

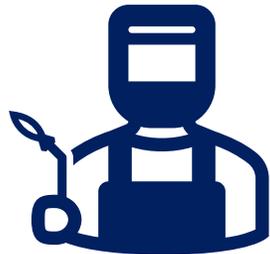
Impact Assessment Vocational Training of Youth (Pratham Education Foundation)

Corporate Social Responsibility Project by
Mahindra and Mahindra Ltd.

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Table of Contents



01	Introduction	03
02	Project Components	04
03	Approach & Methodology	05
04	Respondents Profile	07
05	Research Findings(1/2)	08
06	Research Findings(2/2)	09
07	Testimonials	10
08	IRECS Evaluation	11
09	Pictures from the Project	12

Introduction



Vocational Skilling of Youth

To reach the most underprivileged youth from rural and semi-urban areas and provide them with skill sets that would make them employment ready.

M&M Ltd., through Corporate Social Responsibility (CSR) in collaboration with Pratham Foundation implemented the vocational training programme.

Project Objectives

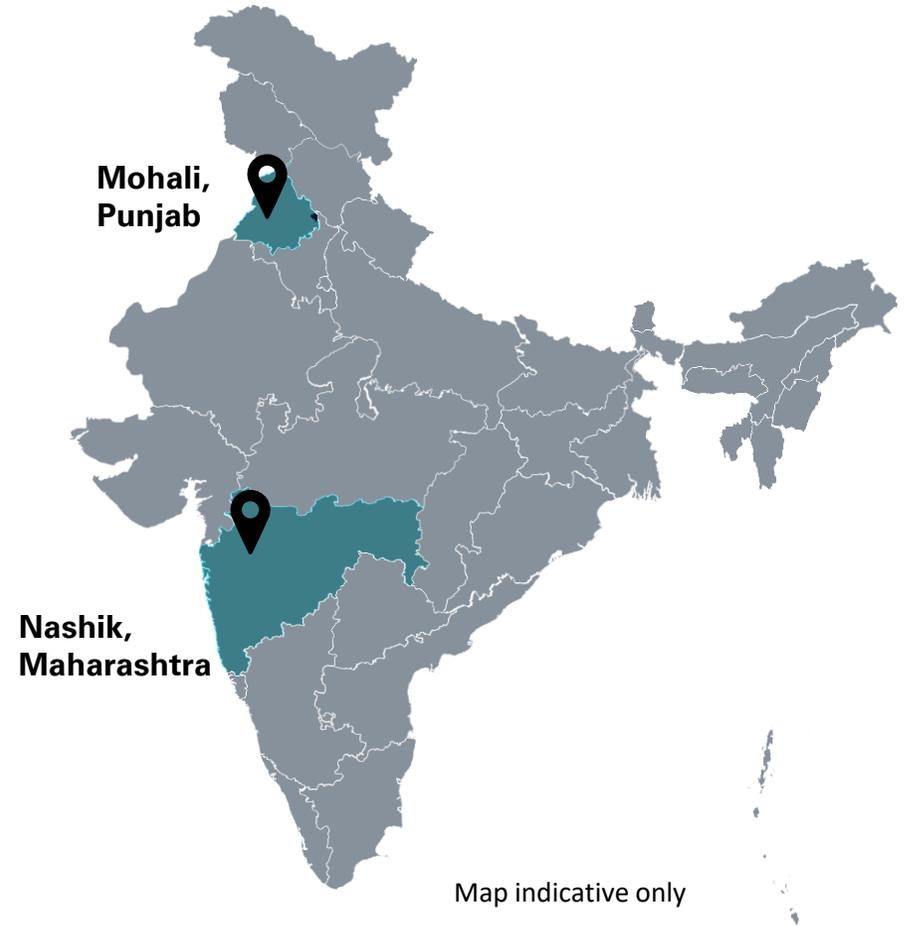
1 To provide employable skills to the youth by providing training in automotive, electrical and welding courses offered by Pratham.

2 To build foundation skills among youth, such as the ability to speak basic english, soft skills development, financial literacy, and digital literacy.

3 To provide candidates with employment opportunities from industry specific employers (automotive garages, manufacturing industries, local electrical shops, etc.).

4 To create a platform that facilitates support post placement amongst students trained in order creates a long-lasting presence in their lives.

Project Locations



Project Components



Electrical

- The Electrical sector of India is one of the largest markets in the world.
- To develop the power sector in a country, a strong domestic electrical equipment manufacturing base is essential.
- The course spans over 1.5 months trains and places these youth with reputed employers like L&T and Tata Housing.



Automotive

- The Automotive sector is a key component of the Indian economy the availability of skilled manpower is a gap between the industry's requirements and supply in the market.
- Aimed at training candidates for the job of "Automotive Service Technician" or "Automotive Motor Mechanic". Post-training students are placed in service centers of like Tata Motors, Maruti Suzuki, and TVS.



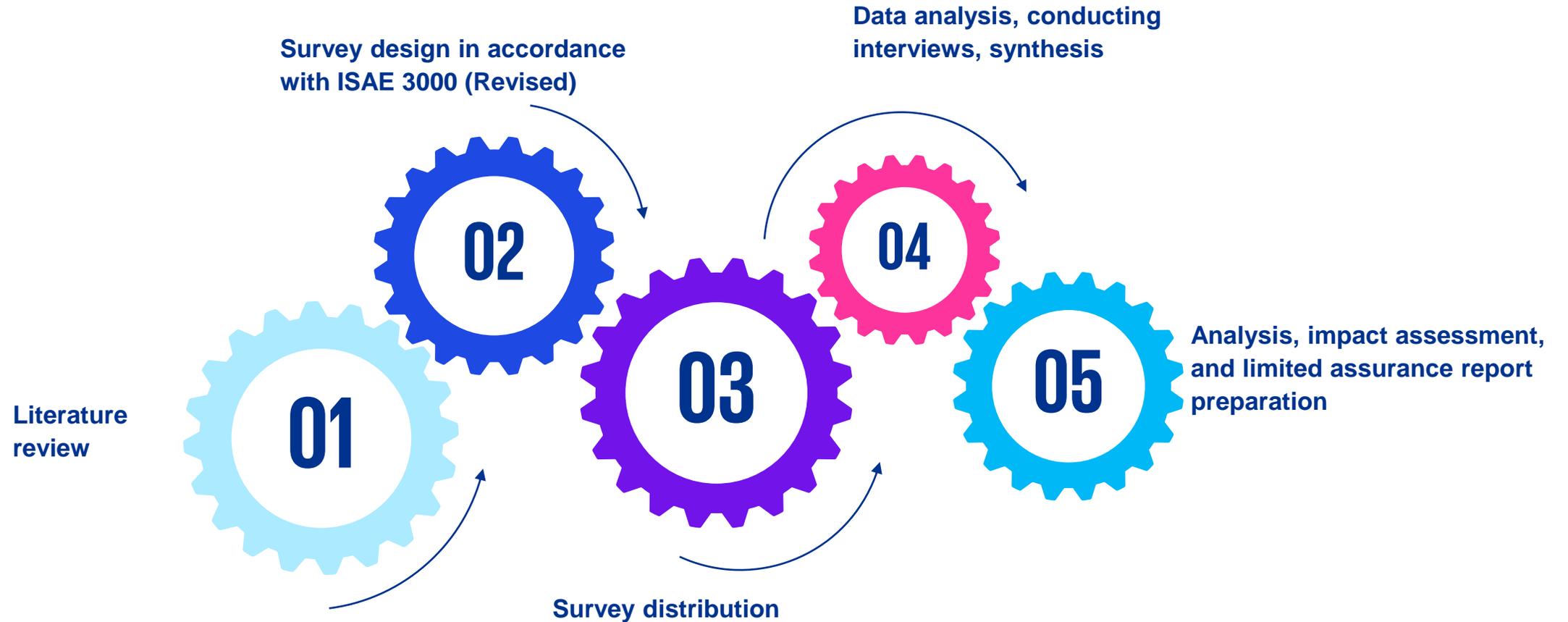
Welding

- The Welding industry suffers from a chronic shortage of adequately skilled manpower required to power this engine of growth.
- Pratham engages with youth to provide them with the skills necessary to seek reasonable employment in this sector, thus addressing the issue of unskilled/untrained manpower.

Project Target vs Achieved

Location	Sector	Target	Achieved
Maharashtra Nasik	Automotive	175	308
	Welding	140	192
Punjab Mohali	Automotive	75	54
	Electrical	60	61
Total Beneficiary		450	615

Approach and Methodology



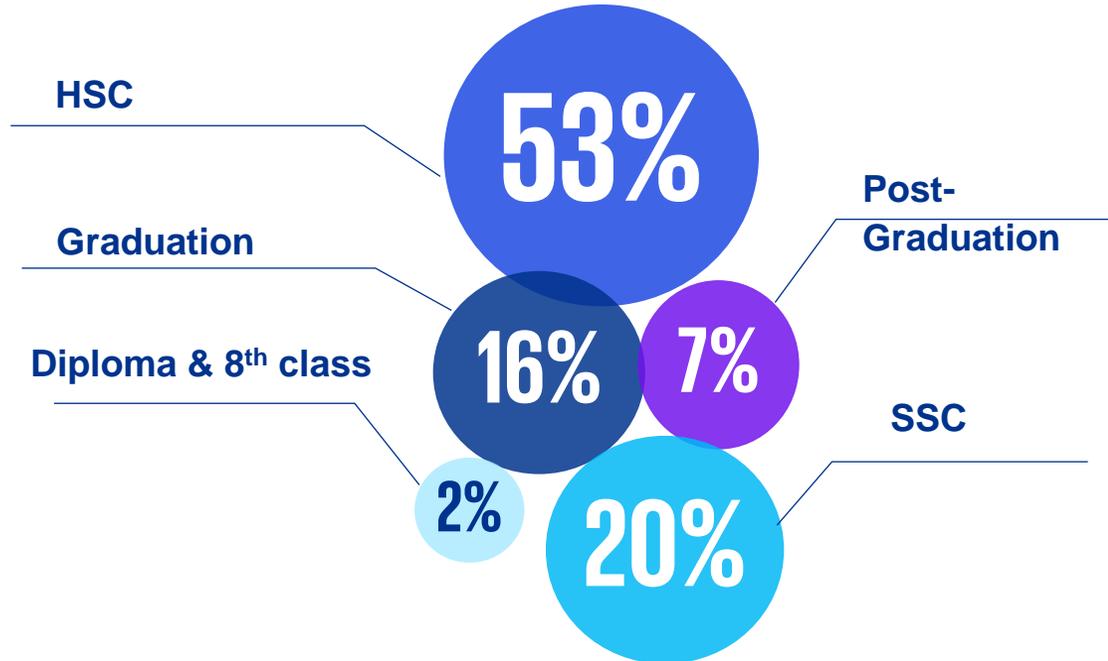
Findings from Impact Assessment



Respondents Profile

Structured and semi-structured questionnaires, and KIIs were used to collect quantitative data and qualitative data.

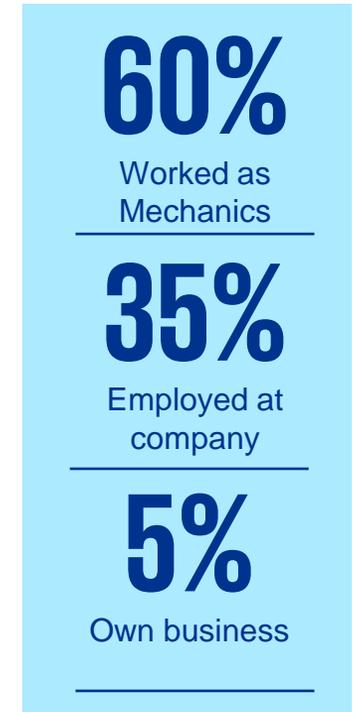
Education of Candidates



Gender



Work Experience of Candidates



Location of Respondents



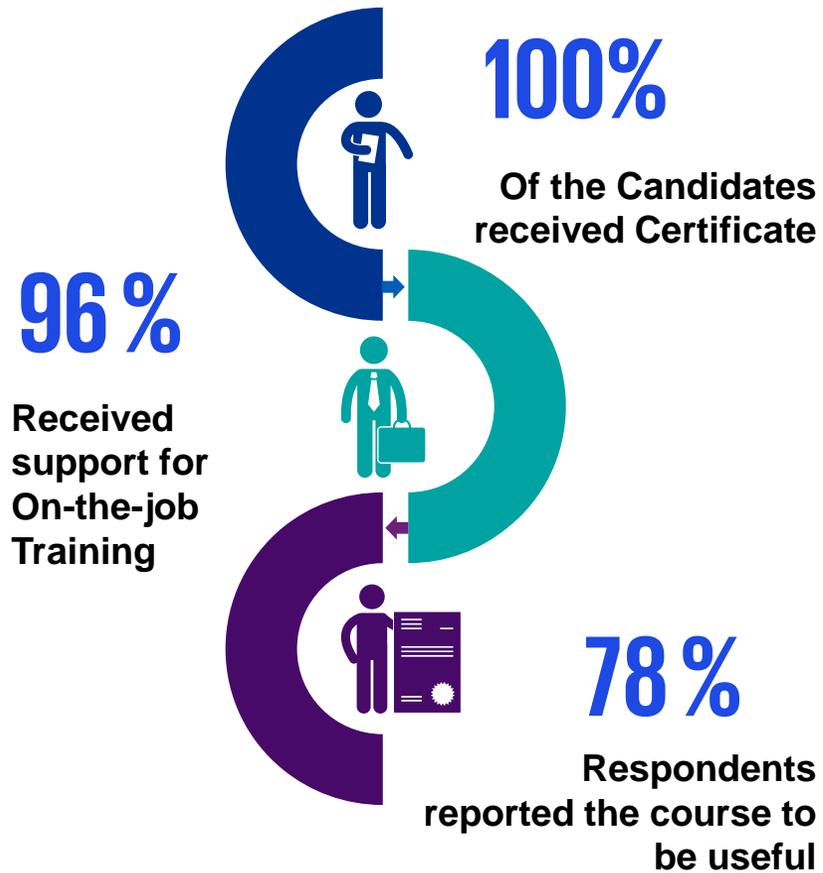
Research Findings (1/2)

The response of the participants from Nashik and Mohali were analysed to understand the satisfaction of the them on various aspects of the project.



Research Findings (2/2)

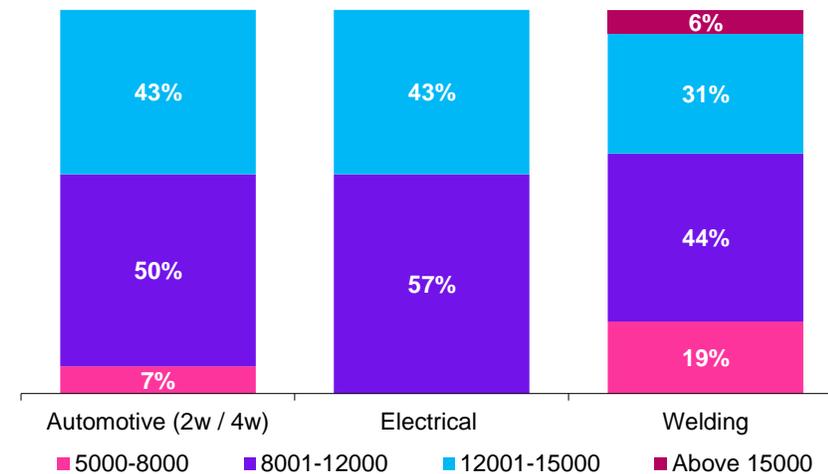
OJT, Certification & etc.



Placement Highlights



Salary Range of Placed Candidate



Beneficiaries Testimonials



Each equipment and safety tools are available there. They have proper dress code including hand gloves, shoes, helmets, and everything. Trainers are very good I have seen when I visited the center. Overall, I can say infrastructure of the center is good.

- Electrical Sector Employer, Nashik



I don't see any scope that needs any improvement because everything they are providing is according to their training period, the infrastructure is good, the trainers are knowledgeable, all the equipment and safety tools are available in the laboratory. All safety measures are taken in the Centre.

- Automotive Sector Employer, Nashik

IRECS Evaluation

The overall impact assessment findings may be mapped as per the criteria of the IRECS framework as follows:



Pictures from the Project



Labeled automotive parts for candidates training at the skill center



Welding equipment present for training candidates in Pratham center Nashik



Tools and equipment for training candidates at Pratham center in Nashik

Thank You

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