



AN AUDACIOUS YEAR AT MEDHA

ANNUAL REPORT

2021 - 2022

**OVER THE PAST DECADE, 85,000+ PASSIONATE YOUTH HAVE
ENGAGED WITH US TO START CAREERS THEY ENJOY**

18,000

youth to build 21st-century skills

300

teachers have created an engaging teaching experience

27,000

youth have experienced student-centric classrooms

3

government departments have built career readiness systems

1000

employers have improved workplace exposure

A photograph of a classroom with students and a whiteboard. The whiteboard is the central focus, displaying a goal statement. The background shows students at desks and a perforated wall.

**IN 2021, WE SET AN AUDACIOUS GOAL OF HELPING 1 MILLION
YOUTH TRANSFORM THEIR LIVES IN THE NEXT 5 YEARS**

1 million is not a random number

It represents 10 % of the estimated 9 million college-going students in India's Hindi-speaking belt and serves as a **tipping point** for driving significant social change.

How will we **40X our impact** since 2011?

By driving greater adoption of 'the Medha way' at scale

Remaining quality-driven in our direct student engagement

And committing to data-driven decision-making at work

BY DRIVING GREATER ADOPTION OF ‘THE MEDHA WAY’ WITH STATE GOVERNMENTS TO IMPACT MORE STUDENTS

Partnering with more **like-minded** state education departments, industry leaders, and peers will help us elevate the learning experience and **bring career opportunities youth care about to more than 100,000 students per year.** Last year, we took steps to:





Scale as a Knowledge Partner

Redesigned our System Adoption team to be self-sufficient:



Seasoned professionals leading 6 diverse verticals,



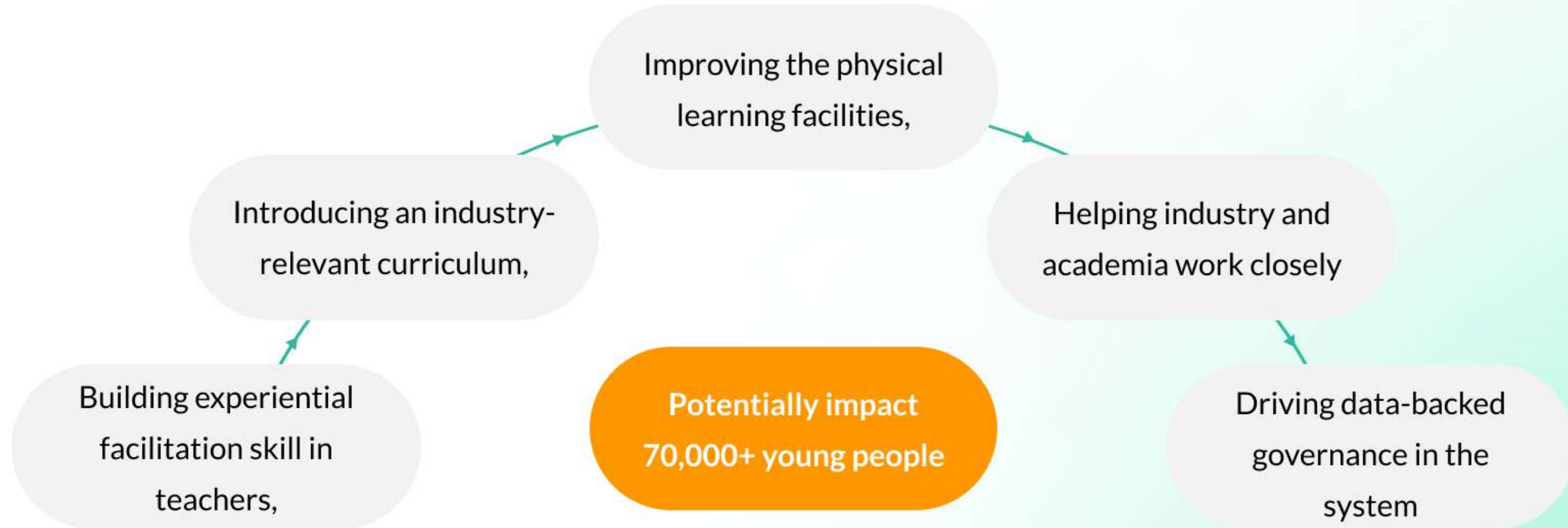
State heads overseeing project teams of experts and generalists,



An industry veteran leading the team.

Make vocational education aspirational in UP

We renewed our 8-year-old partnership with the Department of Technical Education, Uttar Pradesh (DTE-UP) to strengthen polytechnic education, by:



Transform higher education in Haryana

We completed the halfway mark in a 2-year venture with the Department of Higher Education, Haryana (DHE-Haryana) to prepare college students for meaningful work roles. In this time, we:



Provided hands-on coaching to
130 teachers and skill instructors



Hosted career-focused webinars
with employer partners



Improved classroom learning
experience and career exposure
for ~3000 students

Elevate on-the-job vocational training in Haryana

Over the next 2 years, we will help the Skill Development and Industrial Training Department, Haryana (SDIT-Haryana) scale their dual-system of training model for vocational education students by:

Providing on-the-job trainings (OJT) of 6 months' duration

Building strong industry partnerships for quality OJTs

Doubling the number of OJT units in the state

Potentially impacting
4,000
of students

AND INNOVATING IN OUR DIRECT PROGRAMS AND ACTIVITIES WITH STUDENTS TO REMAIN QUALITY-DRIVEN

There's no point getting aggressive about scale if it adversely impacts the quality of your direct student engagement. That's why we're always keeping students and their changing aspirations first.

Last year:

Our alumni community became independent!



28 young community leaders came together on a changemaking journey



Women alumni launched Simmer, a community for all the strong women speaking their truth


Registered as the Medhavi Association, they represent the spirit of young people pursuing varied interests and charting offbeat career paths with passion.



5 alumni in UP got elected as Alumni Chapter Heads to lead volunteerism efforts in their cities



6000 alumni shared the pandemic's effect on their career and life



The Chapter Head election was a great learning space where I experimented with all my skills – communicating to get votes, using my problem-solving and critical thinking abilities to make a phenomenal campaign, and leading a successful chapter in Gorakhpur after winning the election.

I have a keen interest in community mobilization. I want to focus on my Chapter head position, do well for my community, and finish my graduation well.”

- Manish, student and Medhavi

Our programs answered students' changing needs



CAB, the career advancement bootcamp, adapted to blended delivery



Svapoorna helped adolescents build life skills in more schools

Young people are looking for the flexibility to improve their skills from where they are, while experimenting with freelancing and entrepreneurship as supporting or alternate career routes. Our programs followed suit, as:



Swarambh helped college-going women start freelancing careers



An entrepreneurial competition led to a new program on designing business models

When I got introduced to freelancing, I was thrilled to know I could continue following my passion on the side. I built my technical and marketing skills, and got a clearer sense of my future.

Today, I often assist my father (a wedding photographer) at wedding shoots. When people question my choice, he shows confidence in my skills and does not let it discourage us.”

- Kajal, student and Swarambh alumna



WHILE STRENGTHENING OUR DATA AND IMPACT SYSTEMS TO BETTER UNDERSTAND, COMMUNICATE AND DRIVE CHANGE ON THE GROUND

A common complaint against non-profits is that they let data and insights from work catch dust. We're breaking away from that stereotype to maintain transparency, uncover insights, and advocate for change using data by:

Creating Data & Impact as a standalone unit

As part of the restructuring exercise, we carved a separate department for building a **strong data culture** in the organization. It **houses data wizards** to manage data, analyse it, and evaluate impact.

“Read the stories that data tells.”

In the development sector, your wins often feel far and few compared to failures. However, it's worthwhile to be curious about what the data says. Data shows you the cracks, but it also tells you what is working – and how you can replicate the best practices.

To be data-driven means to read the stories that data tells. By engaging goalkeepers to strengthen our data culture, investing in technology ahead of time, and having D&I as a standalone department, we've showcased our commitment to being data-driven.”

- Swati, Data & Impact, Medha



Launching a data visualization tool

We partnered with goalkeep to develop Metabase, a [data visualization](#) tool for the entire organisation. It has helped us not just report impact better but make strategic data-driven changes last year.

“I make my arguments with confidence.”

To build a better relationship with colleges, I must delve deeper into our previous work on campus. Data gives me insights, such as the streams our programs are more effective in, which help me form better strategies for my area's performance.

I can also make my arguments more fearlessly and honestly before colleges during strategic pitches, which undoubtedly improves my relationships.

- Sonali, Core Programs, Medha



Improving the ease of reporting

We launched a new version of our online student information management system, SIS 3.0, improving the field team's [data reporting](#) experience.

I can better showcase my area.

"SIS's third version has made our work incredibly convenient on the ground. We can update all details in a single place and in real time while registration and certification details are updated automatically.

For facilitators, with many details to track, SIS eases their admin work and leaves more time to focus on students. It also helps me see my area's growth and showcase its story using registration or internship numbers."

- Shivangi, Core Programs, Medha



WE BUILT GREATER TEAM CAPABILITIES, EXPERTISE, AND AGILITY TO ACHIEVE OUR AUDACIOUS GOALS

In a year of transformation, we found common ground and inspired each other to grow. A comforting pat on our back was getting recognized as a **great place to work for the 3rd time in a row**, while we:

Welcomed a brilliant line of leadership



Bhavna has 12+ years of experience working across places like the World Bank and the Indian Ministry of Finance. A student of public policy, economics, and Bharatanatyam, she believes art is essential for thriving in life.



With over 15+ years of leadership experience, **Krithika** has directed pan-India programs, led CSR strategies, and built an influential voice on LinkedIn. You can trust her to distill clarity from chaos with a smile.



Saurabh has engaged multiple state governments at places like the Azim Premji, Piramal, and Agha Khan Foundation in the last 17 years. He loves experimenting with food in his kitchen when not strategizing for scale!

Welcomed a brilliant line of leadership



With 13+ years of cross-functional experience in corporates and non-profits, **Sanjul** is an operations and strategy expert. A student of various subjects from engineering to Vipassana, he's also a much-loved life coach.



Afzal has built his expertise in financial accounting, analysis, and audit in the last 16 years, working at places like Oxfam and Pratham. You can trust him to catch tiny but mighty details with quiet composure!

Grew with tenacity, diversity, and gym memberships!



Our team grew by over 25%, and 50% of employees in the organization are women



We defined our WFH vs. office balance organically, and 22% of employees worked remotely.



46 people used learning allowances of more than 6 lakhs, with 33% getting fitter in the gym!



We switched to paperless expense management, saving lots of manual work (and grievances!)

I am most excited about our next decade and my role in it.

Over the last 10 years, the trust and ownership I've felt at Medha have allowed me to navigate my journey. Despite major personal failures, I've never felt anything change in how I held my space and voice here. In fact, I had assignments that allowed me to build better from my learnings.

It is rare to feel a deep sense of ownership at one's place of work, but for me, Medha has been that place because of its people."

- Shubhra, System Adoption, Medha



WHILE WE CONTINUED TO HELP STUDENTS ACHIEVE THEIR CAREER PREPARATION AND PROGRESSION GOALS

2,700

students registered
for our 21st-century
skills program

1,200

students took up
internships and
full-time jobs

2X

women alumni as
men completed
internships

130

teachers built
experiential
facilitation skills

2,500

students indirectly
impacted by facilitated
teachers

For detailed insights about our impact in 2021-22

[Read our Impact Report](#)

**AND ARE THRILLED TO ENTER THE NEXT DECADE OF
IMPACT WITH OUR PARTNERS' SUPPORT**

All our supporters renewed their partnership, while the Axis Bank Foundation
joined us as a new supporter!

Our supporters



Our government partners



Directorate of Technical
Education, Uttar Pradesh



Department of Higher
Education, Haryana



Skill Development and Industrial
Training Department, Haryana

Impact goal for the next year



through our direct
programming



that would impact
over 1 lakh students