



Thinkthrough Consulting (TTC)

Impact Assessment of CSR Project related to Skill
Development Programmes (short-term vocational courses)

Tata Steel Foundation

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Relevance

Alignment to UN SDGs



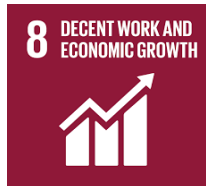
The vocational training program offered by Tata Steel Foundation(TSF) provides quality training and education to individuals from marginalized and economically disadvantaged communities which enhances their skills and employability. The program aims to create a skilled workforce and promote entrepreneurship, which can create job opportunities and reduce unemployment and poverty. Residential programs SHAHI and PRATHAM are designed to provide assistance to individuals from tribal and backward communities who had to begin working at an early age due to poverty and subsequently had to discontinue their education, whereas VLCC and AkzoNobel are non-residential programs that cater to the needs of individuals residing in urban colonies/slums. All programs provide placement support.



TSF has created a program that prioritizes delivering excellent training to students by aligning with the aspirations of the youth and comprehending the specific demands of the local industry. The program also caters to the latest trends and needs of the industry while imparting practical knowledge through hands-on experience.



SHAHI and PRATHAM are specialized initiatives that aim to empower women by equipping them with skills in specific sectors. The programs cover all expenses, including program fees, accommodation, food, and transportation for the students. This enables women to pursue better livelihood opportunities and achieve financial independence. TSF skill development programs target individuals from marginalized and economically disadvantaged communities, including tribal populations and rural youth, to reduce inequalities in access to skills and employment opportunities. The foundation's initiatives promote inclusivity and social integration by providing equal opportunities for skill development to all individuals irrespective of their educational background.



TSF vocational training program aims to promote economic growth and create decent work opportunities by providing training in industries with high demand for skilled labor particularly in the blue-collar or unorganized sector. By enhancing the employability of individuals, the foundation contributes to the economic growth and development of local communities. The program provides them with certification that enables them to change sectors or grow higher in their career.



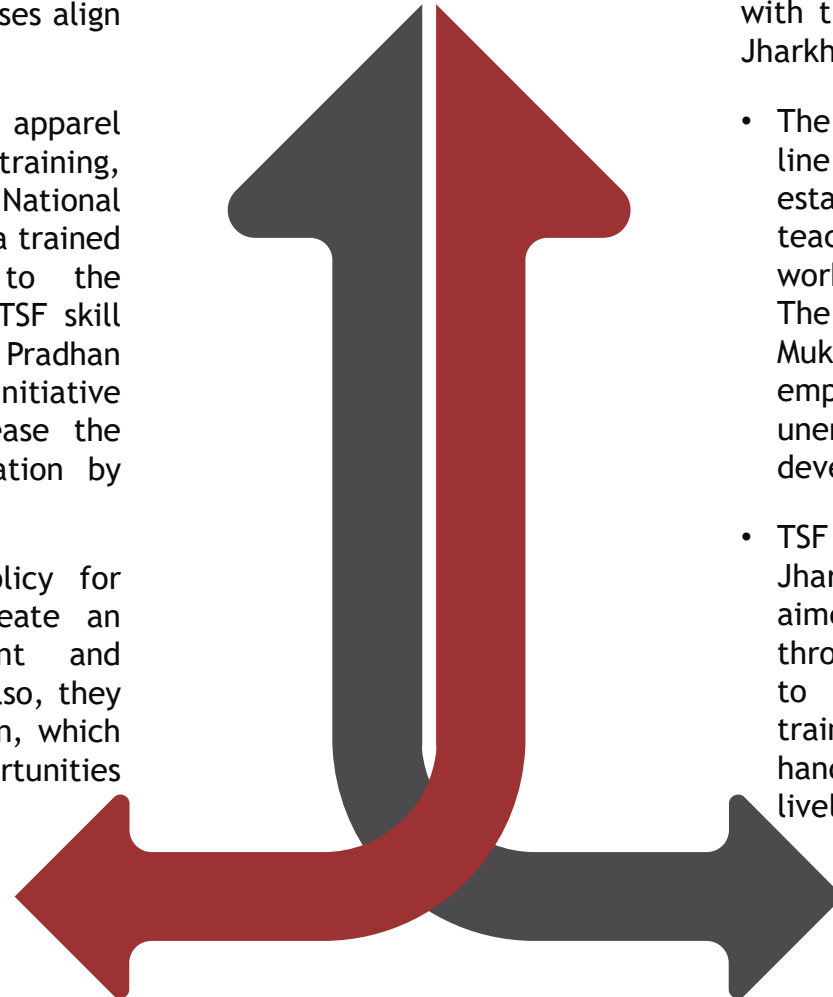
TSF skill development initiatives focus on building a skilled workforce that can support industrial growth and innovation. The foundation collaborates with industry partners to develop relevant training programs that align with the evolving needs of the industry, thereby promoting innovation and supporting the growth of local industries. The primary objective of the course is to upskill people in the unorganized sector. TSF provides the infrastructure in terms of building and types of equipment to the implementing partners.

Alignment to National and State Priorities

From a national policy perspective, the skill development programmes, particularly short-term vocational courses align with various policies and programmes.

- For instance, short-term vocational courses like apparel training, hospitality training, beauty and wellness training, and painting training align with the goals of the National Skill Development Policy that aspires to generate a trained workforce in India that can contribute to the socioeconomic growth of the nation. Similarly, TSF skill development programmes are in line with the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), a flagship initiative of the Indian government that aims to increase the employability of youngsters throughout the nation by offering skill training.
- The project is aligned with the National Policy for Empowerment of Women, which aims to create an enabling environment for the development and empowerment of women in all spheres of life. Also, they are in alignment National Rural Livelihood Mission, which is aimed at providing sustainable livelihood opportunities to rural women and reducing poverty.

National Priorities



Similarly, the skill development-related interventions align with the policies and priorities of the state government of Jharkhand as follows:

- The short-term vocational courses initiated by TSF are in line with the Jharkhand Skill Development Mission, established by the Jharkhand government which intends to teach youngsters in the state skills and develop a trained workforce that is employable in a variety of industries. The TSF programme is also in alignment with the Mukhyamantri Kaushal Yuva Yojana to increase the employability of young people in the state who are unemployed by giving them training through skill development.
- TSF skill development project is also in line with the Jharkhand State Livelihood Promotion Society which is aimed at promoting sustainable livelihoods for women through skill development, capacity building, and access to credit. Under this program, women are provided training in various trades, such as tailoring, embroidery, handicrafts, and agriculture, to enable them to earn a livelihood.

State Priorities

Alignment to Companies (Corporate Social Responsibility Policy) Rules, 2014

CSR Activities

Tata Steel Foundation (TSF) has a detailed CSR strategy, which is applicable to all the regions in which it operates. The interventions related to skill development align with the sustainable livelihoods theme highlighted within the CSR strategy document.

CSR Committee

TSF has in place a Corporate Social Responsibility and Sustainability Committee of the Board, which is responsible for guiding the company's CSR activities using transparent monitoring mechanisms.

CSR Policy

Interventions related to skill development align with the overall TSF CSR strategy and the Tata Group thrust area of sustainable livelihood for women and marginalized sections of society.



CSR Expenditure

The expenditure related to the skill development programme conforms to the relevant sections of Schedule VII of the Companies Act (2013) and its related rules. There is clarity in terms of this alignment, the basis of the design of CSR policy, and the mention of the related thematic area.

CSR Reporting

This is done in alignment with the mentioned rules. The details of the project are displayed annually, as part of the larger CSR report, with the specified headers being used for reporting, as mentioned in the mentioned Act and its Rules.

Display on Website

The primary thematic area of the project interventions and the related allocated expenditure are mentioned on the website, in the list of projects approved annually by the Board level Committees.

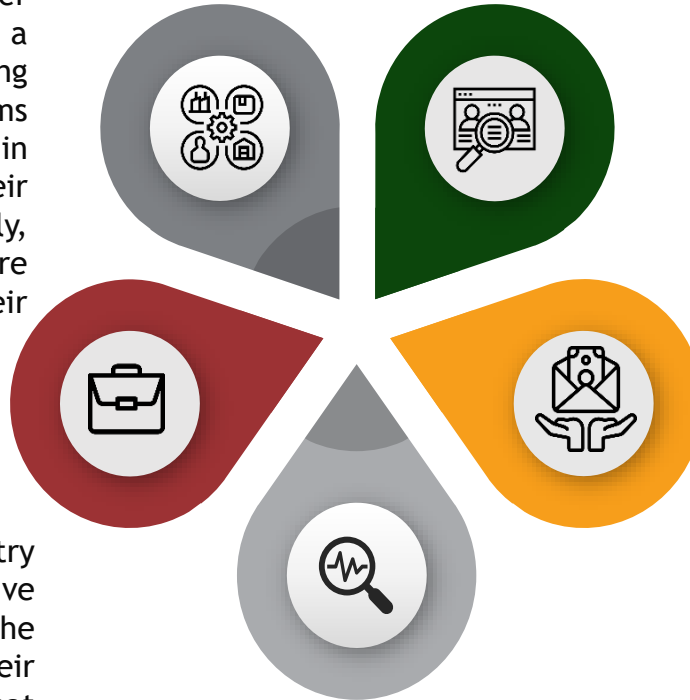
Alignment to Needs of Beneficiaries

Marginalized Community

The primary goal of the program is to empower tribal/marginalized communities by providing them with a platform to lead their own development while preserving their traditional way of life. Additionally, the program aims to ensure that everyone has access to high-quality training in the unorganized/blue-collar job sector, regardless of their educational background or economic condition. Ultimately, the vision is to create a thriving region in Jamshedpur where local communities are actively engaged in enhancing their social and economic well-being and developing holistically.

Industry-oriented training

The program's curriculum is designed based on industry requirements, ensuring that the beneficiaries receive training in the most relevant and in-demand skills. The program trainers are industry experts who bring their experience and knowledge to the training, ensuring that the beneficiaries receive hands-on experience and practical training.



Job-oriented training

The TSF program's training is job-oriented, focusing on providing the beneficiaries with practical skills and knowledge that they can apply in various industries. The program provides the beneficiaries with hands-on experience, enabling them to gain confidence and acquire the necessary skills required for a particular job.

Placement Support

The TSF program provides placement support to the beneficiaries by connecting them with various industries and employers. In programs like SHAHI, they absorb the students into their own production units. The program ensures that the beneficiaries receive support in finding suitable employment opportunities after completing their training.

Livelihood

With the skills attained from the TSF skill development programme, there is potential for community members particularly women and the marginalized sections of society to strengthen existing livelihood avenues and explore new ones for increasing their existing income. The program promotes self-employment among students who do not opt for placements.

Relevance of the training programme (N=110)

18.18%

Only 18.18% of the respondents had undergone previous training of similar nature. This suggests that most respondents had no previous training or experience in the subject matter being discussed. It may indicate a need for further training or support for those who lack experience in the field.

100%

All the respondents found the course to be relevant to market needs. This indicates that the course content aligns with current industry demands and may improve participants' employability. It also validates the effectiveness of the course and may encourage future enrollments.

90%

90% of the respondents found the training content suitable to their needs. This suggests that the training content was well-designed and effectively tailored to meet the needs of most participants, resulting in high engagement and satisfaction levels. The feedback can be used to improve future training programs.



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Effectiveness

Outcomes Planned Vs Outcomes Achieved



VLCC is capable of successfully placing almost all of its students, with additional training provided to those who require extra support. Furthermore, VLCC has established partnerships with various salons and also employs their graduates as trainers. Graduates of VLCC can expect to earn an initial salary of approximately ₹8000. There are students who opt to set up their own salons/parlors.

AkzoNobel

A majority of the trainees prefer to be self-employed, leveraging their strong professional network. When trainee secures a contract to paint a building, they often collaborate with their peers to collectively undertake the entire project.

TATA STEEL FOUNDATION

Outcomes Planned

- The TSF team established a goal of achieving a 70% placement rate for every centre.
- They have now exceeded the target despite facing some obstacles during the Covid-19 pandemic.
- As a result of increased demand, they are currently making plans to open additional centres.



Every student at SHAHI is provided with an offer letter, ensuring a 100% placement rate. This is facilitated by SHAHI's in-house production setup. However, some students may decline the offer letter due to their parents' reluctance to allow them to work in distant locations. Graduates can expect to earn a salary of approximately ₹10500, along with additional social benefits and bonuses.



Pratham

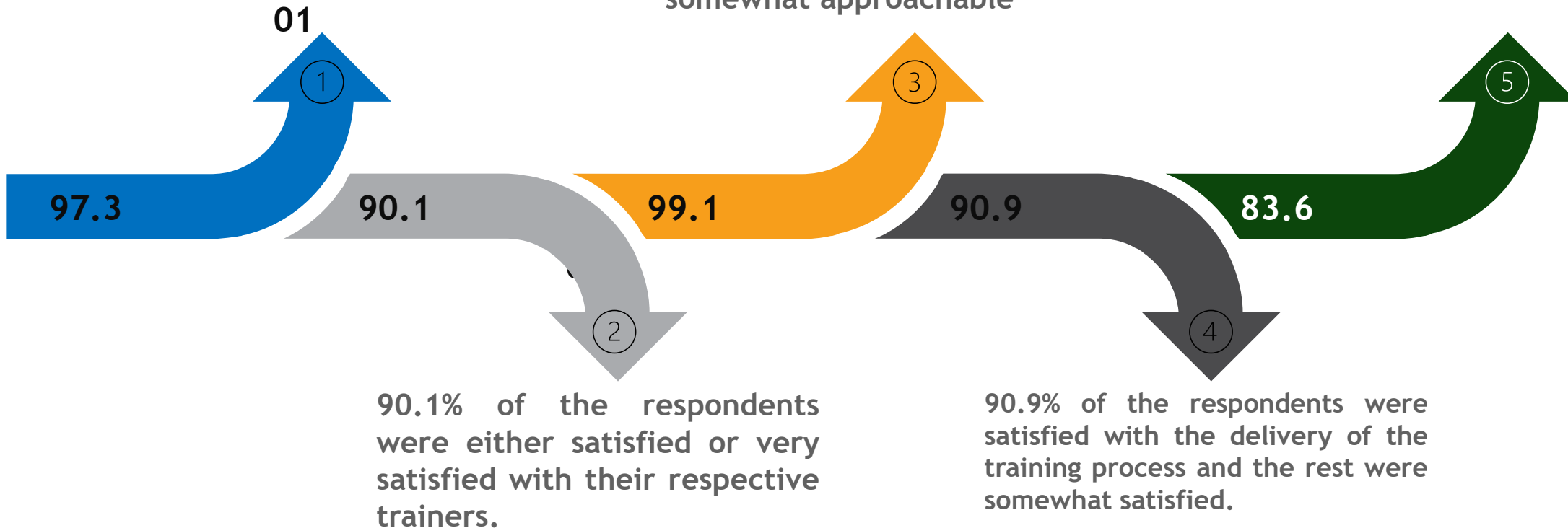
The majority of students receive an offer letter within 1-2 weeks of completing their program at Pratham. Pratham has established partnerships with numerous hotels and restaurants throughout the country, which facilitates the placement process.

Effectiveness of the training programme (N=110)

97.3% of the respondents were either satisfied or very satisfied with their respective courses and the rest were neutral.

99.1% of the respondents were of the opinion that trainers were approachable and the rest were of the opinion that trainers were somewhat approachable

83.6% of the respondents were content with the duration of the training.



Overall Factors Contributing to Outcome Achievement

Well defined Roles and Functions

TSF primarily contributes to financing, providing infrastructure, and program monitoring. This involves sponsoring students' fees and equipment, coordinating and monitoring implementing partners through project managers, and providing buildings and equipment in the city for the program's smooth functioning.

Alignment with Market Needs

The skilling program in Jamshedpur is designed based on primary economic activities, youth aspirations, local industry requirements, and feedback from a dip-stick study of students. TSF's team regularly consults with the Confederation of Indian Industry (CII), Chamber of Commerce, and Placement partners to incorporate necessary updates and skills.

Varying Strategy for different programmes

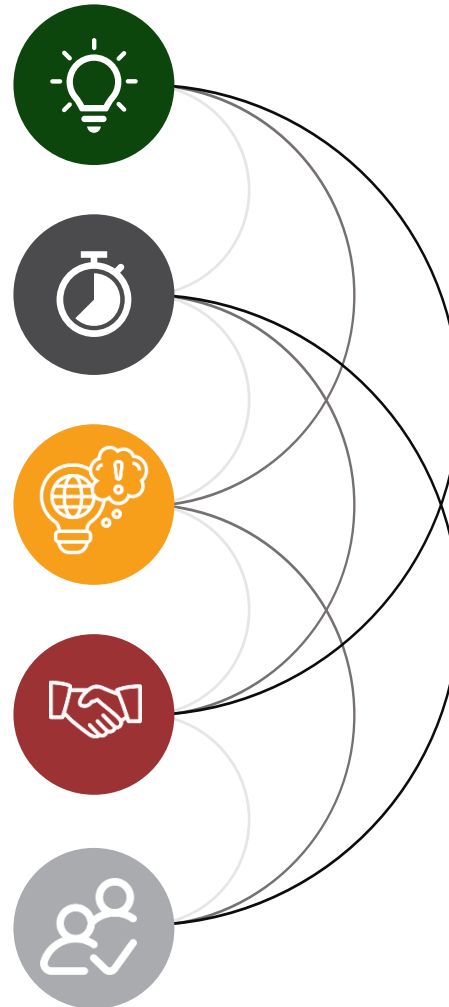
Different courses employ various strategies, such as diverse outreach methods, varying program duration, financing structures, and accommodation services that cater to specific groups.

Selection of Implementing Partner

Selection is based on multiple criteria, including national-level competency, track record, financial transparency, quality of training and mobilization, and placement

Follow Up Process with Trainees

SHAHI's residential program includes weekly interactions and counseling sessions with trainees to assess their department satisfaction, with the possibility of reassignment if necessary. Computer skilling was introduced based on feedback from previous students, and monthly follow-up calls are conducted under the Pratham program.



Findings from the field interactions, along with a review of the project documents provide detailed insights into the overall factors that have contributed towards the achievement of the objectives across various phases of the project implementation, including those achieved in F.Y. 21-22.

Key Challenges Faced



Low Awareness

Due to the tribal dominance in the vicinity of Jamshedpur, the majority of its population is only familiar with employment opportunities in the steel industry. The region's inadequate education system restricts TSF from providing courses in cutting-edge fields like Robotics and Data Analytics. Therefore, it takes them more effort in raising awareness regarding other sectors of the economy and convincing them about it.

Community Involvement

Local and political leaders cite the city's crime record, imposing restrictions on female student migration for projects like SHAHI. Consequently, some students decline the offer letters, citing distance as the reason. Critical centers require specific conditions such as hiring a local guard or awarding food tenders to local individuals due to community involvement.

Funding

In some cases, TSF desires to financially support participants in promoting their self-employment businesses/enterprises but is unable to do so due to legal restrictions. As a result, TSF collaborates with TATA Strive to address the issue.

Catering to the Constant Need of Markets

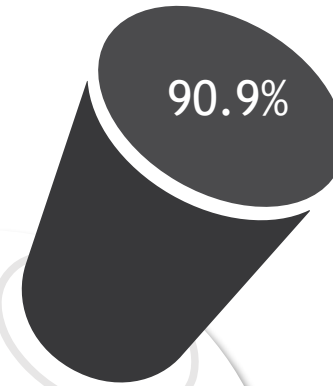
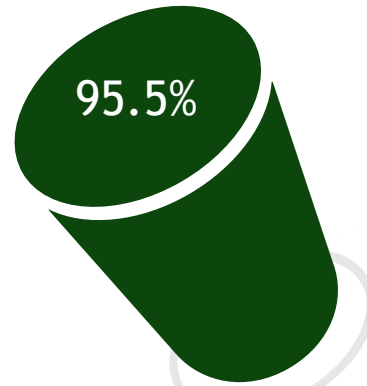
Programs must be updated regularly to meet changing market requirements. This includes emerging sectors like mobile assembly, new roles like line production in charge, and courses on stress management and nutrition.



Impact

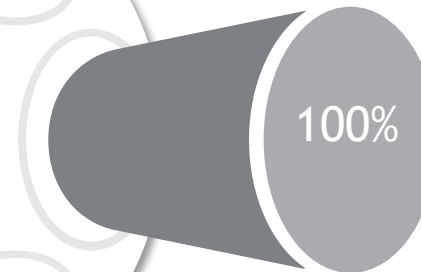
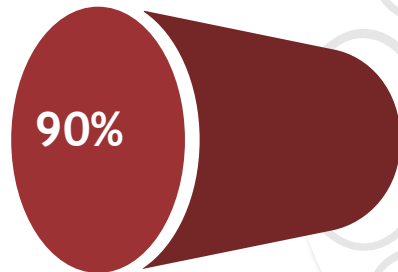
Impact of the Training Programme (N =110) 1/2

About 95.5% of the beneficiaries were able to find a job with the help of programme



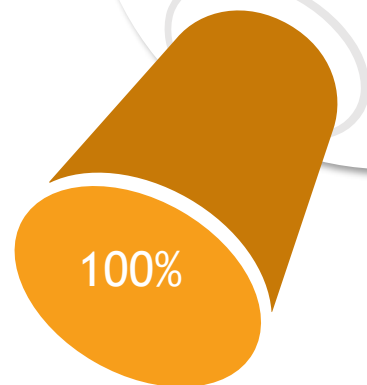
About 90.9% of the beneficiaries reported an increase in their earning post attending the training

About 90% of the beneficiaries were confident with skills they have learned from their respective course



All the beneficiaries recommended more youth to avail these trainings/courses

All the beneficiaries were able to put the learnings from the training to use in their job.



All the beneficiaries are of the opinion that the programme has led to an improvement in their quality of life. Among them, 52% earned an increase in income and 27% have experienced better job security.

Impact of the Training Programme (N =110) 2/2

Improved-Self confidence

Young women have undergone a notable transformation and have emerged as confident and resolute individuals, equipped with a clear sense of purpose and a steadfast resolve to surmount the various societal hurdles that impede their progress. No longer are they bound by the limiting options of matrimony or self-help group work; rather, they aspire for greater professional and personal growth.

01

Developed Expertise

Enrolling in a certified program has endowed individuals with a comprehensive and firm groundwork in terms of skills and knowledge, which in turn has instilled in them a sense of confidence and self-efficacy. This newfound empowerment has enabled them to undertake more demanding and substantial challenges in their respective professional trajectories.

02

Increased Economic Opportunities

The skilling initiative has enabled individuals to reinvent their lives by gaining access to certified programs that provide them with a solid foundation of skills and knowledge. This has not only boosted their self-esteem and confidence in their abilities but also opened up avenues to better work possibilities, higher pay, and more secure employment. As a result, they now have better long-term prospects, which can support efforts to break the poverty cycle.

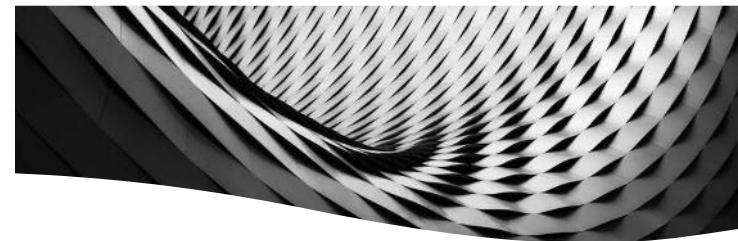
03

Inclusion

Women's financial contributions are earning them greater esteem in their households, where their opinions now carry significant weight and they play a crucial role in household decision-making.

04

Thank you



Contact us :

Vijay Ganapathy
Partner
E: vijay.ganapathy@ttcglocal.com
M: (+91) 98109 60041

Thinkthrough Consulting (TTC)

Building no. 30, 2nd & 3rd floor,
Basant Lok Community Centre,
Vasant Vihar
New Delhi 110057, India
Work (Board): (+91) 011-4095-6600



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