

IMPACT ASSESSMENT REPORT FOR THE NUDGE FUTURE PERFECT

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01. ABBREVIATIONS

NGO	Non-Governmental Organization
CSR	Corporate Social Responsibility
CFR	Common European Framework for Reference
SDG	Sustainable Development Goals
YAP	Youth Awareness Project

02. EXECUTIVE SUMMARY

Project Background

The Mphasis FI Foundation, in collaboration with The Nudge Foundation, launched the Future Perfect Program to tackle the issue of gendered unemployment of youth, specifically targeting women students from underprivileged backgrounds. The program aimed to train and place 3780 women students, improving their employability through building their proficiency in English language communication and life skills from 2019-2022. Building on the deeper understanding of the employability gap, the program focused on English communication, a 21st-century skill for youth between 18-29 years of age, in Karnataka and Tamil Nadu. The program's multifaceted target intervention, through its 2-month training and 3-month employment support program, was able to train 3,769 youth in formal workforce skills and facilitated upward social mobility.

Project Activities



Engaging and mobilising women students from lower-income families through strategic mapping of government colleges and impactful social media outreach.



Empowering 3,769 underprivileged youth by onboarding them to the Future Perfect app, ensuring access to attendance tracking and curated CFR-aligned content delivery.



Delivering immersive English learning solutions and essential 21st-century skills through a blend of online resources and expert-led weekly training sessions.



Implementing rigorous assessments based on the Common European Framework for Reference of Languages to gauge proficiency levels and track progress.



Creating awareness about English language proficiency and employment prospects through the innovative Youth Awareness Project (YAP) on Instagram.



Harnessing technology by introducing a pioneering WhatsApp-bot-led English learning program tailored for low-bandwidth regions, alongside fostering a vibrant spoken English community on Telegram.



Providing invaluable support during placement interviews through the dedicated 'lifeguard team' aimed at overcoming interview-related challenges and enhancing employability.

Project Details



Year of Implementation

1st October 2019 to 31st March 2023



NGO partner

The Nudge Foundation



Year of assessment

FY 2023-24



Budget

45,943,570/-



Project location

Karnataka and Tamil Nadu



SDG Goals



Design Snapshot



Project Name

Future Perfect Program



Research Design

Descriptive and Interpretive research design



Sampling Methodology

Purposive and random sampling



Sample Size

150 youth from underprivileged communities

- 111 female youth
- 39 male youth

Key Output



Low-income communities were engaged through carefully planned digital marketing strategies.



Through evaluation and alignment of students' aspirations, a structured 9-week program training was given.



The students' proficiency in English communication skills and 21st-century skills were enhanced.



Youths were made aware of employment opportunities and educational content through the Youth Awareness Project (YAP).



Provided accessible and engaging education, leading to positive user experiences.



Underprivileged youth, especially women, were made life and job-ready.

Key Impact



Empowered women to achieve financial independence and self-sufficiency, benefiting both themselves and their families.



Addressed socio-economic disparities by creating sustainable sources of income.



Enhanced digital infrastructure to boost employability among youth, particularly focusing on empowering women.



Fostered inclusivity and equity by narrowing social and economic divides, with a focus on underprivileged youth, particularly women.



Promoted upward social mobility through increased income levels and expanded job opportunities.

CHAPTER 3

INTRODUCTION

BACKGROUND AND NEED OF THE PROGRAM

India provides one of the largest human resources to the global market, which has been transforming over the past several years, with a major shift from qualification to skills. However, India experiences a talent and skill deficit, which makes it difficult for youth to find employment. This deficit is further intensified for underprivileged youth who are unable to access these skills, making it difficult for them to come out of generational poverty.

Capitalising on the insights from the Future Perfect online skilling model through the support of Mphasis FI, TheNudge has meticulously crafted a targeted solution aimed at equipping the youth with essential skills. The Future Perfect model, supported by the Mphasis FI Foundation, has been designed to foster sustainable socio-economic advancement by addressing existing disparities. Through conscientious research and development, the focus was on empowering young individuals with the competencies necessary to navigate and succeed in today's dynamic socio-economic landscape, thereby promoting long-term upward mobility. Future Perfect is an intensive online program spanning 160 hours, led by trainers over a period of 2 months or approximately 9 weeks. The curriculum is designed to enhance employability in the service sector, concentrating on the mastery of English communication alongside vital 21st-century skills.

OBJECTIVES OF THE PROGRAM



To strategically map government colleges and harness social media channels to engage and mobilise women students from economically disadvantaged backgrounds.



To onboard 3,780 underprivileged youths onto the Future Perfect app, providing them with access to high-quality, CFR-aligned educational content.



To offer a comprehensive English language learning experience and cultivate essential 21st-century skills through a combination of online materials and weekly interactive training sessions.



To enhance the job readiness of candidates through the establishment of a dedicated 'lifeguard team'.

ABOUT MPHASIS FI FOUNDATION

The Mphasis FI Foundation, having its registered office in Bangalore, functions as a distinct charitable entity. MphasisFI has always fostered the holistic progress of communities. Positioned at the forefront of introducing solutions powered by technology, Mphasis' commitment to social responsibility emphasises support for groups that are often marginalised or face economic challenges. Through innovative and technology-centric approaches, their efforts span critical areas such as promoting quality education, enhancing livelihood and financial stability, inclusion of minority demographics, and environmental protection to promote climate resilience. Mphasis' outreach in CSR endeavours not only covers its operational territories but also extends to regions in India.

ABOUT NGO PARTNER

The/Nudge Institute is a premier non-profit organisation that has critically impacted the Indian social scenario with its transformative work on poverty alleviation, empowering disadvantaged youths, and bridging the skill gap in the current market. They have played a catalyst role in large-scale social transformation by closely partnering with government, market, and civil society. With the focus on providing "resilient livelihoods for all", The/Nudge Institute, along with its partners, has made a long-term commitment to help both urban and rural poor through its livelihood programs. The/Nudge, through its multipronged approach, targets marginalised social groups to elevate them from poverty and bridge economic disparities. Future Perfect initiative is one such program, supported by Mphasis FI, with targets gendered nuance of economic disparities.

CHAPTER 4

RESEARCH METHODOLOGY

Mphasis FI Foundation commissioned SoulAce to conduct an impact assessment study to evaluate the immediate and enduring impacts of the program implemented under the capacity development CSR theme. The impact assessment study was conducted in the fiscal year FY 2023-24.

OBJECTIVES OF THE STUDY



To assess the immediate impacts of the program implemented.



To evaluate the enduring impacts of the program over time.



To measure the effectiveness of the program in achieving its intended goals and objectives.



To identify strengths and areas for improvement in the program's implementation.



To provide recommendations for enhancing the program's impact and sustainability.



To recommend a way forward for better and impact implementation of the program.

DEFINITION OF RESEARCH

Research can be stated as a logical and systematic search for new and useful information on a particular subject matter. Social science research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimise bias and subjectivity. It is contrary to writing something based on assumptions or speculations. Though information on certain facts can also be gained through common sense and based on general observation and hearsay, those facts will not be considered valid until they have been obtained in a methodical manner, which can stand the test of time. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability and transparency. The identification of the research problem provides the starting point of research, which is then defined and redefined through a proper review of the literature on the problem or deliberations with research experts and knowledgeable others in the subject matter of interest. Each research problem has a multitude of perspectives and dimensions, and research cannot cover all of those in a single study. Thus, we need to delimit the research problem into a 'measurable problem and formulate objectives, make decisions on the research design, sample design, type of research instruments for collecting the data, and how these data can be edited, coded, classified, tabulated, and interpreted so that findings and conclusions can be reached'. Every research needs to have a proper methodology to foresee the problems that could arise in the process and steer through it in a proper direction without losing focus.

KEY STAKEHOLDERS



Youth



Trainer



NGO partner and
Project team

USE OF MIXED METHODOLOGY FOR MAXIMUM INSIGHTS

The research problem pertained to assessing the impact of this initiative on local communities. The project's success lies in recognising the importance of education as a catalyst for positive societal change.

APPLICATION OF QUANTITATIVE TECHNIQUES

A quantitative study is needed when the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. In quantitative research, standardised instruments such as questionnaires and interview schedules are employed to collect data. Though the information that is obtained is easily amenable to various statistical measures and tests, quantitative information has its own limitations. It can uncover only the surface phenomena. It is unable to penetrate beneath the surface and identify what is hidden. In this study, to assess the impact, structured tools like the interview schedule administered were used. This helped in obtaining quantifiable information.

APPLICATION OF QUALITATIVE TECHNIQUES

Qualitative research can only unravel enriched and hidden information that may not be evident on the face of it. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. For better accuracy, to ensure anonymity, and at the same time, to cover a larger sample population, quantitative techniques were used. Qualitative techniques of interviews with key stakeholders and interviews with program staff were adopted for a better understanding of the problem alongside quantitative research.

PROJECT EVALUATION FRAMEWORK

After the collection of relevant information and perceptions through interviews, the OECD framework was applied, and it has six evaluation criteria - relevance, coherence, efficiency, effectiveness, impact, and sustainability for each of the indicators.



ENSURING TRIANGULATION

Triangulation was needed to increase the credibility and validity of the research findings. It was also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research have been verified with the insights from qualitative research, and the report has also been structured to reflect this point.

Research Design



Name of the project

Future Perfect



Implementing agency

The Nudge Life Skill Foundation



Research Design Used

Descriptive research design



Sampling Technique

Purposive and stratified random sampling



Qualitative Methods Used

Semi-structured interview

STUDY TOOLS

Tools used during the study

SoulAce has developed a mobile application platform for quantitative data collection. The field team used this app to undertake the study. This application has real-time data entry and data upload features with GPS location details along with a questionnaire for interaction with the project beneficiaries; the application has a provision to take pictures of each respondent.

Primary data was collected using two types of questionnaires.

Questionnaires for primary beneficiaries

Structured questionnaires were developed, and the project details for each of the focus areas were reviewed. Indicators were pre-defined before conducting the surveys.

Questionnaires for secondary beneficiaries and stakeholders

Semi-structured questionnaires were developed for each type of sample of this group. Stakeholders were identified across the focus areas.

One-on-one discussions were done with beneficiaries to prepare case studies.

ENSURING COMMITMENT TO RESEARCH ETHICS



Anonymity

Anonymity refers to not revealing the identity of the respondents. This research study strictly does not reveal the identity of respondents unless the same is warranted for the illustration of success stories or case studies. After the research was completed, the study did not reveal which individual respondents answered which question in what manner.

The results were revealed only as an aggregate, so no one would be able to single out the identity of a particular respondent. This was required to not break the trust of the respondent by not revealing the individual identity.



Confidentiality

Research subjects participate in the process only based on the trust that confidentiality is maintained. Hence, the research would not reveal any data regarding the respondents for purposes other than the research study.



Non-Maleficence

Research would not lead to harm to the research subjects. This study ensured that the respondents were not harmed in any way.



Beneficence

Any research study should have some benefits for the respondents. This research study also ensures that individuals, groups, and communities benefit and their well-being is enhanced.



Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

CHAPTER 5

KEY STUDY FINDINGS AND IMPACT

This chapter explores the tangible and intangible impacts generated through the Future Perfect program through enhanced employability skills of underprivileged youth to facilitate their social mobility in Karnataka and Tamil Nadu. Through an in-depth examination of both numerical and descriptive data, various significant effects have been identified, underscoring the program's success in tackling skill and class inequalities and fostering the development of youth.



BENEFICIARY DEMOGRAPHY

CHART 1: GENDER DISTRIBUTION
HOLDER

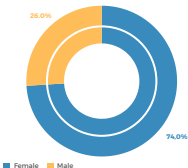
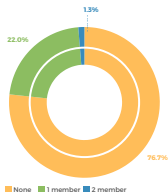


CHART 2: FEMALE INCOME



The data analysis indicates a predominance of female participants, accounting for 74.0%, and highlights that 76.7% of these participants come from families without a female income earner. This demonstrates the program's objective of reaching its intended female beneficiaries was met and also points to a gender imbalance in the economic contributors within the participants' family structures.



PRE-INTERVENTION STATUS

Before the intervention, the beneficiaries from underprivileged backgrounds faced significant barriers to accessing high-quality skill development necessary for improving their employability. The formal education they had received, often characterised by limited resources and outdated curricula, did not equip them with the skills demanded by the modern workforce. This gap between their educational background and the requirements of potential employers left many unable to secure meaningful employment, further perpetuating the cycle of poverty within their communities. The lack of exposure to current industry practices, coupled with insufficient opportunities for practical learning, meant that these individuals were often overlooked in the job market despite their eagerness and potential to contribute productively.

CHART 3: OCCUPATIONAL STATUS BEFORE JOINING THE COURSE

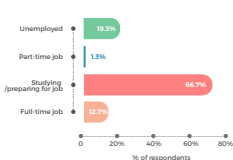
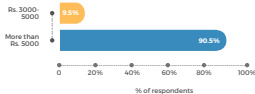


CHART 4: INCOME BEFORE JOINING IF PREVIOUSLY EMPLOYED



The data highlights the occupational status of participants before the intervention, showing that a significant majority (66.7%) were either engaged in preparing for employment or pursuing studies, while 19.3% were unemployed. Only a small fraction, 12.7%, held full-time jobs, indicating that full employment among participants was relatively low. Among those who were employed, the majority earned more than 5000 monthly, suggesting a baseline level of income for this group. This distribution sheds light on the urgent need for targeted skill development and employment support, as it reveals the potential workforce readiness within the participant group and the opportunity to significantly improve their employment status and earnings through the intervention.

KEY PROGRAM INPUTS AND ACTIVITIES

ORIENTATION AND PRE-ENROLLMENT



Outreach: The outreach team, primarily through digital marketing and an organic Instagram channel, targeted low-income communities.



Pre-Enrollment Process: Initial contact includes an introduction to the organisation and an understanding of the student's goals, ensuring commitment to a 9-week course.

TRAINER AND STAFF SUPPORT



Active Trainers: 20-25, with an additional 20-25 standby trainers.



Admission Team: Handles admissions counselling, outreach, verification, and selection processes.

COURSE CONTENT AND DELIVERY



Content Creation: In collaboration with product teams, content designers, and developers, ensuring relevance and engagement.



Content Delivery: Through activity-based learning including role play, games, situation-based activities, breakout rooms, and group presentations.



Provision of comprehensive English learning experiences and vital 21st-century competencies through integrated online materials and regular sessions facilitated by specialists.



Assessment Shifts: Designed around the Common European Framework of Reference (CEFR) with baseline and end-line assessments.

INTEGRATION OF TECHNOLOGY



Social Media Awareness Campaigns: Development and usage of Youth Awareness Project (YAP) on Instagram to elevate awareness about the importance of English language proficiency.



Glow chatbot: Introduction of a cutting-edge WhatsApp-bot-led English learning initiative, specifically designed to deliver effective language training in areas with limited internet bandwidth, ensuring wider accessibility.

PLACEMENT SUPPORT



LifeGuard Engine Team: Offers post-graduation tracking of students' growth, needs, and employment or educational status.

CHAPTER 6

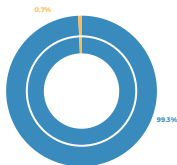
KEY PROJECT IMPACT

The key project impact encompassed transformative changes in enhancing employability scope and building long-lasting skill among underprivileged youth.



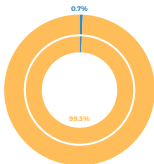
TYPES OF SUPPORT AND ACCESSIBILITY

CHART 5: PRE-ENROLMENT PROCESS



■ Telephonic conversation with the tele caller ■ Physical visit at the centre

CHART 6: DISTRIBUTION OF CONTENT DELIVERY THROUGH FUTURE PERFECT APP



■ No ■ Yes

CHART 7: DISTRIBUTION FOR A WEEKLY SESSION

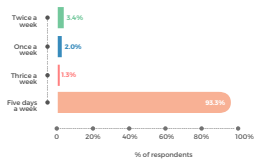


CHART 8: GRAPHICAL REPRESENTATION OF NO. OF MOCK SESSIONS

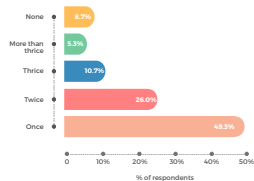
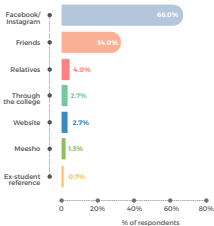


CHART 9: GRAPHICAL REPRESENTATION OF THE SOURCE OF INFORMATION ABOUT THE PROGRAM



The provided support encompassed mobilisation, pre-enrollment orientation, content delivery, and assessments through accessible means. The data highlights that 99.3% of participants received telephonic pre-enrollment sessions, and the same percentage reported receiving sufficient content through the Future Perfect App. Additionally, 93% of participants attended the five-day weekly sessions, and 50% participated in at least one mock session. These findings underscore high enrollment rates and the consistency of support provided to beneficiaries.

A significant majority (66%) of participants, which represents the majority, learned about the program through Facebook or Instagram, indicating the success of the youth-targeting strategy.



SESSION DELIVERY AND COURSE CONTENT

The sessions were conducted weekly, adhering to a carefully crafted, activity-based curriculum delivered digitally. Each session lasted between 2 to 4 hours, depending on the content. In addition to English communication and 21st-century skills, the curriculum included supplementary courses such as resume preparation, dressing sense, and professional etiquette. These additional courses were designed to enhance the job readiness of the beneficiaries.

CHART 10: GRAPHICAL REPRESENTATION SPEAKING PRACTICE CLASS

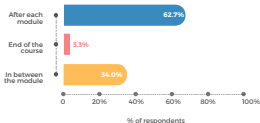


CHART 11: GRAPHICAL DISTRIBUTION OF DURATION OF CLASS

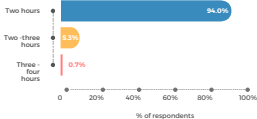
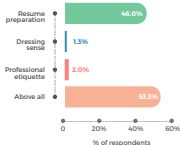


CHART 12: ASSOCIATED COURSES GUIDED IN THIS COURSE



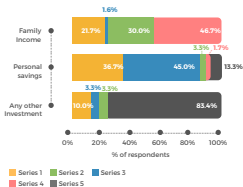
The data highlights the active participation of participants in various aspects of the program aimed at enhancing their English-speaking skills. Specifically, 62.7% attended spelling practice classes after each module, indicating their proactive approach to improving their language skills. Furthermore, 34.0% attended speaking classes between modules, underlining the perceived benefit of these sessions.

The high attendance rate, with 94% of participants attending at least two hours per session, reflects the engaging nature of the sessions and the commitment of the participants. Additionally, the availability of aligned courses, such as resume preparation, was well-received, with 53% of participants attending all courses and 46% attending the resume preparation courses. This data suggests a strong engagement with the holistic curriculum provided by the program.



IMPROVEMENT OF ECONOMIC STATUS OF BENEFICIARIES

CHART 13: GRAPHICAL REPRESENTATION OF FINANCIAL CONTRIBUTION



The majority of participants (46.7%) reported a family income contribution above Rs. 7000, indicating that a significant portion of the participants earn a relatively higher income. A substantial proportion of respondents (45.0%) reported personal savings contributions in the range of Rs. 2000-5000, suggesting that many respondents have managed to save a moderate amount. Most participants, i.e., 83.4%, reported no other financial investments, indicating a lack of additional investments beyond personal savings. All participants in this analysis were presently employed, indicating that they are actively contributing to their family income. This shows a significant change in the financial status of participants after completion of the course, which was contrary to their pre-intervention status.



BENEFICIARY SATISFACTION AND LEARNING ENGAGEMENT

The Mphasis-supported Future Perfect Program is dedicated to ensuring high-quality learning and engaging experiences for participants. This is achieved through personalised training support, activity-based learning, and skilled trainers who facilitate sessions. The program is proactive in resolving any challenges encountered by students during the training.

CHART 14: GRAPHICAL REPRESENTATION OF THE LEVEL OF SATISFACTION OF BENEFICIARIES

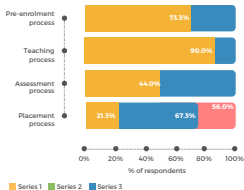
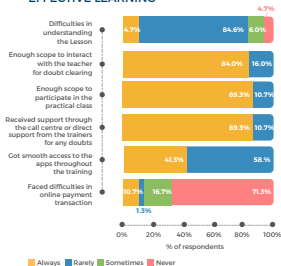


CHART 15: GRAPHICAL REPRESENTATION OF ENSURING EFFECTIVE LEARNING



Impact Created Across Multiple Levels

The impact of the program extended across multiple levels, from individual well-being to national health indicators, as mentioned below:



INDIVIDUAL LEVEL

- Enhanced employment by building proficiency in English language communication, a critical skill for employability.
- Gaining essential 21st-century skills such as professional etiquette, presentation, negotiation, etc.
- Facilitating upward social mobility of individuals with enhanced income levels and job opportunity platforms.



FAMILY LEVEL

- Enhanced financial stability through employment and improved the existing jobs of beneficiaries.
- Increased confidence among women and, subsequently, families,
- Enhanced economic opportunities and social mobility through improved education.



COMMUNITY LEVEL

- Bridged existing social and economic gaps, leading to a more inclusive and equitable society, targeting underprivileged youth, especially women.
- Raised awareness and improved educational outcomes within communities through its focus on education, particularly in areas such as English language proficiency.
- Contributed to a more skilled workforce within communities that could lead to the growth of local industries and improved job opportunities for community members.



STATE LEVEL

- Contributed to shaping state-level vocational training reforms and policy discussions by showcasing successful intervention models and their impact.
- Strengthened digital infrastructure to enhance youth employability, particularly women.



NATIONAL LEVEL

- Contributed to addressing the larger issue of youth employability in India by focusing on English language communication and 21st-century skills.
- Positive impact on national human development indicators such as employment, and increased income levels and better quality of life.

Sustainability



COLLABORATION OF EXPERTISE AND RESOURCES

The collaboration between Mphasis FI Foundation and The/Nudge Foundation leverages their respective expertise and resources, ensuring a more sustainable impact.



SKILL DEVELOPMENT

The program enhances the employability of underprivileged youth, leading to long-term economic sustainability for individuals and their families.

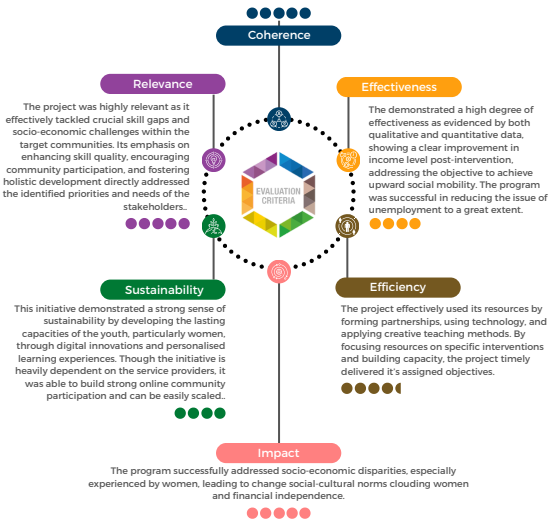


WOMEN-FOCUSED SKILLING

By ensuring women students acquired market-driven skills beyond their traditional gender roles, the program makes them financially independent and self-sustaining for themselves and their families. This generates awareness in communities towards a sustainable mindset shift towards working women.

09. OECD FRAMEWORK

The program aligned with the following Sustainable Development Goals (SDGs):
SDG 3: Good Health and Well-being, SDG 4: Quality Education, SDG 5: Gender Equality,
SDG 8: Decent Work and Economic Growth, SDG 10: Reduced Inequality,



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

The Way Forward

Based on the evaluation of the program, several indicators could be addressed to further enhance its impact and sustainability.



Continued Engagement

Maintain regular communication with program participants and stakeholders through social media, webinars, and newsletters to ensure their continued engagement and support.



Expansion of Reach

Explore opportunities to expand the program's reach to other states or regions with similar needs, leveraging the successful strategies and partnerships established in Karnataka and Tamil Nadu.



Enhanced Monitoring and Evaluation

Strengthen the monitoring and evaluation mechanisms to track the long-term impact of the program on participants' lives and communities, providing valuable insights for future planning and improvement.



Sustainability Planning

Develop a comprehensive sustainability plan that includes strategies for long-term funding, community ownership, and integration with existing government schemes and programs. Volunteer and alumni networks are used to share employment opportunities for sustainable exit.



Partnership Diversification

Expand partnerships with local NGOs, educational institutions, and corporate entities to diversify funding sources, increase program visibility, and access additional resources and expertise.

CHAPTER 11

CONCLUSION

The Future Perfect Program, a joint initiative by the Mphasis FI Foundation and The/Nudge Foundation, has significantly tackled skill and socio-economic disparities for underprivileged youth, particularly women, in Karnataka and Tamil Nadu. Focused on improving English proficiency, digital literacy, and 21st-century skills, the program empowered 3,769 individuals towards upward mobility and financial independence. Its innovative use of technology, rigorous assessments, and strategic outreach align with SDG goals for quality education and gender equality. The impact assessment by SoulAce confirmed the program's success in enhancing participants' income and employability, especially among women from communities lacking female income earners, thereby addressing socio-economic barriers and changing cultural norms on financial independence. Despite the reliance on service providers, its scalable model, strong online community, and alignment with SDGs highlight a sustainable impact on reducing unemployment and skill gaps. The Future Perfect Program exemplifies how targeted, collaborative efforts can drive substantial change, setting a benchmark for initiatives aiming for a more equitable society.