



Generation

INDIA

SUPPORTING ECONOMIC MOBILITY

FOR YOUTH IN INDIA

Empowering India's youth through skilling, access to quality employment and a steady income - thus enhancing their and their family's overall well-being

WELCOME

In the diverse landscape of India, where challenges often intertwine with opportunities, the need for **targeted skilling interventions becomes increasingly apparent**. Our nation faces the challenge of **significant workforce potential waiting to be tapped**, and unique barriers hinder various groups from **accessing meaningful employment**. The escalating cost of living and the stagnation of social mobility further underscores the urgency for innovative skilling solutions.

Yet, within this complex tapestry, opportunities are abound. **Over a million vacancies await, promising fulfilling careers for individuals with the right skills**. Employers are embracing diversity in recruitment, and recent Government initiatives, including substantial investments in short term skilling, is shaping the future of skilling and employment.

At Generation, we are committed to empowering individuals through our unique short-term training model complemented by extensive support. Our goal is not just to impart skills but to create

pathways to life-changing opportunities that might otherwise remain out of reach.

Since our inception in India, we are proud to have impacted the lives of over 53,800+ individuals.

As part of the global Generation network, which has empowered more than 1,00,000 individuals worldwide, we take pride in our dedication to cultivating extensive, profound, and lasting social impact through skill development. By placing learners and data at the core of our operations, we have consistently improved our skilling programs.

While exploring this impact report, we acknowledge the skilling milestones we have reached, examine the model we have adopted, and contemplate the combined potential of Generation India Foundation and the larger skilling ecosystem.



ARUNESH SINGH

CEO - Generation India Foundation

OUR IMPACT

We define impact as advancing on three dimensions simultaneously



BREADTH

Our annual and cumulative volume of graduates.



DEPTH

Our employment and income outcomes within 3 and 6 months of program completion.



DURABILITY

Our sustained employment, income, and well-being outcomes for our graduates over time.

We reverse pervasive unemployment for our graduates and help them achieve economic mobility for themselves and their families.

OUR IMPACT IN NUMBERS

BREADTH

Volume of
graduates in
India



53,800+

Learners engaged



150+

Cities since
launching in 2015



13+

Professions



2,000+

Employers

DEPTH

Employment and
income outcomes



80%

Job placement within
3 months of graduation



3x

Increase in income
after completion of
the course



62%

Retention after
12 months of
training completion

DURABILITY

Sustained employment,
income, and well-being
outcomes



76%

Can meet daily
financial needs,
2-5 years after graduation

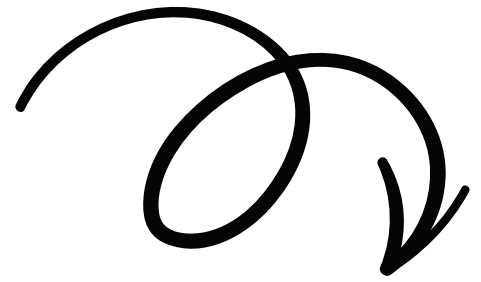


84%

Confident
about achieving
professional goals

Figures are approximate, rounded to the nearest percentage point.

THE NEED WE ARE ADDRESSING

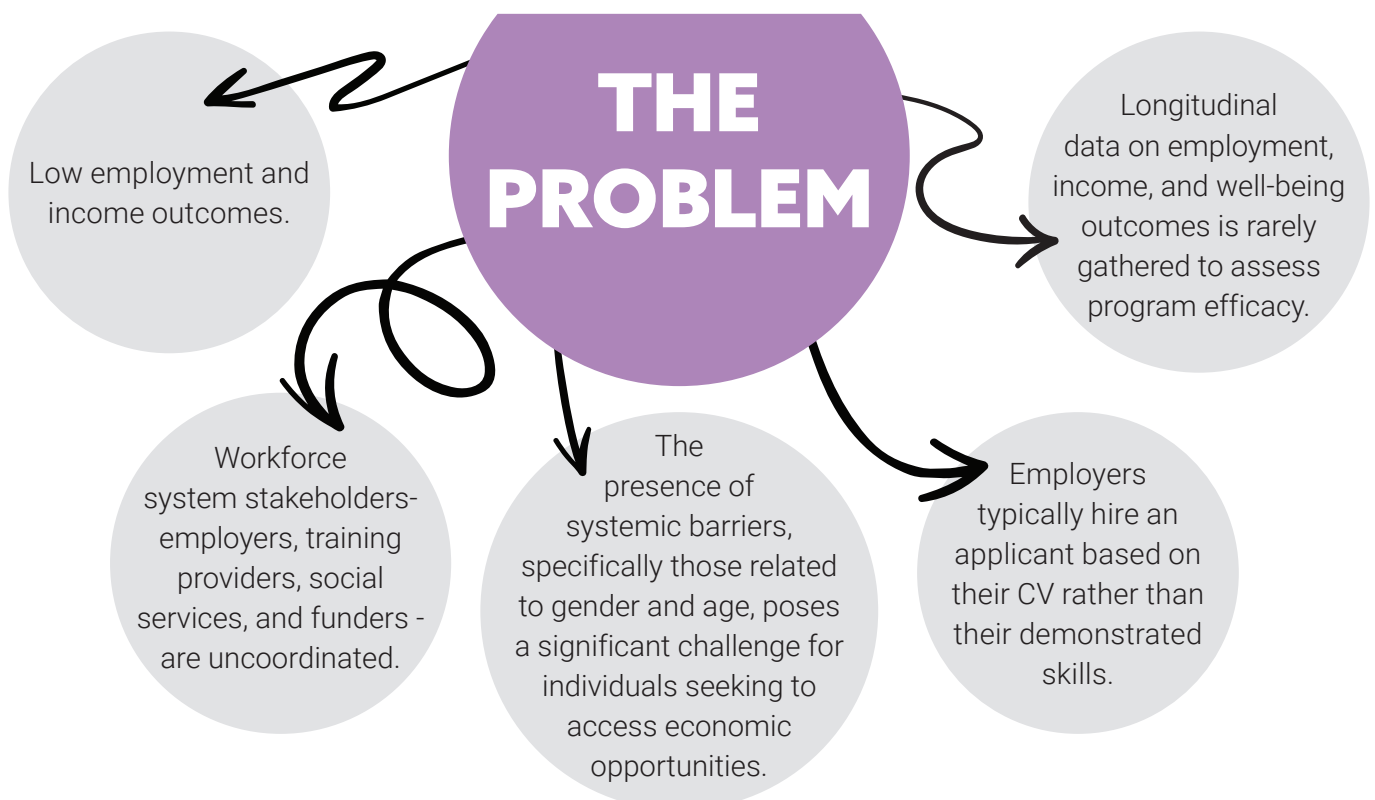


India faces a significant unemployment issue, particularly among its youth. While there are job opportunities, the quality of jobs and the skill gaps in various sectors hinder the ability of young people to secure employment and establish sustainable careers.

The COVID-19 pandemic has further exacerbated the challenges faced by young people in India in securing employment and establishing sustainable careers. The average unemployment rate in India has remained steady, but the youth unemployment rate is significantly high*.

The situation is further complicated by the changing job market demands, gender disparities, and skill gaps in various sectors. The share of young people who are not in employment, education, or training (NEET) is a cause for concern, as it indicates the risk of social exclusion and the lack of skills to improve their economic situation. The Government of India has recognized

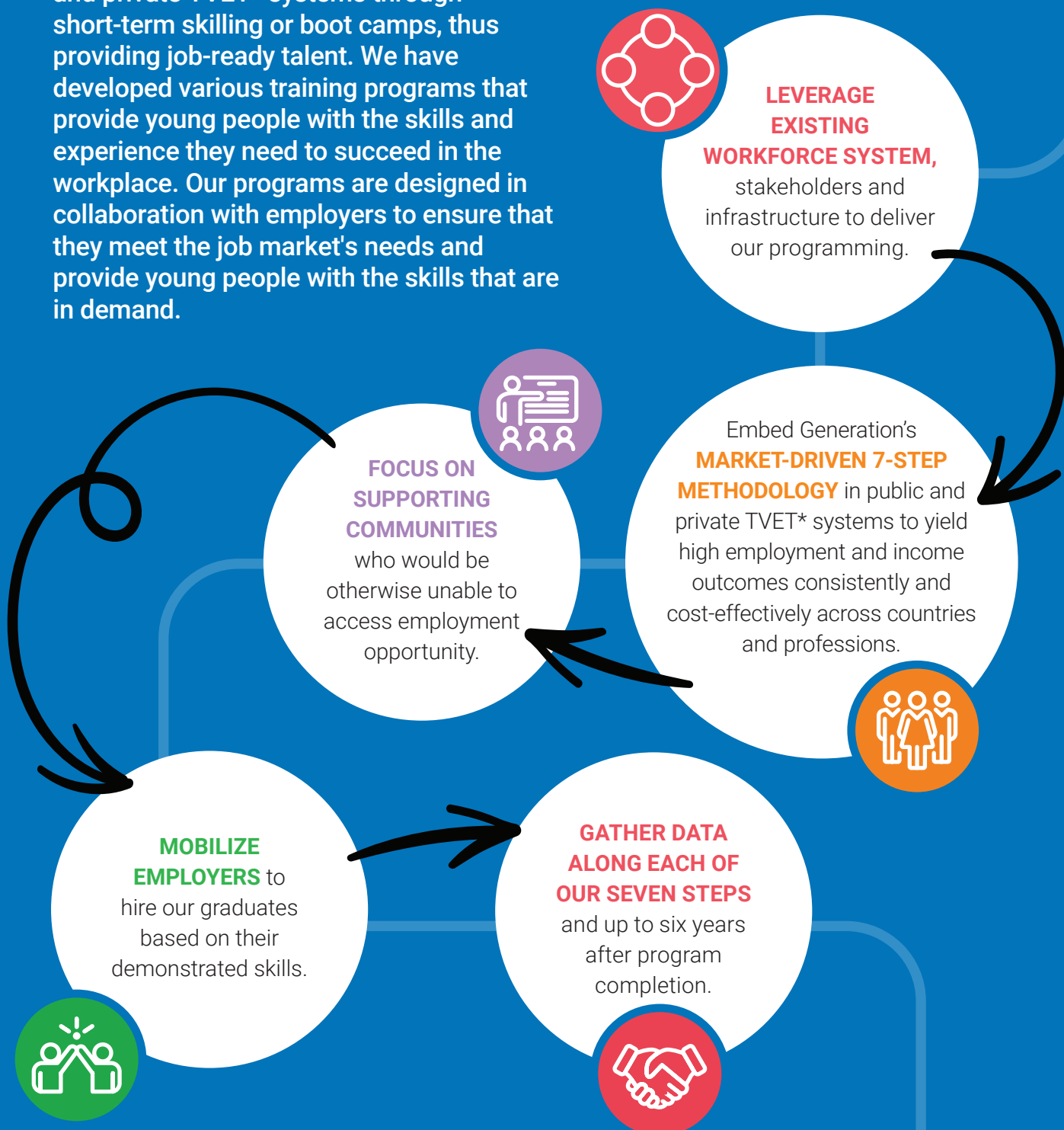
the importance of addressing youth employment through the National Youth Policy, but substantial efforts are still needed to create broad-based jobs and prepare the workforce for the future.



OUR ANSWER

Generation India Foundation was launched in 2015 to tackle the dual challenges of lack of trained workforce and non-employability of large sections of youth, who have little or no job skills. We embed Generation's market-driven 7-step methodology in public and private TVET* systems through short-term skilling or boot camps, thus providing job-ready talent. We have developed various training programs that provide young people with the skills and experience they need to succeed in the workplace. Our programs are designed in collaboration with employers to ensure that they meet the job market's needs and provide young people with the skills that are in demand.

IN SHORT, WE:



* TVET - Technical and Vocational Education and Training

PURSUING WORKFORCE SYSTEMS CHANGE

OUR GOAL IS TO INTEGRATE OUR METHODOLOGY WITHIN GOVERNMENTAL WORKFORCE INSTITUTIONS, PROCESSES, AND FUNDING STREAMS TO ENHANCE THEIR ABILITY TO ACHIEVE SUPERIOR EMPLOYMENT AND INCOME OUTCOMES.

Between 2018 and 2020, Generation India Foundation (GIF) initiated and cultivated a robust collaboration with the National Skill Development Corporation (NSDC). Through this partnership, GIF has successfully trained young individuals across various roles by offering capability-building and support to different Training Partners responsible for operating the flagship Pradhan Mantri Kaushal Kendras (PMKKs) – national training centers.

During this collaborative effort, GIF collaborated with 40 PMKKs and facilitated the graduation of over 2,400 learners from programs such as Food & Beverage Steward, Retail Sales Associate, and Hospital General Duty Assistant.

Together with NSDC, GIF endeavors to transform the landscape of skill development through the implementation of Project AMBER (Accelerated Mission for Better Employment and Retention).

We seek to expand this work over time to spark lasting change not only in lives of our graduates but in the employment system as a whole.

PROJECT AMBER



PROJECT AMBER (ACCELERATED MISSION FOR BETTER EMPLOYMENT AND RETENTION): A joint initiative of the National Skill Development Corporation (NSDC) and Generation India Foundation (GIF) under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE).

In collaboration with the **NSDC** and **MSDE**, GIF is transforming the approach to skilling in India through **Project AMBER**. This project is co-funded by MSDE (under the SANKALP programme) and private philanthropy and is **supporting 30,000 learners**, with a notable emphasis on gender diversity by targeting **50% female participants**. The overarching goal is to **secure higher placement and retention outcomes**, focusing on **capacity building of the ecosystem**.

Under this project, we are working with the objective to design a **scalable and sustainable model of skill development** through:

BLENDDED FUNDING

The project is designed on a blended finance (1:1 leverage) model with equal funding from the **Government and private philanthropy**, thus, making it a unique public-private partnership.

OUTCOME-BASED APPROACH

The overall objective of the **project is to improve job placement and retention outcomes**.

AMBER by virtue of its project design, adopts an outcomes-based approach where the stakeholders are rewarded for outcomes.

INNOVATIVE METHODOLOGY

Project AMBER will utilise Generation's unique **7-step methodology** to provide an end-to-end solution for enhancing **skill development outcomes in India**.

Project AMBER thrives on the spirit of collective strength drawn from the **Government of India (MSDE - SANKALP)** with **NSDC** and **GIF** (not-for-profit u/s 8 of the Companies Act) as the Technical Agency to design an innovative, and comprehensive program model that not only ensures preparing day-one ready-to-work workforce, but it also enables increased participation of philanthropy organizations and private sector in skill development sector in India.

Through **Project AMBER** in India, we aim to demonstrate the impact and scalability potential of **Generation's methodology** and embed our learnings and best practices into public policies. As part of the larger agenda, the project will enable mainstreaming the learnings across the entire skilling ecosystem including stakeholders like, **Training Partners, State Skill Missions, District Skill Committees** etc. for improved ecosystem outcomes and institutional strengthening thereby providing an evidence-based approach for quality and results-oriented **TVET ecosystem** in India.



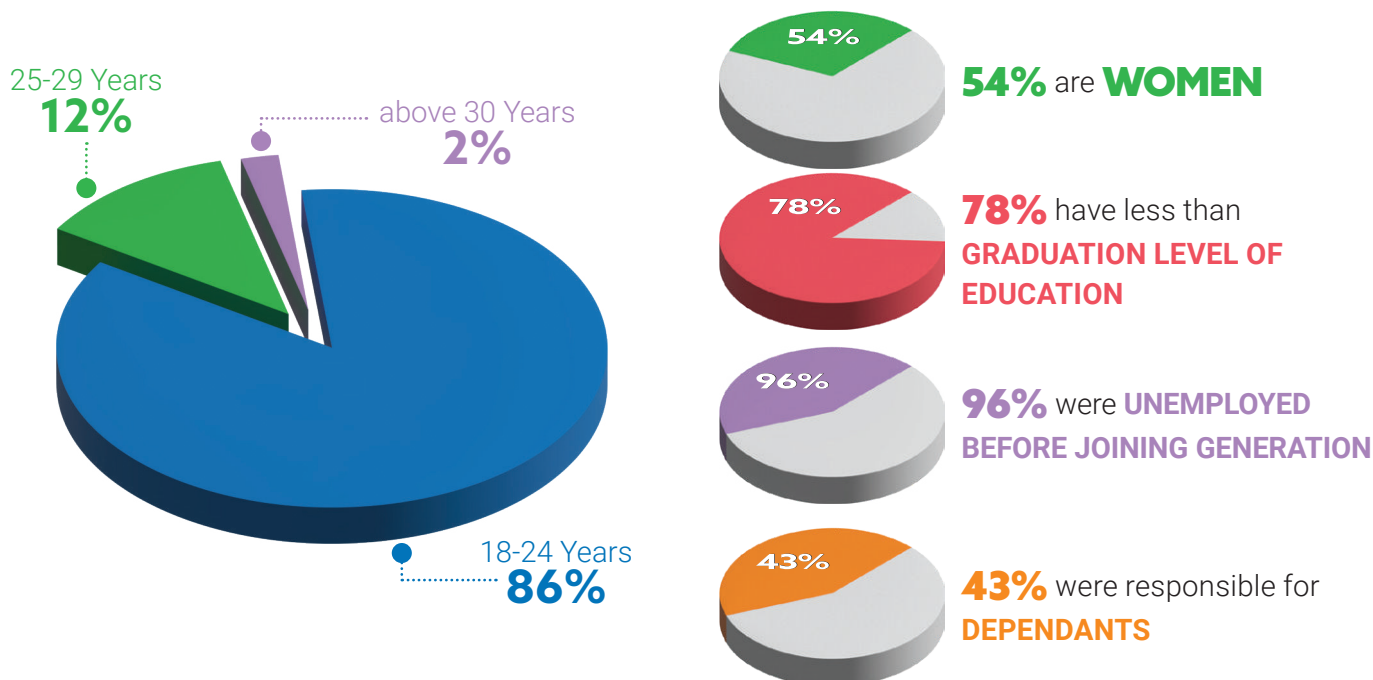
* TVET - Technical and Vocational Education and Training

OUR LEARNERS

Our learners are at the heart of our work. Their individual stories of paths to otherwise inaccessible careers inspire us. We aim to support diverse groups of people facing variety of barriers to employment. Our focus on including female learners in the class has resulted in more than **50% women in our program**.

GENERATION INDIA LEARNERS - OVERALL 53,800+

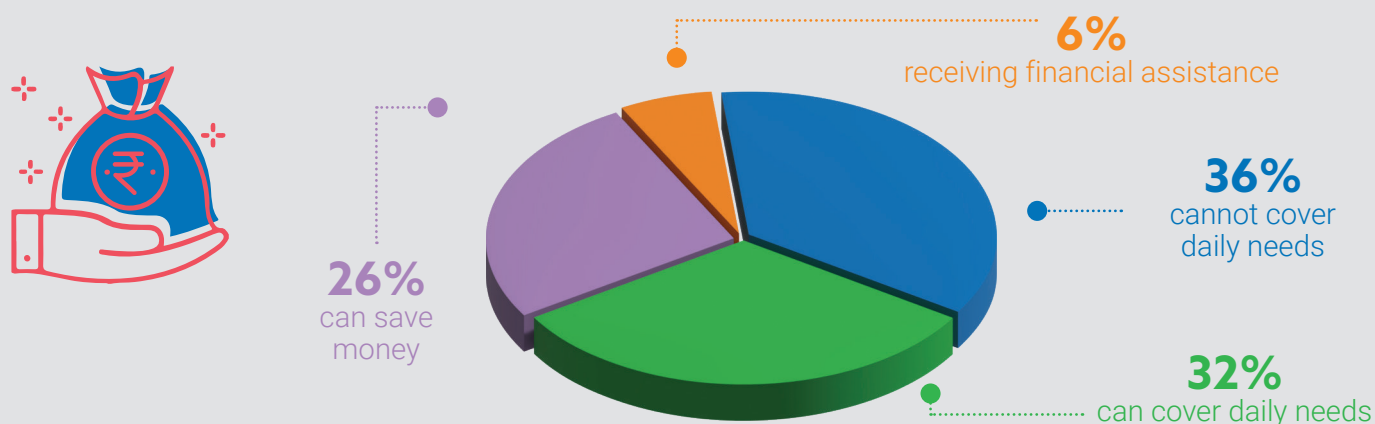
AGE GROUP



EDUCATION LEVEL



FINANCIAL SITUATION PRIOR TO ASSOCIATING WITH GENERATION



THE DIFFERENCE THAT WE HAVE MADE



Generation is a global nonprofit network that supports people to achieve economic mobility and a better life. We train and place adults into careers that would otherwise be inaccessible. And we advocate to improve the workforce system. Launched in 2015, Generation comprises a global hub and a network of in-country affiliates that span 18 countries.

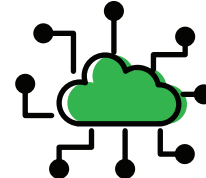
Our 4th annual Global Alumni Survey assesses the durability of our outcomes on alumni who graduated in the last two to five years. The survey was conducted across 14 Countries, including India. **Two to five years after Generation, alumni show strong, durable outcomes in their careers, financial health, well-being and community engagement.**



Alumni show significant economic mobility across high, upper middle and lower middle-economy types, with **57-83%** growth in employment compared to pre - Generation outcomes. Most of our alumni report high job satisfaction and continue to be employed in the field of their Generation training. In all economy types, **living wage attainment increases over time and a third of alumni globally can save money.**



Tech programming is driving parity in outcomes for women, who face additional barriers to career growth compared to their men peers. Although gaps remain, there is **<5%** difference between women & men in overall employment and ability to meet daily needs. **Tech also narrows the outcomes gap for alumni of various educational levels,** specifically in our developer-type tech programs.



Alumni have affirmed that Generation has fulfilled its mission for them and remain highly engaged with the Generation community. Over **80%** of alumni are confident in achieving their professional goals and have an optimistic future outlook. **84% of alumni want to give back to Generation** through referrals, hiring, mentorship & testimonials.

A LARGE MAJORITY OF GENERATION INDIA ALUMNI REPORT HIGHLY POSITIVE WELL-BEING OUTCOMES



91%

are **very satisfied** or satisfied with their life



84%

are **highly confident** or confident in their ability to **achieve their professional goals**



91%

feel that their life has a very **clear or clear sense of purpose**



93%

feel a strong or **some sense of positive energy** from the community in the workplace



91%

feel optimistic or very optimistic **about the future**

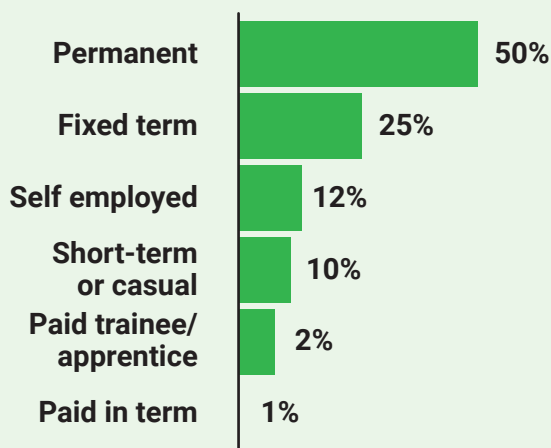
ONWARD & UPWARD: IMPROVING ECONOMIC MOBILITY

As per this Global Alumni Survey our alumni continue to have high rates of employment, are employed in good quality jobs, are achieving higher than the living wage determined and agree that Generation program has improved their financial situation.

DEMONSTRABLE CAREER GROWTH - GENERATION INDIA ALUMNI

74% of alumni are engaged in paid work after 2-5 years since training

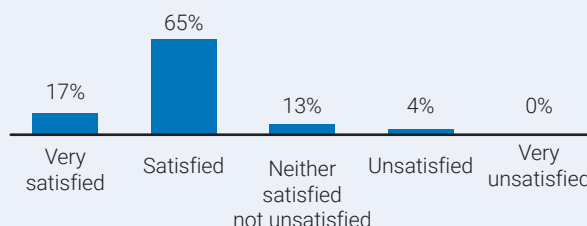
Types of work for alumni engaged in paid work
% of respondent, N=162



61% of employed alumni are engaged in paid work related to their Generation training

How satisfied are you with your work experience since leaving Generation?

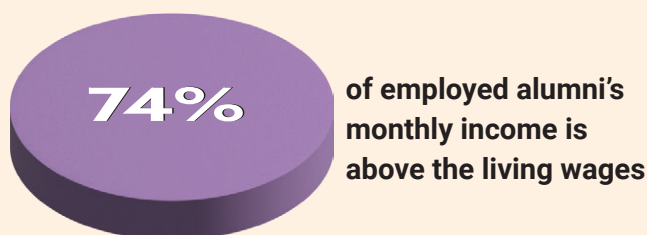
% of respondent, N=162



COMPARISON OF INCOME WITH LIVING WAGES

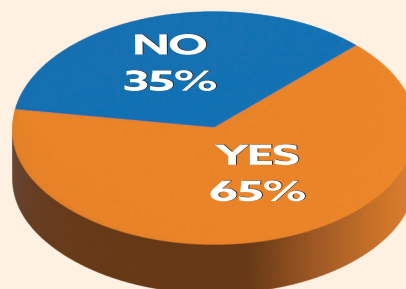
₹ 15,500 Median Income of employed alumni

₹ 11,844 Living wages; Single adult



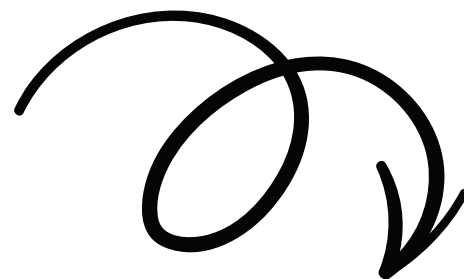
FINANCIAL INDEPENDENCE

Would you be able to cover on your own a financial emergency right now
(any expense or loss of income you did not plan for, like a missed paycheck, medical bill etc.)



Living wages are remuneration received for a standard work week by a worker in a particular place sufficient to afford a decent standard of living for the worker and her or his family. For India, this has been estimated using the Anker methodology with external validation.

OUR OUTCOMES



Good training only matters to us if our learners secure jobs. We have now supported **more than 22,000+ of our learners into work**. That's around **80 % of learners who completed our courses**.

However, we are not just in the market for any jobs, but for **good, life-changing jobs**. We are looking to place learners in careers that they keep and in which they **thrive and progress**.

We take pride in the fact that **our learners experience 3x increase in income after completion of the course**.

Monthly average salaries in INR

TECHNOLOGY ~ ₹ 26,120

GREEN JOBS ~ ₹ 13,000

CUSTOMER SERVICE AND SALES ~ ₹ 11,500

SKILLED TRADES ~ ₹ 10,000

HEALTHCARE ~ ₹ 10,600

We have been able to achieve this with the help of EMPLOYERS, who hire from OUR PROGRAMS. We have now placed Generation LEARNERS WITH MORE THAN 2,000 EMPLOYERS ACROSS INDIA.

It's not surprising so many have made the choice, given the technical skills, drive and passion of our learners. However, we are still inspired by and grateful to every employer who has hired a Generation graduate. Each of our employers have taken an active step to improve representation within their organization and society at large by hiring from a short term training program / boot camp, a "non-traditional" hiring channel.

SO, WHAT DOES HIRING GENERATION LEARNERS BRING TO AN ORGANIZATION?



It is a pleasure to hire students from Generation India. Our positive experiences with previous Generation hires have given us confidence in their strong work ethic and their consistent delivery of outstanding results. We are seeking a long-term association with Generation and anticipate their continuous support whenever there is a requirement at any of our esteemed Sodexo sites across pan India.



We are committed to seeking problem-solvers and innovators for our unique and supportive workplace. Candidates hired from Generation are talented and professional in nature compared to other candidates, and we are looking forward to hiring more learners from Generation.

OUR SHORT TERM TRAINING PROGRAMS



We have developed a wide portfolio of profession-specific training programs, each offering our learners a life-changing career in Technology, Skilled Trades, Customer Service and Sales, Green Jobs and Healthcare sector.

We are careful and deliberate in our program selection. Before launching every program, we:

- **Carry out extensive industry analysis** to estimate annual entry-level vacancies and confirm a sizeable target market.
- **Survey and hold focus groups** with potential learners to gauge their interest.
- **Conduct employer interviews** to understand specific career paths and hiring pain points (skills shortage, diversity, etc).
- **Speak with job role practitioners**, both the best and average performers to understand what skills helps excel in the job role.

Each program is then built with employers through a process we call **activity mapping**:

1

REVIEW OF REAL JOB DESCRIPTIONS IN THE OPEN MARKET

2

HUNDREDS OF HOURS OF MANAGER, RECRUITER, AND JUNIOR EMPLOYEE INTERVIEWS

3

REVIEW AND ITERATION OF COURSE CONTENT WITH EMPLOYERS



AMBIKA'S STORY

"I went from uncertainties to a place of confidence through the program, thanks to the invaluable guidance from our mentors and multiple transformative experiences. I hope many more individuals discover the same success as I did."



PRITAM'S STORY

"Generation showed me a way when I was lost. Now, I have direction. Generation has changed my life considerably."

...read more @ <https://www.generation.org/stories/pritam-india/>

SO FAR WE HAVE HAD EIGHT DIFFERENT PROFESSION-SPECIFIC PROGRAMS:

SECTOR	JOB ROLE	LENGTH	MAJOR EMPLOYERS	JOB OUTCOMES
TECHNOLOGY	Junior Full Stack Java Developer	16 weeks	EY, Capgemini, UKG, verizon, TCS	330+
TECHNOLOGY	AWS re/Start (Cloud Support Practitioner)	12 weeks	Capgemini, hanu, Cloudreach, NTT, CloudKinetics	200+
CUSTOMER SERVICE AND SALES	Retail Sales Associate	6 weeks	QUESS, Reliance, Zudio, TRENT, PANTALOONS, TATA Enterprise	4,000+
CUSTOMER SERVICE AND SALES	Customer Care Executive	9 weeks	iccs, iNergizer, iSON, cogent, RedStone	3,200+
SKILLED TRADES	Sewing Machine Operator	5 weeks	SAHU, WELSPUN, YOUNG BRANDS, APPAREL, SILVER SPARK, ARIYAN APPAREL	3,400+
HEALTHCARE	Hospital Front Desk Executive	9 weeks	NIMS, Jeena Sikho, DDRC SRL Diagnostic Services, PRS HOSPITAL	120+
GREEN JOBS	Solar PV Installer	7 weeks	teqo, MIDHI, ManpowerGroup, United Human Resources	200+
CUSTOMER SERVICE AND SALES	Food & Beverage Steward	7 weeks	LOGOS, UMRao, COMPASS GROUP	3,100+

For 2024 we are actively working towards adding five more programs to our portfolio.

GENERATION INDIA LEARNERS HAVE SHARED THAT



They are **SATISFIED** with our mentorship and **MENTORS ARE HELPFUL**



Instructors **CLEARLY EXPLAIN** concepts and are **KNOWLEDGEABLE**



On graduation, they feel **MORE PREPARED FOR THE WORLD OF WORK** and more **CONFIDENT IN THEIR FUTURE!**



OUR PRESENCE AND, OUR LEARNING CURVE

LEARNERS IN EACH REGION

NORTH REGION

18,122+

EAST REGION

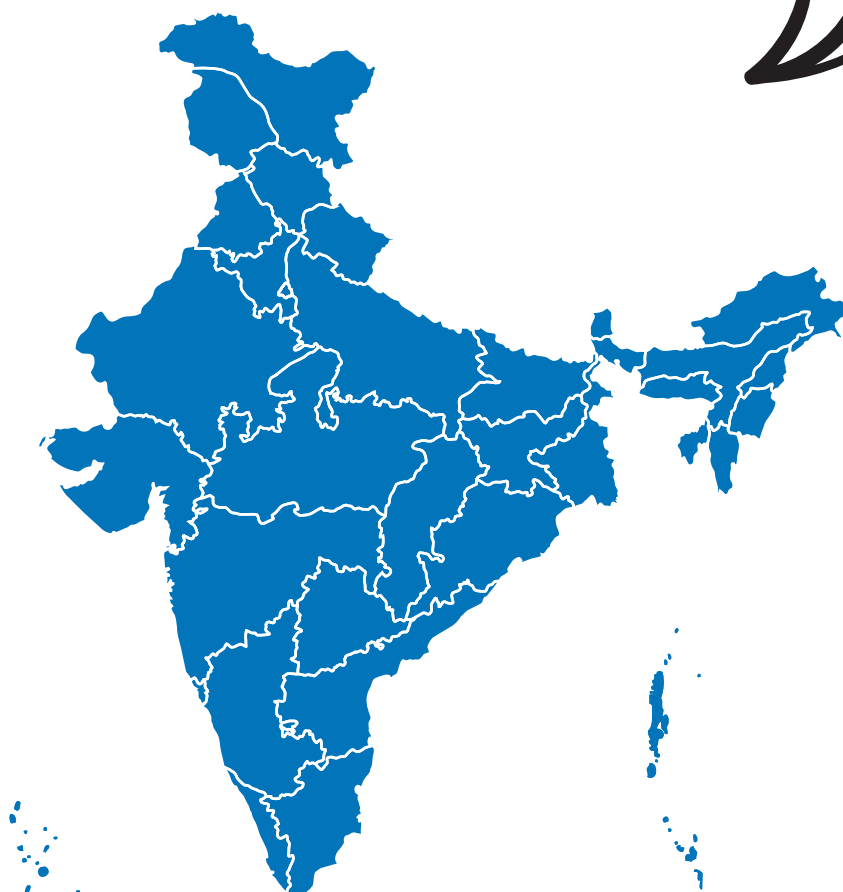
11,660+

SOUTH REGION

18,765+

WEST REGION

7,106+



Since 2015, we have expanded our programs across India, establishing delivery in several pivotal regions. These regions were carefully selected keeping in mind:

- **OPPORTUNITY**, particularly in the digital economy
- **NEED**, with areas with high inequality and areas of particular socio economic disadvantage
- **POTENTIAL** for Generation to add value to existing provision

In all these regions, we have cultivated enduring partnerships, actively involved in shaping local skills strategies. Our collaboration extends to training partners, and we maintain close connections with local communities and anchor regional employers.

Across the regions we have seen variation:

While there are variations in labor markets, vacancy numbers, learner profiles, and average starting salaries across these regions, Generation has delivered a similar overall model with a consistent overall impact.

IN JUST FEW YEARS OF DELIVERY, THIS IS WHAT GENERATION INDIA HAS ACHIEVED

2015

- Generation India Foundation (GIF) was incorporated.

2016

- First cohort launched, total 1700 learners engaged in this year.
- Conducted its first 'Return on Investment' study.

2018

- Initiated its first state Government collaboration with the Odisha Skill Development Authority (OSDA).
- Launched the first paid employer partnership.

2017

- Collaborated with the National Skill Development Corporation (NSDC) to improve outcomes.

- Launched a partnership aimed at training 30,000 learners over a four-year period.

2019

- Launched PROJECT AMBER, (Accelerated Mission for Better Employment and Retention), to train and support 30,000 youth. A unique Public Private Partnership (PPP) model with equal funding from Government and private sector.

- Launched an online upskilling module for nurses, targeting COVID preparedness. 1,19,000+ nurses were trained under this initiative.

2021

- Launched a state Government partnership with the Telangana Academy for Skill and Knowledge (TASK).
- Expanded the scope of Project AMBER.

2020

2022

2023

- Forayed into Green Jobs.
- Trained over 20,000 learners during the year.

OUR NEXT STEPS

Within a short timeframe, we have successfully secured employment for thousands of young individuals who faced substantial employment barriers. We have delivered an impact that's been broad, deep, and durable.

Through rigorous data analysis, benchmark comparisons, and collaboration with peers, we have strengthened our comprehension of the tangible societal changes stemming from our initiatives. Our learner success stories serve as a strong evidence, affirming that our model, encompassing profession-specific training alongside comprehensive wrap-around and placement support, is not only effective and impactful but also delivers exceptional value for the investment.

OVER THE NEXT FEW YEARS, WE AIM TO:



**LAUNCH
NEW
PROGRAMS**



**WIDEN OUR
GEOGRAPHIC
REACH**

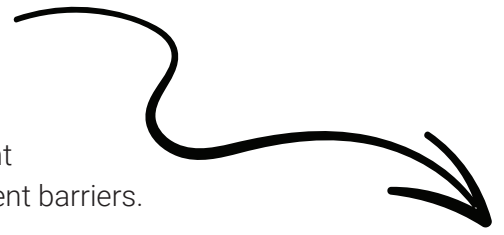


**IMPROVE
QUALITY OF
DELIVERY**

We aspire to expand our efforts, particularly in collaboration with both the Central and State Governments.

At Generation India, our mission is to empower the youth with the right skills and job opportunities, positively impacting their lives and uplifting their families' well-being. Generation India employs a robust methodology that breaks down barriers for those missing out on good opportunities, and this report's data validates the effectiveness of our approach. We express our gratitude to our learners and supporting partners for their contributions to the impact we have accomplished.

As we scale our unique support model, we see an unprecedented opportunity to combat social immobility, especially during this critical juncture for the Indian economy and population. Our determination to achieve a meaningful change is unwavering, and we are enthusiastic about the positive transformations our initiatives can bring about.



OUR THANK YOUS

On this journey, we are grateful to have benefited from generous funding, and strategic and operational support from a range of partners, including

SUPPORTING PARTNERS

IKEA Foundation


 **MetLife**
Foundation

McKinsey
& Company

BlackRock

 **Admiral**

Globant 

 Microsoft

Linked 


workday

 **AXIS BANK FOUNDATION**

aws


Credit Suisse, a UBS group company **J.P.Morgan**

GOVERNMENT PARTNERS


N.S.D.C
REIMAGINE FUTURE


TASK
TELANGANA ACADEMY FOR SKILL AND KNOWLEDGE

EMPLOYERS - WHO HIRE FROM OUR PROGRAMS

 **COMPASS**
GROUP

tcqo
By Mahindra

VIVANTA
HOTELS & RESORTS
BY TAJ

TRENT
LIMITED
A TATA Enterprise

 **ibis**
HOTELS

 **EY**

COURTYARD
BY MARRIOTT

 **sodexo**

verizon 

 **LOGOS FACILITIES**

Capgemini 

REFERENCES

If you would like any further information,
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The figures stated within this publication are approximate and have been rounded to the nearest whole number or percentage point. Data correct as on 31st December 2023

GENERATION INDIA

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