

Get the Skills that Get the Job

By Tata STRIVE (TCIT) - Tata Consultancy Services | Category: Implemented Innovations

India's demographic dividend could become a demographic disaster, if our youthful population are not equipped with skills needed for a livelihood. The current skilling ecosystem has four key quality related challenges: trainer quality, lack of life skills training, attrition post training, authenticity of certificates and assessment. Tata STRIVE has innovated to address all these four challenges, in a manner that is replicable and scalable. The model addresses the needs of the high-risk communities such as the poor, SC/ST/OBC and women. The innovation is the creation of a choreographed training value chain (pre onboarding to placements) through unique methodology, pedagogy and technology. The programme has scaled up to 60+ centres, benefiting thousands of families across 20+ states.



The Context

As one of the world's fastest growing economies, India's requirement of skilled people is unparalleled. 12 million youth join the workforce annually, mostly from socio-economically challenged backgrounds. They can fuel growth however, the demographic advantage is for the next 20 years. Hence India needs to skill young people with 'right skills for the right job leading to bright future'. If India fails, this large dissatisfied population could pose an economic and social challenge. Vocational skills have therefore become a top agenda for national development; in spite of efforts by Govt. and Private sector, scale up with quality has not been possible. Govt funded schemes and private players assigning limited funds per student resulted in low cost-low quality training. The current skilling ecosystem therefore attracts little innovation and has four key quality related challenges - trainer quality, lack of life skills training, attrition post training, and authenticity of certificates and assessment. Tata STRIVE has innovated to address all four challenges.



Overcoming Challenges

Challenge #1

Students were young adults, and needed to be handled differently.

Challenge #2

Taking up courses meant youth were away from daily wage opportunities. Hence, learners and parents prefer short term training.

Challenge #3

Need for significant behavior transformation in a short period.

Challenge #4

As a not-for-profit, expenses had to be optimal.

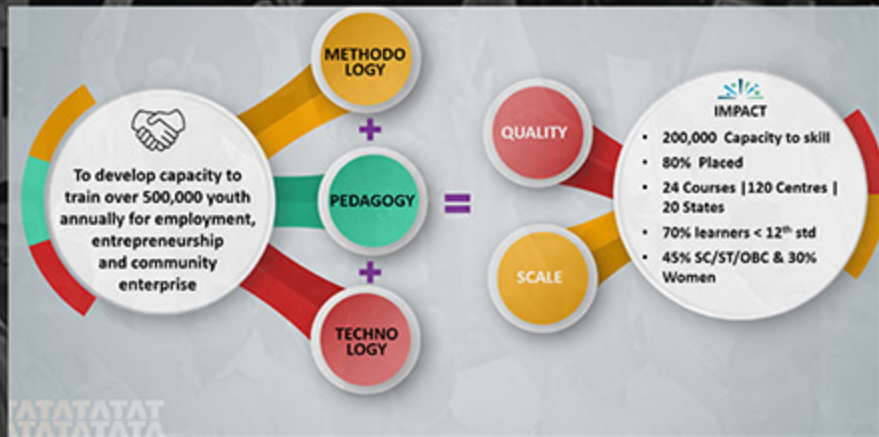
Challenge #5

Traditional approaches to training were deeply rooted in the faculty using top down approach to teaching, hence unlearning and re-learning.



The Innovation

The Innovation is the creation of a choreographed training value chain (pre-onboarding to placements) through unique methodology, pedagogy and technology.



Impact of the Innovation

average salary of students

₹10,000

students placed

7000+