

# MAHINDRA PRIDE PROJECT- (SKILLS TRAINING)

Pan India



Impact Assessment Report  
Implemented by: K.C.Mahindra Education  
Trust in partnership with Naandi Foundation  
Project Year FY-22

Supported by

**mahindra**<sup>Rise</sup>  
mahindra FINANCE

Submitted by

**chrysalis**  
services

# Project Highlights:

## Need for the project:



Gender disparities in employment call for targeted skills training for women and marginalized groups.



Youth require practical vocational training to be competitive in today's job market.



Post-pandemic economic shifts demand adaptable skill training programs for upcoming jobs.



Modern workplaces necessitate employability programs that combine life skills and soft skills.



Specialized training is crucial for meeting the service sector's demand for skilled labor.



Bridging the gap between skilled graduates and industry needs is essential for seamless job placements.



## Objective

**Mahindra Pride School (MPS):** The Mahindra Pride School offered 90 days of intensive skill training in the domains of ITES, automotive, hospitality, and organised retail. Apart from this, expert trainers also provided training in spoken English and essential soft skills to equip students with the requisite skills required in the workplace.

**Mahindra Pride Classroom (MPC):** In order to scale the outreach of Mahindra Pride School, The Mahindra Pride Classroom (MPC) collaborated with Govt recognised colleges/ITI/Polytechnic institutions (where domain skills were already being provided) to offer 20-40 hours skills modules in spoken English, life skills, aptitude, interview preparedness, group discussion, and digital literacy. The program was restructured into an online format as a result of COVID-19 restrictions. Apart from skills training, the MPC also helps in job placement. MPC also offers skills training in new domains like Agri-skilling, Digital Marketing, New Educator, and Coding.



## Implementing partner

Implemented by K.C.Mahindra Education Trust in Partnership with Naandi Foundation.



## Geography

Beneficiaries of Mahindra Pride Classroom are spread across 20 states and Mahindra Pride School is spread across 5 states.

# Activities- Mahindra Pride School



## Training Centres

Mahindra Pride Schools (MPS) operates through 7 schools in Pune, Chandigarh, Hyderabad, Varanasi, and Chennai.



## Trainers Recruitment

Appoint full time trainers expert in four domains to deliver industry-relevant training.



## MPS Training

Comprehensive 90 days training on ITES, Retail, Hospitality, and the Auto sector. Incorporating other softer job life skills at Mahindra Pride School centres.



## Certificate Distribution

Students receive certificates to acknowledge their newly acquired skills.



## Placement Opportunities

Participants are provided with placement opportunities to secure employment post-training.

# Activities- Mahindra Pride Classroom

## College Identification



Assess the college's genuine interest in supporting the students particularly girls, youth, from low income families who do not have soft skills to get placed in the formal employment sector.

## Collaboration



Collaboration between colleges and the implementing partner team.

## Trainers Recruitment



Advertising vacancies, screening through telephonic interviews and Zoom meetings, and final selection based on demo session performance for pairing with senior trainers for practice.

## Trainers Training



Orientation of trainers via a 3-day workshop.

## MPC Training



A one-week course (online or offline in college) consisting of daily sessions lasting 2 to 3 hours, cumulatively reaching 40 hours in total.

## Certificate Distribution



Certificate Distribution to beneficiaries (online and offline certificates)

## Placement opportunity



Job opportunity through Job-Utsav after the program.

## Alumni Network



Team ensure alumni network through WhatsApp and other social media platform.

# Approach and Methodology

## Approach



## Methodology

Stakeholders	Tools
Mahindra Pride Classroom Students	Online Survey
Mahindra Pride School Students	
Mahindra Pride Classroom Students	In-Depth Interviews
Trainers	Key Informant Interviews
College Principals	
Implementing Partner Team	

# Findings and Analysis- Mahindra Pride School.



94% of the respondents felt the program enhanced their employability, with 88% positively impacting their career goals.

**100%**

of respondents confirmed that they were **currently employed.**



praised its practical application, highlighting the Mahindra Pride School project's commitment to delivering **industry-relevant knowledge and skills.**



of respondents found the **course content relevant.**



of the respondents found the **training relevant to their current job** roles, affirming the program's broad applicability.



78% of the respondents expressed that they felt motivated and encouraged, and 43% of respondents shared that the training team guided them to get employment during COVID-19.

**85%**

*of respondents reported increased confidence, reflecting the project's role in enhancing personal and professional lives.*

**32%**

*Of the respondents shared improvements in their family's financial situation due to the training and job placement.*



**73%**

The shift to a hybrid training model was effective, with 73% participating regularly in online training. This highlights the **project's successful shift during the pandemic.**



63% of respondents expressed the positive learning environment at Mahindra Pride School, as the most valued component of training.

# Finding and Analysis–Mahindra Pride Classroom.

**93%**

of the respondents expressed that they feel **better equipped to handle job interviews** and more **confident in communicating** in English.



**67%**

of the respondents directly attributed the Mahindra Pride Classroom training to helping them **secure a job**. Out Of these, 26% of the respondents secured jobs through the “Job Utsav” conducted by Mahindra Pride Classroom.

**100%**

of the respondents were satisfied with the **training team's support**, with 72% feeling motivated and encouraged. This highlights the efficiency of the training team in delivering impactful support.



The Principal and College Staff expressed that training included critical soft skills enhancing job readiness and confidence among students.

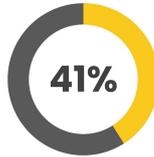
During In-depth Interviews respondents expressed **enhanced body language, time management, team work, improved resume crafting, and better communication.**



Principals noted that the project played an important role for final-year students during COVID-19 closures, providing support, grooming, and employment opportunities, especially for female students, in challenging times.



*of respondents mentioned that the course was organized in a manner that helped them understand the underlying concepts better.*



*appreciated the virtual sessions, which were pivotal in maintaining learning continuity during COVID-19.*



*Of respondents appreciated class activities and assessments for effectively reinforcing learning through practical application.*

**95%**

of respondents highlighted that the training was highly relevant in terms of practical application.

**96%**

of respondents expressed course content as relevant.

**91%**

of respondents shared that the online classes were interactive. **During COVID-19, the Mahindra Pride Classroom project rapidly shifted to online learning**, developing digital content and enhancing trainer capabilities for virtual engagement.

# REECIS - Mahindra Pride School.



## Relevance

The project's relevance is evident in its approach of training beneficiaries in the ITES, Automotive, Retail, and Hospitality sectors with essential skills for employment. Additionally, by offering soft skills training, it enhances employability, directly meeting the employment needs of beneficiaries.



## Effectiveness

The project has shown high effectiveness with 94% of respondents reporting increased job readiness and 88% noting positive impacts on their career aspirations. Its adaptability is further highlighted by a successful shift to online training, receiving widespread participant approval.



## Efficiency

The project showcases efficiency through strong support from the training team, motivating 78% of participants. Its effective blend of online and offline sessions demonstrates resource efficiency and a commitment to accessibility.



## Coherence

Mahindra Pride School aligns with India's national skill development schemes by equipping youth with industry-relevant skills and employability, reinforcing the government's mission to enhance workforce competencies nationwide.



## Impact

The project has had a profound impact, with 100% employment among respondents. The training has improved personal outcomes like confidence and financial situations, and has been credited with increased community respect and family contributions, underlining its broad social impact.



## Sustainability

Although the project is discontinued, the Mahindra Pride School project's sustainability is seen in its enduring impact on youth employability and success. It has provided essential skills and tools for sustained growth, evident in the improved confidence and job security among participants during COVID-19.

# REECIS- Mahindra Pride Classroom



## Relevance

The Mahindra Pride Classroom project meets the evolving demands of today's job market with a curriculum that includes essential employability skills, soft skills, and specialized training in areas like digital marketing, agriculture, and coding.



## Effectiveness

The project effectively reached over 1.8 lakh youths across 20 states, achieving notable job placements and skill enhancement. Additionally, 100% of respondents praised the training team's support, highlighting the project's success in fostering a positive learning environment.



## Efficiency

The rapid adaptation to online learning during the pandemic, through digital content development and virtual classroom management, showcases the project's efficient response to unforeseen challenges. This ensured uninterrupted education and maintained student engagement.



## Coherence

Mahindra Pride Classroom project seamlessly aligns with India's national skill development schemes by equipping youth with industry-relevant skills and employability, reinforcing the Government's mission to enhance workforce competencies nationwide.



## Impact

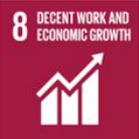
The project has significantly empowered youth, particularly women, by providing employability skills training. 67% of respondents credit the program for their job placement success, highlighting the importance of skills gained for their employability and career growth.



## Sustainability

The project emphasizes critical soft skills, digital literacy, and women-specific training, suggesting a sustainable impact on employability and career aspirations. Its adaptability and comprehensive support system underscore a sustainable approach to skill development.

# Alignment with Sustainable Development Goals

SDG Goal	The activity of the Project	SDG Target
	<ul style="list-style-type: none"> <li>• Training course on relevant transferable skills and domain skills.</li> <li>• Provision of courses on life skills and Job skills.</li> </ul>	 
	<ul style="list-style-type: none"> <li>• Women empowerment through training projects.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Employment opportunities provision through Job Utsav (Placement Drive).</li> </ul>	
	<ul style="list-style-type: none"> <li>• Equal opportunity of training for all and promoting employment opportunities.</li> </ul>	

# Case Study

## Empowerment Through Skill Training

**Harikumari** completed her Diploma in Modern Office Practice at Women's Polytechnic College and participated in the Mahindra Pride Classroom (MPC) program, which provided a detailed and comprehensive curriculum. The training included skills like chart work, interview techniques, debate, and presentation skills. These skills were instrumental in helping her overcome job interview fears and build her confidence. As a result of this newfound confidence and the skills gained from MPC, Harikumari successfully secured a position in the Election department, demonstrating the direct impact of the program on her career advancement and personal growth.

# Case Study

## **Bridging Skills to Employment**

**Kanishka Nas**, who specialized as a Welder at Gariahat ITI in 2021, greatly benefited from the Mahindra Pride Classroom's online training program. Focused on enhancing communication skills, the program equipped him to adeptly handle job interviews, leading to a successful placement at a call center where effective communication is crucial. This training not only aided him in his initial job interview but also proved advantageous in subsequent ones.

# Case Study

## **Journey to Professional Growth**

**Jyoti Maurya**, a 22-year-old from Jaunpur village, attended the Mahindra Pride Classroom at Women's Polytechnic College, where she benefited from highly cooperative trainers who supported her in personality development, behavior, English communication, teamwork, and time management. She found the sessions both interesting and beneficial. After completing her training, Jyoti secured an apprenticeship with HAL, where she noted that the skills she acquired were instrumental in her success. Additionally, her increased confidence and improved English skills have motivated other young women in her village to pursue further education and career opportunities.



**Thank You**

The image shows a group of seven women standing in a hallway. They are dressed in a variety of styles, including traditional Indian attire like sarees and kurtas. The hallway walls are decorated with several framed posters. One prominent poster in the center features a prayer: "Your will be done, on earth as it is in heaven. Give us today our daily bread, and forgive us our sins, as we forgive those who sin against us; and do not bring us to the test, but deliver us from evil. Amen!". Other posters on the wall include "Grievance Redressal Cell", "Academy Welfare Cell", "Department of Training and Research Cell", and "Equal Opportunity Cell". The overall atmosphere is professional and appreciative.