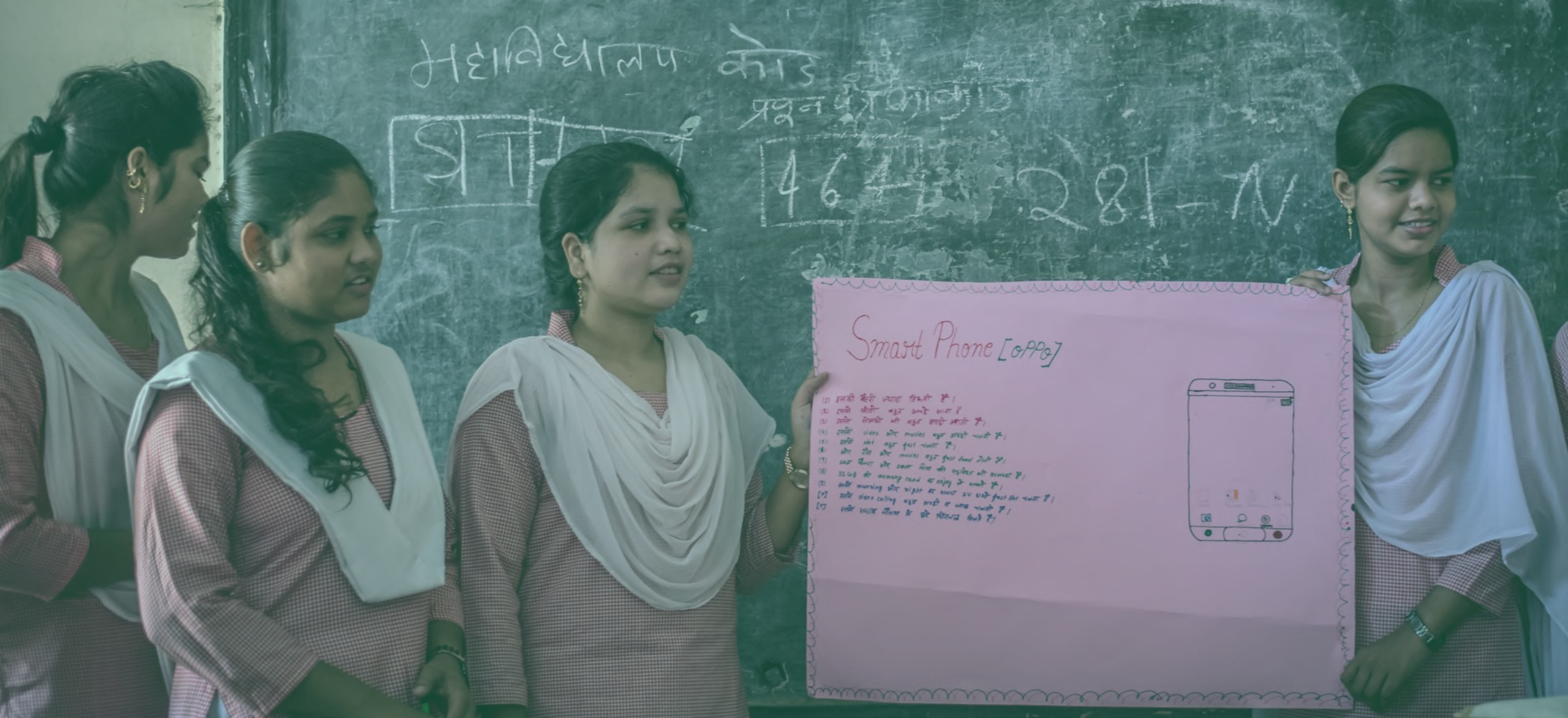


# THE NEXT DECADE OF IMPACT

---





1

Where we are

The path ahead

The support we need



# INDIA'S 'DEMOGRAPHIC DIVIDEND' IS AN ENIGMA. 1M YOUTH ENTER THE WORKFORCE EVERY MONTH, BUT VERY FEW ARE THRIVING

- **Youth unemployment is rising and COVID has made it worse**

Unemployed youth in India increased from ~90m to ~115m in the last 10 years. >4m youth have lost their jobs as a result of the pandemic.<sup>1</sup>

- **For those employed, job quality is an issue**

>75% of the 2018 labor force was employed in the 'unorganized sector,' with low pay, fewer benefits, and suboptimal working conditions.<sup>2</sup>

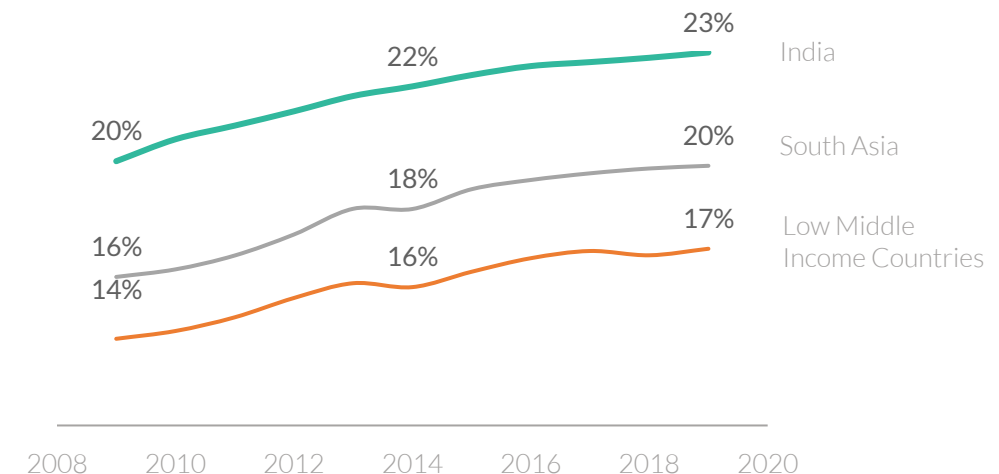
- **Women still make up a small percentage of the workforce**

Female Labor Force Participation is 21%. 13% in the states Medha focuses on. Average income for women is 20.7% less than men.<sup>34</sup>

- **Increased education levels has led to greater underemployment**

Nearly half of all undergraduate students are enrolled in the least employable disciplines.<sup>5</sup>

## Unemployment patterns among youth (ages 15-24)<sup>5</sup>



# MEDHA HAS COMBATTED THIS CHALLENGE FOR THE LAST TEN YEARS PROPELLING 85K YOUTH ON REWARDING CAREER PATHS OF THEIR CHOICE



## Immediate benefits for students/alumni

“ **Bolstered confidence and communication skills**

I am now able to communicate more confidently and without fear in front of large audiences.

“ **Provided tools to navigate the job market**

Previously, I was able to clear technical tests easily but would not do well in interviews. After mock interview sessions by Medha, I was able to finally crack the dreaded interview.

“ **Opened doors to new career paths**

I know much more about the various career opportunities that are available. Without Medha, I would have probably stuck with more traditional paths in my field of study.

“ **Found a community of peers**

Medha helped me find an internship when I was a student. I am now back in touch to look for a job. I feel comfortable here.

## Long-term impact



The minimum wage earned within three years on the job.<sup>1</sup>



Increase in confidence and employability skills.<sup>1</sup>



Increase in female labor force participation.<sup>1</sup>

Source: Quotes from focus group discussions conducted by Dalberg in March 2021; (1) Impact report 2018, Medha bi-annual Alumni Survey

## WE DO THIS THROUGH A HOLISTIC CAREER READINESS PROGRAM DELIVERED AT EXISTING EDUCATIONAL INSTITUTIONS

### Our program



#### 21<sup>st</sup>-Century skill building

We run on-campus and online bootcamps that build skills for today and tomorrow's workplace.



#### Workplace exposure and experience

We connect students to diverse opportunities to gain real-world experience and build a network.



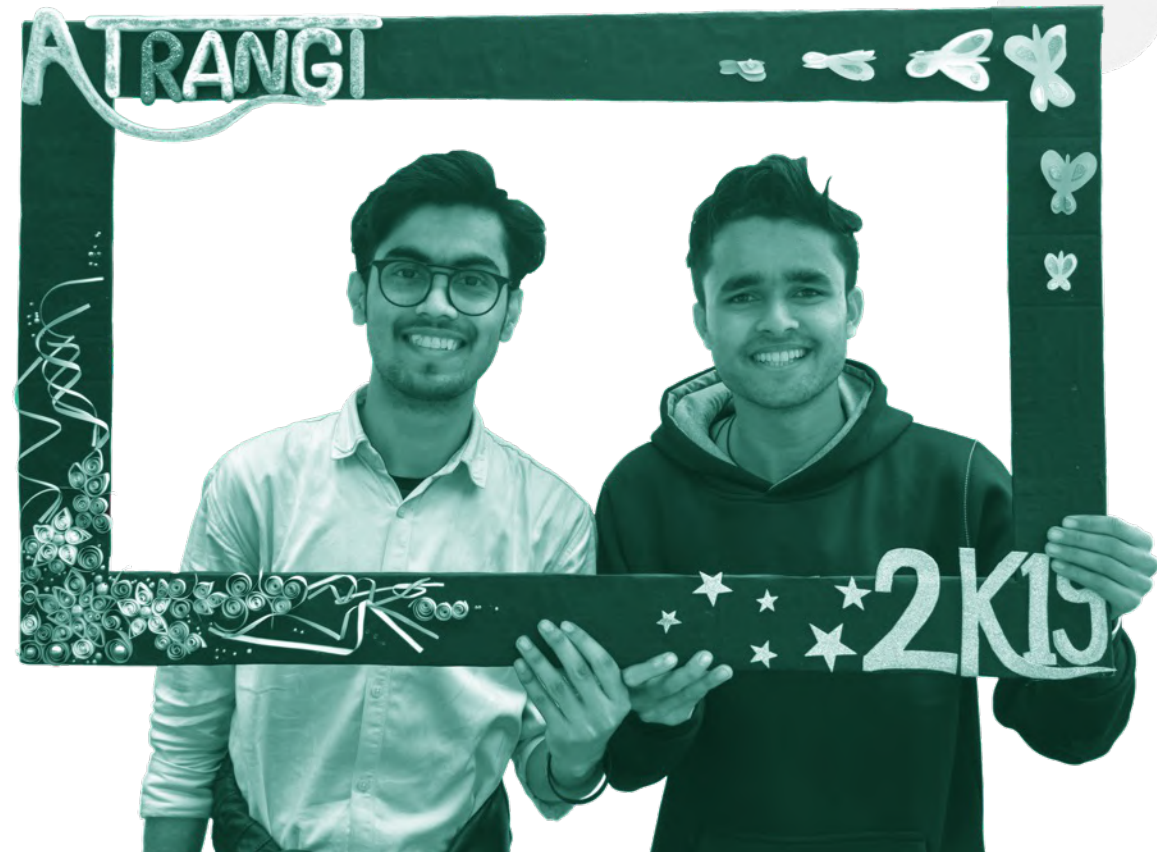
#### Career opportunities and guidance

We conduct placement drives, one-on-one job matching, and entrepreneurship support to start and build a career of interest.



#### Alumni community support

We nurture and support a thriving alumni community of more than 25k who collectively provide mentorship, networking opportunities, and emotional support to one another.



## WE BUILD CAPABILITIES, CONFIDENCE, AND REAL-LIFE EXPERIENCE SO STUDENTS CAN PURSUE THEIR ASPIRATIONS



**Now, I don't wait to be told what to do. I take the first step!**

“

My name is Rukaiya. I am from Kanpur. I've always been the kind of person who needs to be 'nudged.' I do what is asked but never take initiative.

When I joined the Medha program, I started pushing myself to participate in activities. After my internship, I discovered a dream opportunity – a teaching position at a nearby school. The old Rukaiya would have hesitated to apply, but this time I went for it. The first step was to deliver a demo class in front of a senior teacher. I was scared at first but was able to calm my nerves and deliver the lesson plan. I was hired on the first day of what is typically a three-day selection process.

I am currently enjoying teaching fifth standard and plan to get a masters' in psychology so I can be a professor.

”



# OUR FOCUS IS ON YOUNG WOMEN, UNDER-RESOURCED GEOGRAPHIES, AND ACHIEVING SCALE THROUGH THE PUBLIC EDUCATION SYSTEM

## What's different about Medha?



Gender

### >60% of our students/alumni are young women

Working in a historically patriarchal part of the country, we prioritize the needs of women students and focus on increasing FLFP, financial independence, and overall agency.



Geography

### We operate across 70% of Uttar Pradesh, Bihar, and Haryana

Three of the most under-resourced states in the country, they account for 25% of the youth and consistently rank at the bottom of list in terms of GDP per capita, HDI, Literacy, and FLFP.



Integration

### We have multi-year partnerships with state governments

We collaborate deeply with the government education system to integrated our programs and approach and leverage existing physical and human resources for greater scale and sustainability.



# WE TAKE THE LEARNINGS FROM OUR DIRECT PROGRAMMING TO STRENGTHEN CAREER READINESS IN EDUCATION DEPARTMENTS

## Our existing partnerships



Established a State Training and Placement Cell (STPC) model for all 141 government polytechnics in the state to sustainably improve employment outcomes for 70,000 students.



Enhanced curriculum and built capacity of Employability Skills Instructors (ESI) in 167 Industrial Training Institutes (ITI), impacting more than 50,000 students.




Delivered Employability, Entrepreneurship, and English (EEE) NCVT curriculum to over 1,000 students at government ITIs.






OUR 130-PERSON TEAM IS COMMITTED TO A STUDENT-CENTRIC APPROACH  
AND DEEPLY ROOTED IN THE COMMUNITIES IN WHICH WE WORK


**Byomkesh Mishra**  
Co-founder




**Christopher Turillo**  
Co-founder




**Sanjul Bhakri**  
Core Programs




**Swati Goyal**  
Data & Impact




**Syed Afzal Mahmood**  
Finance




**Saurabh Rai**  
System Adoption




**Shubhra Gupta**  
System Adoption




**Krithika Ram**  
Partnerships




**Anubha Srivastava**  
People




**Alok Dwivedi**  
Admin



**Shireen Rizvi**  
Medhavi Association



**Jai Tiwari**  
MarCom





Where we are

2

The path ahead



The support we need

# OVER THE NEXT FIVE YEARS, WE AIM TO TRANSFORM THE LIVES OF ONE MILLION YOUTH

## Our strategy



### Deepen the impact of our core programs

Provide students with a transformative experience that gives them the skills, exposure, and experience to change their professional futures. Nurture a community of peers and mentors to support one another's interests and passions on the path to career success.



### Drive greater adoption at scale

Work with existing system actors to elevate the learning experience and career opportunities in India's heartland. Partner with education departments, industry, and peers to deliver Medha's approach at scale.



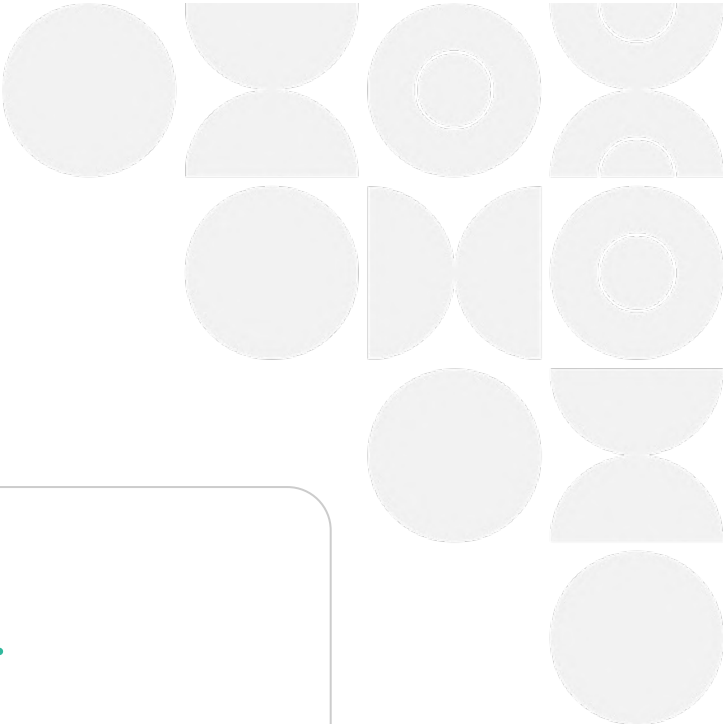
### Build a stronger evidence base to champion change

Advocate for more significant investment in and encouragement of young people to pursue careers of their choice. Strengthen the regional evidence base and collaborate with peers to advance the agenda on holistic skill and career development.

## Our goal

By 2026...

Medha will prepare a million young women and men to build rewarding careers in their areas of interests.





# ONE MILLION IS NOT A RANDOM NUMBER IT REPRESENTS A 'TIPPING POINT' IN OUR FOCUS GEOGRAPHY

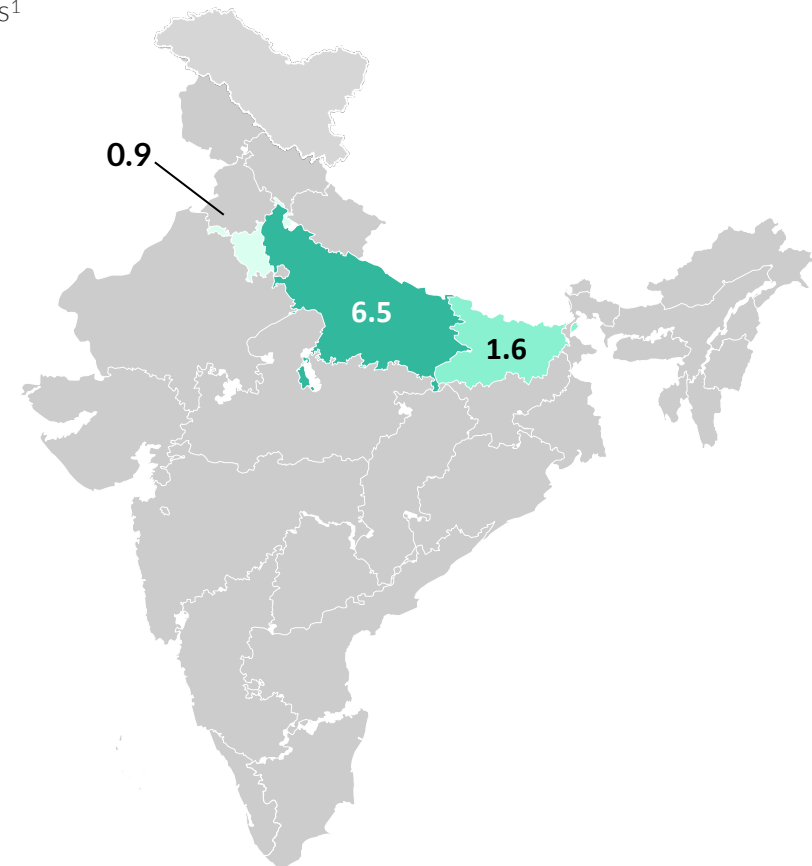
## Our focus

There are an estimated **nine million students** between 18-23 enrolled in technical and higher education in Uttar Pradesh, Bihar, and Haryana.<sup>1</sup>

**One million, or 10%,** will serve as the critical minority required to drive significant social change.<sup>2</sup>

## Students in our target states

Millions of students<sup>1</sup>



Source: 1. AISE 2018-2019 report; Student enrolment is total students enrolling a program as of 30<sup>th</sup> September of the academic year 2018-19;

2. Rensselaer Polytechnic Institute

## WE WILL FOCUS ON ADOPTION AT SCALE WHILE CONTINUING TO IMPROVE AND LEARN FROM OUR DIRECT PROGRAMS

### Principles to ground our work



Use the key strengths of our core program – [student-centric](#), [experiential](#), [multidisciplinary](#) – to guide our work with the system.



Be responsive to system needs while [promoting our long-term objectives](#).



Focus initial efforts on states where we already have traction and networks – [Uttar Pradesh](#), [Bihar](#) and [Haryana](#).



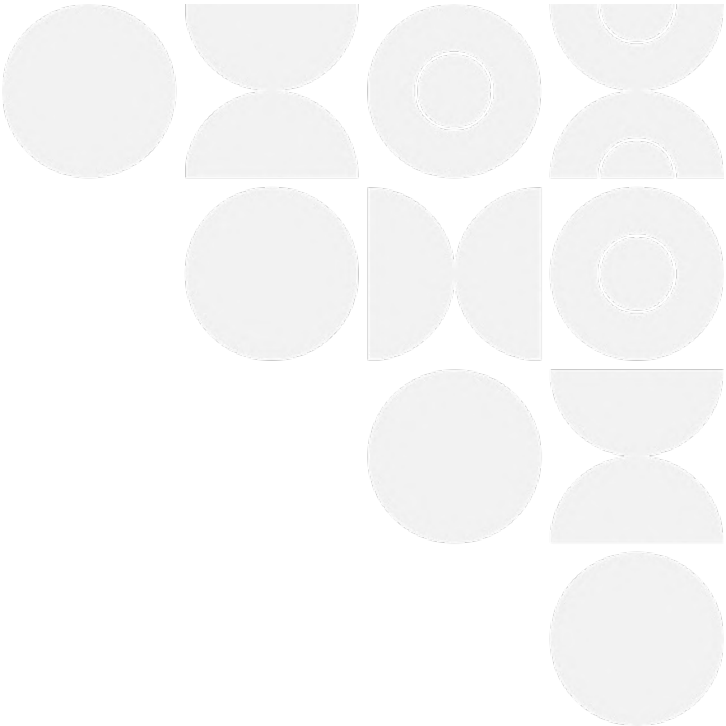
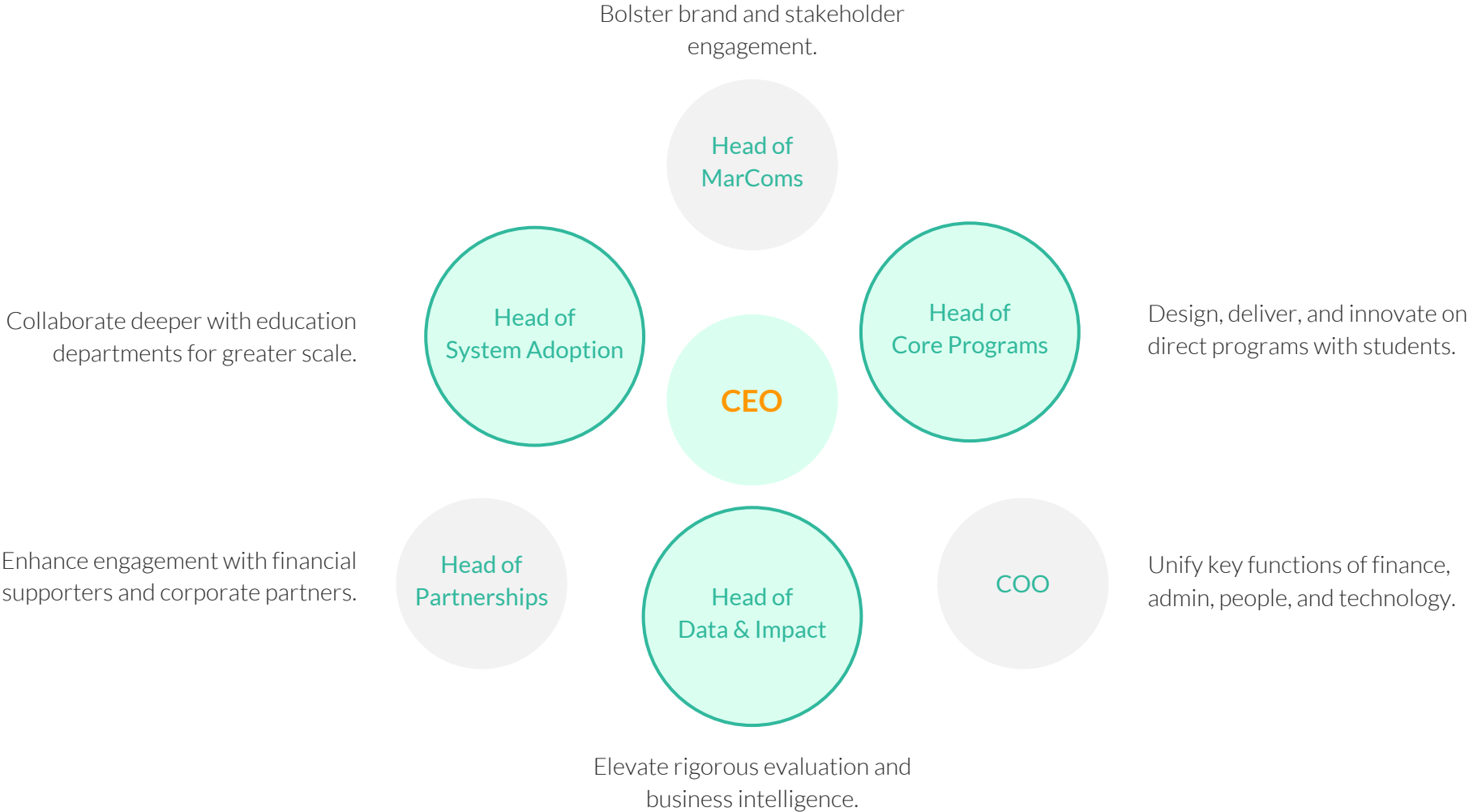
Build assets that can be applied across different contexts – [toolkits](#), [frameworks](#), [materials](#), [technology](#), etc.



Maintain a [strong relationship between Core Programs and System Adoption](#) so scale efforts are anchored in the experience of our students.



AND WILL REORGANIZE THE TEAM TO BUILD GREATER EXPERTISE, SELF-SUFFICIENCY, AND FASTER DECISION MAKING





## OUR WORK WITH THE SYSTEM WILL CENTER ON THE STRENGTHS AND EXPERIENCES WE HAVE BUILT OVER THE LAST TEN YEARS



### Our approach to system adoption

#### Priority initiatives

##### Curriculum design and revision

Enhance existing courses, review and recommend changes, develop new programs/degrees/diplomas.

##### Capacity building of system actors

Train and mentor faculty and other system actors. Design and disseminate toolkits and guides.

#### Supporting efforts

##### Performance management systems

Determine impact indicators, build and deploy tech and non-tech systems, strengthen data-driven decision making.

##### Empirical evidence and collective action

Conduct and disseminate research on the school to work ecosystem. Collaborate more deeply with peers.

## TO INCREASE CAREER SATISFACTION, INCOME GROWTH, AND FEMALE LABOR FORCE PARTICIPATION FOR 20X STUDENTS

— Breadth of impact —

- 1 Our direct interventions will reach 50,000 students, while our adoption at scale efforts will spur **20x growth** to reach one million young people.

— Depth of impact —

- 2 80% of alumni in **education, employment, or training (EET)**.
- 3 **2x minimum wage** and **70% financial independence** for alumni.
- 4 3x increase in **Female Labor Force Participation (FLFP)** for women alumni.







Where we are



The path ahead

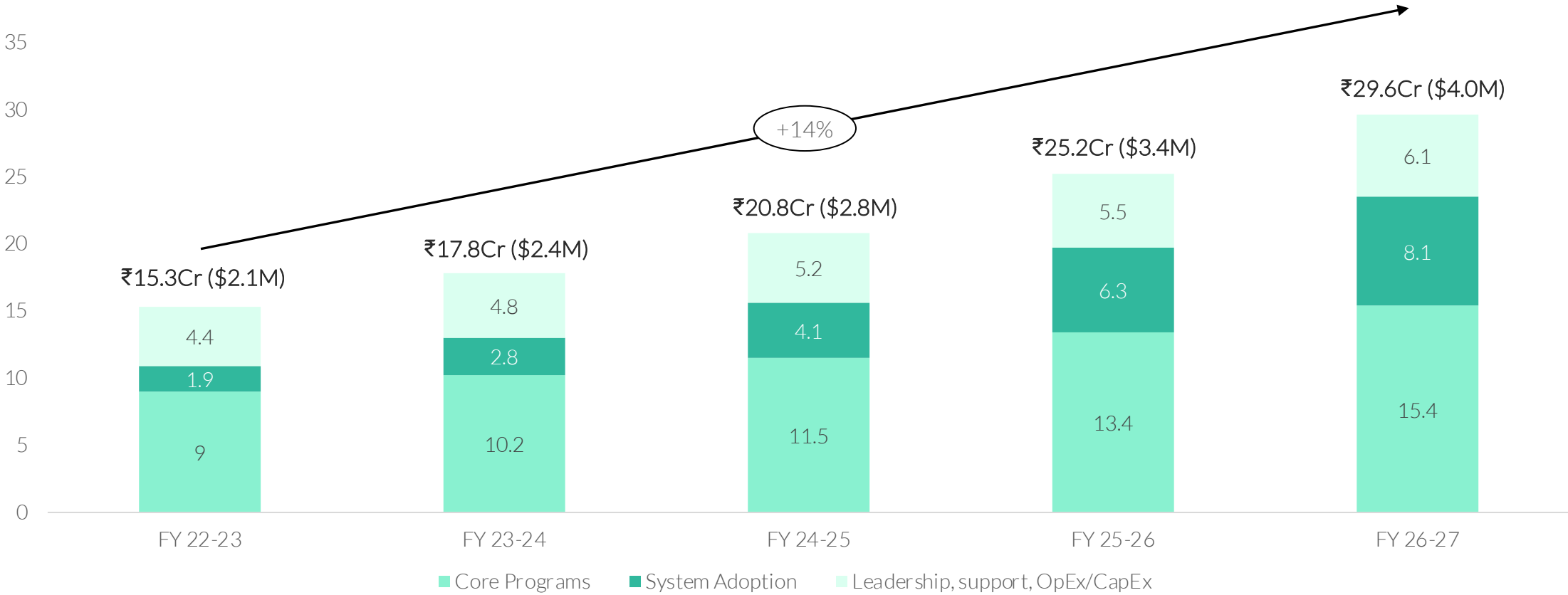


The support we need



TO ACHIEVE THIS IMPACT, WE WILL NEED TO  
DOUBLE OUR INVESTMENT OVER THE NEXT FIVE YEARS

Total budget



Source: Dalberg Advisors projections of Medha financials, 2020-26, May 2021

## AND BUILD GREATER CAPABILITIES, EVIDENCE, AND THE INFLUENCE REQUIRED TO DRIVE LARGE-SCALE ADOPTION



### Project Management

Plan, track, and execute large-scale collaborations with academia, industry, and the government.



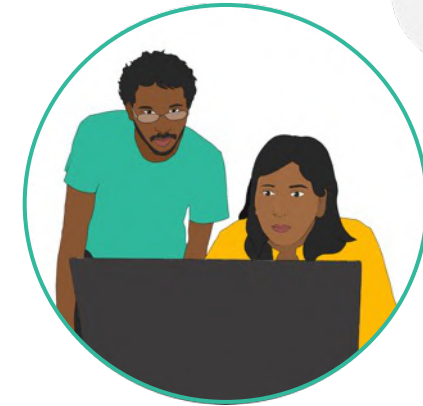
### Business Intelligence

Draw insights from existing and future data to improve interventions, share learnings, and better track impact.



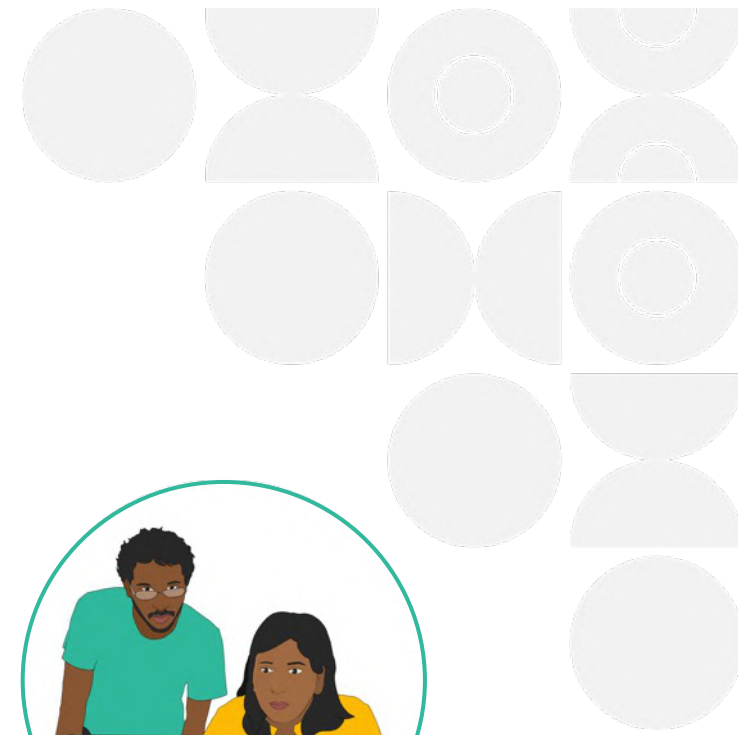
### Research & Dissemination

Build empirical evidence on school-to-work transition for youth (focus on young women) to influence policy/behavior change.



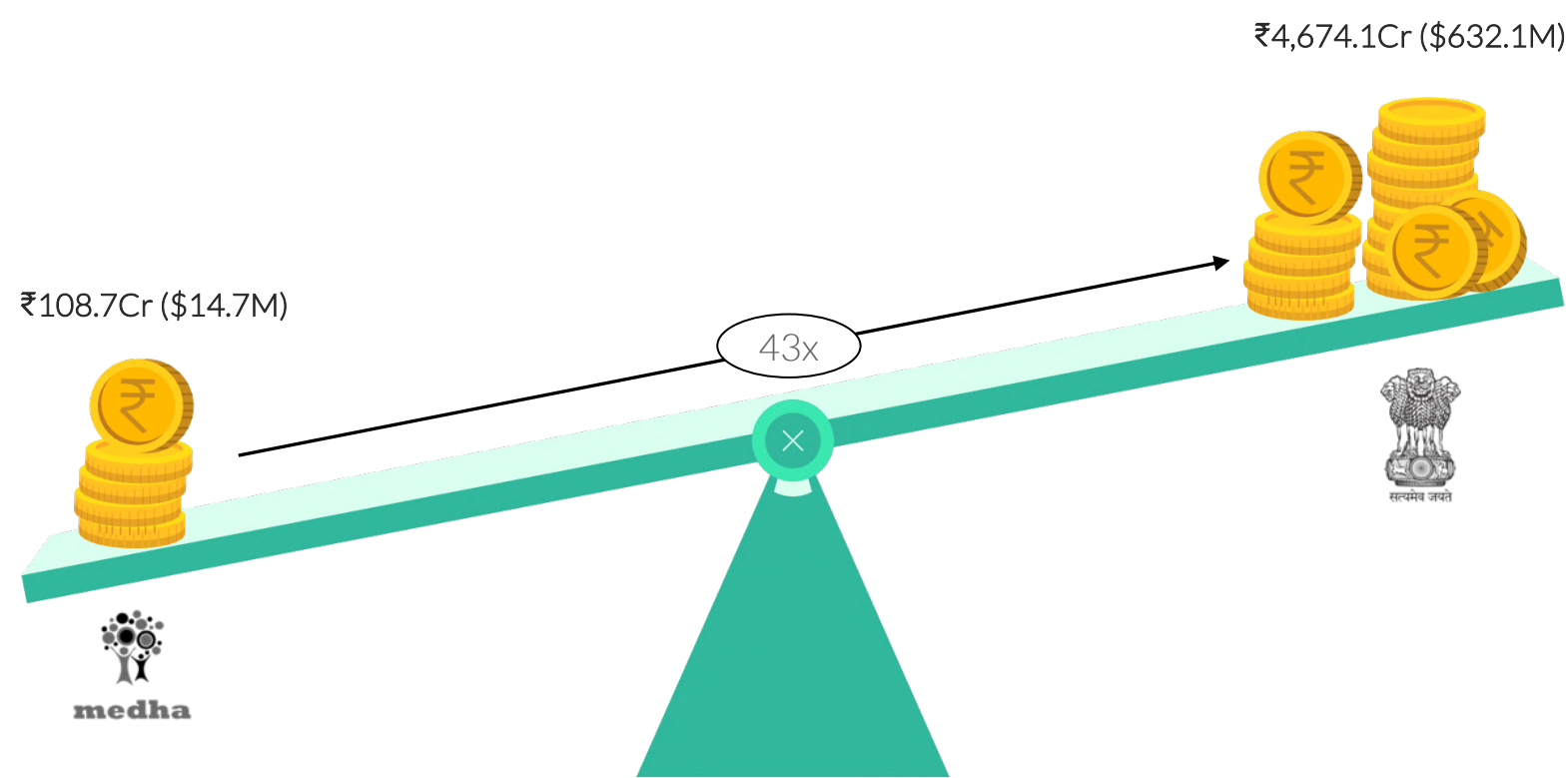
### Technology Systems

Design, develop, and integrate open-source solutions that enrich the learning experience and drive greater system adoption.



FOR EVERY ₹1 MEDHA INVESTS  
THE GOVERNMENT INVESTS ₹43

Total amount spent by the system to achieve stated objectives

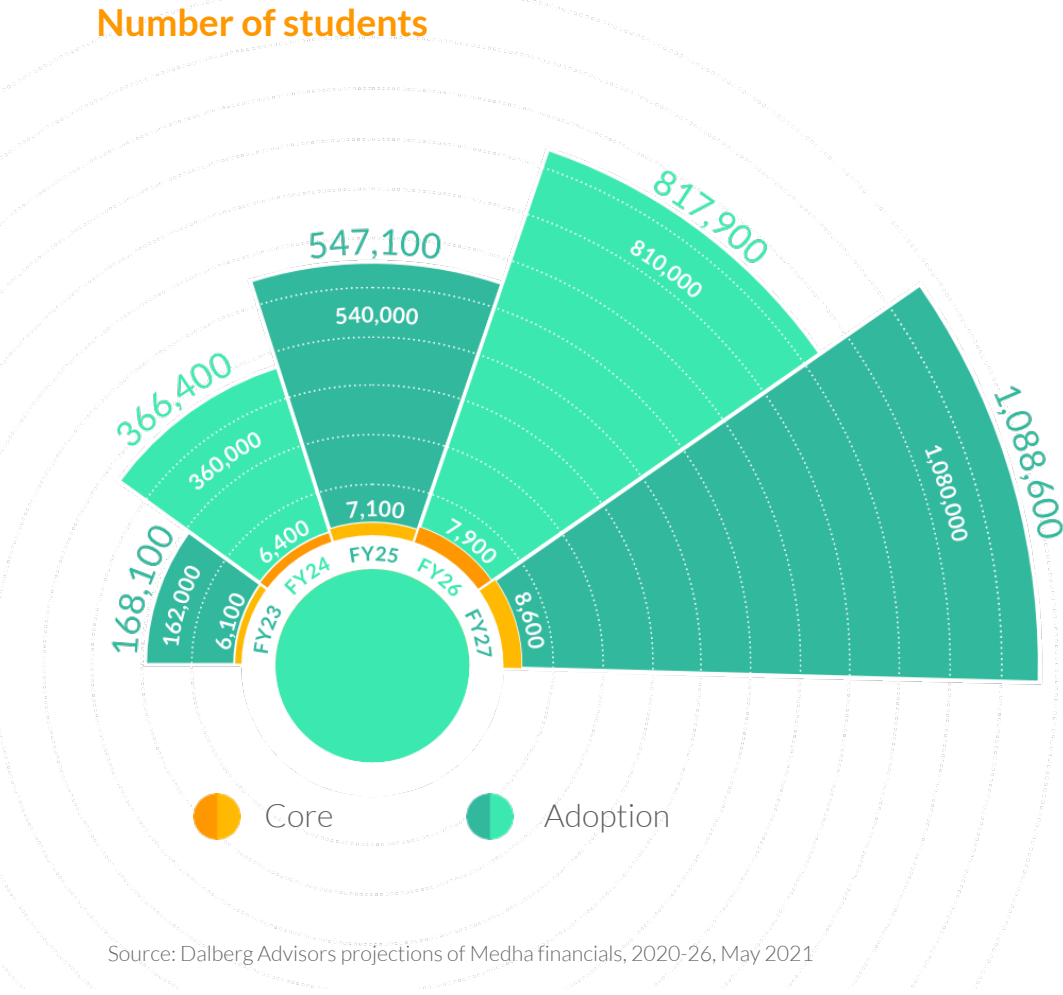


Source: Dalberg Advisors estimate of current co-investment based on typical Training of Trainers project archetype and data provided by Medha team

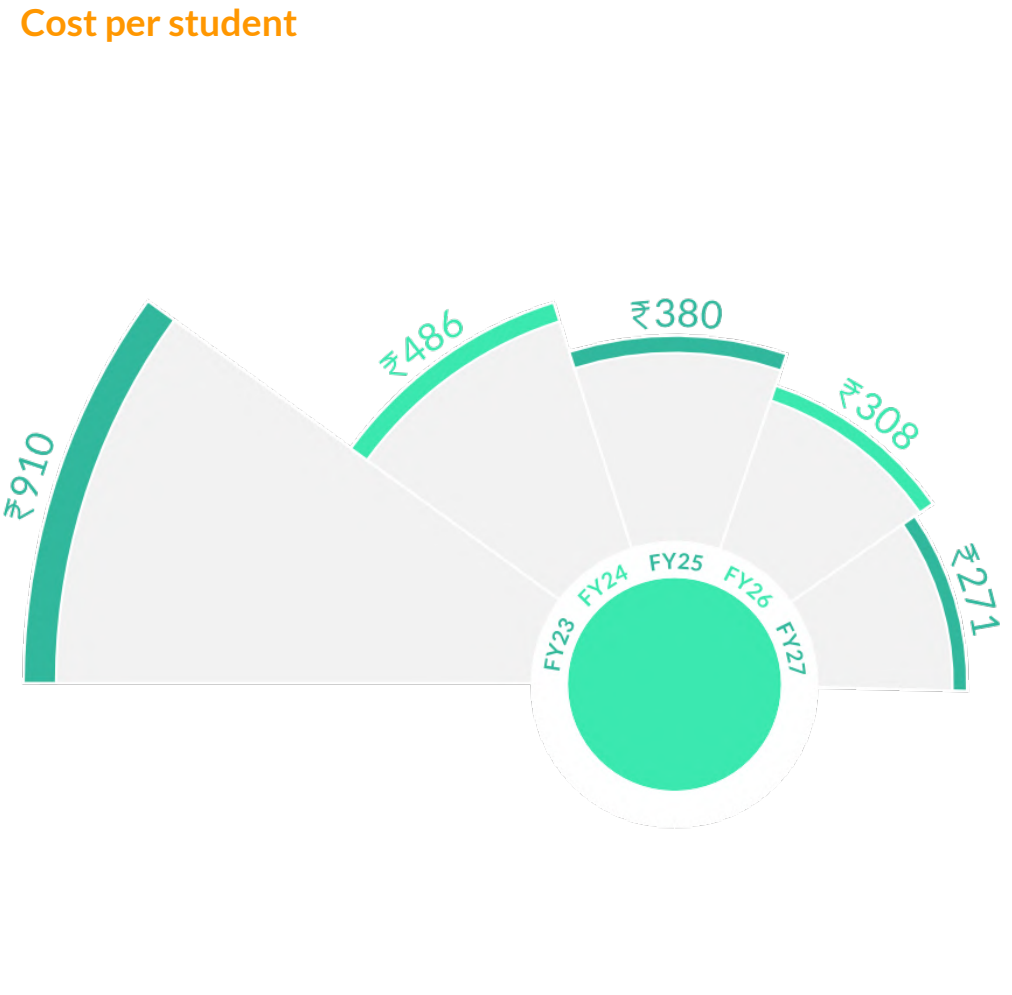


WHILE OUR COST PER STUDENT CONTINUES TO FALL AS THE SYSTEM ADOPTS OUR MODEL AND APPROACH

Number of students



Cost per student



Source: Dalberg Advisors projections of Medha financials, 2020-26, May 2021

## OUR STRATEGIC PARTNERS ARE EQUALLY AS COMMITTED TO BUILDING AN INDIA WITH EQUAL CAREER OPPORTUNITIES FOR YOUTH



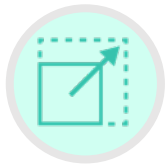
## IF YOU SHARE THIS VISION, WE LOOK FORWARD TO EXPLORING POTENTIAL PARTNERSHIP OPPORTUNITIES

### We seek partners who



#### Can make a long-term commitment to the mission and approach

The kind of goals we have require more than a generation to achieve. We are looking for partners who are also in this for the long haul.



#### Have experience working at scale with public-sector systems

We are looking to learn from partners who have been part of similar scale journeys and can help us make the road a bit faster, smoother, and more enjoyable!



#### Will push us to achieve more than we thought possible

Sometimes it's easy to get caught up in the day-to-day firefighting. We want partners who are going to push us to think beyond who we are today and reimagine what is possible for Medha.

### The benefits of joining our tribe



#### Contribute to system-wide change

The White Revolution, SHGs, ASHAs. Collaboration between the Government and civil society can result in incredible progress. Together, we can do the same for the school to work transition.



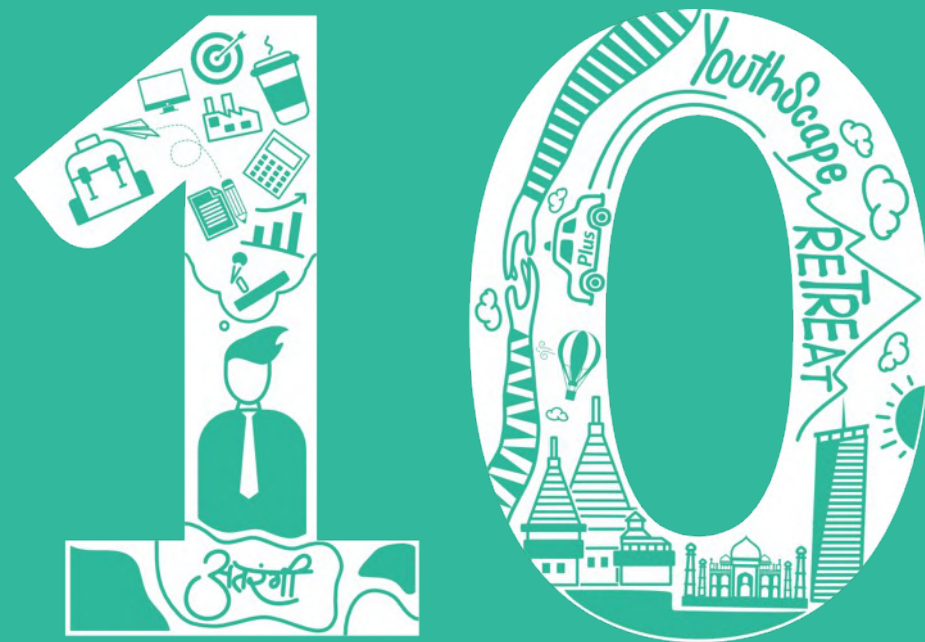
#### Gain levered returns with exponential reach

Working with like-minded funders, practitioners, and scale partners makes your money go further. It attracts additional resources, reinforces synergies, and builds collective energy for wider adoption.



#### Learn from the heart of the global youth movement

India is home to 30% of the under-25 population. Building an India with equal career opportunities for youth will have an exponential impact on the >3b people under the age of 25 globally.



YEARS OF IMPACT

