

Impact Assessment of Yuva Parivartan (KSWA) – Axis Bank Foundation

Background:

According to the Ministry of Skill Development and Entrepreneurship, less than 5% of the total workforce in India has undergone any formal skill training in the year 2016-17. In comparison, the percentage of skilled labour in other industrialized countries is 60-96%. Youth, especially girls from socio-economically weaker sections of society, are being left behind with very few job opportunities as school-dropout rate continues to be high along with a lack of access to skill development. As unemployment is projected to increase to 18.9 million by 2019 (ILO 2018 report), it is important that this segment of population is gainfully engaged, without which it has the potential to turn into a socio-economic disaster.

About the Project:

Axis Bank Foundation's (ABF) overarching aim is to provide 'Sustainable Livelihood' to the socio-economically weaker sections of society by supporting education, vocational skills training, and strengthening opportunities of livelihood for people, both in urban and rural areas. Axis Bank Foundation partnered with Kherwadi Social Welfare Association (KSWA) to support its flagship program, Yuva Parivartan, in Maharashtra's least urbanized regions – Marathwada and Vidarbha - with the objective of making youth employable, contribute to the family income and make them socially responsible citizens. Under the Yuva Parivartan program, KSWA imparts vocational training through the Livelihood Development Centres set up using the hub and spoke model. Each centre offers a minimum of four courses out of 16 courses including computer hardware, mobile phone repairing, nursing assistance, tailoring, mehendi, AC and refrigerator repairing, motor mechanic, multi-skills technician, beautician, fashion designing, DTP and Tally, among others. These courses are conducted for three to six months duration. Basic English, computer and life skills training are enabler courses offered to each student enrolled for any course at the centres. Currently there are 25 centres running as a part of the ABF-KSWA Yuva Parivartan program which has reached 16 districts, 39 blocks and 158 villages.

After its fifth year of intervention, ABF engaged Change Alliance to carry out an independent evaluation to assess the impact of the program on selected dimensions including: targeting and mobilization of youths, design and delivery of the courses/training programs, placement and employment linkages and income and productivity enhancement.

Processes Undertaken:

The proposed evaluation used a 360-degree framework of assessment, covering dimensions related to beneficiaries, implementation, market, outcomes and impact and sustainability. The evaluation tools had retrospective questions to generate comparison and understand what could not be achieved without the project.

To capture the direct and indirect impact on various stakeholders such as students, parents, teachers, community, employers and others, the focus of the study was on five main aspects such as beneficiaries, implementation, market and industries, impact on livelihood and life, and best practices and key learnings.

The evaluation used a mixed method approach including quantitative and qualitative tools. These tools consisted of desk reviews; quantitative questionnaires for current and past students, interviews with key stakeholders, focused group discussion (FGDs) with students, parents and trainers; and quantitative survey which covered

246

students undergoing training (current students)

351

students who had completed their training in the last four years (passed/past students)

In total

597

students were covered which included



80%

Female students



20%

Male students

These students mostly belonged to Schedule Castes or Other Backward Classes and/or from weaker economic stratum of society. The study was conducted in four districts, having three active and one inactive centre from each region. In total 9 centres were covered for the study

About Change Alliance:

Change Alliance is a for-profit organisation providing CSR consultancy and other development sector services to both companies and civil society organisations. Our services include end-to-end CSR strategy, design, implementation and management of large programs, in-depth research, baselines and end-term impact assessments, mid-term evaluations, and training and capacity building across sectors and industries. We have expertise and a successful track-record in conducting large-scale research, monitoring and evaluations, trainings, and implementing campaigns especially in education, gender, livelihoods, and climate change. And our 60 years legacy of developmental work, engaging with civil societies across the globe, and working with over 300 partner organisations in India has helped clients reach the remotest corners of the country.

Change Alliance is a wholly owned subsidiary of Christian Aid UK, an international non-profit organisation supporting development and humanitarian work in India for over 60 years.