

Global Interventions. Grassroot Impact.

A TMI GROUP SOCIAL IMPACT DOCUMENT



Contents

Our work with Multi Lateral Agencies and Governments	5
Our work to improve employability skills	40
Our work to get hyper local jobs for the local youth	55
Our work in the Job fair space	61
Our work as India's first career author	78
Our work through the TMI Foundation	102
A free YouTube Channel – Clan Career Convo	104
Our Work with Udbhav Schools	106
Initiatives during Covid-19	73

HEALTH
 EDUCATION SANITATION
 EMPLOYABILITY
 SKILL DEVELOPMENT
 NUTRITION
 SANITATION
 PUBLIC FINANCE
 CLIMATE CHANGE CAPACITY BUILDING
CLEANLINESS
 WOMEN IN WORKFORCE
EMPLOYMENT PUBLIC PROCUREMENT
 FOREST & WETLANDS
 HEALTH EDUCATION EMPLOYABILITY EMPLOYMENT
CONTRIBUTING TO INDIA AND AROUND THE WORLD, EVERYDAY SINCE 1991.
 PUBLIC FINANCE
 CLIMATE CHANGE
 HEALTH
 SKILL DEVELOPMENT
NUTRITION
 SANITATION
 CLIMATE CHANGE
 WOMEN IN WORKFORCE
 HEALTH
 EDUCATION
 SANITATION
 PUBLIC PROCUREMENT
 HEALTH
 EDUCATION
 PERFORMANCE AUDIT
 NUTRITION
 SANITATION
 SANITATION
CLEANLINESS PERFORMANCE AUDIT
 EMPLOYABILITY COMPLIANCE AUDIT
 CLEANLINESS
 CLIMATE CHANGE CAPACITY BUILDING
EDUCATION
 EARLY CHILD DEVELOPMENT
HEALTH
 EMPLOYABILITY
SANITATION
 PUBLIC FINANCE
CLIMATE CHANGE
 CAPACITY BUILDING
 EDUCATION
 HEALTH



Our work with
**Multi Lateral Agencies
and Governments**

How we helped 1 million+ Anganwadi Workers reduce malnutrition & infant mortality through a digital initiative



Synopsis:

Indian children suffer from malnutrition which can be corrected through proper growth monitoring, timely intervention, and proper nutrition. A frontline force numbering 1.4 million+ Anganwadi Workers are tasked with ensuring a reduction in maternal mortality and improvement in child health, under the Integrated Child Development Services (ICDS).

Our scope of work included building a Mobile App Platform for offline learning. Learning Management System & Dashboards for tracking progress, developing mobile and eLearning content, action learning tools, formative and summative assessments to measure outcomes on the ground and peer to peer learning interactions. The assignment includes consulting with the Multi-Lateral Agency and Gol team to build a robust, sustainable, digital capacity-building model.



The Situation:

The Multi-Lateral Agency is supporting the Government of India in the implementation of the 'ICDS Systems Strengthening and Nutrition Improvement Project' (ISSNIP), through IDA financing of US\$ 86 million in eight low-income states of India, namely Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Maharashtra, Rajasthan, and Uttar Pradesh.

Overall Objectives: The overall objective of this assignment is to support the Ministry in capacity building of the last mile functionary – **the Anganwadi Workers (AWW)**, across India. Structured learning had to be delivered to ensure that the AWW deliver services required to meet the goals of the ministry. Towards this, eLearning & mLearning modules on maternal and child nutrition & growth monitoring had to be developed and delivered on a web-based and mobile application-based platform. Modular certification tests and action learning tasks associated with each of the 22 eLearning modules were to be developed and hosted on the platform. The eLearning modules were expected to complement and strengthen the incremental capacity-building approach being implemented under ISSNIP for improved knowledge, skills, convergence, and motivation of ICDS field functionaries.



The Solution:

We developed two types of learning modules on the same content at the Knowledge and Skill level. Following are the components of the learning solution:

- Training Needs Analysis, that resulted in developing a learning model over three learning levels - Know, Understand, and Apply.
- **Mobile Nuggets:** 3-4-minute video-based nuggets for the learners to access from their smartphone; 4 nuggets developed for each of the 22 ILA Modules based on scientifically- designed learning outcomes in 14 Indian Languages.
- **Web-Based Learning Modules:** 20-25 min duration of interactive content was designed and developed for better engagement with the learners, for those who have access to a Desktop / Tab / Laptop. Visually-enhanced scenarios, examples with Do's and Don'ts, and simple problem-solving approaches were used to connect with learning who are high-action and low-cognition learners. Modules were developed in 14 Indian Languages.
- Formative and Summative Assessments were deployed at the end of each module to measure, score, and provide feedback so that the learners can be self-assured.
- **Mobile App:** An offline android-based mobile app was developed where the mobile nuggets were pre-packaged and pre-installed on the smartphones issued to the AWW. Basic Learner registration to access the learning nuggets, tracking learner behavior, and sync of the data when connected to the internet via WiFi was enabled.
- **Learning Management System & Dashboards:** An open-source software-based Learning Management System was customized and developed in Hindi & English for course, learner, assessment management with role-based dashboards.
- Solution was hosted on NIC Servers provided by the Government.



The Impact:

1.3 million+ AWW have registered for the course and over 800,000 certified, which would result in positive nutritional and growth outcomes for over 16 million children in the 0-6 years age group.

How we enabled Bankers make better decisions on assessing projects from the Climate Change perspective



Synopsis:

Bankers fund projects in rural area, often without understanding the irreparable damage that may be caused to local ecosystems. This is due to lack of awareness of undertaking environmental impact assessments along with the financial ones, which the banker is familiar with. Bankers are under pressure now to fund climate change financing projects and need to improve their competencies in evaluating such projects.

Partnering a large Multi-Lateral Agency and Ministry stakeholders, we helped develop and deploy structured curriculum around understanding climate change vulnerability and project risk assessment of climate change projects.



The Situation:

Development and climate change often do not go together. Especially if the area of development is in the rural areas as they are close to natural resources like forests, rivers, lakes, etc. While the project costs are assessed as per the standard methods, there is a need to measure the environmental impact of the project in the most objective and realistic way. Even more, there is intense pressure to finance projects that will reduce the negative impact of climate change. There is need to build capacity among those planning, designing, and financing projects to consider the environmental & climate change aspects. Teams are spread across the country and there are continuous changes to the norms and methodology. A learning portal was to be set up to allow all the stakeholders, especially bankers, to learn, share, and be updated on all relevant aspects of climate impact while financing projects and on financing climate change projects.



The Solution:

Developed a highly visual and scenario-based self-paced learning curriculum, totaling to 6.5 hours, in three phases:

- Understanding climate financing, project risk appraisal, financing instrument design and skills for bankers in assessing climate finance proposals.
- Developing concepts for climate projects.
- Climate smart and resilient agriculture and livelihoods



The Impact:

Taken live in 2022 and too early to measure impact.

How we helped drive capacity on Remote Sensing using an outreach program, Pan-India



Synopsis:

Remote sensing is a key requirement for any large developing country. It is essential for planning and monitoring of diverse agenda, including, roadways, waterways, agriculture, telecom, power, and many more, in an integrated manner. Indian Institute of Remote Sensing (IIRS), part of ISRO, is the leading institution in India for capacity building in remote sensing. IIRS wanted to deploy an outreach program in 2012 to certify youth in remote sensing and build a talent pool for deployment across India.

We built an eLearning platform on Moodle, a popular open-source Learning Management System Framework. Animations, both 2D and 3D, were created in the 100-hour long course along with lab work that was deployed on the learner's machine itself. Importantly, to increase its reach and acceptance, it was translated and offered also in Hindi. This project was awarded **“National Award for Excellence in Training for the Year 2015”** with **First Prize for Innovative Initiatives by the Department of Personnel and Training (DoPT), Government of India.**



The Situation:

IIRS wanted to develop large-scale and widespread talent across India in the area of Remote Sensing, to help the country manage its growth systematically. For easy off-take of the course, it was designed as an outreach program for youth to acquire a relevant certification.

Open-source Learning Management Systems (LMS) were in the nascent stage and quality internet penetration was still poor in 2012. Hence, the solution had to be light and at the same time impactful enough for remote students to engage with and learn. Additionally, the content had to be structured in a way that it would be easy for future translation to Indian languages.



The Solution:

We were chosen to develop a web-based learning management system and e-learning for its outreach certificate programs. We developed a Web-Based Learning Management System using Open Source (Moodle) platform and e-learning content. This had to be translated into Hindi.

We also developed over 100 hours of e-learning content at level II interactivity in English & Hindi. 2D animations (Level-3), and 3D animations (Level-1, 2, 3) were used extensively to ensure that learning happened. Video demonstrations, practical sessions, and assessments were deployed to deliver actionable knowledge. Besides hosting the LMS, we also provided assistance in implementation and maintenance.



The Impact:

e-learning courses of over 100 hours were developed and deployed. The Hindi version is reaching out to more people, who are comfortable learning in their native language. The courses are running successfully and IIRS has also bagged the **“National Award for Excellence in Training for the Year 2015”** with First Prize for Innovative Initiatives by the Department of Personnel and Training (DoPT), Government of India.

How we are helping build the Capacity of Government Auditors, globally



Synopsis:

Government audit has traditionally been around financial audit and compliance audit. With the tremendous growth of government spends there is a need to upskill and build capacity of government auditors in these two areas, and also performance audit.

We were chosen to be the implementation partner for a structured certification program owned by an International Association of Government Auditors. We co-designed the curriculum and developed an instructional model for this target audience, spread across the world. Extensive usage of scenarios and caselets, based on real-world inputs from the association's subject matter experts helped build courseware that connected with the target audience and made the learning tangible.



The Situation:

The association is an autonomous, independent, and non-political organization that has provided an institutionalized framework for country institutions to develop and transfer knowledge, improve government auditing worldwide and enhance professional capacities.

The association wanted to deploy detailed, structured curriculum in the areas of financial compliance and performance audit along with behavioural training. These were to be hosted as certification modules on their Learning Management Systems.



The Solution:

We undertook the following:

- Restructuring of classroom-based curriculum for digital self-paced learning in the form of granular learning outcomes.
- Instructional design aligned with learner profile.
- Development of content collaboratively with SMEs from the Association.

To help the client and our instructional designers select appropriate learning strategies aligned with the learning content, we developed a Periodic Table of options as a ready reference.



The Impact:

Over 1000 learners from over 100 countries have participated in a pilot in 2022 with over 50% finishing their stream of 70 hours of learning within 45 days of launch. Feedback is expected shortly to further enhance impact.

How we helped a **government department** improve the citizen off-take of **Direct Benefit Transfer (DBT)** under **Pradhan Mantri Matru Vandana Yojna**



Synopsis:

Pradhan Mantri Matru Vandana Yojna (PMMVY) focuses on pregnant women and lactating mothers with the objective of providing wage loss compensation to enable women to rest during and post-pregnancy, as well as to improve healthcare-seeking behaviour. Off-take of DBT under the program was low due to poor awareness amongst the citizens, errors in documentation and poor awareness of the processing amongst the Government staff. We helped build a solution that cascaded learning from the state to district to block right down to the village level, using blended learning methodologies.



The Situation:

Low number of benefit claims under the program and poor processing of claims by the Government functionaries was due to inadequate awareness. The department wanted a holistic solution that built awareness across all stakeholders from the citizen down, right up to the state-level officers. The solution had to be implemented under very tight timelines and severe budget constraints. They sought a partner who could co-create the solution and help implement it with adequate tracking and monitoring.



The Solution:

We designed an innovative capacity-building approach, which included both offline (face-to-face) and online training to cater to the need for rapid awareness building at scale.

The solution included modelling a cascaded training deployment solution, where we developed master trainers at divisional level and jointly undertook Train-The-Trainer (TTT) programs at district level. District-level officers were enabled to cascade the training to block level, who in turn cascaded it to the village level staff – Anganwadi Workers (AWW). Digital content was developed as refresher for Government Staff. Mobile nuggets were developed as refreshers for AWW and also used to familiarize citizens about the availability of the benefit scheme.



The Impact:

The program was rolled out to 1 lakh+ staff across the state - 97,000+ AWWs, 15,000+ ANMs & ICDS projects across the state. Millions of women would have benefitted from this program as it would have helped them avoid strenuous work towards term and immediately after child delivery.



The Situation:

This challenge of capacity building in public procurement is daunting in physical terms. This is because it involves the training of more than 7 million officers in India alone, who would be involved in some procurement-related activities at some point in various PSUs and government departments. Also, there were no ready certification programs in this domain.

The objective was to develop an open-source learning platform and deploy free MOOCs in public procurement.



The Solution:

We partnered with the Multi-Lateral Agency to provide an integrated solution that incorporated e-content development, branding & digital marketing, technology, and learner support.

e-content

Different formats of MOOC were deployed – 100% self-paced, blended with significant online along with five days classroom, highly interactive case-study based. All content were interactive and some of the courses also offered in Hindi and five international languages.

Technology

We designed the specifications for the learning portal collaborating with the agency. A highly customized learning portal was built using open-source tools like Moodle and PHP technologies. We continue to host and maintain the solution for the last eight years. The servers are hosted in a Level 4 data center with certificates on Service, Security, and mirroring along with regular backups and archiving.

Support

We designed the framework and Standards Operating Procedures for 24 x 7 learner support initially. Since the last 2 years this has changed to a 16x7 support.

Branding & Promotion:

Designed and deployed overall branding and promotion that included Pay-per-Click, 3rd Party Banners, E-Mail Marketing, and social media for learner awareness & registration. Digital Interventions were designed and executed to drive course completion, given that the target audience was made up of Government officials who had voluntarily enrolled for the course.

Technology

This learning portal is built with a highly customized framework, with the help of open source tools like WordPress, Moodle, and PHP technologies. This is also compatible with open and single signing models. All partner institutions are given a private place to conduct blended training, webinars, forums, and expert chats using the learning portal. The finances and the administration of institutes are also managed through this portal only. Apart from all these functions, C&K is also acting as a nodal agency to implement the decisions taken by the World Bank or Charter for Public Procurement Studies from time-to-time.



The Impact:

The portal has attracted a total of over 0.5 million visitors and learner registrations are nearly 200,000. Learners come from 190+ countries. 60,000 queries have been answered through live chats, mails and over-the-phone. Feedback from learners has been that the learning is useful and can be deployed at work, which should help make public procurement more efficient.

How we are helping improve Women participation in political processes at grassroot level in India



Synopsis:

Government of India has committed towards the achievement of the Sustainable Development Goals which includes ensuring responsive, inclusive, participatory, and representative decision-making at all levels. With the 73rd Constitutional Amendment Act passed in 1992, there is already a mandate in place with more than three million ERs, who need to be oriented and sensitized on these aspects of good governance. Building capacities of such a large number of ERs within the stipulated time frame of one year of election to enable them to function effectively is still a challenge.

We partnered a leading Multi-Lateral Agency in designing and deploying a training tool in approximately 2,50,000 Gram Panchayats in India.



The Situation:

Women's participation in political processes at the grass-root level is essential to strengthen democracy and prevent marginalization. Competent women leaders in Panchayats can lead to holistic development and empowerment of women in general. The 73rd Amendment to the Constitution has created scope for women's entry into PRIs, both as members as well as heads of Panchayats. However, women face many operational constraints while playing their roles and discharging their functions in the PRIs.

In this context, the Multi-Lateral Agency, along with the Ministry, wanted to create awareness that good governance can happen with the participation of all marginalized communities, especially women. The Agency proposed to develop a virtual learning tool on 'Gender Friendly Panchayat' to disseminate knowledge on what is and what makes a gender-friendly panchayat.



The Solution:

We did an extensive desk review to identify under what conditions women leaders have emerged as successful Panchayat representatives. The idea was to identify what stimulates attention to women's needs in the Panchayats and how the mobilization of women in Gram Sabhas can act as a catalyst to prioritize women's needs. The study also summarised the overall women representatives' understanding of the development agenda of the panchayat and resource base as their rights, knowledge of the plans for economic development and social justice, and schemes in relation to 29 subjects given in the Eleventh Schedule of the Constitution, natural resource management including the protection of common property resources, environmental protection with sustainable practices, etc. which is specifically beneficial for active participation.

With the inputs from desk review, our content team prepared different scenarios and examples which empower the elected women representatives for broader participation in the local governance. At the same time, the stories of failures like Dalit women being harassed, raped, or killed also give insights into the limitations and threats.

Our creative team designed all scenarios and integrated them into the virtual tool. Within the tool, the user could view 180 degrees and navigate through different scenarios. We observed that people like to listen to their peers rather than any officials or leaders and hence, real cases with identity masking helped in positive reinforcement of learning.



The Impact:

All frontline workforce and elected representatives in 0.65+ million villages would have benefited from this project. This project would have empowered many Panchayats to create inclusive developmental plans that are sustainable for long-term growth.

How we helped a National organization for AIDS control, build capacity in Supply Chain Management



Synopsis:

Health services need continuous capacity development especially in the area of supply chain management as it is a critical element in delivering solutions to the need. An efficient supply chain management ensures the availability of the right resources.

An NGO working in the area of the AIDS was mandated to provide technical assistance for the improvement of the supply of ARV drugs, testing kits, and other commodities under the National AIDS Control Program (NACP). Continuous learning is critical for improvement in supply chain management. An online learning platform was required to fulfill this need.

We built a complete learning management and eLearning content for capacity building in the supply chain management.



The Situation:

The Supply Chain Management Project for HIV/AIDS Commodities under the National AIDS Control Program (NACP) aims to strengthen the technical capacity various stakeholders to design, manage and monitor supply chain for increased access of high-quality ARVs, testing kits across India.

Given the huge number of staff involved in the program and their dispersal across the country, an online platform was required with self-paced learning material targeted at health functionaries (Medical Officers, Stores Officers, Pharmacists, Counsellors, Lab Technicians) who are involved in the Supply Chain Management of HIV/AIDS drugs and commodities.



The Solution:

A customized Learning Management System (LMS) having interactive eLearning content was deployed to cater to a large number of staff in a short period of time with interactive and interesting, easy to learn, training content and messages. The self-learning course focuses on the HIV-related supply chain. This also includes simulation of software and processes for different roles of users.

- Our role was to design, develop, and host an appropriate Open-Source web (Moodle) and mobile learning platform
- We developed innovative, creative, and interactive digital content for training on different components of supply chain management in alignment with the Standard Operating Procedures for Supply Chain Management.



The Impact:

The solution has gone live in 2022 and is too early to measure the impact but it is expected to bring in efficiencies in the supply chain by reducing stock-outs and wastage due to expiry.

How we helped build **Citizen Centricity amongst Frontline Government Employees**



Synopsis:

A leading Multi-Lateral Agency that was partnering the Department of Personnel and Training (DoPT), to deploy a blended induction program for cutting edge government officers. Besides, familiarity with the rules and procedures and office processes there was a need for building behavioural skills with specific focus around citizen centricity. Given the huge numbers involved and that physical training is both expensive and time-consuming, it was sought to be reduced with a significant portion of training moved online.

DoPT launched the Comprehensive Online Modified Modules for Induction Training (COMMIT) Program on digital platform to train B and C cadre officers of Govt. of India and the State Governments.

We developed and deployed the entire blended solution for COMMIT on a Build-Operate-Transfer model. Over 80,000 officers participated in this program during 2019, after which the platform was moved to the Government servers and continues to train around half a million every year.



The Situation:

Blended induction of Class B & C Officers of Government of India and State Governments with an objective to train half a million every year was required. This included the Design, Development, and Deployment of a Digital Platform, eLearning content, and capacity building of specific government officials to take it over and sustain.



The Solution:

Design and Development of the Comprehensive Online Modified Modules for Induction Training (COMMIT) Program of Blended Induction of Class B & C Officers of Government of India and State Government.

All eLearning modules were developed in consultation with the DoPT, Multi-Lateral Agency, and government Authorized Training Institutes (ATIs), by extracting contextual examples, scenarios, and the day-to-day experiences that typical cutting-edge government employees face. The Modules have been designed as highly interactive, yet simple to understand learning units that deliver structured learning outcomes. A comprehensive Learning Management System (LMS) and a portal to host and manage the learning modules, and online assessments online have been developed using open-source technologies. The program was taken live rapidly, within 6 weeks of project initiation as a result of excellent collaboration between all stakeholders. 28 hours of blended training was deployed with:

- 20 hours of eLearning at level 2 Interactivity
- 8 hours of face-to-face training delivered by Master Trainers at District Training Centre



The Impact:

80,000+ Government officials have undergone the COMMIT program in 2019. Half a million officials were expected to undergo the COMMIT program annually. This has been since moved to the Government's iGoT Platform.

How we helped the Government of a Central Asian Nation to improve the capacity of their officers in Public Finance Management



Synopsis:

In December 2016, the Government of the Kyrgyz Republic enacted a comprehensive Strategy on Public Financial Management (PFM) Reforms for 2016-2025. The Ministry of Finance (MoF) Training Centre (TC) undertakes Government-wide training activities in support of the reforms. Since 2016, with the Multi-Lateral Agency's assistance, the MoF TC has introduced and successfully implemented e-learning modules on e-procurement, which we partnered in.

To date, 10 online modules on e-procurement are functioning, which maximizes staff training opportunities. New modules on Public Finance Management (PFM) were required to enhance the MoF's capacity to train civil servants on PFM matters via self-paced digital learning.



The Situation:

While the launch of the Public Procurement and eProcurement Courses helped build capacity in Government Officers to procure better, there was a need felt to develop Public Financial Management capacity too. New eLearning courses were to be developed for deployment online and offline using USB. The eLearning courses had to cover a range of topics relevant to Public Finance Management.

The MoF TC provided the base content (manuscript) for these eLearning courses in Russian for development of the eLearning courses in Russian and Kyrgyz.



The Solution:

We developed and handed over four ready-to-host eLearning courses in Kyrgyz and Russian Languages on:

- Programme Budgeting - 11 Modules
- Treasury Single Account - 11 Modules
- Incentive Grants - 4 Modules
- Intergovernmental Fiscal Relations - 4 modules.



The Impact:

We have successfully deployed the Courses and reportedly many Government officers have been certified and are benefiting from the program.

How we partnered with the world's largest identity authority in capacity building of the entire ecosystem



Synopsis:

The program was about providing a universal identity to every Indian resident sufficing as a proof of identity, address and date of birth within India. It was conceived with the idea of reducing corruption and enabling mobility within the country.

There are multiple private stakeholders in the ecosystem. With numbers being huge, there was a need to ensure a system of standardizing the processes of citizen interaction. We had to come up with a learning solution that educates people at a Pan India level.



The Situation:

Our customer, the world's largest identity authority, has a huge ecosystem of Private partners across India who undertake different processes on their behalf. Some of these processes include verification, authentication and deepening the usage of the identity to make life easier for the citizens and allowing the government to plug any leakages in public spends. The number of partners were huge and the employees from the partner side who were involved in the rollout were in hundreds of thousands. Structured training was required to ensure that the processes were delivered in a compliant and efficient manner. Over time, product & process refreshers were needed to ensure that any process and/or protocol changes were quickly transferred to the partners' staff.



The Solution:

We initially created classroom training content in close collaboration with the customer, put together a panel of master trainers, and undertook train the trainer sessions to develop hundreds of cascade trainers nationally. These cascade trainers ended up training the staff of the private partners of the entire ecosystem.

Over time, with increased availability of Internet bandwidth across the country, especially rural India, and the availability of smart phones in the hands of partners staff, the client decided to create self-paced digital modules. We have partnered with the client in this digital journey too, by developing appropriate eLearning as well as mLearning Nuggets. To help deploy this nationally and track learning completion, we also put together a Learning Management System and an online dashboard based on open-source technologies, which are hosted on the client's servers.



The Impact:

Hundreds of thousands of staff across the partner ecosystem have been trained on the core processes and their job roles. This would have resulted in reduction in number of errors while processing requests as well as reducing the time taken to undertake process delivery and help citizens across India derive the best value from the identity. Continuous updates along with the availability of digital modules over PC or a smartphone will further help accelerate the competence of partners' staff to perform their role more efficiently.

How we supported a National Cleanliness project by setting up a Knowledge Management System to operate at grassroots level



Synopsis:

The Swachh Bharat Mission was the largest cleanliness drive of the Government of India. The concept of a Swachh India was aspirational owing to the diversity our country has. While good things were practiced in pockets the objective was to transfer these to other stakeholders.

The Mission partnered with a Multi-Lateral Agency to devise a solution which is easy to implement at scale as well as sustainable.



The Situation:

India is a very diverse nation with a huge variety in terms of cultural norms, behaviours and the way we solve problems. Add to this, the water availability and soil conditions complicate matters even more when it comes to ensuring a Swachh India.

Research had shown that people in Rural India learn from others like them, preferably from their own village or the neighbouring village, perhaps the block and at best, the district. The Multi-Lateral Agency had advised the Government Mission to put together a Knowledge management platform of video stories gathered from the ground in the native language, so that various stakeholders ranging from citizens, block officers, state officers and central team, besides NGOs could learn from one another.



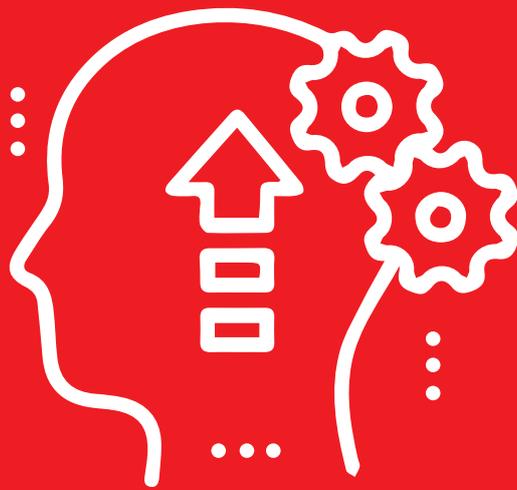
The Solution:

We put together a knowledge management platform using Open-source technologies – Drupal Content Management System & Alfresco Document Management System, aligned with the Multi-Lateral Agency's organizational knowledge sharing framework. We helped put together a taxonomy tree of topics and sub-topics for easy navigation of users of the platform to what they seek. Additionally, using tags which contextualize the knowledge asset allowing learners to search and identify relevant knowledge assets that could be of best value for them in their geography, given their operational constraints. We also put together the first 100 video stories by capturing these on the ground in various districts of Rajasthan and trained a large number of department staff to be able to scale this up. The platform also serves as a repository of content stored in different formats such as videos, documents, link and presentations. There is an Expert database that has been integrated with the taxonomy tree along with geographical tags to help functionaries in different parts of the country to reach out to specific expertise. Site Analytics were made available to track the hits/downloads/Views using Google Analytics. Dashboards displaying district wise, state wise, nation wise, period wise, resource wise reports can be generated. The site was hosted for a period of time before being ported onto the Government servers.



The Impact:

The first 100 video stories and the capacity building of specific staff, helped scale the platform to record over a 1000 knowledge assets.



Our work to **improve**
employability skills

How we are making Young Indians more employable by equipping them with Basic & Advanced Digital Skills



The Situation:

There are in excess of 1,00,00,000 youth registered on the National Career Services (NCS) portal with the Ministry of Labor and Employment of India. Many of these youth lack basic digital literacy, which makes them unfit to take up many of the employment opportunities that are open today. World Economic Forum in 2016 has defined 16 different skills out of which ICT literacy is one of the five core skills that an individual will need to survive the 21st century. If you look at a job board, nearly three out of five job roles would need some form of digital skills. Whether the job role is in sales or office management which are common across the country and spread down to the smallest towns in India with MSME hiring in large numbers, digital skills enable you to perform these job roles. Microsoft Corporation whose office suite is now very much a hygiene factor in the workspace, partnered with the Ministry of Labor and Employment to skill youth registered with the National Career Services (NCS) portal on office tools and some more advanced courses which will allow youth to take up job roles in that need artificial intelligence or business analytics and more.



The Solution:

TMI has been chosen as a partner by Microsoft to roll this out on the ground pan-India. The target is to make an impact on nearly 300,000 youth over an 18 month period. TMI followed a sequence of steps to ensure successful offtake of the courses and make a strong impact on the ground. TMI looked at typical job roles that are available in different geographies and worked with Microsoft to identify a certain set of courses that would be relevant for this audience. Since the numbers to be covered are large, TMI layered the courses in three formats - (1) self-paced learning (2) Virtual Instructor Led Training (vILT) in large format classes and Face-to-face Training with lab work. TMI configured the Microsoft training community platform as the base engine for skill-building and got it integrated with the NCS portal. In addition to targeting youth from the NCS portal, TMI mobilizes youth from various campuses around the country to also pick up these skills and improve their employability prospects.



The Impact:

To date, TMI has mobilized 63,000+ numbers, trained 15,980 numbers in self-learning mode, 46,670 numbers in vILT mode. Many of the beneficiaries have been chosen from small towns with significant numbers of women (42%). Along with scaling them in the digital space, TMI has also invested efforts in the employability skills of the beneficiaries to help them source & pick up jobs.

About 200,000 young Indians are expected to learn in self-paced formats, 120,000 in vILT format, and 2400 would be skilled in advanced IT areas such as AI and Data Analytics in classrooms attached to the Ministry of Labor Career Centers.

How we worked with NASSCOM Foundation to train more people for jobs in the BFSI sector



Synopsis:

Banking, Insurance, and Financial Services are major drivers of growth in the service sector and also are a great source of employment. Many opportunities are available at entry-level in the sector across job domains like sales, customer service, operations, etc.

However, skilled manpower is not available and the opportunity exists in upskilling graduates from underprivileged sections of the society. TMI was the partner in a NASSCOM Foundation program to skill, train, and place graduates in the financial services sector. TMI mobilized, designed, and delivered this highly successful program wherein the job placement rate exceeded the set target.



The Situation:

The financial services sector is a major employment provider in India. With the growth in banking, insurance, and lending spaces, organizations are increasing their current presence and expanding into newer areas which in turn requires personnel to service the customers.

Graduates are a ready pool who can be trained with focus content in a defined period of time to be eligible to work in this sector.



The Solution:

TMI in association with a global major under the auspices of NASSCOM Foundation designed a **120-hour BFSI Business Correspondent Course** which will help the graduates to be skilled in the fundamentals of the financial sector and also in soft skills to navigate the business world.

A fully online LMS-based training program was launched in Hyderabad in 2021 with the beneficiaries drawn from socio-economically underprivileged sections of the society. The majority of the beneficiaries were women. The course content and delivery were managed by TMI through certified trainers in this space.



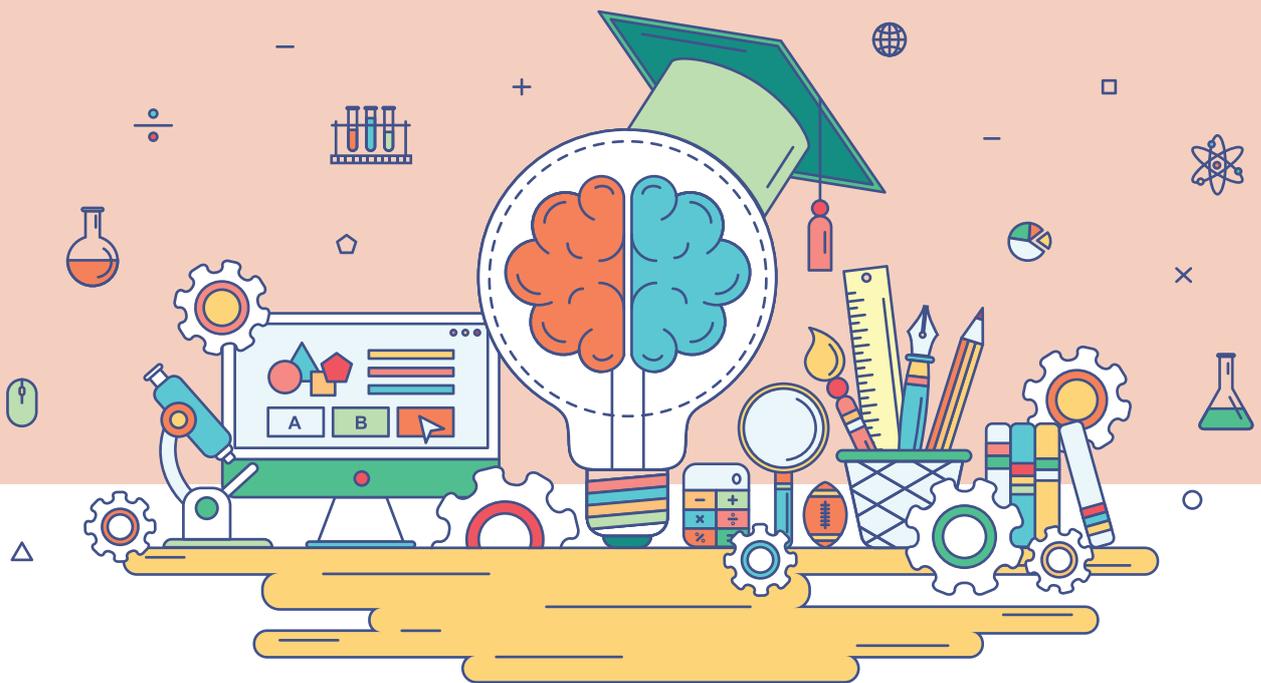
The Impact:

The objective was the employment of the beneficiaries of the program. TMI partnered with financial service providers to absorb the trained candidates in various roles in their organizations.

Program	Location	Trained	Job Placement
BFSI – Business Correspondent Course	Hyderabad (2021) Socio-economically underprivileged sections of the society	267	193

With this program both the job seeker and the job provider benefited. Job seekers learned new skills and were offered employment opportunities that impacted the stature of their life and that of their families. On the other hand, job providers were given access to a trained and certified pool of candidates thus reducing their recruit cost and time.

How we developed the New Collar Employability Skill Program with IBM India and Nasscom Foundation



Synopsis:

India produces tens of thousands of science graduates every year. However, most of these students are not skilled in the latest technologies to be gainfully employed. On the other hand, many of the software developer jobs do not really require engineers to perform the role.

Nasscom Foundation in association with IBM India launched a program to target science graduates from tier 3 locations studying in tier 3 colleges and who are economically disadvantaged. The idea was to skill them adequately in new-age technologies and get a placed in a suitable organization.



The Situation:

Thousands of science graduates are not even aware of the latest technologies learning which would help them get a job. The situation is even more dire in the interior locations and even more so for the unprivileged sections of the society.

Graduates from these colleges are not employable in modern organizations as they lack skills – both technical and soft, to find a job and then build a career. Most students in these remotely located colleges have not even used a computer in their life and hence lack the basic skills required for a job.



The Solution:

We were appointed as the training partner for this program in 2019. Government and government-aided colleges in North Karnataka were selected and final-year students from the science stream were selected for this program. Some enthusiastic students from other streams also joined the program.

A 220-hour program was designed and delivered in these three areas – Data Analytics, Cloud Computing, and Blockchain. IBM provided the course material and the Learning Management System to facilitate the training.

In the first phase (2019), 1000+ students drawn from 10 colleges took part in the program. IBM set up a lab at these colleges comprising of systems, routers, etc. for use by the students.

Due to natural calamities that besieged the area, a blended learning approach was deployed. Every student's progress was tracked through the LMS and our team motivated the students to complete the same. Most of the students learned the course on smartphones (sometimes borrowed from parents or neighbors) as they did not have access to laptops or tablets.

Post completion, a certification was given by the Sector Skill Council of the Government of India.

In the second phase (2020), 1200+ students from the same area (North Karnataka) were imparted this training. Due to the pandemic, the entire program was online with our instructors available to guide the students.



The Impact:

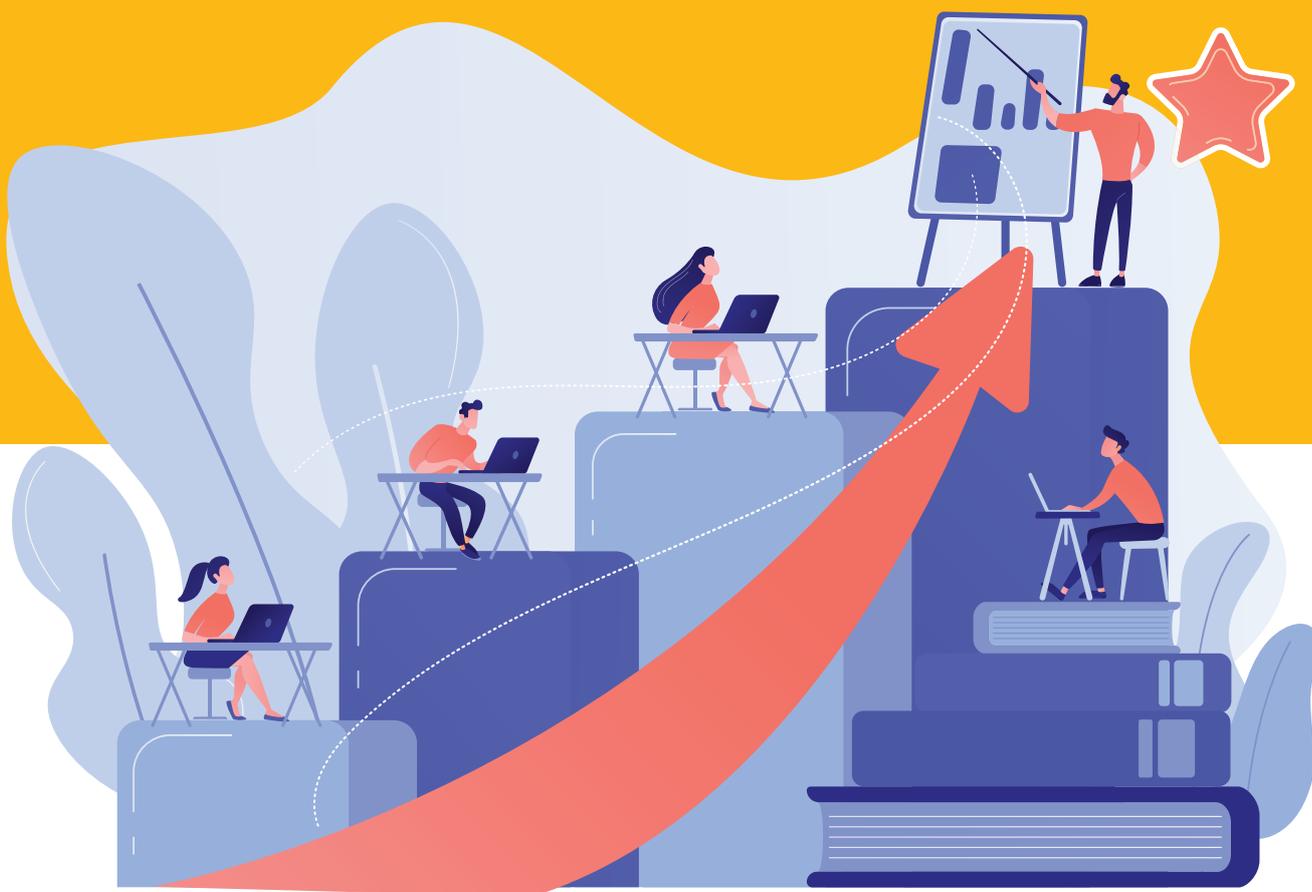
Here are the results of the program:

Program	Sponsor	Period	Location	Trained	Placed
New Collar Employability Skills Program	IBM-Nasscom Foundation	Phase 1-2019 Phase 2-2020	Government and Government-aided colleges in North Karnataka government-aided colleges in North Karnataka	2254	1024

Students were placed in entry-level jobs in data centers, IT/ITeS organizations in Hyderabad, Bengaluru, Dharwad, etc.

The program helped graduates be gainfully employed who otherwise would not have access to the IT/ITeS sector.

What we did as a NASSCOM Foundation Partner to enthuse students to take up careers in futuristic technologies



Synopsis:

Skills such as Cybersecurity, AI, Big Data are the future of information technology. There is a huge need for trained resources in these domains for the future growth of our country, companies and individuals. With this objective, a Fortune 500 technology company in association with NASSCOM Foundation launched a massive awareness program across India. Six new futuristic skills were introduced to the students from engineering and non-engineering streams to discover their area of interest and enable them to obtain further certification from Future Prime Skills program, offered by the Ministry of Electronics & Information Technology and NASSCOM. The intervention had a mix of learning, events, and competitions from which the best of the ideas are being nurtured to see potential for scale up into products and services.



The Situation:

There is a significant drop in the quality of exposure of students who graduate out of Tier 2 and Tier 3 campuses, especially from small towns when compared to Tier 1 campuses. Our client wanted to expose students from such campuses to cutting edge technologies and enthuse them about considering a career in these domains. They wanted to also tap into the student's enthusiasm and innovative capabilities to solve problems using technology in areas that are aligned with UN Sustainable Development Goals (SDGs) that India is a signatory to.

We were appointed as the implementation partner to drive this initiative among engineering and non-engineering students across eight states in India.



The Solution:

A total of 34 colleges, which are B and C accredited, were selected across India to enroll 7,500 students from lower socio-economic backgrounds.

The program was conducted in a webinar format with industry experts sharing their knowledge in the areas of Cybersecurity, AI, ML, Big Data, UI UX, and Cloud Computing. Post this, students were tasked to select one or more of the technology areas and complete certification in the Future Prime Skills program.

To keep them excited about using their knowledge and skills in the real world, an innovative event, Ideathon was launched. Students built solutions for public use using technology, which were evaluated by a team of experts in this area.



The Impact:

In all, 7,531 students got certified in atleast one of the skill areas. 8 of the ideas that came up in Ideathon are being explored for commercial launch, supported by leading industrial groups and investors.

Seeing the success of this initiative, student enthusiasm and the lack of modern IT infrastructure in some of the campuses, the client invested in setting up Digital Labs in 9 of the participating 'women only' engineering colleges. These labs are expected to help not just these women students scale up on IT; they are also expected to act as a hub for faculty development on emerging technologies for non-engineering colleges in the catchment area.

How we worked with NASSCOM Foundation to improve employability of underprivileged Youth.



Synopsis:

The share of the service sector in the Indian economy is increasing at a rapid pace as the economy modernizes and evolves into a developed economy. Financial services are a critical part of the service sector which despite technology requires a large volume of manpower to provide and deliver the services.

Graduates are a good source of manpower for financial services. The requirements for the job are minimal but many graduates are lacking in the same. To fill this skills gap a Business Correspondent training focused on BFSI was sponsored by a leading software multinational in association with Nasscom Foundation. Graduates from colleges from tier 2 and 3 towns were targeted for this course, thus helping them gain employable skills and achieve financial stability for themselves and their families. BFSI sector also benefited from the added pool of trained resources.



The Situation:

Students from government and government-aided colleges, whose colleges have B or C accreditation are not on the radar of organizations looking for entry-level employees. The students lack awareness of the sectors, do not have the opportunities to learn, and the necessary skills are not imparted in their curriculum thus putting them at a disadvantage. These students typically end up being unemployed though a graduate.

These students need to be provided 3 things to be gainfully employed - Skills specific to the sector, soft skills to manage their way in organizations, and the opportunity to be exposed to recruiting organizations. The need is for a training program, that is focused to impart the necessary skills specific to a sector and bring the job seeker and the job provider on a platform.



The Solution:

We were appointed as the implementation partner to manage this program. Government and government-aided colleges with accreditation levels of B and C in North Karnataka were selected. 10 colleges were selected and TMI mobilized the candidates to join the course by sharing the benefits and opportunities it provides.

A **100-hour training program** was designed by TMI. Due to the pandemic, the entire program was online with a virtual instructor. The course content covered aspects of the banking industry, Reserve Bank of India, customer services, loans, sales, etc. A soft skills module was included to help increase the confidence of the students.

Most of the students, both male & female, were from underprivileged backgrounds and had to scour for resources like smartphones to attend the training program.

TMI worked closely with financial service firms, NBFCs, etc to help them recruit these students post completion of the program.



The Impact:

The primary objective of this program was to provide job-oriented skills to underprivileged sections of society. A target of 60% job placement was set at the time of the launch of the program.

Program	Location	Trained	Job Placement
BFSI Correspondent Course	Government & government-aided colleges in North Karnataka	863	735

This program achieved multiple objectives:

1. Provided job-oriented skill development to graduate underprivileged youth in underdeveloped area
2. Added to the pool of skilled financial services manpower
3. Reduced unemployment in the area

What we did as a NASSCOM Foundation to enthuse students to take up careers in futuristic technologies



Synopsis:

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How we partnered NASSCOM Foundation & a Global Cyber Security Product Organization to marry twin agenda of building capacity in India to handle Cybersecurity threats & provide livelihoods to women



Synopsis:

Cybersecurity is a challenge faced by all organizations and governments across the world. It offers employment opportunities and the opportunity is growing by leaps and bounds. Being a new field, the number of skilled manpower is low and the need is very high. A leading cybersecurity company in association with NASSCOM Foundation met both social and commercial objectives by training women engineers in the field of cybersecurity. It was a well-targeted job-oriented training program directed at women beneficiaries from underprivileged sections of society.



The Situation:

Cybersecurity is one of the hottest domains for young professionals to build a career in. India is among the top 5 countries in the world impacted by cyber-crimes and frauds. Becoming skilled in Cyber Security, can open up Global opportunities for anyone. There is a severe shortage of talent in this space. There is a huge opportunity of training youth from graduate colleges tier 2 & 3 cities for deployment in this domain. Unfortunately, such colleges do not have the capability to deliver this service.

A leading cybersecurity multinational company in partnership with NASSCOM Foundation sponsored a job-oriented cybersecurity training program. Women engineers who graduated from NAAC B & C accredited colleges were to be chosen as beneficiaries for this program.

We were appointed as the implementation partner.



The Solution:

A comprehensive **350-hour Virtual Instructor Led Training (vILT)** program was designed which included training in fundamentals, coding experience, and industry interactions. A robust Learning Management System was deployed for top-up self-paced learning and to monitor the progress of the program.



The Impact:

197 women engineers from marginalized backgrounds or displaced due to COVID, or on a sabbatical, were certified and over half of them were placed in suitable jobs.



Our work to get
hyper local jobs
for the **local youth**

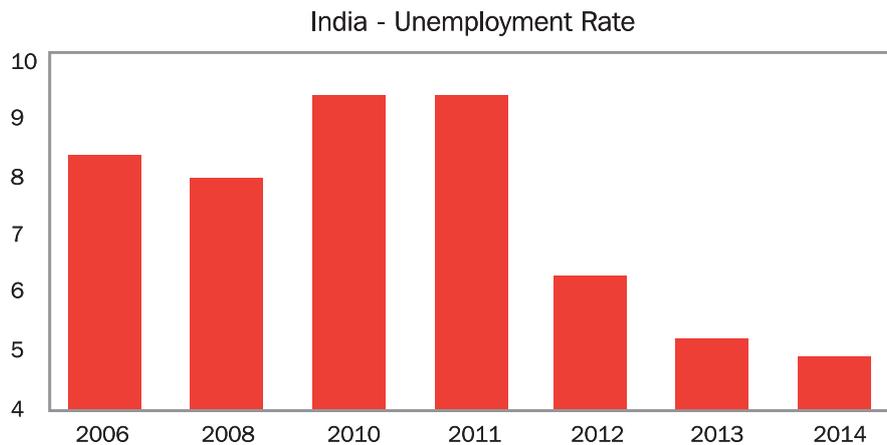
Launch of eVan and Udyogaratham



UNEMPLOYMENT SCENARIO – A MARKET REALITY

India is the 3rd largest economy in the world. Its economic growth over the last three years has been below expectations and hovering around the 5% rate. Unemployment is one of the key factors that have hampered growth of the Indian Economy. It does not help when the skills available are not readily usable by the industry looking for talent that is productive from Day 1 to grow.

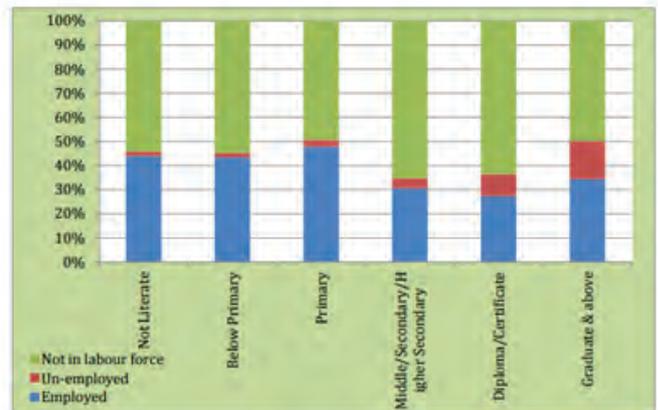
Unemployment occurs when a person who is actively searching for employment is unable to find work. The unemployment rate is calculated as a percentage by dividing the number of unemployed individuals by all individuals currently in the labour force.



As per a study, the country's overall unemployment rate was estimated to be 4.9 per cent in 2013-14. The unemployment rate per 1,000 persons aged more than 15 years was lowest in Gujarat at 12, followed by Karnataka at 18, Maharashtra at 28, UT Chandigarh at 28, and Madhya Pradesh at 29 and Telangana at 33.

Table 2.7: Distribution of persons by educational classification (in 000) based on Usual Principal Status Approach for the age group 15-29 years

Educational Classification	Employed	Un-employed	Not in labour force
Not Literate	440	17	544
Below Primary	434	18	548
Primary	478	29	494
Middle/Secondary/Higher Secondary	305	42	653
Diploma/Certificate	273	91	636
Graduate & above	343	159	498



It may be seen from the above information that as the education level is increasing the unemployment rate is also increasing.

Of the 5 million graduates who passed out from the Indian education system, around one-third of them (1.8 million) are from the Arts stream. This number is estimated to reach 2.4 million by 2020, a CAGR of 3.9 per cent. On the other hand, graduates from technical streams are expected to grow much faster at 12 per cent from current 0.8 million to 1.6 million in 2020.

At this rate, India is expected to have a 30% unemployment rate by 2020. This would mean that there would be 21 crore jobless people in India.

To delineate this further, one of the key stake holders of this framework/model are

- **Employers- Micro small and medium enterprises** – who provide the maximum opportunities for both self employment and jobs after agriculture sector. 90% of the employment today is provided by MSMEs. Based on the Annual Report, 2013-14, MSME Ministry; 46.75 million MSMEs employ 106.15 people pan India.
- **Jobseekers** – The unemployment rate is estimated to be 13.3 % for the age group 15-29 years at “All India level”.
- **A Mobilizer** – The mobilizer holds the key job in pooling the demand and supply, assess the demand and connect the supply to the corresponding demand. This is the crucial connect in understanding the employment potential of the candidate.

Small and medium enterprises (SMEs) have been the backbone of the Indian economy. Employing close to 40% of India's workforce and contributing 45% to India's manufacturing output, SMEs play a critical role in generating millions of jobs, especially at the low-skill level.

Another cause to add to the woes of unemployment is the lack of knowledge and access to technology for the job seekers across the state, particularly those living in the underdeveloped areas and the slums.

THE DIGITAL EXCLUSION

Even as jobs and job seekers exist together within the same economy, and in many cases, quite close to each other, the shutting shop of government run employment exchanges have had a detrimental effect on the connection between the two. While those who had digital access moved on to new-age methods to hire talent or find employment, the less affluent as well as those who could not adopt new age technologies are finding it impossible to reach out to prospective job seekers or employers.

This digital divide has hit two segments significantly. These are the **Micro Entrepreneurs** and the **‘Unemployed Youth** among the migrant BPL families’ of the state.

The Impact on SMEs

In an increasingly complex and competitive economic landscape the micro, the small and medium scale entrepreneurs are the most ignored sectors that are unable to access the most key fundamental resources for sustaining and thriving against bigger corporate giants. They lack the skill, knowledge and the funds to advertise in job portals, classifieds or any other form of platforms. They do not have a HR team to understand the process or importance of having a recruiting platform where brand awareness is created and information on job openings is disseminated to the job seekers.

The impact on ‘Unemployed Youth’ of the State and Migrants

The unemployed youth are those who hail from the underdeveloped areas and lack the access to basic facilities of internet. They lack the knowledge required to know where to go, who to approach and how to get employed. They do not possess the ability to create their CV/profiles or an email address.

RECOMMENDED SOLUTION

To combat the situation of unemployment it is important to create a mechanism to connect the job seekers to the job providers at the ultra-local level. A mechanism that will be provided free of cost to major stakeholders and is transparent and proactive, will be the best possible solution.

The E-Van is one such initiative. The E-Van is an important part of Local Employment Identification and Connect agenda. Prospective job providers within the micro and small industries and also other potential employers willing to employ talent for a basic monthly wage. The E-Van provides branding, mobile registration and on-site job information to local residents of a city suburb. Job providers advertise their openings, to create brand awareness.

To further the initiative, we are partnering with State Governments and Funding agencies to roll out Employability Vans (e-Van), Employability Zones (EZs) and Employability Kiosks (e-Kiosks) to connect these job providers to the job seekers.

e-Vans	e-Zones	e-Kiosks	Jobs Dialog Service
<ul style="list-style-type: none">Takes the job market to the unemployed youth on wheels!Moves around and reaches out to job seekers in different locationsCreate job awarenessProvide job informationInput data on candidateGuide them to EZsAid in brand recall for employer outreach programmeAids in data collection	<ul style="list-style-type: none">Are facilitation centresRegister candidatesAssist in creating CVsProvide assessment & counsellingConduct mock interviewsOffer job information based on interest/industryProvide data on courses via NSDC partnersSmall employers hold interviews	<ul style="list-style-type: none">Portable stallsBranding as e-VansPrior aim to collect dataShare job informationGenerate on spot interview passes	<ul style="list-style-type: none">Helps in communication with candidatesReaches out to MSMEs through a call centre

Format



E-Van



E-Van Interiors & Kiosk



Employment Zones



Our work in the
Job fair space



In association with BHEL

ni-msme

Job Fair

POWERED BY
JOBSDIALOG

Dedicated to the youth of Hyderabad,
Medak, and Ranga Reddy Districts

ni-msme Job Fair





Where it all began

The Precursor: ni-msme had conducted a job fair in October, 2014. The event attracted an unprecedented 14,078 Job Seekers with 0-7 years experience along with 611 Ex-Service Men. 46 MSMEs assessed 3,400 candidates for 802 vacancies across 103 different job roles. Totally 1,120 candidates were shortlisted over the two days, pending final offer. Encouraged by this success, ni-msme is enthusiastic about conducting similar events.

BHEL's initiative:

BHEL firmly believes that engagement of local communities is essential for long-term sustainability for any organization. The organization operationalizes this belief through its CSR activities.

BHEL's contributions towards Corporate Social Responsibility till date include adoption of villages, organizing free medical camps, supporting charitable dispensaries, schools for the underprivileged and handicapped children, providing aid during disasters/natural calamities, providing employment to handicapped and Ex-serviceman, rainwater harvesting, plantation of millions of trees, energy saving and conservation of natural resources through environmental management.



Employment generation is one of BHEL's key thrust areas under its CSR activities. Thus, the organisation came up with the idea of conducting a job fair that would act as a platform connecting multiple employers to jobseekers and thus help promote both employment and the industry.

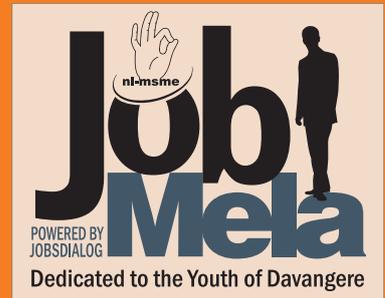
BHEL then partnered with ni-msme to conduct the Job Fair as the latter already has the experience.

Success Snapshots





ni-msme Youth Job Mela – Dedicated to the youth of Davangere



SUCCESS SNAPSHOTS

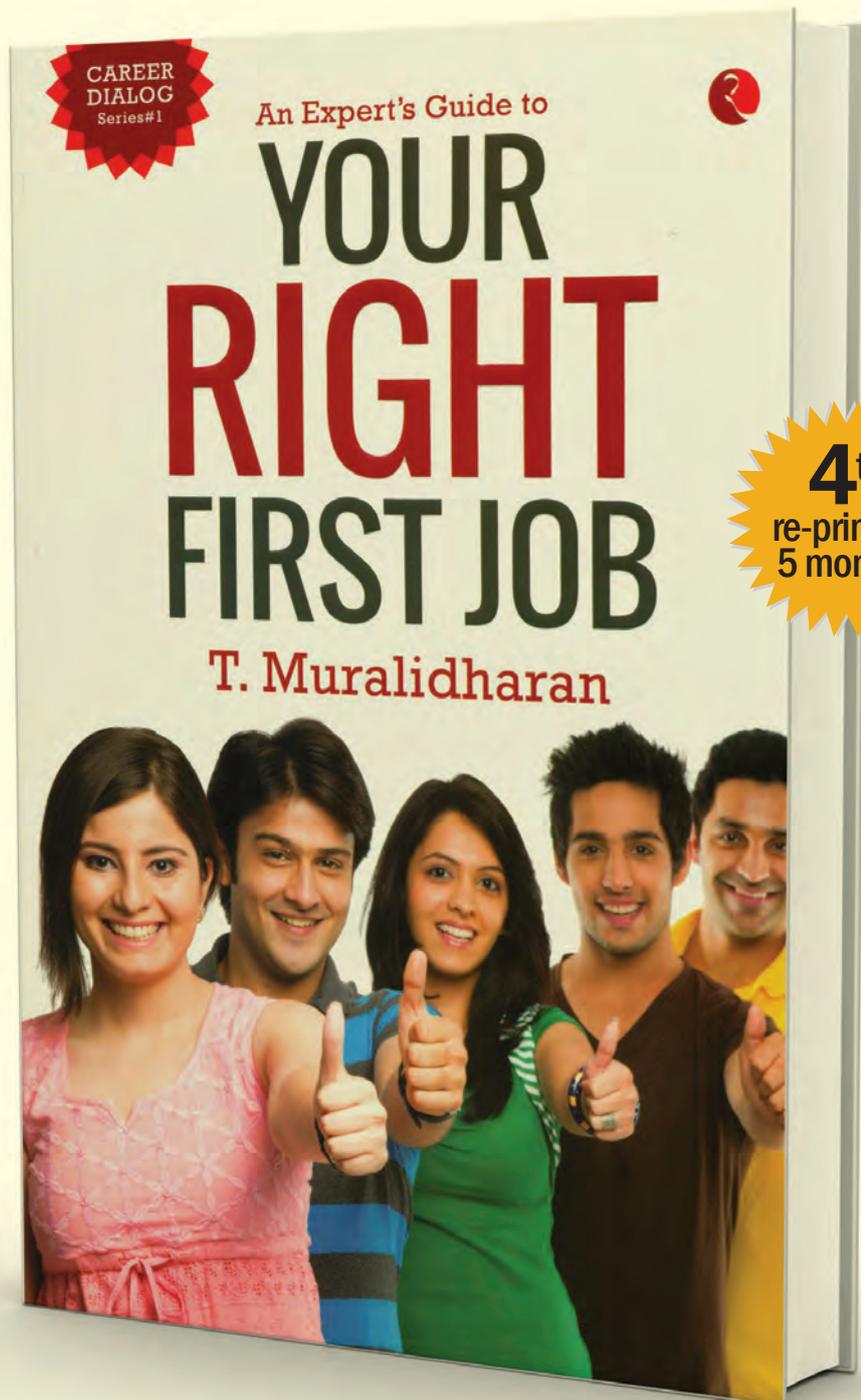
Deoria Job Fair - December 2016





Our work as India's
first career author

India's First Job Counseling Book



Who is the Book meant for?

This book caters specifically to the needs of final year Graduates and Freshers stepping into the corporate world for the first time. It is also helpful for professionals with up to four years experience who want to change their existing jobs. It is also a must-read for parents.

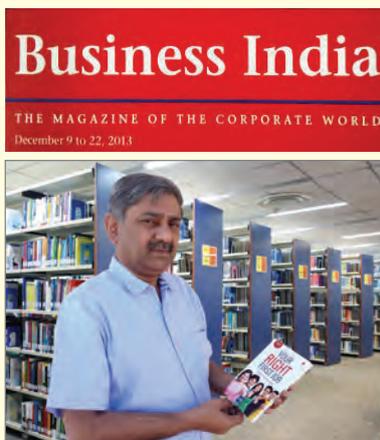
अमर उजाला

26th March 2015

'योर राइट फर्स्ट जॉब' करेगी करियर चुनने में मदद



आगरा: हिंदुस्तान कॉलेज ऑफ साइंस एंड टेक्नोलॉजी में गुरुवार को टीएमआई के संस्थापक चेयरमैन टी. मुरलीधरन की पुस्तक योर राइट फर्स्ट जॉब का विमोचन हुआ। संस्थान के अधिशासी निदेशक प्रो. वीके शर्मा तथा निदेशक डॉ. राजीव उपाध्याय ने पुस्तक का विमोचन करते हुए इसे छात्रों के लिए सहायक बताया। अपने संबोधन में टी मुरलीधरन ने कहा कि उनकी पुस्तक में बताया गया है कि रोजगार संयोगवश नहीं करना चाहिए। इससे कभी मन को संतुष्टि नहीं मिलती, बल्कि रोजगार हमें मर्जी से चुनना चाहिए। इससे हम दिल और दिमाग से अपने काम में जुड़ाव महसूस करते हैं। ऊंचाइयां हासिल करने के लिए काम में मन लगाना बहुत जरूरी है। यह तभी संभव है जब आपका जॉब आपको मानसिक संतुष्टि प्रदान करता हो। कार्यक्रम का संचालन संस्थान उद्योग अंतराफलक विभाग के प्रमुख जितेंद्र मुदालियर ने किया। समारोह में डीन अकेडमिक पीएस जोसन, डीन फैकल्टी डॉ. हरेंद्र सिंह, डीन स्टूडेंट वेलफेयर संदीप अग्रवाल, डीन टी एंड डी डॉ. सुबोध कुमार दुबे, प्रो. वीके गुप्ता, वाइसी धोते, प्रमोद कुमार, राम दीक्षित आदि मौजूद रहे।



Finding a fit

Many of the more than 2.5 million students who graduate from various colleges in India every year can't find their right first job (RFJ), says

T. Muralidharan. As Chairman of the Hyderabad-headquartered recruitment and career consulting TMI group, he has written what he calls a 'go-to' book for those who are in the hunt for their RFJ. Muralidharan's An Expert's Guide to Your Right First Job is, he says, essentially for students who are in their final year of graduation, young people who have just passed out of their college and are looking for jobs, anyone with four year of experience or less who wants to change their existing job., and the parents of all these youngsters, "This is the first comprehensive career guidance book published by an Indian author for Indian youth." Adds the IIT-M and IIM-A alumnus. "It contains the practical wisdom born out of my placement experience of 25 years, in conducting over 50000 interview and hiring over 100,000 corporate managers for over 200 corporates across multiple industries." Besides running his companies, Muralidharan is also actively involved in raising funds and guiding a poor urban school of 650 children in Hyderabad, in his capacity as the Secretary of the EEMA Alumni Association's local Chapter.

DECCAN Chronicle

Date: 2nd Feb., 2015

THE FIRST 'RIGHT' JOB

Top recruiter from the city, T. Muralidharan, explains...

AMRITA PAUL
DECCAN CHRONICLE

 Chinese philosopher Confucius once said, "Choose a job you love, and you will never have to work a day in your life". We have 2.5 million students graduating from college every year and all of them aspire to find the right first job which they would enjoy and love doing. But there is also a clear need for direction, because often graduates tend to take up jobs in a hurry and later

regret it because it might not be their calling.

T. Muralidharan, who heads the city-based TMI group, a recruiting firm, has recently published a book *Your Right First Job* where he speaks about the need to pick the first job carefully. "We have examined the careers of around 1,000 CEOs heading successful companies and all of them, irrespective of the sector they work in, have one thing in common — the right first job," he says.

"One where your personality and work environment is in perfect sync. And if you wake up every morning weary and tense about going to work instead of looking forward to it, then it might not be the right one," says Muralidharan.

Speaking about what recruiters look for, he adds, "Firstly they look out for enthusiasm and keenness to work. You can't show up on an interview not knowing what your job profile is about. Hard work comes a close second. You need to be hard working because on your first job you might be asked to work up to 12-14 hours each day," he says.

Muralidharan says that an entry-level job in sales, customer service or a back-end job like accounting, HR or management can give a boost to a fresher's career. "And then in two three years when you have the experience and have understood your field, you can go ahead and do a masters course or an MBA," he says.

Also, for those aspiring to start off something on their own, it is advisable that they work for a few years and then become an entrepreneur.

He also adds that when on your first job, it is alright if you falter at times or even get reprimanded because it is all part of the learning days.

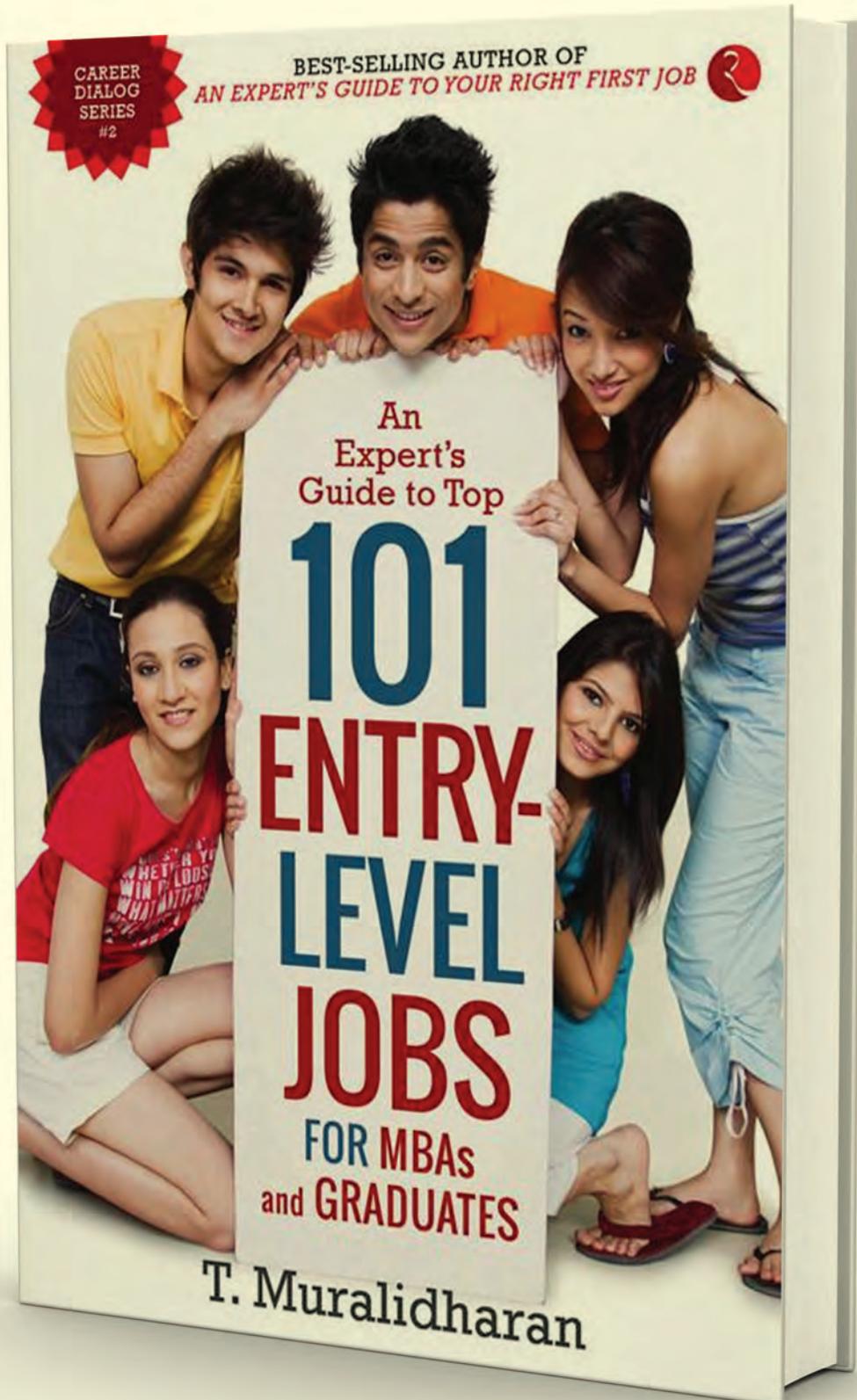


Entry-level job in sales, customer service or a back-end job like accounting and HR can boost a fresher's career

India's first Job Reference Book launched by Shri Bandaru Dattatreya

Minister of State (Independent Charge), Labour and Employment

101 Jobs Roles | 2 million Vacancies



What is special about this book?

10

REASONS

WHY ONE SHOULD READ THIS BOOK

1 Most of the books in Job Counseling are written by foreign authors for foreign students. This is the first book on INDIAN jobs from INDIAN employers for INDIAN job seekers written by an INDIAN author who has deep insights about INDIAN talent.

It's from the author of India's bestselling Job Counseling book: 'An Expert's Guide to Your Right First Job'. 101 Top jobs (mentioned in one book) will help every job seeker in choosing the Right First Job **2**

3 What will be the jobs in demand in the next 5 years?
This question is answered. The book covers the top 101 job roles with 2 million job vacancies in the next 5 years.

“Why do you want to work for us?”
The book will help answer this key interview question with details of the job role on offer and about the industry. Every MBA/graduate must read this book before every interview. **4**

5 What will I be doing when I join?
This critical question is explained in simple language for graduates to understand and in practical terms with insights from people doing that job currently. Every graduate or MBA must read this book before accepting any job offer.

What do Finance, Supply Chain and HR people do in companies?
This is answered fully. 32 Functional roles across 8 functional areas are explained without management jargon **6**

7 What are the pros and cons of choosing this job?
This question is answered with details including salary today, career progression, salary after 7 years, stress on the job, skills required, etc.

What is the right sector/industry to start my career?
This is answered clearly. Top 15 employment growth sectors for graduates are covered. **8**

9 This is a reference book for every parent who wants to counsel his/her child. Every training and placement officer must read this book to guide their students with the latest data on jobs in the corporate sector.

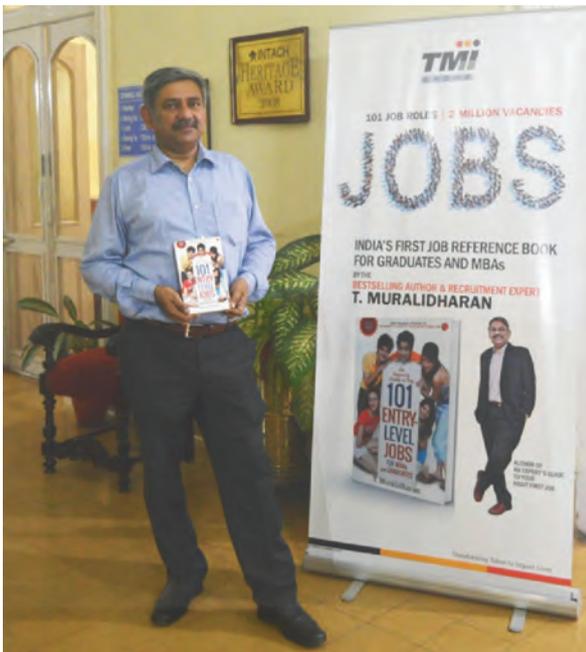
Extremely affordable pricing at Rs. 299/- per copy! **10**

Shri Bandaru Dattatreya, Union Minister (Independent Charge), Labour and Employment, released the book in the presence of other dignitaries – Mr. Sujiv Nair, CEO, Telangana Academy for Skill and Knowledge and Mr. Murali Krishna Prasad, Chairman of the MAK Group. More than **25 CEOs from CEO Club, Hyderabad, HR Heads, Principals and Directors of Colleges, and the Press** were present at the event.



In his speech, Shri Dattareya said:

“This book is definitely going to become a guide for all unemployed graduates. The author, Shri Muralidharanji, is full of rich experience and he has done a human service by writing this book. I will see that this book reaches to the hand of each and every graduate. This book will become a guide to anyone looking for jobs and I definitely feel, the women particularly will benefit from this book.”



Why should parents read this book?

Children tend to talk to their parents and treat them as first-level counselors. They trust their parents and expect them to provide practical advice. Parents, however, respond based on their own practical experience. Unfortunately, parents don't know much about other jobs in the market other than the job they are in.

On reading this book, they will understand what advice to extend.

Who is the book written for?

This book is written for graduates, their parents, and placement counselors in the college.

Graduates from any stream – B.E, B. Tech, B.A, B.Com, B. Sc, B.B.A, B.CA, B. Pharm, M.B.B.S, etc., diploma holders in Engineering and other disciplines can definitely benefit. MBAs and MCAs, especially from the smaller cities, will also benefit immensely. This book will help candidates who are in their final year of graduation and preparing for placement or anyone who has completed graduation and is actively looking for a job, or any graduate who already has a job but is looking for his/her 'right' job.

Book Launch Events

VIJAYAWADA (Date: 28th April, 2016)

AP CM Shri N. Chandrababu Naidu, launches 'An Experts Guide to top 101 Entry-Level Jobs for MBAs' and Graduates published by Rupa Publications.



HYDERABAD (Date: 21st June, 2016)

Shri Bandaru Dattatreya, Union Minister (Independent Charge), Labour and Employment, released the book in the presence of other dignitaries – Mr. Sujiv Nair, CEO, Telangana Academy for Skill and Knowledge and Mr. Murali Krishna Prasad, Chairman of the MAK Group.





Our work through the
TMI Foundation



TMI Foundation:

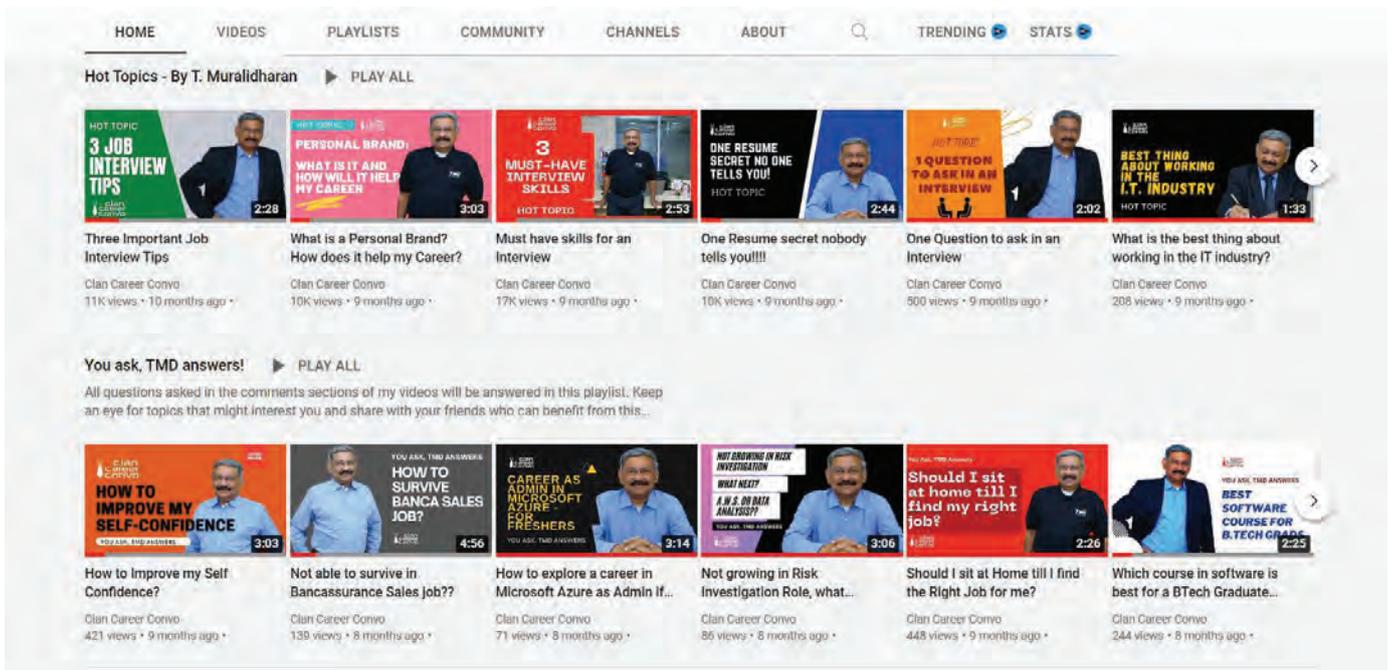
TMI foundation trust is an autonomous Public Charitable Trust formed on 27th day of March 2018. The beneficiaries of services provided by the trust are poor, needy and deserving students. The benefits of the trust shall accrue to the public without distinction of caste, creed, religion, etc. The trust and its objectives are defined as below:

- To operate as a “not for profit” Trust
- To help in development & promotion of education skills, vocational education and talent among the poor, needy and deserving students, irrespective of caste, creed, color through conventional as well as advance means of education.
- To provide help financially or otherwise to poor, needy downtrodden people of the Trust for their upliftment through education, awareness, vocational training and scholarships.
- To help in development of physical infrastructure in rural and / or urban places for connecting the distant & tribal places for their main streaming into the society and for public utility.
- To do other charitable activities related to education, medical relief, relief to poor & needy and public activities.
- All activities would be in charitable nature and not for earning profit in cash or kind. The activities will be confined to the territories of India only.
- All the activities will be in compliance with provisions for Income Tax Act, 1961, amended from time to time, for achieving the objects of the trust.

TMI Foundation supports the Job Connect van that we run with the Hyderabad City Police to connect Youth to Jobs.



A free YouTube Channel
Clan Career Convo



We know that the youth are super confused about their careers. Which jobs suit me? Which industry should I choose? What company to work in? What is the right salary for me? Such are the questions most people in campuses or even people who have joined the job market have. The Clan Career Convo is a channel for deep career conversations. When you google a question like “What is the right job for me?” the response runs in millions of pages! How does the job seeker know what is the right input for him! Here is a youtube channel which answers the big question – What is my right first job and how do I get it. There are 80+ videos on the channel which help viewers with inputs which are of high value backed by personal experience and deep research.

We have crossed a million views on YouTube!



Our Work with
Udbhav Schools



Udbhav Schools

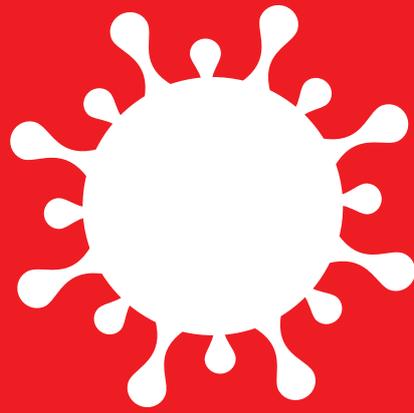
With a vision to transform the lives of 10,000 unprivileged children, the Indian Institute of Management, Ahmedabad- Hyderabad chapter has started Udbhav School.

Udbhav team is comprised of CEOs, Civil servants, Senior administration officials, and Corporate leaders. Our mission is to create an environment and provide the resources to children to learn work and life skills to achieve their highest potential.

We share a belief that our lives have been transformed by the opportunities we got and the same should be made available to others.

At Udbhav School, children are groomed in academics, sports, soft skills with a special emphasis on STEM education. We involve parents in the effort to ensure the child continues his/her education and progresses to higher education.

Our objective is to help the children to raise at least 2 economic levels from their current status.



Initiatives during
Covid-19

Streamlining of Vaccination Process at a Government Hospital



1. Background

Our top management team took the Covid Vaccination from a Government Hospital in Hyderabad city prior appointment. While they were pleasantly surprised about the cleanliness and space in the Hospital, they observed that due to lack of information and process not being clear, there were several people who were crowding around the registration desk. This was resulting in people not maintaining the required social distancing and thereby defeating the purpose of trying to get themselves vaccinated. They were also risking the frontline workers who were there. And the crowd were having to wait for a long duration which was making them restive. Further, as the vaccine was open to only those above 45 years, several older people had to wait for a long time without clear information thereby causing a lot of inconvenience and heartburn for them.

The process of getting oneself vaccinated is actually very simple. You register yourself online or walk in without pre-registration and register yourself at the registration counter provided there. Since, at that time both vaccines (Covishield & Covaxin) were available, you could register yourself for any of the vaccine. For registration, you had to carry a photocopy of the Aadhar Card. After registration you have to wait for your turn to be called for taking the vaccine shot.

However, it was observed that there were several challenges there with the process not being adhered to by most people and crowding around the registration desk which resulted in the staff unable to work efficiently. With no other system to update the information and lack of necessary signages and instructions/FAQs there was chaos at the vaccination Centre. Our Chairman had an opportunity to speak with Head of the Hospital after his vaccination and offered to help streamline the process and that we would be happy to also incur the cost required to streamline the process through the TMI Foundation Trust.

2. Expert Team Deployed at Vaccination Centre

A 3-member expert team headed by the Executive Vice President and 2 Managers who have experience in setting processes for Govt. projects were deployed to study the entire “as-is” process, layout of the facility, failure points, and challenges.

They also had detailed discussions with the Hospital administration team for understanding the challenges and also taking their inputs on availability of rooms for vaccination etc.’

3. Problem Identification

The expert team after doing a detailed study at the Vaccination Centre, identified the below challenges. If these are fixed it will make the whole process simple, streamlined and information will be available for all the people who come for the vaccine:

- No Instruction Boards – No notice boards or any other boards were available which the public could have read to understand and follow to get vaccinated. There should have been multiple instruction boards, but even one was lacking.
- No Direction Boards & Signage Boards– As direction boards were missing, people were confused and were asking others on where to go for what. People were clueless on where to wait before vaccination or post vaccination. And hence most people were roaming around without following the Covid distancing rules.
- No Token system to ensure “first come first served” was adhered to - No token system or any other serial system was followed at the centre.
 - They were just collecting the required documents from the public and asking them to wait for their turn.
 - The registration counter officer will call the person’s name based on the documents submitted. Further, since there was a lot of din, the names were not clearly audible making people go to the counter just to check which name was called out. Again crowding around the registration desk.
 - Lot of confusion was there in the public who is coming first and who is going first, and people were fighting at the registration counter for their vaccination and complaining people who came later were being vaccinated first.

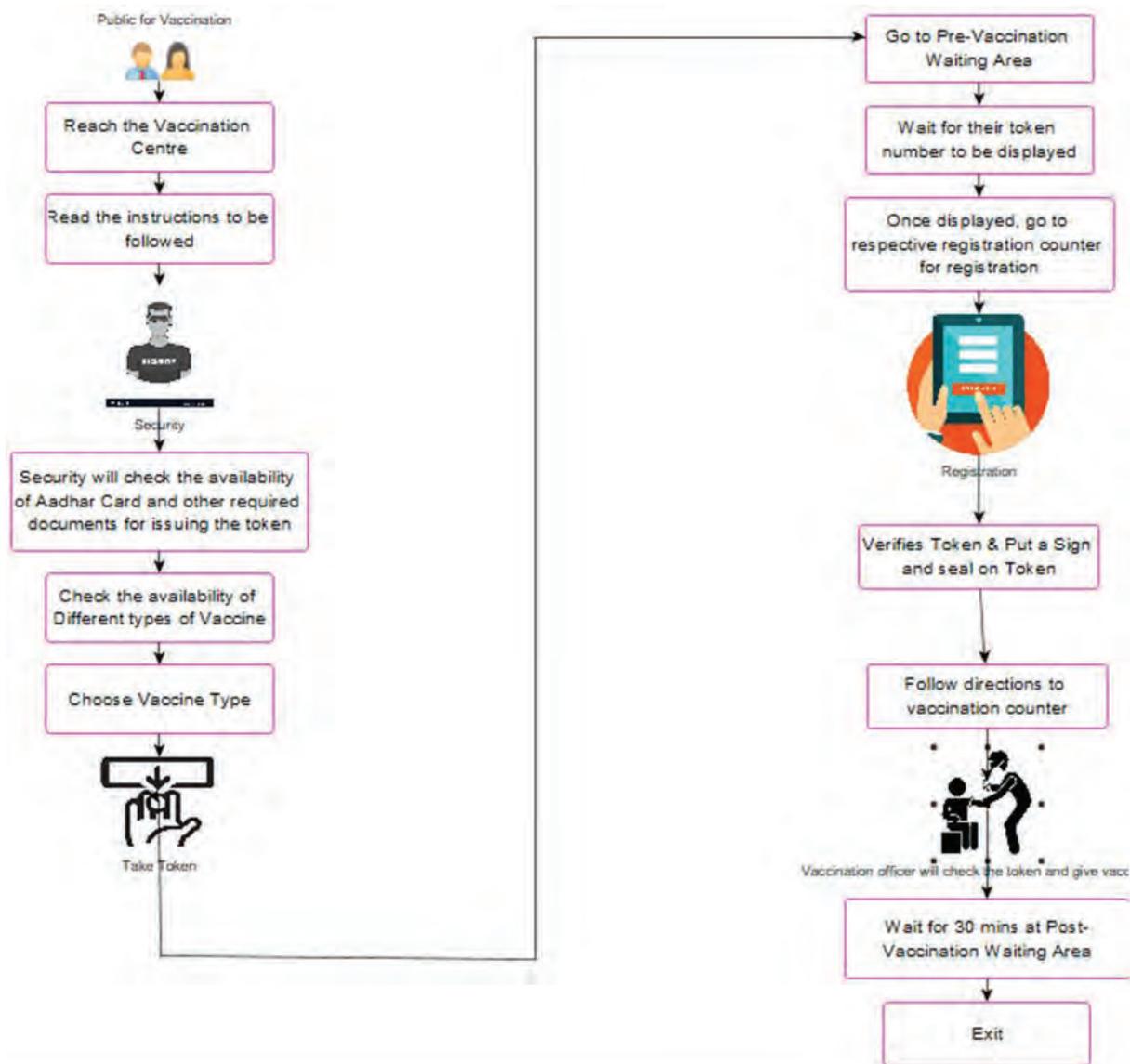
4. Solution Design

After identification of actual challenges at the Vaccination Centre, the team identified that the following needs to be organized and implemented to address the major issues.

- Boards/Flexis at entrance with Instructions (in English & Telugu) & also covering the Process to be followed at the vaccination centre
- Direction Boards for every step/stage/room/hall
- Signage Boards identifying each stage/area/hall/room
- A Token Dispatching machine to ensure “first come – first served”
- A Token Number Display machine with public announcement system
- Identification and planning the flow of entry of public and their movement from stage to stage across Pre-vaccination waiting area, post-vaccination waiting area, registration counters etc.,

5. Recommended Process for Implementation

- A large sized Flexi Board with Instructions and Procedure to follow for vaccination (in bilingual Telugu & English) has been arranged at entrance place of vaccination centre (Outside of the vaccination centre where people will stay and sit if inside the vaccination centre is full or occupied). People can read the board and understand the procedure to follow
- Direction boards placed at main entrance gate to guide the public to go for vaccination area
- 2 separate Token Dispensing Machines are placed at entrance gate sponsored by TMI Foundation Trust. Each Token Machine was configured for the 2 different vaccines available at the centre. Each Dispensing Machine will have its serial numbers for the Tokens, and configured to print the date, Serial No., time of dispensing and the vaccine chosen.
- The person who came for vaccine will choose the available and interested vaccine type and go in a particular line to collect his/her Token
- Advised to deploy 1 Security person at each token dispense machine just to ensure that it was handled properly and for prevention of vandalization. The security person will check the availability of required documents (Ex: Aadhar Card) for vaccination with the person who is coming for vaccination and issue a token if the required documents available. If required documents are not available, he will ask person to bring back the required documents.
- Once token is collected, the person will follow the direction boards and signage boards placed at vaccination centre and will go to the pre-vaccination waiting area where Token display machine along with public announcement is arranged and sponsored by TMI Foundation Trust.
- The person will wait for his/her turn which announces on token display machine.
- Once the announcement has come from the token display machine along with the registration counter number to go, the person will reach the respective registration counter.
- The registration officer who sits in the registration counter will collect the required documents from the person completes the registration process
- Once registration completed, the concerned registration officer will put a signature and seal on the token and send the person to go for vaccination counter.
- The person will follow the direction boards placed at the centre and will go into the vaccination counter.
- The vaccination officer will check the token whether it has the signature and seal of the registration counter or not. If signature and seal is not there, will ask person to wait at the pre-registration waiting area for their number to display on Token display machine to go to registration counter.
- After verification of token, the vaccination officer will give the vaccine to the person and ask him/her to wait for 30 mins at post-vaccination waiting area
- The person will follow the direction boards and signage boards placed and reach the post-vaccination waiting area and will sit there for 30 mins for observation.
- If any issues or changes observed in the person's body, he will immediately escalate it to concerned vaccination officer, and the vaccination officer will take necessary action.
- After waiting of 30 mins at post-vaccination observation area, the person will leave the vaccination centre.



6. Investments and Average per User Cost

The solution cost is extremely low and the average costs works out to less than a Rupee per person even assuming that you can write off the entire investment in 6 months. Summary is as under:

Summary of Costs and Average Per Person Cost			
SI. No	Particulars	For 6 months	For 9 months
(a)	One Time Setup of Token Dispenser & Display with Public Announcement System (In INR)	42,008	42,008
(b)	Manpower & Other consulting cost deployed (In INR)	15,000	15,000
(c)	Other Consumables (Paper rolls, Electricity consumption etc) (In INR)	2,520	3,781
(d)	Total Cost in INR (a + b + c)	59,528	60,789
(e)	Average Total Vaccine dose per day @ Centre	400	400
(f)	Average No. of Vaccine Days	150	225
(g)	Average Total Vaccine doses Per month (e * f)	60,000	90,000
(h)	Average Cost per vaccine in a month (d / g)	0.99	0.68



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0.15+ Million Managers Placed	1+ Million Job Seeker Engagements Annually	3+ million eLearners from 190+ countries

Updated as of 31st Oct., 2022



For more information about this brief please write to:
archanasamtaney@tminetwork.com

From the CEO's Desk

We are very clear that TMI group and the individual companies within the group are all “for profit” organizations. We have been chasing goals on Revenue growth and Profitability growth for the last 31 years. This is not unlike any other corporate entity, which strives hard to maximize returns to shareholders, while focusing on growth and market share.

However, over the last 31 years of being in business, we have also realized that there are aspects which go far beyond revenues and profits. That, there are aspects which give far more satisfaction than having grown by 25% YoY or making 20% EBT in one line of business. And, these are around the impact that TMI group and our employees have been able to create out there in the real world, over time.

We have always taken great pride in finding the right opportunity for a job seeker and getting him / her the growth in salary or the role. But it's been far more satisfying to work on CSR funded livelihood projects to skill triple disadvantaged youth - small town, small college and bottom of the financial pyramid and make them fit for competing in the job market. When the beneficiaries were all girls, we took even greater pride. Similarly, while it was hugely ego-boost to start the eLearning journey of many of India's corporate, it was ego-downsizing when we got the opportunity to build capacity of cutting-edge government staff - Anganwadi workers, who probably do more for India than any of us and ensure that tomorrow's Indian is not physically or mentally stunted. Perhaps, the best satisfaction has been that we treated every one of these projects as a business project that had to be managed well, along with maximizing the social impact that is possible to create.

We have taken great pride in partnering Governments in India and overseas, Multilateral agencies, Foundations and MNCs to design, develop and deploy high impact projects that have generated positive impact at the grassroots level. This booklet captures some of the work we have done on the ground and the impact we have created for the target beneficiaries. We sincerely thank every one of our customers who allowed us to partner them to create this impact.

We hope and pray that we have many more opportunities to continue to create such impact as partners. We also hope the work that we are showcasing in this book enthruses others to attempt such initiatives, where social impact is seamlessly threaded into the business.

Sincerely,



Ravi Ramakrishnan
CEO, TMI Group