

# **IMPACT ASSESSMENT REPORT**

## **PROJECT UNNATI - YOUTH EMPLOYABILITY TRAINING PROGRAM**

Implementing Partner: SCBS Unnati Foundation



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## 01. ABBREVIATIONS

<b>BPO</b>	Business process outsourcing
<b>RTL</b>	Retail
<b>NFC</b>	Non-Banking Financial Company
<b>SDG</b>	Sustainable Development Goals
<b>SUF</b>	SGBS Unnati Foundation

## 02. EXECUTIVE SUMMARY

### Project Background

India hosts the world's largest youth demographic, a significant portion of whom have received minimal formal education that falls short of meeting the skill demands of a burgeoning economy. The nation grapples with a critical issue: Despite formal education, a significant number of youth remain unemployed, lacking both the necessary skills and the proper attitude to secure employment. Youth from underprivileged communities are especially disadvantaged, finding quality skill development opportunities particularly inaccessible. HDB Financial Services, by supporting the Unnati Foundation under the thematic area of Capacity Development, has promoted access to need-based, market-oriented skill training to youth belonging to weak socio-economic communities of Karnataka. This program, distinct in its approach, advocates for inclusive growth, employment post-training, and the cultivation of change agents imbued with core values, setting it apart in its field.

The initiative has been comprised of 35-day vocational training courses that combine learning through mobile apps with physical training. The youth under this program received training in spoken English, basic computer skills, values, and life skills. These were in addition to the vocational skills pertinent to their selected trade. The training encompassed over 300 hours, with 240 hours dedicated to classroom training and an additional 60 hours to app-based practice sessions. This comprehensive approach prepared the youth to enter the workforce with confidence and self-esteem.

### Project Activities



Identified communities through need assessment.



Outreach and Mobilised of youth in communities in need of vocational training.



Setting up temporary centres undertaking training of the enrolled youth.



Undertook 50 days of training under an innovative curriculum focusing on learning practically.



Upskilled and supported youth in gaining employment.

### Project Details



#### Implementation Year

2020-2022



#### Assessment Year

FY 2023-2024



#### Beneficiaries

1000 youth



#### Locations

Bangalore, Hyderabad & Nagpur



#### Budget

1,00,00,000



#### Implementing Partner

SCBS Unnati Foundation



#### SDG Goals



## Design Snapshot

**Project Name**

Youth Employability Program

**Sampling Methodology**

Purposive Random Sampling

**Research Design**

Descriptive

**Sample Size**

220

# Key Findings

**75%**

of beneficiaries attended online &amp; offline classes

**94.1%**

reported being highly satisfied with the teaching process.

**61.8%**

of families earned less than 10,000 who benefitted from the training program.

**98.6%**

of participants experienced at least one exposure visit, significantly broadening their perspectives through hands-on learning opportunities.

# Key Impact

**57.7%**

of beneficiaries felt that their family's financial situation significantly, they also experience positive impact on the financial well-being of beneficiaries and their families.

**58.2%**

of beneficiaries suggested an ambition to take on leadership roles following the course

**36.8 %**

felt inspired to pursue higher education, indicating enhanced self-esteem and future aspirations

## CHAPTER 3

### INTRODUCTION



*Students during Group Discussions*

#### Background and need of the program

Unemployment persists as a challenge even among those with formal education. The Unnati Vocational Training Program, supported by HDB Financial Services, has emerged as a crucial initiative in addressing this issue. This program provided youth from underprivileged families with soft skills and computer skills with a focus on making them employable. English language, values, and life skills, among other sector-based skills, are also provided to the youth in a 50-day training program along with certification. The holistic approach of the program looks at the lasting, comprehensive development of youth by meeting market needs with behaviour development. The training lasts over 300 hours and includes placement support. The model is based on identifying need-based communities, setting up temporary hubs, mobilising the youth, and training them, along with a provision for certification and placement.

#### Objectives of the Program

The principal objectives of the project were to extend skills training and livelihood support to less-privileged youth by imparting appropriate training to make them qualified to seek employment opportunities in the BPO/RTL sector. In this regard, training is given to 1000 youth (aged 18 to 25 years).

**The following are the sub-objectives to be fulfilled to accomplish the principal objectives of the Project:**



Imparting BPO/RTL skills training to lesser-privileged, graduate and non-graduate youth.



Develop and enhance trainees' BPO/retail domain knowledge, practical knowledge, communication skills. IT skills and life-management skills under the course.



Provide gainful employment opportunities to the trained candidates in the IT/Retail sector.

## About HDBFS

HDB Financial Services is dedicated to supporting projects that promote community development, especially for underprivileged communities, and reduce adverse environmental effects. The CSR objective of the company is to encourage social and economic growth by integrating actions that benefit economically, physically, and socially disadvantaged populations. The CSR intervention of the company aims to include community development, social responsibility, and environmental responsibility in our operations across all business units, promoting inclusive growth, development, and empowerment.

## About the Implementing Partner

SGBS Unnati Foundation (SUF) is a non-profit organisation that focuses on bringing social transformation in society by equipping underprivileged youth with the capacity, knowledge, and skills for employment. It aims at building socially conscious citizens while enabling them to address generational poverty. Unnati Foundation, with its tagline Learn, Earn, Stand Tall, has been providing vocational training in the domain areas of English, life skills, values, basic computer knowledge, and auxiliary training as per market needs. The foundation pioneers in building capacities in youth to not only enhance their employability but also lead lives and empower individuals of society.



## CHAPTER 4

# RESEARCH METHODOLOGY



*SoulAce team during interaction with students in classroom*

HDB Financial Services Limited commissioned SoulAce to conduct an impact assessment study to evaluate the immediate and enduring impacts of the program implemented under the capacity development domain. The impact assessment study was conducted in the fiscal year 2023-24.

### Objectives of the study

The primary objectives of the study were to:



To assess the benefit that the program created for the beneficiaries through the skill development training.



To evaluate the impact the project activities generated among youth.



To ascertain the sustainability of the project after completion of the project.



To gauge the relevance and effectiveness of the project in terms of their relevance to the needs and development of the beneficiary.

### Mixed Methods

A mixed method has been applied to evaluate the program. The rationale for undertaking mixed methods is that it seeks to integrate quantitative and qualitative approaches to theory, data collection, data analysis, and interpretation. The purpose is to strengthen the validity of the findings, the ability of data, and recommendations. It broadens and deepens our understanding of the objective and its processes through which program outcomes and impacts have been achieved. The method was beneficial in fully capturing all the complexities of how the program operated in the real world. A descriptive research approach was chosen to provide a detailed narrative of statistical insights complemented by qualitative data. Adoption of this research design has been suitable for understanding varying aspects of the Unnati Vocational Training program under the support of HDB Financial services. The comprehensive nature of this design facilitated a thorough evaluation of the program, highlighting key findings, impacts, and areas for improvement.



## Ensuring Commitment to Research Ethics



### Informed consent

The study followed strict guidelines regarding informed consent. Participants were fully informed about the study's goals, procedures, and possible risks and benefits. They were encouraged to ask questions and were able to make well-informed decisions.



### Confidentiality

Steps were implemented to uphold the confidentiality and privacy of participants. Data gathered was securely stored and accessible only to authorised individuals. Participant identities were safeguarded, and any personal details were either anonymised or coded to preserve confidentiality.



### Voluntary participation

Participation in the study was completely voluntary, and individuals had the liberty to decide whether or not they wished to participate. There was no coercion or undue influence to compel individuals to take part in the study.



### Ethical Treatment

Participants were treated with respect, dignity, and impartiality throughout the study, prioritising their well-being and rights. Any necessary assistance was provided to ensure their comfort and understanding.

## DIGITAL CLASSROOM



## CHAPTER 5

### KEY STUDY FINDINGS AND IMPACT



#### Geographical Coverage of the Program

Bangalore, Hyderabad, Nagpur



#### Inclusivity

Total number of beneficiaries trained

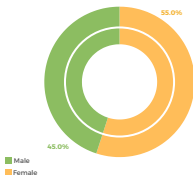
**1000 youth**

Total number of days for training

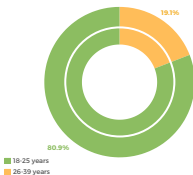
**50 days**

## Demography of the Beneficiary Population

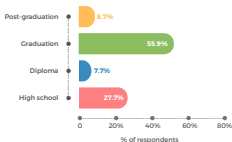
### CHART 1: GENDER WISE DISTRIBUTION



### CHART 2: AGE-GROUP WISE DISTRIBUTION



### CHART 3: EDUCATIONAL BACKGROUND



- This distribution indicates that there were more female participants than males, i.e., 55%.
- The majority of the participants fall within the younger age group of 18-25 years, constituting a significant 80.9% of the total participants.
- The distribution indicates that a significant portion of the data comes from individuals with at least a graduation degree, i.e., 55.9%.
- The data illustrates a clear socio-economic profile of the survey or study's participants, with the majority (61.8%) being from families with very low monthly incomes (less than Rs 10,000).



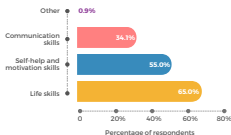
## Key Findings

The identified themes represent the outcomes of the impact study conducted to evaluate the HDB financial-supported program. These findings provide primary evidence of the program's effectiveness and impact.

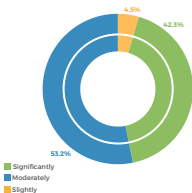


### SKILL ACQUISITION AND PERSONAL DEVELOPMENT

**CHART 5: SPECIFIC SKILLS OR KNOWLEDGE GAINED FROM THIS COURSE**



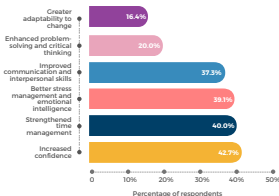
**CHART 6: EXTENT TO WHICH THE COURSE IMPROVED THE PRACTICAL SKILLS IN HEALTHCARE**



"The course has provided us inclusive development in my career as it's approach to practical sessions in our classes, and I always felt that I had enough opportunities to actively participate whether it was working on projects or engaging in question and answer sessions." I am very thankful to SGBS Unnati Foundation for providing us this opportunity "

Akshay Benkhade, Student Beneficiary

**CHART 7: PERSONAL DEVELOPMENT OR GROWTH EXPERIENCED DURING THE COURSE BEYOND THE TECHNICAL SKILLS**



**65.0%**

of participants gained Life skills 55 % gained self-help and motivational skills and 34% of participants suggested that they gained communication skills, indicating the diverse skills gained by the participants for their vocational pursuits.



**53.2%**

felt that the course moderately improved their practical skills in healthcare, and 42.5% felt their practical skills significantly improved, suggesting enhanced healthcare practical skills of the participants through the training.



## BRIDGING ECONOMIC DISPARITIES

CHART 8: EMPLOYABILITY AND FAMILY SITUATION AFTER THE COURSE

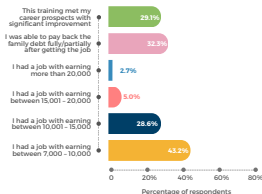
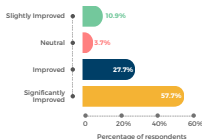


CHART 9: FINANCIAL SITUATION IN FAMILY AFTER GETTING EMPLOYED BECAUSE OF THIS COURSE



The data indicates that the course was effective in leading to employment for a majority of the participants, i.e., 43.2%, with a significant proportion securing jobs with earnings between 7,000 to 10,000 and 28 % securing jobs between 10,000-15,000.



**57.7%**

reported that their family's financial situation significantly improved after getting employed due to the course.



## SATISFACTION BENEFICIARIES

CHART 10: WHETHER COMPLETED THE FULL TERM OF THE COURSE?

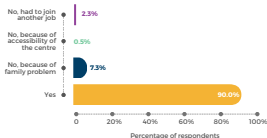
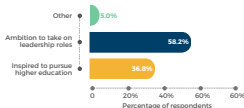


CHART 11: WAYS IN WHICH THE COURSE HAS INFLUENCED THE LONG-TERM CAREER ASPIRATIONS



The data showcases a very high completion rate (90%), emphasising the course's overall success in retaining students until the end.



**58.2%**

of participants, reported an ambition to take on leadership roles following the course, and 36.8 % felt inspired to pursue higher education. This indicates that the course not only equipped participants with vocational skills but also ignited a sense of ambition and aspiration for personal growth.

## Overall Impact Created (Individual)



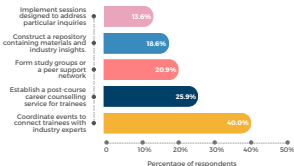
The most immediate and tangible impact is the improvement in the family's economic status. With assured job placements upon completing the program, graduates can secure stable employment, contributing to their family's income. This financial stability can transform the family's quality of life, enabling access to better healthcare, education, and living conditions.



By providing skills and employment opportunities to youth from under-resourced backgrounds, the program plays a crucial role in breaking the cycle of poverty that traps many families across generations.

## Key Challenges and Barriers

CHART 12: ADDITIONAL SUPPORTS REQUIRED



Findings suggest that the majority of the participants opted for coordinating events to connect trainees with industry experts, indicating a strong interest in networking opportunities and direct interaction with professionals in the field.

## Key Program Inputs and Activities

### Activities

### Impact

Youth Mobilisation

Mobilisation of youths to achieve the target

Skill Training

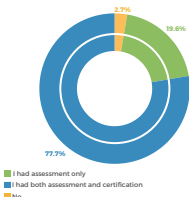
Training to 1000 youths (Age Group: 18 to 25 years)

Youth Certification

77.7% per cent youth certification

## Key Impacts

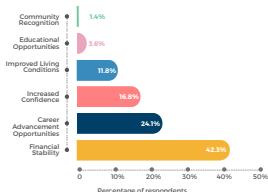
**CHART 13: WHETHER UNDERGONE ANY ASSESSMENT AND CERTIFICATION AFTER COMPLETING THE COURSE?**



**42.3%**

of participants, was financial stability, showing the enhanced economic condition of the participants.

**CHART 14: WAYS IN WHICH OBTAINING EMPLOYMENT IN THE HEALTHCARE SECTOR HAS POSITIVELY IMPACTED THE SOCIO-ECONOMIC STATUS**



**77.7%**

indicated that they had both an assessment and received certification upon course completion, which further complimented their employment pursuit, validating the training.



**INTERVIEW WITH SUPERVISOR**

# IMPACT CREATED ACROSS MULTIPLE LEVELS



## EMPLOYMENT OPPORTUNITIES

The program has had a profound impact on the youth it targets, addressing critical gaps in market and skill needs that have long hindered their entry into the workforce.



## ECONOMIC EMPOWERMENT

Youth secured employment post-training suggesting that the program directly contributes to the economic well-being of their families. With improved financial stability comes an enhanced quality of life. Subsequently, families can afford better nutrition, healthcare, and education.



## COMMUNITY LEVEL

The Unnati program has impacted communities and enhanced the local economy with more employed individuals. By acknowledging the skill gap and providing job placements, the program has directly reduced unemployment rates in the community.



## NATIONAL LEVEL

The program has been pivotal in developing human resources and bringing a social shift in the norms, especially regarding education, employment, and the value of active citizenship. The program has also successfully impacted the national economy and addressed social inequality.

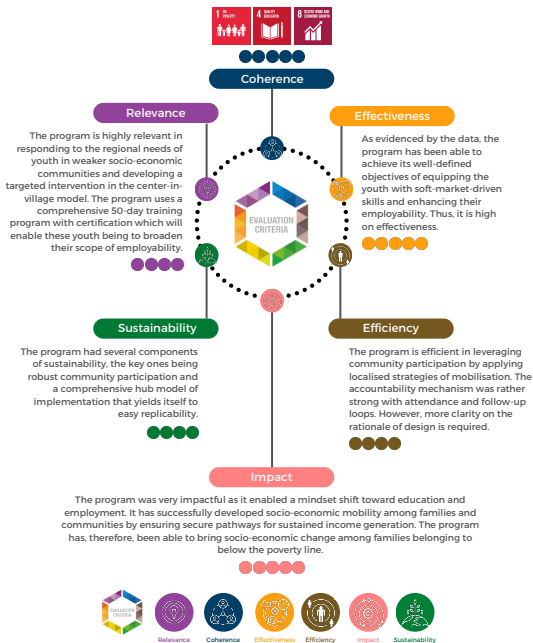
# SUSTAINABILITY

The program can be understood to be sustainable in two aspects, where a direct link between the skills imparted and the demands of the job market was made. The skills acquired have lifelong relevance irrespective of when the job is acquired. By focusing not just on immediate job placement but also on building life skills and confidence, the program aims to create a long-term impact on the lives of beneficiaries. The learning and mindset shift acquired by the beneficiaries creates a ripple effect of change in social norms in their communities and villages.



## 08. OECD FRAMEWORK

The program resonates with Sustainable Development Goal 1,4,8 by focusing on quality education, no poverty, and decent economic growth.



## CHAPTER 9

# RECOMMENDATIONS



### Career Guidance & Awareness Sessions

- Regular career guidance sessions are to be planned for the students so they can get information about the future prospects available to them.
- Parents meets can be conducted on regular basis to sensitize them about the importance of education & how much crucial role it plays in shaping the life of their child.



### Curriculum Development

Update the curriculum on a regular basis to address specific market needs and emerging trends, ensuring graduates remain competitive.

## CHAPTER 10

# CONCLUSION

The evaluation of the Unnati Vocational Training program, supported by HDB Financial Services and implemented by the SGBS Unnati Foundation, presents a compelling narrative of positive change and empowerment among youth from socio-economically weak communities in Karnataka, Hyderabad and Nagpur. By focusing on a blend of vocational, digital, and soft skills training, the initiative has made significant strides in addressing the critical gap between formal education and employability in India. The program's alignment with Sustainable Development Goals 1, 4, and 8 underscores its commitment to eradicating poverty, ensuring quality education, and promoting sustained economic growth. The key findings and impacts highlighted through this assessment showcase a notable improvement in the employability of beneficiaries, with a substantial number of youths securing employment post-training, thereby significantly enhancing their family's financial situation. Moreover, the program has ignited aspirations among participants towards leadership roles and higher education, indicating a profound influence on their self-esteem and future ambitions. Through the application of a mixed-methods approach, this evaluation provides a comprehensive understanding of the program's effectiveness, efficiency, relevance, coherence, impact, and sustainability. It highlights the program's success in creating tangible socio-economic improvements and fostering a generation of skilled, confident, and motivated youth ready to contribute to India's growing economy. The Unnati Vocational Training program stands as a testament to the power of targeted skill development initiatives in transforming lives and communities. To build on this success, future iterations of the program should consider integrating feedback from beneficiaries to refine and expand its impact, ensuring that it continues to serve as a beacon of hope and opportunity for India's youth.