IMPACT EVALUATION of IIFCL'S CSR PROJECT for PLACEMENT LINKED SKILL DEVELOPMENT of UNEMPLOYED YOUTHS in ANDHRA PRADESH and KERALA

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Introduction

- The Indian Government has identified skill development as a critical contributing factor in its growth story with an identified goal to skill 500 million individuals by 2022.

- The extensive skilling man date is divided between the National Skill Development Corporation to train 150 million and the various ministries to skill 350 million individuals. Augmenting the shifting ambitions of the nation to provide skilled manpower it outlined the extensive commitment of the Private Sector in the Skilling ecosystem.

- The ultimate test of the success of any CSR and Sustainability activity / project is the social, economic or empowerment impact thereof. Every such activity is planned and implemented with some anticipated impact on individual or society. While achievement of targets and expected outcomes can be a source of satisfaction, public sector companies need assessment of the Skill training impact of their CSR activities.

Background

- The IIFCL-ITCOT skills development initiative is a unique model of public-private partnership that is aligned with broader national goals of-
  - Skill Development
  - Faster Employment Generation
  - Rural development
  - Economic and Social empowerment of male and female youth in the villages.

- The skill development initiative of IIFCL was based on the following objectives.

  ◦ To provide placement linked skill development/ up-gradation training related to power sector to 500 rural youth especially from SC/ST/OBC/EWS of society including women in skill development centre(s) located in backward areas of Chittoor district of Andhra Pradesh and Palakkad District of Kerala states.

  ◦ To provide free & thorough theoretical and practical exposure, with a syllabus based on Modular Employable Skills (MES).

  ◦ To provide special focus for providing free training for beneficiaries from Economically weaker sections (EWS), ensuring that a wide spectrum of beneficiaries from all categories are benefitted.

  ◦ To provide assistance to secure placements in reputed companies and ensuring wages above minimum wages prescribed for the state.

  ◦ Uplifting the youth and raising their overall annual income by equipping them with sustainable technical and life skills.

  ◦ To improve the standard of living by providing a better quality of life by means of education & employment.
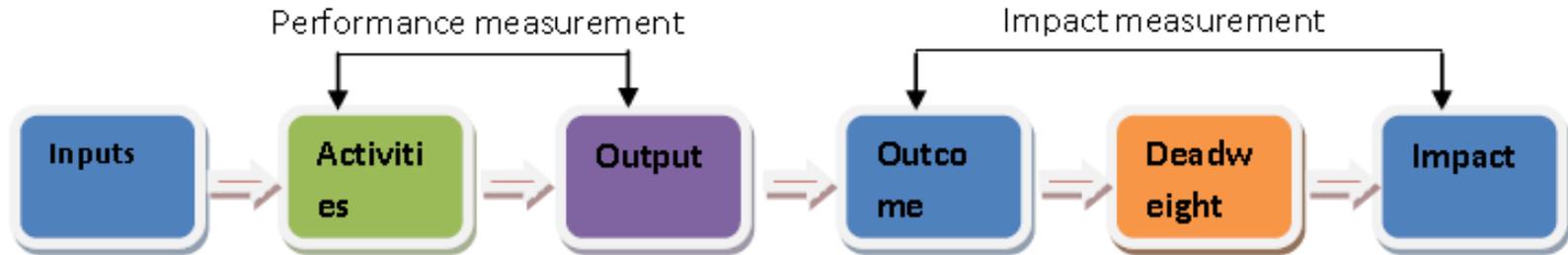
Objectives of the study

- The broad objective of the study was to find out the impact of the IIFCL-ITCOT Skills Development activities for unemployed youths. This objective may be achieved by the following sub objectives.

  ◦ To assess the quality of skill training imparted by the training agency
  ◦ To assess impact in terms of enhancing the employability of the targeted beneficiaries through skill development.
  ◦ To assess the impact of the project in terms of fulfilling industry requirements.
  ◦ To assess the social impact in terms of social standing, change in living standards and changes in lives of the trained candidates and their families.
  ◦ To assess economic impact in terms of livelihood, work opportunities, working conditions and overall standard of living
  ◦ To identify gaps, if any, in the project cycle and suggest relevant recommendations for IIFCL.

Study methodology

- A combination of both 'Exploratory' and 'Descriptive' research design was adopted in the survey.
- There were different structure questionnaire for different groups i.e. implementing partners and beneficiaries (trainees).
- The impact assessment answers the crucial impact of skill development intervention leading to or contributing towards poverty reduction.
- Out of all the beneficiaries benefited in the CSR programme around 30% were selected randomly

SL No.	No. of State	No. of youth trained	No. of youth interviewed	No. of Training Agencies	No. of Case studies
1	Andhra Pradesh (Chittor)	250	75	1	15
	Kerala (Palakkad)	250	75	1	15
	Total	**500**	**150**	**2**	**30**

Impact Assessment Model

Study methodology

- Semi structured exploratory data collection schedule for the study were as followings
- Beneficiaries' data collection schedule was to capture the acceptability, feedback and general views on the programme. The effectiveness on learning through skill development training.
- Stakeholder's data collection schedule was to generate information of the training programme conducted
- Case study format was an open ended capturing details on depth understanding of the successful employment

- The information collected were converted to soft form and entered into SPSS software for analysis.
- The data were presented in frequency tables, chart and graphs

Data analysis and interpretation

- *Demographic details of the candidates*
  - In total 150 no of candidates were interviewed. Out of this 75 in Chittoor and 75 in Palakkad districts. Although the targeted trainees were from weaker section of the society. It is found that 100% of the candidates were from rural areas in the nearby villages of center.
  - Around 64% male and 36% female candidates were covered under the scheme. Almost 57% SC, 32% ST and rest others were trained under the scheme. Few Minority candidates were also included.
  - Average household size is with 4 members' family and mean age of 22 years of the trained candidates. Almost all household were semi pucca houses with Minimum household income of Rs 8000 per month. Educational backgrounds of the candidates were Matriculation.

Data analysis and interpretation

- *Identification, mobilization, counseling and admission of candidates*
  - Mobilisation of candidates for the training programme was conducted in the feasible blocks of Chittoor and Palakkad Districts. ITCOT organised awareness programmes for representatives from the local corporations, youth sangams (clubs) and other social groups to mobilise for inviting large number of participants to the training programme.
  - Intensive publicity campaigns using local and state electronic/print media were organised to spread the message around. Information and Communication materials such as pamphlets, Posters, Banners, TV Advertisement, etc., were also displayed around areas of Chittoor District for mobilisation of maximum candidates.
  - Door to door canvassing was also organised in the target areas focussing youth gatherings in houses, religious institutions, parks, grounds etc. A total of over 1200 applications were received for the trades, Computer Accounting & Fundamentals; 2. Retail, Sales & MS Office; 3. Readymade Garments.
  - Proper counselling was conducted for the identified candidates and registration with all testimonials were checked and documented before the training batch was prepared.

Data analysis and interpretation

- *Quality of training imparted*

  - Around all the teachers were qualified and competent enough to give training as per MES qualification criterion. In all the courses good quality teaching materials were provided. Sufficient teaching learning materials such no. of students to computers was used for the training purpose.

  - Almost all the candidates were satisfied with Infrastructure and stationery provided during training. All the placed candidates were happy with process of training and practical classes.

  - All the candidates interviewed but not placed we satisfied of quality of training imparted. Around 85% of them intend to have better practical exposure.

Data analysis and interpretation

- *Assessment and certification*

  ◦ Almost all the candidates under went on job training in the field for more practical exposure. After completion of training ITCOT had issued course completion certificate to all the participants.

  ◦ As per the system all the candidates had external assessment done by DGET sponsor agency. More than 87% of the candidates scored good grade showing quality of training imparted.

Data analysis and interpretation

- *Placement of the candidates*
  - Out of 500 candidates trained around 73% of the candidates got placement support. During the study around 150 placed candidates visited and more than 90% of these candidates were traced at their work place.
  - After 7 months of placement many candidates have changed their place of work. Almost 67% of placed candidates have changed their place of work.
  - As per record around Rs 6000 average salary received by each candidate got placement. In many cases it is also found that more than Rs 10000 was also being paid to them.
  - At Palakkad more than 20 candidates after working for 3 months have shifted to Arabian country for taking up job in a Jewelry show room.

Data analysis and interpretation

- *Post placement support and follow-ups*
  - It is found that post placement follow ups were done properly for the placed candidates. As per record dedicated team is maintaining the system of calling them and taking stock regarding work place.
  - It is also found these following problems for out station placed candidates, such as lack of proper accommodation, long distance from their work place, acclimatization to a larger city, challenged by the tough work environment
  - Post placement counseling is done to do a second placement if they are not happy with their employer. In this process more than 20% candidates were re-placed.

Data analysis and interpretation

- *Socio Economic impact of the intervention*
  - As it is observed that in many of the families the trained candidates were the only earning members. To manage their family minimum earning required Rs 5000 for livelihood of 4-5 members' family. Due to the programme many of the families were observed to be happy and sustained living.

Case studies

P.S.Venugopal After completion of his schooling in spite of his poor economic condition of his family he completed his intermediate by throwing news paper daily. after completion of training programme on sales management he joined with a local Super Market "Sri Krishna Super Market" as Billing Operator with monthly salary Rs. 4,500. Got promotion after three months of working sincerely and got promotion as billing Operator. He is doing his MBA course. He hopes that completing this post-graduation will help him grow further in his career.

K.Rajarathinam is a 31 year old young boy from Chittoor, Andhra Pradesh. During that time he came to know about ITCOT training programme of IIFCL from his friends. K.Rajarathinam lost his father at a young age, since then it was his mother who was the sole bread earner of the family. Soon after this training programme he was employed, which raised his standard of living also enabling him to take care of his own wedding expenses that incurred few months back. He is happy as currently he is the sole breadwinner of the family.

Case studies

- Muhammed Muhasin P is from Mannarkkad, Palakkad district of Kerala. He is from a poor SC family near to town and stays with 3 sisters in the age of marriage. He came to know about the IIFCL - ITCOT training programme from one of his friend. Muhammed Mushain got employment due to the computer training along with skill training programme provided by IIFCL - ITCOT centre, Palakkad . He also got a chance to work locally, live with his family and make a living.He became an inspiration for his friends and other educated unemployed youths in the society.

Manju V M hails from a financially humble background. Her parents are Daily Wage Labourer. She mentioned that the course at ITCOT centre provided knowledge on computer with accounting software and soft skill which helped her to get a good job in IT sector. She felt that the course and quality of training at ITCOT centre of Mannarkkad was very good and it has benefitted her a lot. She has recommended the course to others in her area and few of her friends and neighbours has shown interest to continue this training programme. Now she was able to pay back debt incurred due to construction of house last year. Her family depends on her and could earn a sustained life.

Suggestion/ Recommendation

- The course can be structured for a longer duration. The suggestion varied from 5-6 months to one year. Students believed that the additional training will enhance their communication skills and computer knowledge.

- More in-depth knowledge about the products will help their marketing skills (Retail)

- Students' interactions with experts or field based people to enhance the exposure and interest level.

- Many students find it difficult to travel to training center so suggested for Residential training programme.

- Employers suggested that the course can be geared towards better communication skills and knowledge about placements partners before attending the interview. Most employers maintained that students were extremely shy and nervous during interviews. In addition, they are not well groomed and presentable when they appear for the interview and suggested that the centre should focus on those aspects

- Certain employers prefer hiring boys as they work in 9 hour night shifts in the retail streams, night shifts are not convenient for girls coming from a rural environment, they commented.

Suggestion/ Recommendation

- Most employers explained as they invest extensively in in-house training, they discourage attrition

- Employers are willing to engage with the institute as a part of the training module to address gaps in their understanding of industry requirements. This would include a presentation on work place expectations

- Students should have greater knowledge of a diverse range of products in the marketing and retail stream

- Students have to undergo an in-house training with their placement partners to understand their responsibilities and expectations

- Due to the short term, visible, transparent outcome of Skill Training programmes, it is recommended that such projects must be allocated greater portion of CSR funding.

- The overall process and system adopted by ITCOT is appreciable. It is evident that ITCOT is capable of implementing such skilling programmes on a large scale.

- Training of trainers and other staff are necessary and it should be done on regular time interval through the sector skill councils

- Industrial linkage- A strong industry linkages should be established so that every trainees/beneficiaries can get employment opportunities

- Post placement tracking for one year

Conclusion

- There is a very real opportunity to support the programs in an effort to create a comprehensive program that can be demonstrated as a feasible and readily available model for workforce capacity building, skills training and livelihoods development in rural areas.

- The scope for a considerable up-scaling and expansion of programming exists currently, and with the appropriate linkages (public, private and donor-related), technical support and design for the future course of strategic programming, IIFCL skill development programme, the potential to become flagship programs in rural areas on how to demonstrate an effective capacity-building program for livelihoods development, and skills training through placement linked training and education.

Thank you !