

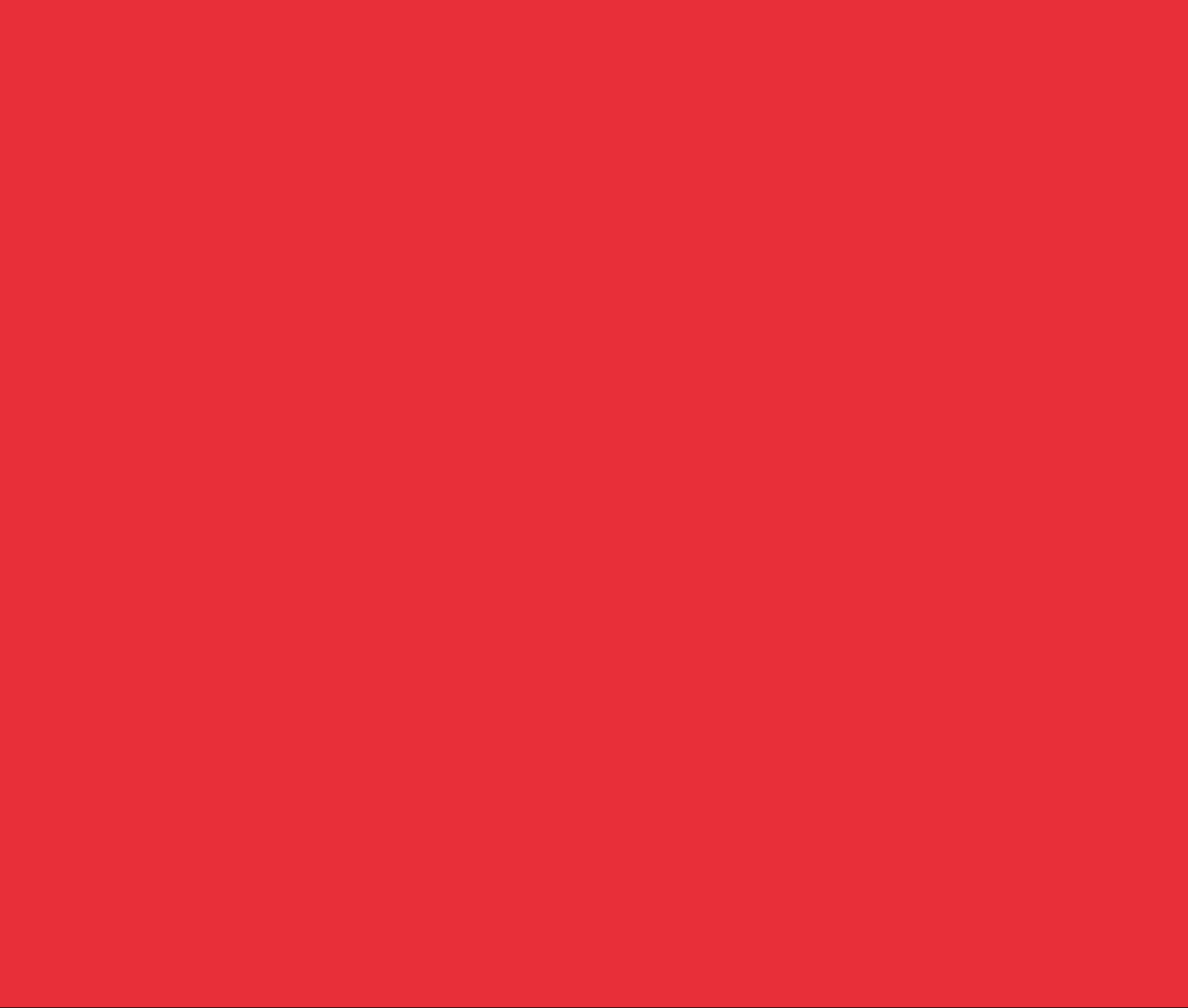
# PROJECT SAKSHAM

IMPACT ASSESSMENT STUDY



EXCELLING IN VARIOUS ROLES WITHIN THE AUTOMOTIVE INDUSTRY





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# ABOUT PROJECT SAKSHAM

Project Saksham is a flagship Corporate Social Responsibility (CSR) initiative by Hero MotoCorp Limited aimed at addressing the gender imbalance in the automotive sector. In collaboration with the Automotive Skills Development Council (ASDC), the project seeks to empower 4,000 women across India by providing them with the technical skills required for a range of job roles in the industry. The initiative focuses on breaking barriers for women in a traditionally male-dominated field, enabling them to achieve economic independence through gainful employment.

The core objective of Project Saksham is to equip women with industry-relevant knowledge and competencies, covering roles such as automotive service technicians, supervisors, and other technical positions. The training is designed to provide both theoretical understanding and practical, hands-on experience, ensuring participants are well-prepared to meet the demands of the automotive industry. By offering a holistic curriculum that addresses both skill development and a broader understanding of the industry, the project empowers women to confidently enter and thrive in the automotive workforce.

One of the key aspects of Project Saksham is its focus on employability. The initiative works closely with industry partners to ensure the training aligns with current market needs and job opportunities, thereby increasing the likelihood of successful placements for the participants. Moreover, the project aims to promote economic independence for women, enabling them to take on leadership roles and contribute to the overall growth and diversity of the workforce.

The training provided under Project Saksham is not limited to technical skills alone but also includes soft skills and workplace readiness, helping participants develop the confidence and professionalism needed to succeed in the industry. Through strategic partnerships with industry leaders, training institutions, and government bodies, the project ensures a robust and well-rounded approach to skill development.

By empowering women and reducing the gender gap in the automotive sector, Project Saksham is not only contributing to the economic empowerment of women but also fostering a more inclusive, diverse, and sustainable future for the industry.



## Key Objectives

The main objective of the project is to empower 4,000+ women by offering them specialized skills tailored to the automotive sector. This initiative aims to reduce the gender disparity in an industry traditionally dominated by men, enhancing women's employability and promoting economic independence.

### The key objectives include:

- Enhancing Skills
- Ensuring Industry Relevance
- Bridging the Skills Gap
- Providing a Holistic Understanding
- Empowering Individuals
- Promoting Safety and Efficiency.

## Target Job Roles & Training Numbers

The project is set to train individuals for various key roles within the automotive sector. It will play a crucial role in addressing various challenges within the automotive sector, contributing to the creation of a skilled and adaptable workforce. Below are the targeted job roles and the corresponding training numbers:

Table 1: Job roles & Target Numbers

JOB ROLES	TARGET NUMBERS
Automotive Sales Consultant Level 5	600
Automotive Service Advisor Level 6	26
Automotive Showroom Host Level 3	827
Automotive Telecaller Level 4	1070
Electric Vehicle Service Assistant Level 3	300
Electric Vehicle Service Technician Level 4	120
Two-Wheeler Service Assistant Level 3	630
Two-Wheeler Service Technician Level 4	540
<b>Grand Total</b>	<b>4113</b>

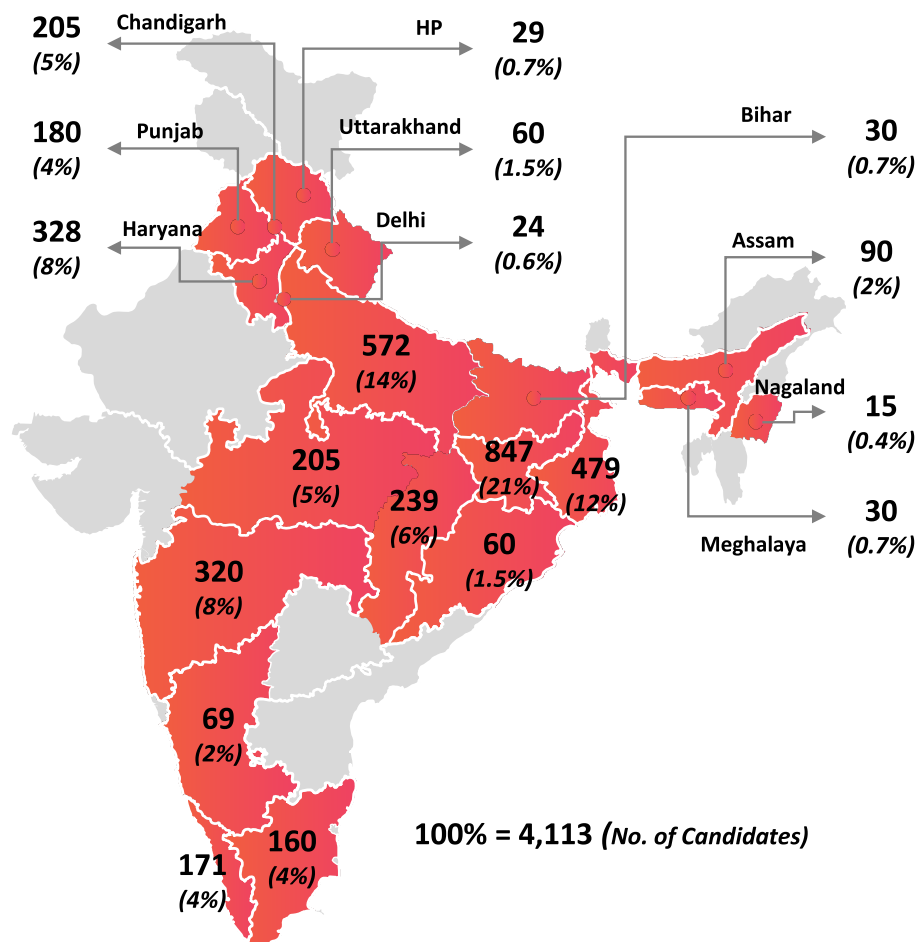
## Empowering Women in the Automotive Sector:

- **Total Females Trained:** 4,113
- **Percentage of Females Assessed:** 90% (3,716 individuals)
- **Candidates Successfully Placed:** Over 1600+ placements have already been secured at various dealerships, marking a significant milestone in our mission.
- **Salary Range for Candidates:** Monthly earnings range from ₹8,000 to ₹15,000, varying by geographical location, showcasing the diverse opportunities available in the industry.

Together, we are transforming lives and fostering economic independence for women in a traditionally male-dominated field.

## PROJECT DETAILS

The team undertook mobilization activities which include community outreach, collaboration with NGOs, and informational sessions, to get candidates for training. The overall efforts and continuous support, has helped train 4,113 participants already across key states of India.



The SAKSHAM project has made significant strides in mobilizing and training women in the auto industry. With continued support from Hero MotoCorp Limited and other stakeholders, the project is on track to achieve its goal of advancing gender diversity and economic empowerment in the automotive sector.

## ENGAGEMENT BACKGROUND & SCOPE OF THE STUDY

ASDC intends to conduct an Impact Assessment study to understand feedback and learning of candidates undergoing short term skilling program Saksham, at various locations across India as mentioned below:

The scope of work includes understanding the effectiveness of the Impact of the project on the following key factors

1. **Effectiveness of Training:** Evaluate the overall effectiveness of the training provided under the initiative
2. **Community and Family Impact:** Assess the broader impacts of the program on communities and families, including increased economic activity and reduced unemployment rates.
3. **Program Improvement Recommendations:** Provide recommendations for program improvement and adaptation based on the assessment findings.
4. **Social Inclusion:** Analyse the program's contribution to promoting social inclusion and diversity, including its reach among marginalized communities and underrepresented groups
5. **Case Studies and Success Stories:** Develop detailed case studies or success stories in regional language that highlight the impacts on individuals and communities.

Feedback Advisory Services Pvt. Ltd, Bangalore a research-based consulting firm was selected to conduct this research. The next section covers the overall approach and methodology and frameworks used for executing the study.

## STUDY APPROACH & METHODOLOGY

Feedback conducted the study in 2 phases with a mix of both qualitative and quantitative research

# Overall Research Methodology

## Phase 1: Interview with Trainers

### Objectives:

- Collect database of Trainers & Candidates from Affiliated Training Providers covering details of Personal Information, Training Program, Pre-training Assessment, Training Experience, Post-Training and Employment Outcomes.
- In-depth interview with Trainers to gather data on training execution and improvements

### Activities:

- Interview Design: Create structured questionnaires on quality, relevance, and infrastructure.
- Primary Interviews with **30 trainers** to get details on the candidates and the overall program

## Phase 2: Interview with Candidates and Employers

### Objectives:

- Collect feedback and learning outcomes from candidates from short-term trainings.
- Assess the broader impact of the training programs on employment opportunities and socio-economic status.
- Gather employers' perspectives on relevance and effectiveness of training programs.

### Activities:

- Interview Design: Create structured questionnaires on training impact, employability, and socio-economic outcomes
- Primary Interviews with **10 employers**
- Primary Interviews **380 candidates** which will be done in 2 phases :

Step 1 - QUALITATIVE EXPLORATORY and

Step 2 - QUANTITATIVE MEASUREMENT

# FEEDBACKS IMPACT ASSESSMENT FRAMEWORK

Feedback used a 1- 10 rating scale to arrive at the Overall Impact Score (OIS) for the program. All survey participants were requested to provide an overall impact score in order to reflect their own learnings and successes and to show how the programme has helped them progress their careers, develop professionally, and financially.

Based the scores provided, Feedback worked out a simple average of all the ratings which was then considered as the Overall Impact Score of the program.

Each set of scores were then classified as Enabled (0 – 5), Transformed (6 & 7) and Flag bearers (8 – 10). Definition for each group has been mentioned below:-

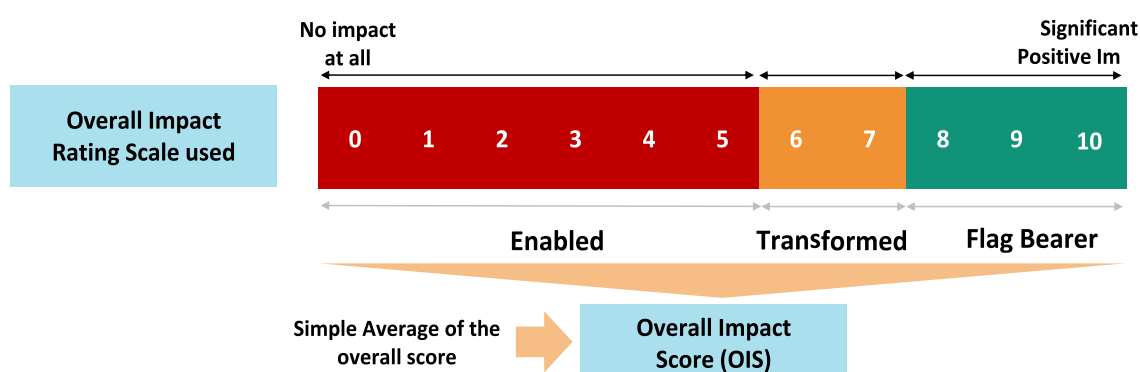


Table 2: Group Definitions

<b>Flag Bearers</b>	Rated 8, 9, 10	Is the group whose lives has seen a <b>significant positive impact</b> due to the course and they <b>changes across all walks of their life</b> – these stories are very inspiring for budding candidates who wish to ta such courses
<b>Transformed</b>	Rated 6, 7	The group has <b>seen impact on few parameters</b> and can be potential Flag Bearers, provide opportunities
<b>Enabled</b>	Rated 1,2, 3, 4,5	The group who have completed the course and they satisfied with the content; however, they have <b>any positive impact</b>



# SUMMARY: TRAINING PARTNERS

## Mobilization

### Background:

Mobilization is a critical process that involves raising awareness and motivating the target demographic to engage in skill development courses under the Saksham Project. This initiative aims to empower individuals to secure meaningful employment and achieve sustainable livelihoods.

Effective social and community mobilization is essential for the success of any skill development initiative. It promotes a bottom-up approach, facilitating comprehensive planning and implementation of interventions while enhancing community ownership, monitoring, and evaluation of government programs. Engaging the community actively ensures transparency and accountability, harnessing collective knowledge for improved outcomes.

The Saksham Project may focus on specific target groups for mobilization, including individuals from designated villages, particular age groups, socioeconomic backgrounds, or specific genders.

### Purpose:

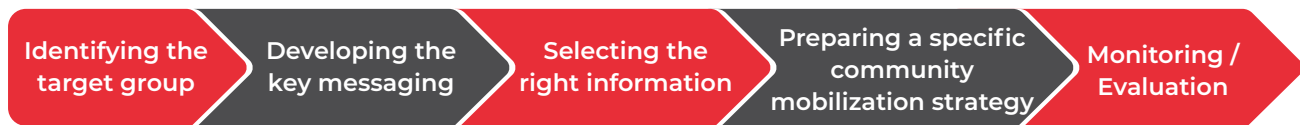
- To mobilize at least twice the targeted number of eligible candidates for enrollment in the Saksham Project.
- To collect necessary contact details and information to ensure the eligibility of candidates.

### Process:

To ensure that only individuals who meet the minimum eligibility criteria and are actively seeking gainful employment opportunities are inducted into the courses, the following well-structured mobilization strategies will be implemented:

- **Awareness Campaigns:** Organize workshops, informational sessions, and community meetings to disseminate information about the available skill development programs and their benefits.
- **Collaboration with Local Leaders:** Engage with community leaders and influencers to advocate for the project, fostering a sense of ownership and encouraging participation.
- **Engagement with Local Organizations:** Collaborate with non-governmental organizations (NGOs), women's groups, and other community entities to identify potential candidates and support mobilization efforts.
- **Personal Outreach Initiatives:** Implement door-to-door campaigns to directly engage with individuals, provide information about the program, and address any concerns or inquiries.
- **Follow-Up Mechanisms:** Establish a systematic approach for following up with interested candidates, ensuring they receive additional information and support throughout the enrollment process.

By executing these strategies, the Saksham Project aims to develop a robust mobilization framework that not only achieves enrollment targets but also fosters community involvement and ownership of the skill development initiative.



## Key Partners in the Saksham Program

The Saksham Program's success can be attributed in large part to the collaborative efforts of its dedicated training partners. These organizations played a crucial role in delivering effective training, mobilizing participants, and ensuring that the program's objectives were achieved.

### Ambuja Cement Foundation



Founded in 1993, Ambuja Cement Foundation aims to reduce rural poverty by empowering communities through partnerships with governments, corporates, and developmental agencies.

A team of mobilizers conducted door-to-door visits and utilized social media (WhatsApp, Instagram) to generate 80-90 inquiries, ultimately selecting 30 candidates through community meetings and counseling sessions.

Candidates received On-the-Job Training (OJT) at leading automotive showrooms like Ather, Bajaj, Suzuki, and Chetak, providing them with practical experience.

## AutoGrad Academy Pvt Ltd

AutoGrad Academy, a technical institution focused on automotive training, including Electric Vehicles (EVs), partners with leading OEMs for hands-on training at specialized hubs.

A mobilization team conducted door-to-door outreach, collaborated with NGOs and ASHA workers, and ran newspaper ads, pamphlets, and social media campaigns (Facebook). Despite cultural resistance, they addressed parental concerns by highlighting the training's long-term benefits.

All 8 candidates completed a OJT at TVS, Yamaha, and Enfield, gaining experience in vehicle maintenance and customer service. They were placed at TVS and Enfield, achieving significant career growth.



## Don Bosco Tech Society

Don Bosco Tech Society empowers marginalized youth (18-35) across India through market-based skill development at over 300 centers, providing livelihood and soft skills training.

Their mobilization strategy includes family counseling, door-to-door outreach, ads near schools, roadshows, community meetings, and seminars in panchayats. They also engage broader audiences through social media (Facebook, Instagram, Twitter) to share success stories.





## Iris Learnings, Yamunanagar, Haryana



Iris Learnings is a social impact organization based in Yamunanagar, Haryana, established in 2012. The organization focuses on skill development, education, employment, agriculture, and gender-related initiatives to empower individuals and communities.

IRIS employs a mobilization strategy through counseling, outreach, ads, roadshows, and seminars, using social media to share success stories. OJT programs include roles like Sales Consultants, Technicians, and Telecallers.

## Indian Institute of Industry Interaction Education and Research



IIIER, a Chennai-based non-profit, bridges academia and industry through skill development, vocational training, and capacity building. It supports initiatives like PMKVY, offers work-integrated learning, and provides education through a virtual platform.

Their mobilization includes family counseling, door-to-door outreach, ads, roadshows, community meetings, and social media engagement.

IIIER conducts OJT programs for roles like Two-Wheeler and EV Service Technicians, focusing on practical, industry-relevant training.



## Guardian Education Services Private Limited (GESPL)

GESPL is a for profit social enterprise. Established in 2011 by alumni of IIT/IIM alumni and Jadavpur University, with singular focus on Education and Skill development. GESPL seeks to build research-based consulting, Skill Training and Education enrichment services, with deep commitment on meaningful social transformation.

GESPL mobilizes students through targeted outreach, including community events, seminars, and digital campaigns. They collaborate with local authorities and educational institutions to expand their reach. GESPL enhances practical learning through industry visits and OJT opportunities for EV and Two-Wheeler Service Technician courses.



## Frostees India Pvt Ltd

Founded in 1998, Frostees India Pvt Ltd is a leading automobile dealership group in Eastern India with 600 employees and an annual turnover of ₹500 crores. Since 2008, it has ventured into education, training over 100,000 students, with over 70% securing placements.

Frostees' mobilization team targeted 22 wards, collaborating with local counselors and distributing 10,000 pamphlets. They conducted door-to-door counseling and followed up with 500 individuals, enrolling 60 candidates.

A OJT was organized with Dugarh Honda, providing hands-on training in dealership operations, vehicle servicing, and customer interaction.



## Kuttukaran Foundation



Founded in 2012, Kuttukaran Foundation focuses on skill development and education for youth, partnering with leading organizations to enhance technical expertise, entrepreneurship, and social responsibility.

Their mobilization strategy included social media outreach (mainly Facebook), poster placements, and collaborations with NGOs and local government officials, with polytechnic students contributing peer referrals to boost enrollment.

OJT was provided to all students who completed the training, ensuring practical, hands-on experience aligned with industry standards.

## Visan Hospitality Pvt Ltd



Founded in 2013, Visan Hospitality focuses on innovative training for careers in hospitality, including hotels, restaurants, cruise lines, and airlines.

The foundation outsourced its mobilization efforts to specialized agencies, collaborating with NGOs and platforms like Delhi Bijwasan. Social media campaigns, especially on Facebook, along with student referrals, generated interest and built trust in their programs.

OJT at Tata Motors in Okhla provided trainees with hands-on experience and exposure to industry practices.



## Pratt Muller Distributors Ltd

Pratt Muller Distributors Ltd is dedicated to economic empowerment through skill development and entrepreneurship by forming strategic partnerships for sustainable employment opportunities.

Their mobilization approach included pamphlet distribution near training centers, broadcasting project details via vans, door-to-door outreach, and social media campaigns on platforms like Facebook and Instagram. This multi-channel strategy ensured widespread engagement and easy online registration for younger candidates.

The OJT program provided hands-on training at Dealerships and training center garages, equipping participants with valuable industry skills.



## The George Telegraph Training Institute (GTTI)

Established in 1920, Kolkata-based GTTI is a premier vocational training institution offering hands-on education in engineering, IT, automobile mechanics, and beauty and wellness.

For the SAKSHAM Project, GTTI implemented a mobilization strategy that included door-to-door outreach, educational seminars at Gram Panchayat offices, and support from Asha workers and SHGs to engage rural candidates. “Kaushal Melas” provided counseling, while social media campaigns targeted younger audiences. Visibility was enhanced through auto-rickshaw advertisements and public posters, along with collaborations with coaching centers and employment agencies.



The OJT program offered practical experience at industry-aligned showrooms, including Honda in Bokaro and TVS in Kolkata, allowing candidates to apply classroom knowledge and improve their skills and employability.

## Venture Skill India Pvt Ltd



Venture Skill India is a leading skill development organization with over 23 years of experience, offering industry-relevant training programs in partnership with JSMD and ASDC.

To attract candidates, they employed a multifaceted mobilization strategy, collaborating with SHGs to foster trust. Branding vans promoted courses in various locations, while mobilizers distributed pamphlets near educational institutions for personalized outreach. Social media campaigns on Facebook and YouTube targeted younger audiences, increasing awareness.

The OJT program provided hands-on training in course-specific workshops, enabling students to apply theoretical knowledge in real-world settings and enhancing their job readiness.

## Quess Corp Ltd



Quess Corp Ltd, established in 2007, is a leading business services provider in India, specializing in staffing, IT services, facility management, and workforce training solutions. The company collaborates with various skill councils to enhance workforce capabilities.

To attract candidates, Quess Corp utilized a targeted mobilization strategy, including door-to-door outreach and educational seminars to inform local communities about available courses. Student referrals from current and past participants also boosted enrollment.

The OJT program combined practical training with the placement process, providing candidates with real-world experience to enhance their skills and job readiness.



## On-the-Job Training (OJT)

The On-the-Job Training (OJT) program played a pivotal role in enhancing participants' skills by immersing them in real dealership environments. Conducted at prominent automotive dealerships, OJT provided participants with hands-on experience in key areas such as vehicle maintenance, customer service, and dealership operations. This practical exposure allowed trainees to apply their classroom knowledge in real-world scenarios, significantly boosting their confidence, technical competence, and job readiness. By equipping them with the experience needed to meet the demands of the automotive industry, OJT ensured that participants were fully prepared for their future roles in the workforce.



## Dealership Visits

In addition to OJT, dealership visits offered participants a comprehensive view of the automotive industry's inner workings. These visits took trainees to manufacturing units, service centers, and dealerships, where they observed the latest technologies, industry trends, and operational practices. By witnessing how different departments function, from production lines to customer service desks, participants gained valuable insights into the end-to-end automotive business. This exposure broadened their understanding of industry dynamics, preparing them for various career paths and enhancing their long-term growth prospects.

Together, OJT and industrial visits created a well-rounded training experience, bridging the gap between theoretical learning and industry requirements, which played a crucial role in securing placements and driving long-term career growth for the candidates.





# SUMMARY: CANDIDATES

## Placed Candidate: Summary

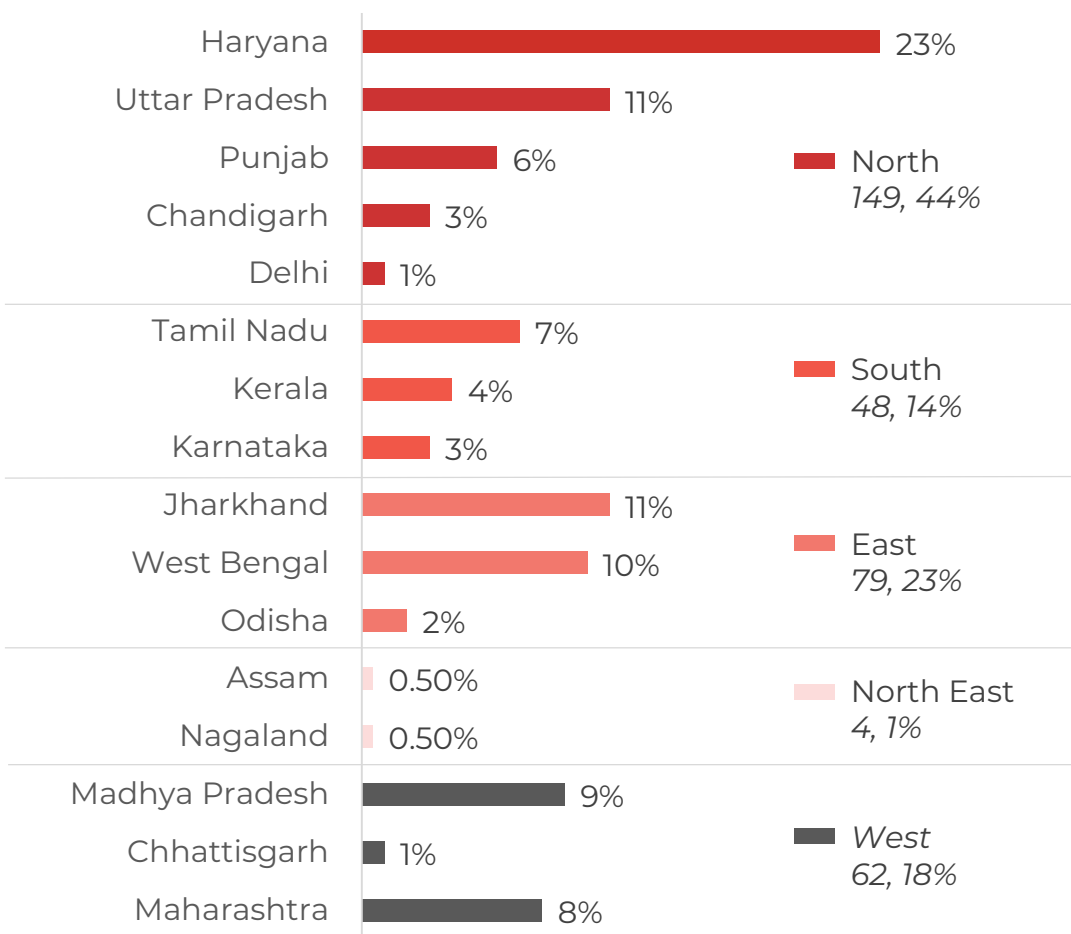
### Candidate Demographics

#### Placement Insights by Region & State: Demand and Growth Potential

A remarkable 44% of placed candidates are from the North region, with Haryana (23%) leading the way, demonstrating a strong demand for skilled automotive professionals in the North. While the North region has a strong presence, there's significant potential to expand training and placement efforts in the East, South, and West regions, leveraging successful models from states like Haryana, Uttar Pradesh and Jharkhand.

### Split by Region & State

Chart 1: Candidate Demographics of Placed Candidates Split by Region & State



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Source: Feedback Analysis

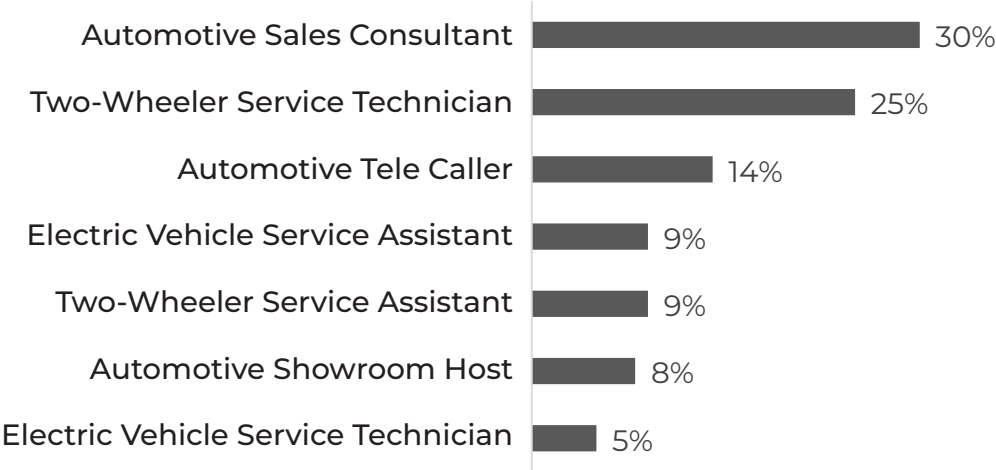
## Course-wise Placement Overview

Automotive Sales Consultant emerges as the top choice, accounting for 30% of placed candidates, reflecting the high demand for skilled professionals in sales roles within the automotive sector. Two-Wheeler Service Technician follows closely at 25%, underscoring the critical need for expertise in service and maintenance.

Notably, Automotive Tele Caller roles account for 14% of placements, while emerging fields like Electric Vehicle Service Assistant and Two-Wheeler Service Assistant are gaining momentum with 9% each. This trend highlights the growing importance of skilled technicians in both traditional and evolving areas like electric vehicles, signalling a shift towards a more diverse and future-ready workforce in the automotive industry.

## Split by Course

Chart 2: Distribution of Placed Candidates by Course



**N=342**

Source: Feedback Analysis



## Age, Education, and Family Dynamics

The program primarily targets young, unmarried women (85%) with an average age of 22.4 years. A significant **70% of these women were previously homemakers**, indicating the program's role in empowering women to enter the workforce. Most candidates (56%) have completed Class 12th, and the **average household size is 4.9** members.

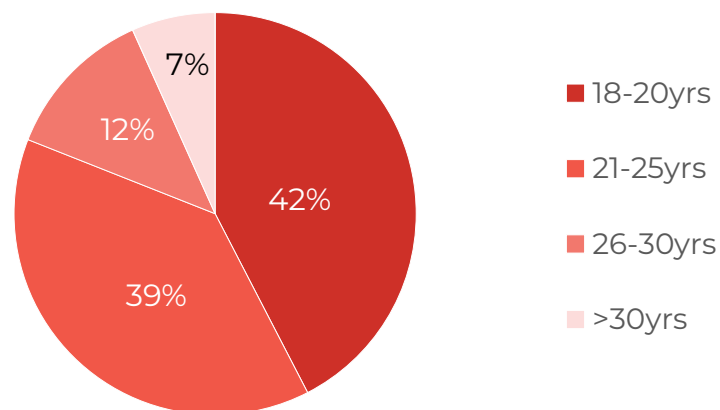
This key demographic feature of the female candidates, emphasizing the program's impact on empowering **women who were previously homemakers**.

Chart 3: Chart showing age and family dynamics

### Age

Average Age

**22.4 Years**

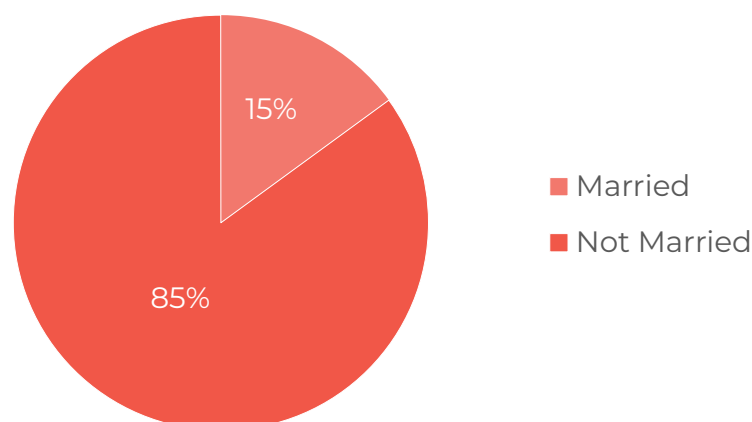


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### Marital status

Not Married

**85%**



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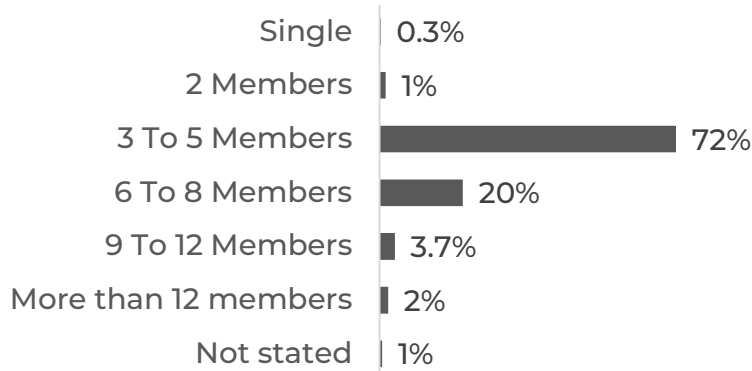
Source: Feedback Analysis

Chart 4: Education and status of placed candidate prior to the course

## Members in Household

Average Members

**4.9 nos.**

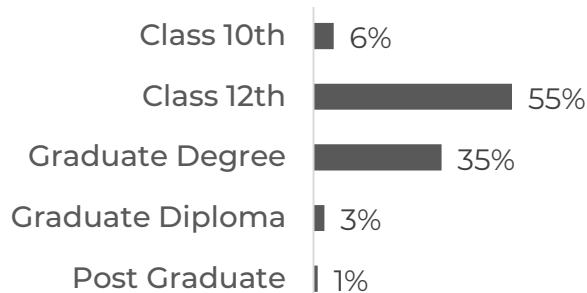


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## Education (prior to the course)

Class 12th

**55%**

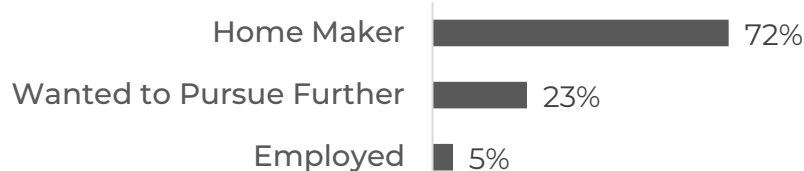


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## Status (prior to the course)

Home Maker

**72%**



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Source: Feedback Analysis

## Empowering Women Through Skills: Demographic Highlights

The skill training program has successfully engaged young women, with an average age of 22.4 years, most of whom (85%) are unmarried and seeking financial independence. A majority (72%) come from medium-sized households, reflecting financial pressures, while candidates have diverse educational backgrounds—56% completing 12th grade and 32% being graduates. Notably, 70% were homemakers before joining, highlighting the program's role in boosting employability and empowering women. Additionally, 18% aim to pursue further studies, emphasizing the program's credibility as a stepping stone for personal and professional growth.

**The Saksham Project empowers women by enhancing their employability, enabling financial contributions that increase household income, which is particularly significant in larger families**

<b>22.4</b> Years Average age	<b>85%</b> Single participants	<b>72%</b> 3 – 5 members in the family
Indicates, predominantly youthful demographic, with a strong engagement from young adults entering the workforce for the first time and those eager to upskill	Indicates a strong appeal among unmarried women seeking financial independence and career growth which fosters inclusive growth and empowerment	Indicates that participants often come from medium to large households with greater financial pressures
12th grade <b>56%</b> completed <b>32%</b> are grade	<b>70%</b> Home makers prior to joining the course	<b>18%</b> To pursue further studies
Candidates have a diverse educational spectrum, which signifies that the project effectively bridges skill gaps, enabling women, regardless of their educational attainment	Highlights the Saksham Project's positive impact on women's employability and skill development	Indicates the project's credibility for upskilling and ensuring employment"

Source: Feedback Analysis

# Awareness of the Programme

The study reveals various methods through which individuals discovered training programs, highlighting distinct outreach strategies.

## Key Insights:

### Reference / Word of Mouth from Friends, Relatives, Colleagues:

- The largest group, 77%, learned about the program through word-of-mouth, showcasing the significant influence of personal connections.
- Referrals from friends, relatives, and colleagues underscore the importance of social networks in spreading awareness.

### Training Institute Meeting / Seminar/ Focused Group Discussion (FGDs):

- 60% of respondents discovered the course through direct interactions with training centers and project leaders, illustrating the impact of leadership in recruitment.

### Advertisements, Hoardings:

- Also important are home visits by mobilizers as a key outreach method, often paired with pamphlet distribution for enhanced engagement.

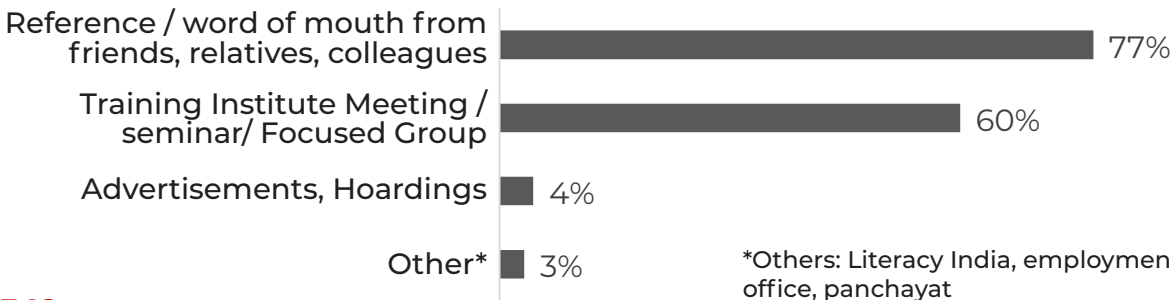
### Others:

- Collaboration with NGOs broadened access, ensuring diverse participation in the Saksham Project’s initiatives. This multi-channel strategy successfully bridges gaps for potential trainees.

The study highlights the diverse outreach strategies that drive awareness of the training programs. Personal connections, direct engagement through training institutes, localized advertising, and partnerships with NGOs collectively demonstrate the effectiveness of a multi-channel approach in reaching and engaging potential trainees.

## How did you first come to know about this course?

Chart 5: Overall Program Awareness (MULTIPLE RESPONSES)



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Source: Feedback Analysis

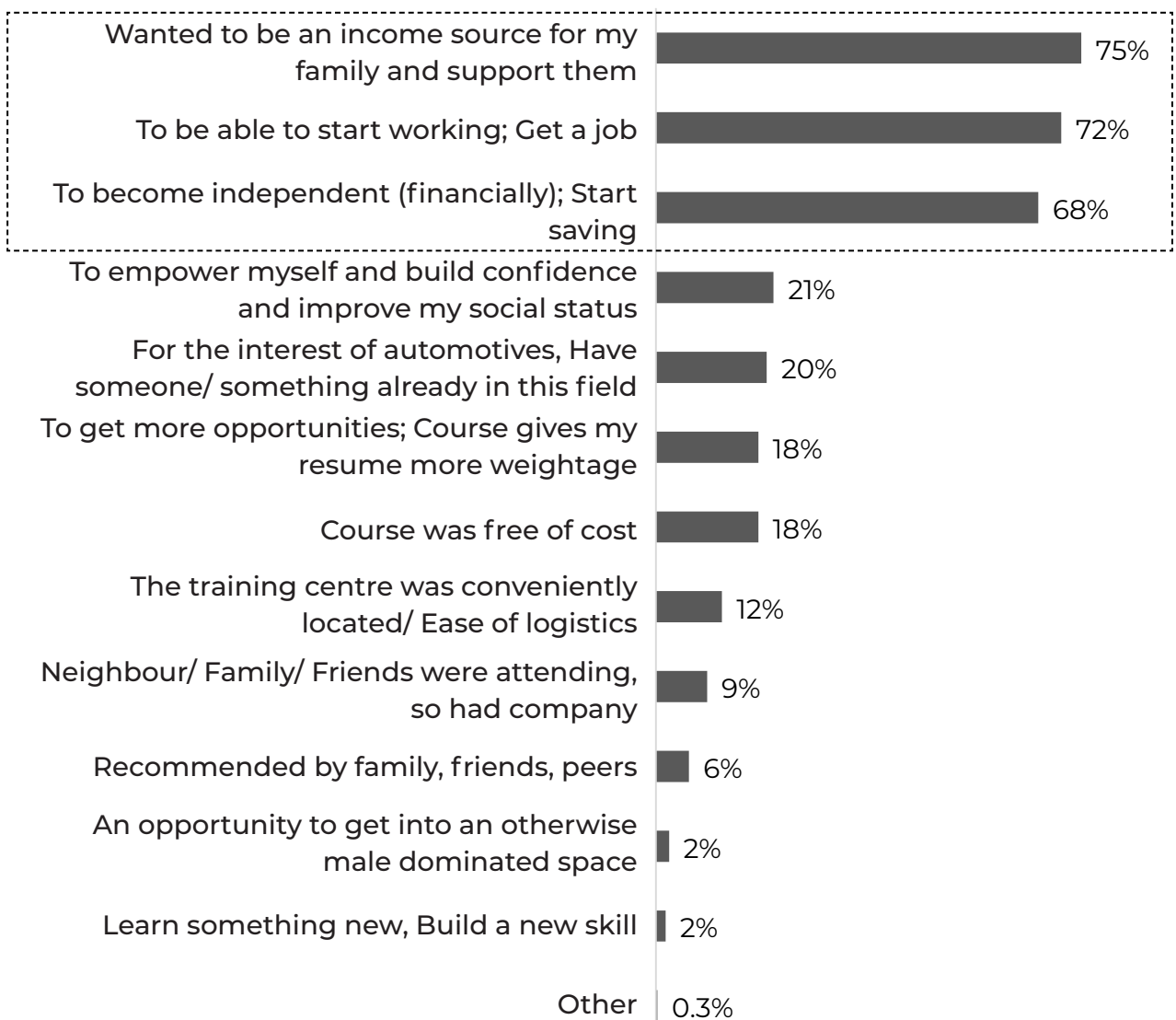
## Expectation from the Programme

The program has proven to be a life-changing initiative, with three-quarters of candidates enrolling to become income earners and support their families, emphasizing its critical role in fostering financial stability and economic independence. A significant 72% sought job placements, while 68% aimed for financial autonomy through savings, reflecting the program's alignment with their aspirations to join the workforce and contribute meaningfully to their households.

Beyond these core motivations, the program also inspired candidates to build confidence and elevate social status (21%), explore passions such as automotive interests (20%), and enhance their professional standing through resume-building opportunities (18%). Its accessibility, including free courses (18%) and convenient locations (12%), ensured inclusivity and a wider reach among diverse groups.

## Reason for enrolling for this course

Chart 6: Reason for enrolling & expectation from the course (MULTIPLE RESPONSES)



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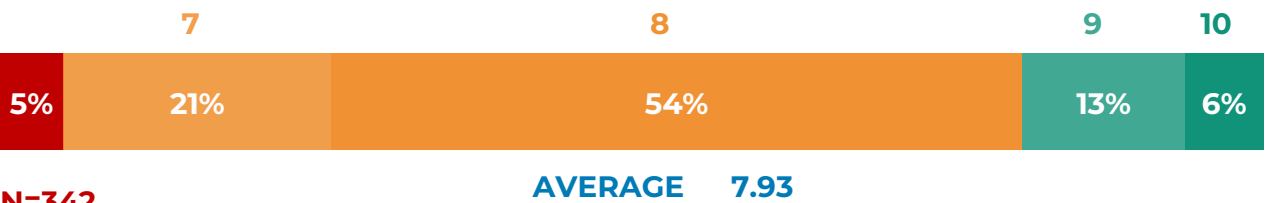
Source: Feedback Analysis



# Expectation Fulfilment

With an average fulfillment rating of approximately 8 out of 10, the program has consistently delivered on its promises, meeting candidates' key expectations. By equipping individuals with the skills, confidence, and opportunities to achieve economic independence, it has become a catalyst for personal and community transformation, paving the way for long-term empowerment and success.

Chart 7: Expectation Fulfilment - Rating



N=342

Did the course meet your expectations? Satisfaction rating on 0 – 10 point scale where 0 = Extremely Dissatisfied and 10 = Extremely Satisfied

- With an average fulfilment rating of approx. 8 out of 10, respondents feel the course has met their key expectations

# Overall Program Structure and Satisfaction

The training program has received overwhelmingly positive feedback from candidates. A remarkable 96% of respondents expressed high satisfaction, scoring 8 and above on a 10-point scale. This indicates that the program effectively met candidates expectations across all aspects, including program structure, course content, faculty expertise, infrastructure, and placement services

Chart 8: Overall Satisfaction - Rating



Satisfaction rating on 0 – 10 point scale where 0 = Extremely Dissatisfied and 10 = Extremely Satisfied

N=342

Source: Feedback Analysis

Table 3: Satisfaction with PROGRAM TOUCH POINTS

Satisfaction with PROGRAM TOUCH POINTS	Average
Program timings and duration	<b>8.07</b>
Program Structure / Course Content	<b>7.94</b>
Quality of Faculty / Trainers	<b>8.28</b>
Infrastructure of the institute and practical sessions held	<b>8.04</b>
Placement Services	<b>8.24</b>

**N=342**

- Respondents value the training quality and faculty expertise.
- Placement services also greatly appreciated

Source: Feedback Analysis

## Overall Impact Score, Impact on Self-development, social status and financial impact

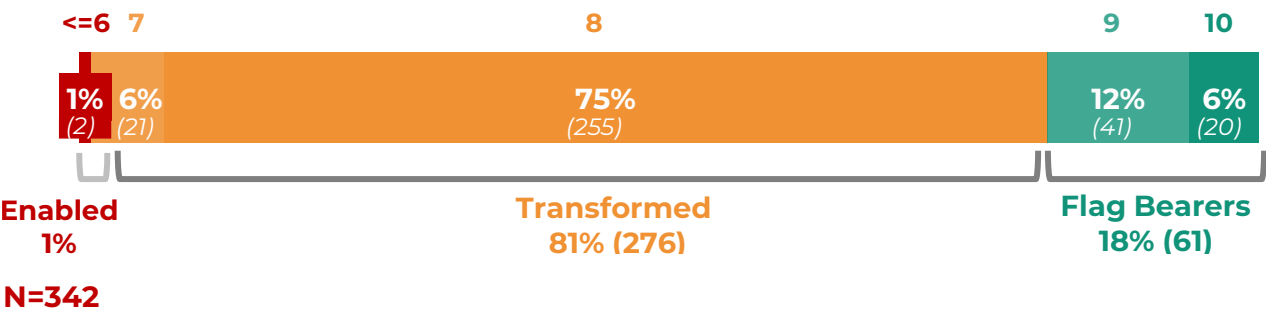
### Overall Impact Score (OIS)

Almost everyone (99%) has been 'Transformed' post the course with 18% respondents in the 'Flag-Bearer' category

The program achieved an impressive **Overall Impact Score (OIS) of 8.16**, with **99% of candidates reporting a positive transformation**. Among them, 18% are "Flag Bearers," experiencing significant career advancements, while 81% are "Transformed," showing notable improvements with potential for further growth. Only 1% remain "Enabled," having yet to see tangible benefits. These results highlight the program's strong impact on candidates' personal and professional development while identifying opportunities for enhanced outreach and support.

# Overall Impact Score (OIS)

Chart 9: Overall Impact Score (OIS) by Region and Course



8.16

OIS is the average score of respondents who have seen the impact of the program

RATING SCALE USED:

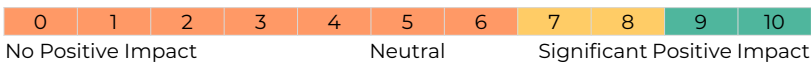


Table 4: Identified Groups

Flag Bearers	Rated 9, 10	Is the group whose lives has seen a <b>significant positive impact</b> due to the course and they have <b>experienced major changes across all aspects of their career</b> – their learning stories are very inspiring for budding candidates who wish to take up such courses
Transformed	Rated 7, 8	The group has <b>seen impact on few parameters</b> and can be potential Flag Bearers, provided they get better opportunities
Enabled	Rated 1, 2, 3, 4, 5, 6	The group who have completed the course and they satisfied with the content; however, they have <b>still not gained any positive impact</b>

Source: Feedback Analysis

# Overall Impact Score (OIS): By Region and Course

The Overall Impact Score (OIS) demonstrates remarkable consistency across regions and courses. All regions, with West leading at 8.54, and all courses, with Automotive Sales Consultant and Electric Vehicle Service Assistant at 8.19, exhibit high levels of candidates satisfaction. While minor variations exist, the overall impact remains strong and positive across all sectors, indicating the program’s widespread success and effectiveness in empowering candidates.

Chart 10: Overall Impact Score (OIS) by Region and Course



Source: Feedback Analysis

## Overall impact on the social status

The training program has significantly enhanced the **self-development** and **confidence** of female candidates. Key areas of improvement include empowering **women to be independent** (8.40), **improved behavioral skills** (8.24), and **self-confidence** (8.06). Technical skills also showed notable progress (8.01), while communication skills received a slightly lower but positive rating (7.71). Respect from family and society (7.98) indicates a broader societal acceptance of the candidate’s post-placement.

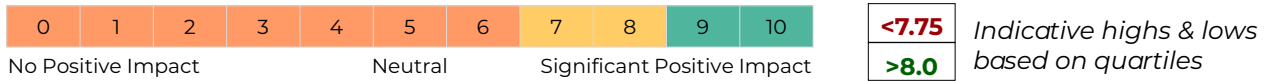


Confidence levels saw a substantial rise, increasing by **3.02** points from **5.53** before the course to **8.55** after its completion. This demonstrates the program’s effectiveness in enhancing technical abilities, personal confidence, and social standing, with room for further strengthening communication skills.

Table 5: Impact on Self Development

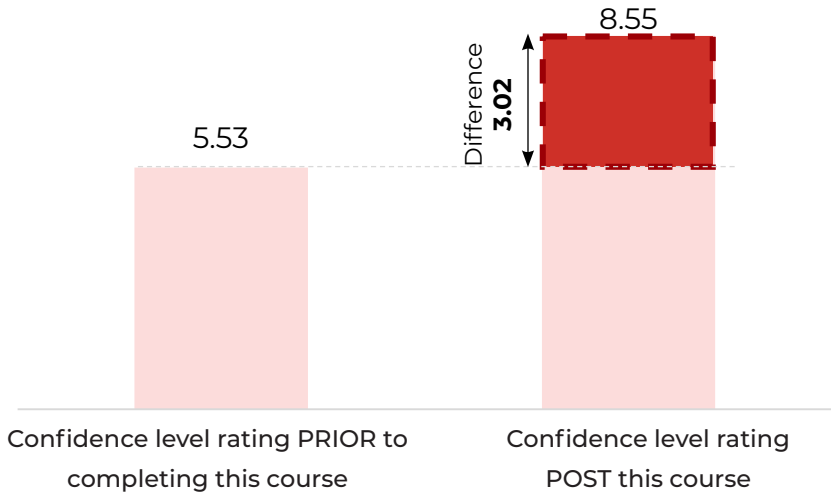
Impact on SELF DEVELOPMENT	Average
Improved Technical skills	8.01
Better Communications (Written & Spoken)	7.71
Improved Behavioural skills	8.24
Improved self confidence	8.06
Respect from family and society	7.98
Empowering women to be independent	8.40

RATING SCALE USED



### Impact on Confidence

Chart 11: Social Transformation: Impact of Training on Female Participants



Source: Feedback Analysis

## Job Placement Outcomes and Timelines

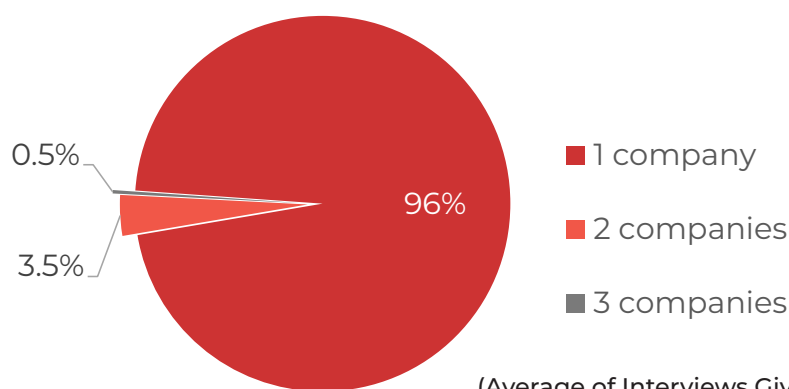
**With assured job placements almost immediately after the course, candidates view this as a pathway to diverse career opportunities**

### Training Impact: Job Search Success

The data reveals significant progress in securing placement opportunities for female candidates, despite social constraints requiring additional effort. **The fact that most candidates (96%) successfully landed their current jobs after just one interview strongly indicates that the program effectively equipped them with the necessary skills and knowledge to excel in the job market.** This success can be attributed to several factors, likely including the development of essential hard and soft skills, real-world job search preparation, industry-relevant training, and the building of candidate confidence. These factors collectively empowered candidates to present themselves effectively during interviews and ultimately secure employment efficiently.

### How many interviews did you give before securing a job?

Chart 12: Typical Number of Jobs Offered by Companies



**N=342**

Most candidates got through their current job in the first interview itself

Source: Feedback Analysis

## Post-Training Employment Success

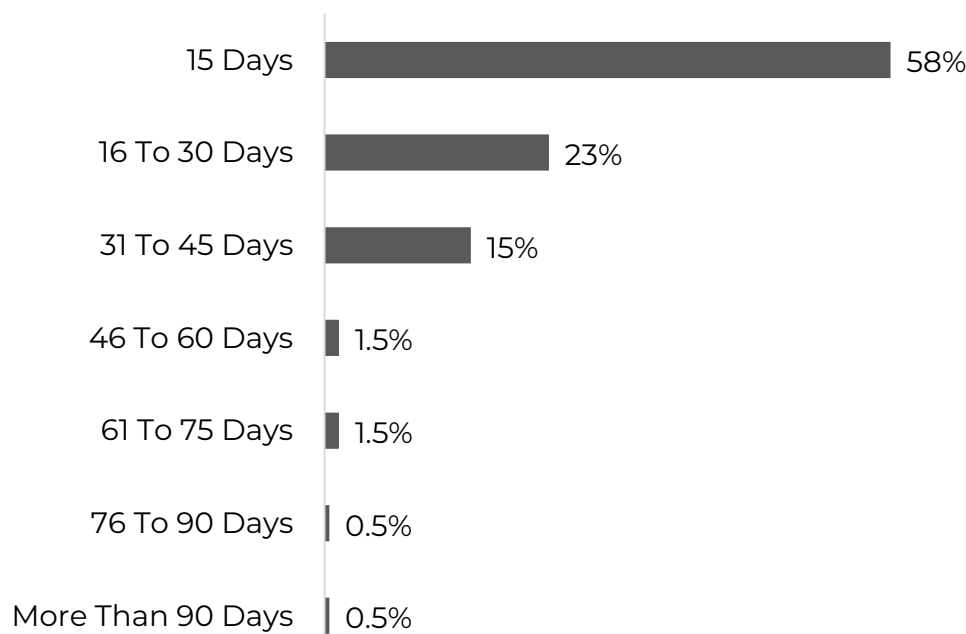
The program demonstrates significant success in job placement, with 58% of candidates securing employment within 15 days of training completion and an additional 23% finding opportunities within 16-30 days. This highlights the program's effectiveness in imparting in-demand skills and facilitating quick transitions into the workforce. However, 18% of candidates remained unplaced after 30 days, potentially due to factors like market conditions, personal choices, and unique challenges faced by female candidates, such as family responsibilities and workplace biases.

To improve outcomes, the program should focus on personalized job matching, flexible work options, and support for childcare arrangements for women.

## What was the waiting period between the course completion date and the job offer date

Chart 13: Job Placement Outcomes and Timelines: Post-Training Employment Success

Average of Wait period (days) **22.1**



**N=342**

58% of candidates secured employment within 15 days of completing their training, highlighting the program's effectiveness in facilitating rapid job placement

Source: Feedback Analysis

## Employment Details

The program has successfully helped candidates secure competitive initial salaries providing a solid starting point for newcomers

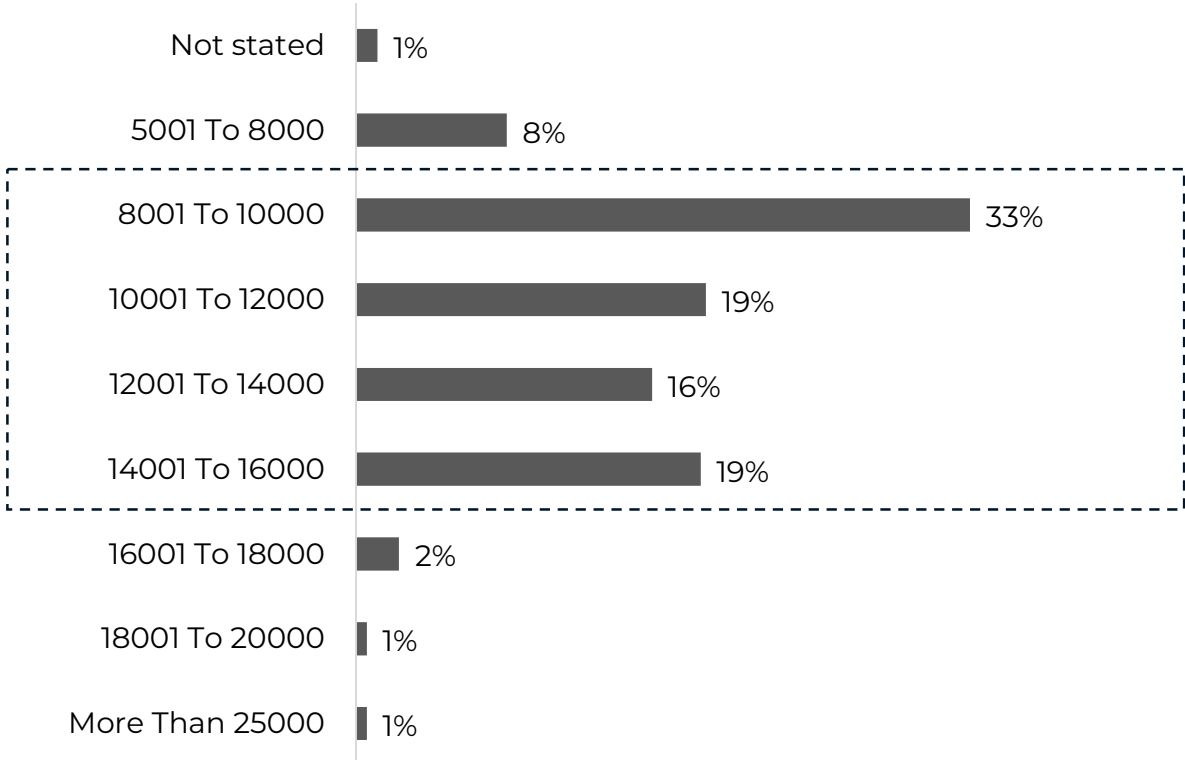
### Salary Distribution for Employment Opportunities

The analysis of the "Current Salary per month" image indicates that the program effectively places women in jobs with competitive starting salaries. A significant portion of candidates earn between ₹8,000 and ₹16,000 per month, suggesting that the program equips them with in-demand skills that are valued by employers. The average salary of ₹11,623 per month further supports this, indicating that the program helps women secure well-paying jobs compared to the national average salary. This demonstrates the program's effectiveness in improving the economic outcomes of female candidates and empowering them through financial independence.

## Current Salary per month

Chart 14: Salary Distribution for the placed candidate

Average of Current Salary **₹11,623**



**N=342**

With an average salary of **₹11,623** per month, data indicates that the respondents are hired at competitive salaries. Salary range between **₹5,000** and **₹25,000+** per month.

Source: Feedback Analysis

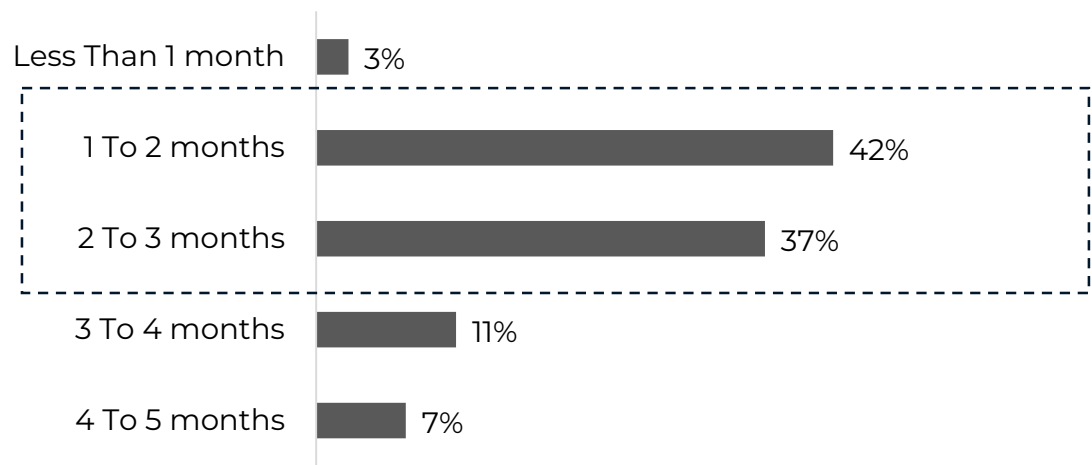
## Empowering Career Stability Through Effective Training

The data underscores the success of the training program in fostering employment stability among candidates. 42% have been steadily employed for 1-2 months, while 37% have maintained their positions for 2-3 months, highlighting a strong foundation for career growth. Furthermore, 11% have sustained employment for 3-4 months, and 7% for 4-5 months, showcasing consistent job retention over time. Only 3% reported employment of less than a month, emphasizing that the vast majority achieved immediate and stable placements. This demonstrates the program's powerful impact in equipping candidates with the skills and confidence needed for sustained professional success.



# How long have you been working, post the course?

Chart 15: Job Retention Success



N=342

Source: Feedback Analysis

## Job Satisfaction Index

The data reveals high levels of job satisfaction among candidates, with 66% expressing strong positive sentiments towards their current roles. A majority rated their satisfaction level at 8 out of 10, indicating a positive work experience. This suggests that the training program effectively equipped candidates with the necessary skills to successfully integrate into their workplaces and perform well in their roles, leading to increased confidence and a positive work experience.

### Satisfaction rating with current job

Chart 16: Satisfaction rating with current job



N=342

Source: Feedback Analysis

# Overall impact on the social status

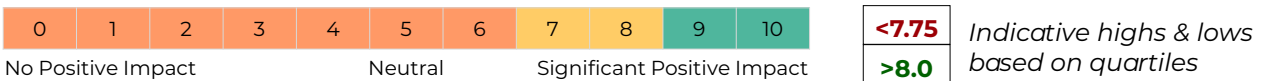
## The program has significantly improved candidates' social status

With an impressive average rating of 8.07, financial independence has improved significantly, as many candidates took critical steps like opening bank accounts. A rating of 7.61 reflects enhanced family support due to candidates' increased earning capacity. Workplace equality scored a notable 8.19, indicating a positive perception of gender inclusivity and equal opportunities. Additionally, a high rating of 8.20 for job readiness shows that the training program effectively equipped candidates with the skills needed to perform well from the start, boosting their confidence and satisfaction.

Table 6: Positive Impact on SOCIAL STATUS

Positive Impact	Average
Becoming more financially independent; Have my own bank account	8.07
Ability to support my family	7.61
Equality at workplace – treated on par with male colleagues, given same responsibilities	8.19
Being job ready from day one; Using what was learnt from the course	8.20

### RATING SCALE USED



- The training ensured candidates were job-ready from day one, enabling them to apply their acquired skills directly in their roles.
- Participants reported enhanced workplace equality, receiving equal treatment and responsibilities as male colleagues
- The course significantly improved participants' social status and financial independence, with many opening bank accounts for the first time.

Source: Feedback Analysis

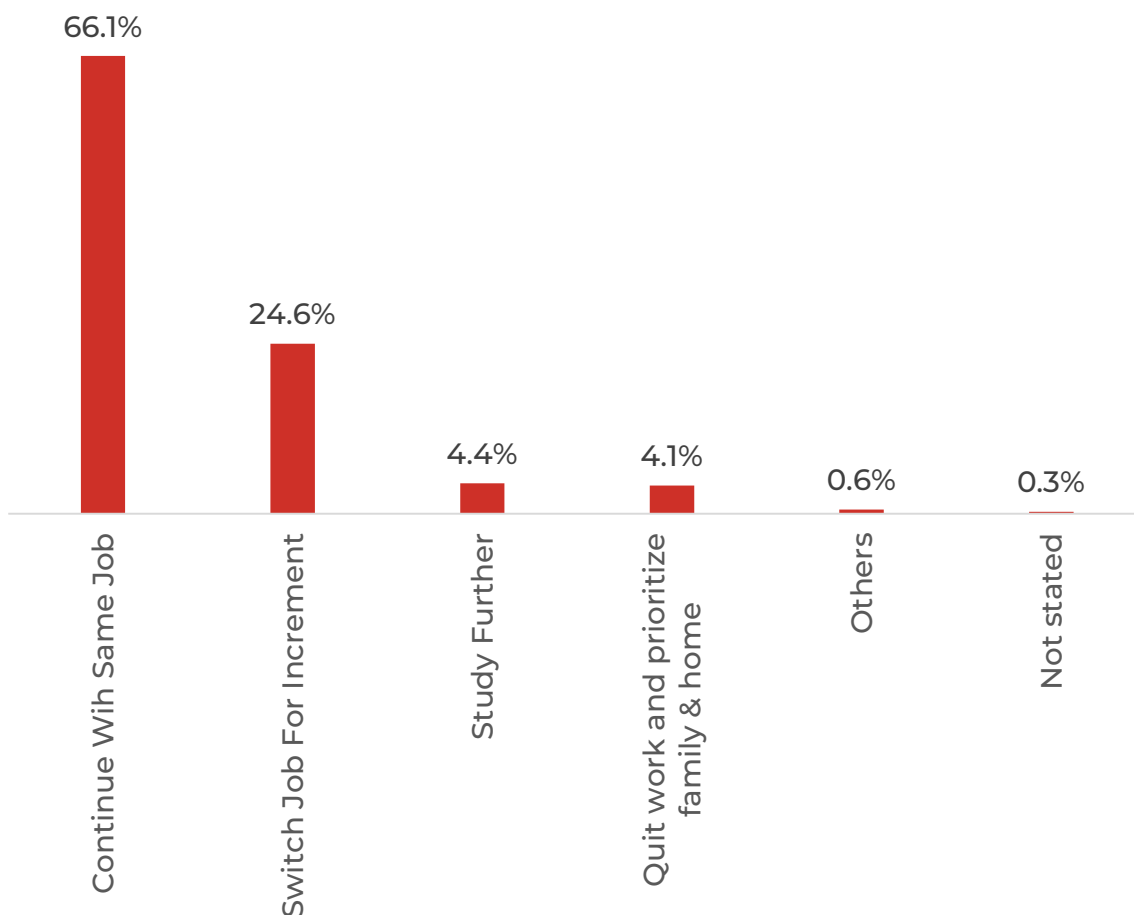
## Future Plans

### Two third of the respondents plan to continue with the same job

A promising future awaits the placed candidates, with 66.1% committed to their current jobs, reflecting high satisfaction and job stability. Around 24.6% aim to switch jobs for better prospects, demonstrating ambition for career advancement. Additionally, 4.4% plan to pursue further studies, indicating an interest in continuous learning, while 4.1% prioritize family. The remaining 0.9% reflects varied aspirations. This data underscores a balanced focus on stability, growth, and personal priorities.

#### Plans for next 3 – 5 years

Chart 17: Future plans of the placed candidates



Source: Feedback Analysis

# Not Placed Candidates: Summary

## Not Placed Candidates: Demographics, Awareness and Overall Satisfaction

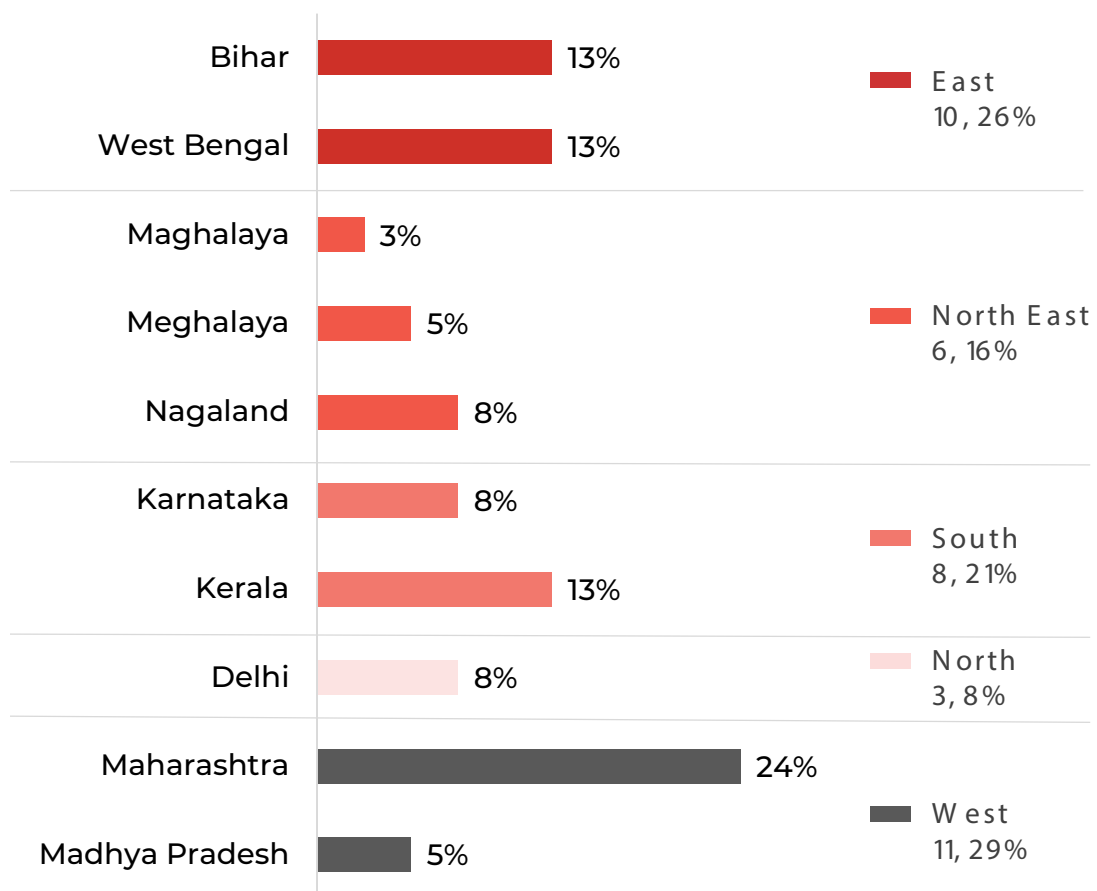
### Candidates Demographics

38 women identified who have completed the training program, but are yet to be placed

The **West Region** has the highest share of unplaced candidates at **29%**, primarily driven by Maharashtra contributing **24%**. The **East Region** follows with **26%**, with Bihar and West Bengal each contributing **13%**. The **South Region** accounts for **21%**, while the **North East Region** has **16%** unplaced candidates. This outcome may be attributed to limited local job opportunities, personal preferences, and family obligations. Enhancing placement rates will require a targeted approach, including **localized job creation, flexible work options, and support systems** to address logistical and social constraints faced by these candidates.

### Split by Region & State

Chart 18: Not-placed candidate: Split by Region & State



**N=38**

Source: Feedback Analysis

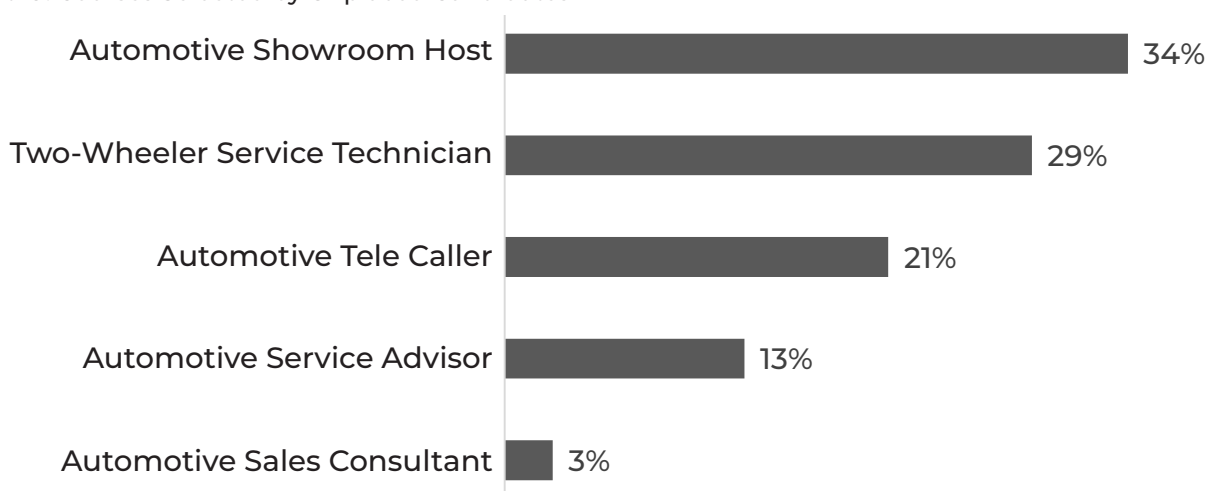


## Course-wise Variation in Placement Success

The chart presents the distribution of unplaced candidates across various automotive job roles. Automotive Showroom Host has the highest percentage of unplaced candidates at 34%, followed by Two-Wheeler Service Technician at 29%. Tele Caller and Service Advisor roles show moderate unplaced percentages, while Sales Consultant has the lowest at 3%. Several factors, including market dynamics and the alignment of training with industry needs, may contribute to these variations in placement outcomes

### Split by Course

Chart 19: Courses Selected by Unplaced Candidates



**N=38**

Source: Feedback Analysis

## Candidate Profile and Family Composition

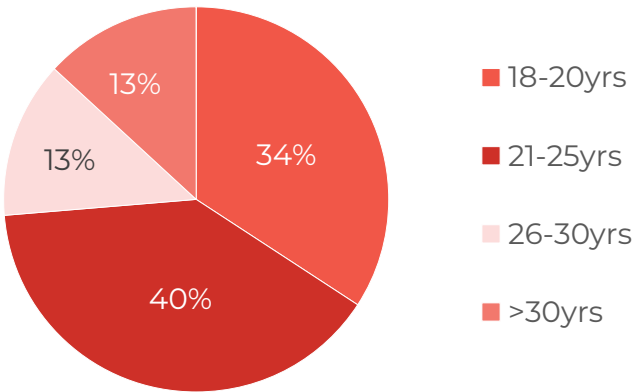
The data highlights that the majority of not-placed female candidates belong to younger age groups, with **40% aged 21-25 years** and **34% aged 18-20 years**, while older groups (26-30 years and above 30) each represent **13%**. The **average age of the candidates is 23.3 years**, reflecting a predominantly young demographic. Additionally, **79% of these candidates are unmarried**, and most come from families with **3-5 or 6-7 members**, constituting **97% of the total**. While this suggests that the program targets a young and relatively independent population, further analysis is needed to assess the impact of family responsibilities, socioeconomic background, and regional factors on their non-placement outcomes.

Chart 20: Candidate profile and family composition

**Age**

Average Age

**23.3 Years**

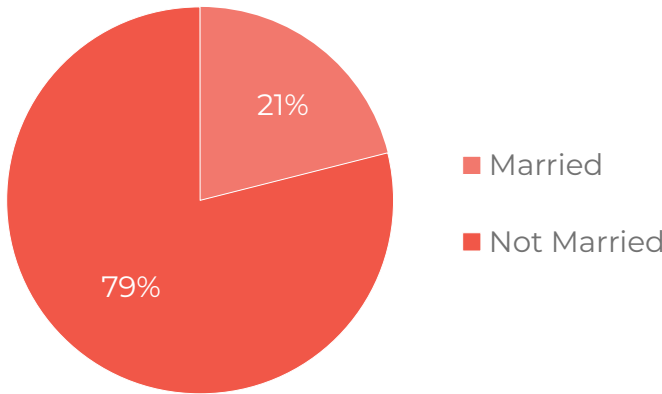


**N=38**

**Marital status**

Not Married

**79%**

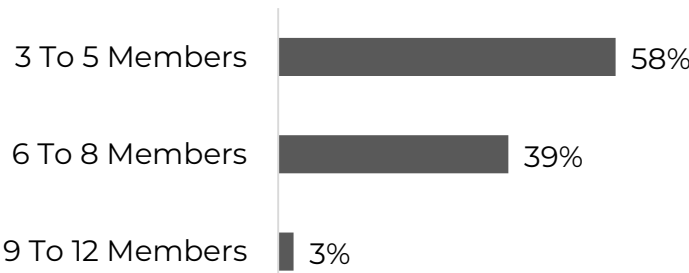


**N=38**

**Members in Household**

Average Members

**5.4 nos.**



**N=38**

Source: Feedback Analysis

## Pre-Training Status and Post-Training Outcomes of Unplaced Candidates

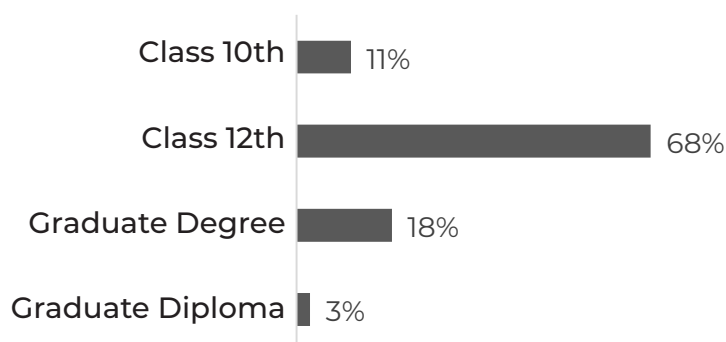
The analysis reveals that **68% of female candidates had a Class 12th education**, providing a common educational baseline among candidates. Notably, **76% were Homemakers before the course**, highlighting potential challenges in balancing training with family responsibilities. Despite completing the program, **47% of these candidates remained unemployed**, pointing to gaps in job placement support, such as career counseling and job search assistance. These findings emphasize the need to address specific challenges faced by female candidates, including **support for balancing family duties and enhanced job search strategies**, to improve their employment outcomes.

Chart 21: Pre & Post-Training Status of unplaced candidates

### Education (prior to the course)

Class 12th

**68%**

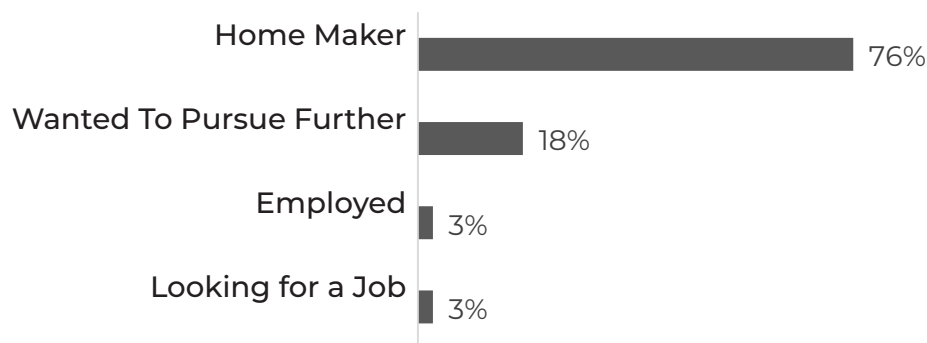


**N=38**

### Status (prior to the course)

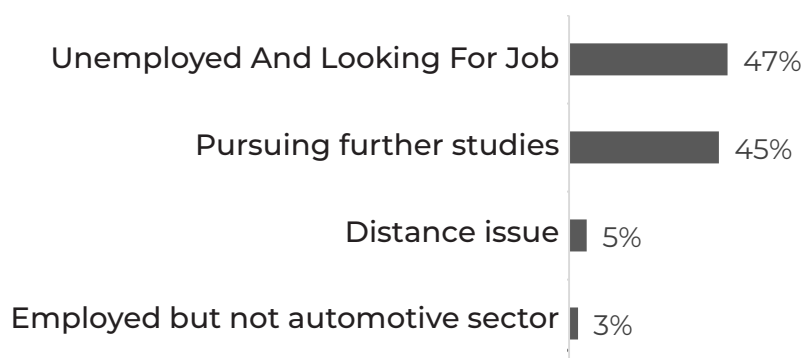
Home Maker

**76%**



**N=38**

### Status post the course



**N=38**

Source: Feedback Analysis

## Awareness of the Programme

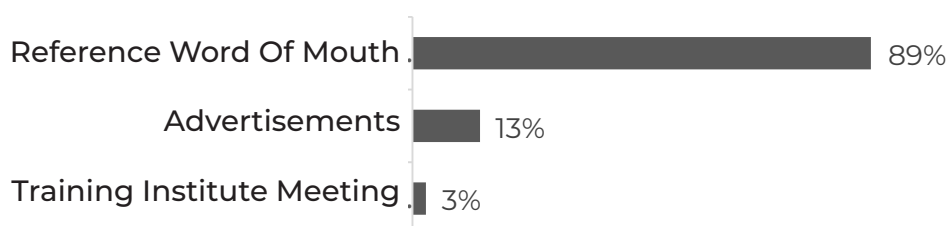
The primary reason for this group's enrollment in the course is to enhance confidence and facilitate personal growth.

### Awareness Source: How Candidates Learned About the Course

The data reveals that word-of-mouth referrals were the primary source of awareness for 89% of non-placed candidates, highlighting the significant influence of social networks and personal connections in spreading awareness about the training program. This suggests a reliance on existing social networks, while traditional channels like advertisements had limited impact (13%).

#### Awareness: How did you first come to know about this course?

Chart 22: Awareness of the training program amongst non-placed candidate



**N=38**

Source: Feedback Analysis

As is with the case of placed candidates, referrals from friends, relatives, and colleagues underscore the importance of social networks in spreading awareness

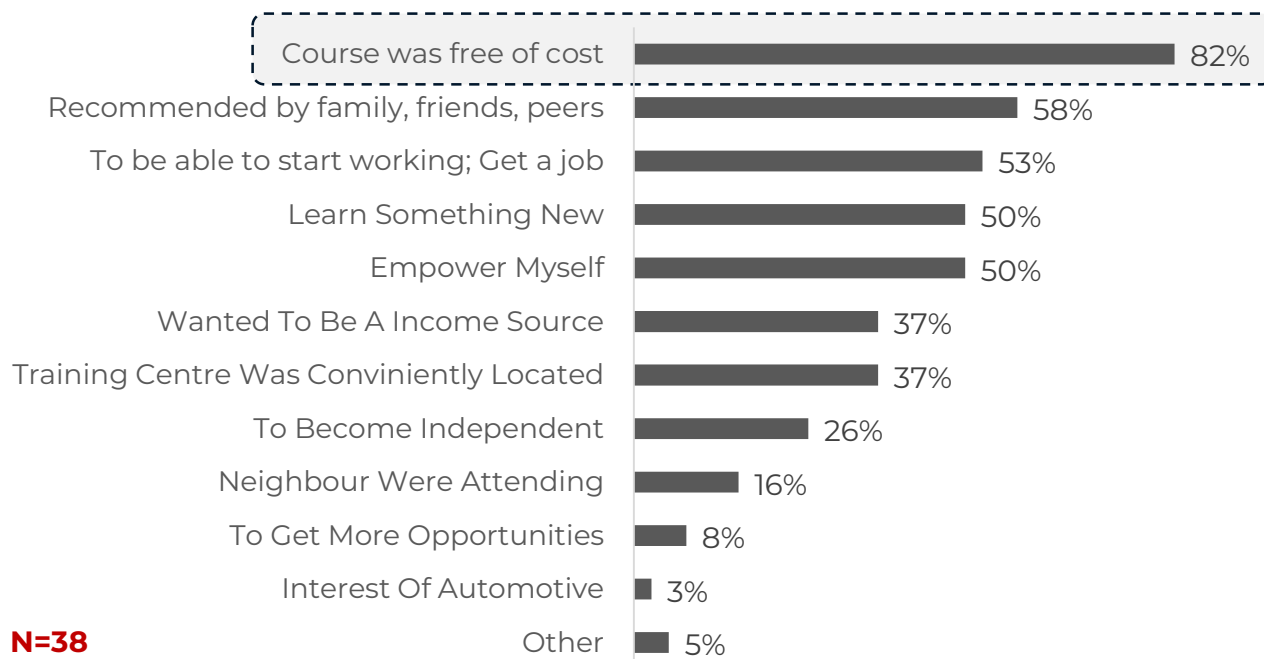
## Expectation from the Programme

The data reveals that "Course was free of cost" was the primary reason for enrolment among 82% of non-placed candidates, followed by recommendations from family

and friends (58%). This suggests that extrinsic factors, such as the availability of free training, played a significant role in their decision to enrol. While a desire to “To be able to start working; Get a job” (53%) was also a key motivator, the high proportion of candidates enrolling due to free access suggests that intrinsic motivations like a strong interest in the automotive sector may have been less prominent among this group.

## Reason for enrolling for this course

Chart 23: Key Motivations for Enrolling in the Course: Non-Placed Trainee



Source: Feedback Analysis

## Expectation Fulfilment – Rating

The image presents the satisfaction rating of candidates with regards to how well the course met their expectations. A significant majority of candidates expressed high levels of satisfaction: 45% rated the course an 8 out of 10, and 18% gave the highest rating of 9. This indicates that the course effectively met the expectations of a large portion of the candidates. The average satisfaction rating of 7.82 out of 10 further reinforces this positive assessment

Chart 24: Expectation Fulfilment - Rating



**N=38**

**AVERAGE 7.82**

Did the course meet your expectations?  
Satisfaction rating on 0 – 10-point scale where  
0 = Extremely Dissatisfied and 10 = Extremely Satisfied



## Overall Program Structure and Satisfaction

Candidates' overall satisfaction with the program is high, with all of the scores between 7-9; Placement services scores are lower than the placed group, since they are yet to be placed

The analysis underscores **high overall satisfaction** (average score: **8.11**) among not-placed female candidates who underwent automotive skill training, with most candidates rating their experience between **7 and 9**. Key strengths include the **Quality of Faculty/Trainers (8.42)**, **Infrastructure and Practical Sessions (8.26)**, and **Program Structure/Course Content (8.11)**, reflecting candidates' appreciation of the program's delivery and resources.

Although **Placement Services** scored lower (**4.00**), this presents an opportunity to enhance the program by **strengthening industry connections** and providing **more robust guidance**. By building on the existing **strong foundation of training quality** and addressing placement support, the program can achieve even greater overall impact and success.

Chart 25: Overall Satisfaction - Rating

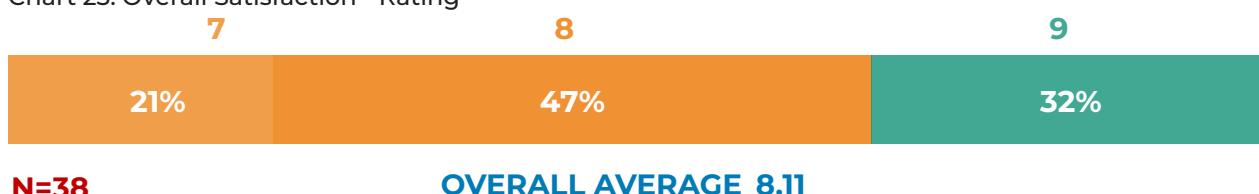


Table 7: Positive Impact on SOCIAL STATUS

Satisfaction with PROGRAM TOUCH POINTS	Average
Program timings and duration	8.08
Program Structure / Course Content	8.11
Quality of Faculty / Trainers	8.42
Infrastructure of the institute and practical sessions held	8.26
Placement Services	4.00

Respondents value the training quality and faculty expertise, which resonates the sentiments of the placed group.

<7.75 Indicative highs & lows  
>8.0 based on quartiles

Source: Feedback Analysis

# Overall Impact Score (OIS), Impact on Self-development and Future plans

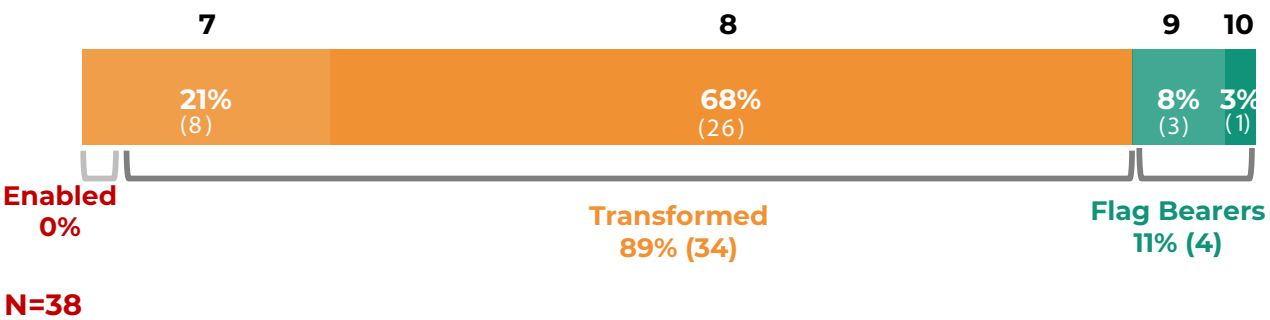
## Overall Impact Score (OIS)

All the respondents have been “Transformed” post the course with 11% respondents in the ‘Flag-Bearer’ category

The Overall Impact Score (OIS) of 7.92 reflects a significant positive impact on not-placed candidates who underwent the training. 89% of respondents are in the “Transformed” category, with ratings of 7 or 8, indicating positive outcomes, while 11% are “Flag Bearers” with ratings of 9 or 10, showcasing major career advancements and inspiring success stories. Importantly, no respondents were in the “Enabled” category (ratings 1–6), demonstrating that all candidates benefited from the program. Strengthening placement support and industry connections offers an opportunity to further enhance outcomes and move more candidates into the “Flag Bearers” category

## Overall Impact Score (OIS)

Chart 26: Over all Impact Score (OIS)



# 7.92

OIS is the average score of respondents who have seen the impact of the program

RATING SCALE USED:

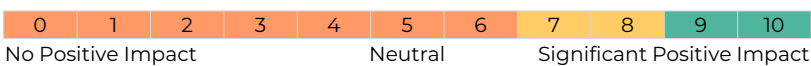


Table 8: Identified Groups

<b>Flag Bearers</b>	Rated 9, 10	Is the group whose lives has seen a <b>significant positive impact</b> due to the course and they have <b>experienced major changes across all aspects of their career</b> – their learning stories are very inspiring for budding candidates who wish to take up such courses
<b>Transformed</b>	Rated 7, 8	The group has <b>seen impact on few parameters</b> and can be potential Flag Bearers, provided they get better opportunities
<b>Enabled</b>	Rated 1, 2, 3, 4, 5, 6	The group who have completed the course and they satisfied with the content; however, they have <b>still not gained any positive impact</b>

Source: Feedback Analysis

## Impact on Self Development & Confidence

Candidates greatly value the program for the soft skills and confidence that it has provided

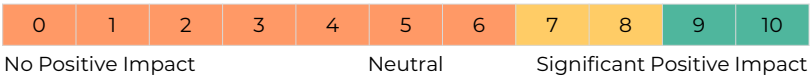
The analysis of the Impact on Self-Development highlights significant progress in key areas, with **Improved Behavioural Skills (8.32)** emerging as the strongest outcome, followed by **Better Communication Skills (8.08)** and **Improved Self-Confidence (8.05)**, reflecting notable growth in interpersonal, communication, and self-assurance capabilities. However, **Improved Technical Skills (7.61)** and **Empowering Women to Be Independent (7.66)**, while showing moderate progress, present opportunities for further enhancement. The lowest-scoring parameter, **Respect from Family and Society (7.11)**, suggests that the candidates' inability to secure placements may be linked to a lack of sufficient acknowledgment from family and society. Overall, the program has demonstrated strong results in core self-development areas while highlighting critical gaps that require attention for a more holistic impact.

# Impact on Self Development

Table 9: Impact on Self Development

Impact on SELF DEVELOPMENT	Average
Improved Technical skills	7.61
Better Communications (Written & Spoken)	8.08
Improved Behavioural skills	8.32
Improved self confidence	8.05
Respect from family and society	7.11
Empowering women to be independent	7.66

RATING SCALE USED



<7.75

>8.0

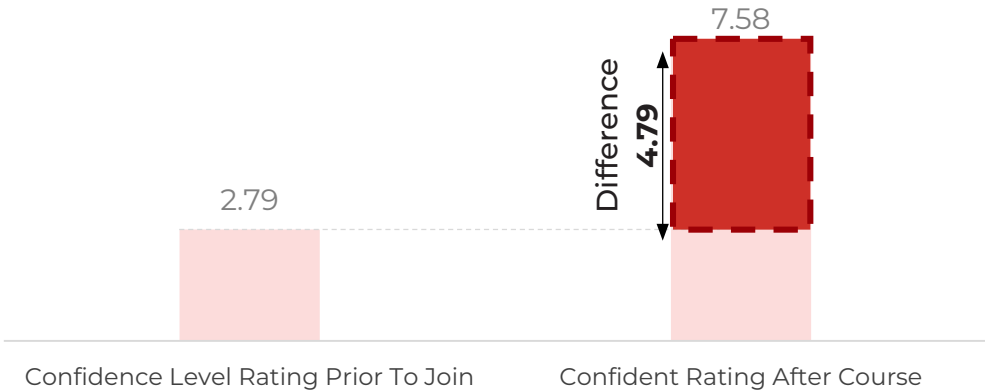
Indicative highs & lows based on quartiles

## Impact on Confidence

The data reveals a significant positive impact on confidence levels following the course or intervention. Candidates demonstrated a considerable **increase in confidence, with an average improvement of 4.79 points.** This suggests that the program was effective in empowering candidates, potentially leading to increased self-belief, improved performance in various aspects of life, and a more positive outlook.

## Impact on Confidence

Chart 27: Prior and post confidence level of the not-placed candidate



Source: Feedback Analysis

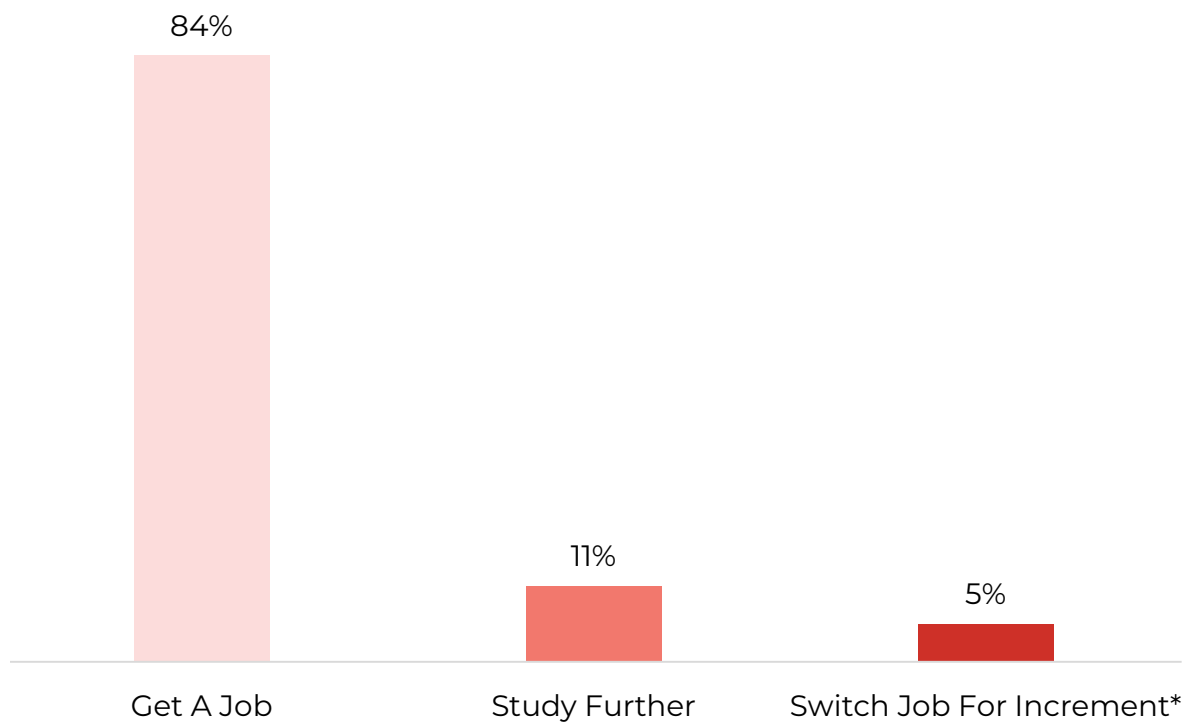
## Future Plans

### Clearly job placement is the most important agenda on this group's mind

The majority of not-placed candidates (84%) prioritize securing employment in the next 3-5 years. This demonstrates their immediate career goals and a strong desire to enter the workforce. A smaller proportion (11%) plan to pursue further studies to enhance their skills and improve their job prospects. Notably, only a small percentage (5%) aim to switch jobs for an increment, suggesting a focus on initial career establishment rather than immediate salary increases.

### Plans for next 3 – 5 years

Chart 28: Plans for next 3-5 years



\*Employed in sectors

Source: Feedback Analysis



# SUMMARY: EMPLOYERS

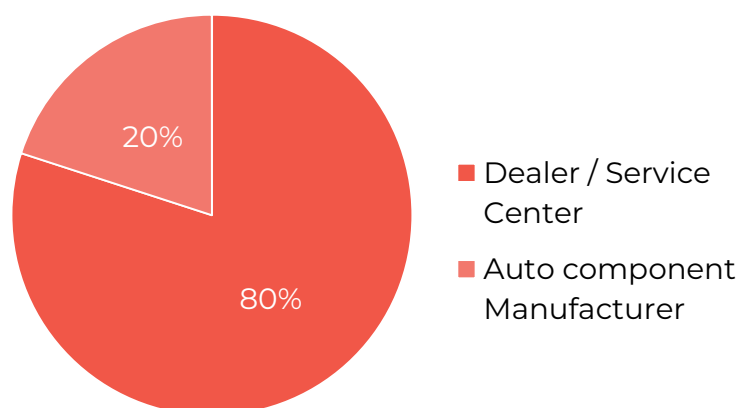
## Demographics, Feedback and Overall Satisfaction Employer's Demographics

Employer involved in the Saksham program are from the automotive sector: dealer, service centers and auto component manufacturer

The data reveals that a significant majority (80%) of SAKSHAM automotive skilled candidates found employment in dealerships or service centers, while 20% secured placements in auto component manufacturing companies. This suggests a strong demand for skilled labor within the dealership and service center sector and indicates that the program's training and curriculum are well-aligned with the skill requirements of this sector.

### Employer's covered

Chart 29: Employer demographics of the placed candidates



N=10

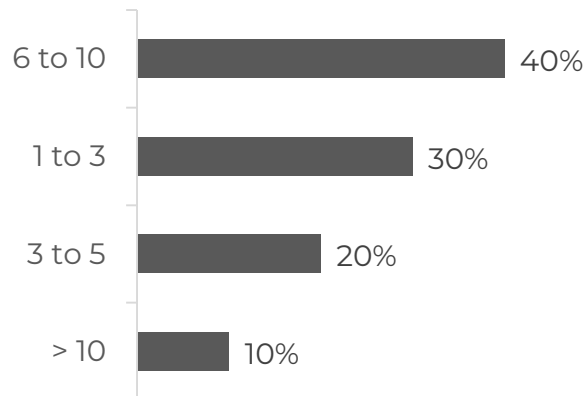
Source: Feedback Analysis

## Workforce Opportunities Across Employer

The distribution of service center sizes reveals varying employment potential. Medium-sized centers with 6-10 showrooms/service centers represent the largest segment at 40%, suggesting significant job opportunities. While smaller centers (1-3 showrooms) contribute to the market at 30%, they may offer fewer employment opportunities compared to medium-sized ones. Larger centers (3-5 and >10 showrooms) account for 20% and 10% respectively, and might offer specialized roles and career growth opportunities. Focusing on skill development relevant to the needs of medium-sized centers and exploring employment opportunities across different sizes can enhance job prospects for individuals seeking careers in the service sector.

## No. of showroom/ service center

Chart 30: Service Center Capacity Distribution



**N=10**

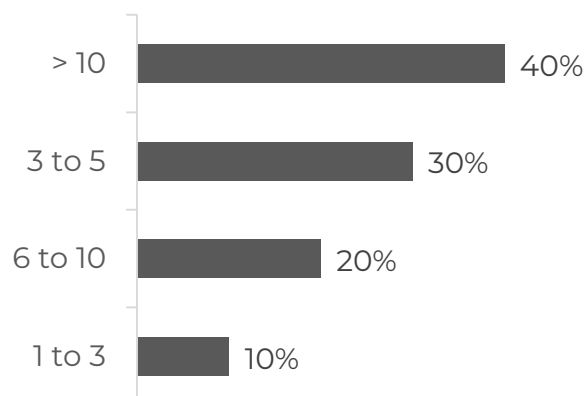
Source: Feedback Analysis

## Placement Distribution of Female Candidates by Employer Size

The analysis shows that a significant majority (40%) of female candidates hired after completing the SAKSHAM automotive courses were employed by companies with more than 10 service centers/showrooms/dealers. This demonstrates the program's success in connecting female candidates with larger employers in the automotive sector. While medium-sized companies (3 to 5 service centers/showrooms/dealers) also hired 30% of the candidates, smaller companies (1 to 3 service centers/showrooms/dealers and 6 to 10 service centers/showrooms/dealers) accounted for 10% and 20% respectively. This suggests that the SAKSHAM program effectively addresses the needs of both female candidates and employers in the automotive industry, **with a strong focus on placements in larger companies**

## Workforce hired from the training program

Chart 31: Where participants Are employed: Placement by Company Size



**N=10**

Source: Feedback Analysis

## **Employer Feedback on Hiring trained candidates**

**Enhanced productivity, reduced training time and improved work quality are some of the key advantages**

### **Employer Feedback on Hiring Trained Candidates**

**Employers report several key advantages when hiring trained candidates:**

#### **Enhanced Productivity:**

- Trained candidates demonstrate higher efficiency and require less time to adapt to workplace processes, resulting in improved overall productivity.
- Trained candidates are well-versed in using automotive tools and have a strong mechanical aptitude, making them immediately capable of contributing to tasks like basic repair and maintenance.
- Trained candidates demonstrate excellent communication abilities, a customer-focused mindset, and a strong work ethic.

#### **Reduced Training Time:**

- Pre-trained employees need minimal additional training, saving both time and resources for the organization.

#### **Improved Quality of Work:**

- Trained candidates deliver work with greater accuracy and consistency, reducing errors and rework.

#### **Higher Retention Rates:**

- Trained candidates tend to feel more confident and capable in their roles, leading to better job satisfaction and lower turnover rates.

#### **Adaptability to Technological Advancements:**

- Trained individuals are more adept at using modern tools and technologies.

#### **Faster Onboarding:**

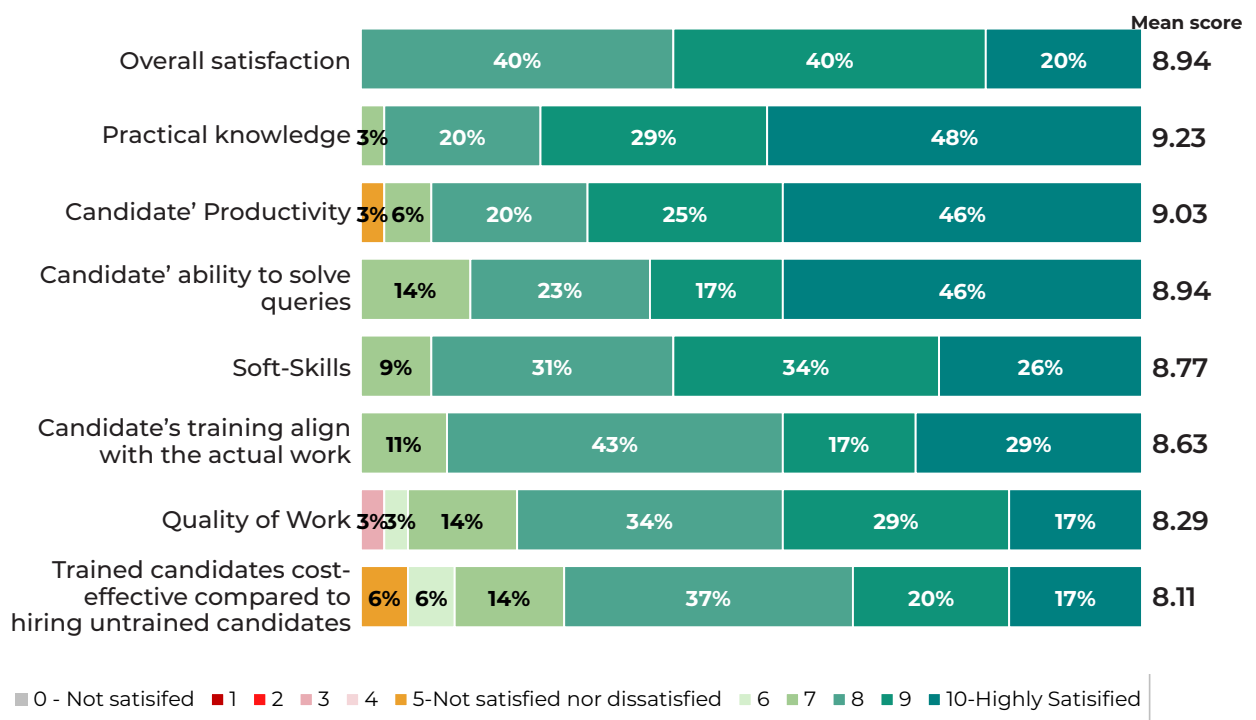
- With job-specific skills already in place, trained employees integrate seamlessly into teams and operations.

## Overall satisfaction with the candidate recruited

### Most employers express high satisfaction with the quality of certified candidates compared to other recruitment

Employers report high satisfaction with certified candidates, giving an overall performance score of **8.94**. Key strengths include practical knowledge (**9.23**) and productivity (**9.03**), reflecting well-prepared and efficient candidates. Strong real-world relevance is evident from high scores in query resolution (**8.94**) and job alignment (**8.63**). While soft skills received a positive rating of **8.77**, employers see potential for improvement. The lowest-rated aspects were work quality (**8.29**) and cost-effectiveness (**8.11**), suggesting opportunities to enhance output quality and optimize value.

Chart 32: High Employer Satisfaction with Certified Candidates: Practical Knowledge and Productivity Lead the Way



Source: Feedback Analysis

## Employer Verbatim

"We are extremely pleased with the skilled candidates from the ASDC Hero Saksham Project. Their training has made them highly competent and ready to perform at a high level in our company."

*Cruiser Motors Pvt Ltd. - New Delhi*

"The candidates from the ASDC Hero Saksham Project have exceeded our expectations. They are well-trained, knowledgeable, and have seamlessly integrated into our team."

***Hari Om Motorrad Pvt Ltd. - New Delhi***

"We are very happy with the quality of candidates hired through the ASDC Hero Saksham Project. Their technical expertise and professionalism have made a significant impact on our operations."

***Natraj Automobile Pvt Ltd. - Uttar Pradesh***

"The candidates from ASDC Hero Saksham Project have proven to be an asset to our company. They have the skills and enthusiasm we need to keep moving forward."

***RDB Suzuki, New Delhi***

"The candidates we've hired from the ASDC Hero Saksham Project have been well-prepared and quick to adapt to our work environment. Their training has truly paid off."

***Mahindra United Automobiles - Haryana***

"We are fully satisfied with the candidates trained under the ASDC Hero Saksham Project. Their hands-on skills and readiness to take on challenges have contributed greatly to our success."

***Falcon Automobiles - Haryana***

"The training provided by the ASDC Hero Saksham Project has truly made a difference. The candidates we hired are skilled, dedicated, and a valuable part of our team."

***Dealer / Service Center - Yamuna Nagar, Haryana***

"We are thrilled with the candidates from the ASDC Hero Saksham Project. Their training has made them highly proficient, and they've been able to contribute to our growth from day one."

***R M Sales Corporation - New Delhi***

"The trained candidates from the ASDC Hero Saksham Project have impressed us with their expertise and professionalism. They are exactly what we need for our expanding team."

***Popular Vehicles & Services - Kerala***

"We are very satisfied with the candidates hired from the ASDC Hero Saksham Project. Their technical knowledge and attitude toward work have made them a great fit for our company."

***Manzil Motors - Haryana***



# SUMMARY OF FINDINGS

The SAKSHAM Project has made significant strides in empowering women in the automotive industry through comprehensive training programs and targeted mobilization efforts, achieving several key outcomes

**Increased Women's Participation:** The project has successfully trained 4,113 women, significantly boosting female representation within the automotive sector.

**Enhanced Skills and Employability:** Participants have gained essential technical skills, communication abilities, and industry knowledge, enhancing their employability across various automotive roles.

**Improved Economic Independence:** Securing jobs with competitive salaries has provided participants with financial independence, positively affecting their quality of life.

**Breaking Gender Barriers:** The project has effectively challenged traditional gender stereotypes, creating opportunities for women in male-dominated fields.

**Positive Social Impact:** Beyond individual empowerment, the project has positively influenced communities and families, contributing to broader economic growth and social development.

**While the SAKSHAM Project has made significant strides, there is still potential for further expansion and improvement. On the course content, respondents expect more focus on communication and other soft skills which will eventually help them get even better jobs that can help them support the needs of a larger family and gain respect in the society**

## WAY FORWARD

While the SAKSHAM Project has made significant strides, there is still potential for further expansion and improvement. To sustain its impact and reach even more women, the following recommendations are suggested

- **Expand Program Reach:** Increase the number of training locations to serve a wider population of women, especially in underserved regions.
- **Strengthen Partnerships:** Collaborate with more industry partners and NGOs to enhance outreach and resource mobilization.
- **Stay Updated with Industry Trends:** Incorporate training on emerging technologies and industry trends to ensure participants remain competitive.
- **Prioritize Quality:** Implement a robust evaluation system for training partners to ensure high-quality standards are met.
- **Offer Immersive Learning:** Explore residential training programs for a more focused learning experience, particularly for participants from remote areas.

- **Enhance Course Content:** Integrate case studies and real-world examples to make training more engaging and relevant.
- **Utilize Technology:** Mandate the use of audiovisual aids to improve learning and retention.
- **Continuously Improve:** Regularly review and update course content to reflect industry developments and best practices.
- **Incorporate On-the-Job Training (OJT):** Expand the program to include OJT components, providing participants with practical experience in real-world automotive settings.

By implementing these recommendations, the SAKSHAM Project can continue to serve as a catalyst for women's empowerment and gender equality in the automotive industry.

## EMPOWERING JOURNEYS: SUCCESS STORIES FROM THE IMPACT ASSESSMENT

### Himanshi Kumari, Gurugram

#### Empowering Futures: Elevating Careers and Transforming Lives through Practical Skills & Confidence



Himanshi Kumari, a determined young woman from Gurugram, overcame significant challenges to succeed in the male-dominated field of automotive mechanics. Her path was marked by financial difficulties after her father stopped working, frequently argued with her mother, and eventually abandoned the family. With her mother working as a cook and her brother focused on his studies, financial stability remained elusive. The responsibility of supporting the family fell on her mother, who worked multiple jobs to make ends meet. Despite their efforts, their income was often insufficient, fuelling Himanshi's resolve to uplift her family through her own success.

Her life took a transformative turn when she joined the **Saksham Program** and enrolled in the **Two-Wheeler Service Technician** course at Autograd Academy. From February to May 2024, Himanshi not only gained technical expertise but also developed the confidence to thrive in a male-dominated field. Practical training at Royal En field and Yamaha showrooms provided her with essential experience in two-wheeler maintenance and repair. Her hard work and rapid skill acquisition led to a job offer as a **2-Wheeler Technician at Manzil Motors**, with an initial **salary of INR 10,000 per month**.

Driven by her passion for two-wheelers and the desire to support her family, Himanshi pursued her career despite having no prior experience. Her journey, shaped by the support of the Saksham Program, highlights the empowering impact of practical skills on women's financial independence.

Looking ahead, Himanshi aspires to become a workshop incharge, leading a team and encouraging more women to enter the industry. She remains committed to providing a better life for her family and inspiring others to turn adversity into opportunity.



## Tanu Sain, Yamunanagar Haryana

### A Fresh Start in the Automotive Industry

At just 18, Tanu Sain from Jagadhari, Yamunanagar, was determined to support her family and alleviate their financial struggles. With her father working in a small hair salon and her mother managing the household, the pressure to contribute financially grew, especially with her younger sister still in 10th grade. While pursuing a **Bachelor of Arts** degree, Tanu realized the importance of securing a stable job to ensure a better future for her family.



Her opportunity came through the **Saksham Program**, sponsored by Hero MotoCorp and implemented by the Automotive Skills Development Council (ASDC). The program, in partnership with **IRIS Learning** in Yamunanagar, offered a specialized Automotive Sales Consultant course. Running from May to July 2024, the two-month course not only focused on automotive sales but also included training in English and computer skills, equipping Tanu with the confidence she needed to enter the automotive industry.

The program provided a well-rounded blend of theoretical knowledge and hands-on experience. Tanu and her peers visited local showrooms, including Hero MotoCorp dealerships, gaining valuable exposure to the industry. She appreciated the program's emphasis on soft skills like grooming, communication, and problem-solving, which greatly boosted her self-confidence. The trainers' focus on practical learning and real-world applications prepared her to tackle industry challenges with assurance.

Shortly after completing the course, Tanu secured a position as a **Sales and Telecaller** at Falcon Automobile, a Royal Enfield dealership, earning **INR 9,500 per month**. The skills she gained through the **Saksham Program** not only helped her land the job but also enabled her to manage her finances more effectively, including opening her first savings account—a significant milestone toward financial independence. This also allowed her to provide vital financial support to her family.

Now empowered and confident in her career, Tanu aspires to move into a managerial role. She credits the **Saksham Program** for equipping her with the tools to transform her life and help support her family.

## Aanchal Singh, New Delhi

### From Dreams to Success: Aanchal Singh's Journey of Career and Self-Transformation



Aanchal Singh, an 18-year-old from Bijwasan, Delhi, faced tremendous challenges after the sudden loss of her father. Her mother, a tailor working in the export line, became the sole breadwinner, supporting Aanchal and her younger brother. Motivated by the need to contribute to her family's well-being, Aanchal set out to find opportunities that would lead her to a better future.

In her search, she came across the **Saksham Program**, a women-focused vocational initiative by **Hero MotoCorp** and

**ASDC**, aimed at empowering women in the automotive sector. She decided to join the **Automotive Telecaller** course at **Visan Hospitality Private Limited**, held between **May 15, 2024, and July 15, 2024**.

The course offered her hands-on experience in telecalling, customer service, and an introduction to automotive servicing, with invaluable industrial visits to workshops like **Go-auto** and **Tata Motors**. Despite facing a few rejections early on due to her limited computer skills, Aanchal's determination kept her going. She eventually secured a position as a **Telecaller at Royal Enfield** in Dabri Mor, Janakpuri, Delhi, where she now earns **INR 9,000 per month**.

Aanchal credits the **Saksham Program** for enhancing her professional skills and boosting her self-confidence, allowing her to navigate the traditionally male-dominated automotive field. She appreciated the quality of training and industrial visits that provided a comprehensive understanding of the industry.

Looking ahead, Aanchal is committed to her growth. She aims to deepen her knowledge of sales and two-, with a long-term goal of moving into Human Resources. Eager to explore electric vehicles, she also plans to support her family, using her skills to uplift their circumstances while pursuing her own development.

## Manju Jamod, Indore

### From Waitress to Telecaller – A Journey Towards Better Prospects

At just 22, Manju Jamod from Magdi Village, Dhar, carried a weight far heavier than most her age. Born into a lower-class family, Manju's life took a devastating turn when her father passed away. As the youngest of eight siblings, all married and living their own lives, she was left alone to care for her mother. Life was hard, and working long hours as a waitress in Indore, she yearned for a more respected and rewarding career that aligned with her education.

In June 2024, Manju found hope when she enrolled in the free **Automotive Telecaller course** under **Project Saksham** at **Jan Vikas Society, Palda**. The two-month program not only taught her telecommunications but also enhanced her confidence, English-speaking, and computer skills. These extra skills, combined with the supportive structure, gave Manju a newfound belief in her abilities. After completing the course, she secured a job as a **Telecaller at Rana Motors, Indore**, in July 2024, earning **INR 9,500 per month**. The job improved her financial stability and gave her the respect she had longed for. Now, her mother proudly shares Manju's success with their community.





What Manju valued most about the course was its comprehensive approach, focusing on personal development in key areas like English communication, confidence-building, and computer skills. She now plans to pursue more training programs to further enhance her skills and increase her salary, with dreams of a brighter future ahead.

Manju's story is a testament to the power of determination and the impact of opportunities like the **Project Saksham**. It shows how, with the right support and willingness to learn, even the most challenging circumstances can lead to success and a brighter future.

## Rakhi Mondal's Journey to Stability



Rakhi Mondal, from South 24 Parganas, West Bengal, always aspired to build a stable career. She had to drop out of her graduation after the first year due to financial constraints, but she never gave up on her dreams. When she learned about the **SAKSHAM** program under **ASDC**, she enrolled in the **Two-Wheeler Service Technician** course at **Frostees India Pvt Ltd**. The training equipped her with **technical knowledge, soft skills, and IT proficiency**, helping her secure a job at **Dugar Honda** on her very first attempt. She now earns **Rs. 8,000 per month**, and with an **additional Rs. 1,000 incentive**, she is able to contribute more to her household.

Despite facing challenges, including a **one-hour bus commute** to work, Rakhi remains determined to grow in her field. Her husband, who works in a **four-wheeler showroom**, has been a strong support system, but his earnings alone were not enough for a comfortable living or savings. Now, with her income and incentives, they have improved financial stability. Rakhi is grateful for the guidance of her **trainers and mentors**, and she credits the **SAKSHAM** program for helping her become independent. She is determined to continue in the **male-dominated** automotive industry and wishes to resume her education while progressing in her career.

## Aparna Vijayan's Path to Independence

Aparna Vijayan from Ernakulam, Kerala, grew up witnessing the hardships her mother faced after her father passed away ten years ago. Her mother, the sole breadwinner, worked as a housekeeper at the Taluka office to support the family and ensure Aparna could pursue her education. Inspired by her mother's dedication, Aparna wanted to build a stable career and support her in return. She came across the **SAKSHAM** program under **ASDC** through an advertisement and, after counseling, enrolled in the **Two-Wheeler Service Assistant** course at **Kuttukaran Institute**.

With the training and skills gained from the program, Aparna secured a job in just a month, clearing her first interview at **Royal Enfield** as a **Customer Relations Executive (CRE)**. Her dedication and hard work led to a promotion within five months, and she now works as a **Service Marketing Executive**, earning **Rs. 12,000 per month**. This financial independence has allowed her to support her mother, buy jewelry, and start saving for the future.

Aparna believes in finding satisfaction in her work, trusting that success will follow. The **SAKSHAM** program not only helped her gain technical knowledge but also gave her the confidence to shape her own future. Today, she stands as an example of how skill development can transform lives, offering hope and opportunities for a better tomorrow.



## Sumona Dey's Journey to Success

Sumona Dey, a college student from a middle-class background in **Kolkata**, always aspired to become independent and support her own education. She came across the **SAKSHAM** program under **ASDC** through a college advertisement and saw it as a stepping stone toward a stable career. Enrolling in the **Two-Wheeler Service Assistant** training at **Frostees India Pvt Ltd**, she gained **technical knowledge, soft skills, and hands-on experience**, which helped her confidently clear her **first job interview**. She secured a position at **KGN Royal Enfield Showroom** as a **Service Marketing Executive** with a starting salary of **Rs. 8,000**.



Determined to grow in the **automotive industry**, Sumona transitioned to a **Customer Relations Executive (CRE)** role, now earning **Rs. 8,500**, along with **monthly incentives of Rs. 500-1,000**. Coming from a family where her **father works as a school driver** and her **mother is a homemaker**, Sumona's income has eased financial pressures at home. Her **Badi Maa and Dada** have been strong pillars of support throughout her journey. One of her proudest moments was **gifting a mobile phone to her father** with her first salary, a token of gratitude for his hard work, while also starting her own savings.



Currently in her **B.Com 3rd semester**, Sumona manages both work and studies with confidence, thanks to the **trainers, facilities, and on-the-job training** provided by the **SAKSHAM** program. The **7-day practical training** significantly enhanced her skills and boosted her self-belief. Encouraged by her **mother's motivation and her father's pride**, she continues to push forward. Having completed **one year in her job**, she was honored as the **Best Target Achiever at the Annual Meet**, proving that **hard work, determination, and the right training** can lead to incredible success. Sumona remains committed to excelling in the **automotive industry** and is confident about achieving even greater milestones in the future.

## Durga Devi R



### A Trailblazer in Two-Wheeler Service Industry

Durga Devi R, a 21-year-old from Madurai, Tamil Nadu, has made a mark in the male-dominated field of two-wheeler servicing. She discovered a training program by **IIER - Madurai** in collaboration with **SAKSHAM ASDC** through social media and enrolled in the **Two-Wheeler Service Technician** course.

The training, conducted by **SAKSHAM ASDC**, provided her with **technical expertise and soft skills**, boosting her confidence. Immediately after completion, she secured a job at **R.K (KTM) K.K. Nagar, Madurai**, earning **Rs. 8,500 per month**.

Over the past year, she has grown into a motivated and confident professional, earning respect in her workplace.

Durga Devi lives with her parents and younger sibling, who is still studying. Her parents take immense pride in her achievements, as she now supports the family. She aims to grow in the automobile service industry and reach higher positions.

Her journey is an inspiration, proving that passion, perseverance, and skill development can lead to success. Durga Devi continues to break barriers, setting new benchmarks in the industry

## GLIMPSES FROM THE CONVOCATION

Project Saksham, supported by Hero MotoCorp Limited and implemented by ASDC, has been instrumental in narrowing the gender gap within the automotive sector. The initiative not only provides vital training but also fosters confidence and self-reliance among female candidates, opening doors to promising career opportunities.

This milestone event celebrated the empowerment of numerous female candidates, who were awarded certificates recognizing their new skills in the automotive industry. These women, now equipped to excel in their careers, are paving the way for a more inclusive workforce.

With convocation being organized at various places like Ranchi and Odisha, we commemorate the tireless efforts of the participants and partners who are helping to shape a brighter, more equitable future for women in the industry.







**Feedback  
Advisory**



