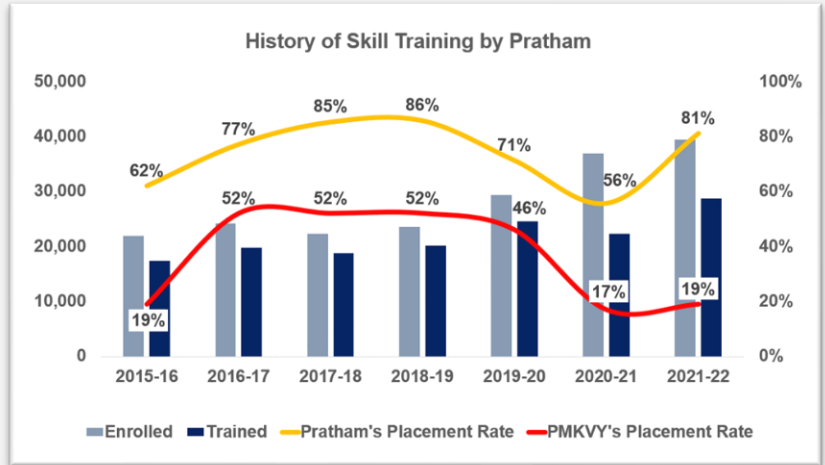




Pratham Education Foundation: Skill Development & Youth Training

In 2005, Pratham launched its vocational skilling arm to train youth from economically disadvantaged backgrounds and provide them access to employment/ entrepreneurship opportunities. **Pratham training centers, spread across 17 states, annually enables 25,000+ youth get access to jobs** in vocations like automotive, beauty, construction, electrical, hospitality, healthcare, plumbing and welding, through NSDC affiliated courses.

In 2020, Pratham re-designed its training models to leverage digital content and virtual classes along with in-person practical training to launch the **Hybrid Skilling** program. The primary focus of this program was to help youth find employment in the post-pandemic world by leveraging the benefits that technology has to offer.



Reaching the Unreached

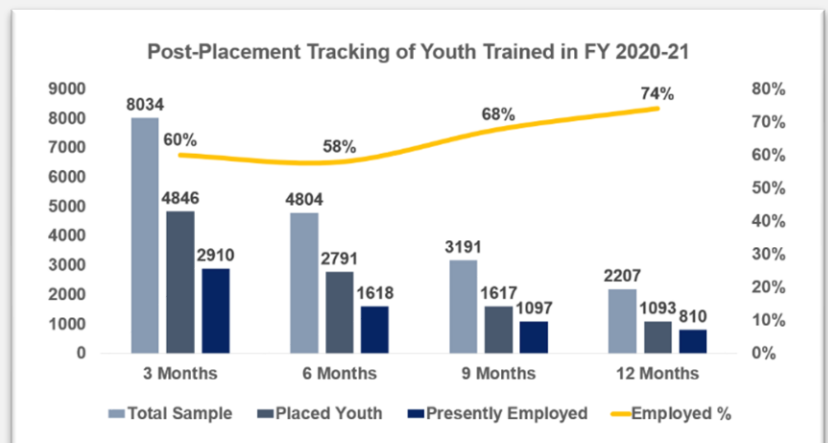
Vocational education bridges the gap between the industry and youth, especially those from typically underserved communities. But placement and retention of youth in the industry is a major challenge for most skill development programs. Pratham's placement support system includes salary negotiation, benefits like assistance for food, travel, accommodation and migration support. These enable smooth transition for trainees into their first formal jobs. **Such processes have enabled Pratham to achieve its placement rate of 80%.** The next step is to help ensure that youth are able to sustain and thrive in these jobs.

- 44% Enrolled Youth are School Dropouts**
- INR 7500 Monthly Household Income**
- 41% of all Youth Trained are Women**

Longitudinal Tracking

In order to better understand impact of the placement support system, the team has been conducting rigorous post-placement tracking of youth who graduate from the program.

Youth receive calls from a central tele-calling team every 3 months, during which time they are asked about the status of their employment, any challenges they might be facing, and additional support required from Pratham. This exercise has provided insights which will shape future upgrades to the Hybrid Skilling program.



Key Findings

- Increasing support during the first 3 months post placement can improve retention.** Nearly 40% of the placed candidates resigned during the first 3 months, but that rate was less than 2% between the 3 & 12 months mark.
- Youth who stay employed for 12 months can expect significant growth in income.** More than 55% of youth surveyed one year after training showed an income growth of 40% or more.
- Frequent remote contact with a trainee can help sustain alumni connect to the organisation.** Connectivity rate consistently increased from 50% to 70% with each round of calling