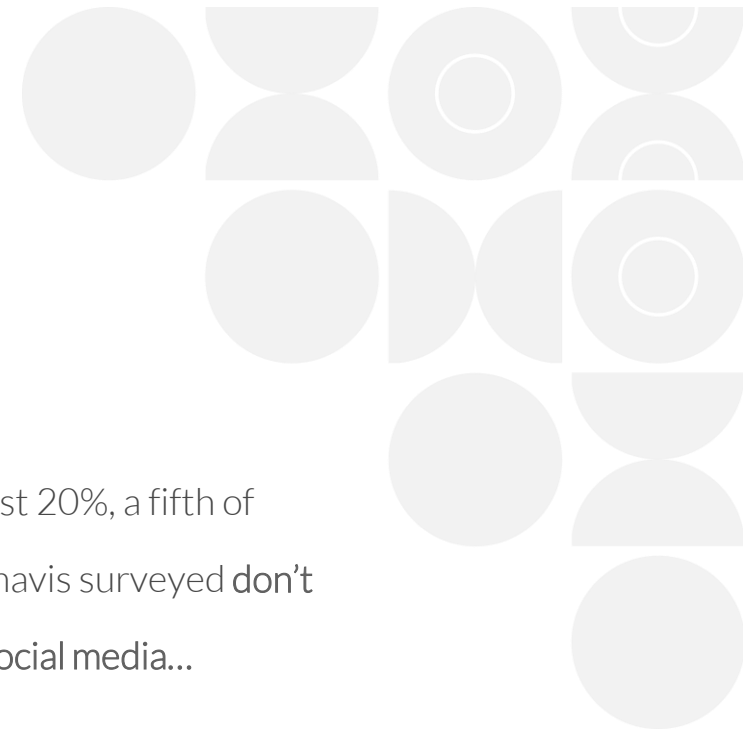
Social Media Platforms

(options exclusive, data quality issue N= 6,911)

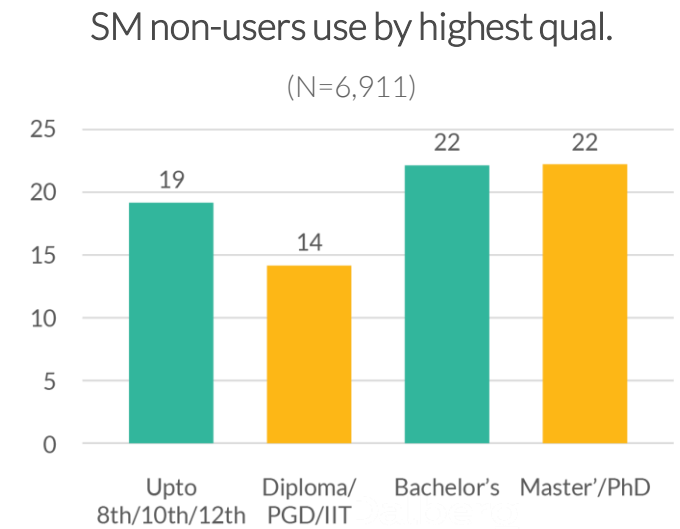
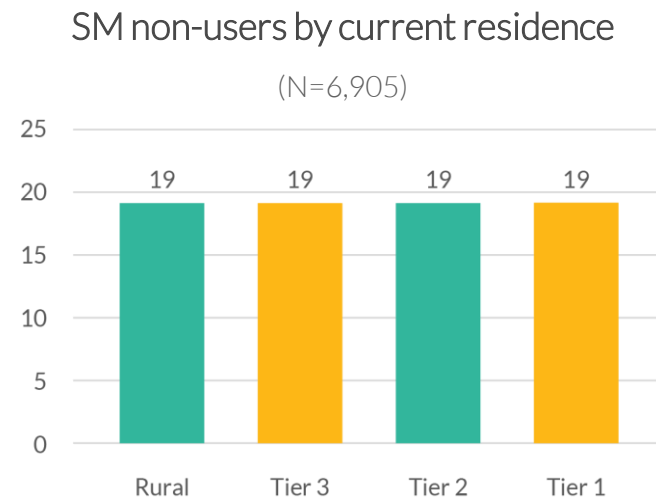
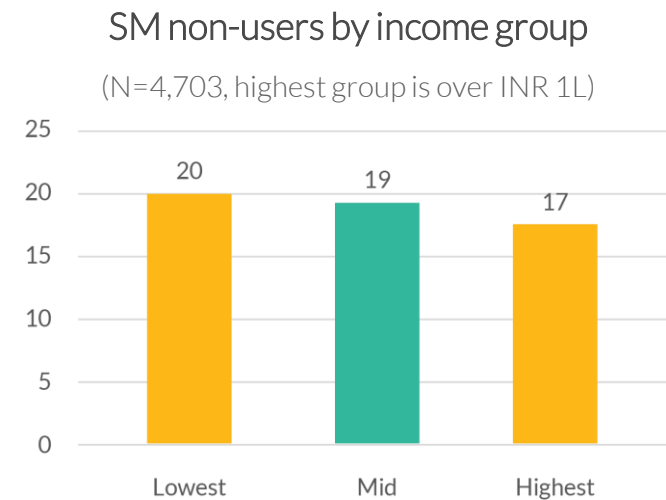
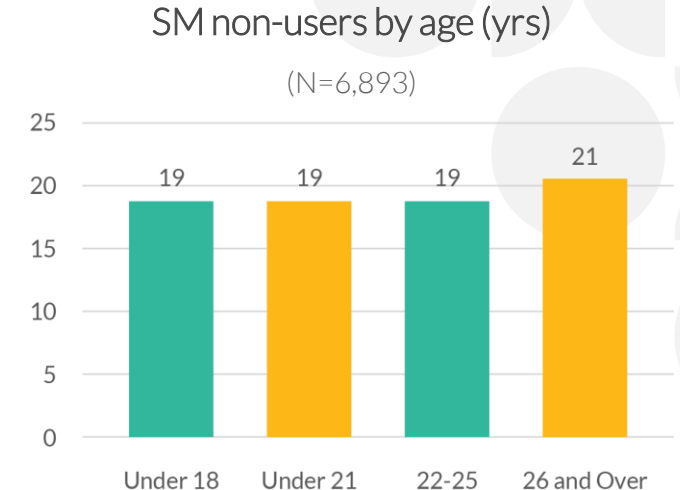
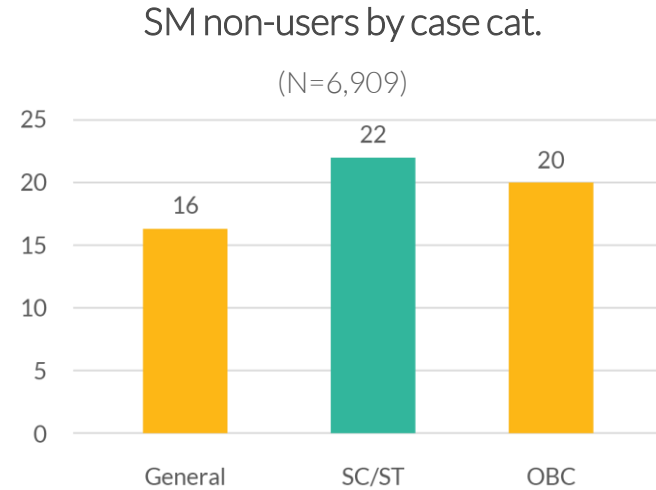
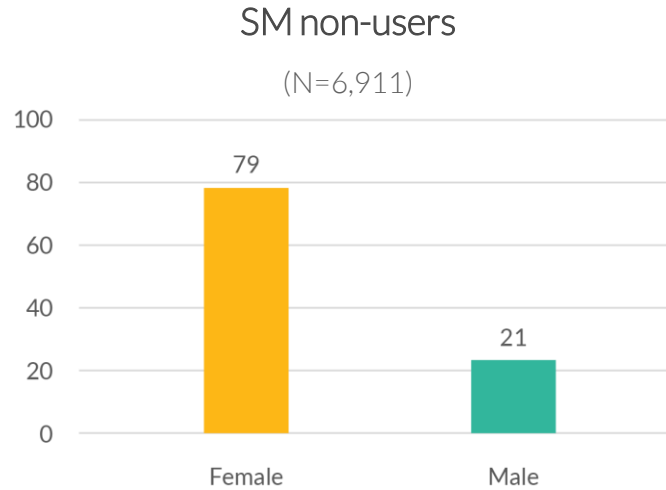
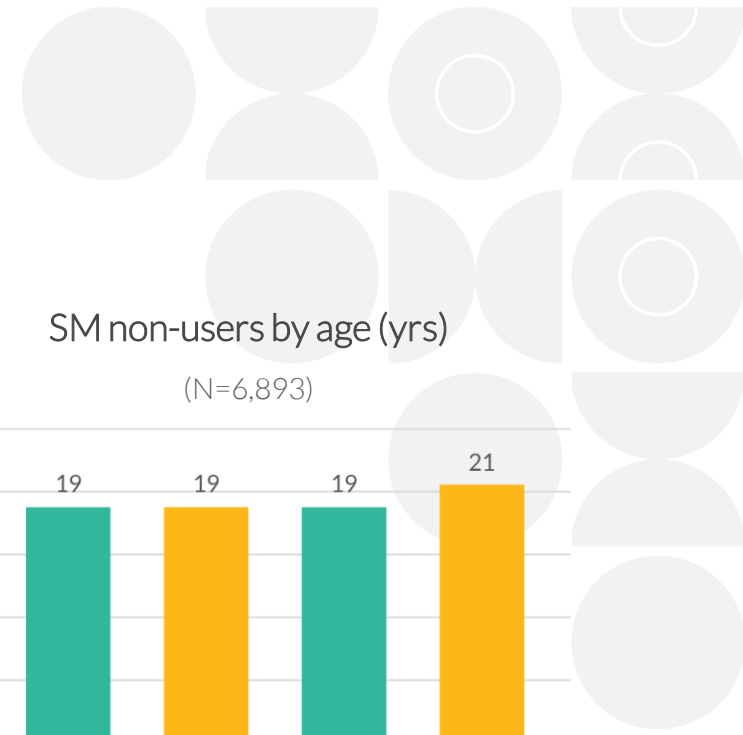


Almost 20%, a fifth of Medhavis surveyed **don't** use social media...

Which other platforms should be included?

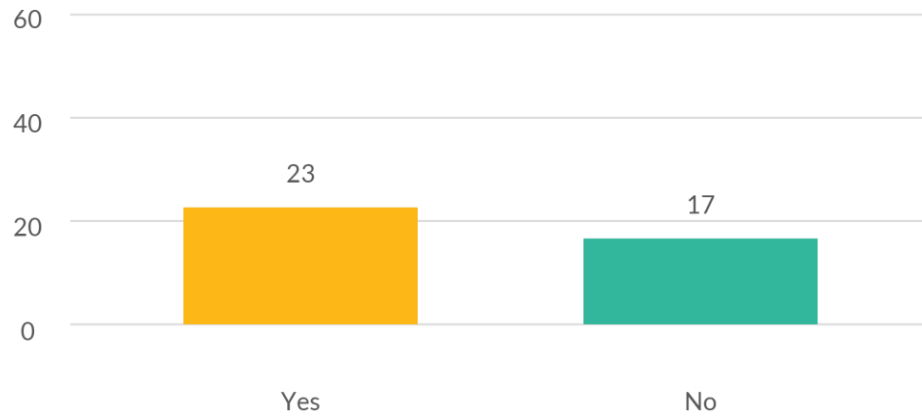


WHO IS (NOT) USING SOCIAL MEDIA (SM)?

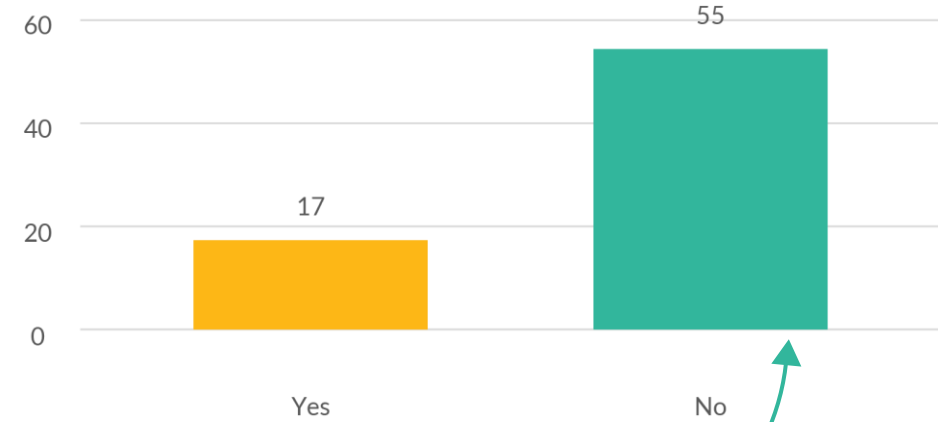


As expected, not having a smartphone and having some kind of internet issues are both linked with not using SM

SM non-users by internet issues (calc)
(N=6,886)



SM non-users by smartphone ownership
(N=6,903)



Among those who don't have a smartphone, over half (55%) do not use SM

USER INSIGHTS

Who are likely to use social media?

Those who:

- are female
- reported lowest vs. highest family income
- Identify SC/ST/OBC vs. General Cat
- do not have a smartphone
- reported having internet issues

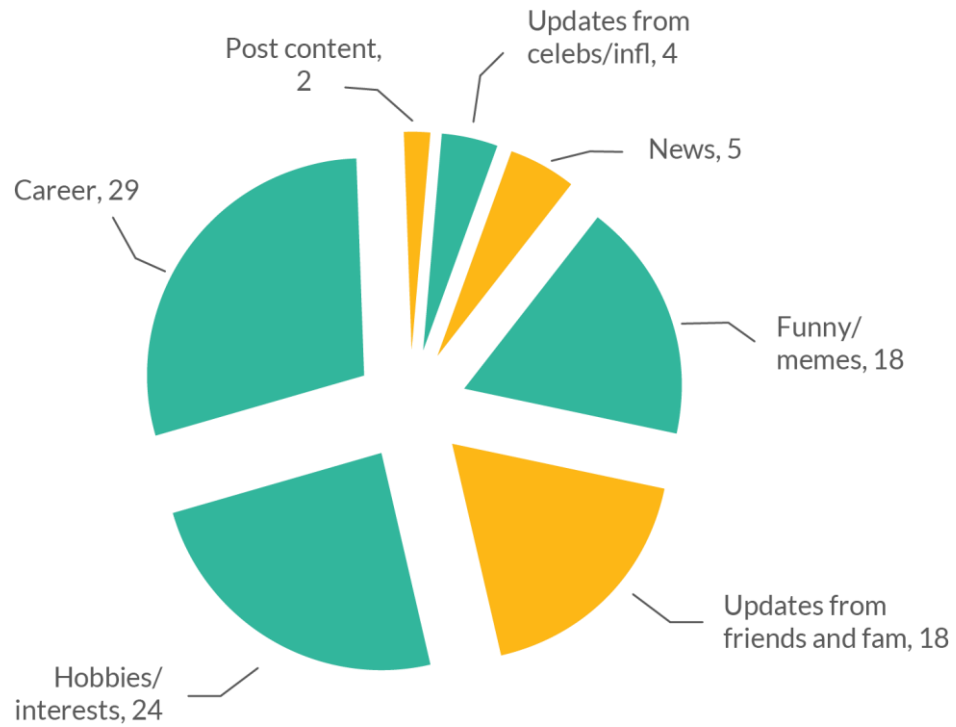


are less likely to use social media*

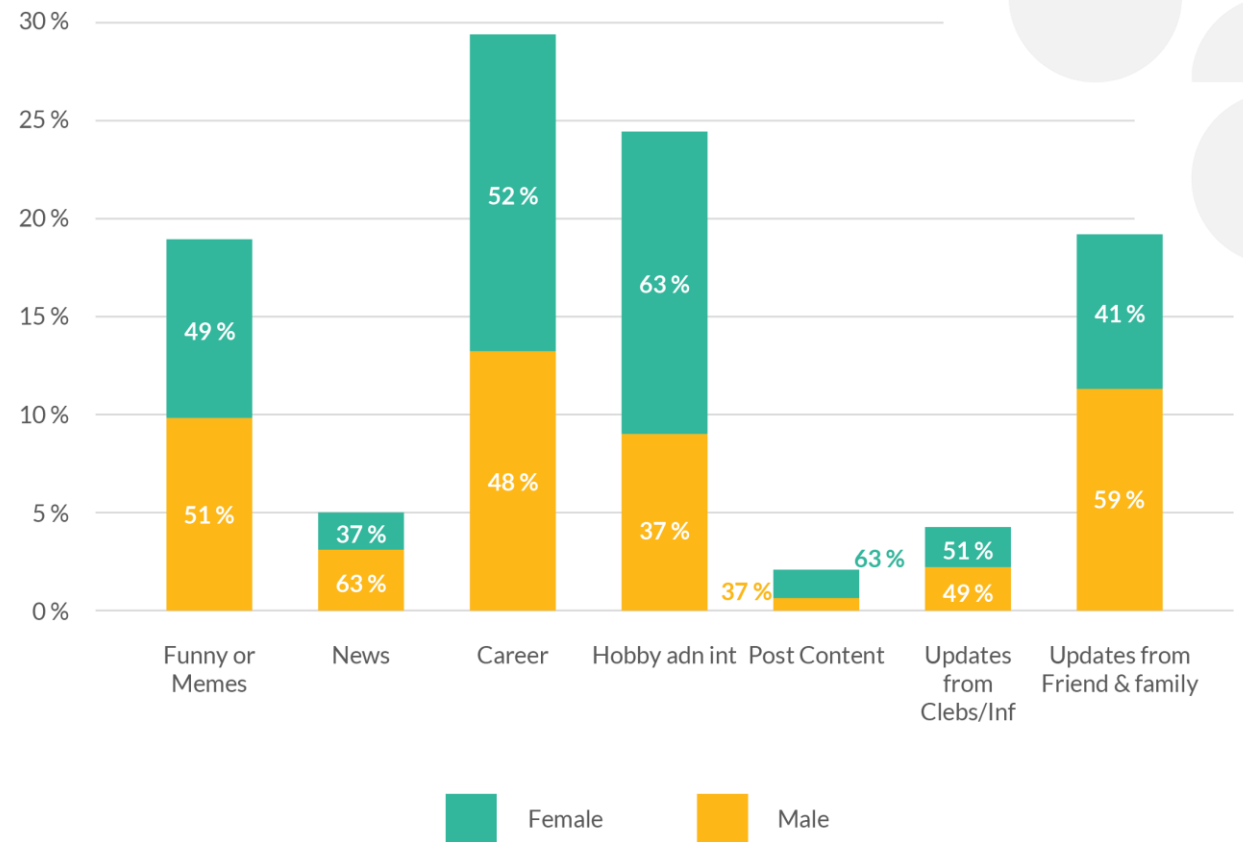
*Based on logistic regression analysis (n=6,858) controlling for age



WHAT DO YOU USE SOCIAL MEDIA FOR?



Uses of Social Media (%) n=5,557



WORK AND EDUCATION



WHAT IS NEET?

NOT	N
• In Education	E
• In Employment	E
• In Training	T

Why is the NEET rate important for Medha?

Definition

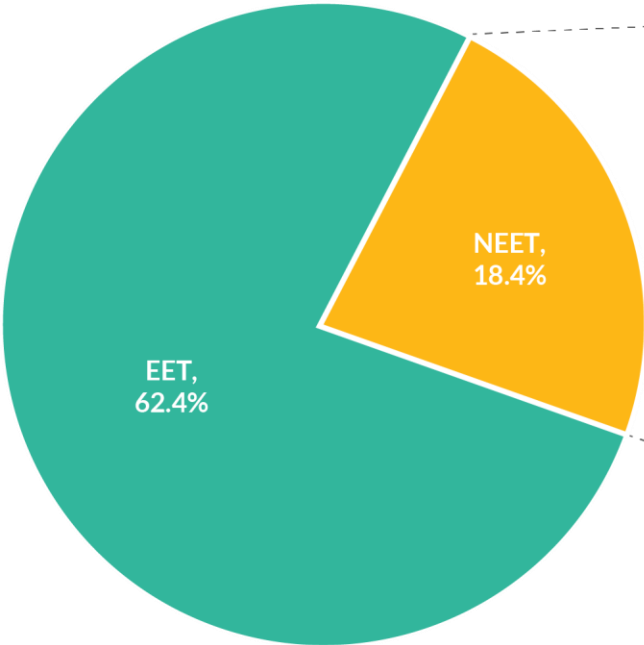
- ILO definition*
 - a) NEET rate (%) =
 - b) $(\text{Total Youth} - \text{Youth in employment} - \text{Youth not in employment but in education or training}) / \text{Youth} * 100$
- Not for Medha
 - a) excluding 2019-2021 for some analyses (since those registered after 2019 are likely to still be in education)
 - b) 15-24 (up to 24.99) years, unless indicated

*ILO.2020 Indicator description: Share of youth not in employment, education or training (youth NEET rate)

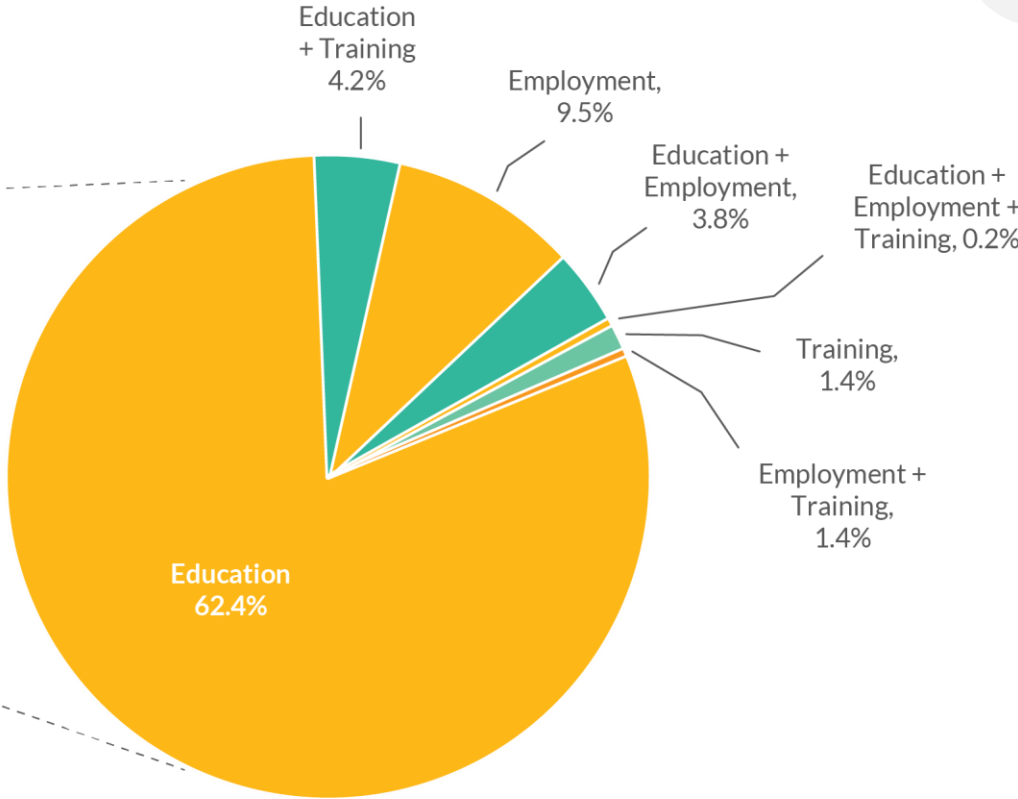


MEDHAVI NEET RATE (2021): ALL AGES

Engagement status
(N=7,018)



Education, employment and training distribution
(N=5,724)



USER INSIGHTS

NEET Rate (15-24 Years)	India %*	Medha %	Medha (N)
ALL	29.7	29.5	2,129
Yes	13.9	30.3	1,054
No	47.0	28.7	1,075

(who have registered before 2019 and are between 15-24 years of age, N=2,129)

29.5%

*Source for India data: ILO. 2021. Young persons (NEET) 2000-2019.

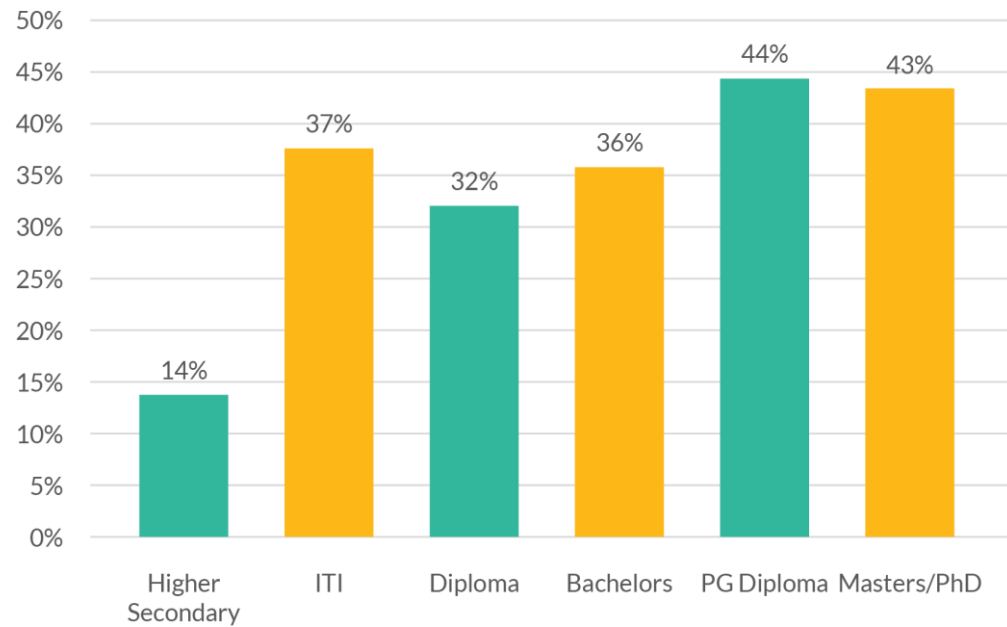
NOTE: Please note that the ILO figures are reported for India while Medha works in 3 states and mainly works with those already engaged in higher education.

NEET W.R.T. TO AGE AND HIGHEST QUALIFICATION

(All ages and excluding 2019-2021)

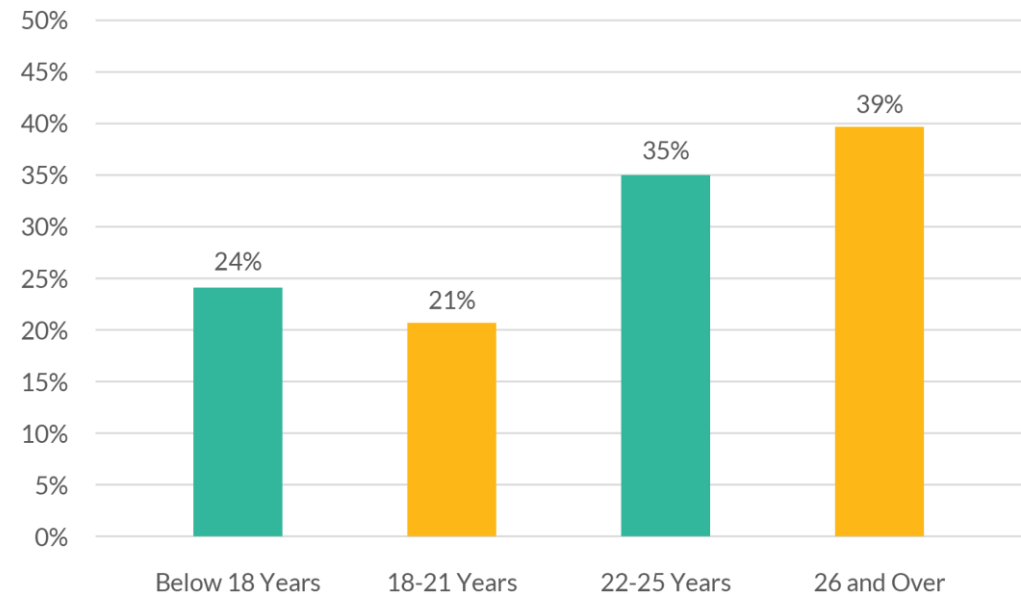
NEET Rate w.r.t. highest qual.

(N=2,782)



NEET Rate w.r.t. age

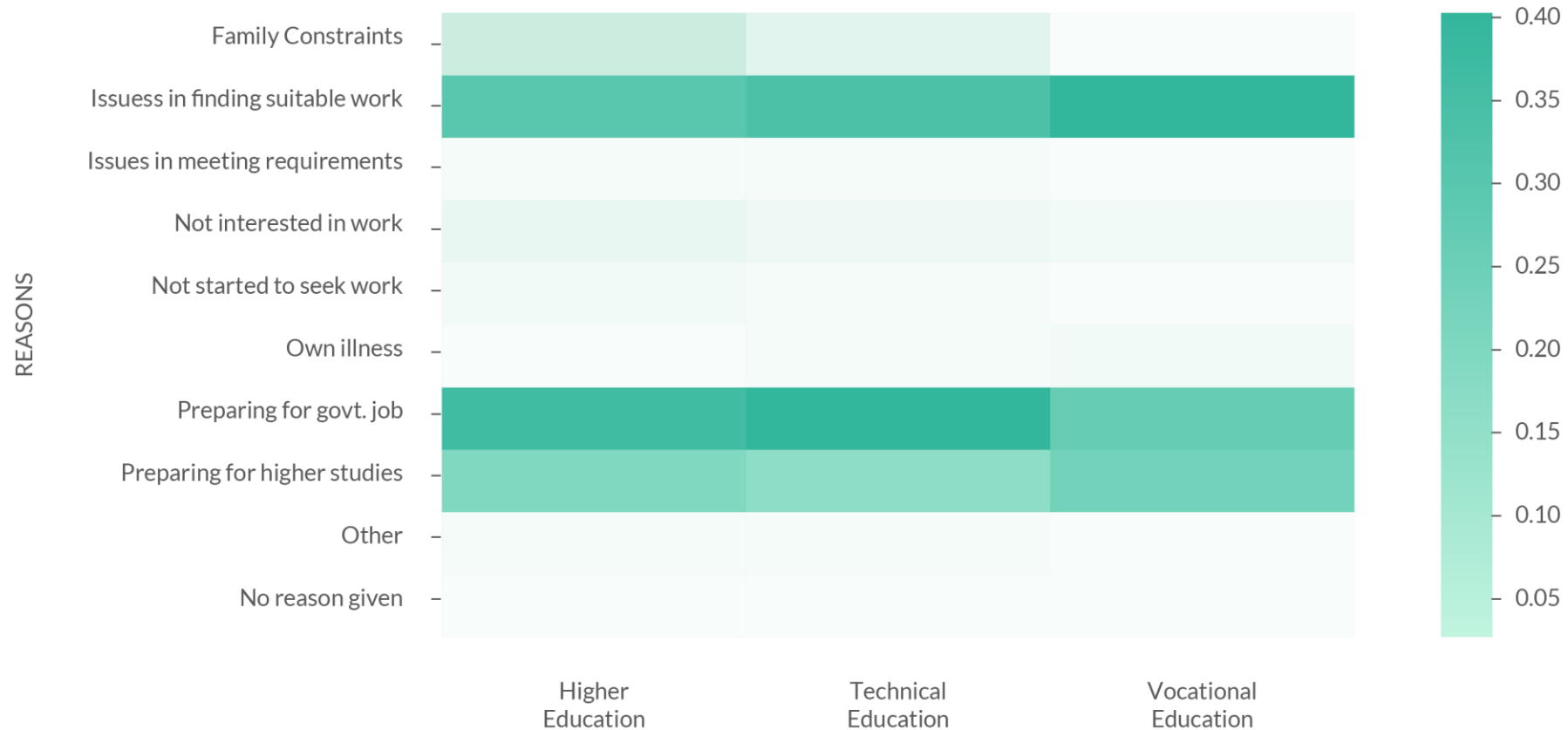
(N=2,768)



REASONS FOR NOT WORKING

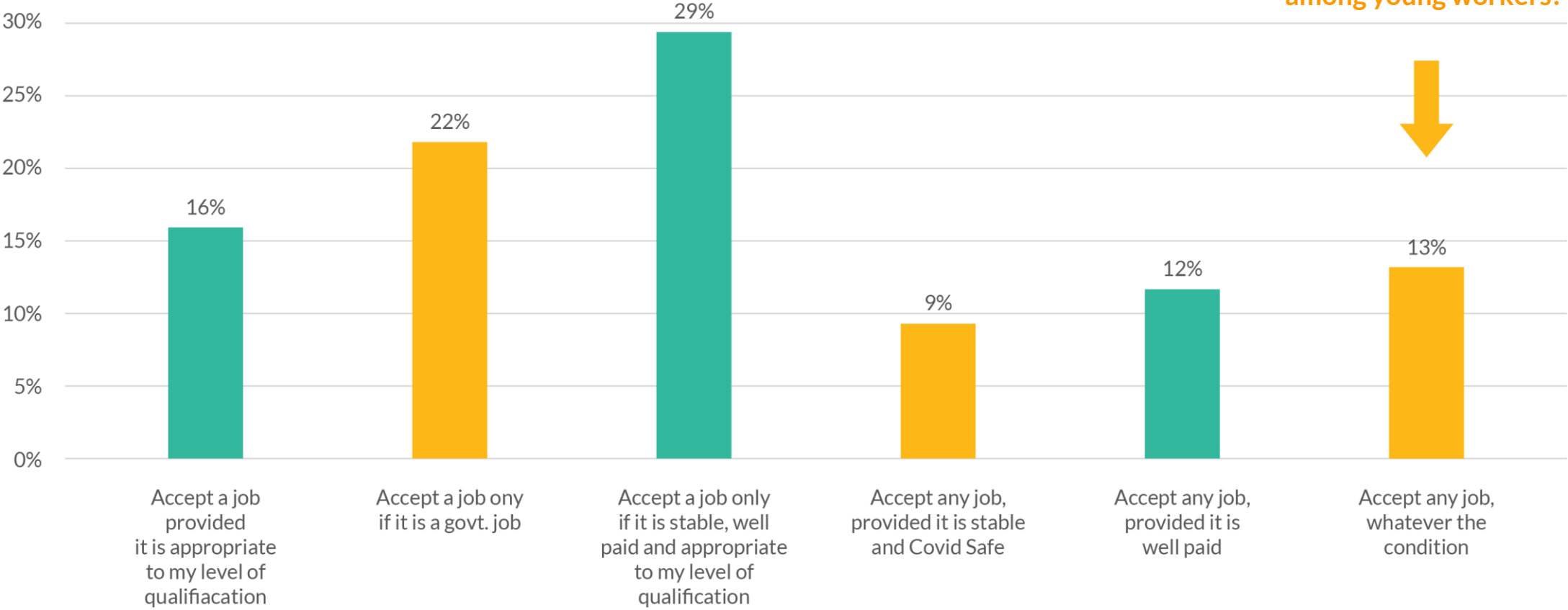
Heat map showing reason for not working among NEET by stream

(N=1,247)



UNDER WHAT CONDITIONS WILL YOU ACCEPT A JOB

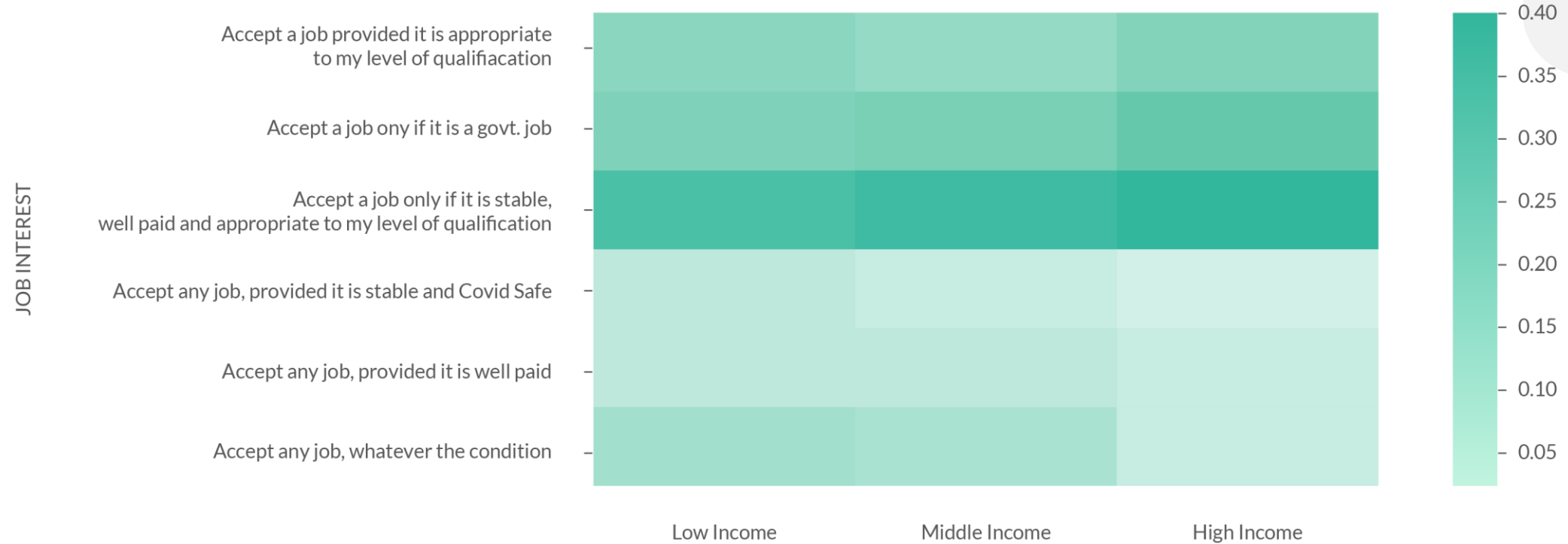
Is this an indicator of job desperation among young workers?



(n=5,611)

JOB INTEREST W.R.T. INCOME GROUP

(N=3,935)



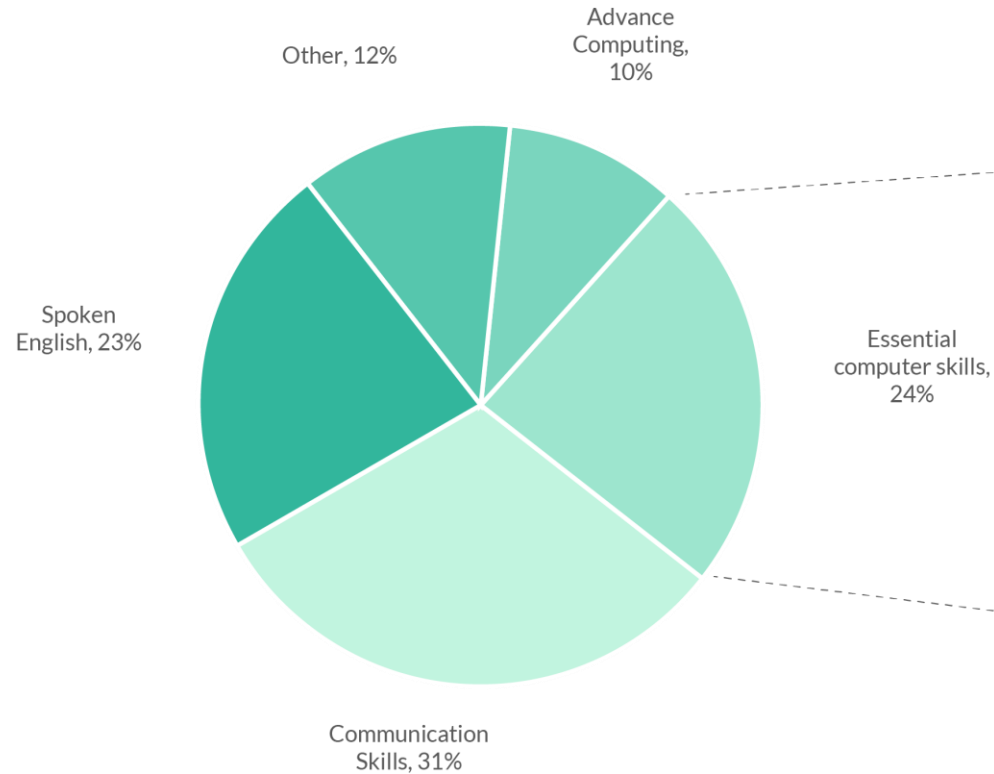
(As a proportion of 1, by col)

SKILLS - TOP 5 DEMANDED SKILLS

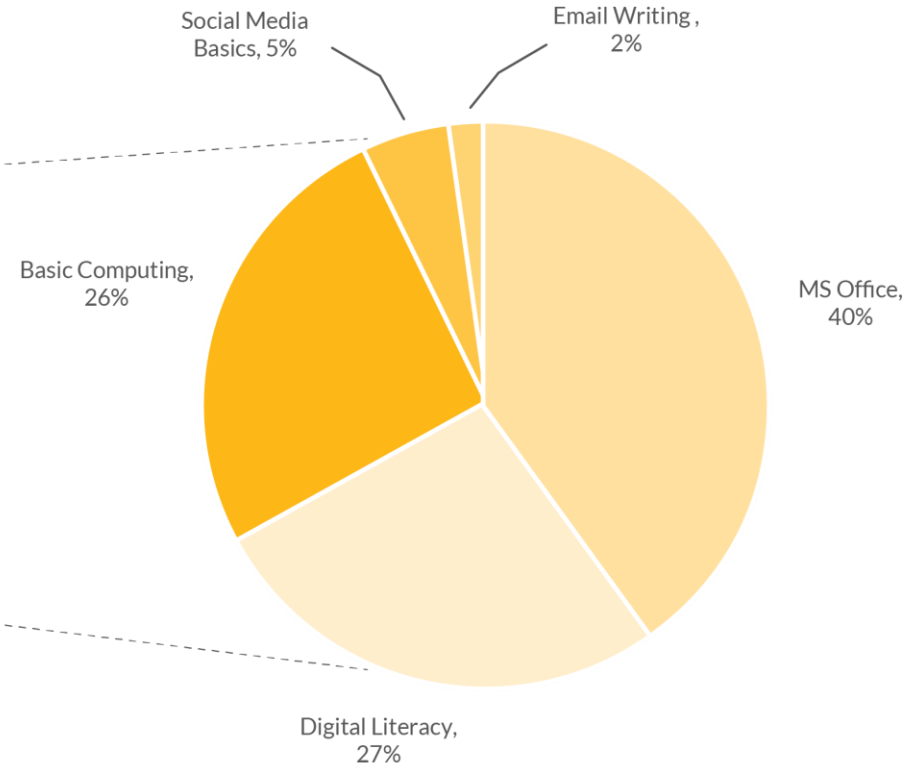
60% of surveyed alumni said they currently have an **upskilling need** (N=6,925)

About **one fourth (24%)** said they wanted to learn **essential computing skills**.

Top skills demanded



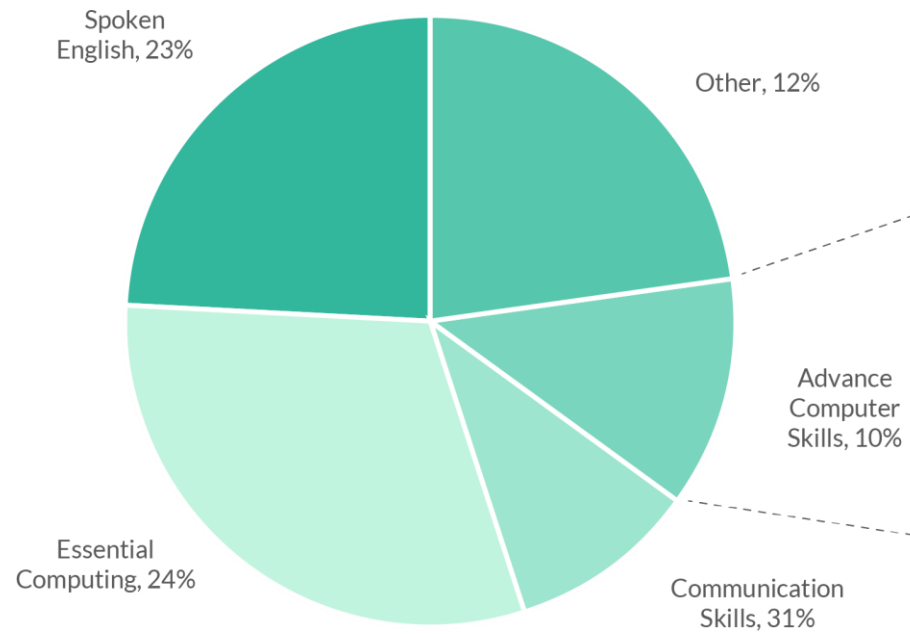
Essential Computing Skills



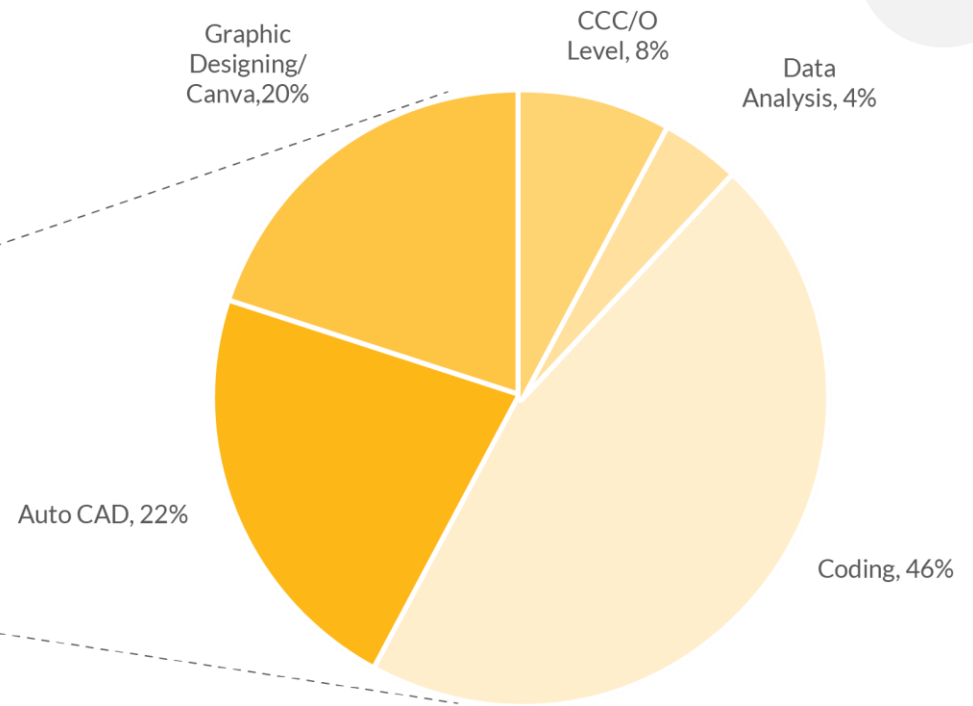
(N=4,060)

SKILLS- TOP 5 DEMANDED SKILLS

Top skills demanded



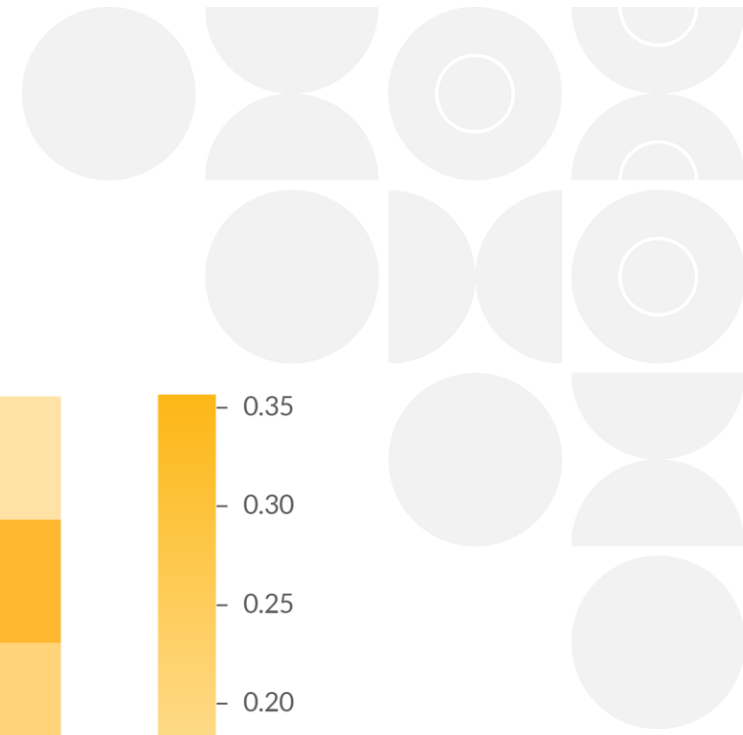
Advanced Computing Skills



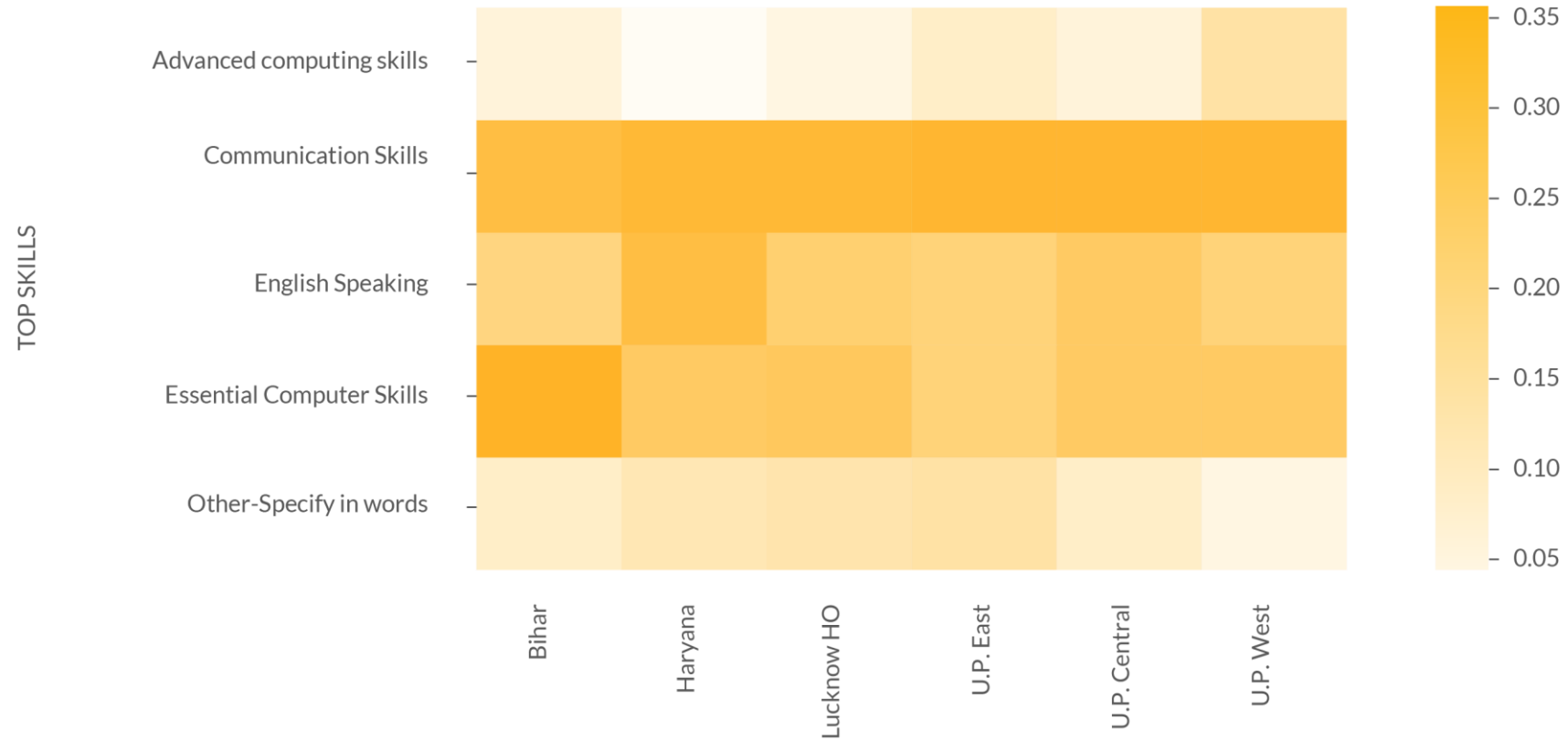
(N=4060)

SKILLS DEMANDED BY REGION

(N=4,060)



Heat map showing top skills demanded w.r.t. zones



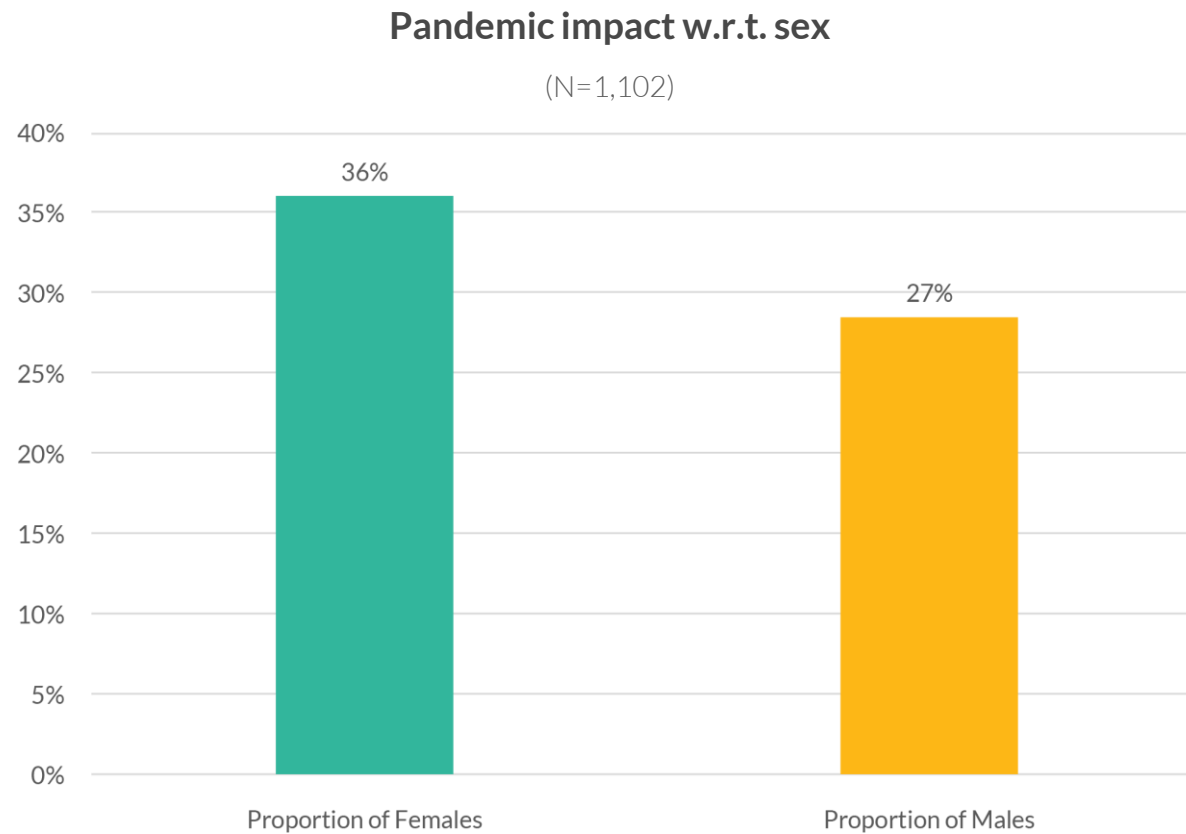
"communication skills" are highly demanded across regions.

COVID-19 PANDEMIC IMPACT



IMPACT OF THE PANDEMIC: GENDER

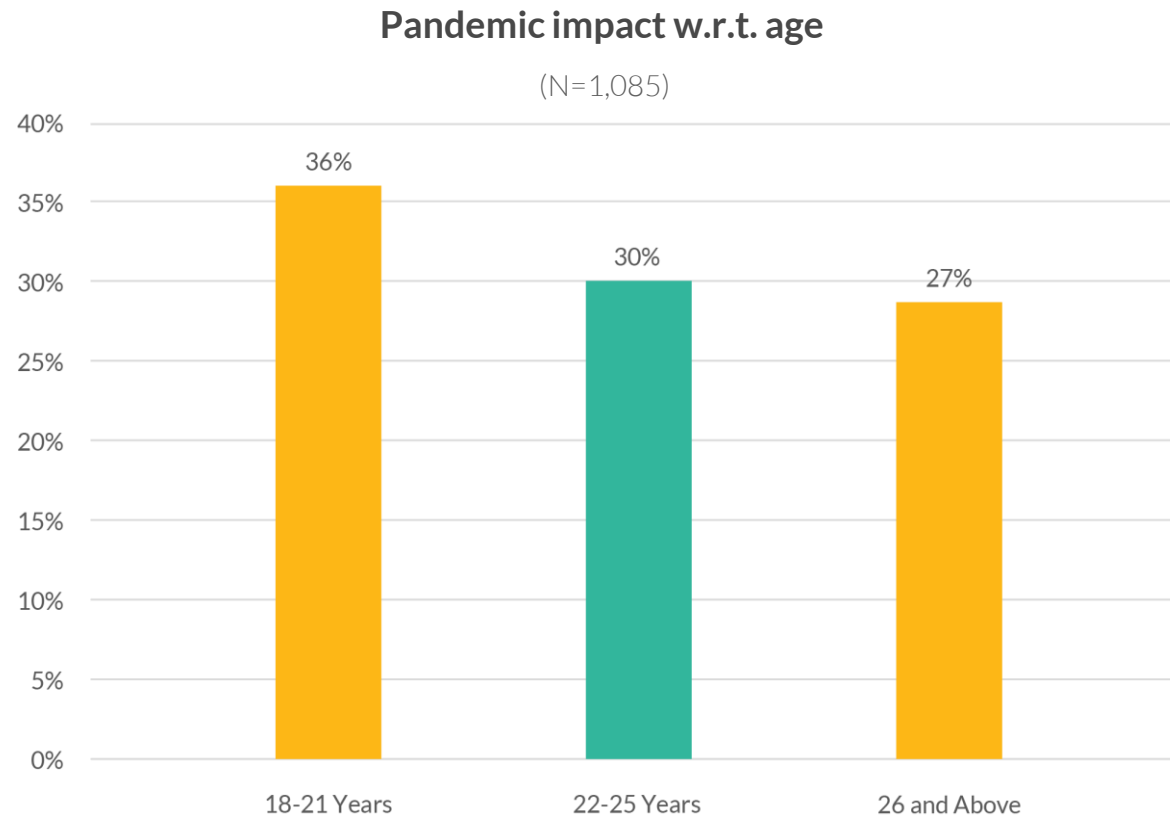
31% of working survey respondents have been affected by the pandemic (N=1,102)



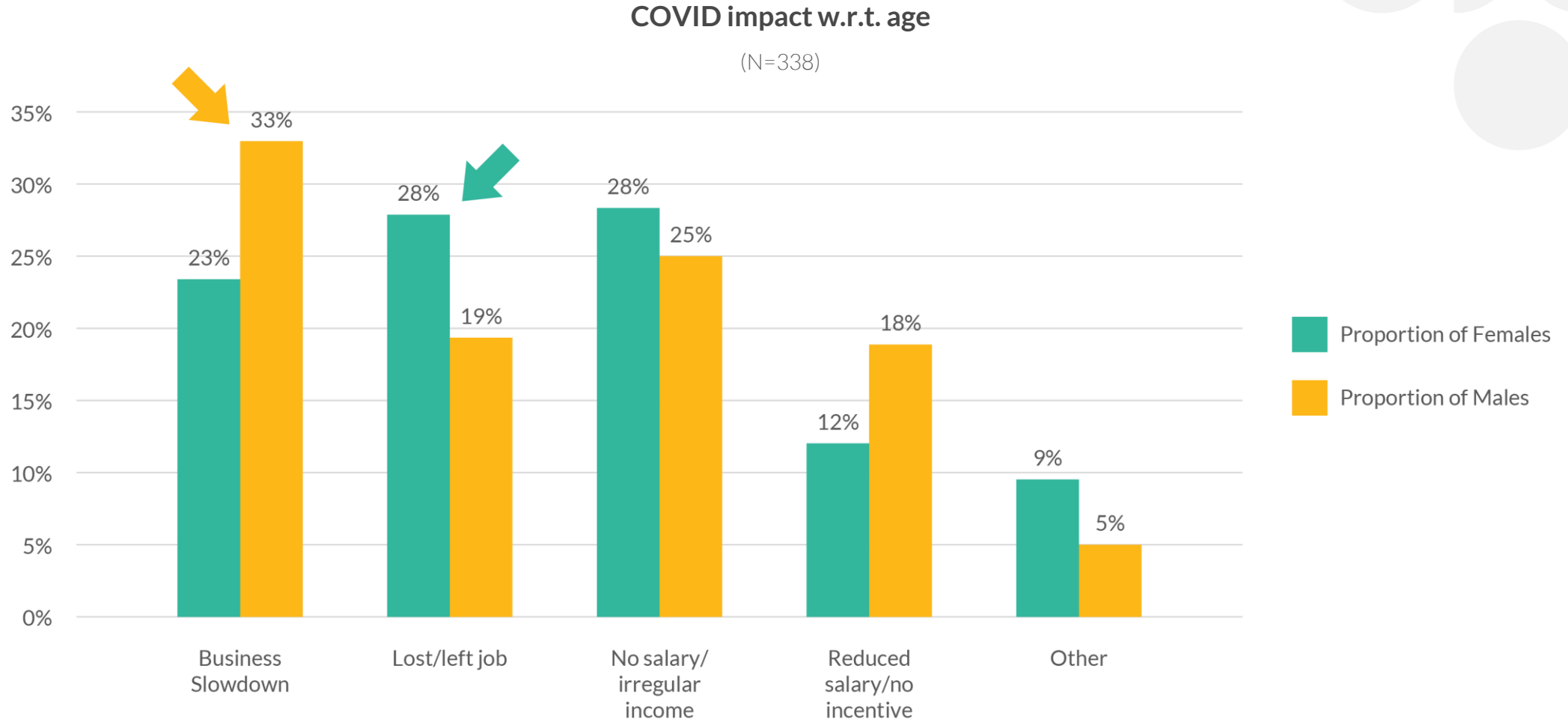
Among the surveyed working alumni, 36% of women vs only 27% men were affected by the pandemic.

IMPACT OF THE PANDEMIC: AGE

A greater proportion of younger respondents reported being affected by the COVID19 pandemic, as compared with older alumni



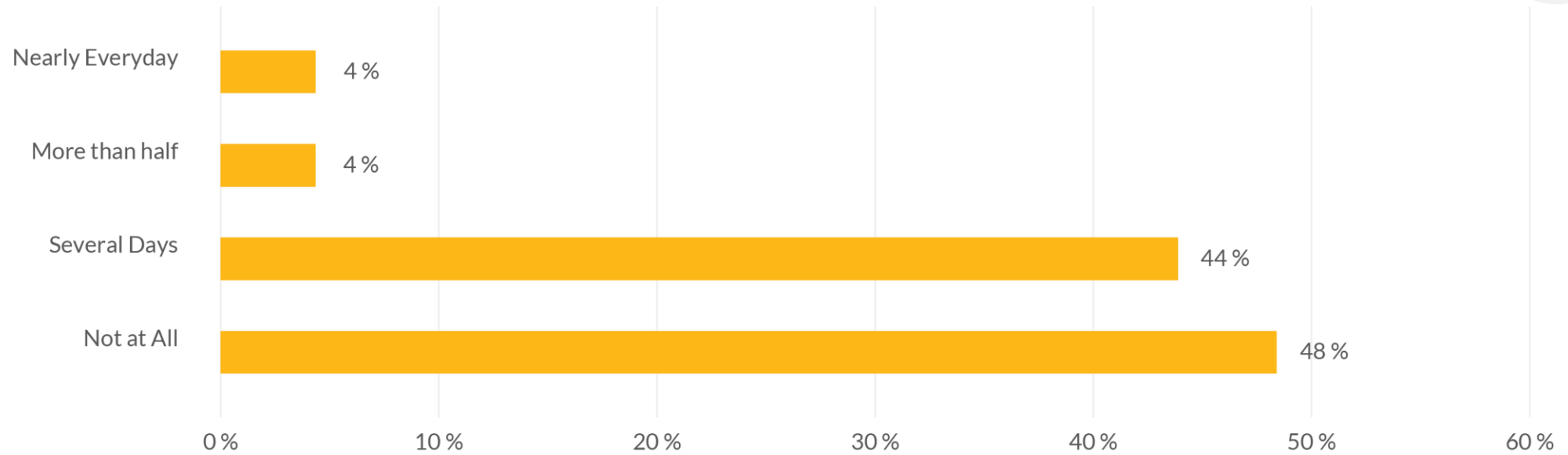
PANDEMIC IMPACT ON WORK: REASONS FOR DISTRESS



REPORTED ANXIETY

Reported anxiety, last 2 weeks

(N=6,949)



Among those who reported any anxiety when asked if the COVID-19 pandemic was a reason for their anxiety, 91% said "yes" (N=3619)

ANXIETY STRESSORS

Among those who reported any anxious feelings:

Stressors	%	N
Family Related	42	3,615
Non-family relationships	7	3,602
Job-Related	58	3,536
Education	44	3,612
Economic issues	47	3,613

Almost half (44%)

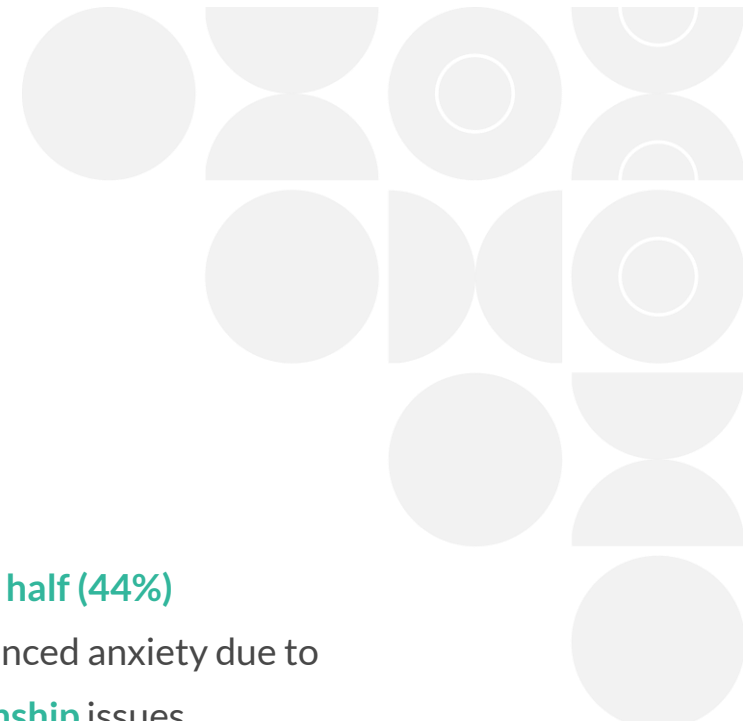
experienced anxiety due to **relationship** issues

(N=3,600)

Four out of five (81.2%)

experienced anxiety due to **Career-related** issues

(N=3,527)



ANXIETY REGRESSION

Those who are:



A group of approximately 25 people, mostly young adults, are posed for a group photo outdoors. They are arranged in three rows: some are standing in the back, some are kneeling in the middle, and some are sitting on the ground in the front. All of them are wearing matching teal-colored t-shirts and have their hands pressed together in a traditional Indian prayer gesture (namaste). The background consists of lush green trees and a clear sky. The entire image has a semi-transparent teal overlay. The text "THANK YOU" is centered in the middle of the group.

THANK YOU