

# CSR Impact Assessment FY 2023-24

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EDUCATION TRUST



Impact Assessment Conducted in FY 2025-26 by:



[www.blueskycsr.com](http://www.blueskycsr.com)

# Mahindra Pride Programme

**Mahindra Pride Classroom | Mahindra Pride Skill Centre**



# Mahindra Pride Programme

## Project Goal

**Mahindra Pride Programme** is a flagship skilling initiative of the Mahindra Group, aimed at enhancing employability skills and workforce readiness among young women across India.



Strengthen **employability and workforce preparedness** amongst young women from diverse socio-economic backgrounds.

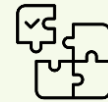


Bridge the gap between **formal education and industry-relevant skills**.



Enable **greater participation of women in the labour workforce** through structured skilling and placement support.

The programme operates through two verticals - **Mahindra Pride Classrooms (MPC)**, which focuses on employability skilling across Government and Government-aided colleges, ITIs, and polytechnic institutions; and **Mahindra Pride Skill Centres (MPSC)**, which operates as a domain-intensive, placement-linked skilling model.



## 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](#)*

# Mahindra Pride Programme



## Activities

### Mahindra Pride Classroom



**Student mobilisation** through partnerships with Government and Government-aided colleges, ITIs, and polytechnic institutions



**Classroom-based training** largely in employability skills, along with other domain courses such as Coding, Tally-IT-GST, New Educator, and Regenerative Agriculture



**Structured pre- and post-assessments** to track learning outcomes & **Certification** provided to students with **70% attendance and above**



**Capacity building of trainers** through Train-the-Trainer programmes aligned to standardised framework



**Career readiness support** including resume building, mock interviews, and career counselling



**Placement facilitation** through Job Utsavs and employer engagement initiatives

### Mahindra Pride Skill Centre



**Centre-based mobilisation** of candidates from urban and peri-urban areas



**Domain-intensive training** across sectors such as ITES, Accounting, Retail, and Hospitality



**Integration of workplace readiness modules** covering communication, professional behaviour, and digital skills



**Structured placement drives** with active employer engagement and job linkages

# Mahindra Pride Programme



## Project Reach

## Mahindra Pride Classroom



**1,70,038** women trained



**1,711** educational Institutes partnered  
(Govt & Govt-aided Colleges, ITIs, Polytechnics)



**20 states** and **384 districts**,  
including **56 aspirational districts**



**559** trainers

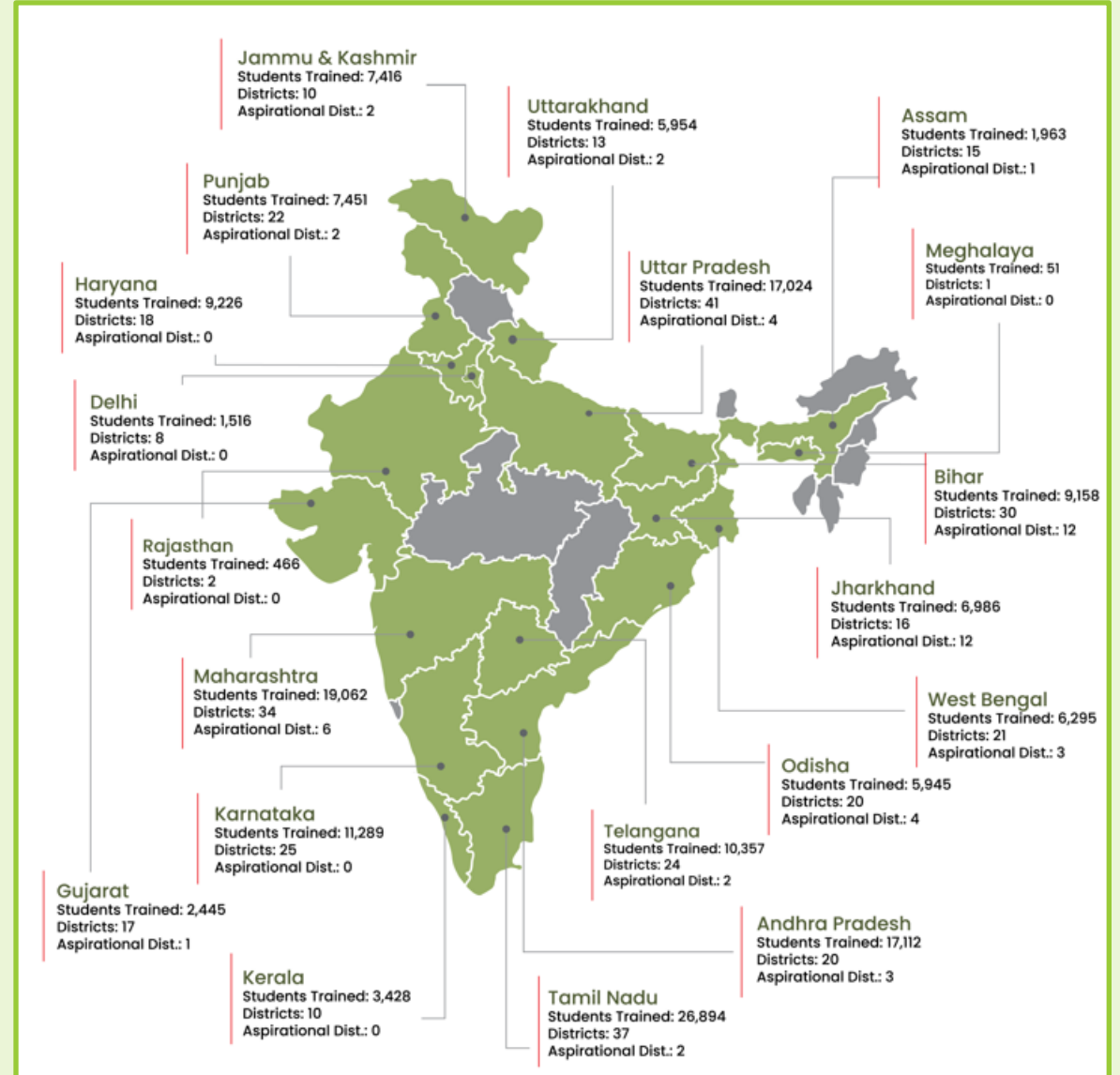


**74%** of beneficiaries from **Below Poverty Line** households, and **46%** are identified as first-generation learners



**49,701** women received job placements

## State-wise Distribution of Beneficiaries



# Mahindra Pride Programme



## Project Reach

### Mahindra Pride Skill Centre



**2,028** women trained



**2 states** including two Skill Centres in **Chennai** and **Pune**



Training delivered across **domain-specific sectors**, including ITES/IT, Retail & Sales, Accounting (Tally / GST), and Hospitality



**74%** of beneficiaries are from **Below Poverty Line** households, and **47%** are identified as first-generation learners across **Chennai** and **Pune**



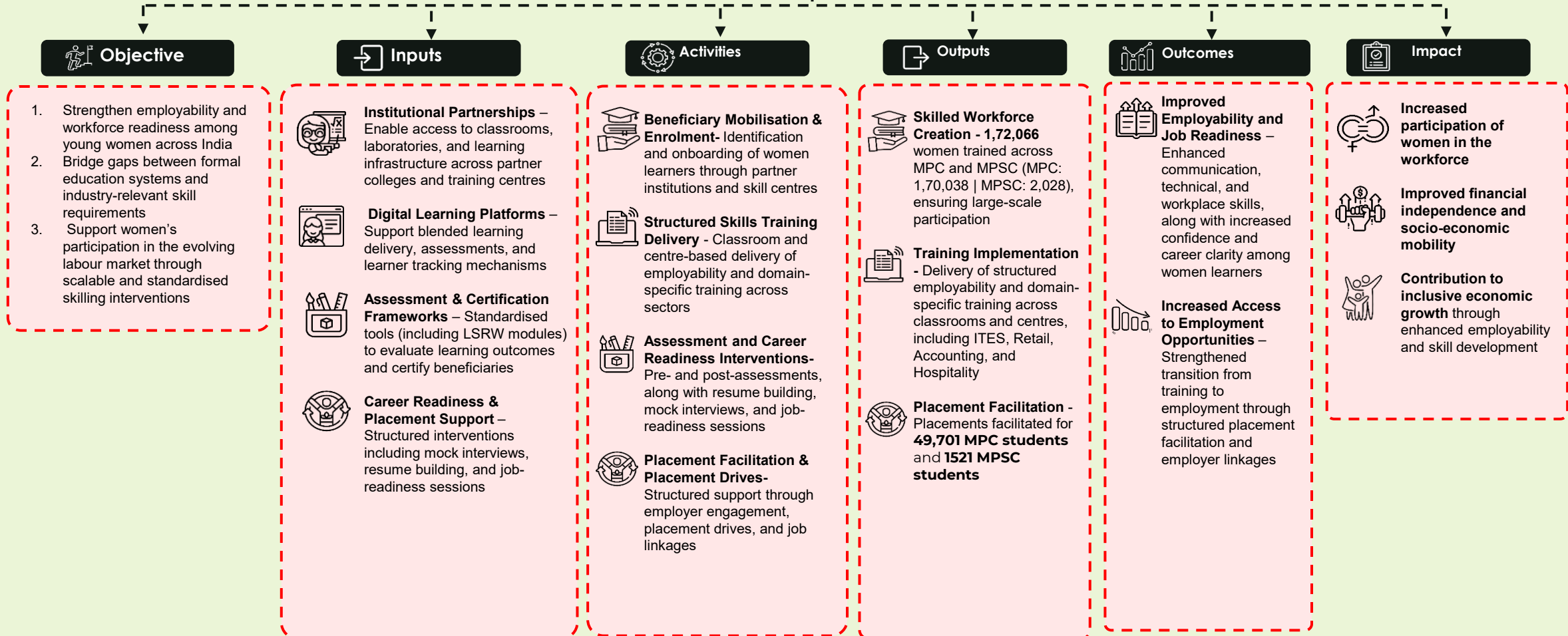
**1521** women received job placements

# Mahindra Pride Programme

## Logic Model

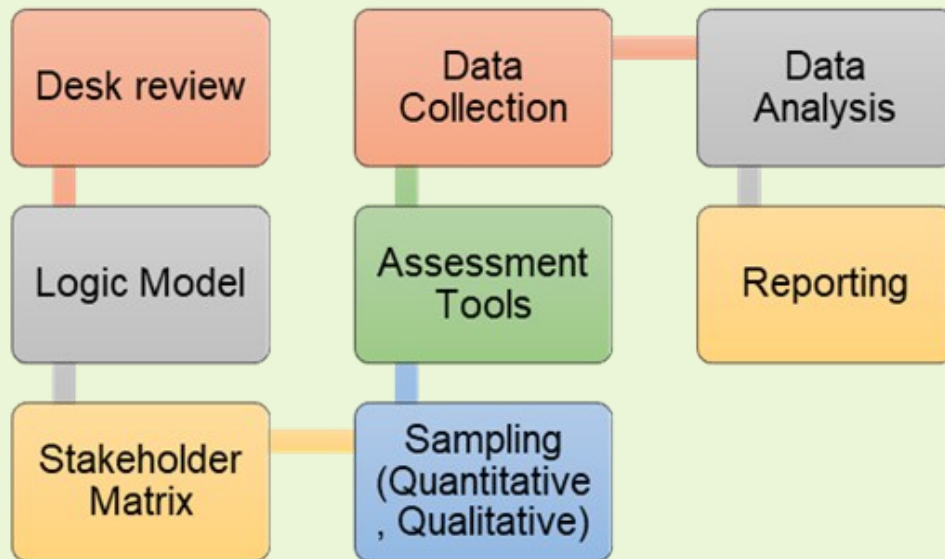


To enhance employability skills and workforce readiness among young women across India through institution-based skilling and domain-intensive, placement-linked training models.



# Mahindra Pride Programme

## 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

# Mahindra Pride Programme - Mahindra Pride Classroom



## Key Findings

### I. Improved Job Readiness

#### Enhancing Employability skills, Career Awareness & Job Preparedness



##### Student Feedback

- **87%** of respondents reported high satisfaction with training quality, highlighting strong trainer support.
- **86%** reported significant **improvement in employability skills** (communication skills, preparing resumes, confidence in attending interviews, increased awareness of job roles and employer expectations).
- **85%** reported greater involvement in education and career decisions.



##### Trainer Validation

- **95%** of respondents rated the training curriculum quality as very good, enabling them to deliver sessions effectively.
- **93%** confirmed curriculum met industry and job market needs.
- **100% rated the program 5 out of 5** indicating observed improvements in students' confidence, communication, career clarity, and interview preparedness.




##### Insights from College Principals


- Interviews with principals indicated **improvement in students' communication, presentation skills, and confidence levels** post-training.
- **8 out of 10** principals reported increased student confidence, participation in discussions and greater ease in expressing their views.
- **10 out of 10** principals **rated the program 5 out of 5** for complementing academic learning by introducing practical employability skills such as communication, interview preparation, resume building and workplace behaviour.
- **9 out of 10** principals reported training delivery was structured, participatory, and aligned with job market expectations.

# Mahindra Pride Programme - Mahindra Pride Classroom


## Key Findings | II. Increased Access to Employment Opportunities


### Supporting Job Placements

 **97%** of respondents reported **receiving job placements** after the training program. Employment observed across multiple sectors including education, hospitality, IT/ITES, and healthcare.

 **80%** of them reported monthly earnings ranging from ₹10,000 to above ₹30,000, with the majority earning between ₹15,000 – ₹20,000 per month.

 **83%** reported that career counselling sessions helped them make informed career decisions.

 **80%** reported continued access to job-related information and guidance through WhatsApp or phone call support post-training.

 **Employers Experience: 100%** Employers **rated candidate quality as “very good”**, noting strong preparedness reflected in improved confidence, communication skills, professional behaviour, clear understanding of job requirements, and reduced need for initial orientation.

 **Trainer Validation: 100%** trainers confirmed that placement activities such as employer interactions and job drives supported **transition into employment** for candidates.

# Mahindra Pride Programme - Mahindra Pride Skill Centre



## Key Findings

### I. Improved Job Readiness

#### Enhancing Domain Skills & Job preparedness



##### Student Feedback

- **72%** of respondents reported high satisfaction with training quality, highlighting strong trainer support.
- **70%** of respondents reported that the training was useful in preparing them for entry-level roles within their respective domains. This includes increased confidence for job interviews, improvement in performing basic job-related tasks.



##### Trainer Validation

- **100%** of respondents reported improvement in domain-specific skills of students and their ability to perform entry-level tasks.
- **100%** confirmed that the balanced curriculum, combining theory and practical training, contributed to improved job readiness among student beneficiaries.
- **100%** reported that students demonstrated improved confidence in attending job interviews.



##### Employers

- Employers reported that the candidates were more confident, organized, and familiar with interview expectations.
- Candidates demonstrated proficient workplace readiness and professional behaviour.



##### Implementing Partners


- Implementing partner reported that practical sessions and hands-on training improved task-level understanding amongst students.


# Mahindra Pride Programme - Mahindra Pride Skill Centre


## Key Findings | II. Increased Access to Employment Opportunities

### Supporting Job Placements

 **94%** of respondents reported **receiving job placements** after the training program.

 **66%** of them reported monthly earnings ranging from ₹10,000 to above ₹30,000, with the majority earning between ₹20,000 – ₹30,000 per month.

 **Employers Experience: 100%** employers **rated candidate quality as “very good”**, noting that candidates demonstrated practical domain skills and readiness during job interviews. Employers confirmed strong alignment between training and job requirements. Employers noted recruitment processes were more efficient due to pre-screened candidates.

 **Trainer Validation: 100%** trainers reported training prepared students for employer expectations and the training content reflects entry-level industry expectations. Trainers confirmed that counselling and structured programme support enabled **transition towards employment** for students.

# Mahindra Pride Programme

## PMGA Impact Assessment Framework

### (Process Maturity & Goals Achievement)

**Mahindra Pride Programme 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 & NGRBC

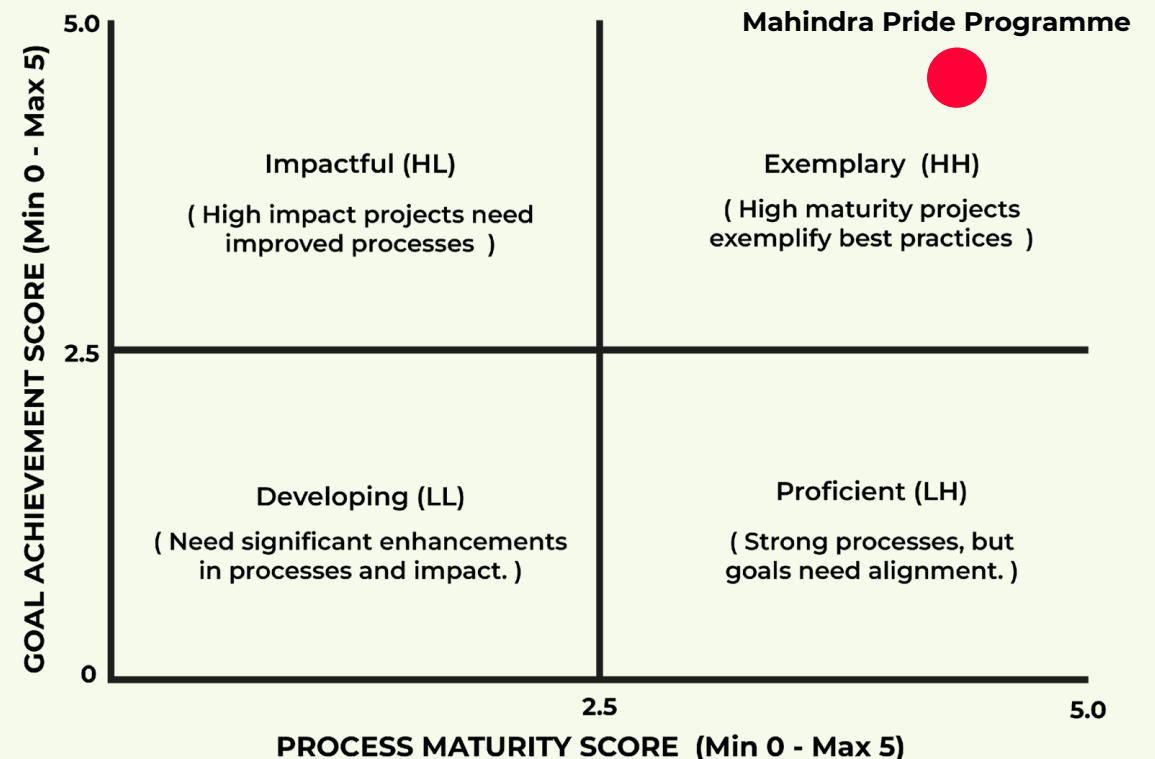
✦ Indicates strong alignment with standardized best practices across projects

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

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

✦ Reflects high achievement against intended project outcomes

### Project Impact Category



# Mahindra Pride Programme – Mahindra Pride Classroom



## Student Testimonial



“The trainer explained topics clearly and encouraged everyone to participate. Practical activities and group discussions helped me understand better.” - **Rutuja Sutar, Student (Employability), Pune, Maharashtra**



“Before joining MPC, I was not aware of how to search for jobs. After the programme, I understood where to find information and how to apply.” - **Sandeep Kaur, Student (Employability), GGNMT, Ludhiana, Punjab**



# Mahindra Pride Programme – Mahindra Pride Classroom



## Principal Feedback



“The MPC training focused on practical aspects like communication, interview preparation, and workplace behaviour, which are generally not covered in regular academic courses.” - **Dr. M. P. Mahajan, Principal, Sinhagad Institute of Pharmacy, Pune, Maharashtra**



“I would rate the level of student confidence after the MPC programme as 4 out of 5 (High). Students showed noticeable improvements in their communication, participation, and overall classroom engagement.” - **Mr. Edison Rathinam, Vice Principal, KCS Kasi Nadar College, Tamil Nadu**



# Mahindra Pride Programme – Mahindra Pride Classroom



## Trainer Perspective



“At the beginning, many students were hesitant to speak. Over time, through discussions and mock interviews, they became more confident and participated more actively.” - **Priyanka, Trainer (Employability), Naandi Foundation, Pune, Maharashtra**



“During the training period, students gradually became more confident in communication. By the end, most were able to speak clearly and maintain professional etiquette.” - **Anju Jain, Trainer (Employability), GGNMT, Ludhiana, Punjab**



# Mahindra Pride Programme – Mahindra Pride Skill Centre



## Student Testimonial



“There was a WhatsApp group where job postings were shared regularly. The trainers informed us about openings and interview opportunities. This helped us understand how to apply for jobs and attend interviews.”

**- Iniyasri K, Student, Chennai**



“During a salon interview, I was asked to demonstrate basic facial steps. Because we had practiced these during training, I was able to perform confidently and explain the process properly. The practical sessions helped me handle the demonstration without hesitation.”

**- Mohini D, Student (FGD), Pune**



# Mahindra Pride Programme – Mahindra Pride Skill Centre



## Employer Feedback



“The placement process was useful because it connected employers with trained candidates in a structured manner. Job drives and coordinated interviews helped us shortlist candidates efficiently. Compared to open hiring processes, this saved time and ensured that applicants met basic eligibility requirements.” - **Neha Yerunkar, HR Executive, Proline Credit Solutions, Pune**



“The overall experience has been good... Candidates were confident and good in the interviews. MPC-trained students met the eligibility criteria, and compared to others, candidates sent through Naandi are better and need lesser training.”  
- **Hariharan S, HR Executive, Buzzworks, Chennai**



# Mahindra Pride Programme – Mahindra Pride Skill Centre



## Trainer Perspective



“Trainer orientation sessions and regular coordination with the programme team helped address challenges during implementation. The structured process made it easier to guide students during placements.” - **Shilpa Khone, Trainer, Naandi Foundation, Pune**



“The training programme and the designed framework align well with employer expectations, and the lessons are updated regularly with every new batch.”  
- **Swathika Natarajan, Trainer, Chennai**



# Mahindra Pride Programme – Mahindra Pride Classroom



## Case Study 1

### Preeti's Journey: From Low Confidence to Employment

#### Meet Preeti Maurya

Preeti, a student from SDP College for Women in Ludhiana, had limited exposure to employability skills and lacked confidence in communication and interviews prior to the training.

#### Turning Point: Mahindra Pride Classroom Training

Participated in Mahindra Pride Classroom training, where she was trained in:

- Communication and personality development
- Resume preparation
- Interview skills and mock interviews
- Group discussions and workplace behaviour

#### The Outcome

- Successfully secured a job post-training in Hero Moto Corp. as a Computer Operator with a starting salary of Rs 14,500 per month.
- Demonstrated improved confidence in interviews and professional interactions.
- Improved decision making related to career choices.

#### Preeti Maurya (Student)

*“The training helped me secure a job and significantly boosted my confidence. I can now communicate confidently and handle professional situations independently.”*

# Mahindra Pride Programme – Mahindra Pride Skill Centre



## Case Study 2

### Maheswari's Journey: From Theoretical Learning to IT Career Path

#### Meet Maheswari

A student from Valliammal College for Women, Chennai, and a student from a Mathematics and Computer Applications background, had only theoretical knowledge and limited exposure to practical tools required for employment.

#### Turning Point: Mahindra Pride Skill Centre Training

Through the MPSC Job Factory programme, she received training in:

- Aptitude and interview skills
- MS Office and Java basics
- GitHub and practical coding applications
- Communication and group discussion skills

#### The Outcome

- Secured a role at Cognizant as a Process Executive for 15,000 Rs/month.
- Transitioned into IT domain later with relevant technical skills.
- Currently applying GitHub and technical skills in her internship/work.
- The programme enabled her shift from theoretical learning to practical employability, facilitating entry into the formal workforce and progression toward an IT career.

#### Maheswari (Student)

*“GitHub was not part of our college curriculum. I learned it during the training programme, and now I use it in my internship in the IT field. The sessions helped me move beyond theory and understand how these tools are actually applied in work.”*

# Mahindra Pride Programme (M&M) – Awarded “Exemplary Rating”

## CSR INSPECTION CERTIFICATE



**Bluesky Sustainable Business LLP**

AWARDS AN  
**Exemplary Rating**

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.

FOR CSR PROJECT  
**Mahindra Pride**

The Mahindra Pride Programme supports the employability and workforce readiness of young women by delivering integrated skilling interventions through Mahindra Pride Classroom and Mahindra Pride Skill Centre, strengthening access to transferable and domain-specific training across institutions and skill centres, enabling improved career opportunities and promoting inclusive participation among socio-economically disadvantaged learners.

SUPPORTED BY  
**Mahindra and Mahindra Ltd.**  
4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk,  
Worli, Mumbai - 400018

CSR CATEGORY:  
(ii) Promoting education, including special education and employment enhancing vocational skills (iii) Promoting gender equality and empowering women.

**Service Contract Number: BSSB-2500-00005**  
**Certificate Number: IB067-2500-01-00005**  
**Date of Issue: 24th March 2026**

*Jyotsna Bellappa*  
**JYOTSNA BELLIAPPA**  
Head- CSR Inspections

*Rajat Garg*  
**RAJAT GARG**  
Chief Executive Officer



- Bluesky Sustainable Business LLP complies with NABCB accreditation criterion of “Type A” Inspection Body.
- To be read in connection with Annexure 1

Continue from Page 1

**Service Contract Number: BSSB-2500-00005**  
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## ANNEXURE I

### SCOPE OF WORK

1. Evaluate the effectiveness of the programs.
2. Examine key aspects of project implementation, including processes, outputs, and outcomes, to assess its overall impact.

### ASSESSMENT CRITERIA

BlueSky's Accredited Impact Assessment methodology framework, based on ISO 26000: Guidance on Social Responsibility and National Guidelines on Responsible Business (NGRBC, 2018), has been employed to assess the impact of CSR/Social Projects



### INSPECTION RATING TABLE

**Developing:** Projects have low process maturity and are not reaching their intended program goals effectively. These projects may require significant improvements both in terms of how they are being implemented (processes) and their overall impact. The focus should be on strengthening their operational processes and setting clearer, more attainable goals.

**Impactful:** These projects have a high impact despite lower process maturity. The outcomes are being achieved, and program goals are being met, but the internal processes and operational practices need more development. Such projects could benefit from refining their processes to sustain or enhance their impact.

**Proficient:** These projects have strong operational processes in place but are not yet achieving their intended program goals. They demonstrate maturity in planning and execution but may need to realign their focus on ensuring that these efforts translate into meaningful impact. The focus should be on adjusting goals or strategies to improve outcomes.

**Exemplary:** Projects have both high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement



# Mahindra Pride Programme (MMFSL) – Awarded “Exemplary Rating”

## CSR INSPECTION CERTIFICATE



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