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IMPACT REPORT

FEDERAL SKILL ACADEMY
IMPARTING SKILLS, EMPOWERING INDIA.

An initiative of FEDERAL BANK

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A Federal Bank CSR Initiative

Implementing Partner

10 YEARS OF EXCELLENCE
S B GLOBAL
Skill Development Partner N·S·D·C National Skill Development Corporation
Skill India

SB Global Educational Resources Pvt Ltd

11/7/2017

This report outlines the impact of skill development initiative of Federal Skill Academy

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Executive Summary

This Report outlines the impact of the Skill Development program under the CSR initiative of Federal Bank. The program focuses on skilling unemployed youth from economically weaker section. The Federal skill Academy was set up in Kochi and Coimbatore in the initial phase. Federal Bank appointed SB Global Educational Resources Pvt. Ltd. as the implementing partner. A company established with a core objective of empowering the youth for employability.

The duration of each skilling program is 3 months. The courses impart skills in the sectors of manufacturing, service, electronics, plumbing and office administration and aims at opening up avenues for more employment opportunities. Honing the skill sets of the youth is eventually paving the way for higher income and impacting the socio-economic status of the target audience.

A pre-post study was undertaken to gauge the impact of the program. The data from the post-test reflects that out of the 727 participants who enrolled for the program 486 completed the skilling program and have been certified. 440 trainees got placed. Remaining are undergoing the training program.

The impact created by the empowerment of the youth is substantial and the high potential of the program is clearly exhibited by the outcome of the program. Thus this program contributed to the skilling endeavor of the country and the Skill India Mission.

Skill India

ll development and its impact will determine whether the demographic dividend is an asset or liability

India is the youngest country in the world 54% of the population is below 25 years and 62% of the population is in the working age group 18-59 years. India lags far behind in skilling, only around 10% of the workforce is skilled. By 2022 India's working age population will reach 700 million, of whom, 500 million have to be skilled. The Government is focused on achieving this target through direct and PPP approach.

Skill training cuts across multiple sectors and requires the involvement of diverse stakeholders such as multiple government departments at the centre and state levels, private, industry associations, assessment and certification bodies and trainees.

Seventeen Ministries of the Government of India are presently engaged in undertaking different skilling initiatives. NSDC has been set up to enable skills-related training through its private partners.

"If we have to promote the development of our country then our mission has to be skill development and skilled India."
- Shri. Narendra Modi, Prime Minister of India

Federal Skill Academy

A CSR Initiative of Federal Bank

Corporate Social Responsibility (CSR) has been an inherited and inbuilt element of its culture for Federal bank from the day the bank was founded. The Founder's values and ethos based on trust got embedded in the bank's policies and principles which reflect on its day to day business. CSR in Federal Bank began with the first act of cultivating banking habits in an agrarian society - to effectively utilize idle money for productive purposes.

Creating employment opportunity for a predominantly farming community was phase two. The Bank is a commercial entity. It has to carry out its operations to generate profits to fulfill its responsibility to all stakeholders. But its activities are carried out in the society and it owes to the society for its business prosperity.

While carrying out its activities, the Bank is duty bound to ensure that its products and services are in the best interests of the society. Bank has approved a policy for Sustainable Development, which ensures that the Bank's activities are conducive to sustainable social welfare. In addition to this, the Bank has to directly participate in social activities to help the development of specific areas/segments.

As part of the Corporate Social Responsibility initiatives, the bank started the Federal Skill Academy at Kochi on their Founder's Day – 2015 to impart quality skills to merit oriented candidates from an underprivileged back ground. To ensure quality skilling, Federal bank appointed SB Global Educational Resources Pvt Ltd. a skilling company as its implementing partner. Considering the success of Skill Academy at Kochi, the Bank opened its second skill academy at Coimbatore.

SB Global

SB Global Educational Resources Pvt. Ltd. (www.sbglobal.in**)** is a Private Limited company established with a vision to promote and develop a range of programs in the field of career education, training and skill development. The objective is to empower the youth and working professionals – to mentor and assist them to upgrade their skills for improved employability, increased efficiency and career growth.

Over the last ten years, SB Global has built a core competency in training through its centers across Kerala. SB Global is able to offer the industry customised solutions based on a detailed needs analysis.

SB Global is the first training partner of NSDC in Kerala, affiliated to various Sector Skill Councils and also partners with different Government departments and Ministries of State and Central governments, Corporates, and Institutions.

- More than 62000 youth Skilled
- More than 70% of the skilled youth earn a livelihood through wage employment/ Self-Employment.

SB Global offers skilling program across 12 sectors and has been preparing participants for different job roles.

Sector	Job Role
BFSI	Certified Accounting Technician, Tally
Hospitality	House Keeping
Aviation	Ticketing, Passenger Ground Service, Air Cargo
Logistics	Supply Chain Management
Painting	Decorative painting
Healthcare	Geriatric Care Givers
Electrical	Electrician
Construction	Mason, Painting
Plumbing	Asst. Plumber
Electronics	Air conditioner Service Technician
ITES	BPO Non Voice
Manufacturing	CNC Machine Operation & Programming & Welding

Implementation

The Skill Training programs were identified based on the industry demand; placement is a critical component of the entire program. To ensure that the final outcome of placement is achieved, the relevant certification body was identified and OJT – On the Job Training was made an integral part of the skilling program. SB Global is responsible for the implementation of the program.

The implementation flows through the following stages.

Mobilisation:
To create awareness and mobilise youth for the skill development program, different mobilisation strategies and tools were used.
Mobilisation Strategies:

- Awareness pamphlets were distributed in rural pockets on the various courses.
- Reached Community/NGO leaders to tap the target audience.
- Participated in Job fairs to create awareness on skilling through which youth can create a career for them.
- Collection of database from Schools/Colleges/Poly Technic/ ITI of unemployed youth.
- Close liaison with placement officers of academic institutions to get the database of underprivileged, unemployed youth.
- Calling of database to create awareness and ensure walk in to the Skill Academy

Career Counseling and Enrollment:

- Screening of documents to ensure they belong to the target group.
- Counseling by Career Advisors to make the youth understand the need of skill and to ascertain their interest level.
- Prospective candidates are screened through an aptitude test to map their aptitude and interest towards the job role.
- Shortlisted candidates are advised to come with their parents to create awareness among the parents on the skilling program to avoid post-program drop outs.

As on date 830 candidates were mobilised at Kochi 383 were screened, selected, skilled and certified and 187 were placed and the remaining are undergoing the program.

700 prospective walk in's happened at FSA Coimbatore from a database size of 9000 out of which 344 candidates were enrolled for different skill programs at Coimbatore. 255 were

screened, selected, skilled and certified and the remaining are undergoing skill training at various stages. 213 got placed; few candidates opted out of placement due to various personal reasons.

Orientation and Induction:

Once enrolled, an orientation session was held for the trainees to induct them to the skill development program. Through the orientation the trainees were briefed on,

- The training process outcomes
- Minimum requirement of 85% attendance
- Assessment and certification process
- The objective of the bank in creating skilled workforce for the country.

Delivery of Training:

- Training for each program is conducted for 3 months by SB Global certified trainers.
- Apart from sector specific training, the trainees were trained on the following components.
    - ✓ Soft Skills
    - ✓ IT Literacy
    - ✓ Guest lecture by Industry experts to gets first-hand information on industry scenario.
    - ✓ On the Job Training – this part of training facilitates trainees to work in real time environment to make them work from the day one, once they are absorbed by Industry.

Assessment and Certification:

- On successful completion of the skilling program, the assessment is conducted by the respective certification bodies.
- Those who qualify in the assessment are awarded certificates and they participate in SB Global placement process.

Post placement Tracking:

- SB Global has in place a post-placement tracking and support system.
- The objective is to sustain the impact of skill Training.
- It also address the on the job challenges of employees/ employers.
- All the placed candidates are followed up on monthly basis.
- Those who are seeking a job change are guided and assisted properly.
-

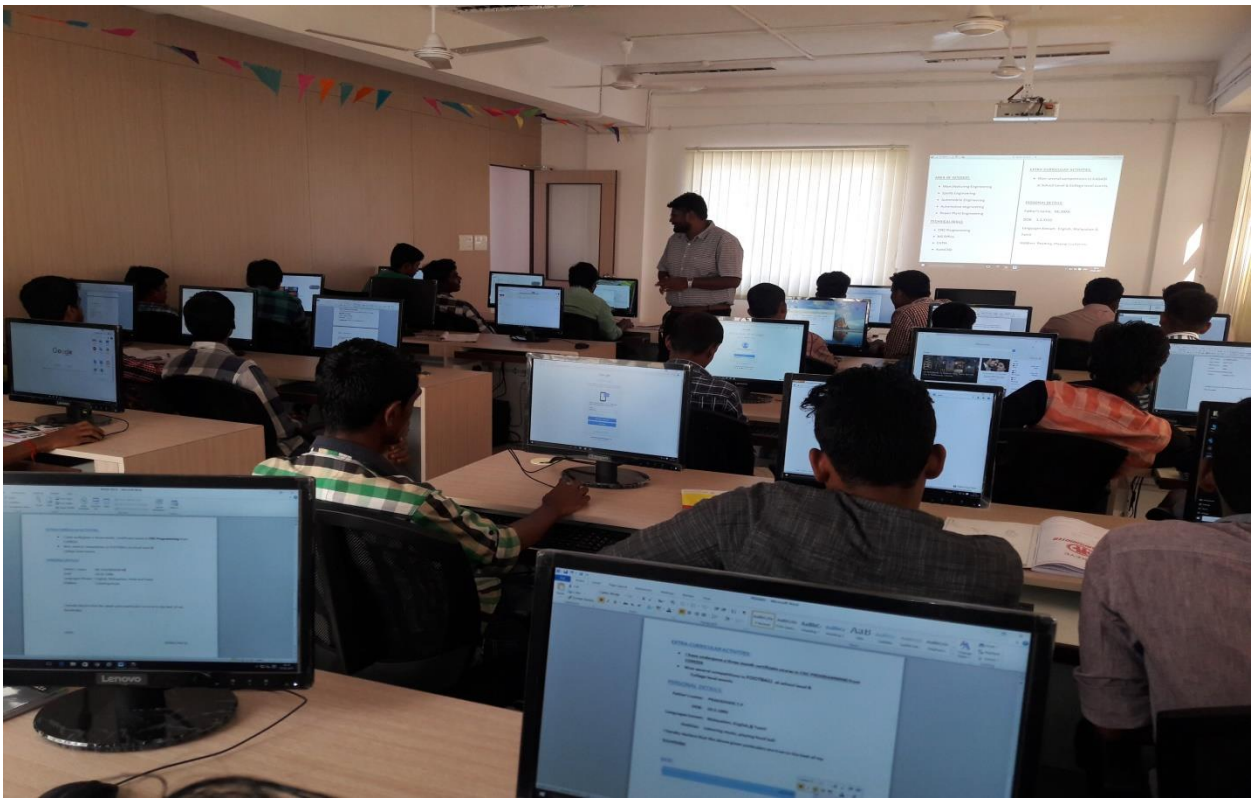
Centre Details

Federal Skill Academy has 2 skill centres,

- Kochi
- Coimbatore

Skill Centres are equipped with-

- Domain Lab
- Theory class rooms
- IT Lab with internet facility
- Counselling room
- Placement cell
- Toilets for boys and girls
- Safe drinking water



Measuring Impact

Impact Measurement should be viewed as a process whereby the greatest value is achieved through organisations building up and learning from the data and evidence overtime.

For any social development program to be sustainable and achieve its desired impact as well as to identify areas for scaling up, timely and scientific assessment of its impact are paramount. The impact assessment assessed the short and medium term impact outcomes among trainees.

Intended social impact has been portrayed through the program's logic model:

INPUTS	OUTPUT	SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	LONG TERM OUTCOMES
Funding	No. of training programs	No. of people certified	Retention in placement	Improvement in Job
Implementing partner	No. Trainees Trained	No. of people placed	Improvement in Household income	Improvement in quality of life
Skilling	Attendance	Increase in opportunities to avail skill training	Shift in traditional to tertiary sectors of employment	Up liftment of socio-economic status
Post skilling placement and support	Placement			

Specific objectives of the impact assessment were as follows:

- Effectiveness of the training program
- Increase in availability of employment opportunities for trainees post training
- Growth in personal income of trainees post training
- Analysing the satisfaction among trainees on the skilling program and accordingly identifying areas for improvement.
- Collection of feedback from all stake holders – trainees, trainers, parents and employers.

METHODOLOGY:

To determine the effectiveness of the skilling program a pre and post assessment was conducted and trainees were tracked continuously to understand the impact and the change in socio- economic status it created.

TOOLS FOR DATA COLLECTION:

A well-structured pre-post counseling session helped in capturing data. Additionally semi-structured interviews were held with all other stake holders like family members, trainers and employers. The inputs obtained were used to develop case studies.

SAMPLING

Sample size for pre & post test

Level of Assessment	Sample Size
Pre- Test	727
Post - Test	400

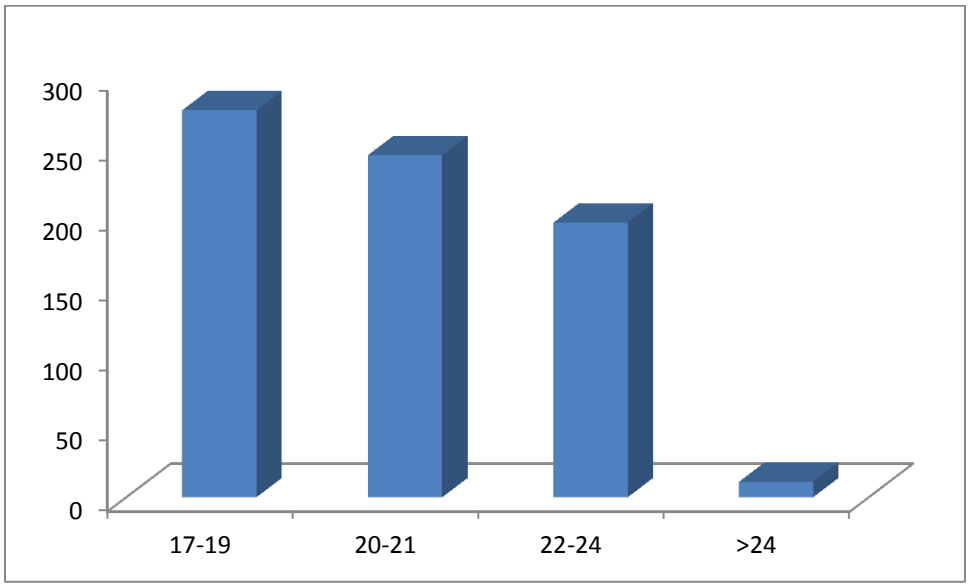
The decrease in number of participants in the post test to be attributed to:

- The trainees yet to complete the program
- The trainees who opted out of placement
- The trainee drop outs

Trainee Details

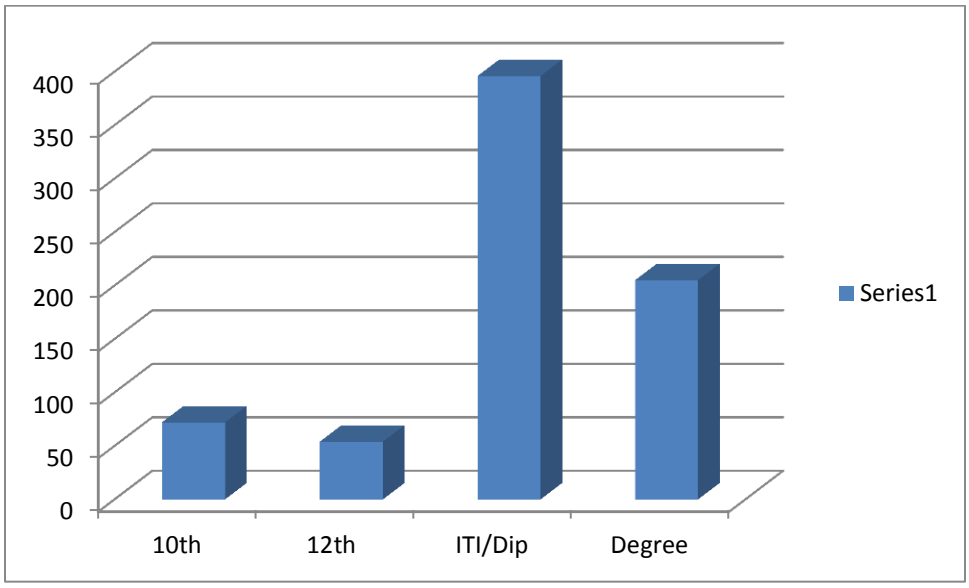
MAJORITY OF THE TRAINEES ARE BETWEEN THE AGE GROUP OF 17 AND 21 YEARS

Majority of the trainees who enrolled are in the age group of 17 and 21 years. Very few are in the age group of 22 and 24 years.



EDUCATIONAL QUALIFICATION OF THE TRAINEES

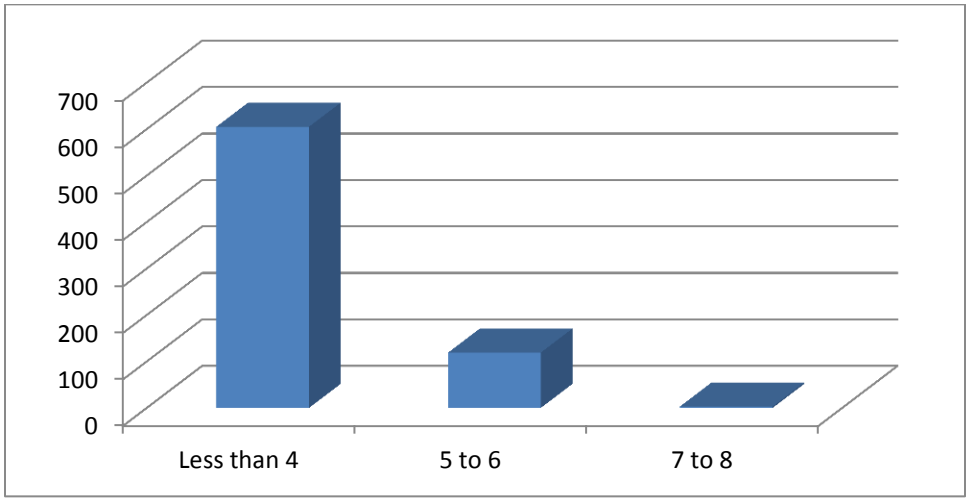
Majority of the trainees are ITI/Diploma & Degree holders.

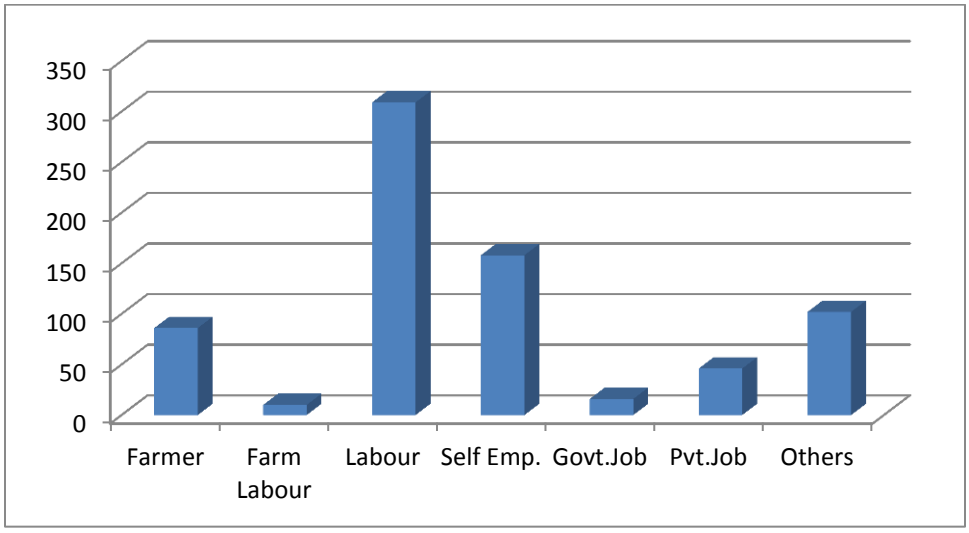


From the data on age and education, it shows that the candidates have shown interest in skilling even after obtaining graduation and Technical qualification implies that there is a huge gap between the academia and the industry requirement.

FAMILY AND HOUSEHOLD DETAILS

83.2% trainees are living in families comprised of less than 4 members. Majority of the trainees parents are either labourers or self-employed, self-employment comprises of running petty shops/ tailors etc.





Impact – Over view

STAKEHOLDER RELATIONSHIP

Strong Relationships have been formed with the Industry, Industry Associations and Certifying bodies since the program has strategically been aligned with the national priority "SKILL INDIA MISSION". Creating employability and employment for the trainees is the key point of this program. Employment opportunity for the trainees will lead to the well-being of the communities which in turn led to positive impression of Federal Bank's social commitments. This program has created positive Brand recall for Federal Bank.

VISIBILITY AND OUTREACH

Extensive mobilisation events were conducted to encourage youth to enroll for the program. Awareness sessions at educational institutions and community meetings were undertaken. Federal Bank branding and skilling efforts were displayed at all venues and on all communication collateral.

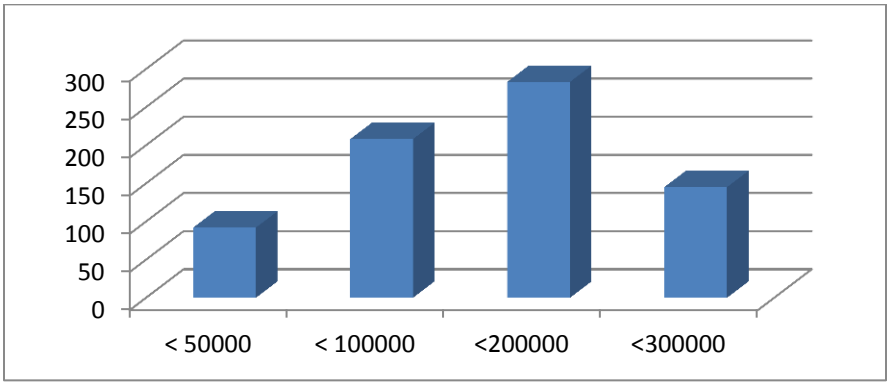
The program aimed to make the youth employable through skill training programs that improved their skill sets and made them fit for the industry. This has in turn created livelihood and career pathways that paved the way for increase in income and upgradation of the quality of life of the trainees and their families.

The following impacts have broadly been observed:

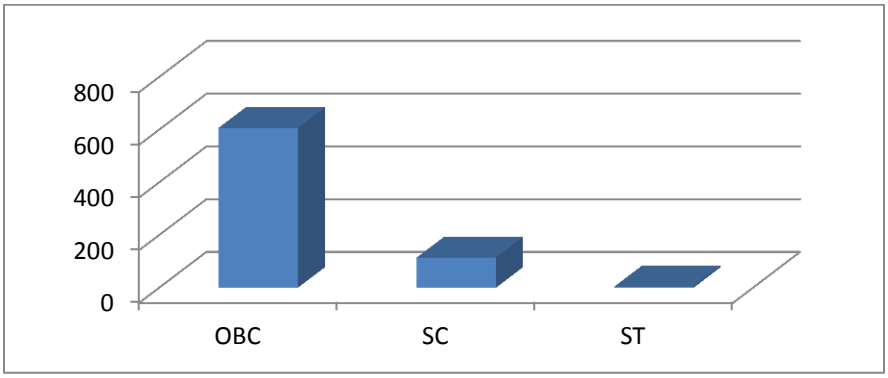
- Skill training has the potential to improve the socio-economic conditions of the economically weaker section.
- Skill training enables the economically weaker sections to get in to main stream.
- More job opportunities are available for the trainees through the skill training.
- Skill training helps the trainees to improve their earnings.
- Financial progress and stability is the most beneficial outcome of skilling.

SKILL TRAINING POTENTIAL IN UPLIFTING THE ECONOMICALLY WEAKER SECTION

More than 82% of the trainees' family income is less than INR 2 lakh per annum which indicates that they belong to economically weaker section.

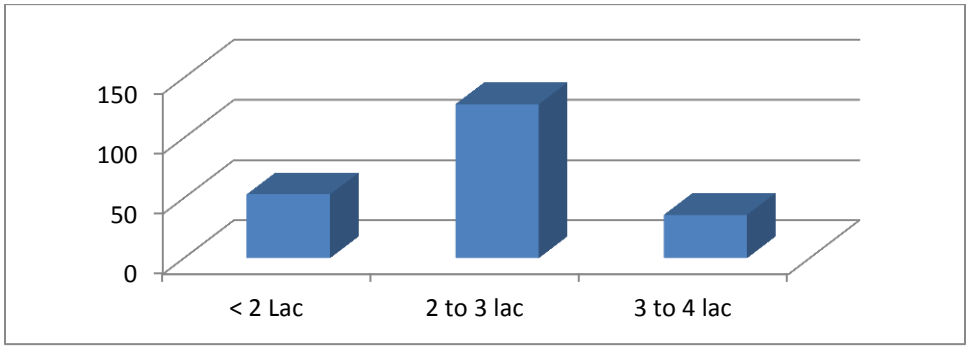


More than 84% of the trainees belong to OBC and 16% belong to the SC & ST category. This highlights the fact that the program has reached the socio-economically weaker sections of the society.



SKILL TRAINING EMPOWERS TRAINEES TO CONTRIBUTE TO THE FINANCIAL STABILITY OF THEIR HOUSEHOLD

The data clearly indicates a remarkable improvement in the financial stability of the families post skilling. Pre skilling majority of the trainees were not having any income though majority of them were qualified. Post skilling, the employability factor improved, the trainees got employment and their earnings contributed to the up-liftment of socio economic status of their families.



Alan Rajan talks about the impact the skilling has had in his life

Federal Skill Academy helped me to mould my engineering career into another dimension. As I was seeking knowledge in HVAC, the top-notch classes and faculty of FSA really helped to gain the knowledge I needed. Both the theory and practical classes were really helpful. The real life working scenario of HVAC sector was introduced to us by the industrial visits conducted. And the additional special classes conducted by IAPMO and other officials gave me a clear idea of what to do with my choice. I am really thankful to Federal skill academy

Completion of my engineering didn't get me any job but doing a course in HVAC at Fed Skill did. Now am able to repay my education loan.

Murali talks about the impact of Skilling in his life

I came to know about FSA through my friend who got job after completing skill training. I was struggling as I didn't complete my Diploma. I worked in many workshops & was not getting proper remuneration. I was really worried that I didn't complete my studies. Now I am happy that I got a skill certification that provides me a decent job & salary. My parents are also very happy that I am supporting them.

MURALI @ HIS WORK PLACE

Rajasekar talks about the impact FSA created in his life

I came to FSA as my placement officer referred to join. Before joining FSA I was searching a job and was not able to find one. My parents were disappointed that even after 4 months of course completion I couldn't find a job. Now I am happy that, I joined LGB Sand have a steady income to support my parents. And I feel proud that I can help my brother to complete his education. I am satisfied that I got hands on experience before starting my career, which helped me to perform better at my work place.

Saravanakumar talks about his life after FSA Skilling Intervention

Background: Coming from very poor background, single parent, mother is working in a metal shop. After completion of ITI, he was struggling to get a stable job.

Training provided by Federal Skill Academy helped me to get a placement in an established company and to work effectively for the satisfaction of my employer. I hope this placement will be a strong basement for my career. Now I am happier that I can support and take care of my mother and grandmother. Even I didn't expect this salary as an ITI candidate. I would like to thank Federal Bank for giving this opportunity & I am referring my friends for this skill training

Vasanth talks about the Socio-economic change in his life

Background: He is from poor background, single parent. His mother is working on daily wages at VKC. His sister is studying.

I am happy that I joined and completed skill training from FSA & got placed in Karthick Flow Controls. After ITI, I was doing small jobs to support my mother. I was worried that I couldn't find a job related to what I have studied. The training & placement offered by FSA really helped me to face my family & relatives with confidence. I am really thankful to Federal bank for giving this opportunity. I am supporting my mother & extremely happy that she is much relieved to see me placed in a good company.

RECRUITERS

LIST OF FEW RECRUITERS	
Comfort marketing-Bangalore	Mahendra Pumps, Coimbatore
Uncle John	Pricol Pvt Ltd
ZITTA Engg	GTN COMPANY-Palladam
Bangalore AFM OCS	Roots Industries India Ltd
Max shield rubber products	Cryptal Aerospace ltd
HMT	Intimate machines Pvt Ltd
Blue star	Apollo Tyre
JTAC (Trans AC NR Chottanikkara)	Deccan Industries/
Poweron Edappally	Magnet Powertech solution
Reliance	Brahmos Aerospace
ABM	Spectrum
BPCL	A K engineering work
BPO	Sri Ram Industries Industries
Metro	Water Tech Industries
Blue Air solution	Motherson Automotive Technology
Indo Auto tech	Deccan Industries
Aircon	L.G.Balakrishnan & Brothers Ltd
Voltas Air cool- Mamangalam	HLL Industries
Sony	GEDEE WEILER
Voltas Air cool- Mamangalam	Sona Pumps
Changanassery-Cool touch	S. S. Foundries
Samsung - Edappally	Shanti Gears Pvt Ltd

Number of Skilled and Certified Trainees

Sector	Job Role	Kochi	Coimbatore
Electronics	HVAC Designer	165	NIL
Electronics	Refrigeration Air-conditioning Technician	85	NIL
Capital Goods	ARC Welding	100	31
Manufacturing	CNC Machine Operation and Programming	33	291
BFSI	Accountancy with Tally	NIL	22
Total		**383**	**344**

Stake Holder Voices

TRAINEES

To understand the trainees' perception on the quality and effectiveness of the training, they were asked to rank different training-related components.

Most of the trainees said that they would recommend their family, friends to participate in skill development program offered by Federal Skill Academy.

Sl. No.	Components of Evaluation	Excellent	Good	Average
1.	Objective of the training clearly defined	77%	23%	
2.	Participation & Interaction Encouraged	68%	30%	2%
3.	Relevance of Topic	65%	35%	
4.	Quality of study material	90%	10%	
5.	Knowledge of Trainer	85%	15%	
6.	Preparedness of Trainer	73%	25%	2%
7.	Class Room And Facilities	95%	5%	
8.	Support from the Staff	90%	10%	
9.	Counseling and Guidance	73%	20%	7%
10.	On the Job Training	85%	15%	
11.	Overall Rating	81%	18.8%	0.2%

Muhammed Sageer, trainee of batch 6 -FEDERAL SKILL ACCADEMY, COCHIN.

"I am conveying my sincere gratitude to God, my family, Federal Bank, Faculties of FSA for giving me opportunity to get skilled.

Now I am extremely happy, I am working in Citi solutions Pvt ltd. This company is dealing with DAIKIN products, a Japanese company and number one in the field of Air Conditioning Solutions across the globe.
I strongly believe that this opening will give me lots of opportunities to learn about the industry and improve in my career"

Keerthi M.K student of batch 6 – FSA COCHIN

"Thanks for giving me an opportunity to study in Federal Skill Academy. The communication development class has helped me a lot to improve my confidence level. This course as a whole is a very good. Everyone in the institute was good and supportive to me.

I have completed the course in December. Now I'm placed in a company named SIGNEXA in Bangalore. I'm satisfied in my job"

TRAINERS

Selection Process	Fair
Notes / Suggestions	We need to scrutinize the financial background of the candidates during our selection process. Candidates with better financial background are little lethargic during the training.

Education basics	Good
Notes / Suggestions	Candidates who have done their school education in Kerala possess better educational basics than candidates done in Tamil Nadu.

Communication	Below Average
Notes / Suggestions	As the candidates are from rural background, communication skills are weak. But few students understand the importance of communication skills. Mixed group is a challenge for the trainer to handle.

Attendance	Good
Notes / Suggestions	Candidates from outstations are taking un informed leaves during second half of the week. Necessary steps shall be taken from our end in this regard.

Expectation from Students	More Hands on session to understand the domain better
Notes / Suggestions	More number of hours for practical and OJT to be allotted.

EMPLOYERS

Vinod Kurian
24 Assured

"Alan Rajan is a student of Federal Skill Academy. He has put in his best efforts, is hardworking and very responsible. He has an overall outlook of the job and is independently managing the site at Calicut. We are quite happy to have him here at 24 Assured, Ernakulam"

Mr. Joy V J (Chief Technical Officer)
FreezeFast Technologies

We are glad to inform you that 8 trainees of FSA Kochi are working with us in our factory in different locations. These employees are doing excellent work in our factory. The main difference we have seen with these employees is that they are not leaving the job. They are hardworking, sincere and ready to take additional responsibilities.

Concluding Notes

The skill development initiative by Federal Bank has impacted the lives of several youth; it has provided skill development opportunities for those who would not have had access to such opportunities otherwise. The skill development not only offered technical skills to the trainees it has also made them job ready. Prior to this, most of the trainees were clueless in spite of getting a qualification, as to how to get a gainful employment and contribute to their families.

Federal Bank's initiative of aligning its CSR commitments with the national priorities is a commendable initiative as skill development is seen as one of the biggest national movements right now. The skills offered were in line with industry demand and were job oriented. This was instrumental in achieving a high placement rate among trainees.

The feedback obtained from various stake holders will help us to improve the quality of training. The industry involvement in the entire process will be improved to ensure the trainee is tuned to the requirements of the industry. A financial literacy module could be included in the program, where officials from bank can participate in delivering the module, since a focus on self-employment will also be useful. Self-employment will generate a multiplier effect as they in turn become job creators.

To conclude, while the program has created a positive impact among the participants, ways to improve the impact will be explored by closely working with industry and stake holders.