

Ikea-Ashoka Livelihoods for All Programme

Baseline Presentation

23rd August 2022

Christopher Turillo (Medha)

Overview

- **Category:** New Fellow
- **Grant Period:** 2020-2023
- **Intervention Objective:**
 - Bringing a career readiness program to Govt Colleges/ITIs/ Polytechnics in India, thus preparing a large percentage of population to be career ready, resilient, & successful for the job market
- **Programme Activities:**
 - Creating a network of local & national organizations that facilitates a marketplace for internships for students while they are still in college
 - Offering better curriculum, career counselling, & placements for current students & alumni
 - Delivering Career/Technology Advancement Courses in ITIs and Polytechnics, facilitating internship connects and placement
- **Location:** Uttar Pradesh (Lucknow District)
- **Jobs Projected:** 2000
- **Target Beneficiary:** ITI/Polytechnic students

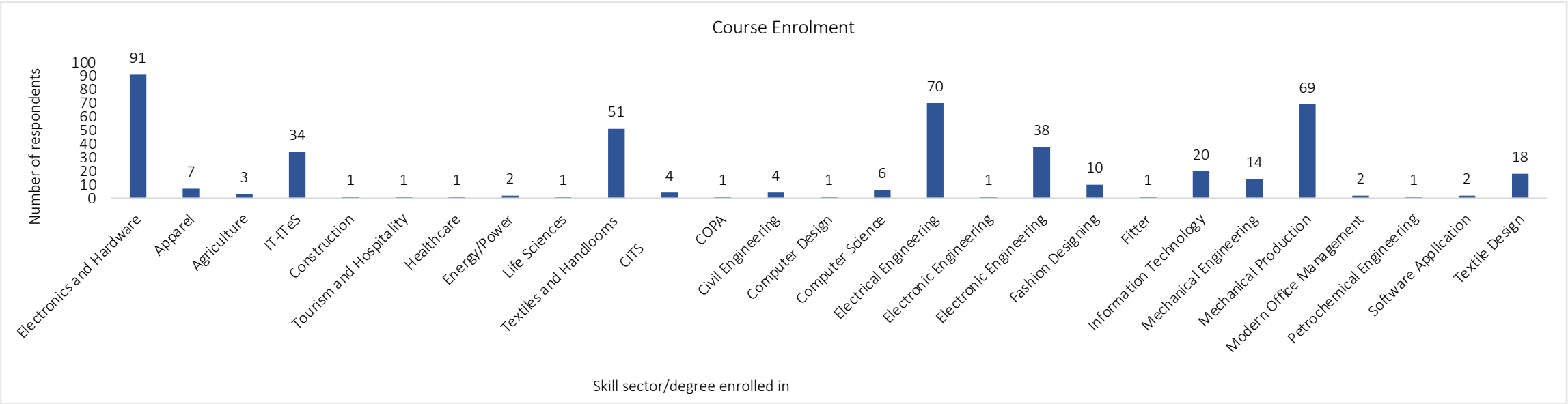
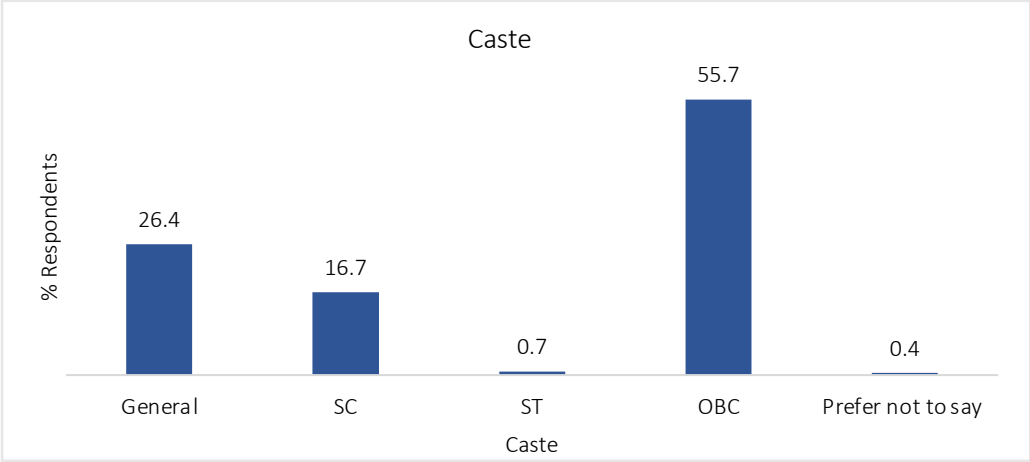
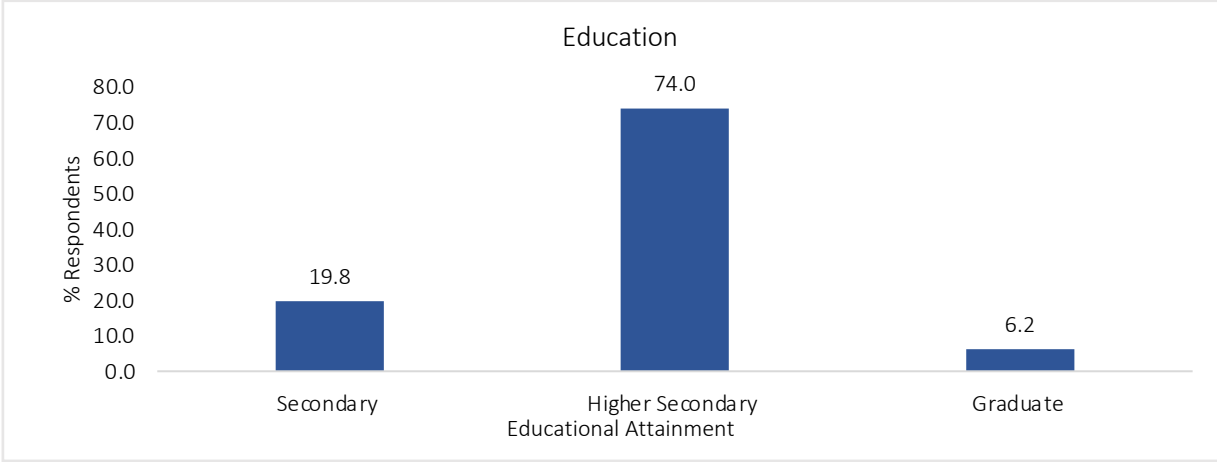
Highlights

- **Evaluation design:** Longitudinal panel of ITIs/Polytechnics students in Lucknow who are enrolled in Medha's career/technology advancement courses
- **Sample Projected:** 370
- **Sample Achieved:** 454
- Respondents are 52% female and 48% male, with an average age of 21 years
- Three-quarters of respondents have studied till higher secondary, while 20% and 6% have studied till secondary and graduation respectively
- Courses such as electronics and hardware, electrical engineering, mechanical production and textiles and handlooms have high enrolment
- Almost 95% of respondents are unemployed, while almost 4% are currently employed.
- Mean annual household income among respondents is INR 1,60,515

Highlights

- There is a favourable perception of training among students along all indicators- about 75% respondents strongly agreed that training will help them to improve their ability to work in desired employment, training will increase chances of getting employment as compared to before training, and that training will help improve their soft skills
- Most students responded in favour of the course, reporting strong satisfaction with programme quality in terms of instructors, guidance and support.
- This is indicated by students strongly agreeing (in a range between 75% to 85%) that Medha instructors have been effective in teaching course materials, instructors are able to prepare them for employment, and that they have benefitted greatly from the Medha course

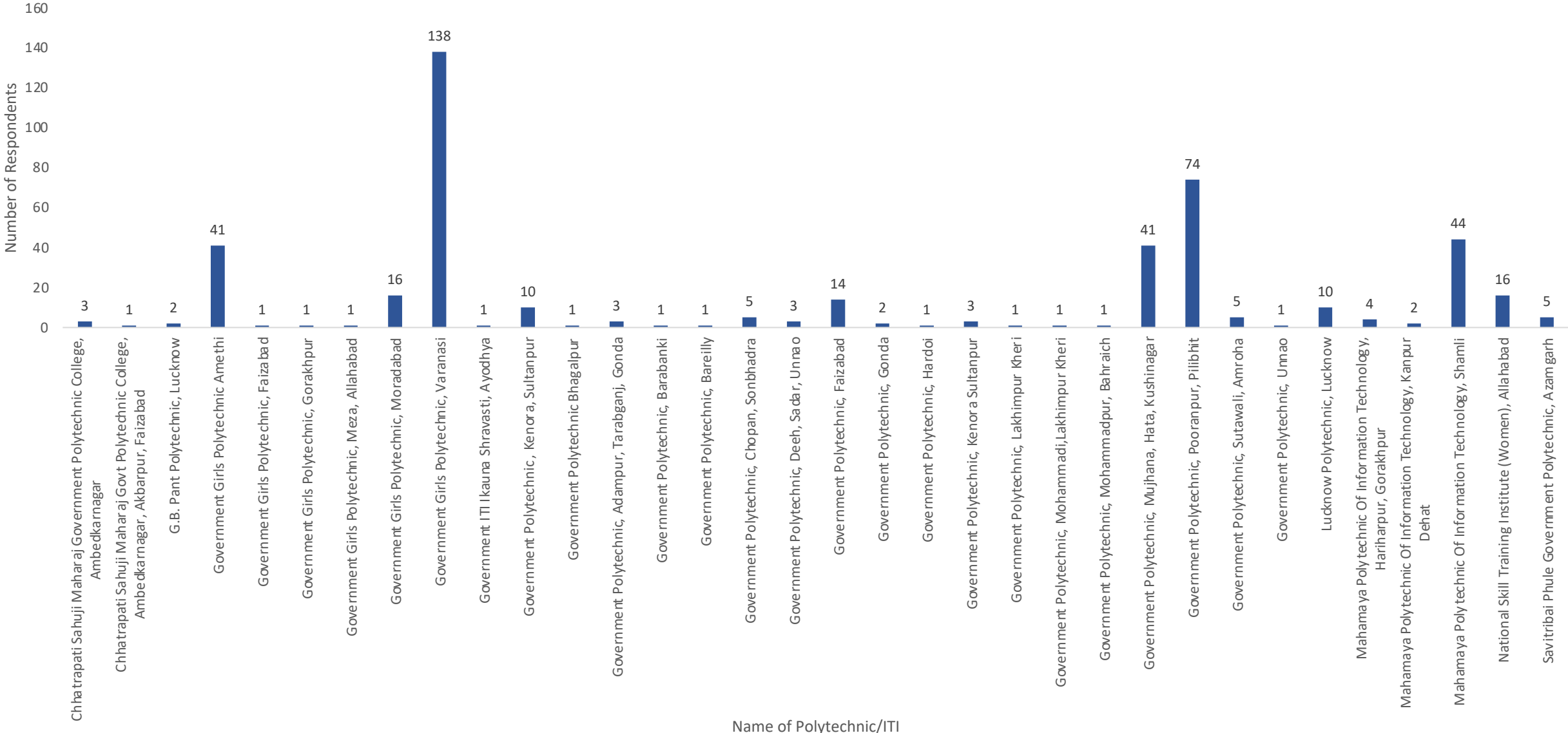
Profile of the Respondents



Respondents are 52% female and 48% male with an average age of 21 years

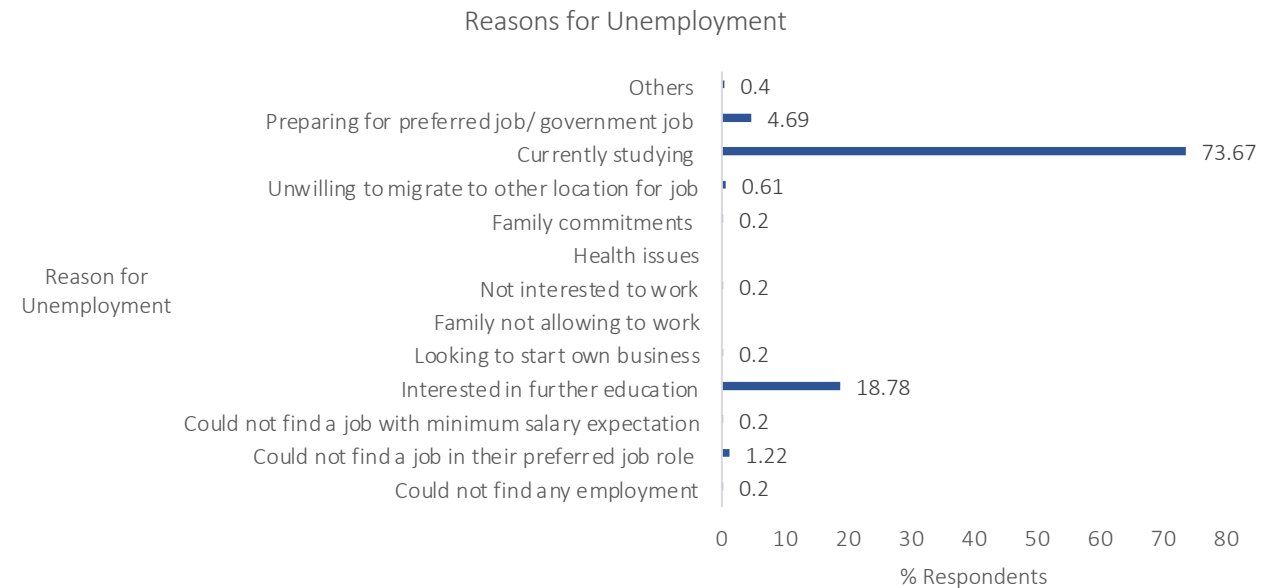
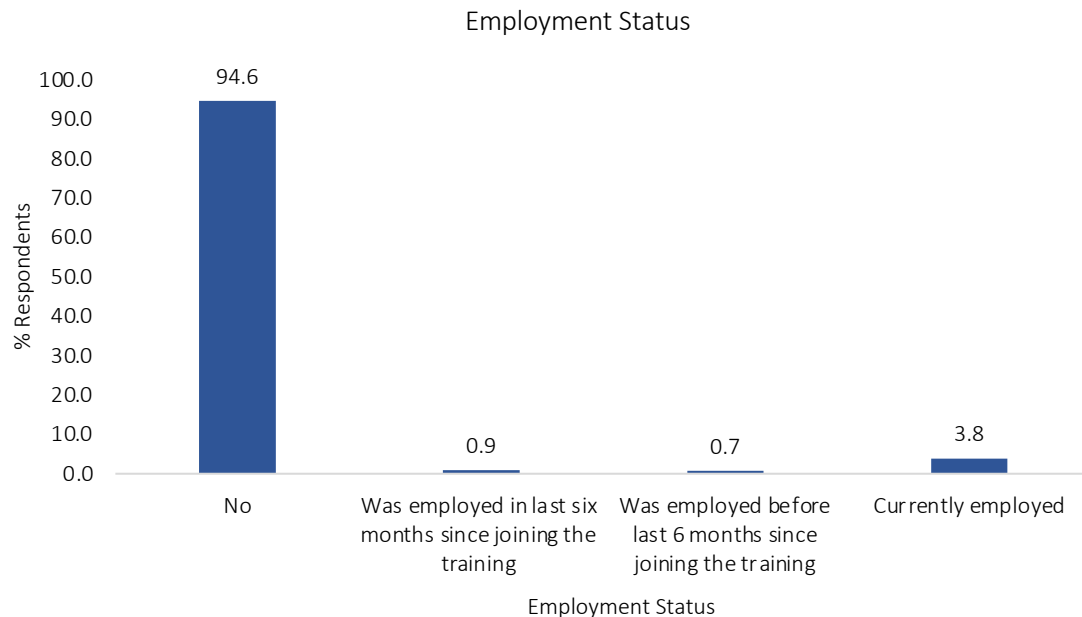
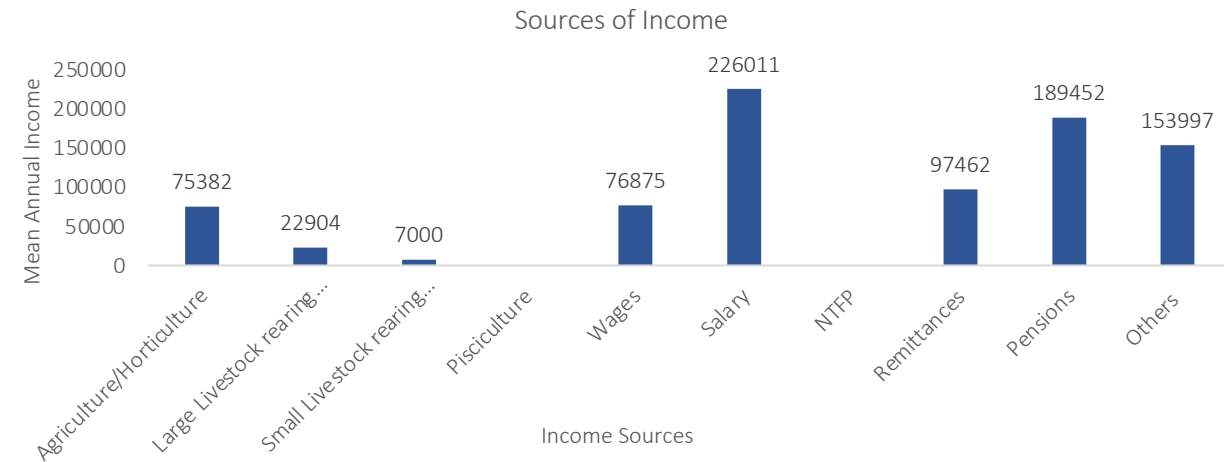
Profile of the Respondents

Polytechnic/ITI distribution



Mean Gross Annual Household Income and Employment Status

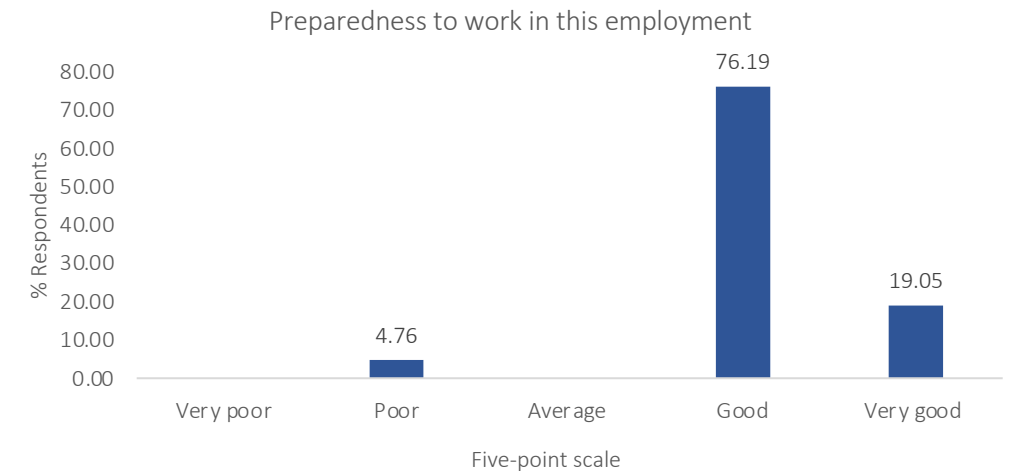
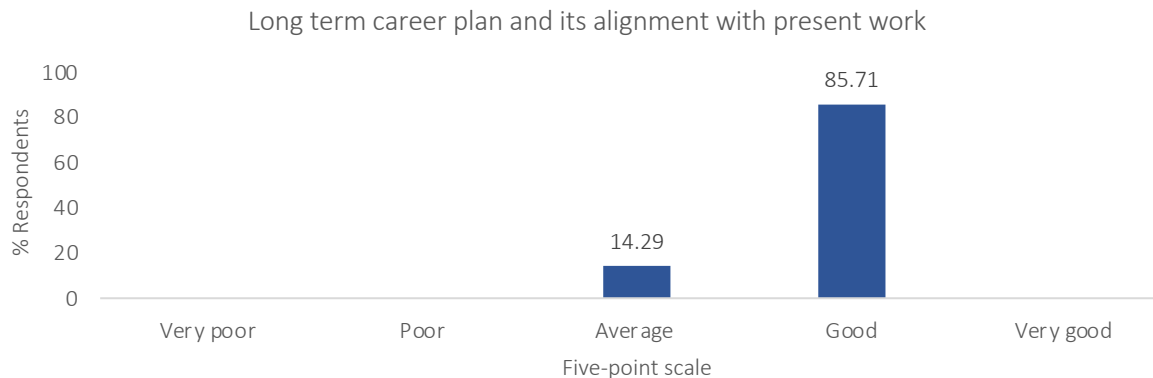
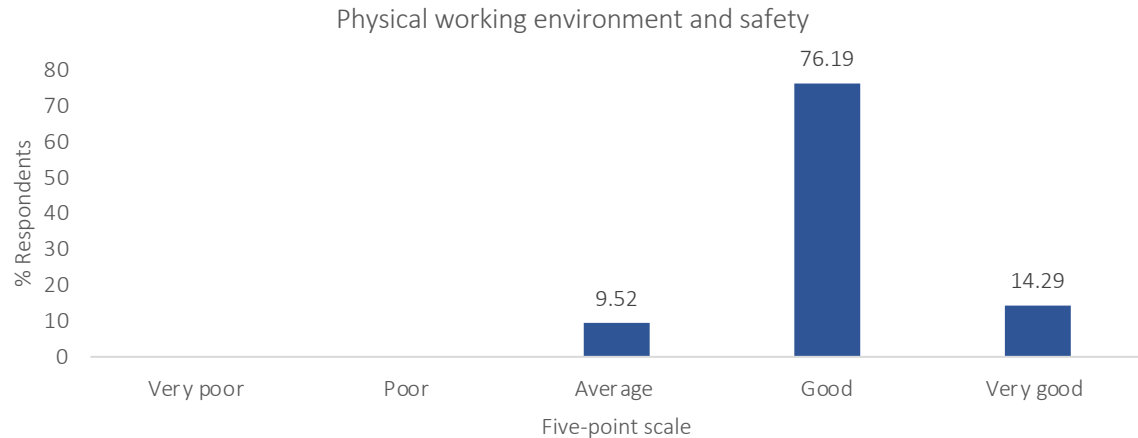
- Mean annual gross income of INR 1,60,515. The highest source of income is salary, followed by pensions.
- Mean annual household income of respondents who are unemployed is INR 1,69,904. For respondents who are currently employed, the figure stands at INR 2,22,529.
- Almost 95% of respondents are unemployed, while almost 4% are currently employed
- Among students who were or are currently employed, the average of monthly earnings is INR 10,817.



Quality of Employment

Perception mapping of indicators regarding job satisfaction and quality of employment on a five-point scale indicates that respondents mostly perceived these to be either average or good

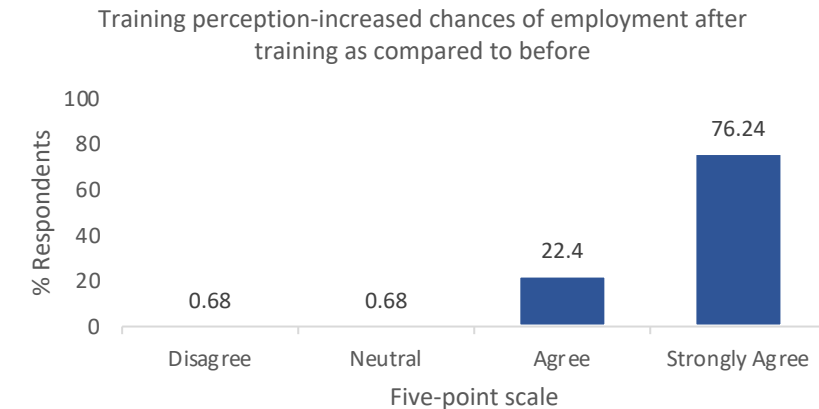
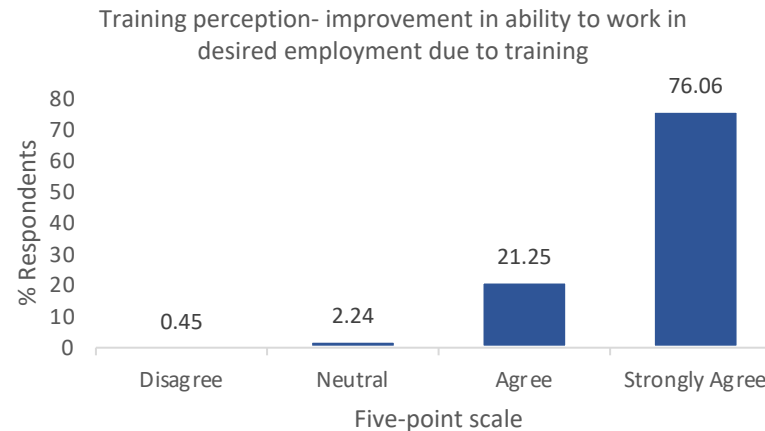
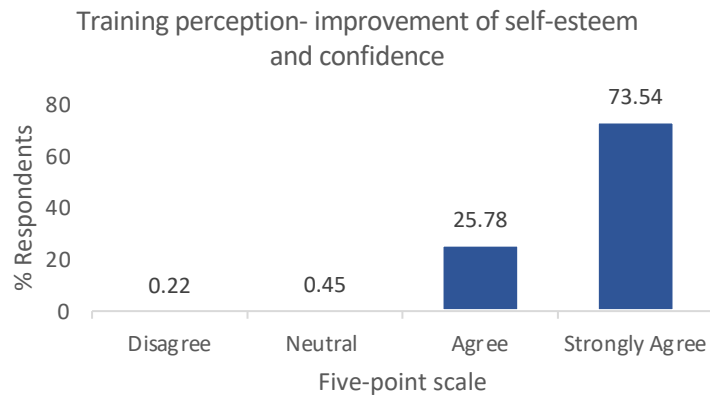
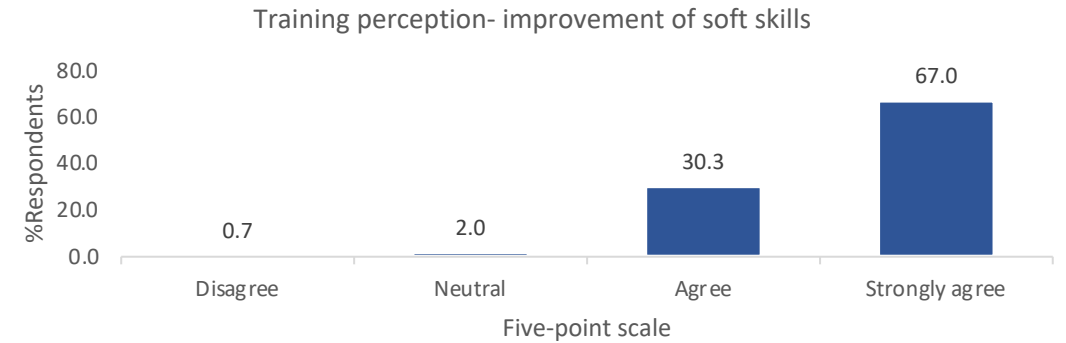
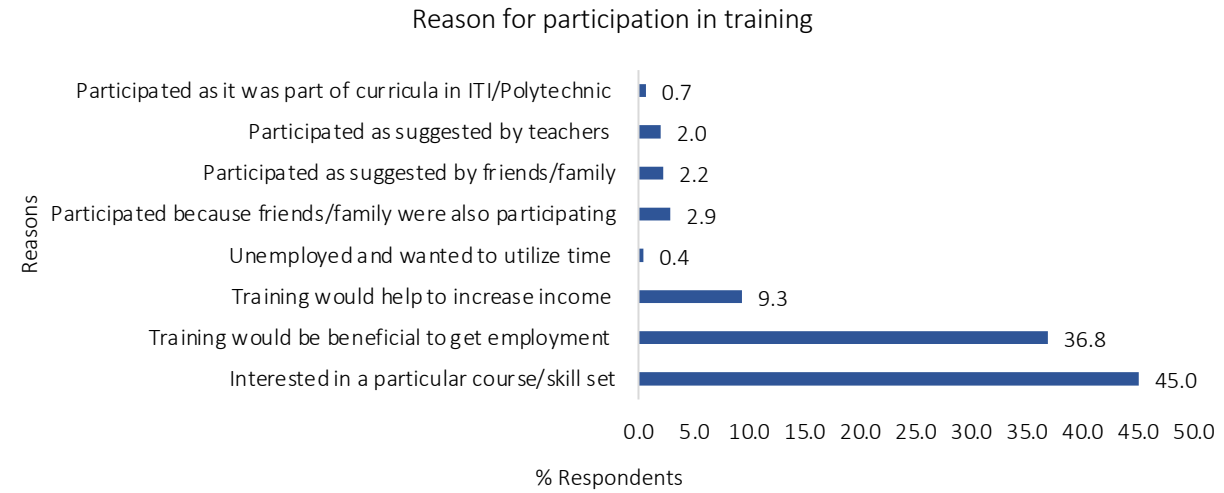
- 71% respondents said their perception of wages in most recent employment was good while 19% said they were average.
- Similarly, when it came to physical working environment and safety, alignment of present work with long term career plan, and preparedness to work in the present type of employment, 76%, 86% and 76% respondents respectively reported the same as good.



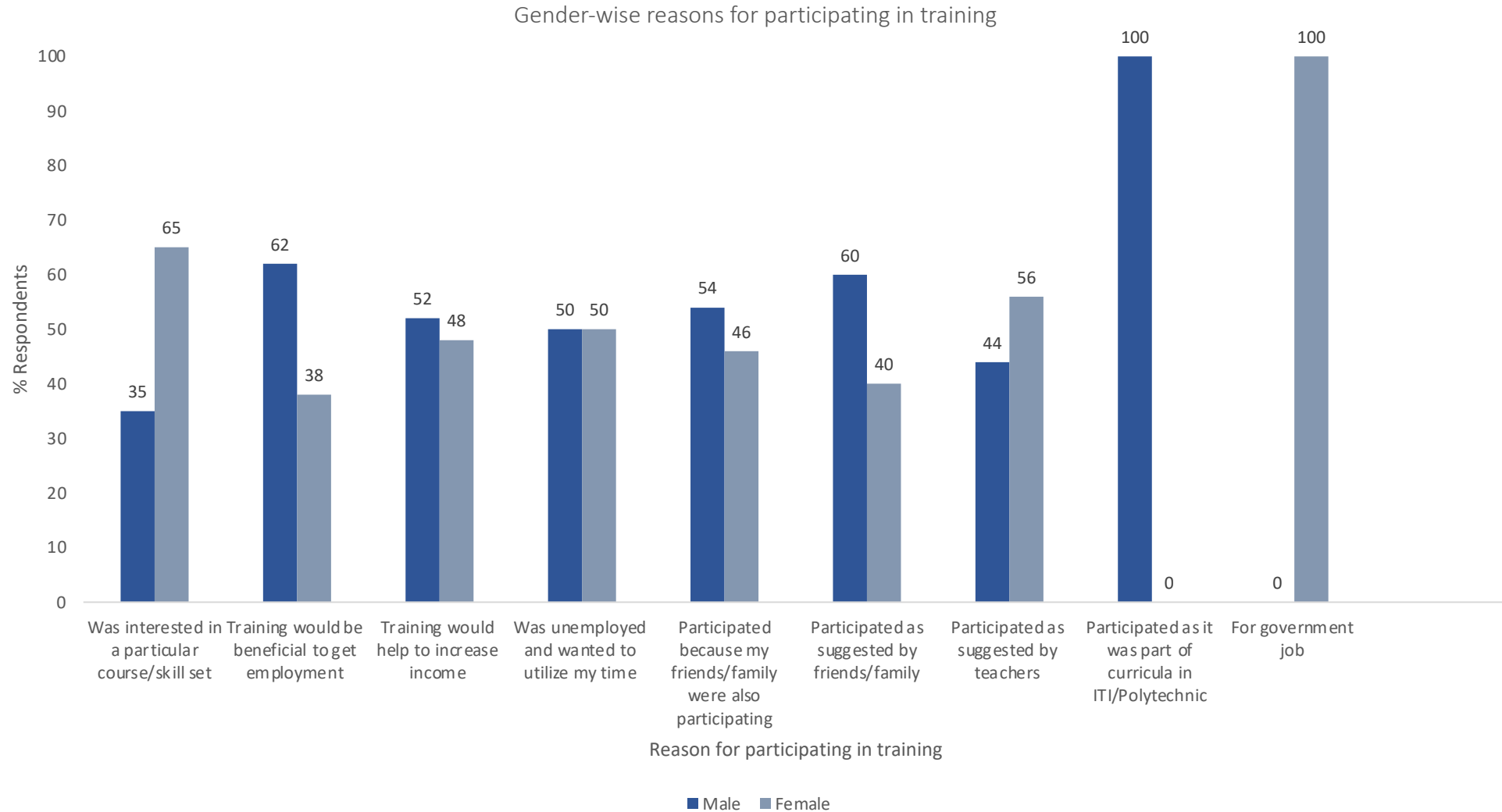
Perception regarding Training

There is favourable perception of training along all indicators

- 67% strongly agree, followed by 30% who agree that training/capacity building will help them improve their soft skills.
- Almost 74% respondents strongly agree, while almost 26% agree that training/capacity building will help them improve self-esteem and confidence.
- 76% respondents strongly agreed, while 21% agreed that training/capacity building will help improve their ability to work in desired employment.
- 76% respondents strongly agree, while 22% agree that training/capacity building will help increase their chances of getting employment as compared to before the training



Gender-wise reasons for participating in training

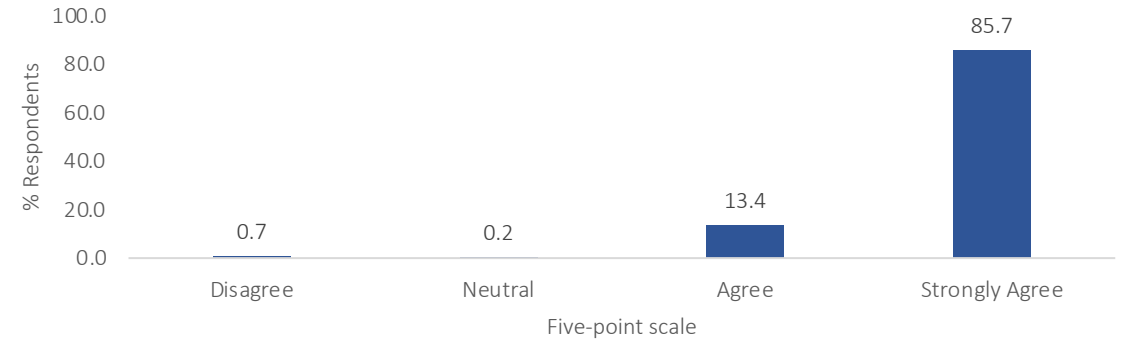


Programme Quality

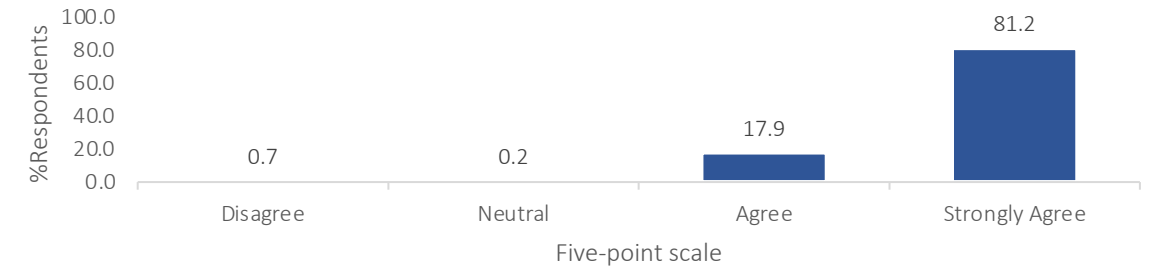
Most students responded in favour of the course, reporting strong satisfaction with programme quality in terms of instructors, guidance and support

- Students strongly agree (in a range between 75% to 85%) that:
- Medha instructors have been effective in teaching course materials (86% strongly agreed, while 13% agree)
- Medha instructors are able to prepare them for employment (81% strongly agreed, while 18% agree)
- Medha course materials give them skills required in their desired career (76% strongly agree, while 20% agree)
- And that they have benefitted greatly from the Medha course (74% strongly agree, while 24% agree).

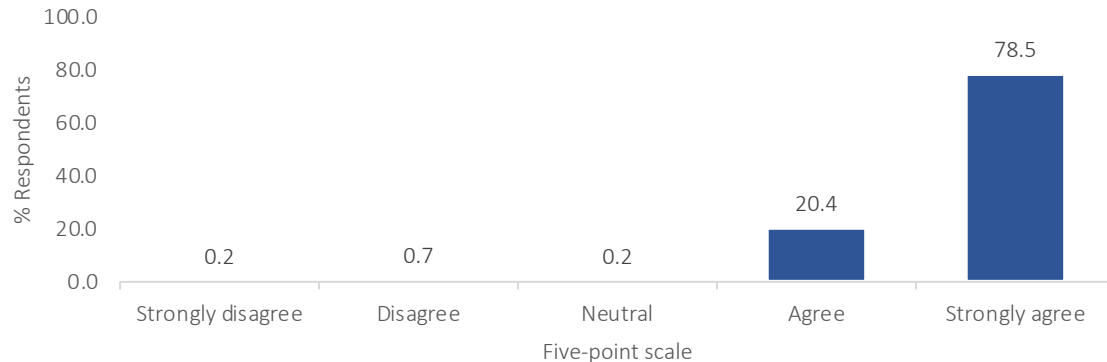
Programme quality- effectiveness of instructors in teaching course material



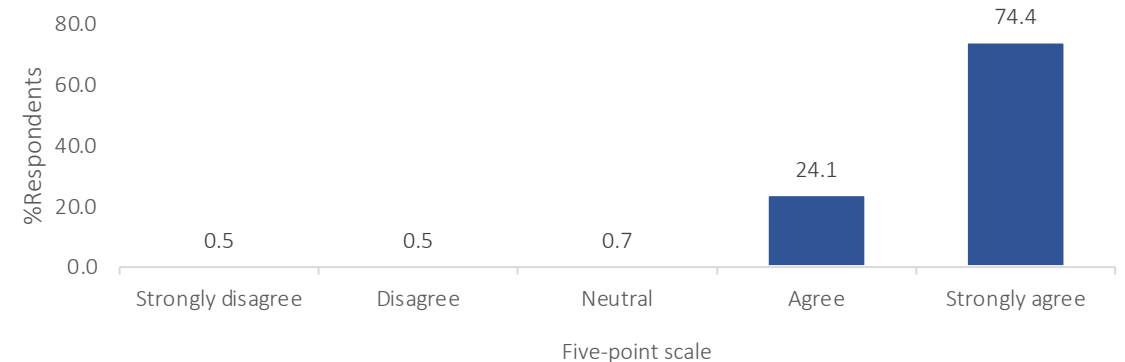
Programme quality- ability of instructors to prepare for employment



Programme quality- ability of course to equip with skills necessary for desired career



Programme quality- perception of benefit from course



Recommendations

- Given the strong satisfaction expressed by respondents when it comes to perception of training as well as programme quality, Medha should focus on maintaining the current quality of intervention.
- Scope for improvement remains in the area of professional networking. Even as 95% respondents are aware of online job websites, platforms, or apps, 35% respondents reported not using professional networking platforms.
- Strengthening ITI alumni network and using the same as a pathway for ensuring jobs for students is also a viable recommendation, given that almost 22% respondents said they were not in contact with alumni of any ITI.

Thank You