

CSR Impact Assessment

FY 2023-24

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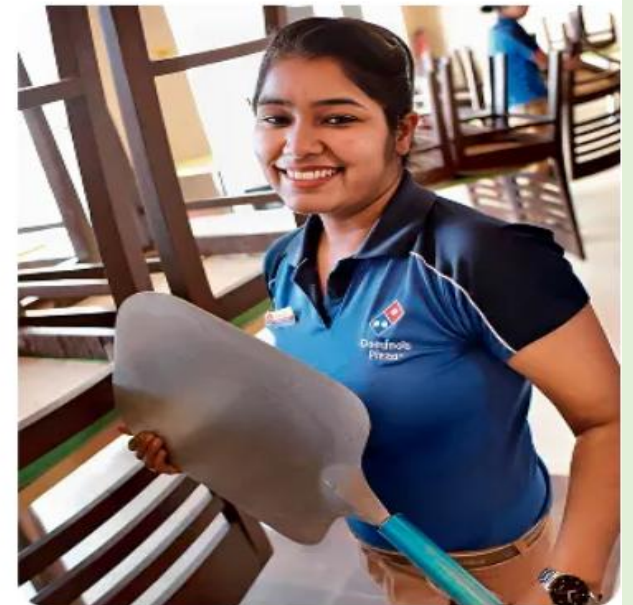


Impact Assessment Conducted in (FY 2025-26) by:



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Mission Even – Digital Platform (Kaabil)



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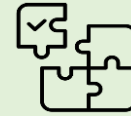


Project Goal

The **Mission Even Digital Platform (Kaabil)** aims to enhance women's access to sustainable employment opportunities by building a **gender-intentional digital employment ecosystem**. The platform seeks to bridge the gap between job-ready women, employers, and training partners by providing a centralized, user-friendly & technology-enabled interface for job discovery, application, and placement.

The project focuses on addressing systemic barriers to women's workforce participation by:

- Enabling direct access to employment opportunities through a unified digital platform
- Strengthening linkages between women candidates, employers, and skilling partners
- Enhancing visibility of job opportunities and employer networks for women
- Supporting informed job matching based on skills, preferences, and location



Project Relevance

- A significant **digital gender divide** exists, with only ~33% of women in India using the internet compared to over 57% of men, limiting women's access to digital opportunities. – *NFHS-5 (2019–21), Ministry of Health & Family Welfare*
- Government-led initiatives such as **Digital India, Skill India Mission, and PMKVY** emphasize technology-enabled, scalable, and placement-linked skilling models to improve employability and workforce participation. – *MSDE Annual Reports; PMKVY Guidelines*
- Rising labour force participation in India signals growing employment demand, but women still face significant barriers in converting skills into sustained employment. – *Periodic Labour Force Survey (PLFS)*

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Activities



Development of the **Android mobile application and web platform**



Creation of **candidate onboarding and profile creation modules**



Development of **employer onboarding and job listing workflows**



Integration of **job-matching algorithms aligned with candidate skills and job requirements**



Development of **guidance and employability content for users**

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Project Reach

The **Mission Even Digital Platform** is designed as a national employment ecosystem that facilitates connections between women job seekers, employers, and training institutions across sectors. The platform seeks to support the following key stakeholders:



Women Job Seekers: Women who have completed skill development programs and are seeking employment opportunities.



Training Partners: Institutions providing vocational training and skill development aligned with industry requirements.



Employers: Organizations seeking trained candidates across sectors such as hospitality, retail, and services.

While **platform development phase was undertaken during FY 2023–24**, the long-term vision of the platform is to create a scalable ecosystem **that promotes hyper-local job opportunities** and enhances women's participation in the workforce.

**Hyperlocal jobs refer to employment opportunities located close to a candidate's residence, reducing travel and improving accessibility.*

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Logic Model



The **Mission Even Digital Platform (Kaabil)** aims to enhance women's access to sustainable employment opportunities by building a **gender-intentional digital employment ecosystem**. The platform seeks to bridge the gap between job-ready women, employers, and training partners by providing a centralized, accessible, and technology-enabled interface for job discovery, application, and placement.



Objective

Enable job-ready women to access formal employment opportunities through a **gender-intentional digital platform** integrating job discovery, matching, and employer information.



Inputs

Kaabil mobile and web application.
Kaam.com's digital recruitment platform.
Gender-intentional platform design, features, and policies.
Matching algorithms aligned to skills, preferences, and job requirements.
Multilingual interface and accessible UX design.
Digital content infrastructure for upskilling, career guidance, and interview preparation.



Activities

Development of the Android mobile application and web platform.
Creation of candidate onboarding and profile creation modules.
Development of employer onboarding and job listing workflows.
Job-matching algorithms tailored to candidate skills, role requirements, and location preferences.
Development of guidance and employability content and tools for users.



Outputs

Developed functional Kaabil mobile (Android) app and web platform for testing and roll-out.
Candidate profile creation functionality enabled for women job seekers aligned with job-matching requirements.
Employer onboarding and job listing modules designed with gender-intentional hiring.
Standardized employer profile templates were designed to help employers share workplace conditions, role requirements and associated job benefits.
Resource and content framework developed for guidance.
Digital workflows built for in-app job matching, shortlisting, and interview facilitation.



Outcomes

Design Conceptualization & Platform Architecture.
Usability & Accessibility by Design.
Relevance of Features for Women-Centric Job Matching.
Platform Readiness & Differentiation.

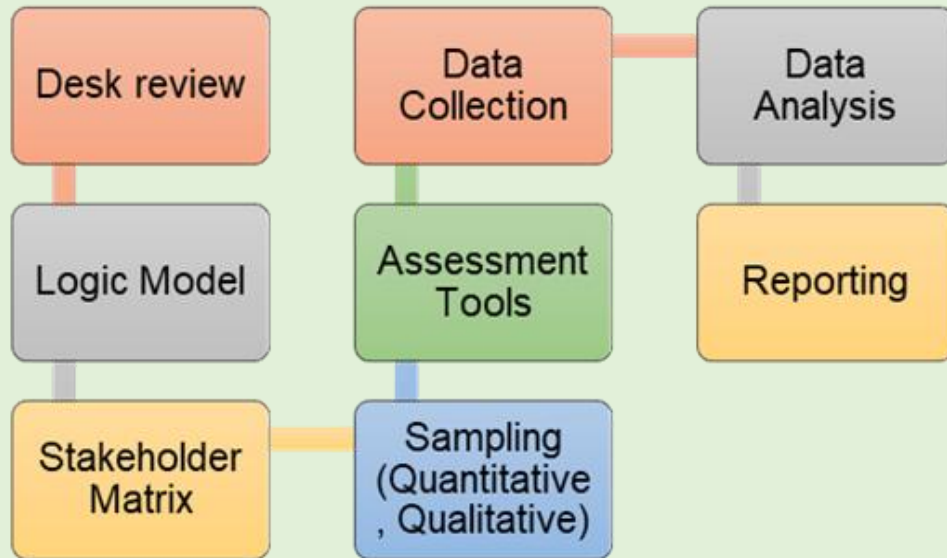


Impact

Improved access to employment & economic opportunities for women through a digital, inclusive job ecosystem.
Enhanced job matching efficiency leading to higher placement outcomes and sustained livelihoods for women.

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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 5 – Gender Equality

Achieve gender equality and empower all women and girls



SDG 8 – Decent work & Economic Growth

Strengthens employment linkages between job seekers, employers, and skilling partners



SDG 9 – Industry, Innovation & Infrastructure

Digital Infrastructure supporting employment

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KEY FINDINGS

Platform Design and Conceptualization



Beneficiary feedback

- **77%** of surveyed women users reported that the purpose of the platform was easy or very easy to understand.
- **70%** reported that the registration and profile creation process was clear or mostly clear.
- These findings indicate that the platform design and onboarding workflow were largely accessible to women with basic digital literacy.

Usability and Accessibility



Beneficiary feedback

- **82%** of users reported that the app was easy or very easy to navigate during first use.
- **71%** reported that the language used on the platform was easy or mostly easy to understand.
- The platform adopted simplified navigation structures, larger buttons, and straightforward workflows to support users with basic digital literacy.

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KEY FINDINGS

Relevance of Features for Women Job Seekers



Beneficiary feedback

- **97%** of users reported identified job listings, guidance or support features and profile creation as the most useful features of the Kaabil platform.
- **95%** reported that the platform design aligns with women's job search needs, indicating strong relevance of features and user-centric design
- The platform integrates several women-focused features including hyperlocal job discovery tools, job filters related to travel, accommodation, work shifts and employability guidance & microlearning content.

Platform Readiness Outcomes



Beneficiary feedback

- **96%** reported that the platform has improved access to employment opportunities designed specifically for women, indicating positive early user experiences at this stage.

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KEY FINDINGS



Employers Validation

- **100%** employers reported that **orientation and demonstration sessions** helped them clearly understand platform functionalities, including job posting and candidate review
- **100%** reported that the **employer onboarding and registration process** was simple, structured, and well-supported by the platform team
- **100%** reported that the **platform purpose and design** were easy to understand, enabling smooth early engagement and use for recruitment



Implementing Partner & Program Team

- **Interviews** with implementing partner (KAAM) and program team revealed that the **platform design prioritized simplicity and familiarity**, using UI patterns from existing job portals to ease onboarding for women users.
- A **digital platform approach** was adopted to enable scalable access to employment opportunities for women beyond the limitations of traditional skilling programs

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PMGA IMPACT ASSESSMENT FRAMEWORK

(Process Maturity & Goals Achievement)

Mission Even – Digital Platform (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 & NGRBC

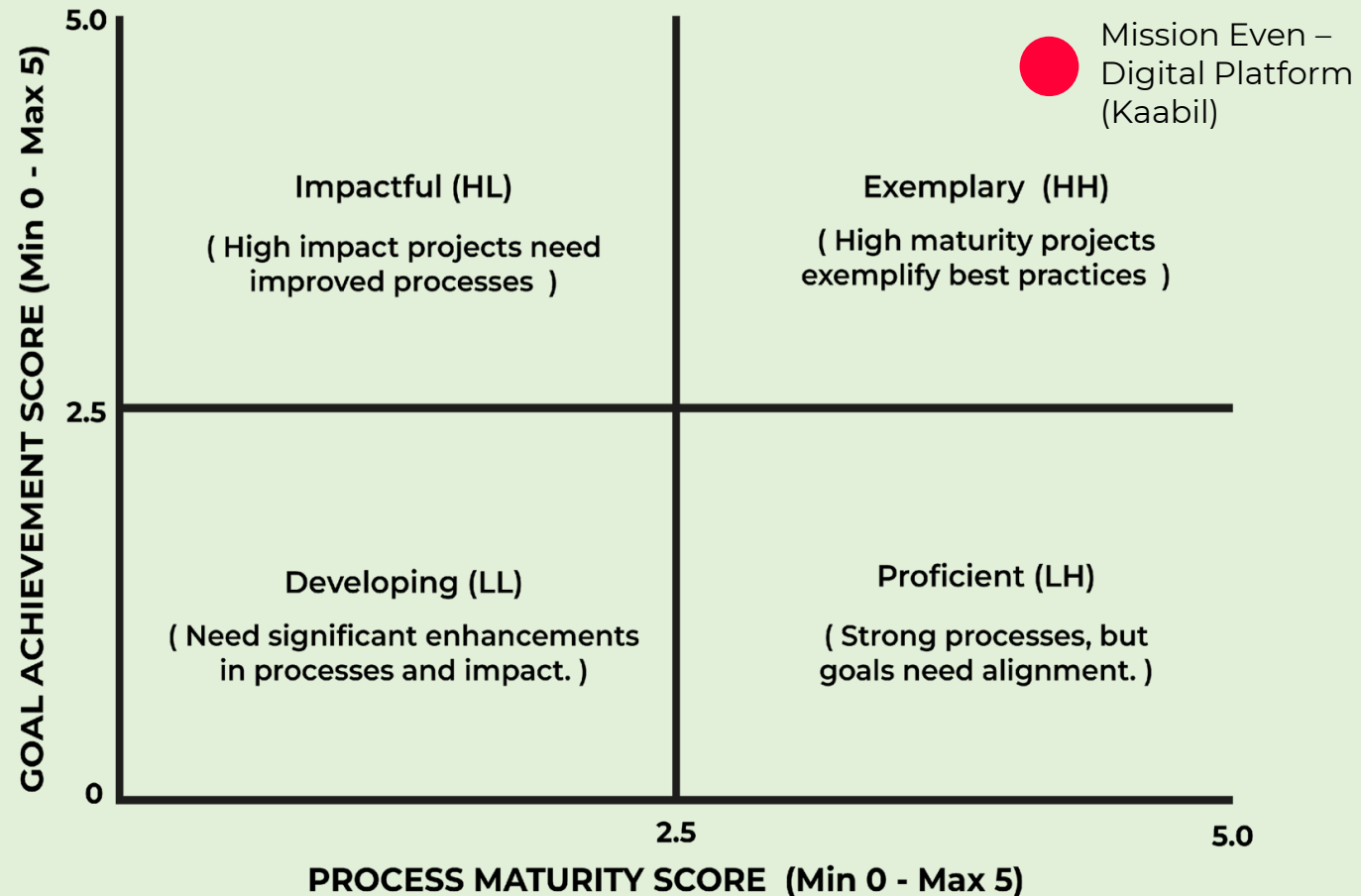
📌 Indicates strong alignment with standardized best practices across projects

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



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Testimonials



*“A women-focused job platform like Kaabil can support gender-inclusive hiring by helping employers connect more directly with women candidates.” - **Employer Representative, Compass Group***



*“A platform focused on women candidates can help increase the pool of applicants available to employers. We received over 160 applications within a short period through the platform” – **Employer Representative, Ditto Insurance***



*“The platform was designed keeping in mind barriers commonly experienced by women in accessing employment opportunities.” - **Programme Implementation Team, Mahindra CSR***



*“The platform was intentionally designed to be simpler and more accessible compared to typical commercial job portals. We used larger buttons, straightforward navigation, and simple language so that users with basic digital literacy can easily interact with the platform.” - **Implementing Partner, Kaam***

Mission Even – Digital Platform (Kaabil) - Awarded “Exemplary Rating”

