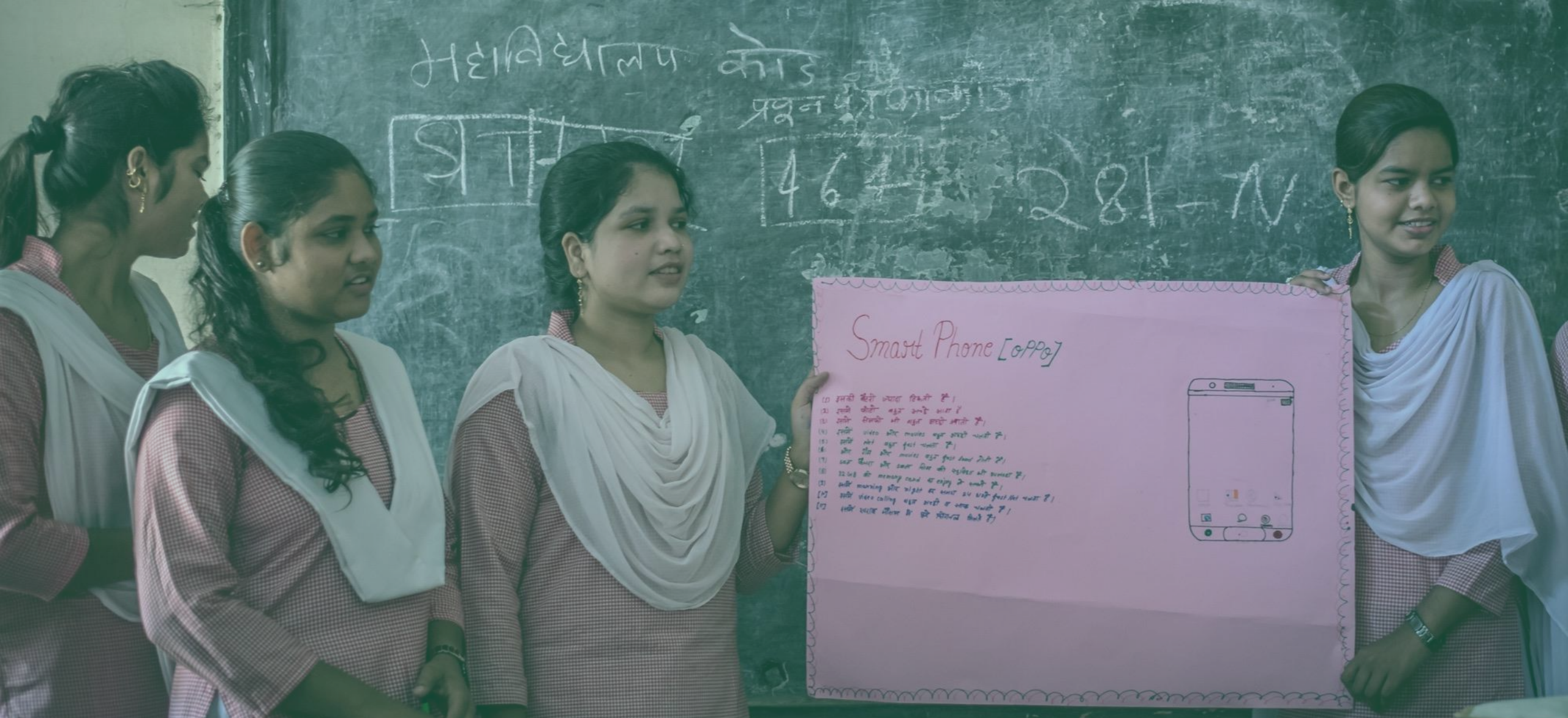


ONE MILLION YOUTH IN REWARDING CAREERS OF THEIR CHOICE





1

Where we are

Our north star

Our system adoption model

The path ahead

THE SCHOOL-TO-WORK TRANSITION IS INCREASINGLY COMPLEX FOR TODAY'S YOUTH

Youth unemployment is rising and COVID made it worse

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

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.²

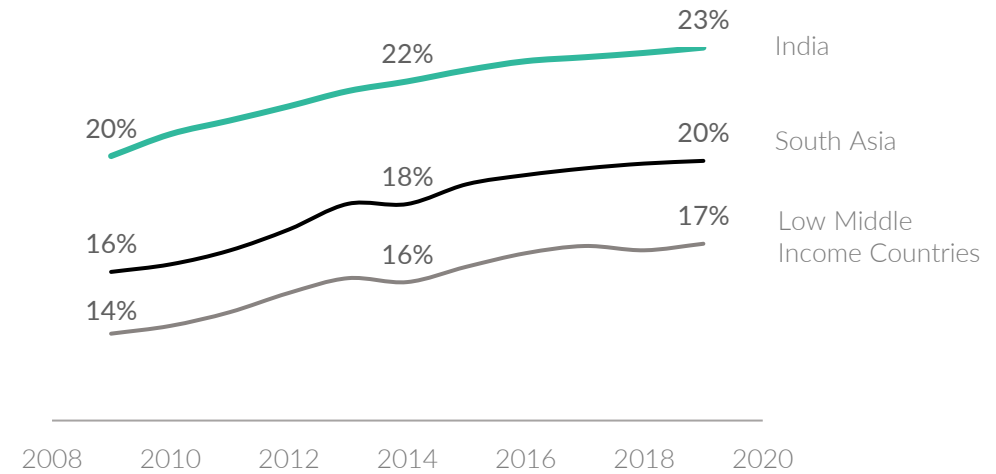
Career awareness remains extremely low

93% of students are aware of just 3% of career options.³

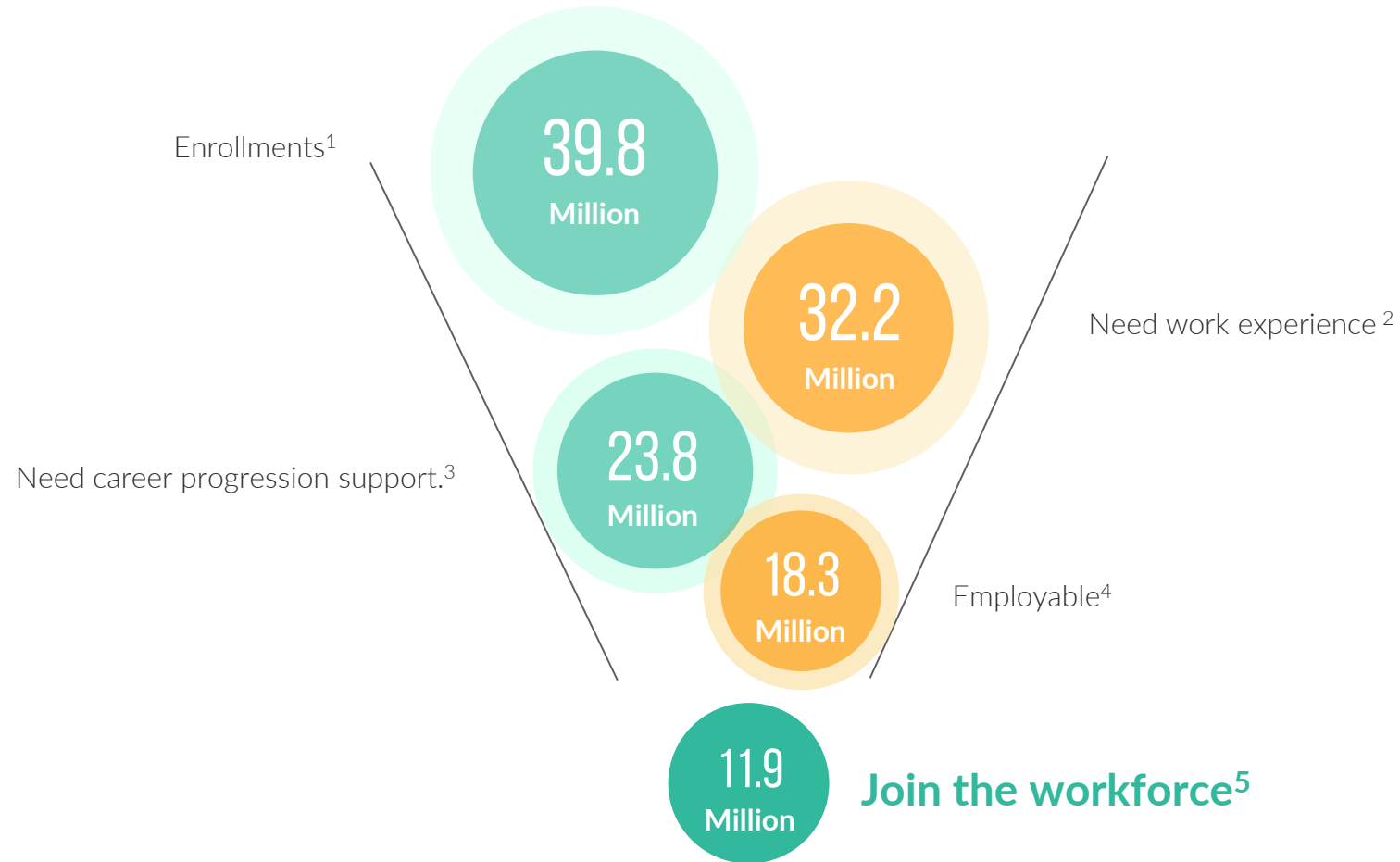
Increased education levels have led to greater underemployment

~50% of all undergraduate students are enrolled in the least employable disciplines.⁴

Unemployment patterns among youth (ages 15-24)⁴



ACCESS TO ALL LEVELS OF EDUCATION HAS INCREASED, BUT IT HASN'T TRANSLATED INTO REWARDING CAREER OUTCOMES



Source: (1) Secondary, Vocational, Technical and Higher Education. Multiple sources – DSE are from UDISE +, 21-22 report, ITI from Ministry of Skill Development And Entrepreneurship Directorate General Of Training (DGT), Polytechnic from AICTE, and DHE from AISHE 2019-20 (2) Estimate based on Young India and Work report, Observer Research Foundation and WEF, 2018 (3) Estimate based on Young India and Work report, Observer Research Foundation and WEF, 2018 (4) Estimate based on India Skills Report, 2022 (5) Estimate based on data from OECD

MEDHA HAS COMBATTED THIS CHALLENGE FOR THE LAST TWELVE YEARS, PROPELLING 140,000 YOUTH ON 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

2X

The minimum wage earned within three years on the job.¹

70%

Increase in confidence and employability skills.¹

3X

Increase in female labor force participation.¹

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

Our program



21st-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



I GO
AFTER MY
DREAMS

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 ADOPTION AT SCALE WITH 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 the 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.





Where we are

2

Our north star



Our system adoption model



The path ahead

OVER THE NEXT THREE 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

1 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

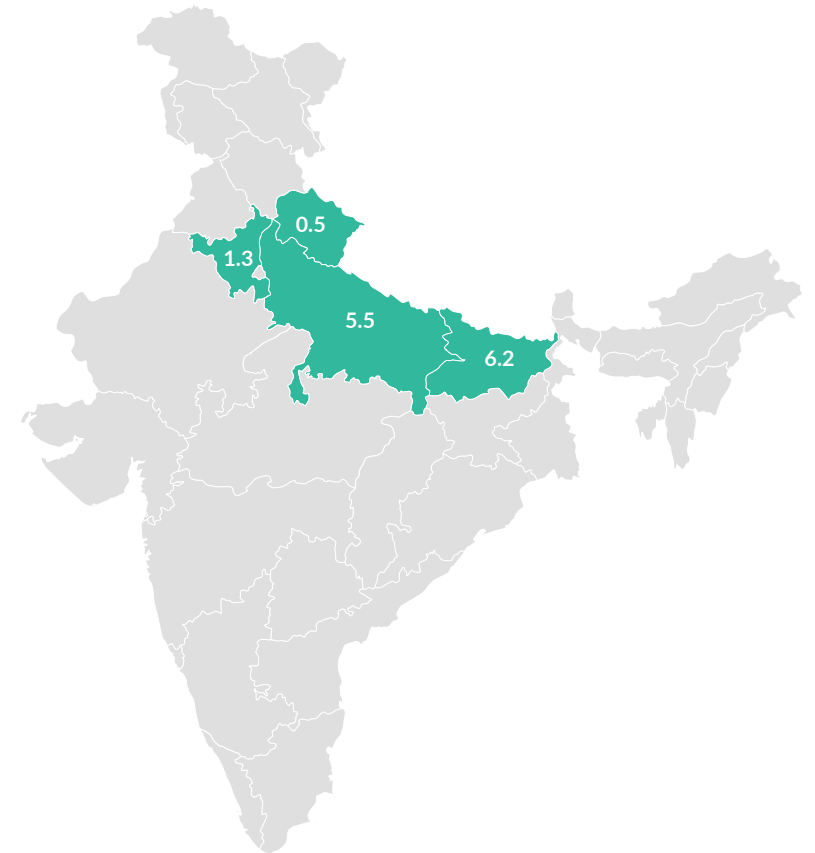
Our focus

There are an estimated **13.5 million students** between 15-25 enrolled in secondary, vocational, and higher education in Uttar Pradesh, Bihar, Haryana, and Uttarakhand. ¹

One million, or ~10%, serves as the critical minority required to drive significant social change. ²

Students in our target states

Millions of students¹



(Source: Secondary, Vocational, Technical and Higher Education. Multiple sources – DSE are from UDISE +, 21-22 report, ITI from Ministry of Skill Development And Entrepreneurship Directorate General Of Training (DGT), Polytechnic from AICTE, and DHE from AISHE 2020-21)

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 have traction – [Uttar Pradesh](#), [Bihar](#), [Haryana](#), and [Uttarakhand](#).



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



Maintain a [strong connection between Core Programs and System Adoption](#) so scale efforts are rooted in student experiences.





Where we are



Our north star

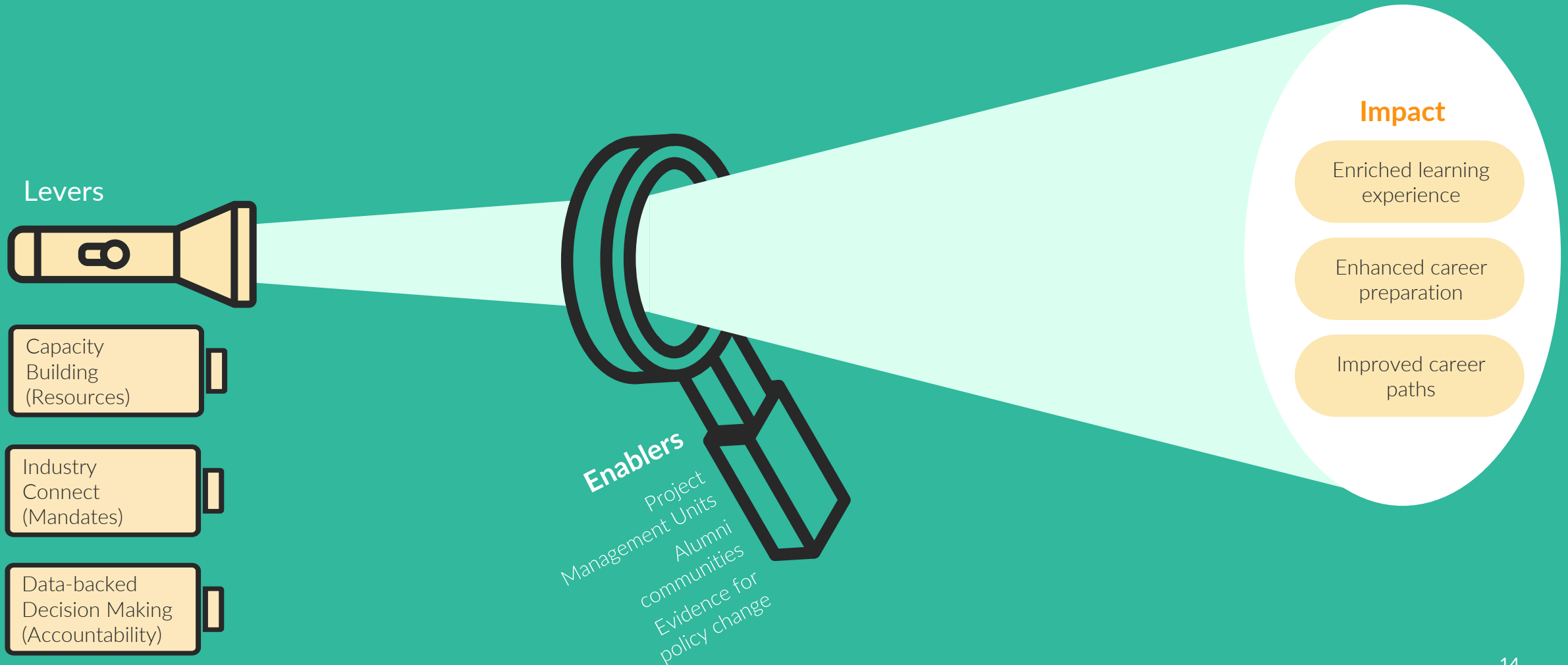


Our system adoption model



The path ahead

WE PULL ON THREE KEY LEVERS WITHIN THE EDUCATION SYSTEM



01 CAPACITY BUILDING OF KEY RESOURCES IMPROVES THE LEARNING EXPERIENCE

What we do



Faculty Development Program (FDP)

Faculty members develop skills and motivation to offer comprehensive career guidance to students.



Leadership Development Program (LDP)

Principals build a vision and strategy to propel their educational institutions forward.



Career and Employability Development Program (CEDP)

Training and placement officers learn how to build fruitful partnerships with industry that create career opportunities.

How we do it



02 BRIDGING THE ACADEMIC/INDUSTRY DIVIDE INCREASES CAREER PREPARATION AND OUTCOMES

What we do



Map local sectors, growth areas, and career opportunities for students and institutions

Enhance the career awareness, preparation, and search process with up-to-date market information.



Develop guidelines and establish formal partnerships with key companies

Demonstrate and institutionalize a new approach and process to building industry relationships.



Structure the academic calendar and facilitate meaningful internships or workplace experience

Catalyze the mandate for on-the-job (OJT) training within the New Education Policy.

How we do it



Field-based research and relationship-building with companies and educational institutions.



Government orders, technology, and capacity building for training and placement officers and career counselors.



Revise curricula, certification for OJT, and increase workplace experience opportunities.

03 AND TECHNOLOGY AND DATA BACKED DECISION-MAKING DRIVES GREATER ACCOUNTABILITY

What we do



Increase adoption and integration of existing platforms

Close gaps in existing systems that deter usage and functionality.



Automate and streamline data collection

Implement the latest tools and improved processes to reduce manual and double entry.



Build visualization and business intelligence tools and capabilities

Enhance or introduce easy to use DV/BI tools that address the business needs of various stakeholders.

How we do it



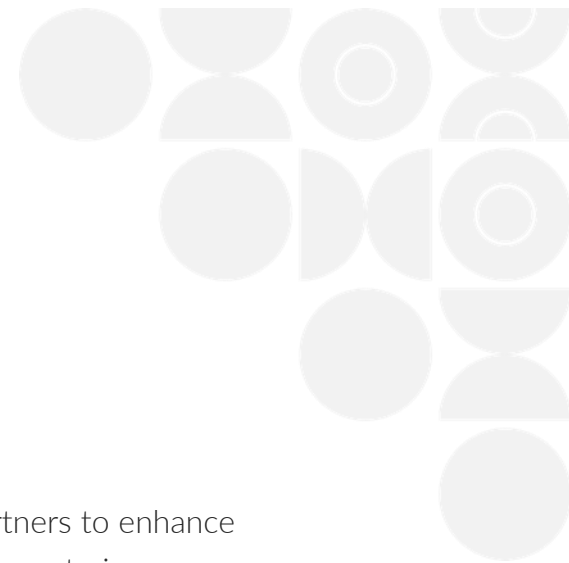
Work with 'Tech for Dev' partners to enhance functionality and user experience to increase awareness, capacity, and incentives for adoption.



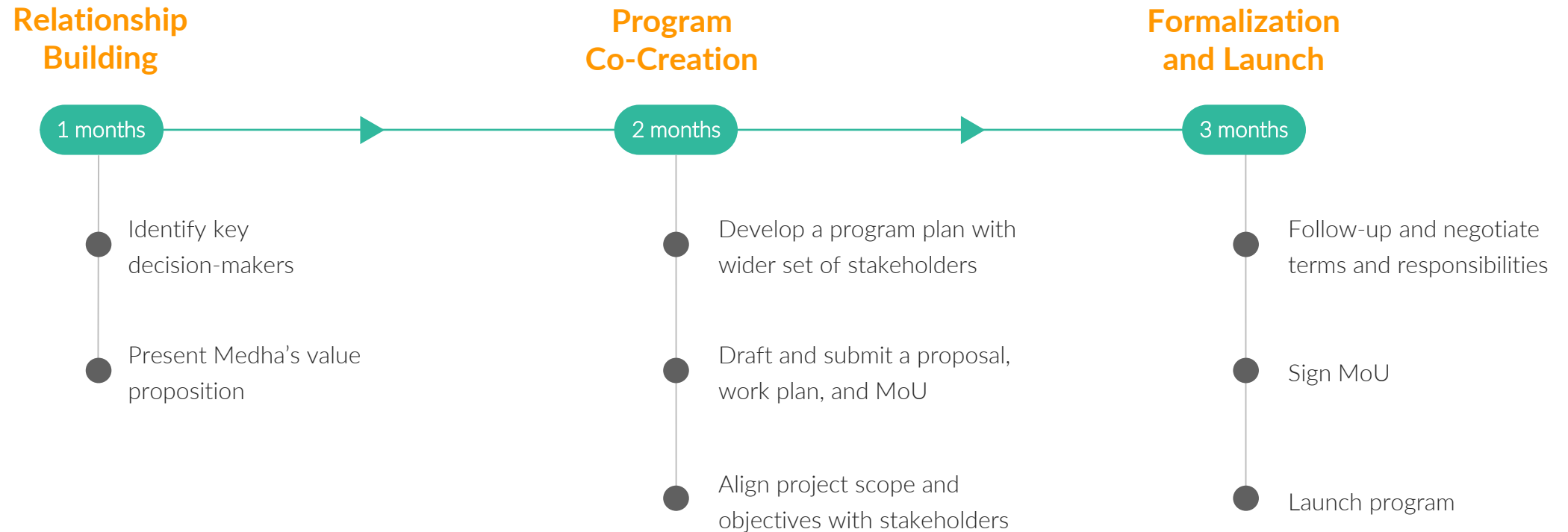
Revise existing data collection systems and processes through a combination of tech, government orders, capacity building, and ongoing monitoring.



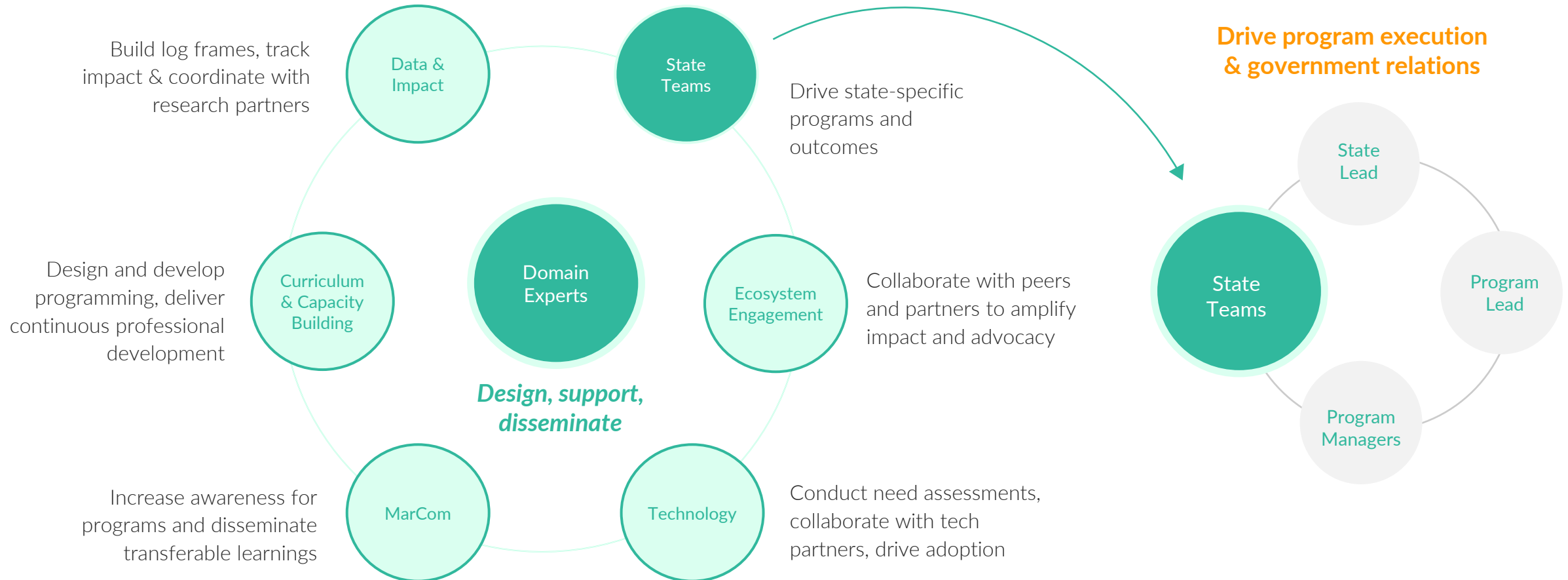
Create dashboards and insights for key stakeholders and upskill them on how to apply data insights.



WE FORM NEW PARTNERSHIPS WITH THE GOVERNMENT THROUGH AN EFFICIENT, TRIED AND TESTED APPROACH



AND DEPLOY A MIX OF DOMAIN AND PROJECT MANAGEMENT EXPERTS TO ENSURE HIGH QUALITY EXECUTION



THE SYSTEM ADOPTION TEAM HAS EXTENSIVE EXPERIENCE WORKING WITH YOUTH AND THE PUBLIC EDUCATION SYSTEM



Shubhra Gupta
VP,
Ecosystem
Engagement



Manan Majithia
Interim State Lead,
Haryana



Saurabh Rai
VP,
System Adoption



Ashiwini Tiwari
Interim State Lead,
Bihar



Nupur Raman
Interim State Lead,
Uttarakhand



Sheeba Khan
State Lead,
Uttar Pradesh



Preety Thapa
AVP,
Capacity Building



Priya Iyer
Senior Manager,
Curriculum Design



Tushar Pundir
AVP,
System Adoption



Shabda Bircani Bedi
Strategic Innovation
Partner



Where we are



Our north star



Our system adoption model

4

The path ahead

WE BELIEVE IT IS ESSENTIAL TO WORK ACROSS THE SCHOOL-TO-WORK CONTINUUM

Our philosophy for expansion



Focus on students **between 15-25 years old**, enrolled in secondary, vocational, and higher education.



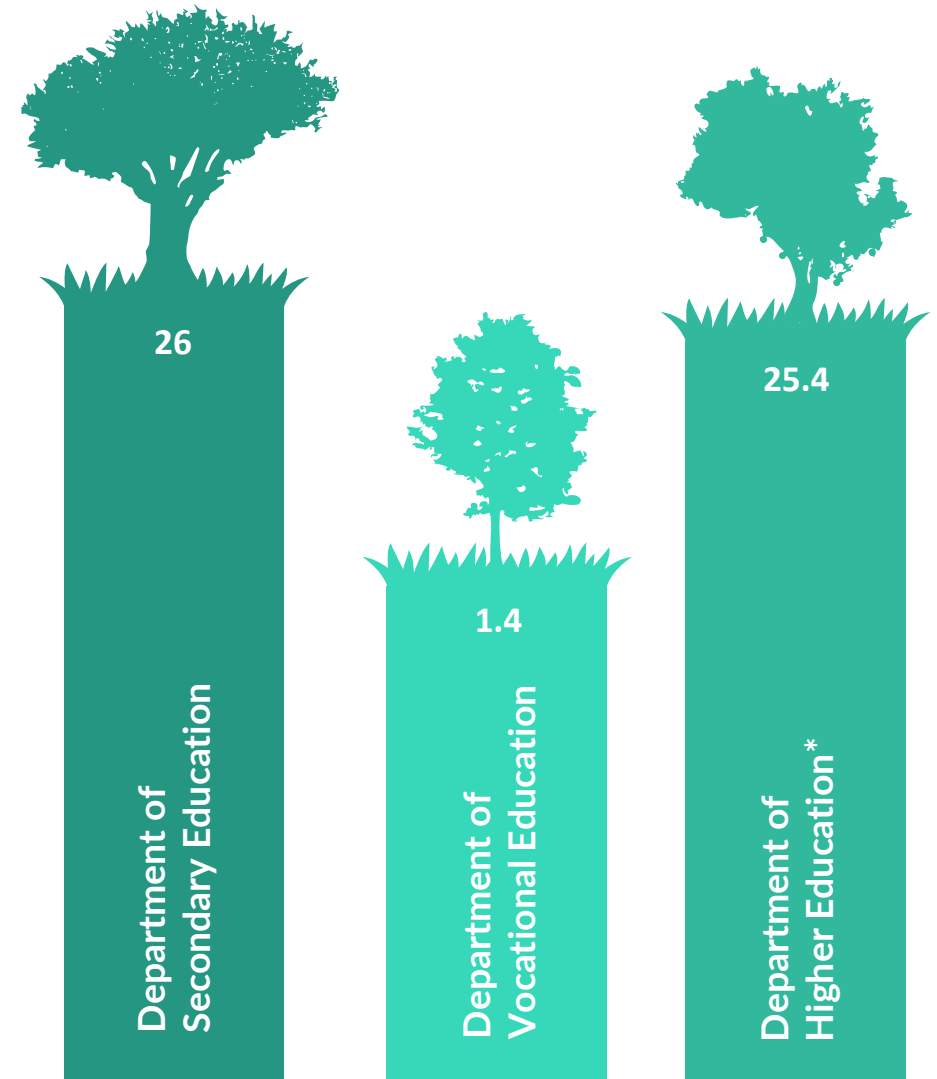
Reach one million youth to **serve as the critical minority** required to drive significant social change.²



Prioritize going **deeper into existing departments and states** before expanding to new departments and states.

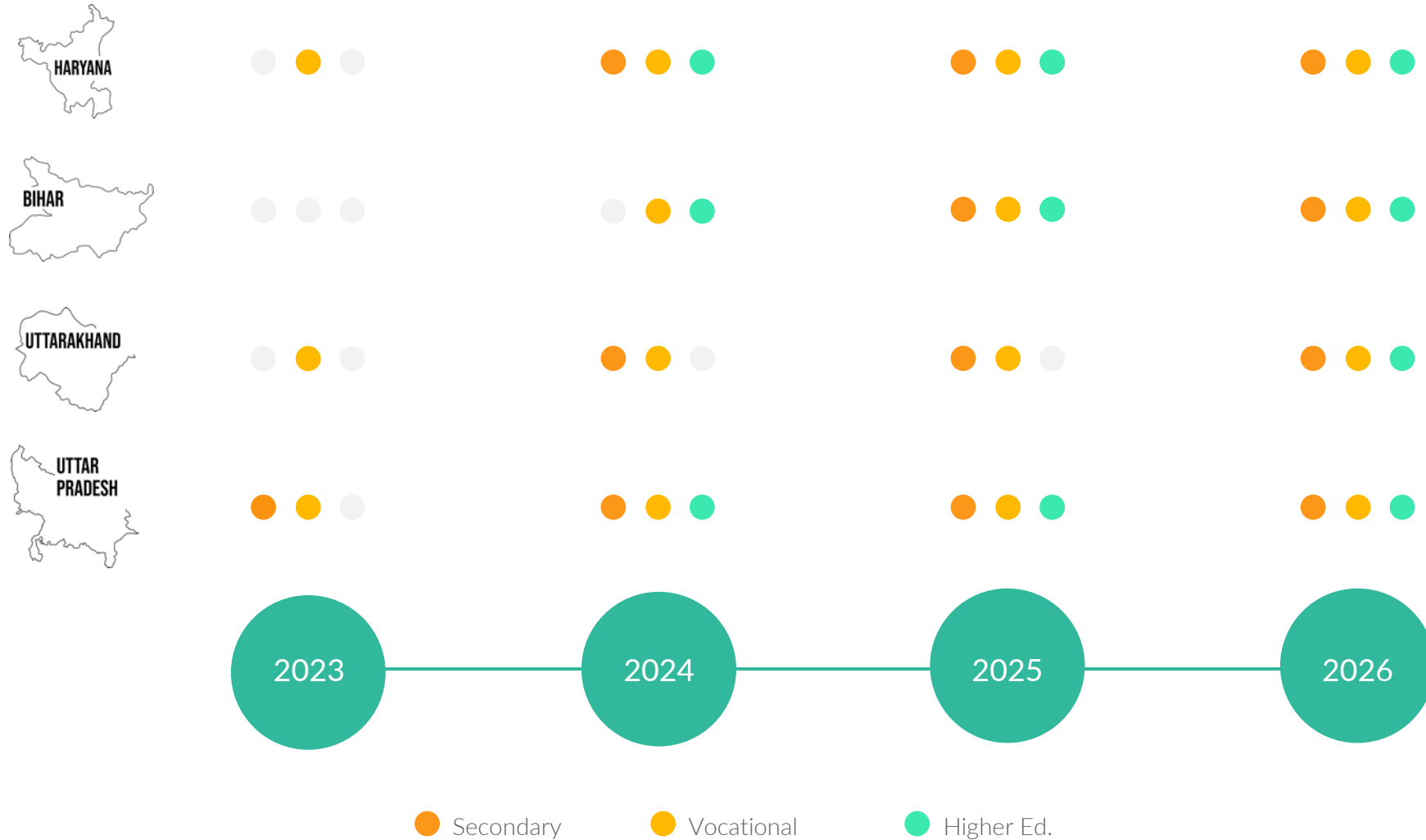


Leverage our **experience and assets** from other departments and states when entering a new one.



Number of seats/enrollments (millions)¹

AND PRIORITIZE THE MOST UNDER-RESOURCED PARTS OF THE COUNTRY



WE ARE LASER FOCUSED ON ACHIEVING EMPIRICAL, STUDENT AND SYSTEM-LEVEL IMPACT

— Student —

— System —



Enriched academic experience



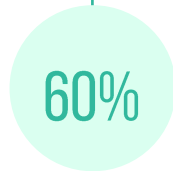
of students increase 21st-Century skills and career awareness.



Upgraded activity-based curricula and trained faculty, employability instructors, and placement officers.



Enhanced career preparation



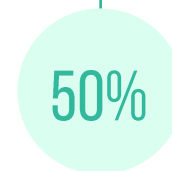
of students gain workplace exposure or experience.



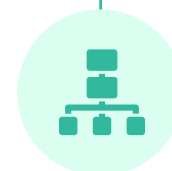
Formal partnerships between academic institutions and industry partners.



Improved career paths



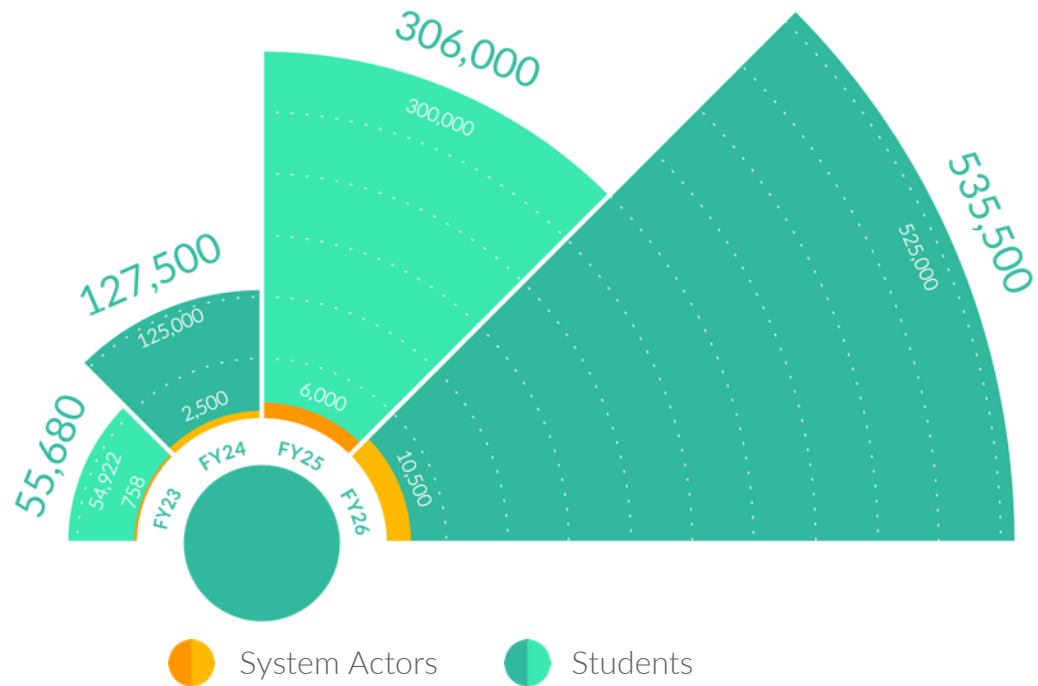
of students' progress in education, employment, or training.



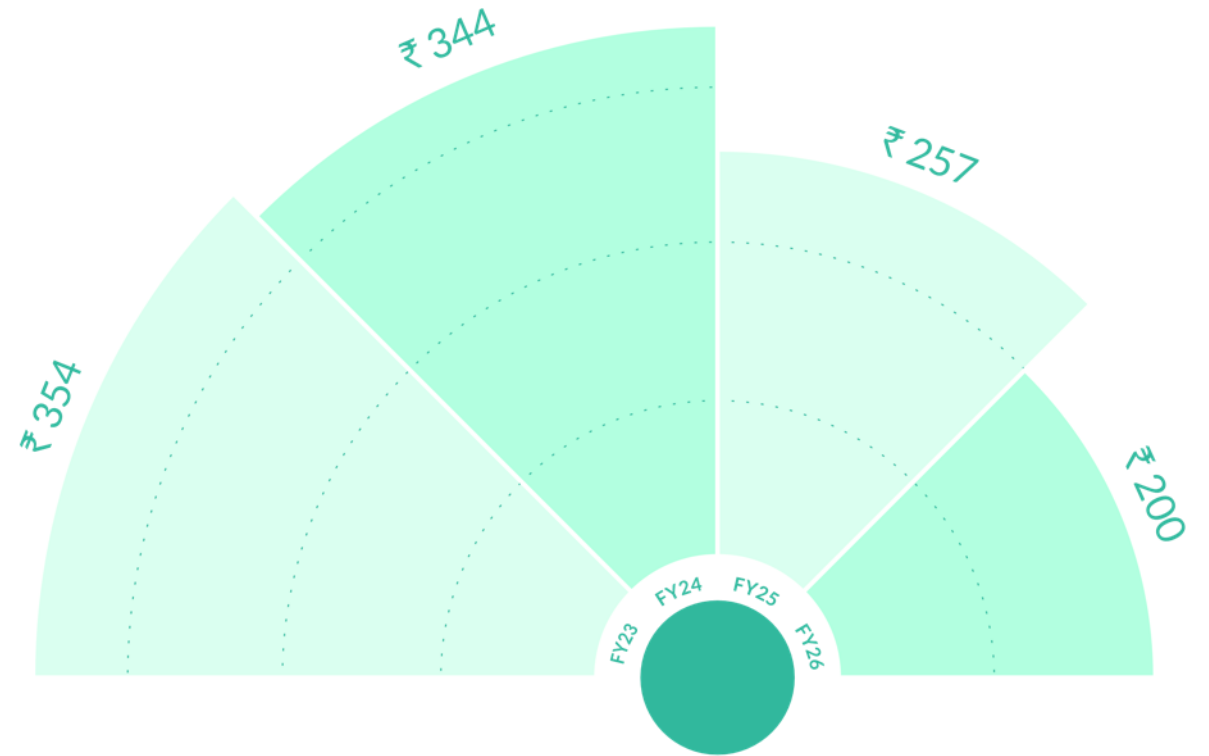
Full-time training, career, and placement officers at all levels of the education system.

THAT REACHES OUR TARGET SEGMENT IN THE MOST EFFICIENT WAY POSSIBLE

Number of students & system actors

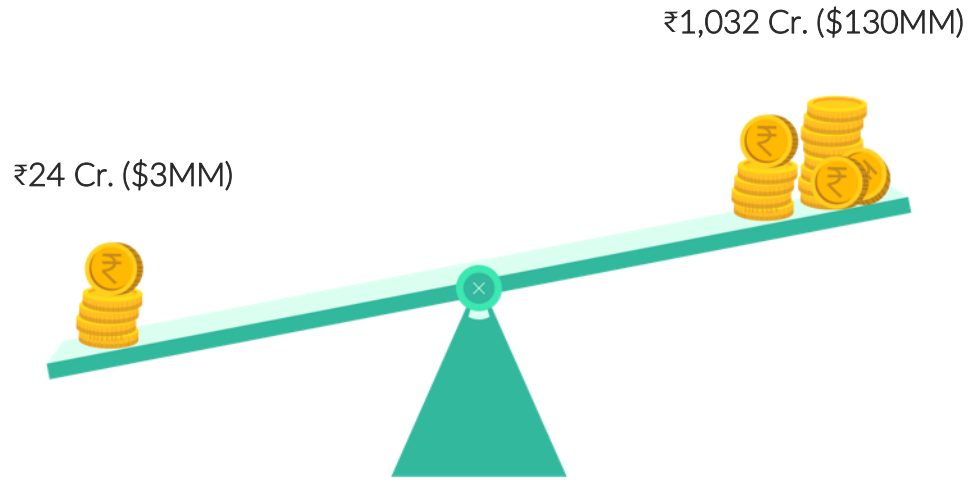


Cost per student¹

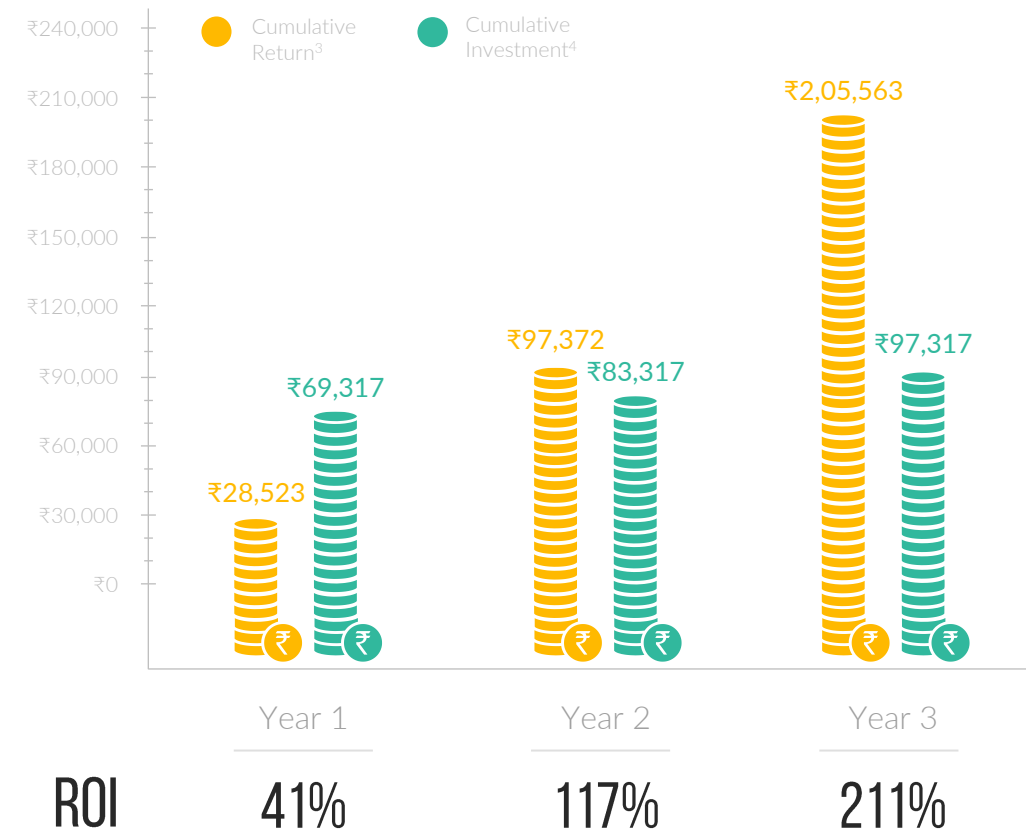


OUR APPROACH HAS DEMONSTRATED HIGH-LEVERAGE AND ROI

For every rupee that Medha spends, the government spends ₹43¹



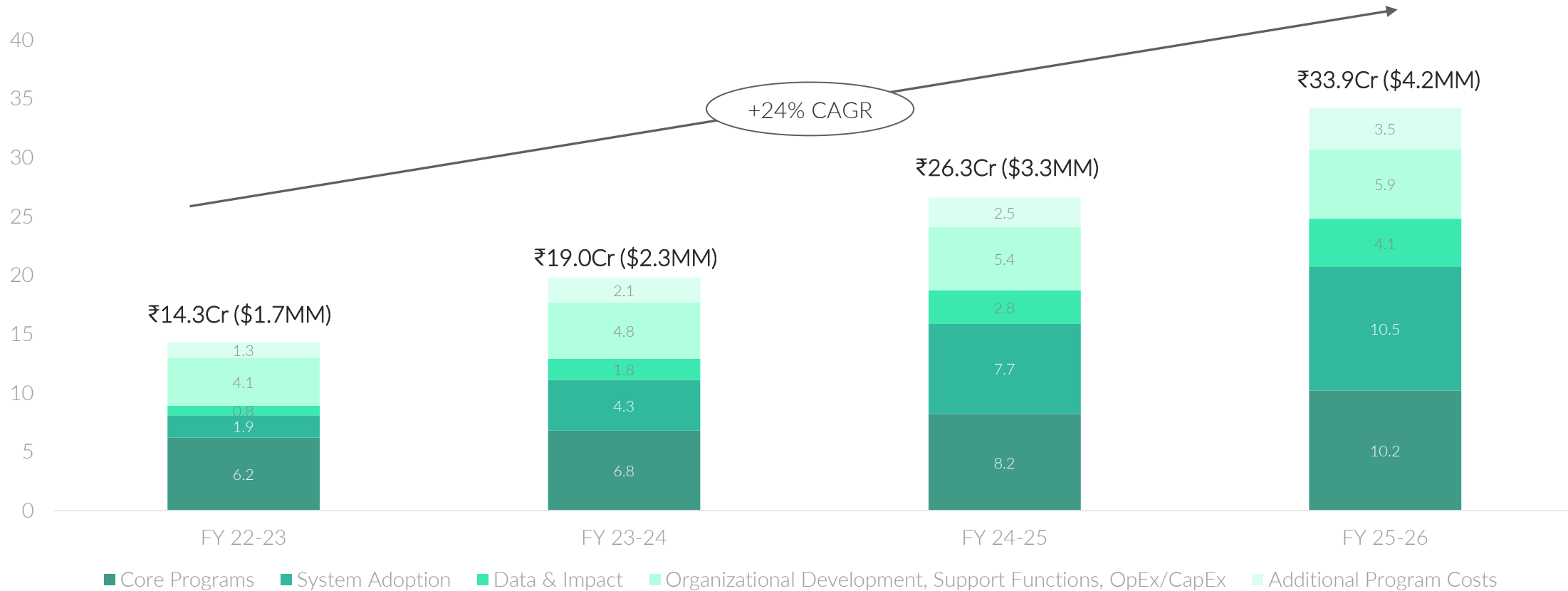
We generate an ROI of 211% over three years²



Source: (1) Dalberg Advisors estimate of current co-investment based on typical Training of Trainers project archetype and data provided by Medha team. (2) Based on Medha's Core Programs' (direct service). (3) Placed alumni average salaries compared to regular wage, salaried employees in Uttar Pradesh, [ILO 2017](#). (4) Cost per placement – total core programs budget/placements in the year. Year 2 and Year 3 investments include estimated costs of ongoing alumni support.

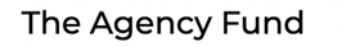
AND WE ARE AIMING TO INVEST 80 CR. (\$10MM) OVER THE NEXT THREE YEARS TO GENERATE 170 CR. (\$21MM) OF INCOME GAINS

Total budget



IN COLLABORATION WITH PARTNERS COMMITTED TO EQUAL CAREER OPPORTUNITIES FOR YOUTH

Financial Supporters

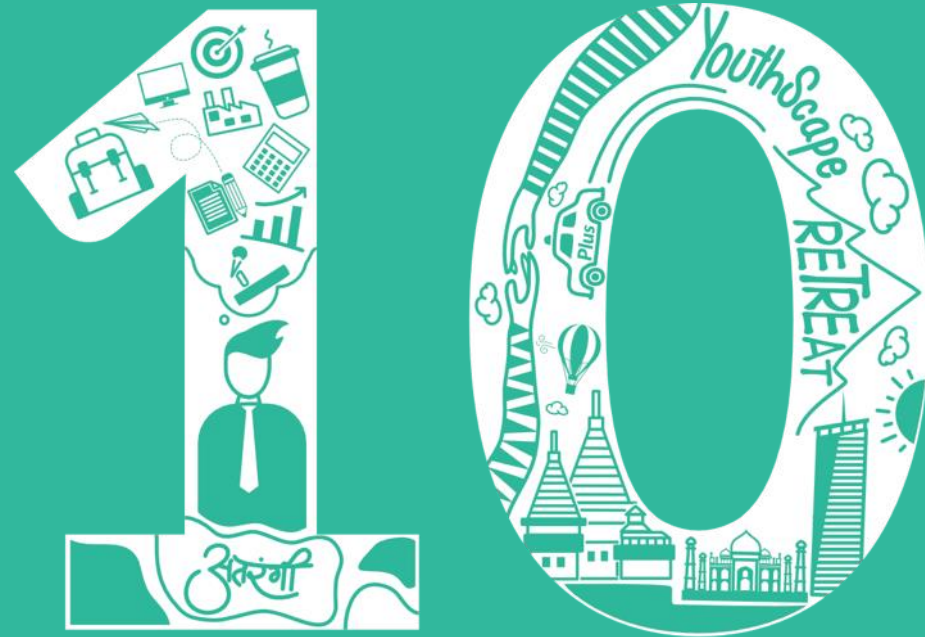


Government Partners



Knowledge Partners





NEXT DECADE OF IMPACT

