



CSR INITIATIVE TO SKILL UNEMPLOYED RURAL YOUTH – A LEADING CONGLOMERATE'S NBFC ARM

The Client

The client is a group company of a large Indian conglomerate which is one of the key leading players in tractors, utility vehicles, information technology, financial services and vacation ownership. They also have a significant presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

The client is in the rural Non-Banking Finance industry sector with the aim to empower individuals in the rural and semi urban geographies by providing finance for a wide range of vehicles, home development requirements and many other diverse endeavours. They provide employment to 16,000+ people in 100+ branches in India.

Business Situation

As part of their CSR initiative the client wanted to skill unemployed rural youth and make them employable in the NBFC sector itself.

Client Requirements

Business Outcome

To build a pipeline of suitable graduates who can be absorbed in different roles by NBFC companies – in business development to market loans and in recovery to recover installments from defaulting loan-takers. Also to support jobless rural youth and make them employable for high growth jobs in the BFSI Sector

Participant's Profile

The client wanted to target the young jobless rural youth who are unemployed and make them employable for the BFSI sector post the training.

Solution Proposed

Training Goals

Participants should be able to perform on the job for which s/he is selected and be able to sustain in that employment

Training Model

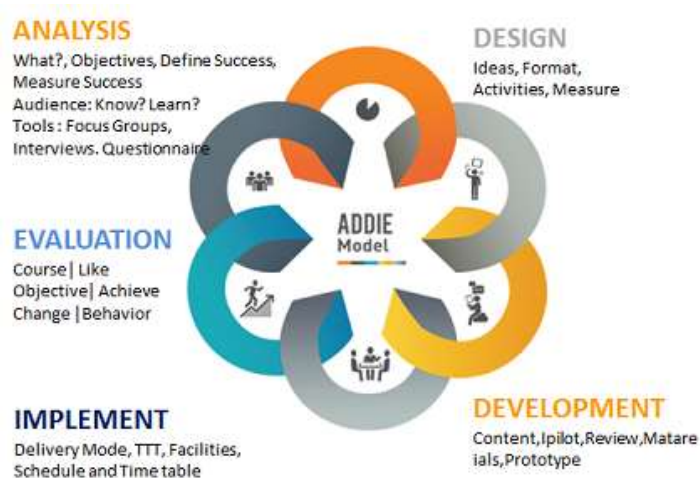
Residential program with Instructor Led Classroom training

Training Approach

Training and Development plays a major role in any organisation. It is a way of ensuring that individuals develop the skills and knowledge they need to perform in their current and future jobs. Any training and development should be linked closely to individual and organisational objectives.

We as learning and performance practitioners, use technology solutions by applying evidence based proven pedagogical theories and practices. Along with this, we use the best of instructional modes and methods to all technology and media to deliver training.

The below illustration depicts our process



Program Delivery

TMI followed a rigorous process to ensure the right candidate is identified, trained and given a job to change their lives. Following are the steps followed by TMI in delivering this training program

- Source “right”- Target eligible profiles & convince them about a career in the targeted role
 - Assess profile
 - Assess attitude
 - Assess fitment
 - Assess “skill” ability
- Ensured that the candidate is prepared sufficiently for the role
 - 6-7 hours of classes (linked to 60% of tasks to perform)
 - 1-2 hours of homework
 - Induction to Role
 - Product Knowledge Training
 - Technical Skills
 - Soft skills
- Final Assessment by Employer & absorption
 - Submission of documents
 - Release of Joining letter



Coverage

Following is the typical coverage of topics in this training

1. About the industry, company and the role
2. Financial terminologies, products and processes
3. Key terms and definitions of credit
4. Credit and loan process
5. Sales steps and processes
6. Collections and Recovery Process and skills required for effective recovery process

Locations

Gorakhpur; Patna; Lucknow; Kolkatta; Hubli

Duration

13 day residential training program for the selected candidates

Participants trained

Young jobless rural youth

Type of Delivery

Classroom Training sessions

Measurable Benefits

Number Trained

TMI trained 803 candidates and provided placement opportunities to 335 which is about 42% conversion into placements

Outcomes achieved

The project was delivered in a structured process of mobilization with a seasoned team of NGO partner agency.

The training course designed and developed was Role oriented to help the candidates perform & sustain employment provided.

Key Learning

Convincing the youth to take up a sales job is not easy. Benefits awareness post training and placement opportunity helped in convincing the prospects.

