CSR Impact Assessment
FY 2022-23

Mahindra Pride Classroom
Employability Skill Development Program for Women

Supported by :

mahindra *Rise*   mahindra FINANCE

Implemented in partnership by

K.C. MAHINDRA EDUCATION TRUST

Naandi

Impact Assessment Conducted by:

BlueSky SUSTAINABLE BUSINESS

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Mahindra Pride Classrooms

Project Goal

Mahindra Pride Classrooms, the flagship employability skills program of the Mahindra Group, provides training in English communication, life skills, digital literacy, and interview preparedness to final-year students in Government and Government-aided Colleges, ITIs, and Polytechnic Institutes across India. To support the national priority of increasing women's participation in the workforce, the program transitioned from a youth-focused initiative to one **exclusively benefiting women program** starting in FY 2022–23.

Need for the project

- Female labour force participation at 22.8%, compared to a far higher 56.8% for men. *-Periodic Labour Force Survey (PLFS) (2019-20)*

- Training rural women in managerial, entrepreneurial, and market-facing skills significantly improves their financial independence. *-UNDP, 2022*

- Flexible and localized training is essential to enhance employability for rural women. *-FICCI Skill Report 2012*

Mahindra Pride Classrooms
ACTIVITIES

Partnership & Collaboration with Colleges: Stakeholder engagement based college identification and finalization

Trainer Recruitment: Publicize jobs, screen virtually; select trainers through demos and mentoring

Trainer Development: prepare trainers for program delivery

MPC Training Program: Structured sessions on communication, interview prep, resume building, and workplace readiness.

Certification Process: Provide digital and physical formats certificates to participants upon program completion

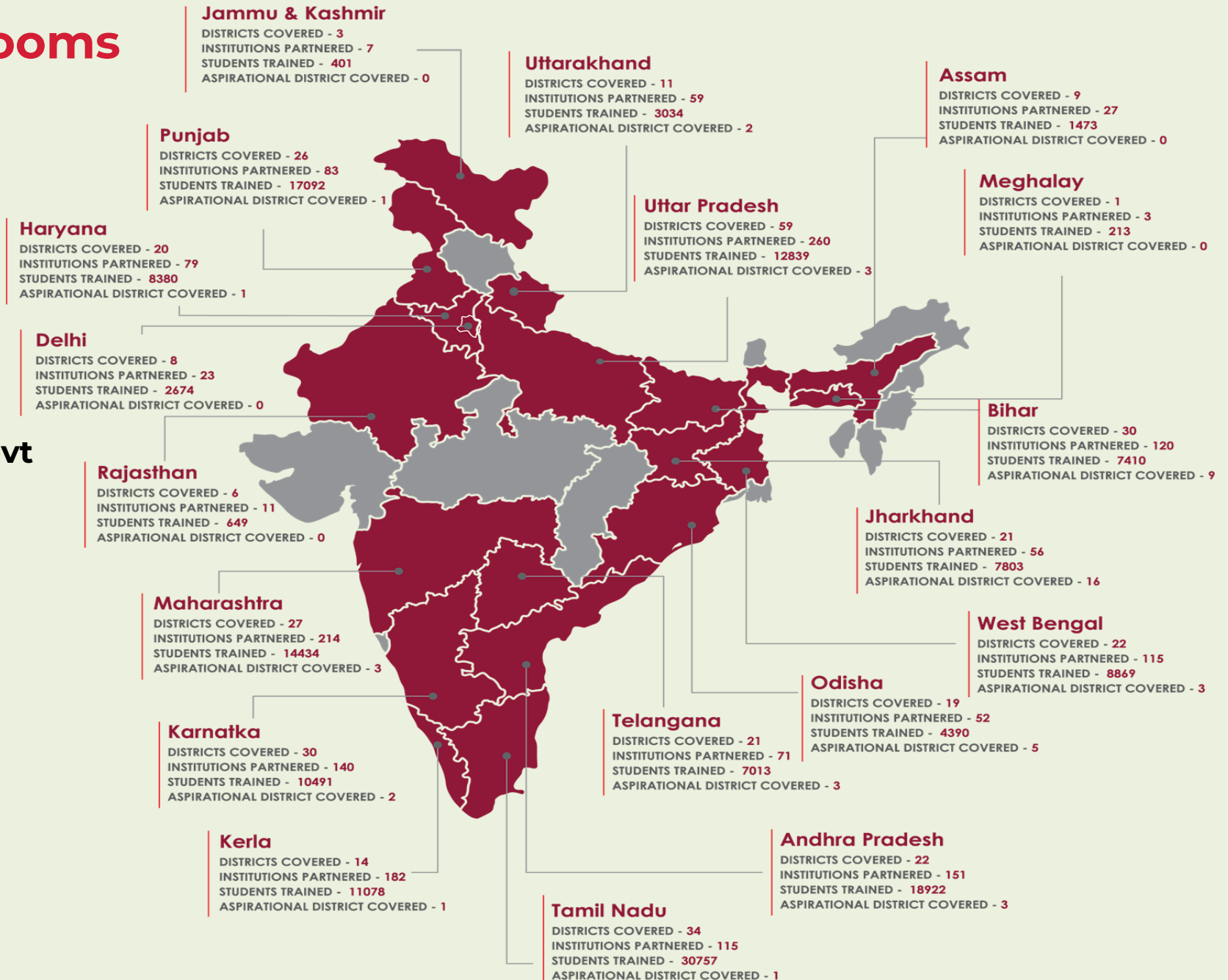**Job Placement Assistance:** Facilitate employment opportunities for trainees

Alumni Engagement: Maintain an active alumni network

Mahindra Pride Classrooms
PROJECT REACH

- **100%** women-focused program

- **167992** students trained

- **1697** educational Institutes **Govt & Govt-aided Colleges, ITIs, Polytechnics**

- **559** trainers

- **19 states** 383 districts, including **57 aspirational districts**

Jammu & Kashmir
DISTRICTS COVERED - 3
INSTITUTIONS PARTNERED - 7
STUDENTS TRAINED - 401
ASPIRATIONAL DISTRICT COVERED - 0

Uttarakhand
DISTRICTS COVERED - 11
INSTITUTIONS PARTNERED - 59
STUDENTS TRAINED - 3034
ASPIRATIONAL DISTRICT COVERED - 2

Assam
DISTRICTS COVERED - 9
INSTITUTIONS PARTNERED - 27
STUDENTS TRAINED - 1473
ASPIRATIONAL DISTRICT COVERED - 0

Punjab
DISTRICTS COVERED - 26
INSTITUTIONS PARTNERED - 83
STUDENTS TRAINED - 17092
ASPIRATIONAL DISTRICT COVERED - 1

Uttar Pradesh
DISTRICTS COVERED - 59
INSTITUTIONS PARTNERED - 260
STUDENTS TRAINED - 12839
ASPIRATIONAL DISTRICT COVERED - 3

Meghalay
DISTRICTS COVERED - 1
INSTITUTIONS PARTNERED - 3
STUDENTS TRAINED - 213
ASPIRATIONAL DISTRICT COVERED - 0

Haryana
DISTRICTS COVERED - 20
INSTITUTIONS PARTNERED - 79
STUDENTS TRAINED - 8380
ASPIRATIONAL DISTRICT COVERED - 1

Delhi
DISTRICTS COVERED - 8
INSTITUTIONS PARTNERED - 23
STUDENTS TRAINED - 2674
ASPIRATIONAL DISTRICT COVERED - 0

Bihar
DISTRICTS COVERED - 30
INSTITUTIONS PARTNERED - 120
STUDENTS TRAINED - 7410
ASPIRATIONAL DISTRICT COVERED - 9

Rajasthan
DISTRICTS COVERED - 6
INSTITUTIONS PARTNERED - 11
STUDENTS TRAINED - 649
ASPIRATIONAL DISTRICT COVERED - 0

Jharkhand
DISTRICTS COVERED - 21
INSTITUTIONS PARTNERED - 56
STUDENTS TRAINED - 7803
ASPIRATIONAL DISTRICT COVERED - 16

Maharashtra
DISTRICTS COVERED - 27
INSTITUTIONS PARTNERED - 214
STUDENTS TRAINED - 14434
ASPIRATIONAL DISTRICT COVERED - 3

West Bengal
DISTRICTS COVERED - 22
INSTITUTIONS PARTNERED - 115
STUDENTS TRAINED - 8869
ASPIRATIONAL DISTRICT COVERED - 3

Karnatka
DISTRICTS COVERED - 30
INSTITUTIONS PARTNERED - 140
STUDENTS TRAINED - 10491
ASPIRATIONAL DISTRICT COVERED - 2

Telangana
DISTRICTS COVERED - 21
INSTITUTIONS PARTNERED - 71
STUDENTS TRAINED - 7013
ASPIRATIONAL DISTRICT COVERED - 3

Odisha
DISTRICTS COVERED - 19
INSTITUTIONS PARTNERED - 52
STUDENTS TRAINED - 4390
ASPIRATIONAL DISTRICT COVERED - 5

Kerla
DISTRICTS COVERED - 14
INSTITUTIONS PARTNERED - 182
STUDENTS TRAINED - 11078
ASPIRATIONAL DISTRICT COVERED - 1

Andhra Pradesh
DISTRICTS COVERED - 22
INSTITUTIONS PARTNERED - 151
STUDENTS TRAINED - 18922
ASPIRATIONAL DISTRICT COVERED - 3

Tamil Nadu
DISTRICTS COVERED - 34
INSTITUTIONS PARTNERED - 115
STUDENTS TRAINED - 30757
ASPIRATIONAL DISTRICT COVERED - 1

- States where projects were implemented
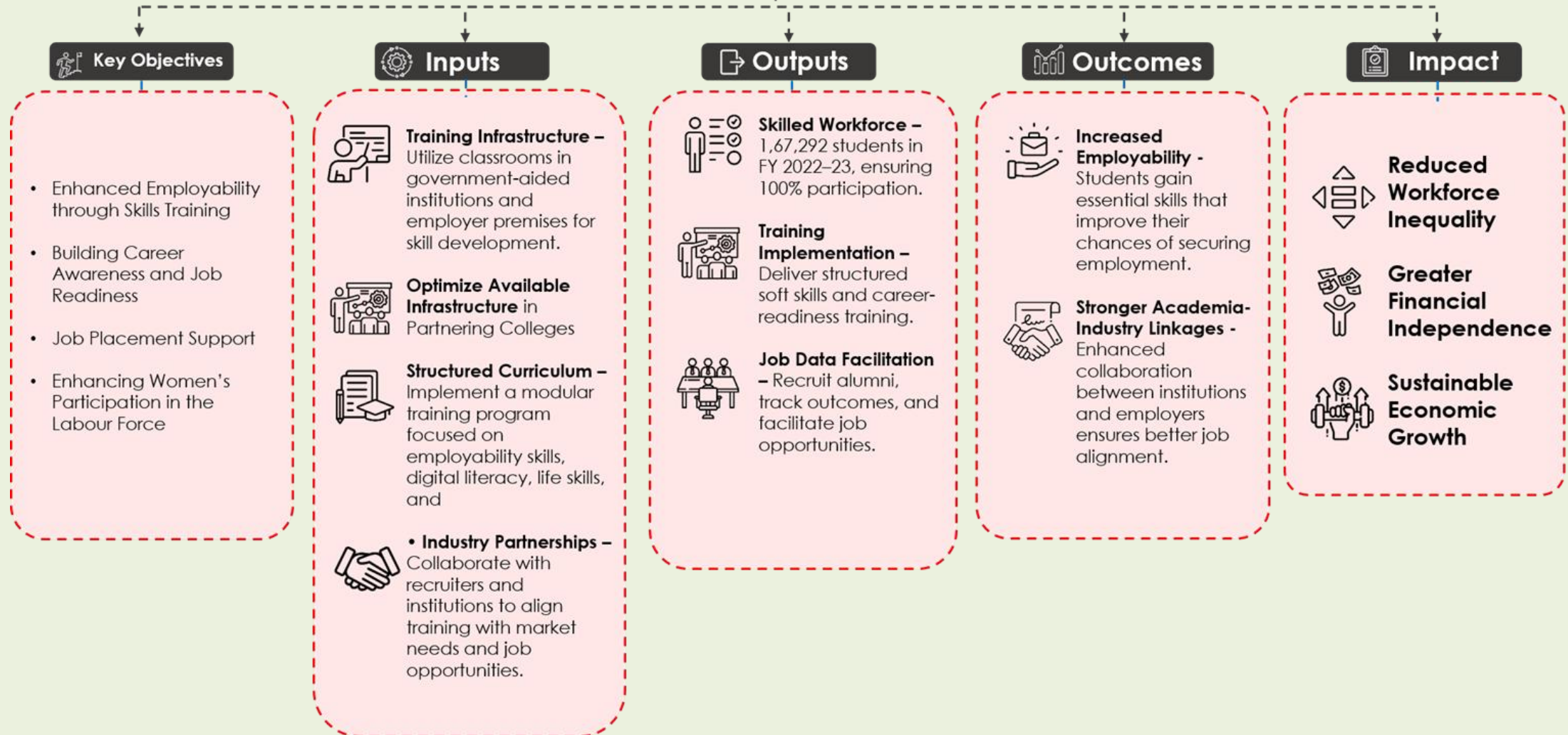- States which were not covered

Mahindra Pride Classrooms
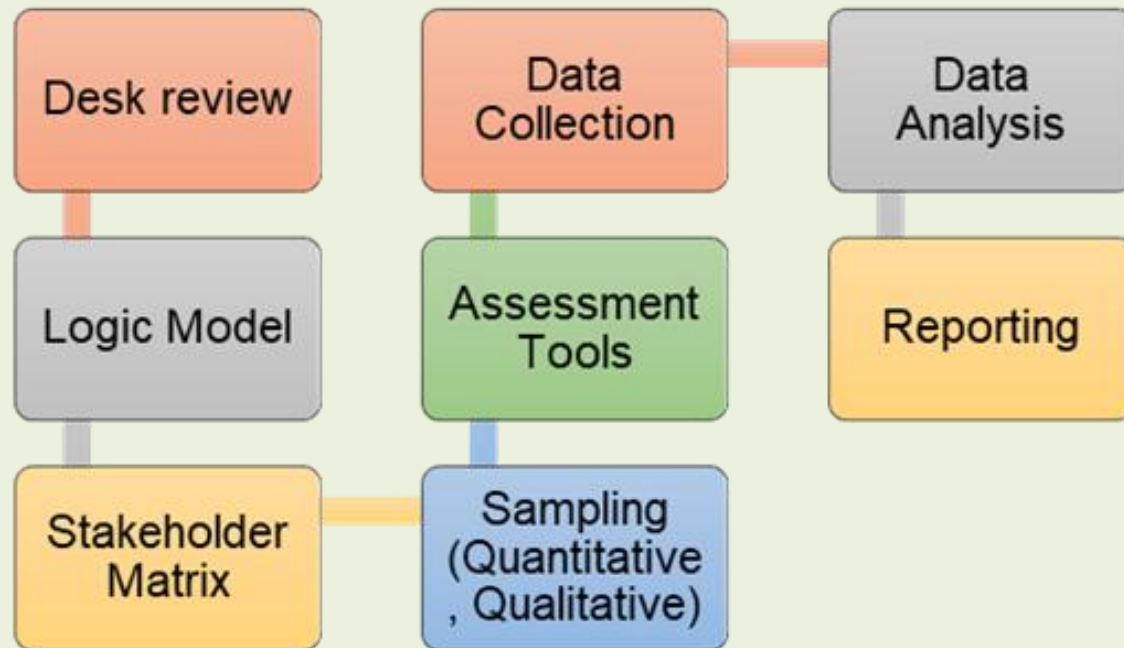# LOGIC MODEL

Goal of Mahindra Pride Class Project

"To enhance the employability of final-year women students in Government and Government aided Colleges, ITIs, and Polytechnic Institutes by providing training on English speaking, life skills, interview preparedness, and digital literacy, thereby supporting increased participation of women in the workforce."

Key Objectives

- Enhanced Employability through Skills Training
- Building Career Awareness and Job Readiness
- Job Placement Support
- Enhancing Women's Participation in the Labour Force

Inputs

Training Infrastructure – Utilize classrooms in government-aided institutions and employer premises for skill development.

Optimize Available Infrastructure in Partnering Colleges

Structured Curriculum – Implement a modular training program focused on employability skills, digital literacy, life skills, and

• **Industry Partnerships –** Collaborate with recruiters and institutions to align training with market needs and job opportunities.

Outputs

Skilled Workforce – 1,67,292 students in FY 2022–23, ensuring 100% participation.

Training Implementation – Deliver structured soft skills and career-readiness training.

Job Data Facilitation – Recruit alumni, track outcomes, and facilitate job opportunities.

Outcomes

Increased Employability - Students gain essential skills that improve their chances of securing employment.

Stronger Academia-Industry Linkages - Enhanced collaboration between institutions and employers ensures better job alignment.

Impact

Reduced Workforce Inequality

Greater Financial Independence

Sustainable Economic Growth

Approach & Assessment Methodology

Assessment Methodology

Desk review

Logic Model

Stakeholder Matrix

Data Collection

Assessment Tools

Sampling (Quantitative, Qualitative)

Data Analysis

Reporting

Social Responsibility Standards

The impact assessment methodology assesses the project on BlueSky's **Process Maturity & Goals Achievement Framework (PMGA),** built on the guidance available to the following standards:

1. **Social Auditing Standards (SAS)**, regulated by the **ISAI under SEBI**
2. **ISO IS 26000:2018 – Guidance on Social Responsibility**
3. **The Companies Act 2013 Schd VII Sec 135**
4. **UN Sustainable Development Goals**

4 QUALITY EDUCATION

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH
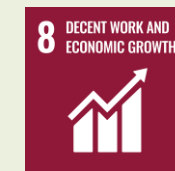
Mahindra Pride Classrooms
KEY FINDINGS

I. Enhancing Employability through Skills Training

Student Feedback
- **83%** reported significant improvement in communication skills.
- **79%** expressed high satisfaction with training quality
- **82%** would recommend the program for its practical value

Trainer Validation
- **94%** confirmed curriculum met industry and job market needs
- **90%** rated the training materials and resources as adequate, enabling them to deliver sessions effectively

Insights from Principals & Placement Coordinators:
Confidence Boost Among Women Students
- **7 out of 8** observed a notable increase in student confidence
- **6 out of 8** highlighted a clear shift among women—from hesitancy to active participation in discussions and presentations

Skill Development themes	Student Engagement* (Scale 1 - 5)
Mock interviews	3.89
Resume-building	3.57
Professional self-presentation	3.56

Mahindra Pride Classrooms
KEY FINDINGS

II.   Building Career Awareness and Job Readiness

Career Clarity & Readiness:
Students reported greater clarity in setting career goals, exploring diverse paths, and planning for jobs or higher education.

Social Influence & Empowerment:
Exposure to alumni and trainers inspired students and challenged gender norms

Career readiness themes	Student Engagement* (Scale 1 - 5)
Increased confidence in career planning	3.85
Understood how to plan career goals	3.71
Improved decision-making for careers/education	3.61

Empowerment themes	Student Engagement* (Scale 1 - 5)
Shift in gender role perceptions	3.21
Saw trainers/alumni as role models	3.18
Overcame family/societal constraints	3.12

Mahindra Pride Classrooms
KEY FINDINGS

III. Supporting Job Placement

82% of respondents reported receiving job placements after the program

30% of them are continuing in the same jobs they secured post-training.

29% of **respondents reported receiving job placements after the program, left them for pursuing higher studies,** attributing their decision to the program's exposure to diverse academic and career opportunities.

Placement Readiness: Overall, the training addressed core barriers to employability—particularly for first-generation learners—and created a **structured pathway** from learning to placement.

Employer Experience: Employers rated candidate quality **significantly high**, citing strong professionalism, preparedness, and adaptability, noting that MPC graduates required less onboarding support compared to other hires

The average monthly salary earned by students was between Approx. INR 15,000 and INR 20,000.

Mahindra Pride Classrooms
PMGA IMPACT ASSESSMENT FRAMEWORK
(Process Maturity & Goals Achievement)

1. Process Maturity Score (X-Axis)
- Scored on: Standard Criteria
- Frameworks Referenced: ISO 26000 & NGRBC

📌 Indicates strong alignment with standardized best practices across projects

2. Program Goal Achievement Score (Y-Axis)
- Scored on: Project-specific Criteria
- Framework: Program Logic Model

📌 Reflects high achievement against intended project outcomes for MPC

Project Impact Category

Mahindra Pride Classroom ●

GOAL ACHIEVEMENT SCORE (Min 0 - Max 5)

5.0

Impactful (HL)

(High impact projects need improved processes)

Exemplary (HH)

(High maturity projects exemplify best practices)

2.5

Developing (LL)

(Need significant enhancements in processes and impact.)

Proficient (LH)

(Strong processes, but goals need alignment.)

0

2.5

5.0

PROCESS MATURITY SCORE (Min 0 - Max 5)

Mahindra Pride Classrooms
STUDENT TESTIMONIAL

"Before the training, I was hesitant to speak in public. Now, I confidently present myself in job interviews."

- Students FGD Chennai

"MPC training helped me secure my first job. The mock interviews and career guidance were invaluable."

- Student from Chandigarh

"This program changed my family's perspective on women's employment. Now, they support my career goals."

- Student from Pune

Mahindra Pride Classrooms
FEEDBACK:
PRINCIPALS & PLACEMENT COORDINATORS

"Our students gained immense confidence and employability skills through MPC. We observed a shift in their career aspirations."

- Principal, ITI Pune

"Students who were shy and hesitant now actively participate in discussions and job fairs."

- Placement Coordinator, Chandigarh

"We need more programs like MPC to enhance industry readiness among young women."

- Dean, SGPC Colleges

Mahindra Pride Classrooms
TRAINER PERSPECTIVE

"*The structured curriculum and industry-aligned training make a real impact on students' confidence and employability.*"

- Trainer, Pune

"*Many students face family resistance to working. MPC training empowers them to stand up for their career goals.*"

- Trainer, Chandigarh

"*Interactive sessions and mock interviews bridge the gap between theory and practical job skills.*"

- Trainer, Chennai

Mahindra Pride Classrooms
CASE STUDY 1

Kaviya's Journey: From Rural Roots to Financial Independence

Meet Kaviya

A final-year student at Queen Mary's College, Chennai, from a rural background, who expected to get married after graduation.

Turning Point: Mahindra Pride Classroom Training

- **Breaking Stereotypes:** MPC helped Kaviya envision a career and independence, challenging norms of early marriage.
- **Guided Growth:** Trainer feedback on posture, communication, and body language shaped her professional confidence.
- **New Possibilities:** Career guidance aligned with her Home Science background opened paths in nutrition and healthcare.

The Outcome

- **Secured a job in the medical field with a monthly salary of ₹35,000**
- **Manages dual responsibilities across medical and marketing domains**
- **Advocates for expanding the program to rural areas to help more girls**

Kaviya's Message

"With the right opportunities, rural girls like me can dream bigger. This training changed my perspective—and my future."

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CASE STUDY 2

Jyoti Journey: Breaking Barriers to Build a Career

Meet Jyoti- Student from Jan Shikshan Sansthan, Chandigarh
She learned about the Mahindra Pride Classroom Program through her trainer at Jan Shikshan Sansthan and decided to join, though she wasn't sure how much impact a short training could make.

The Turning Point
- **Shifted mindset** through modules on career planning and self-awareness using tools like the matrix chart
- **Gained confidence** in communication by practicing mock interviews and camera-based self-introductions
- **Learned job readiness skills**, including LinkedIn, email writing, and financial literacy

The Outcome
- **Secured a job at Decathlon through her first formal interview| Salary: ₹21,000/month**
- **Became financially independent and earned her family's support**
- **Inspired other girls in her village to pursue careers**

Jyoti's Message
"This training changed my life. It gave me the confidence I never had. Today, I am financially independent, and my family supports me. I want every girl in my village to get this opportunity."

Project Mahindra Pride Classrooms

Awarded Exemplary Rating