



ITC Mission Sunehra Kal Skilling India Initiative FY2021-2022 Implemented by Pratham Foundation

Background

- India has the highest number of young people, with 66 per cent of the total population below the age of 35 and around 40 per cent of the population between the ages of 13 and 35. However, the youth in the country are dealing with unemployment, poor-quality employment and lack of employability skills. It is critical to upskill the youth labour force and provide women opportunities to reap the demographic dividend and drive economic growth.
- ITC focuses on contributing enduring value along all dimensions of triple bottom line and also to contribute meaningfully to sustainable development and inclusive growth. ITC's presence across the three sectors of the economy enables the Company to make a larger contribution to the creation of sustainable livelihoods and building resilience among communities in its catchment areas. In continuous efforts to meet ITC's overarching commitment to create significant and sustainable societal value for its stakeholders, ITC's Social Investments Programmes are implemented under the banner of ITC Mission Sunehra Kal (MSK) with the two-Horizon approach to address the twin challenges of securing sustainable livelihoods today and tomorrow. ITC implements its CSR projects through their personnel, external implementing agencies, or ITC trusts. For the Skilling projects ITC worked in partnership with Pratham Foundation.
- Pratham Education Foundation was established in 1995 to educate children in the slums of Mumbai. They focus on high-quality, low-cost interventions on a large scale to reach as many children as possible while also creating adaptable models for state governments.

Overview: FY 2021-22



Healthcare

- Beneficiaries: 511 (216 Guntur, 295 Sehore)
- Working as Bedside Assistant/ General Duty Assistant
- Course structure:
Theory: 120 hrs
Practical: 288 hrs



Hospitality

- Beneficiaries: 278 (Guntur)
- Working in Housekeeping/Food and Beverage
- Course structure:
Theory: 120 hrs
Practical: 288 hrs



Automotive

- Beneficiaries: 242 (Guntur)
- Working as auto mechanic
- Course structure:
Theory: 52 hrs
Practical: 112 hrs



Electrical

- Beneficiaries: 288 (Sehore)
- Working as electrician
- Course structure:
Theory: 120 hrs
Practical: 214 hrs

Objectives and Scope of Work

The objective of the Impact Assessment is to establish –

- Whether projects are progressing in the right direction,
- To make course corrections if required, and
- To devise a strategy for replication and amplifying the outcomes

Other objectives of the impact assessment include –

- Establishing the *effectiveness and efficiency* of programme
- Quantifying the extent to which the projects have been successful in achieving the intended outcomes
- Capturing the **short and long-term direct, indirect, intended and unintended impacts**
- Establishing *attribution and contribution* of the projects
- Identifying and capturing *success stories, challenges, and areas for improvement*
- Providing *actionable recommendations* to enhance the effectiveness of future programmes

Scope:

- This IA study covers only two states: Andhra Pradesh (AP) Guntur district and Madhya Pradesh (MP), Sehore district.
- SoStakes has undertaken primary research in the field location, where we collected data from beneficiaries, control group volunteers, and key stakeholders.

Research Methodology

A simple control comparison study was undertaken control group participants were identified from the same village with similar socio-economic characteristics, barring the treatment, and that they had not received any specific skills training in the past.

We used a mixed-methods approach to collect quantitative and qualitative data from beneficiaries and key stakeholders. We collected quantitative data from 291 beneficiaries and 300 control group participants using CAPI enabled questionnaire survey (QS) tool. The questionnaire included structured and close-ended questions and was administered face-to-face and telephonic interviews. Qualitative data was collected through In-depth interviews and Focus Group discussions with key stakeholders.

Sl. No.	Quantitative data	Data collection method
1	Beneficiaries (youth trained by Pratham)/ Control group	For treatment group – 291 QS with beneficiaries and 311 QS with control participants (non-beneficiaries). Guntur – 174 beneficiaries; 181 Control participants Sehore - 117 beneficiaries; 130 Control participants
Qualitative data		
1.	Beneficiaries (youth) and Control	6 FGDs Guntur – 3 FGDs with beneficiaries (15), 2 FGDs with Control (7) Sehore – 1 FGD with beneficiaries
2	ITC CSR	2 In-depth Interview
3.	Implementing NGO - Pratham	2 In-depth Interview
4.	Skilling Centre Heads	4 In-depth Interviews
5.	Companies that have hired trained youth	12 In-depth Interviews

Research Methodology

Data analysis was based on the standard OECD DAC⁵ criteria as follows:



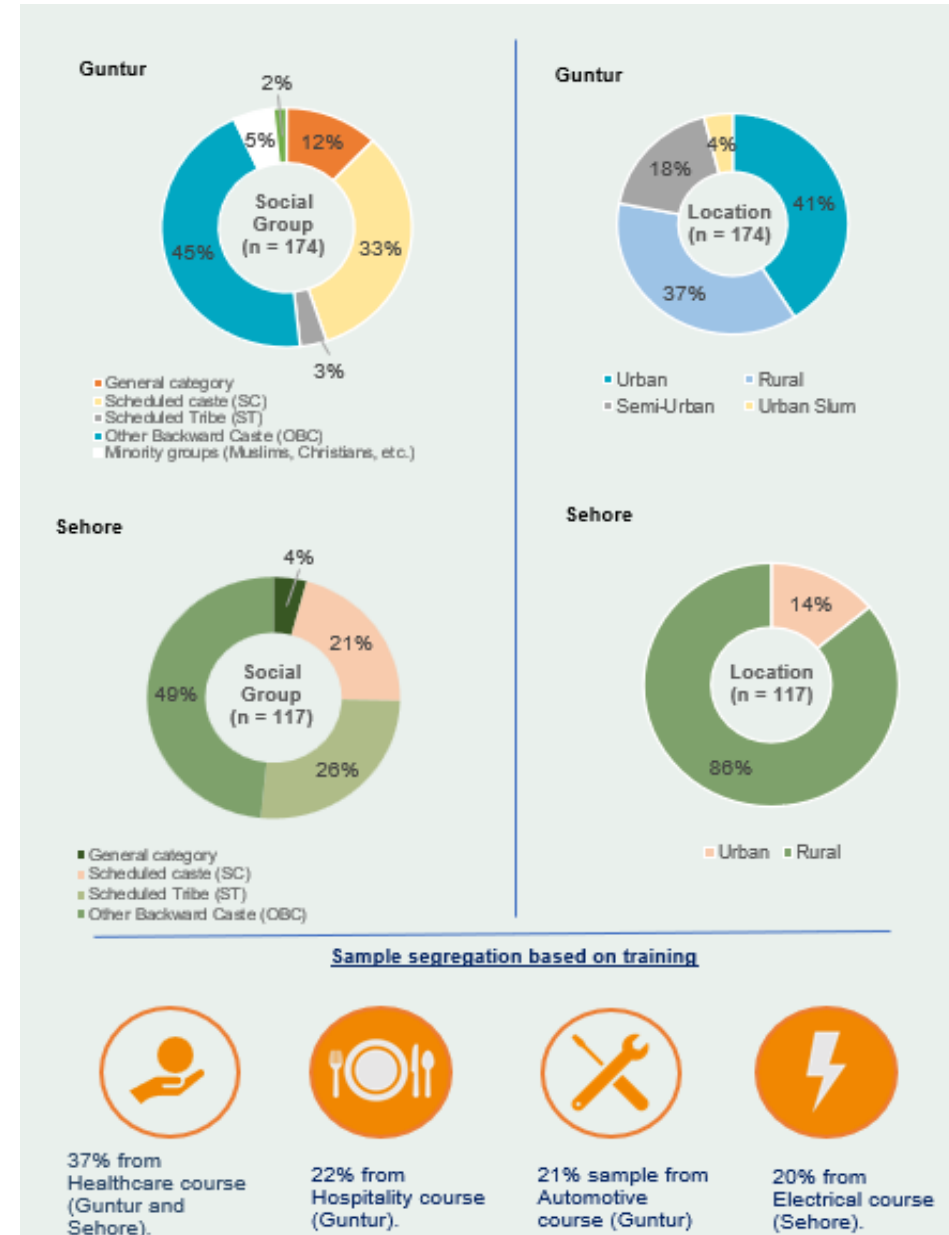
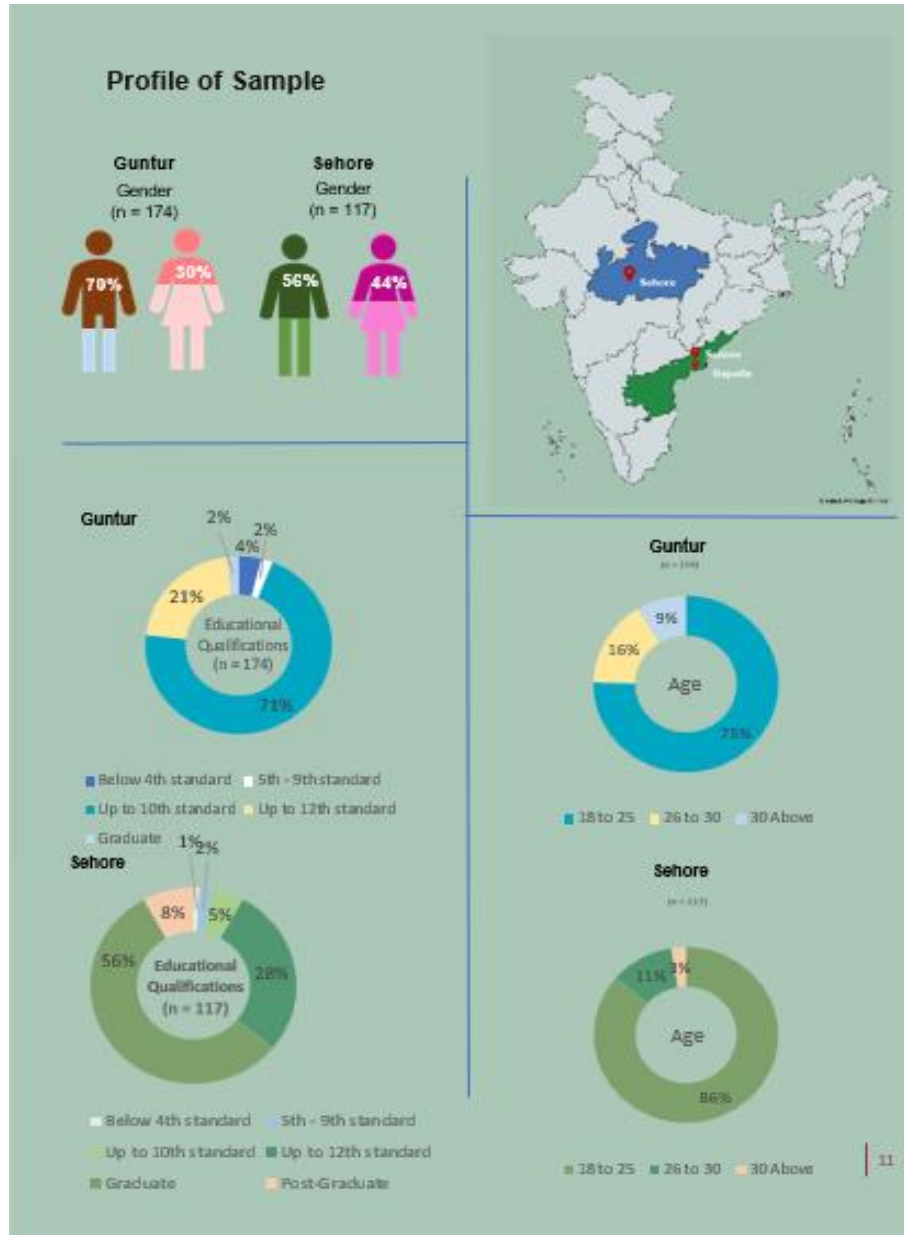
The majority of the youth are from OBC backgrounds (45% in Guntur, 45% in Sehore) and are first-generation school-educated (41% have attained education up till 10th standard and 6% till 12th standard; 89% of youth's parents had not received any form of formal education). These youths have been unable to continue their education (95% did not continue education due to lack of finances).

The gender distribution was M:70,F:30 in Guntur and M:56, F:44 in Sehore.

93% of beneficiary youths have a monthly household income of ₹16000-₹20000

OECD criteria	Description	Indicators
Relevance	Is the project responding to the needs of the youth in the intervention villages?	<ul style="list-style-type: none"> • % of youths from low-income households • % of youths with uneducated parents • % of first-generation educated youth (minimum 10th standard). • % of students taking up the course because they believe the programme is good and meets their needs.
Effectiveness	Have the target outputs and outcomes been achieved, and to what extent? If not, what are the reasons for non-achievement of targets, if any?	<ul style="list-style-type: none"> • % of youths placed into jobs. • % of youths who retained jobs. • % of youths who acquired non-technical skills/ life skills.
Efficiency	How efficiently have the projects been managed and resources utilised?	<ul style="list-style-type: none"> • % of youths who enrolled because of Pratham's mobilisation process. • % of youths who said they would refer the programme to others • % of youths who were satisfied with the enrolment process • % of youths who have positive feedback on the trainers/course design • % of youths who are part of and have benefited from the alumni network • % of students who have reported efficient post-placement communication and support
Impact	What are the contributions of the trained youth?	<ul style="list-style-type: none"> • % of beneficiaries who have improved earning capacity. • % of beneficiaries who were able to contribute to HH Income/ Savings/ Asset creation.

Sample Profile



Findings



93% of respondents in Guntur, said they would recommend the programme to others in their communities. **85%** of respondents said they were satisfied with the program.



72% of respondents in Sehore said they would recommend the programme to others in their communities. **63%** of respondents stated that they were satisfied with the program.

97% youths in Guntur, rated the enrolment process as mostly smooth or extremely smooth



98% youths in Sehore, rated the enrolment process as quite smooth



82% of Guntur respondents rated trainers as 'good' or 'very good' on engagement with trainees and timely course completion

75% of Sehore respondents rated trainers as 'good' or 'very good' on engagement with trainees, technical knowledge, and communication skills



99% youth in Guntur (Healthcare & Hospitality 100%, Automotive 97%) received placements
84% youth in Sehore (Electrical 82% & Healthcare 86%) received placements



33% trained and employed youths in Guntur earning income > ₹16000

87% youths in Guntur, 30% in Sehore were in jobs 2 years post placement.



Contribution of 75-100% to household expenses in Guntur

Before training
36%



After training
65%

Savings from Income (Guntur)



Before training
48%



After training
82%

Purchase of Assets before and after training



Before training: **74%** youths in Guntur, **92%** in Sehore could not purchase any assets.



After training: **54%** youths in Guntur, **13%** in Sehore could purchase some form of assets



70% youths in Guntur, **65%** in Sehore said **Confidence** increased after training

65% youths in Guntur, **50%** in Sehore said that their quality of life had improved post-training.

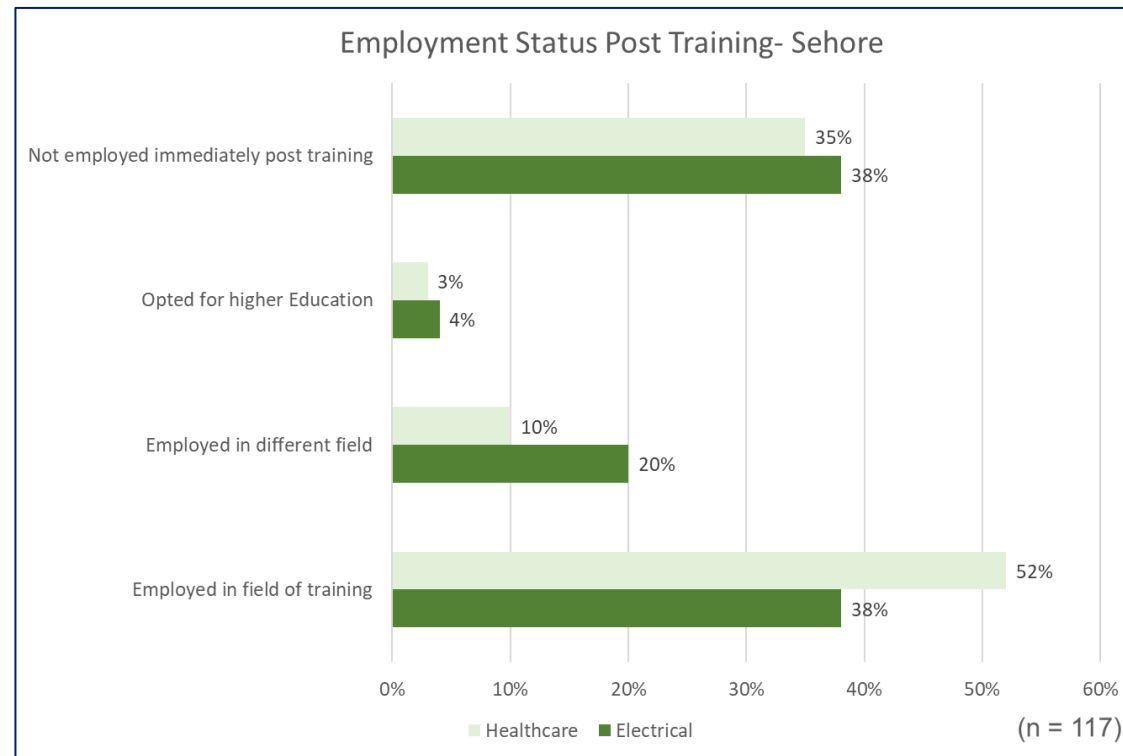
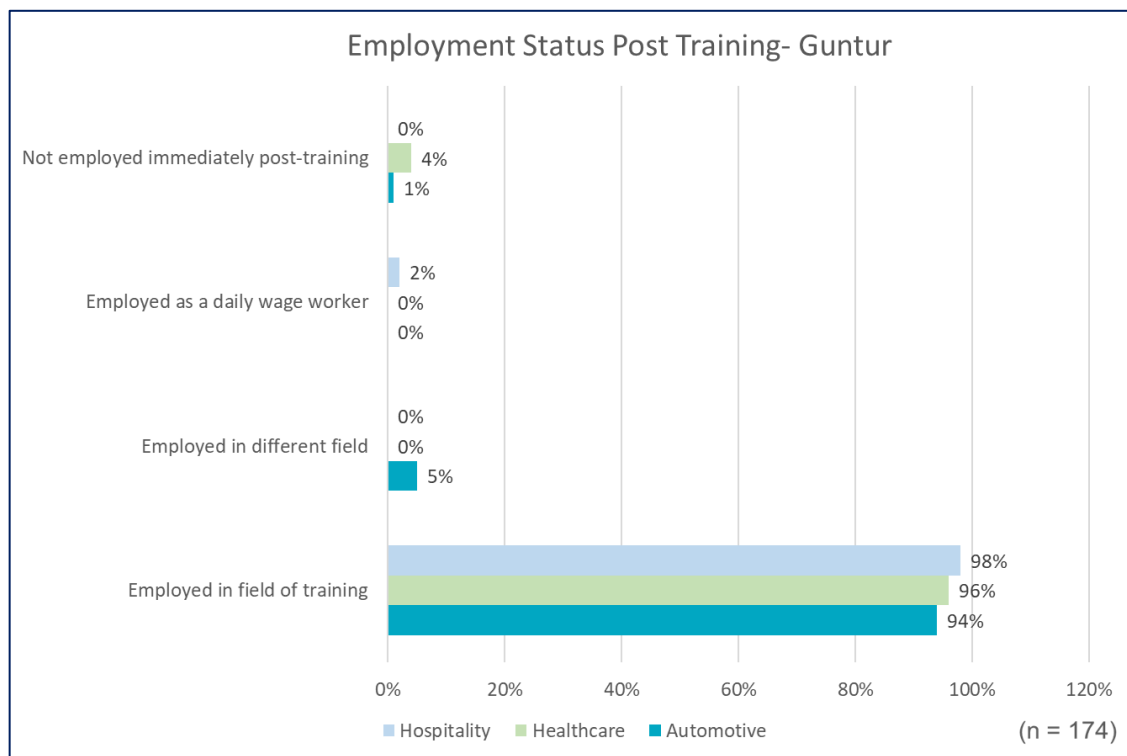


Key Findings

Employment Status Immediately Post-Training:

Following the training, on an average 96% of Guntur trainees joined jobs in their field of training with Pratham's support, while the rest did jobs in a different field or were unemployed. Sector-wise- 96% of Healthcare respondents, 98% of Hospitality respondents and 94% of Automotive respondents joined jobs in their fields.

In Sehore, on an average 45% of trainees joined jobs in their field among whom were 38% of Electrical respondents and 52% of respondents from Hospitality.

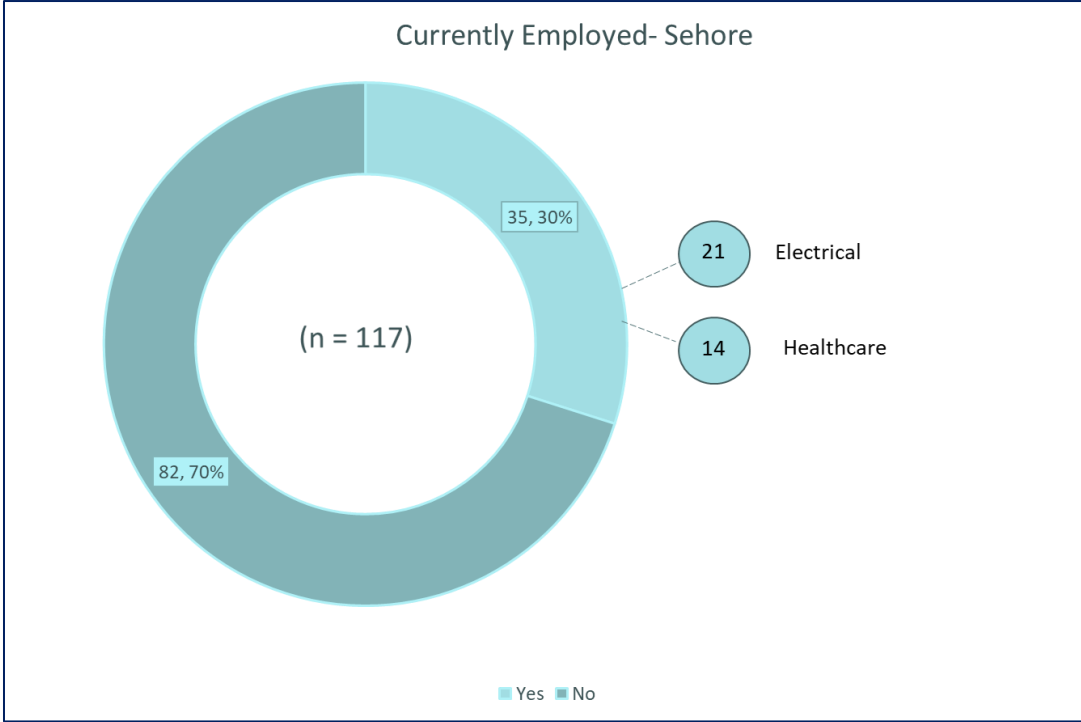
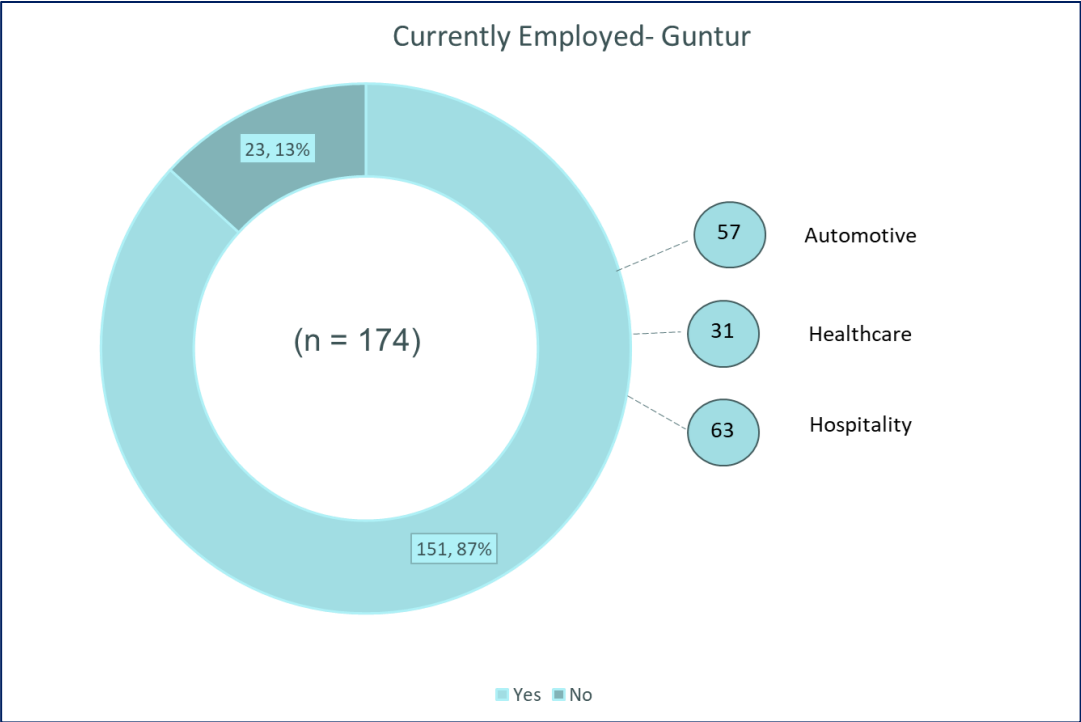


Key Findings

Job Retention:

Two years following the completion of training and placement- 87% of Guntur respondents were still employed, while 13% were not. Sector-wise, 66% (31) of Healthcare beneficiaries, 97% (63) of Hospitality, and 92% (57) of Automotive students were in jobs.

In Sehore only 30% are currently employed (38% (21) electrical and 23% (14) healthcare), with low job retention in both sectors due to low salaries, and the requirements of healthcare job which students do not find appealing (cleaning/taking care of elderly).



Key Findings



Initial Salaries:

Initial salaries in Guntur ranged from ₹7000-₹12000 for Healthcare with food and accommodation usually provided; ₹8500-₹10000 for Hospitality with provisions generally paid for, and ₹7000-₹12000 for Automotives.

In Sehore- Healthcare beneficiaries earn ₹9000-₹10000 with added provisions, and Electrical beneficiaries earn ₹8500-₹10000 with no additional benefits provided.

Current Salaries:

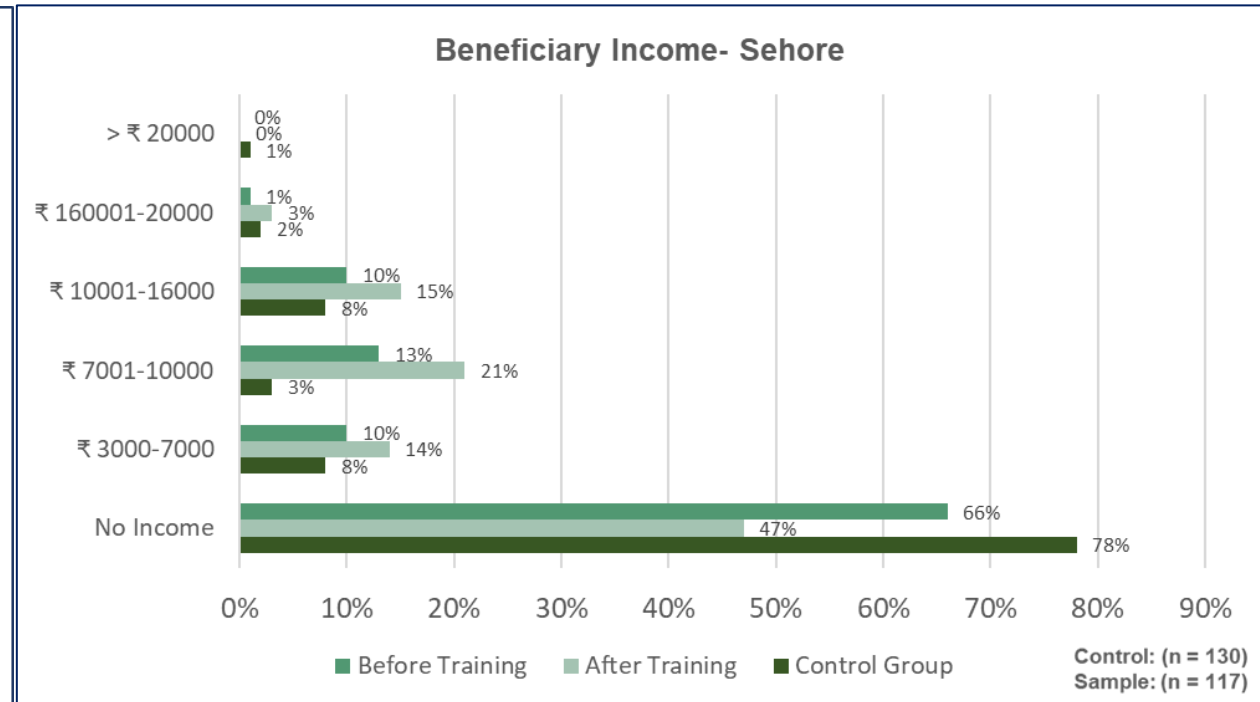
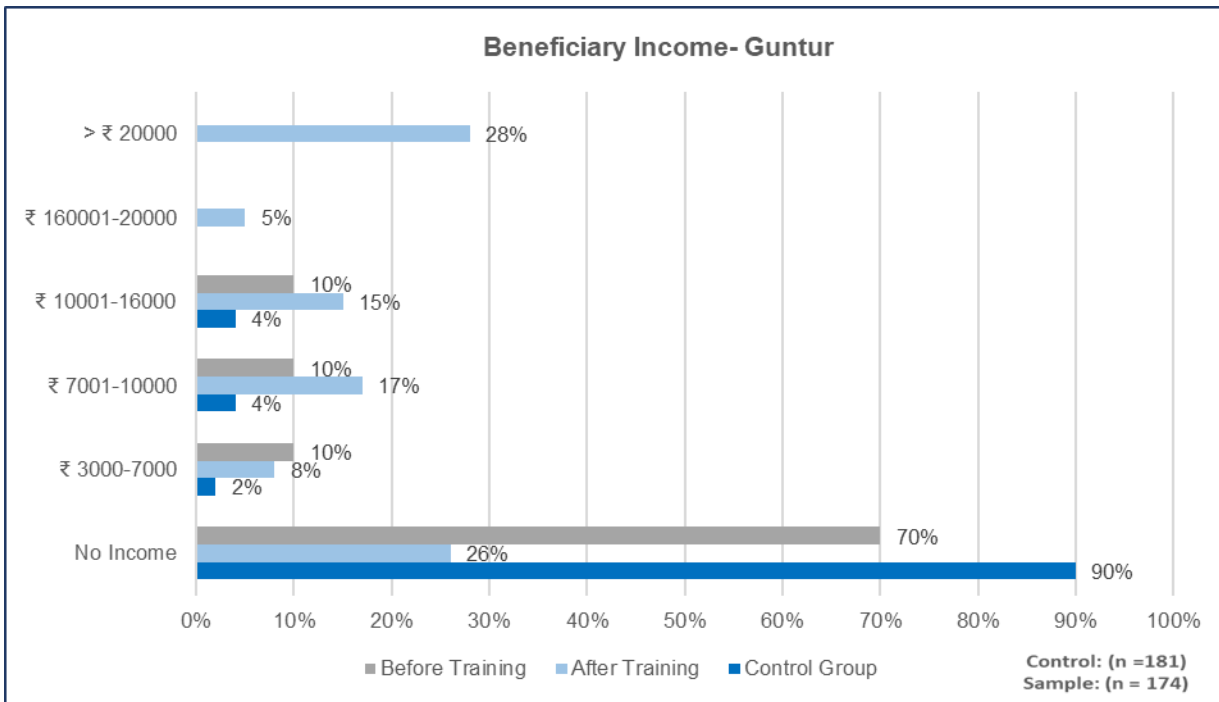
The present salaries of Guntur beneficiaries varied with 89% of Hospitality students earning more than ₹16000 While 26% of Automotive and 17% of Healthcare students earned in the range of ₹10000 to ₹16000.

In Sehore 15% of Electrical beneficiaries and 16% from Healthcare earn between ₹10000 to ₹16000.

Before-After & Control Analysis

Beneficiary Income:

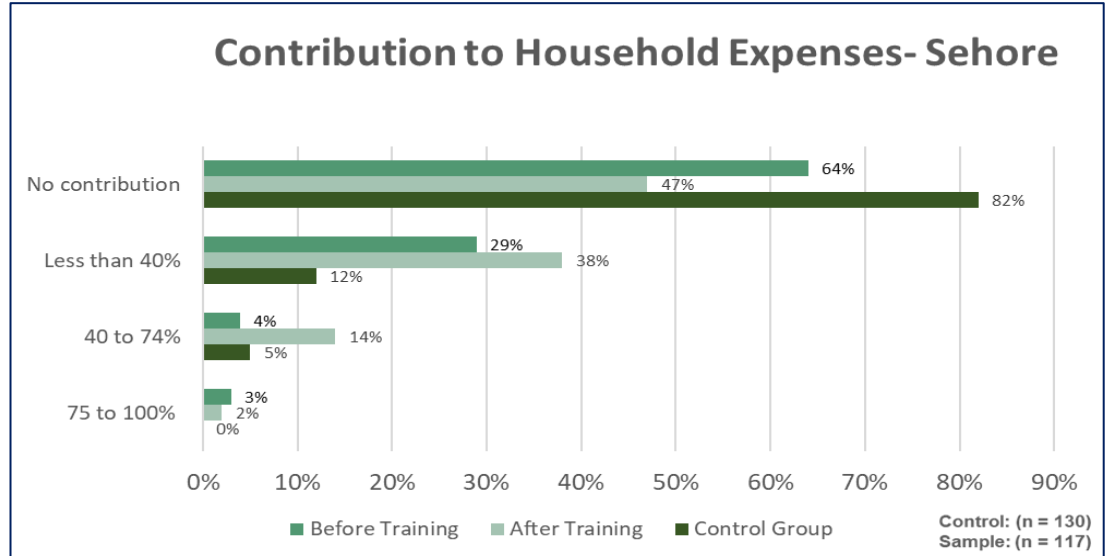
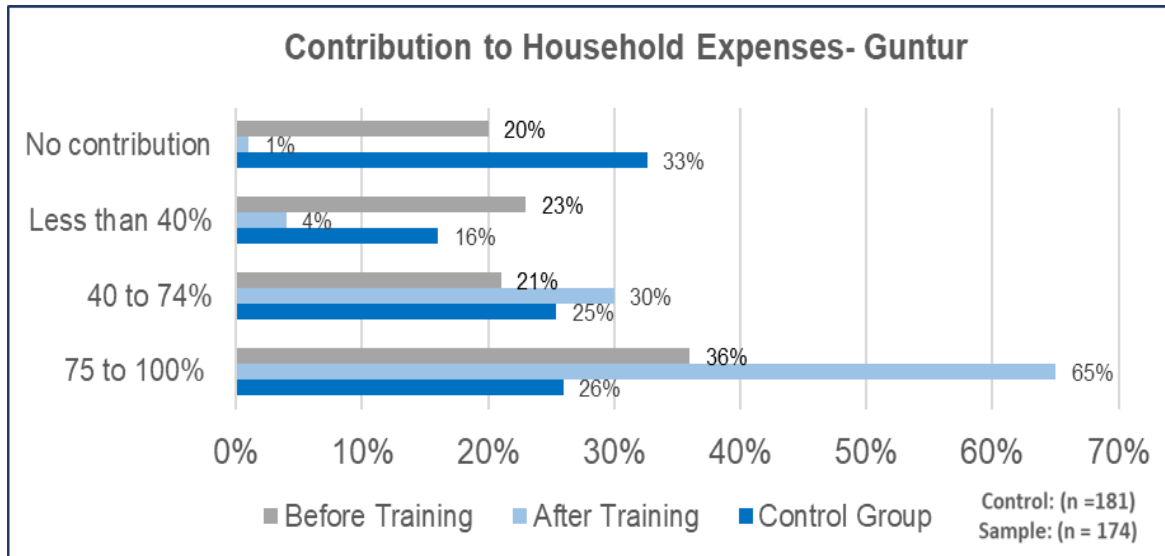
- The students' income in the two years since completion of training has differed by state and sector. 33% of Guntur beneficiaries earn more than ₹16000. 15% of these beneficiaries earned between ₹10000 to ₹16000.



Before-After & Control Analysis

Contribution to Household Assets:

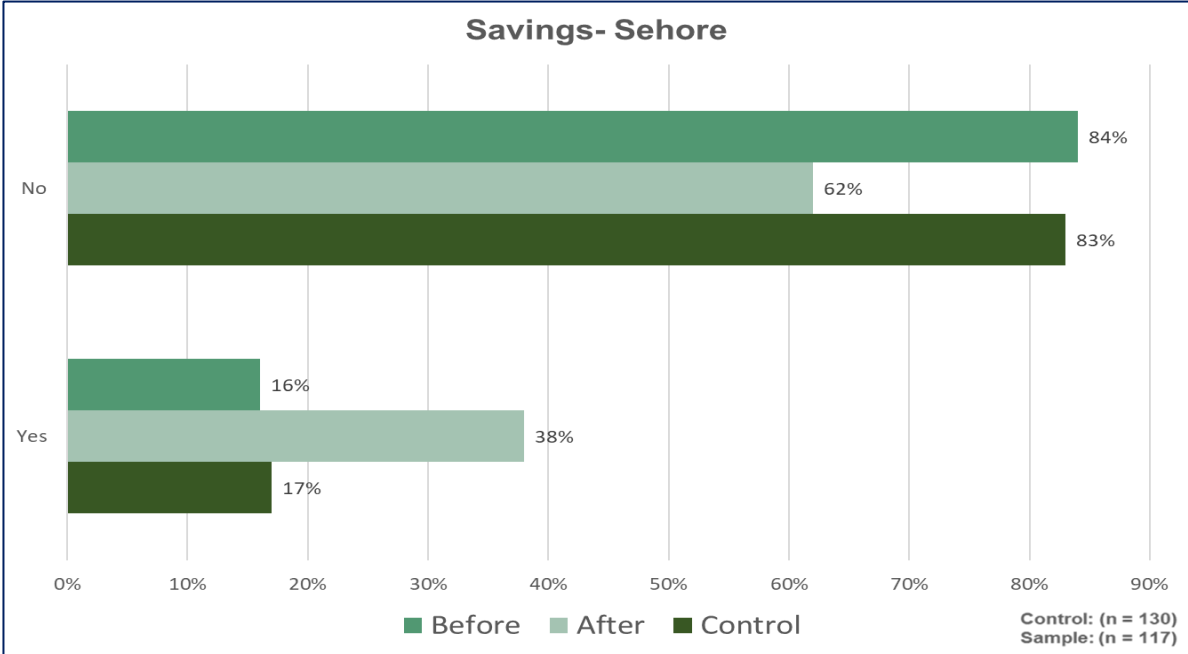
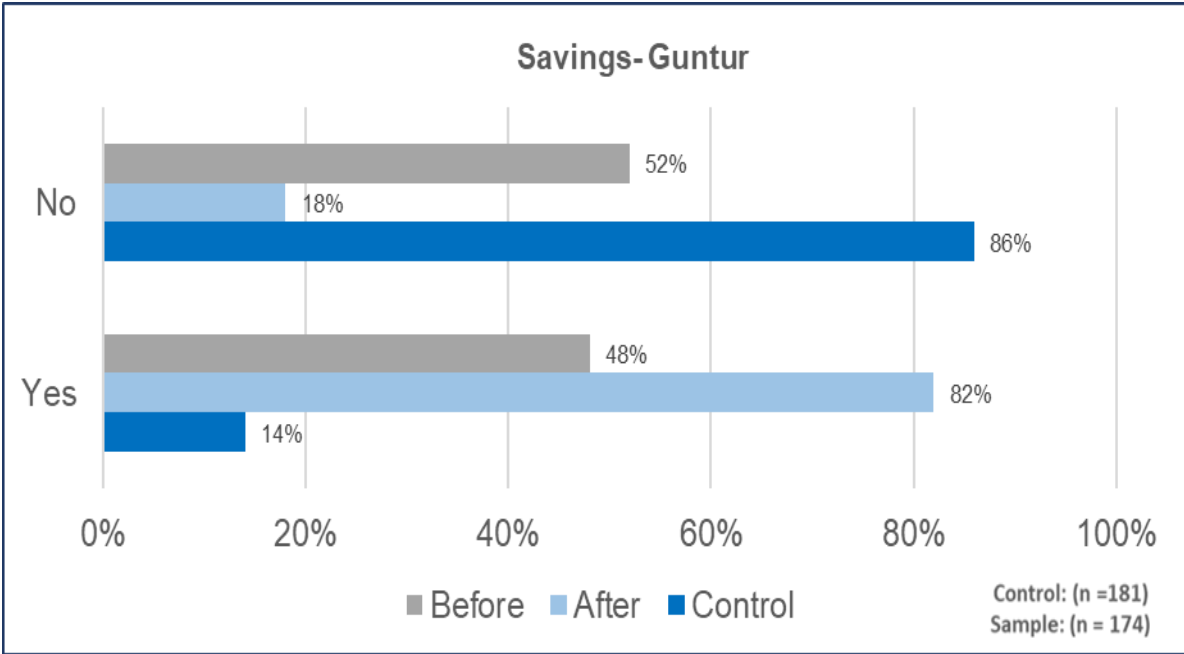
- In Guntur, post-training 65% of students said they could contribute to 75-100% of household expenses.
- In Sehore 47% of students mentioned they had not been able to make any contribution to their family after they received the training.



Before-After & Control Analysis

Savings:

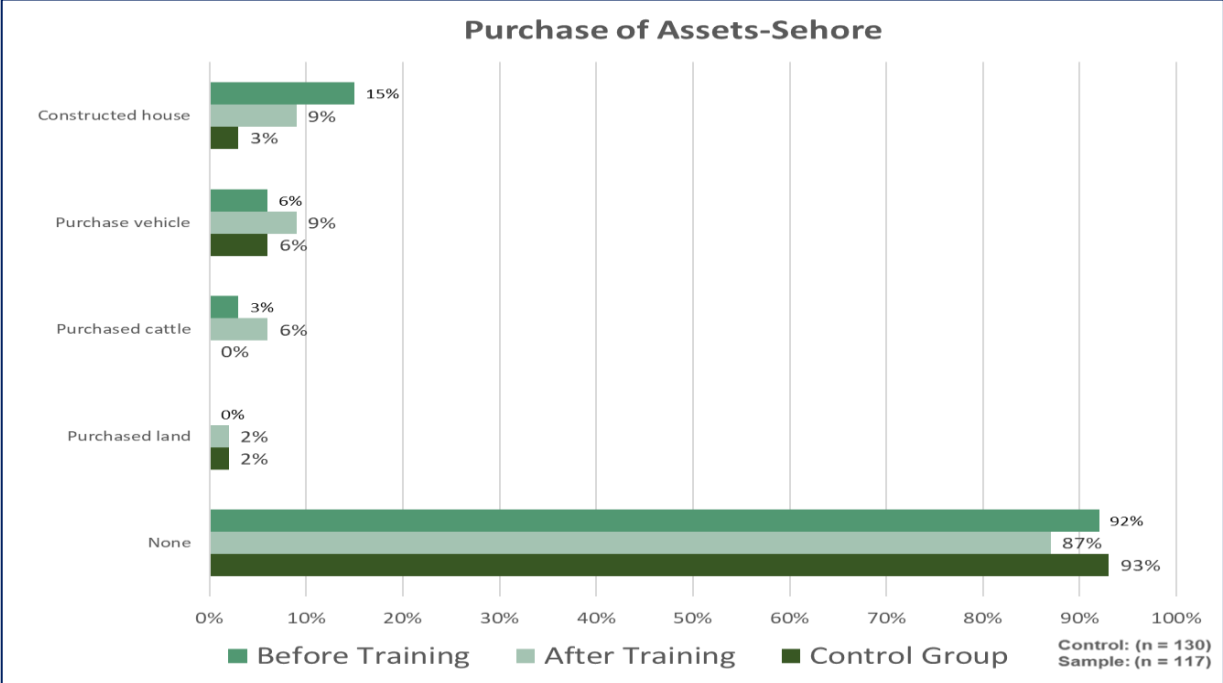
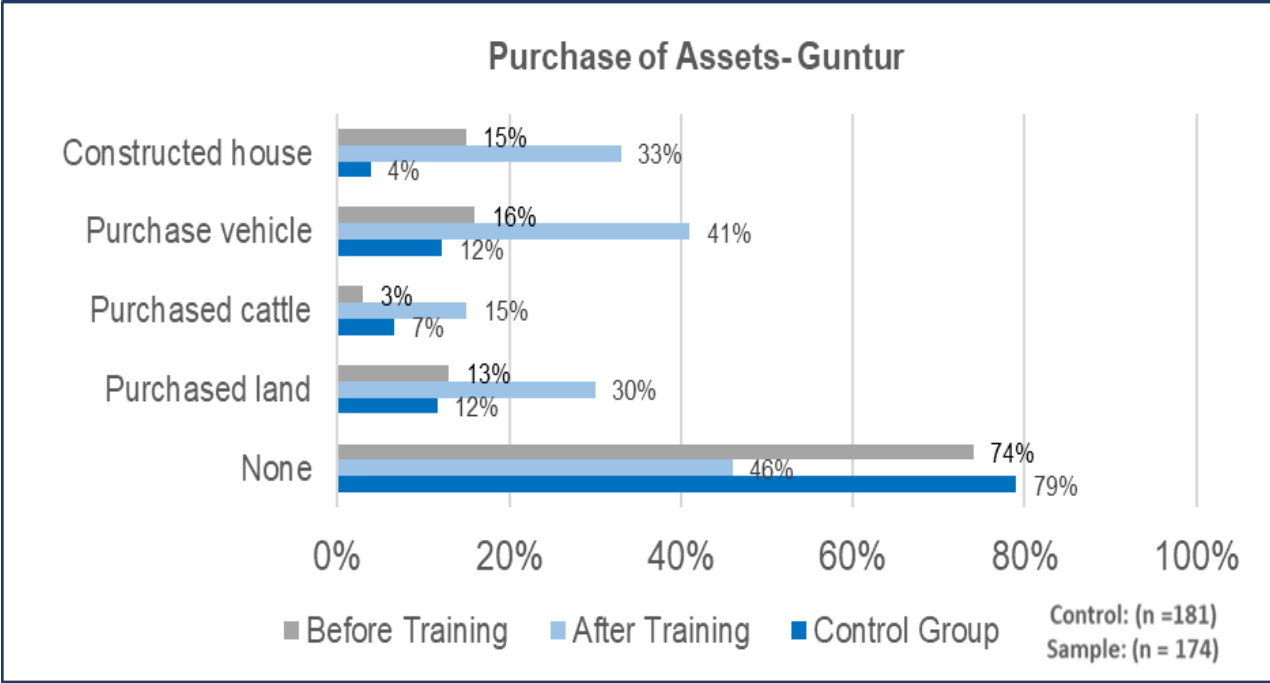
82% of intervention group in Guntur and 38% in Sehore responded that they could save money post training.



Before-After & Control Analysis

Purchase of Assets:

After the training, 94 of the 174 (54%) of Guntur students and 15 of the 117 Sehore students (13%) stated that they were able to purchase assets (either land, cattle, a vehicle or constructed a house).



Impact Stories:



Background:

P. Purnima, 24, finished the Pratham Health Care course in December 2021 in Guntur. Originally from Machlipatnam, she completed Grade 12 but dropped out of college after two years.

Pratham Course:

Her family faced hardships during COVID-19 due to financial constraints, leading Purnima to drop out of college and struggle to find employment. Learning about Pratham's Healthcare course through a friend, she enrolled to enhance her skills and job prospects. Grateful for the training, she found communication, spoken English, and workplace behavior crucial. Initially earning ₹8000 monthly at Svara Super Specialty Hospital in Vijayawada's Casualty Ward, she valued her six months there for the invaluable learning experience.

Future

Her promotion to assistant to a Nephrologist sees her earning ₹11,000 monthly. With the hospital providing food and accommodation, she saves ₹9,000 monthly, which she sends to her father for their business and her future gold investments. Eager to further develop industry-specific skills, she looks ahead optimistically.

Impact Stories:



Background:

Shivani, the sole educated member in her family from a scheduled tribe background in the BPL category, faced numerous challenges to graduate college. Living in a rural area of Kalapipal block, her family's sole income source is agriculture. Introduced to a healthcare course at an ITC Skilling Centre, she opted for it due to its credible reputation and promised job placement, despite the distance from her village.

Pratham Course:

Shivani completed a 55-day healthcare course at ITCMSK Sehore, including theory, practical classes, and on-the-job training. She secured a job in Bhopal, 40km away, caring for the elderly and patients at home, earning ₹9,000 monthly. Despite challenges like managing severely ill patients, she saves ₹4,000-₹5,000 monthly due to provided amenities. Shivani appreciates ITC's support during placement and follow-ups, though her family's non-supportive behavior adds to her challenges.

Future:

Shivani, dissatisfied with her current salary, intends to continue her job while aiming to enhance her nursing skills for better opportunities in private hospitals. She sees no career progression in Sehore and plans to stay in Bhopal, seeking sources to acquire nursing education for her advancement.

Takeaways:

- Identify training programmes based on local job opportunities (in Sehore) through comprehensive ground research. Facilitate exposure visits to industries and interactions with employers to help students gain insights into job requirements and make informed career decisions. Additionally, support students with personalised career counselling services to help align their career aspirations.
- Include indicators like continued employment and job retention as measures of programme success. This will provide valuable feedback on the effectiveness of the training initiatives. Establish a robust system for collecting and analysing this data.

- Promoting awareness of career opportunities and providing targeted support can help address gender disparities in specific sectors like Hospitality. Engaging with local communities and organizations can aid in outreach efforts.
- Updating and refining the curriculum is essential to ensure its relevance to current industry needs (especially healthcare as stated by the Guntur Healthcare Centre Head during the In-depth Interview conducted). Introduce additional courses on IT and MS Office skills facilitated by proficient trainers.



What gets measured gets valued.