

# CSR Impact Assessment

FY 2023-24

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## MISSION EVEN – SKILL DEVELOPMENT IN APPAREL SECTOR (KAABIL)



# Mission Even – Skill Development in Apparel Sector (KAABIL)

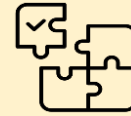


## Project Goal

**Mission Even – Skill Development in Apparel Sector (KAABIL)** is a placement-linked skilling initiative aimed at training women for the role of "**Sewing Machine Operator (SMO)**" in the apparel sector.

The program combines industry-aligned training, certification, and placement, enabling women to secure livelihoods in organized apparel manufacturing units.

- Provide industry-aligned skill development training to women in the apparel sector
- Conduct industry-aligned assessment and certification of trained candidates
- Enable placement in apparel manufacturing companies of trained candidates



## Project Relevance

- *Female Labour Force Participation Rate (FLFPR) stood at 25.1%, compared to 57.5% for men, reflecting a significant gender gap in workforce participation – Periodic Labour Force Survey (PLFS) (2020-21), MOSPI*
- *Globally, the labour force participation rate for women was 47.4%, compared with 72.3% for men.” — ILO, World Employment and Social Outlook (WESO), 2022*
- *Government-led skilling initiatives under the Ministry of Skill Development & Entrepreneurship (MSDE) emphasize industry-aligned, placement-linked training models to improve employability and facilitate entry into formal employment.” - MSDE Annual Reports, 2021-23; PMKVY Guidelines)*

# Mission Even – Skill Development in Apparel Sector (KAABIL)



## Activities



**Mobilization and Awareness:** Through mobilization camps at village level, door to-door surveys, counselling sessions and factory exposure visits.



**Screening:** Selection of women aged 18–40 years through document verification and physical fitness test (hand-movements, color blindness etc.).



**Training:** Delivery of a 120-hour hands-on training programme using high-speed industrial sewing machines.



**Assessment & Certification:** Formal assessment and certification against defined performance criteria based on NSQF 3 – Level Standards



**Job Placement Assistance:** Placement facilitation in apparel manufacturing companies that shared workforce requirements prior to training.

# Mission Even – Skill Development in Apparel Sector (KAABIL)



## Project Reach



**100%** women focused project.



**7,500** women successfully completed training, assessment, and certification for the **Sewing Machine Operator** role in Tamil Nadu and Andhra Pradesh.



Training was delivered through **261 batches**, with **30 women** per batch, where **25 certified trainers** were deployed providing a **120-hour** hands-on sewing machine training programme in FY 2023–24.



**100%** trained women candidates **received job placements** across apparel manufacturing units in Tamil Nadu and Andhra Pradesh.

# Mission Even – Skill Development in Apparel Sector (KAABIL)



## Logic Model



**Mission Even – Skill Development in Apparel Sector (KAABIL)** is a placement-linked skilling initiative aimed at training women for the role of "**Sewing Machine Operator (SMO)**" in the apparel sector. The program combines industry-aligned training, certification, and placement, enabling women to secure livelihoods in organized apparel manufacturing units



### Objective

Provide industry-aligned skill development training to women in the apparel sector.

Conduct industry-aligned assessment and certification of trained candidates.

Enable placement in apparel manufacturing companies of trained candidates.



### Inputs

**Optimize Available Infrastructure** – Training infrastructure was set up in apparel manufacturing units for real-time production exposure.

**Deployment of 25 qualified and certified trainers** with apparel sector experience across multiple locations.

**Structured 120-hour hands-on curriculum** covering operation of high-speed industrial sewing machines, production workflows, with **NSQF 3 –Level Standards**.

**Standardized assessment and certification** supported by AMHSSC.



### Activities

**Mobilization and Awareness:** Through mobilization camps at village level, door-to-door surveys, counselling sessions and factory exposure visits.

**Screening:** Selection of women aged 18–40 years.

**Training:** 120 hours hands on training.

**Assessment & Certification.**

**Job Placement Assistance.**



### Outputs

7,500 women completed training, assessment, and certification for the "Sewing Machine Operator" role in Tamil Nadu and Andhra Pradesh.

Training was delivered through 261 batches, with 30 women per batch in FY 2023-24.

100% trained women candidates received job placements across apparel manufacturing units in Tamil Nadu and Andhra Pradesh.



### Outcomes

Increased employability and job Readiness.

Transition into formal wage Employment.

Increased Confidence, enhanced agency and financial stability.



### Impact

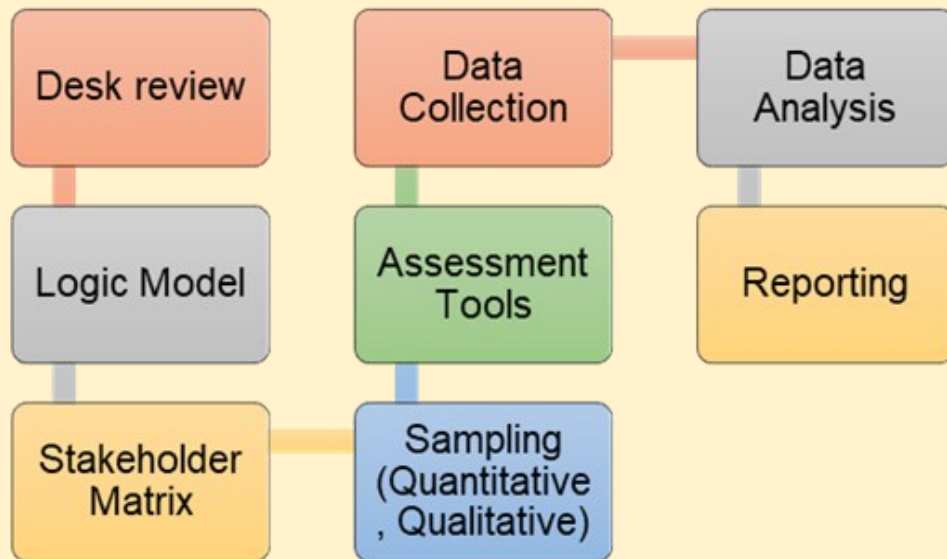
Sustained employment due to long term job Retention.

Reduced workforce Inequality.

Enhanced Agency reflected in increased decision-making power, financial control, and ability to pursue livelihood opportunities.

# Mission Even – Skill Development in Apparel Sector (KAABIL)

## Assessment Methodology



## Alignment with Social 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**



### SDG 4 – Quality Education

Increase relevant skills for employment



### SDG 5 – Gender Equality

Ensure women's full and effective participation and equal opportunities at all levels of decision making



### SDG 8 – Decent work & Economic Growth

Achieve full and productive employment and decent work for all, including women and youth

# Mission Even – Skill Development in Apparel Sector (KAABIL)

## KEY FINDINGS

### Improved Employability & Job Readiness



#### Beneficiary feedback

- **100%** of the respondents reported high satisfaction with training quality - content clarity and trainer quality.
- **100%** reported increased confidence development in operating industrial sewing machines independently and working in a formal factory setup.
- **100%** understood production workflow, quality standards and were prepared to meet production targets.
- **100%** beneficiaries were assessed and certified; supported by AMHSSC, aligned with recognized occupational NSQF 3 – Level standards.



#### Employers Validation

- **100%** employers reported high satisfaction with the quality of trained candidates – they were able to take on assigned roles within a short time frame without requiring prolonged adjustment.
- **100%** reported trained candidates understood workplace requirements in terms of production process, quality standards, and could meet production targets in a given timeline.



#### Implementing Partner

- Reported that the training period contributed to increased confidence among women and helped build peer support before they entered a formal job setup.

# Mission Even – Skill Development in Apparel Sector (KAABIL)

## KEY FINDINGS

### Transition into Formal Wage Employment (Job Placements)



#### Beneficiary feedback

- **71%** of the respondents reported having no prior employment or personal income before the training.
- **100%** of the respondents reported **securing job placement and regular monthly income** in apparel manufacturing units **post-training**.
- **100%** of the respondents reported that they **still continue in the same job** ensuring job retention.
- **100%** reported awareness and access to formal workplace benefits in their jobs – EPF, ESI, Paid Leaves, Transportation facility, Creche facility, Subsidized meals.
- **96%** strongly agreed that their jobs provided a stable monthly income enabling them to better manage their household expenses.



#### Employers Validation

- **100%** employers reported that the training conducted within the factory-linked environments enabled smoother onboarding and quicker adaptation to structured production systems.
- **100%** reported placements in organized apparel manufacturing units, where provisions such as transportation played a crucial role in supporting job retention, particularly for women commuting from surrounding areas.

# Mission Even – Skill Development in Apparel Sector (KAABIL)

## KEY FINDINGS

### Increased Confidence, Enhanced Agency & Financial stability among Women Beneficiaries



#### Beneficiary feedback

- **100%** of the respondents reported significant boost in self-confidence after entering formal employment, particularly upon earning their first salary.
- **98%** reported increased household savings.
- **85%** reported reduced financial burden due to stable income as their income contributes in managing major household expenses.
- **82%** reported change in agency - increased participation in decision making related to children's education, family health issues, planning household expenses, income usage (both personal & household income), planning household savings.
- **87%** of beneficiaries would recommend the program to other women, reporting that the program provided a sustained livelihood opportunity.



#### Employers Validation

- **100%** employers attributed women's livelihood stability and long-term job retention to the hands-on training, industrialized skill development, and availability of formal workplace benefits, including transportation, crèche, canteen, and medical facilities.



#### Implementing Partner

- Reported significant increase in confidence and sense of pride among women beneficiaries upon receiving their first salary, indicating positive changes in self-confidence and self-worth after employment.
- Women beneficiaries have transitioned from servicing loan interest to repaying debts and initiating savings, with increased participation in household financial planning, budgeting, and saving for future needs.

# Mission Even – Skill Development in Apparel Sector (KAABIL)

## PMGA IMPACT ASSESSMENT FRAMEWORK

### (Process Maturity & Goals Achievement)

**Mission Even – Skill Development in Apparel Sector (KAABIL) has been rated as an Exemplary Project.**

**Exemplary Projects** have high process maturity and are successfully reaching their program goals.

These projects represent best practices in implementation and impact, demonstrating an exemplary model for other projects to follow.

#### 1. Process Maturity Score (X-Axis)

- Scored on: Standard Criteria
- Frameworks Referenced: ISO 26000 & Social Auditing Standards (SEBI/ISAI)

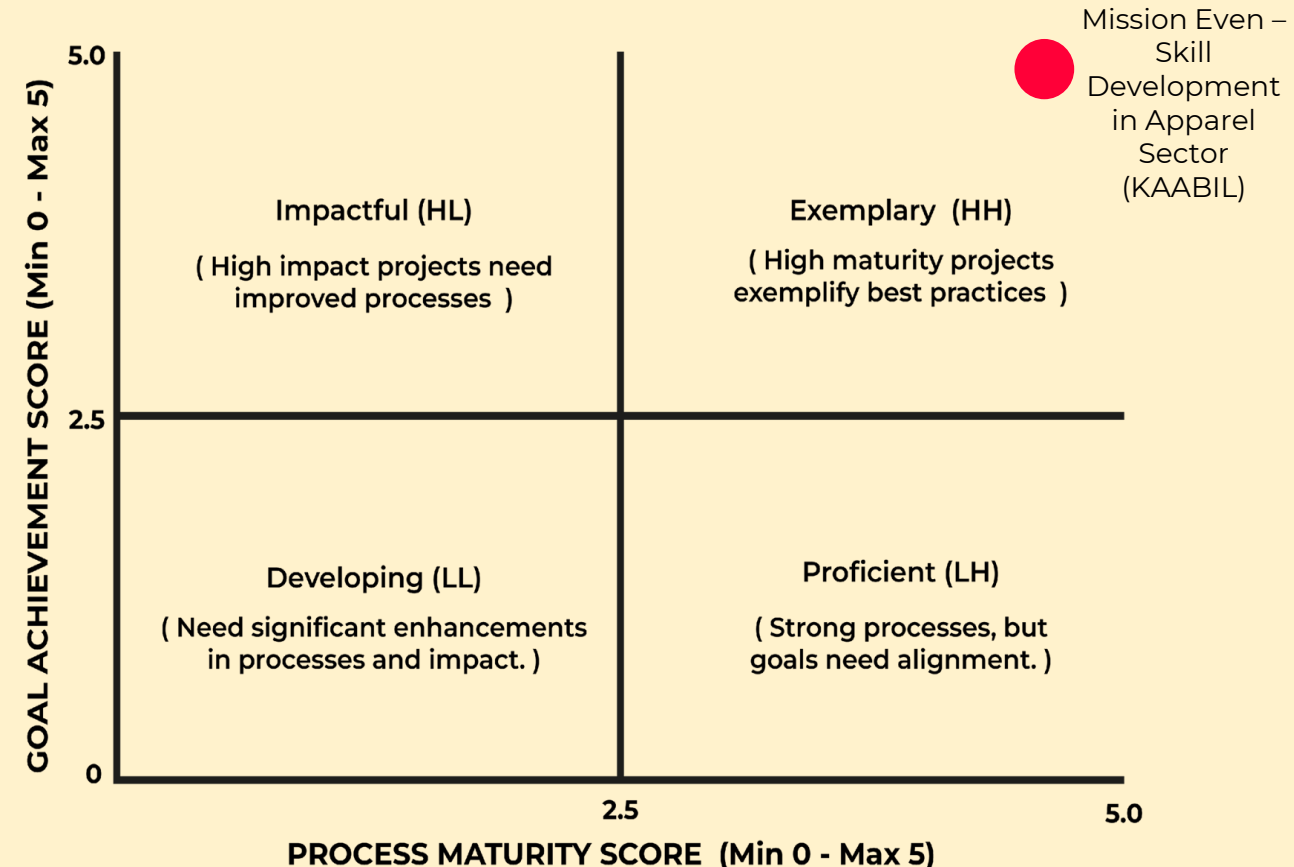
📌 Indicates strong alignment with standardized best practices across projects

#### 2. Program Goal Achievement Score (Y-Axis)

- Scored on: Project-specific Criteria
- Framework: Program Logic Model

📌 Reflects high achievement against intended project outcomes

### Project Impact Category



# Mission Even – Skill Development in Apparel Sector (KAABIL)

## Beneficiary Testimonial



*“Earlier we used to pay only the interest of loans. Now we have cleared the loans and started saving money through post office and SHGs.” – **Jamuna, Beneficiary***



*“Before this programme, I had no income. Now I work in a proper factory, get my salary on time, and my family respects my contribution. I also have EPF and ESI which gives us security.”*

**– Mahalakshmi, Beneficiary**



*“Earlier unmarried girls were not allowed in family discussions. Today we are involved in decisions like house purchase, marriages and other important matters.”*

**– Ramalakshmi, Beneficiary**



# Mission Even – Skill Development in Apparel Sector (KAABIL)

## Employer/Supervisor Testimonial



*“We provided bus facility, hostels, crèche, and medical support. These facilities are the main reason for retention.” – **Line supervisor, First Garments Manufacturing, Tamil Nadu***



*“Women were confident to take up assigned job roles immediately after the training and could understand production workflows, quality standards and production targets clearly.”*

**– Company HR, Gainup Technotek Ltd, Tamil Nadu**



*“We observed that transportation was a critical enabler of job retention, particularly for women commuting from surrounding areas.”*

**– Company HR, Gainup Technotek Ltd, Tamil Nadu**



# Mission Even – Skill Development in Apparel Sector (KAABIL)

## Case Study 1

### Transition into Formal Employment and Increased Household Participation

#### Meet Ramalakshmi

A 22-year-old from a rural background in Tamil Nadu, where livelihood options for women were largely limited to agricultural labour or NREGS work.

#### Turning Point: Sewing Machine Operator Training

- **Access to Opportunity:** Training with stipend and transport support enabled her to step beyond traditional livelihood options.
- **Industry-Relevant Skills:** Hands-on training in sewing machine operation, quality control, and factory processes built her technical competence.
- **Confidence Boost:** Trainer support and factory exposure reduced hesitation and prepared her for formal employment.

#### The Outcome

- Secured **immediate employment** of **10,088 Rs/month** in a garment manufacturing company – First Garments manufacturing.
- Earns a **regular monthly income** and contributes to household expenses.
- Gained **confidence and increased participation** in family decision-making.

#### Ramalakshmi's Message

*“When we received the first month salary, the happiness had no boundaries. Earlier we were not part of family discussions, but now family members involve us in decisions.”*

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## Case Study 2

### Stable Employment and Increased Economic Confidence

#### Meet Kabira Banu

A 30-year-old married woman with two children from a rural background, where livelihood opportunities were largely informal and seasonal.

#### Turning Point: Sewing Machine Operator Training

- **Access to Opportunity:** Training with stipend and transport support enabled her participation.
- **Industry-Relevant Skills:** Learned sewing machine operations and factory processes through hands-on training.
- **Workplace Readiness:** Factory-based training and trainer support helped her overcome initial hesitation and adapt to formal employment.

#### The Outcome

- Secured employment in a **formal garment manufacturing company** – Gainup Technotek Industries India Pvt. Ltd.
- Earns a **stable monthly income** of **10,450 Rs/month** supporting household expenses and children's education.
- Access to **workplace benefits** including EPF, ESI, transportation, and safe working conditions.
- Increased sense of **financial independence and dignity**.

#### Kabira's Message

*“We are getting salary every month, and it supports our family expenses. The transport facility is very important for us. Without that, many women would not come to work.”*

# Mission Even – Skill Development in Apparel Sector (KAABIL) - Awarded “Exemplary Rating”

