

How we helped youth from disadvantage backgrounds find meaningful employment by equipping them with the right skills

Synopsis:

The customer is one of the leading private NBFC Company and aims to empower individuals in the rural and semi urban geographies by providing finance for a wide range of vehicles, home development requirements and many other diverse endeavors. It utilizes part of their CSR funds for various skilling initiatives. Quite a lot of these skilled participants are also absorbed by the client depending on their need and requirement.

The Situation:

Build a pipeline of suitable and job ready employee for the job roles that the client is interested in and provide the beneficiary with an opportunity to sustain their livelihood

The Solution:

e2E Academy used a MTP model –Mobilize-Train-Place to deploy this project. Economically and socially backward job seekers were mobilized through field mobilizations, partner networks, job melas. Interested job seekers were screened for eligibility, need, interest, attitude and aptitude. Shortlisted candidates were then scheduled for training. Instructional Design based program aligned with NOS (National Occupational Standards) and Job role specifications was developed to train the candidates on the basic understanding of BFSI segment, financial products and selling skills. At the end of the program the candidates were assessed by a third party and certified. Certified candidates were then put for an interview with the client. Candidates not selected by the client were provided placement opportunity with other NBFC companies.

The Impact:

1163 beneficiaries were trained and 400 beneficiaries placed with the client and another 200 with other NBFC clients of TMI