

ANNUAL 2024



COLLABORATING FOR IMPACT EMPOWERING LIVES

CONTENTS

"

1.	Message from the CEO	•	1
2.	About Generation India	•	2
3.	Our Approach	•	3
4.	Highlights of the Year 2024	•	4
4.1	Our Impact - Breadth, Depth & Durability	•	5
4.2	2024 Cohorts at a Glance	•	6
4.3	Year-Long Journey	•	7
5.	Collaborating for Impact	•	8
5.1	Project AMBER	•	9
5.2	State Partnerships	•	11
6.	Empowering Women - Across Regions, Ages, and Sectors –	_	12
6.1	Impact on our Women Learners		40
		•	13
6.2		-•	13 14
	Empowering Women across Regions	-	
6.3	Empowering Women across Regions		14
6.3 6.4	Empowering Women across Regions Alumni Story	-•	14 15
6.3 6.4	Empowering Women across Regions Alumni Story Empowering Women across Ages, and Sectors	-•	14 15 16
6.3 6.4 6.5	Empowering Women across Regions Alumni Story Empowering Women across Ages, and Sectors Initiatives Tailored to Support and Uplift Women		14 15 16 17
 6.3 6.4 6.5 7. 	Empowering Women across Regions Alumni Story Empowering Women across Ages, and Sectors Initiatives Tailored to Support and Uplift Women Employer Spotlight The Year Ahead		14 15 16 17 19
6.36.46.57.8.	Empowering Women across Regions Alumni Story Empowering Women across Ages, and Sectors Initiatives Tailored to Support and Uplift Women Employer Spotlight		14 15 16 17 19 20

Programmes like this don't just offer jobs; they empower individuals with the skills and mindset needed to thrive in a competitive world.

> Abhijith S Retail Sales Associate Graduate

MESSAGE FROM THE CEO



ARUNESH SINGH CEO, GENERATION INDIA FOUNDATION

At Generation India, we are driven by the belief that **skills and meaningful employment** can transform lives. This belief has been the foundation of everything we have achieved together - helping individuals gain **financial independence, support their families, and build brighter futures.**

2024 was a year of transformation, resilience, and progress for Generation India. Through our programmes, we empowered thousands of learners to embark on life-changing journeys - fuelled by skills, confidence, and a renewed sense of purpose.

One of our standout achievements has been the remarkable progress of **Project AMBER**, which has not only delivered exceptional outcomes, but has also brought transformative change to the lives of those we serve. In 2024, we proudly supported over **50% of women learners** across our programmes. From enabling young girls to launch careers in technology to helping women re-enter the workforce, we have witnessed first-hand the transformative power of skills and the opportunities they unlock. Our impact has been both significant and far-reaching.

Looking ahead to 2025, our resolve to deepen this impact has never been stronger. We aim to reach more learners, expand life-changing training programmes, and work hand-in-hand with our partners to break barriers, create opportunities, and build a more inclusive workforce.

Thank you for being part of this journey. Your unwavering support, belief in our mission, and shared commitment to transforming lives inspire us every day. Together, let us continue to pave the way for brighter futures and a more equitable world.

Wishing you all a joyous and fulfilling 2025.

Warm regards,

ARUNESH SINGH CEO, Generation India Foundation

ABOUT GENERATION INDIA

Generation India Foundation is an independent not-for-profit organisation **established in 2015.** Our primary objective is to address the **dual challenges of talent scarcity and unemployment**. We specialise in working with individuals who encounter obstacles to employment due to **education**, **economic background**, **or other factors**. Through our collaboration with **Governments**, **nodal agencies**, **funders**, **and employers** and through our **outcome-based skilling programmes**, we are committed to **transforming lives**, **fostering economic empowerment and drive systemic change**.

Generation India has made a significant impact on the lives of over **55,000+ individuals**. This achievement is part of the larger global Generation network, which has reached over **125,000+ individuals worldwide**, creating a ripple effect of empowerment and opportunity.

At the heart of our operations lies a strong focus on learner-centered, data-driven solutions that allow us to continuously improve our training programmes. By prioritizing **high-quality placements**, **sustainable income growth**, **and long-term retention**, **we are delivering measurable**, **positive outcomes for our learners**.

In India, our flagship initiative, **Project AMBER** (Accelerated Mission for Better Employment and Retention), represents a significant step toward transforming the skill development landscape. This project is 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)**. **Project AMBER** is dedicated to increasing access to high-quality training and improving the employment outcomes for thousands of individuals across India, using **Generation's holistic 7-step skilling methodology**.

Through these efforts, Generation India aims to not only equip individuals with the skills needed to succeed in the modern workforce, but also to contribute to the national vision of improving economic mobility, reducing unemployment, and fostering a skilled and competitive workforce.

We are proud of the journey so far, and our commitment to creating positive social impact will continue to guide us in the years to come

OUR APPROACH

Our 7-step holistic methodology is used by every Generation programme



supports.

"

Our 7-step methodology is built on a deep understanding of what it takes to bridge the gap between education and employment ensuring our learners are prepared, supported, and set up for long-term success.

Vivek Pandit COO, Generation India Foundation

HIGHLIGHTS OF THE YEAR



OUR IMPACT BREADTH, DEPTH & DURABILITY

GENERATION INDIA DELIVERS (SINCE LAUNCHING IN 2015)

BREADTH

The total number of graduates from our programmes



cumulatively

DEPTH

Our employment and income outcomes within 3 and 6 months of programme completion

76%

of graduates placed in jobs within three months of programme completion (83% at six months)

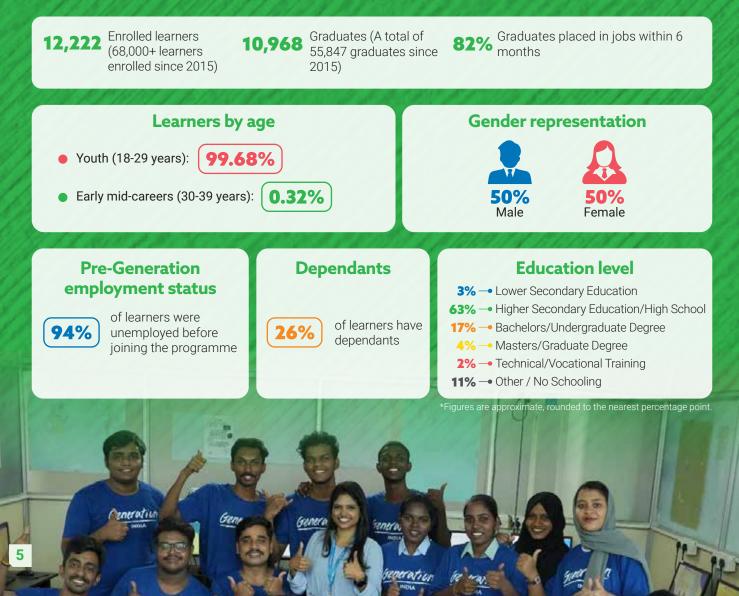
DURABILITY

Sustained employment, income, and well-being outcomes over time



of Alumni can meet their daily financial needs 2-5 years after programme 87% Alumni are satisfied with life* 21% Alumni earn above the living wage threshold 2-5 years post training completion*

2024 LEARNERS AT A GLANCE



2024 COHORTS AT A GLANCE



Tourism



Solar PV Installer

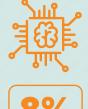
22 373 Cohorts 23,175 Training Weeks 150,830 Training hours

OVERALL LEARNERS ACROSS VARIOUS SECTORS



87%

CUSTOMER SERVICE Retail Sales Associate, Guest Service Associate, Customer Care Executive, Loan Agent (BFSI)



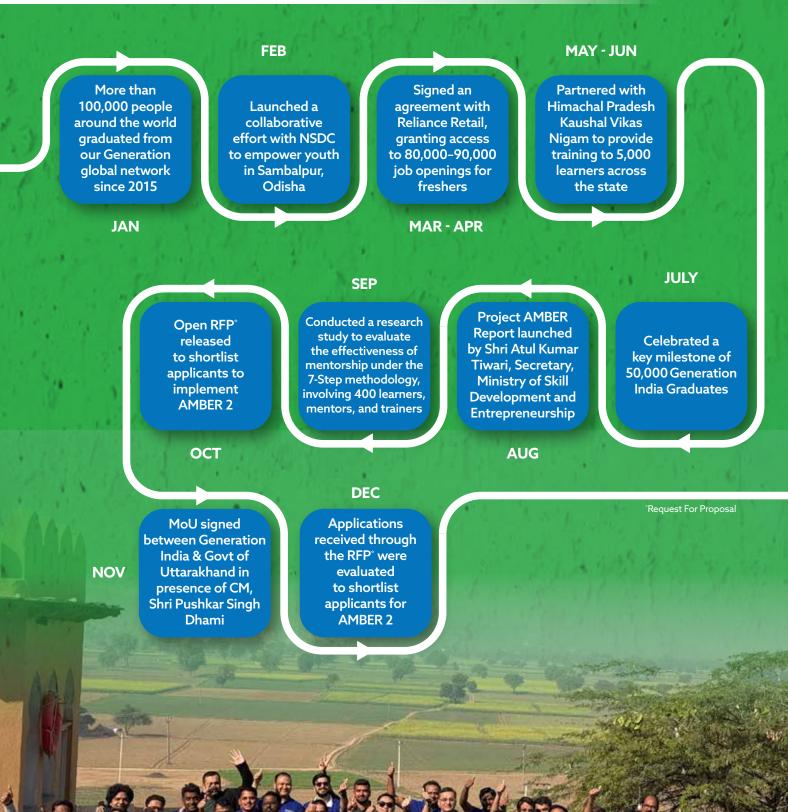
TECH SECTOR Cloud Application Developer, Junior Software Developer





SKILLED TRADES Sewing Machine Operator, Solar PV Installer

YEAR-LONG JOURNEY





FOR IMPACT

reneration

Tener utien

ratiu

seneratil

PROJECT AMBER

Project AMBER (Accelerated Mission for Better Employment and Retention) is a joint initiative of National Skill Development Corporation and Generation India Foundation under the aegis of Ministry of Skill Development and Entrepreneurship, under SANKALP - a programme of MSDE with loan assistance from The World Bank. The project aimed to demonstrate improved employment and retention outcomes for **30,000 TRAINEES** using **GENERATION'S 7 - STEP METHODOLOGY**, targeting **50% WOMEN PARTICIPATION**. The project follows a blended financing model, combining funding from the government and the private/philanthropic sector, establishing a unique public-private partnership.



THE DIFFERENCE THAT WE HAVE MADE

Project AMBER represents a paradigm shift in skill development, driving efficiency, transparency, and inclusivity within the ecosystem. By pioneering new methods, financing models, and governance systems, AMBER has set the stage for a scalable and sustainable model of skill development. The project has not only provided a new approach to skilling, but has also empowered individuals to thrive in the dynamic job market.



OUTCOME-BASED PAYOUT

- Implementation of outcome-based payouts, reducing assured payments to Training Partners (TPs) from 70% to 55%.
- Aligning incentives with outcomes, fostering a results-driven approach.



assessment, and support. Facial recognition-based attendance monitoring for online training. Synchronous learning via platforms like Zoom/Teams. Learning Management Systems (LMS) for self-paced learning.

SYSTEM'S FIRSTS

FOCUS ON EMOTIONAL WELL-BEING

Offer mentorship support to our trainees and prioritize their emotional well-being by providing access to clinical psychologists, ensuring their holistic development.

DIGITAL PAYOUTS AND GOVERNANCE SYSTEM

- Digitization of government payout systems and processes for placement and retention.
- Data capture for online training on government IT systems, enabling seamless monitoring.

PROJECT AMBER

Project AMBER Report "EMPOWERING LIVES - EMBRACING COLLABORATION" was released at the AMBER Summit by **Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship, Government of India.** This report highlights the project's advancements in skills training and job placements, offering insights and best practices to guide future skills development initiatives in India. "The AMBER report highlights the project's remarkable effectiveness. Using the holistic Generation 7-step Methodology, we aim to further refine skilling processes and outcomes, setting new standards for effectiveness and scalability in the industry," says **Arunesh Singh, CEO, Generation India Foundation.**



कौशल विकास और उद्यमशीलता मंत्रालय MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP GOVERNMENT OF INDIA





For more information, please scan this code or click on the link below https://gen.community/AMBER-REPORT

PROJECT AMBER REPORT EMPOWERING LIVES EMBRACING COLLABORATION



Project AMBER is a Skill Development Initiative under **SANKALP** Programme



This programme helped me upgrade my skills, find a job, and build my confidence. Today, I am proud to support my family and achieve my dreams.

Chaitra D Bokanavar Junior Software Developer Graduate, Project AMBER

STATE PARTNERSHIPS

As part of our commitment to enhancing skilling outcomes across the country, Generation India is partnering with various state governments, to provide training and employment opportunities for youth. Through these partnerships, we are delivering:



HIGH-QUALITY, OUTCOME-ORIENTED TRAINING for in-demand job roles, utilizing the

Generation 7-Step Methodology



A PUBLIC - PRIVATE PARTNERSHIP (PPP) model that combines funding from both the government and the private sector, creating a unique approach

to public-private collaboration



Job roles will include a mix of TECHNOLOGY AND MASS EMPLOYMENT JOB ROLES

IN 2023-24, GIF INITIATED COLLABORATION WITH THE FOLLOWING STATES:



PARTNERSHIP WITH HIMACHAL PRADESH KAUSHAL VIKAS NIGAM (HPKVN)

On the 14th June 2024, an **MoU¹ was formally executed between HPKVN and Generation India**.

Over a span of **5 years, the collaboration aims to empower approximately 5,000 candidates** through intensive **training initiatives**, which will include crucial aspects such as **counselling support**, enhancing the **capacity of trainers**, ensuring **quality assurance** of batches, facilitating **placement assistance**, and closely **monitoring** placed candidates for their sustained success.



UTTARAKHAND SKILL DEVELOPMENT MISSION (UKSDM)

On 19th Nov, 2024 Generation India signed an **MoU**¹ with UKSDM to enhance employment outcomes in the state through our proven Generation Methodology.

Over a span of **1.5 years, the collaboration aims to empower approximately 3,000 candidates** through intensive training initiatives, which will include both mass and technology job roles.

NAGALAND - TOURISM & HOSPITALITY SSC²

A project was undertaken covering **240 learners** was in collaboration with Tourism & Hospitality Skill Council in Nagaland in the job role of Food & Beverage Associate.



ACROSS REGIONS, AGES, AND SECTORS

IMPACT ON OUR WOMEN LEARNERS

In 2024, Generation India remained dedicated to empowering the unemployed youth in India, prioritizing gender equality across all our programmes. We rolled out various programmes that focused on preparing and placing individuals into meaningful careers, with a deliberate effort to ensure that 50% of the participants were women. These programmes were designed to bridge the skills gap and provide opportunities, particularly for women who face specific challenges in securing stable and long-term employment.

IN 2024

WE MADE A SIGNIFICANT IMPACT ON OUR WOMEN LEARNERS, WITH MEASURABLE OUTCOMES

BREADTH



Women Learners (50% of total learners in 2024)



Women learners got placed within 3 months and 84% within 6 months

DURABILITY

Overall 3 month retention rate is

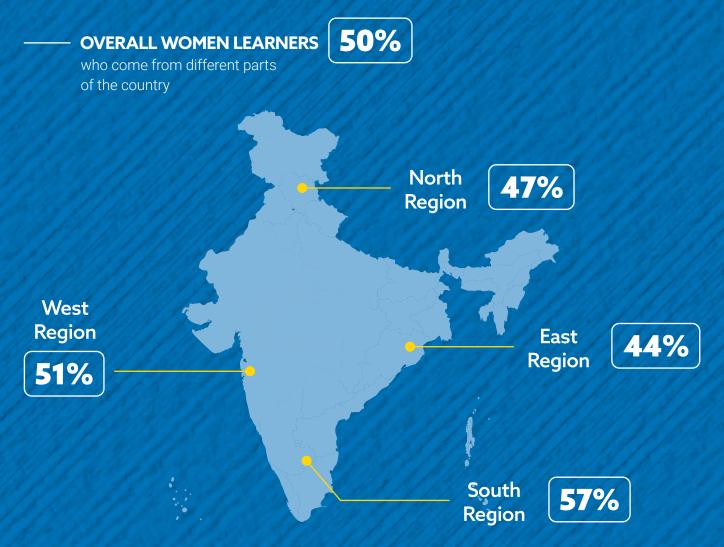


Average post - Generation income is ₹12,067 (35% increase in their pre -Generation income for those who had some employment before training)

EMPOWERING WOMEN ACROSS REGIONS

This year, we proudly piloted and launched impactful programmes across 21 states, dedicated to empowering women to thrive in fields where their presence has traditionally been limited.

These initiatives are designed to equip women with the skills, confidence, and opportunities they need to excel in their careers. By addressing challenges and fostering supportive ecosystems, we are enabling women to build meaningful careers and contribute significantly to their communities and the economy.



Empowering Women, Inspiring Communities: Alleppey's All-Women Training Centre

In Alleppey, Kerala, our training centre stands as a beacon of empowerment, **driven by women for women**. With an all-women team of trainers, placement officers, and counsellors, we are creating an environment where women not only learn but also lead.

More than 70% of our trainees at the Alleppey centre are women, who, through skill development and career training, are charting paths to brighter futures. These women are breaking barriers, excelling in their careers, and inspiring others.

This unique model fosters a culture of mutual empowerment, where women support and uplift one another, amplifying the **positive impact throughout the community.**

ALUMNI STORY

After graduating, Jincy struggled to find a stable job that could help support her family. Her family of six relied solely on her father, a fisherman, whose irregular income made it difficult to cover basic necessities. The family faced hardships and often had to rely on credit from local shops during days without any earnings.

With the determination to support her family, Jincy continued her job search and that is when she found out about Project AMBER's Customer Care Executive (CCE) programme, which was being offered at no cost.

Motivated by the opportunity, Jincy enrolled in the 3-month training programme, which offered comprehensive training in communication, customer service, and confidence-building.

During her training, Jincy faced initial difficulties with self-confidence. However, the course included several activities that helped her grow. This helped her improve both her communication skills and her overall confidence

After completing the training, Jincy attended 2-3 interviews and within just two weeks of completing the programme, she was successfully placed as a Front Office Associate. This opportunity, secured through the course, significantly impacted her life and her family.

Jincy's new job is helping her contribute to the family's income, easing the financial pressure on her father. With Jincy's steady salary, the family now has more financial stability and relief.

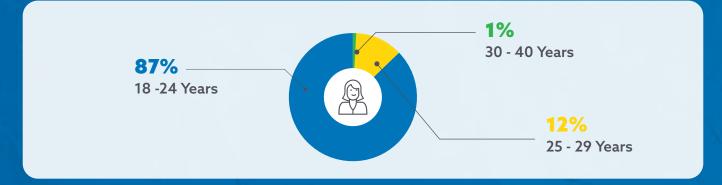
"Beside skills, the course gave me the confidence I lacked, and today, I am able to support my family and contribute to our financial well-being. Even when my father doesn't have a job, I can help ease the burden."

JINCY THOMAS Customer Care Executive Graduate AMBALAPUZHA, KERALA



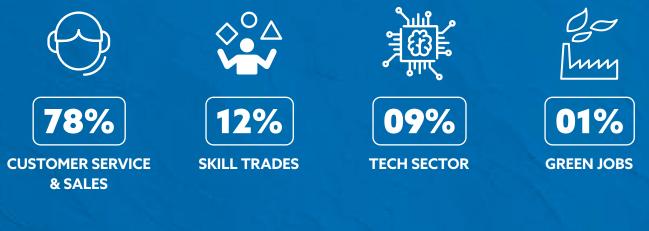
EMPOWERING WOMEN ACROSS AGES AND SECTORS

- PORTFOLIO OF OUR WOMEN LEARNERS



WOMEN ACROSS DIFFERENT SECTORS

Our methodology combines targeted skilling programmes with industry-aligned training, preparing women for roles in technology, retail, and more. This year, we launched programmes in **21 states**, empowering women to enter and excel in fields where they are underrepresented.



- WOMEN TRAINED FOR 8 DIVERSE JOB ROLES



Cloud Application Developer



Guest Service Associate - F&B* *Food and Beverage



Credit Processing Officer



Junior Software Developer 900

Customer Care Executive



Retail Sales Associate



Domestic IT Helpdesk Attendant



Solar PV Installer

INITIATIVES TAILORED TO SUPPORT AND UPLIFT WOMEN

Below are key highlights of some initiatives tailored to support and uplift women across India:

RETURNING MOTHER PROGRAMME

This programme was designed in partnership with AWS re/Start to support women re-entering the workforce post-maternity, and it provides tailored skilling opportunities. Through this programme many women are earning AWS certifications and securing placements with top employers such as Amazon, Oracle and others.

A JOURNEY OF RESILIENCE AND GROWTH: SMITANJALI'S RETURN TO THE WORKFORCE

After seven successful years in software engineering, Smitanjali chose to take a career break to care for her young child. This period of self-reflection and growth inspired her to upskill and reskill, preparing herself for a new chapter in her professional journey.

Restarting her career wasn't easy. She faced rejections that tested her confidence and determination. Yet, with each setback, Smitanjali grew stronger, learning from her experiences and steadily rebuilding her self-belief.

Smitanjali's story is a testament to resilience and renewal. Her determination, combined with the opportunities provided by the AWS re/Start programme, showcases the transformative power of upskilling.

We celebrate her success and look forward to seeing her thrive in her career!



SMITANJALI MISHRA AWS re/Start Graduate

GREEN JOBS

Breaking stereotypes, this programme empowers women to enter traditionally male-dominated fields like Solar PV.

"Coming from a lower-middle-class background, I have seen my parents work tirelessly to provide us with a comfortable life. I always wanted to support them and make their lives easier, but every time I faced rejection in interviews, it shattered me. This programme brought hope in my life, and I am so happy that I joined their Solar PV programme, where I received many opportunities to enhance my skills. I am happy that I can now share the responsibility of my parents and make them proud."



DHANYA Solar PV Graduate

INITIATIVES TAILORED TO SUPPORT AND UPLIFT WOMEN

TECH PROGRAMMES

At Generation India, we are dedicated to empowering women by providing them with the skills, confidence, and support necessary to thrive in technology roles, while promoting diversity and inclusion within the industry. A significant number of women have joined our programme, successfully completed their training, and are now embarking on impactful careers in the tech sector.

MRUNAL MUKESH ALHAT, a determined young woman from Pune, grew up in a family of four, supported by her father, an auto driver, and her homemaker mother. With a B.E. in Computer Engineering, she aspired to build a career in technology. However, the economic recession posed significant challenges, leaving her uncertain about her future.

Through the programme's expert-led training and peer-supported learning sessions, Mrunal honed her skills in cloud development. **"The trainers were incredibly supportive, and the collaborative peer sessions enriched my learning experience,"** she recalls. Armed with newfound confidence, she successfully completed the programme, ready to take on the tech industry.

Mrunal's story is a testament to how the right guidance and determination can help individuals overcome challenges and achieve their dreams.



MRUNAL MUKESH ALHAT Cloud Application Developer Programme Graduate

MENTORSHIP SUPPORT

At Generation India, we recognize the transformative power of mentorship in shaping successful careers. To empower women learners, we provide access to experienced industry mentors who offer personalized guidance tailored to their unique career goals and challenges. These mentors play a pivotal role in enhancing professional skills, offering insights into industry trends, and providing strategic advice for career advancement.

"The mentor sessions were incredibly helpful in making me more interactive and confident. My mentor's supportive approach, combined with engaging activities, boosted my confidence and helped me focus on growing my mindset within my current job environment. Initially, my family was hesitant about migration or relocating, but through discussions with my mentor and subsequent conversations with my family, I gained valuable insights that led to personal growth. My mentor's belief in me and their expert guidance unlocked my potential."



SONI SINGH Retail Sales Associate Programme Graduate

EMPLOYER SPOTLIGHT

We work closely with employers to deliver a pipeline of skilled, diverse talent that is ready to have impact. Our programme creates real business value for employers and lasting career impact for participants.

"Generation has 50% women participants in their programmes, and the women candidates we've hired from them are highly motivated and professional. They have helped us meet our diversity hiring goals. Their work readiness is impressive, and their positive attitude toward learning new things sets them apart from other learners we hire from different programmes."

PARISUDDA RAO Director, Logos Facilities (A unit of Logos Hospitality





These learners come from challenging backgrounds, but they possess incredible talent. Generation's training not only equips them with the right skills but also instills a positive outlook on life. This combination of confidence and skills makes them an excellent fit for the roles we are hiring for.

SAUMYA HR, Getlux, Palakkac

"In our industry, we face significant challenges in finding the right candidates with strong communication skills, technical expertise, and work readiness. Despite the abundance of candidates, many lack the qualities we seek. However, through our collaboration with Generation India, we are able to identify ideal candidates who excel and fulfill exactly what the industry needs in an ideal candidate. Generation India understands the industry's requirements and designs its training programmes accordingly, integrating theoretical knowledge, technical proficiency, practical experience, and communication skills. When learners from these programmes come for placements, I find that they possess all the skills we need, making them a valuable asset for us."



SUNNY KUMAR RAY Regional HR, Barbeque Nation Hospitality Ltd

In 2024, we established over 300 new employer partnerships and successfully placed our learners with more than 1,000 employers.

We are thankful to every employer who has hired from our programmes and supported these learners in their journey toward successful careers. These partnerships are crucial in bridging the skills gap and transforming lives.

FUNDER SPOTLIGHT

At Generation India, our mission to **bridge the skills gap** and **create meaningful employment** opportunities, is powered by the unwavering **support of our funding partners**. Their trust and collaboration drive our initiatives and **amplify our impact**. Here's what our valued partners have to say about their experience working with us and the transformative results of our joint efforts.

"Our partnership with Generation India Foundation is designed to bridge the skill gaps in young job seekers. By focusing on developing skills that are aligned to requirements of the industry, the programme has the potential to harness the power of our demographic dividend. The programme also provides valuable, evidence-based insights to develop informed youth skill development policies and practices."



DHRUVI SHAH Executive Trustee and CEO, Axis Bank Foundation



"Through our philanthropic initiatives in India, we aim to deliver better jobs and careers to those who are the most disadvantaged. Our collaboration with Generation India, not only achieves this impact, but also delivers it at scale that can be sustained in the long-term."

MANEESHA CHADHA Head of Global Philanthropy, Asia Pacific | JPMorganChase

KEY HIGHLIGHTS OF OUR PARTNERSHIPS

DEMAND-DRIVEN PROGRAMMES:

Designed to meet industry demands and learner needs.

SCALABLE SOLUTIONS: Leveraging

technology and processes to train at scale without compromising quality. MEASURABLE IMPACT:

Focused on outcomes that matter - employment, retention, and career growth.

4 DRIVING SYSTEMIC CHANGE:

Pioneering new financing models, and governance systems, to drive long-term impact.

THE YEAR AHEAD

As Generation India marks a decade of transformative impact, we stand at a pivotal juncture to scale our successes and shape the future of skilling in India. The year ahead presents an opportunity to deepen our commitment to what works, explore innovative avenues, and amplify our impact across the nation.

In 2025, we will embark on an ambitious scale-up, aiming to train 100,000 learners over the next two years. This effort will be driven by strengthening the capacities of new training partners and adopting a strategic, focused approach with our existing partners.

OUR VISION FOR THE YEAR INCLUDES:



By consistently delivering better employment and income outcomes compared to counterfactuals, we aim to **catalyse a systemic shift** in India's skilling paradigm—from inputs-based funding to a results-driven approach focused on sustained employment, income gains, and cost-effectiveness.

In addition, we remain committed to **engaging with our alumni** post-programme completion, fostering long-term sustainability in their career trajectories and amplifying the ripple effects of our interventions.

As we chart this forward path, our resolve to **transform lives through meaningful skilling** remains unwavering. Together with our partners and stakeholders, we look forward to building a future where every individual has the opportunity to realize their full potential and contribute meaningfully to society.



MEDIA SPOTLIGHT

AND EVENTS

generat

reneratio

3

Tene

MARIAR AND





UND

MEDIA SPOTLIGHT & EVENTS



Received the Outstanding Partnership Award at the AWS re/Start APAC. Summit 2024



Arunesh Singh, CEO, Generation India Foundation, received Indian Achievers' Award 2024



The AMBER Summit highlighted Project AMBER's achievements and featured the launch of the AMBER Report



In partnership with NSDC, we are empowering the youth of Dhenkanal, Odisha. Inauguration of the Skill India Centre by Hon'ble Shri Dharmendra Pradhan, Union Minister of Education, Skill Development, and Entrepreneurship



Generation India proudly co-hosted Charcha '24, igniting vital discussions in the skilling landscape



At "Kaushal Samwaad", where Project AMBER graduates had the chance to share their experiences and interact with Shri Jayant Chaudhary, Hon'ble Minister of State (Independent Charge)



Celebrated International Women's Day 2024 with a fireside chat on women re-entering the workforce

THANK YOU

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



GENERATION INDIA



This report is the property of Generation India Foundation. Any unauthorized reproduction, distribution, or use of this report without the written consent of Generation India Foundation is strictly prohibited.