



# India Impact Report 10 Years of Creating Change that Lasts

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# Seema's Story of Resilience and Empowerment

## Caring for three little ones on her own

Seema was just 27 years old when her husband of about the same age took tragically ill. A week later, he died in hospital. He left her bereft, with three very young children.

Her family suggested she leave her children permanently with the in-laws and move to their village to remarry. She refused, and continued living with the in-laws, even though they resented and mistreated her. Living with the in-laws meant not only relegating her life to them, but also her children's.

"After my husband died, I came to understand that the word 'support' doesn't exist in my life. My family wouldn't help me. I was thinking how will I manage with three kids, how will I raise them?"

Seema felt that her life was over. Yet she couldn't bring herself to abandon her children to either family. The only way to assure them a better life was to find work and support them on her own.

The problem was, she had no marketable skills and very little education, so she struggled to find a stable job. "Before Generation, I had no hope," she explained.

## A new beginning with Generation

Seema's decision to join the Generation India's General Duty Assistant programme marked a turning point in her life. The training and guidance she received gave her the confidence and skills needed to find a job. Upon completing the programme, Seema found a job that she has held for over a year and a half, providing her with consistent income and much-needed stability. She was able to move away from the in-law's residence and to create her own home for the children. "Generation taught me a new way of life. They taught me that with the right mindset, you can accomplish anything," Seema told us.



2017  
Cohort

## Hopeful about the future

Since completing the Generation programme, Seema's life has changed significantly. Not only has her financial situation improved, but she now feels hopeful about her future and the future of her children. With a stable job, she is now able to prioritize her children's well-being and education, and maintain a more balanced and positive life.

"I am focusing on my children's education and fulfilling their dreams. Life is a lot better, I cook what I wish, I eat what I wish, I wear what I wish. I learned to save. I learned not to give up."

## Where is Seema now?

Seema eventually left hospital work and began a new career in sales. The mindset and behavioural skills she learned at Generation proved invaluable. So she became quite successful in this new role, was promoted, and now serves as Sales Supervisor, with her own team. She remains focused on her children, and providing them with a high-quality education so that they always have more choices in life than she once did.

"Today, I am living my life on my own terms. I am no longer worried that my kids might go to bed hungry. I am focused on their education, so they can have a better life than I ever dreamed of."

# A Message from Our CEO



Over the past decade, **Generation India Foundation has worked alongside thousands of young people across the country**, supporting them to access skills, employment, and pathways to long-term economic mobility.

From learners who travel long distances to attend training, to young women entering the workforce despite social barriers, to alumni who are able to contribute meaningfully to their families and communities, these outcomes reflect the **purpose and impact of our work**.

Founded in 2015, Generation India Foundation was built on a core belief: **while talent is widely distributed, access to opportunity is not**. During this period, we have seen **increased confidence, improved employability, and sustained employment outcomes** for our learners. We have observed positive ripple effects at the family and community level, as access to stable income and career pathways **contributes to broader social and economic mobility**. Alumni consistently report that Generation provides not only employment, but a clearer sense of **career direction and long-term opportunity**.

As India advances toward a **future-ready and globally competitive workforce**, the role of high-quality skilling and employment pathways becomes increasingly critical.

The next phase of our work will focus on **strengthening systems, expanding access to future-oriented job roles, and continuing to build a strong evidence base to inform what works at scale**. We will also deepen collaboration with government, employers, and ecosystem partners to ensure alignment with national priorities and workforce needs.

We are grateful to our **government partners, funders, employers, and ecosystem collaborators** for their continued trust and partnership. Together, we remain committed to **building an inclusive, resilient workforce** - ensuring that young people across India have access to the skills, support, and opportunities required to participate meaningfully in the country's economic growth.

## **Arunesh Singh**

Chief Executive Officer  
Generation India Foundation



# Who We Are

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 driving systemic change**.

Generation India has made a significant impact on the lives of over **61,000+** individuals. This achievement is part of the larger global Generation network, which has reached over **1,47,000+** individuals worldwide, creating a ripple effect of empowerment and opportunity.

## Mission

To transform education to employment systems to prepare, place, and support people into life-changing careers that would otherwise be inaccessible.

## Vision

A meaningful career and sustained well-being for every person, anywhere in the world.



# Seven-Step Methodology

Generation India's impact is driven by a globally proven, locally adapted seven-step methodology.

This end-to-end approach ensures quality, relevance, and durability of outcomes.



# Breadth of Impact

Over ten years, Generation India has scaled its reach across the country.

Programmes across tech, healthcare, customer service, BFSI, retail, logistics, and green jobs.

**61,000+**  
Learners trained

**25**  
States

**6,700+**  
Employer partners

**300+**  
Training centres



# Depth of Impact

Generation India has delivered strong employment outcomes.

**77%**  
placed within  
3 months

**83%**  
placed within  
6 months

**96%**  
employed in  
roles aligned  
to training

**2.8X**  
wage improvement  
compared to pre-  
programme income

Employers consistently report high satisfaction with Generation graduates' readiness and professionalism.

# Durability of Impact

Long-term alumni tracking shows sustained outcomes.

**73%**

of alumni are currently employed

**82%**

of employed alumni work in high-quality jobs

**84%**

can meet daily financial needs 2-5 years post-programme

**79%**

of alumni agreed that participation in the Generation programme improved their financial situation



# Who We Serve

When selecting programme participants, we prioritize intrinsic qualities - such as grit (or 'fire in the belly') and professional fit, assessed through literacy, numeracy, and behavioural skills - over formal education or previous work experience.

**53%**  
women

**96%**  
unemployed  
before joining

**76%**  
with  
secondary  
education  
or below

**30%**  
supporting  
dependants

Majority from Tier 2, Tier 3, and peri-urban communities

# Professions- India Portfolio

To date, Generation India has successfully launched over **2,500 cohorts** across the country, delivering more than **18,925 weeks** of intensive training to equip learners with both technical and professional skills required in today's workforce. Each cohort represents a focused learning journey where participants receive structured training, mentorship, and career readiness support.

## 5 Industries

Customer Service & Sales

Green Jobs

Healthcare

Skilled Trades

Technology

## 14 Programmes\*

Retail Sales Associate

Customer Care Executive

Beauty Sales Associate

Food & Beverage Steward

Credit Processing Officer

Electric Vehicle (EV) Technician

Solar PV Installer

General Duty Assistant

Hospital Front Desk Executive

Electronic Hardware Assembly Operator

Sewing Machine Operator

Cloud Application Developer

Junior Full Stack Java Developer

IT Help Desk Associate

### Overall learners across various sectors



\*These sectors and job roles represent Generation India's historical and present portfolio

# Global Alumni Survey 2025

At Generation, we measure impact across breadth, depth, and durability. While breadth and depth reflect programme reach and immediate outcomes, durability captures long-term success by tracking sustained employment, income growth, and overall well-being.

Each year, we survey thousands of Generation graduates who are 2-5 years post-programme to understand how they are doing and what impact Generation continues to have on their lives.

## Survey findings

Generation alumni are on a path of upward economic mobility

They are employed in high-quality, life-changing careers

They are making strides towards breaking intergenerational poverty

Alumni report highly positive well-being outcomes



# Global Alumni Survey\* 2025 - India Findings

## Employment and Career Growth Outcomes

73%

alumni are **currently employed**

82%

employed alumni work in **high-quality jobs**

75%

alumni are in **jobs related to their training**

## Financial Health

60%

employed alumni earn **above a living wage**

84%

alumni can **meet daily needs**

79%

agree that participation in the Generation programme **improved their financial situation**

51%

alumni contribute to household stability by **covering expenses**

12%

women alumni are able to **pay for their children's education**

## Wellbeing & Community Engagement

88%

of alumni report **high levels of confidence about their ability to meet professional goals**

94%

of alumni report **high levels of life satisfaction and clear sense of purpose**

92%

alumni report feeling **optimistic about their future after completing GIF's training programme**



**"One of the biggest milestones for me is financial independence. I can now support my family, and we're living a more stable life."**

Mriganka Deka | Guwahati, India

Credit Processing Officer (CPO)  
programme graduate (2023 cohort)

\*This survey assesses durability outcomes of alumni who completed training 2-5 years ago.

# Mentorship Effectiveness Study

At Generation, mentorship is more than just a support tool – it is a pillar of transformation. Across our programmes, mentorship plays a critical role in empowering learners, especially those facing systemic barriers to employment. By building trust, offering personalised guidance, and fostering confidence, mentors help our learners unlock their potential.

This study showed that mentors demonstrate strong effectiveness in helping learners navigate professional challenges, resolve personal and professional issues, and build skills for long-term career success.

Mentorship programme demonstrates a robust impact on learners, fostering high levels of satisfaction and encouraging strong recommendations for future participants.

**97%**

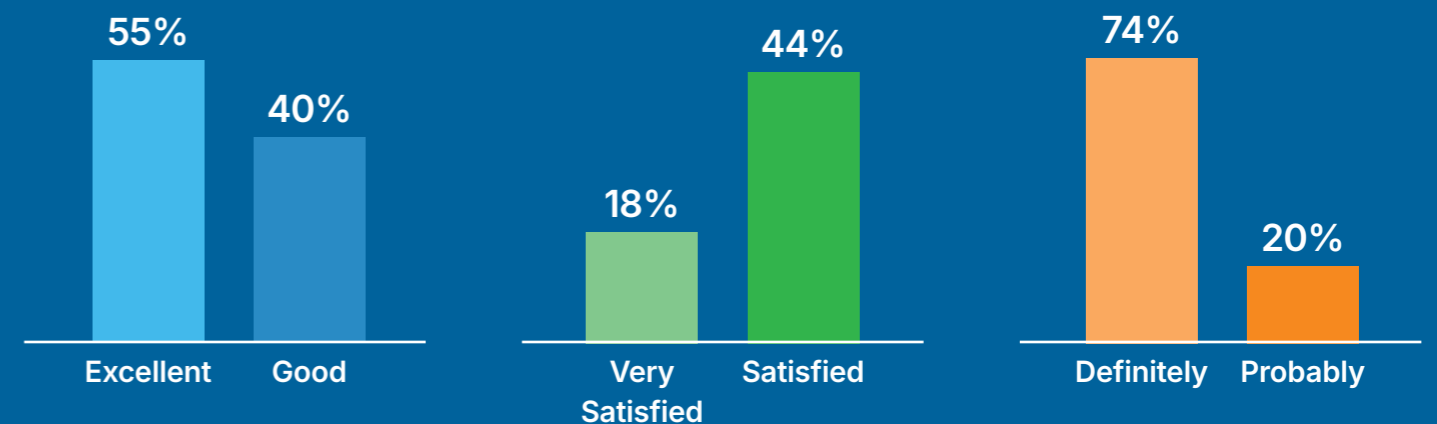
of learners reported positive feedback on mentors' ability to listen and understand their concerns.

**93%**

of respondents rated their mentors as "Effective" or "Very Effective" in supporting their professional growth and development.

**90%**

of participants rated their mentors as "Effective" or "Very Effective" in providing overall guidance and support beyond just professional growth.



Mentorship satisfaction during training

**95%**

of learners rated it as either excellent or good.

Post placement mentorship satisfaction

**62%**

of respondents found, post placement mentorship satisfactory

Mentorship recommendation for future

**94%**

of respondents expressed a willingness to recommend this mentorship programme

# Mathematica Impact Assessment of Generation Programmes in India

Mathematica, a global research firm, conducted a multi-year impact evaluation of Generation programmes in India in 2022 and 2023.

The study\* assessed Generation's impact outcomes for learners, employers, and delivery partners using a quasi-experimental design in India by comparing outcomes for Generation learners to those in public training programmes for the same or similar professions.

## Key findings



**66%** of our graduates found employment within **90** days of graduation vs **21%** in the comparison group, a **3X** multiple



**85%** of Generation graduates were employed in jobs directly related to their Generation training, while **51%** in the comparison group were able to do so



**14-38%** higher wages earned by Generation graduates than the comparison group at three to six months post programme, varying by profession



**44%** of Generation graduates continued to be employed at **~15** months after graduation versus **25%** among the comparison group. Mathematica was able to conclude with reasonable confidence that the positive difference in employment of **19** percentage points between the two groups is attributable to Generation's methodology



About **8** in **10** employed female Generation learners were economically empowered (i.e., they provided input into most or all decisions about how to spend earnings)



Generation programmes are more cost-effective than those of the comparison group – the cost per percentage point of long-term employment achieved and the cost per dollar of average learner earnings are both **30%** lower for Generation programmes than for government-funded programmes



# Return on Investment (ROI) for Employers for Generation India recruits

This study examined the financial and operational impact employers experience when hiring Generation India graduates across Retail Sales Associate (RSA), Food & Beverage (F&B), and Tech roles.

## Overall Findings – Why Employers Keep Hiring Generation Graduates



Findings from this **employer ROI study** showed that hiring Generation India graduates leads to measurable cost savings, increased revenue in mass hiring roles, and consistently higher ROI, highlighting the clear business value of Generation-trained talent.

## Cost Savings per Recruit

### Retail Sales Associate

Lower advertisement and screening costs, reduced attrition-related expenses, and nil travel costs.

**₹24,580**

saved, per recruit.

Reduced on-the-job training and recruitment expenses, with no travel costs

**₹27,580**

saved, per recruit.

### Food & Beverage (F&B)

### Tech Roles

The highest savings, driven by sharply lower advertisement and travel costs, and reduced attrition

**₹72,161**

saved, per recruit.

## Overall Employer Value Added

Generation India-trained talent created measurable financial impact at scale:

### Food & Beverage (F&B)

**₹9.9 Cr**

total annual value

### Retail Sales Associate

**₹21.8 Cr**

total annual value

# Generation's First Decade of Impact

Our journey has been defined by a single purpose: **enabling economic mobility through skills, opportunity, and meaningful employment.** This milestone reflects the collective effort of our learners, alumni, employers, funders, and teams—whose belief in the power of skills has helped transform lives, strengthen families, and contribute to a more inclusive workforce.

## 2015

Generation India began its journey in 2015

## 2016

Conducted its first 'Return On Investment' study

## 2017

Launched the first paid employer partnership

## 2018

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

## 2019

Partnered with 'IKEA', one of the largest anchor donors, providing support for a span of four years

## 2020

Launched an online upskilling module for nurses, targeting COVID preparedness

1,19,000+ nurses were trained under this initiative

By 2020, we were able to train 2400 learners under the PMKVY\* initiative with NSDC

\* Pradhan Mantri Kaushal Vikas Yojana



## 2021

Launched **PROJECT AMBER** (Accelerated Mission for Better Employment and Retention), a joint initiative of Ministry of Skill Development and Entrepreneurship (MSDE), NSDC and Generation India Foundation under Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) - a World Bank funded MSDE programme to train 30,000 learners

## 2022

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

## 2023

Forayed into Green Jobs  
Trained over 20,000 learners during this year

## 2024

Celebrated a key milestone of 50,000 Generation India Graduates  
Initiated state partnerships with Uttarakhand Skill Development Mission (UKSDM) and Himachal Pradesh Kaushal Vikas Nigam (HPKVN)

## 2025

Partnered with various State Skill Development Departments  
Tamil Nadu Skill Development Corporation (TNSDC)  
Skills, Employment, Entrepreneurship and Innovation Department (SEEID), Govt. of Maharashtra  
Uttar Pradesh Skill Development Mission (UPSDM)

**In 2026, we further strengthened our Government engagement by forging new state partnerships with Rajasthan Skill & Livelihoods Development Corporation, Jharkhand State Development Mission Society, Meghalaya State Skill Development Society, expanding opportunities for youth through outcome-based skilling programmes.**

Information updated as of February 10, 2026.

# Celebrating Our Learners' Growth

FROM THEN **TO NOW** A Journey of Purpose and Progress

Over the past ten years, thousands of learners have transformed their lives by joining Generation India programmes. Their resilience and determination are reflected in their success stories, which continue to inspire us to advance our mission.



## 2015 Cohort

### Sandeep

GDA Graduate, Haryana  
Currently working at **IBS Hospital**,

"When I enrolled with Generation India, I wasn't thinking about long-term goals. I just wanted to break out of the routine I was stuck in. But Generation India gave me a starting point, I kept moving forward, step by step, from my first job as a Nursing Assistant to where I am now."

"Today I'm working as a Radiographer and have a stable career. The biggest change for me wasn't just getting a job, it was gaining confidence, and learning how to grow with purpose."



## 2016 Cohort

### Sunita

GDA Graduate, New Delhi, Currently working at **Max Hospital, New Delhi**

"When I joined Generation India, I was looking for an opportunity to build a better future for my children and myself. The training gave me new skills, confidence, and a clearer sense of purpose. Getting placed right after the programme showed me what's possible with the right guidance. Today, working in healthcare, I'm proud of the stability and future I'm building."

"Today, as I work in healthcare, I see how important that first step was. It gave me more than a job, it gave me confidence, stability, and hope for the future."



## 2017 Cohort

### Perumal

GDA Graduate, Tamil Nadu, Currently working at **Apollo Speciality Hospital**

"Working in the healthcare sector has taught me that every act of care, no matter how small, can bring hope to someone in pain. My journey with Generation India gave me more than skills; it gave me the confidence to serve with empathy and dignity."

"Today I'm proud that my work not only supports my family but also makes a difference in the lives of patients every day. This is more than a job, it's my way of giving back to the community."



## 2018 Cohort

### Monu

GDA Graduate, Uttar Pradesh, Currently runs his own **Healthcare Service**

"I had always been interested in the healthcare sector, but I didn't feel qualified. Generation India showed me there was another way to begin, and I learned how to care for patients the right way and also learned how to think beyond the job, how to start something of my own."

"Generation India gave me the skills, the structure, and the confidence. Today, my business is running well, and my family's financial condition has improved significantly."



## 2019 Cohort

### Suvam

F&B Associate Graduate, West Bengal, Currently working at **Bombastic Supper Club**

"Before Generation India, I attended many interviews but kept hearing the same thing: I wasn't ready for the job market. That's when I knew I had to do something different. The training gave me not just technical skills, but also the confidence to approach interviews and work in a fast-paced environment. Joining Generation India changed everything for me."

"The skills and support I gained from Generation India continue to guide me. I'm proud of how far I have come, and I know there's more ahead."

# FROM THEN **TO NOW** A Journey of Purpose and Progress



## 2020 Cohort

### Sharmila

F&B Associate Graduate, West Bengal,  
Currently working at **VRO Hospitality Pvt Ltd**

"Before I joined Generation India, I spent a year searching for work, but every opportunity seemed out of reach. The training programme helped me see what I was capable of. I became more confident, more responsible, and I learned how to communicate and work with people in a professional space, things I had never experienced before."

"Now, I'm proud to say I have built a stable career that allows me to support my family and plan ahead for my future. The right skills can do more than just get you a job, it can change the way you think, the way you lead your life."



## 2021 Cohort

### Gopi

JFSJD Graduate, Andhra Pradesh,  
Currently working at **EY**

"I was ready to work hard, but I needed the right skills to match what companies were looking for. Getting placed at EY was a proud moment, not just for me, but for my entire family. Generation India gave me more than skills; it opened up opportunities I once thought were out of reach. It showed me how continuous learning can unlock new possibilities."

"Today, my goal is to continue developing my skills and advancing in my profession. There's a lot to look forward to."



## 2022 Cohort

### Kratika

Retail Sales Associate Graduate,  
Rajasthan, Currently works at **Haier**

"After joining Generation India, I learned how to speak with customers and how to carry myself at work. Earlier, I was only thinking about earning and supporting my family. But through the training, I learned much more than just job skills, I learned to speak confidently, manage my earnings, and stay focused on my goals."

"Today, I'm earning, helping my family, and even saving for my future studies. I've realized that having the right skills can change how you see your future."



## 2023 Cohort

### Mriganka

CPO Graduate, Assam,  
Currently working at **ICA Edu Skill**

"When I look back at my journey before Generation India, I remember feeling lost, despite having a degree. It was a complete shift in how I approached life and work."

"Today, I'm supporting my family and building a career I'm proud of. But beyond that, I now have a mindset of continuous growth and resilience. Generation India gave me that mindset, and it's something I'll carry with me throughout my life."



## 2024 Cohort

### Ashish

RSA Graduate, West Bengal,  
Currently working at **TATA Westside**

"Looking back, I remember the frustration of feeling stuck. Despite having a degree, I couldn't find a way forward. Generation India changed that by giving me clear direction and teaching me time management, communication, and how to face challenges with focus and patience."

"Today, working in my first job has given my family and me a sense of security I never had before. This experience has taught me that success is not about shortcuts or quick fixes, it's about commitment, self-improvement, and trusting the process."



## 2025 Cohort

### Pallavi

AWS re/Start Graduate, Maharashtra, Currently working at **MPHATEK SYSTEM Pvt Ltd**

"Even after completing my B.Tech, finding a job wasn't easy, and I felt stuck while others moved ahead. Generation India's AWS re/Start programme gave me strong technical skills along with communication, problem-solving, and interview preparation. With their placement support, I secured my first job and began earning independently."

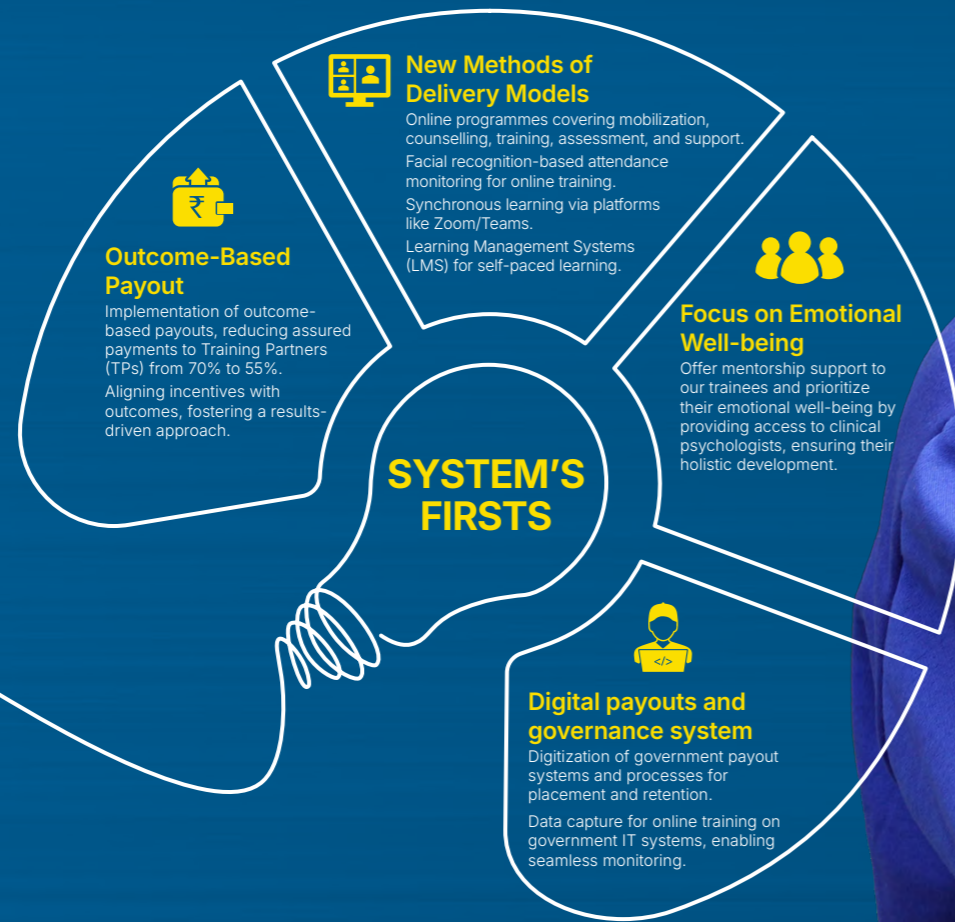
"Now, I live independently in Pune, and I can support my family back home. For me, this is just the beginning of my journey, and I'm proud of how far I have come."

# Project AMBER in India

Project AMBER (Accelerated Mission for Better Employment and Retention) was a joint initiative of Ministry of Skill Development and Entrepreneurship (MSDE), National Skill Development Corporation (NSDC) and Generation India Foundation (GIF) under Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP)—a World Bank funded MSDE programme. The project improved employment and retention outcomes for 30,000 trainees using Generation’s 7-step methodology, targeting 50% women participation.

## 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.



# Our State Government Partnerships

Generation India is now scaling its impact through deeper collaboration with state governments. We have partnered with various State Skill Development Departments to embed Generation's proven skilling approach within public systems.

This collaboration leverages Generation's globally validated 7-step methodology to strengthen state skilling ecosystems and ensure that more young people gain access to meaningful employment opportunities.

## Uttar Pradesh

Initiated state partnerships with Uttar Pradesh Skill Development Mission (UPSDM) to train 25,000 youth.

## Maharashtra

Initiated state partnerships with the Skills, Employment, Entrepreneurship and Innovation Department (SEEID) to train 45,000 youth.

## Jharkhand

Initiated state partnerships with the Jharkhand State Development Mission Society (JSDMS) to train and certify 25,000 youth.

## Rajasthan

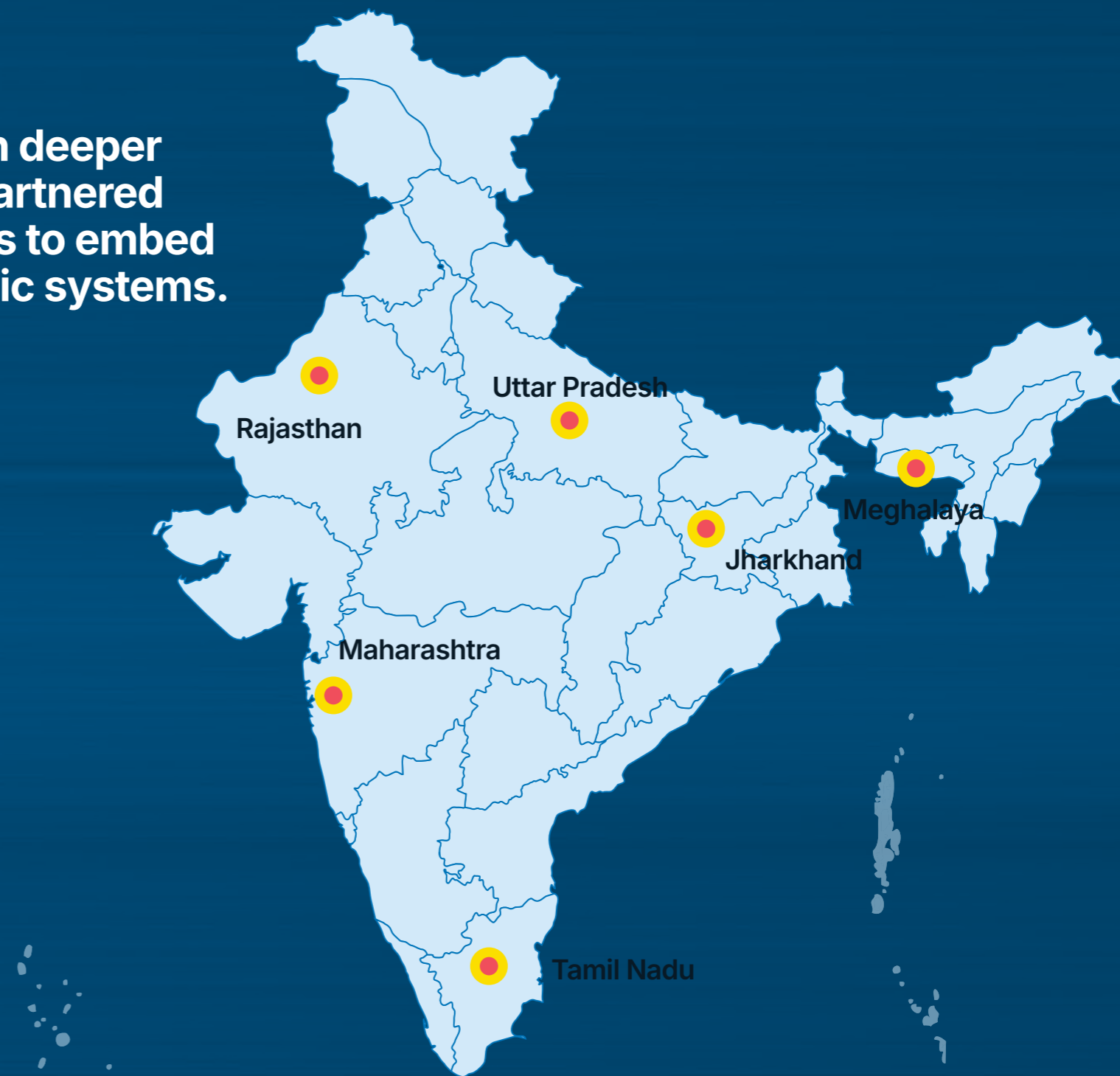
Initiated state partnerships with Rajasthan Skill & Livelihoods Development Corporation (RSLDC) as part of a consortium supporting the state's vision for job creation, skilled workforce development, and inclusive economic growth.

## Tamil Nadu

Initiated state partnerships with Tamil Nadu Skill Development Corporation (TNSDC) under the flagship Vetri Nichayam initiative to empower 35,000 youth.

## Meghalaya

Signed an MoU with Meghalaya State Skill Development Society (MSSDS) to strengthen employability and drive improved employment outcomes for 30,000 youth.



Information updated as of February 10, 2026.

# Awards & Recognition

Generation India has been recognized by a wide range of leading organisations for our work.



NGO of the Year 2022



Mahatma Award for Quality Education 2022



Brand Impact Award 2022



Best NGO of the Year in Skill Development 2023



Outstanding Partnership Award - AWS re/Start APAC CO Summit 2024



NGO of the Year 2024



Most Impactful NGO of the Year 2025



Mahatma Award for Social Good and Impact 2025

# Our Thank Yous

Our impact is strengthened through current partnerships with:

## Government Partners



## CSR and Philanthropic Funders



## Employers - who have hired from our programmes

Barbeque Nation Hospitality Limited | Compass India Support Services Pvt. Ltd. | Cogent E Services Pvt Ltd.  
 Capgemini Technology Services India Limited | Della Resorts | Logos Facilities | Mahindra Teqo Private Limited  
 Trent Limited ( Westside, Zudio, Misbu) | Sodexo Food Solution India Private Limited | HDB Financial Services  
 Limited | Taurus BPO Services | Tech Mahindra Limited | Verizon Data Services India Private Limited  
 NTT Managed Services India Private Limited | Kronos Solutions India Pvt. Ltd. a UKG company  
 Reliance SMSL Limited | Digitide Solutions Limited | Cinepolis India Private Limited

**Governments | Generation India**

[Click here for more info](#)

If you would like any further information, please reach out to [dipti.singhal@generation.org](mailto:dipti.singhal@generation.org). The figures stated within this publication are approximate and have been rounded to the nearest whole number or percentage point. Data correct as on 31<sup>st</sup> December 2025

# Looking Ahead: India 2030 Strategic Priorities

**As we look  
to the future,  
Generation India  
will focus on**

- > Scaling high-quality skilling delivery
- > Deepening government partnerships
- > Expanding training in high-growth sectors and emerging job roles
- > Strengthening employer pipelines
- > Advancing research and evidence
- > Enhancing our curriculum and training delivery through the integration of basic AI components

# Supporting Generation



**You can support  
Generation India by**

- > Hiring our graduates
- > Funding skilling programmes
- > Partnering on research and innovation
- > Volunteering as mentors

**Together, we can build a more inclusive, future-ready workforce for India.**

**Generation India**  
**[www.india.generation.org](http://www.india.generation.org)**



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