



TNS INDIA FOUNDATION



# Annual Activity Report

## TNS INDIA FOUNDATION 2019-20

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**Board of Directors as of 31st March 2020**

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## About TNS India Foundation

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TNS India Foundation is a section 25 company founded in 2012, which works with enterprising people in the developing world to build competitive farms, businesses, and industries. We do this by unlocking the economic opportunity in partnership with the public and private sector and building the capacities, incentives and connections necessary for the inclusive economic growth of our beneficiaries. With this as our overarching mission, our vision is to be the most effective catalyst and partner for transformative, on-the-ground, market-based solutions to poverty. We conduct activities under the following areas:

- **STRENGTHEN AGRI VALUE CHAINS:** We enable smallholder farmers to grow high-value products, engage with private-sector companies, and sell to profitable markets.
- **FOSTER SKILLS DEVELOPMENT AND ENTREPRENEURSHIP:** We provide business training and skills development to people in poor communities who want to create sustainable enterprises.
- **PROMOTE SUSTAINABLE LOCAL ECONOMIC DEVELOPMENT:** We increase incomes in target communities and in turn further catalyze economic and social development.
- **SUPPORT GENDER-INCLUSIVE COMMUNITIES:** We integrate custom support for women into our programs to expand their capacity and opportunity for sustainable livelihoods.

TNS India Foundation collaborates with development organizations and grant-making foundations to execute large-scale, multi-year programs, with staff deployed at the frontlines. We also associate with companies to directly implement customized Corporate Social Responsibility (CSR) programs based on our core areas of expertise.



## Activities under Youth Employability Program in Mumbai – Project Urja funded by HDB Financial Services

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TNSIF's Youth Employability Program in partnership with HDB Financial Services began operations on August 1st, 2018 in Mumbai. The aim of the program is to train 1000 final year college youth from disadvantaged backgrounds in 7 identified Tier III/IV commerce colleges on employability skills and placements training over a period of two years. This is done through a combination of skills training, career counselling support, and corporate linkages. The students receive 80 to 100 hours of in-classroom training and additional hours' worth of content on the Online Learning Platform (OLP). They are trained on Personal and Professional Effectiveness, Communication Readiness, Career Readiness, and Work Readiness. Parent engagement, pre and post- placement counselling, and telephonic helpline services are additional facilities provided to the students.

The first cycle of the program was conducted from August to April for 500 students part of the academic year 2018-19. Mobilization visits were first done in the targeted college centres, followed by orientation sessions for final year students interested in taking up full time employment after their graduation. All centres are under SNTD University and Mumbai University. The team conducted orientation sessions followed by a screening process to shortlist the final set of students. Placements for the students began in the month of December and through collective efforts we have crossed the program goal of 350 placements.

The second cycle of the program commenced in the month of May 2019. This cycle seeks to train another set of 500 students and place 70% of the student's part of the academic year 2019-20. The format of student mobilization and placements will remain the same as the first cycle.

The following paragraphs highlight the activities of the program:

### **1. Mobilization**

The year began with a focus on research on potential partnerships with colleagues for the remainder of the 500 students. Mobilization visits during the year took place at various colleges such as Vivek College of Commerce, KB College of Arts and Commerce, K G Joshi College of Arts, N G Bedekar College of Commerce, K V Pendharkar College.

For this academic cycle, one to one interviews with all students has been introduced to ensure the enrolment is stricter and the program continues to cater to the right target group. The interview captures the applicant's interest in training, plan after graduation, attendance in college, willingness to travel, interest in job profiles, parental support, family occupation, daily schedule, and the key decision maker in family. The college coordinators feedback is also incorporated during the selection process.

Orientation was conducted at Joshi Bedekar College of Commerce, SIWS N R Swamy College of Commerce and Economics, K G Joshi College of Arts and N G Bedekar College of Commerce. Outreach sessions were done for students in all the existing colleges and new batches were formed. The team conducted also remedial sessions at



KB College and SNTD Matunga to brush up portions about interviews, group discussions, and career fest etiquettes.

## **2. Training & Career Counselling**

The training total for the second cycle (2019-20) is 491. Training took place at Vivek College of Commerce, KB College of Commerce, SNTD Women's University, Valia College, Model College and S.P.N Doshi College.

## **3. Placements**

The following are the placement updates for the reporting period:

- Two placement drives were conducted at Smt. Maniben M. P. Shah Women's College in Matunga and at SPN Doshi Women's College in Ghatkopar.
- Prior to the career fests, the students were given detailed descriptions (including location, salary, skills required) of the companies attending the events. They were then asked to fill google forms and rank the companies on the basis of their preference. Students barring a few (owing to communication levels and marks), were allotted their top three preferences.
- The team conducted two career fests in the month of December at Western Line Career Fest in Vivek College of Commerce and Central Line Career Fest in Western College.
- All students (selected, shortlisted and rejected) were counselled at the end of both the career fests to ensure they are motivated to take up the opportunities or sit for future processes.
- In June, in-person meet-ups were difficult in most of these centres, as colleges were shut for the summer break. Therefore, the TNSIF team made a motivational video with the model and MTV video jockey Gaelyn Mendonca, who is a popular figure amongst the students. She encouraged the students to sit for the placement drive and told them the importance of getting into a formal sector job at a young age.
- College meet ups, telephonic counselling for students and parents were done to motivate students and prepare them well for the fests. Trainers also provided guidance to students to help select companies based on their current attitude and skill set.
- Several reputed recruiters (such as Kotak Mahindra Bank, HDFC Securities, Angel Broking, Kotak Life Insurance, ICICI bank, Conneqt Business Solutions, Policy Boss, Kotak Mahindra Bank, Wipro, Datamarks, Motilal Oswal, Integreon, Reliance Jio, Equitas Bank, Copper Gate, Policy Boss, Andromeda, Reliance Group, HDB Financial Services, Datamatics Business Solutions, eClerx, WNS and Hinduja Global Solutions) attended the fests and hired students for Sales (inside and field), customer service, accounting, back office, operations, business development and human resources profiles.
- Several companies conducted individual interview processes in their respective offices. Some of these were: HGS, Kotak Mahindra Bank, Motilal Oswal, L&T, Just Dial, Concentrix, AU Small Finance Bank, and Hinduja Global Solutions, Motilal Oswal, Kotak Life Insurance, HDFC Securities, eClerx, IXFI, Hinduja Global Services, ICICI Lombard, Kotak Mahindra Bank, Angel Broking, Policy Boss, Wipro, VFS and Tech Mahindra.
- The team continued providing support to students through telephonic counselling for issues faced by them at their work places. Some examples of issues were: long working hours, difficult work environment, managerial issues, long hours of travelling, delay in joining, etc.



- In June, all the program trainers called all unplaced students to understand their status. This effort helped in understanding the number of students interested in sitting for future processes. Few of our students have secured self-placements, which means through TNSIF's training and counselling efforts, they have successfully gotten placements in companies on their own. This is either through personal references or through online portals.
- A separate 'Get A Job' WhatsApp group was formed for all unplaced candidates to motivate the students and enable them to register for processes in a timely fashion. This also ensured that the placed students do not go for future processes.
- HDB Financial Services, a corporate partner has recruited 429 TNSIF program students for 3 Profiles – Phone Banking, Tele-Calling and Sales.
- In August, Oracle Financial Services conducted an employee engagement session on August 10th, at SNDDT Matunga for the current BCom students. They spoke about their personal journeys, opportunities after graduation, and corporate culture. A Q&A session was conducted at the end of the event.
- In July, the corporate linkages team conducted an engagement session with unplaced students to understand their requirements and to motivate the students to sign up for different company interviews.
- The Youth Employability Program conducted an evening of felicitation with our CEO William Warshauer on August 29th at SNDDT Matunga. SNDDT Matunga program students and few students from last year's cycle were present to speak about their background, experience of the program, and their current work. The following session consisted of different college and corporate stakeholders sharing their experience of the program. We had three representatives from HDB Financial Services attend the event.
- The team of Emerging Youth Leaders (EYs) reached out to the alumni through calls to understand their current status, receive feedback, and record placement status.
- The process for Career Fests for the second cycle of the program continues to be the same as last year. Detailed job descriptions are handed out to the students, followed by a pre-placement talk with details of rules and regulations, and a google form is filled ranking all the companies based on preference. The team conducted 8 career fests during the period December to February

The placement total for both the cycles is 744. The placement rate is 75%. The team is continuing to conduct placement drives for students who are unplaced.



## Activities under Youth Employability Program in Mumbai – Swabhimaan funded by HDFC Life

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The partnership between HDFC Life CSR and TNS India Foundation commenced in 2018, with the primary focus of the program being training 200 high-potential, undergraduate youth from a low-tier college centre, empowering them with essential job-readiness skills and setting them on the path to a lucrative career through placements in corporate jobs.

The success of the abovementioned 200-scale pilot in Mumbai led to TNSIF proposing to scale up the project in line with the existing model. September 2019 marked the official launch of the Youth Employability Program by TNS India Foundation and HDFC Life CSR with a target of 350 student beneficiaries for the year 2019-2020. The goal of the program is to provide industry relevant job-readiness training with an emphasis on placing all participants in meaningful entry-level opportunities in the BFSI Sector.

HDFC Life CSR would be supporting the following college centres:

1. Matushree Pushpaben Vinubhai Valia College of Commerce, Borivali
2. Ghanshyamdas Saraf College of Arts & Commerce, Malad
3. Prahladrai Dalmia Lions College, Malad
4. Smt. Kamaladevi Gauridutt Mittal College of Arts & Commerce, Malad

A double pronged approach of simultaneous training and placement ensured that 350 students finished receiving training and career counselling well within set deadline, out of which 266 students who make up the majority of 76% beneficiaries have already been placed in formal sector companies like Kotak Mahindra Bank, Axis Bank, HDFC Securities, HDB Financial Services, Motilal Oswal, Impact Guru, Andromeda, etc. to name a few. Further, 25 students have been shortlisted for the final round of interviews in companies as well. HDFC Life Insurance was invited as a corporate partner at a Career drive on 13th February '20, where they selected 5 candidates from the pool of TNSIF students across Mumbai to join them as Sales Development Managers.

The achievement was possible due to pre-planning student and college centre mobilization activities, successful efforts of the corporate linkage team in getting diverse job role portfolios and mass hirers, conducting independent company hiring processes apart from the large-scale Career Drives and engaging parents of the beneficiaries. Learning from past program implementation challenges, contingency plans were built for unforeseen circumstances such as college campus renovations, change in internal examination schedules, student dropout due to health reasons, family commitments and important college activities.

Some of the activities undertaken during the year under review are as follows:

### **1. Mobilization – Orientation, Outreach and Enrolment**

More than 500 students were mobilized through mass orientations and class-to-class orientations as well, of which 350 were finally enrolled into the training program after the screening process.





It involved one-to-one interviews with the designated Trainer as well as the college coordinators for each stream. On-field implementation required improvisation in terms of mobilization and training processes to accommodate for varying college lecture timings, a plethora of extracurricular activities, examinations, holidays for festivities, extra coaching classes and in some cases, students with part time jobs to support their families while studying.

## **2. Training & Career Counselling**

350 students went through a grueling training with a healthy mix of theory and practical exercises focusing on personal and professional effectiveness, communication, work readiness and domain knowledge. Further, career counselling in group and individual formats encourages them to make informed career decisions as well as have access to a platform to voice personal barriers, find effective solutions to overcome them and mentorship during this crucial time of transition

## **3. Placement**

Out of 350 students 266 (76%) had been selected and 25 have been shortlisted by top corporates such as Motilal Oswal, Just Dial Limited, HDB financial Services, Teleperformance, ConnectQ, Reliance Jio, Axis Bank, Kotak Mahindra Bank, HDFC Securities, Impact Guru, etc. The final interviews of shortlisted students will be scheduled as and when the city-wide lockdown eases up and corporates restart operations in their office locations.

Over 25 students appeared for HDFC Life Insurance from the pool of TNSIF students across Mumbai on 13th February '20, out of which 5 were selected after an online aptitude test and personal interview round.

Placement efforts for the remainder of trained students will continue in the upcoming quarters of 2020.



## Activities under Youth Employability Program in Mumbai funded by Tata Strive

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The primary goal of this program funded by Tata Strive is to empower underprivileged college youth in Mumbai, with skills in Digital & Financial Literacy and Job-Readiness, leveraging 21st century life skills for the workplace Collaboration, Communication and Critical thinking - through a technology-enabled program and support services. The program targets college students in their final year of commerce streams with the aim to significantly enhance their digital savviness, financial literacy and job-readiness. The program is aimed at creating both short and long-term impact on a young person's employability and economic empowerment by leveraging technology to sustain learning and retention.

The program had commenced in December 2018 with a cumulative target of 242 students to impart Soft skills - interview readiness with a major focus on BFSI and BDE modules. The program trainers underwent an extensive 10-day training and are thereby Tata Strive certified trainers.

TNS India Foundation has used the two modules designed by Tata Strive to implement the program. The online platform provided by Tata Strive enabled us to record student information, data and attendance in a systematic format. The program surpassed its initial project target of 242 students by imparting soft training skills to an additional 90 beneficiaries during the year under review. The program placed 65 students, being 77% of those enrolled.

The program impact details are as follows:

Center Name	Target	Enrolled	Placed	Placed %
SIA College	90	84	65	77%
<b>Total</b>	<b>90</b>	<b>84</b>	<b>65</b>	<b>77%</b>



## Activities under Local Economic Development program in Davangere, Karnataka funded by Cargill

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Project Saathi is a Local Economic Development program implemented by TNSIF India in the Harihar block of district Davangere, Karnataka. Funded by Cargill, the project started in July '2015, covers 27 villages and has over 5,000 farmers registered in its ambit. The current project in its 5th Year has continued to build on its previous interventions as well as has undertaken new interventions. The key components of the new intervention include:

- Organizational Capacity of the FPC enhanced
- Village-based agricultural extension services
- Agricultural portfolio diversification
- Capacity enhancement of Women among Smallholding Farmers (SHFs)
- Community engagement activities

The project in its extension period (now approved till December 2020) has embarked upon increasing the organizational capacity of two more Farmer Producer Companies (FPCs) from Davangere along with the existing Bhadra FPC.

### 1. Agriculture Development and Diversification Intervention

During the reporting year, the program focus had been on strengthening the Bhadra FPC by building capacity of active representatives through a multitude of meetings and individual trainings. The team continued to work towards increasing the share capital base and has been actively putting efforts in documentation and compliance processes.

The reporting year ended with an additional 359 farmers having secured shareholding in Bhadra FPC, taking the total number of shareholders to 1359. The team also focused on strengthening the governance and structure of the FPGs and building capacity of active representatives to further solidify the foundation of Bhadra Farmer Producer Company. 61 FPG meetings were conducted in the reporting period.

The team has come up with Bhadra Shakthi model which would act as demand aggregators at the local level and would allow the FPC to evaluate the demands precisely at the same time promoting enterprising individuals across villages. They are provided with training on different aspects of marketing, organizing meetings and book keeping. They are provided agricultural inputs sold through Bhadra FPC. The Bhadra Shakthi act as the representatives of their respective villages. They will be responsible for communicating the input demands of the village directly to the FPC in order to scale up business opportunities and cater to a larger number of farmers in an efficient manner.

The total number of Board of Director meetings held in the reporting period were 8.



In the Agriculture component, the focus continued to be on agricultural diversification. 45 farmers completed the sowing of Green Fodder on 16 acres of land, 50 farmers adopted Bengal Gram on 140 acres of land and 614 farmers took up cultivation of Sunflower and Red Gram on 1311 acres of land.

## **2. Livelihood Opportunities Developed for the Youth of the Farming Households through Cargill Agri-Fellow (CAF) Program**

Out of the 30 CAFs, 24 are involved in their own agri-enterprises. The team is providing need-based handholding support to these CAFs for the promotion of their enterprise. Out of the 24 CAFs who have established their enterprises, Anil from Halivana and Manjunatha from Bannikodu have an ITI qualification banking on which they are now working in Bangalore and earning a salary of INR 20,000 per month. Post his ITI degree, Suresh from Bannikodu is pursuing Diploma Engineering in Harihara after securing a good rank in the entrance examination, Adarsh from Belludi is working as a contractual labourer with Karnataka Electricity Board and is earning INR 10,000 per month. The enterprises of these four CAFs are now being taken care of by their family members.

The team has tracked the CAFs revenue until the month of June '19. They have generated a cumulative revenue of INR 3.52 Million. The team continues to provide need-based support and handholding to CAFs for scaling up their enterprise. One of the major demands of CAFs has been that the team provide them with loans for their enterprises or help them with availing loans, which is beyond the team's ambit. Thus, as a concept, the team has decided to actively promote Bhadra Shakthi as agripreneurs while we continue to provide need based support to CAFs. The team is also exploring possibilities of collaboration with CAFs who can act as Bhadra Shakthi. The CAFs with their training and knowledge would be an ideal fit to act as Bhadra Shakthi. The team is in touch with a few interested CAFs and would look for a possible convergence of interests.

## **3. Economic Empowerment Opportunities Created for the Women of the Farming Households**

### **Kitchen Gardens:**

Through the project, team Saathi continues to promote the cultivation of oyster mushrooms as a source of extra nutrition and/or income for women farmers. During the reporting period, 347 Organic Kitchen Gardens (OKGs) have been re-sown while 147 new ones have come up. 8 women have continued with new cycles of Oyster mushroom cultivation while the team has supported 11 new units. During the pandemic, the team also reached out to 1,507 women farmers over the phone to assist them on the maintenance of their OKGs and assessing the ground situation in their area.

### **Nutritional and Financial Literacy**

During the reporting period, 71 refresher trainings on nutrition and financial literacy were organized for 1548 women. These refresher trainings are aimed at improving the understanding of nutritional and financial practices. The team also conducted 3 training sessions with 38 women on farming as a business and household budgeting. Further, Bhadra FPC witnessed an addition of 97 new women shareholders during the year.

### **Other**



The team conducted 14 Share Mobilization campaign covering 274 women across the villages to increase the proportion of women shareholder in Bhadra FPC.

With the aim of encouraging crop diversification and increasing the usage of natural resources while simultaneously introducing a chemical free, nutritious diet to the farming community, Project Saathi has initiated organic vegetable production in its project area by shortlisting 10 women from different villages. This step is also going to bring in the added advantage of a direct and regular income for the farmers, including employment opportunities for youth and women. With the introduction of organic vegetable production in the project area, a total of 4,839 bundles of leafy vegetables have been sold worth INR 16,278 in one of the major market areas in Davangere.

The team also facilitated insurance linkages by registering 95 women for the Pradhan Mantri Suraksha Bima Yojana (PMSBY).

#### **4. Community Engagement**

During the reporting year, Team Saathi and Cargill conducted a three-day cleanliness drive from the 16<sup>th</sup> to 18<sup>th</sup> of May in the Taralabalu Badavane and Vidyanagar area of Davangere. The event was conducted with guidance from the Pollution Control Board and witnessed participation from the local community as well as members of Project Saathi and the staff of Cargill.

In collaboration with a Government Public School and Cargill, Project Saathi organized the World Environment Day at Bhanuvalli on 12th June, 2019. Members from Cargill and Team Saathi talked about the importance of World Environment Day, Global Warming, Water Conservation and activities of Cargill to promote and encourage better environmental practices in the project area. Saplings were also planted in the school premises. The celebration was also proceeded by an essay competition conducted on 9th June, 2019 for college and school going students on topics such as “Conservation of Water” and “Global Warming” respectively. The event witnesses the participation of 170 students and certificates of participation and Prizes were given to winners for both the essays.

The team also took up construction of toilets in 3 government schools. The team initiated and completed the construction in one of the schools at Bhanuvalli which was inaugurated by Local MLA and President, Cargill India. Learning toys were also distributed to children at the Anganwadi Centres (AWC), Bhanuvalli. The team has also been constantly monitoring and supporting schools and AWCs for proper usage of facility in the adopted villages.

Additionally, the team also undertook select programs for toilet construction in schools on the advice from Local MLA and Cargill plant team. The toilet facility at Beereshwara Primary was inaugurated in February in the presence of Cargill team. The team in collaboration with Vanashree and Belludi panchayat celebrated International Women’s Day on 12th March.

**Development so far under the project:**

Villages covered (Harihar Taluk)	27
Farmers registration	5,054
Farmers groups formed	141
Farmer Trained through groups	5,054
Soil Samples tested	5,054
Demo plots for Key Crops Established	104
Wadi ( Agro-forestry) Plantation done	100
Women registration	2,531
Women trainings on Financial literacy	2,602
Women trainings on Nutritional literacy	2,634
Kitchen gardens established	617
Cargill Agri fellows trained at UAS Dharwad	30
Cargill Agri Fellows started enterprise	25
Water purifier units established in schools and Anganwadis	20
Toilets constructed in schools and Anganwadis	15
Learning materials provided to school & Anganwadis	20
Azolla units established	51
Vermi compost units established	138
Families covered under Government Sponsored Insurance Schemes ( PMJJBY, PMSBY, APY)	876



## Activities under Sustainable Guar Initiative (SGI) in Bikaner, Rajasthan (funded by HiChem)

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Sustainable Guar Initiative (SGI) is a partnership between TNS India Foundation and Indian guar gum manufacturer HiChem. The program aims to promote best practices in rain-fed guar cultivation and enhance farmer revenues. SGI empowers farmers with the tools and knowledge required to cultivate guar using good agricultural practices, resulting in a continuous, high-yield production, whilst also protecting local resources.

A brief summary of the activities during the year are mentioned below:

### 1. Extension support to farmers to refresh & recap promoted practices

The program team conducted extension training for M I, M II and M III training modules (M I from May to July, M II and M III-Part A from September to November, M III –Part B from February to March) in order to build farmers capacity. The program team then provided extension and technical support to the registered farmers (who were implementing the practices promoted during the trainings) to ensure that the correct techniques were adopted, and to help troubleshoot any issues that arose. To complement this training and field-level capacity building, the program supported guar farmers through broad dissemination of information, sending text messages on weather conditions and market price of guar during the reporting period.

In the month of February, 71 Guar Day events for 36 male & 35 female farmers were organized in program villages. The objective of the events was to assess guar cropping and agronomy practices adopted, and to capture subsequent learnings and challenges.

The team also evaluated program impact on local agronomy practices. An analysis of the 36 Participatory Demo Plots (PDP revealed 36% higher average yield per acre than Good Agricultural Practice (GAP) plots. The study on adoption of practices found high adoption of four practices among program farmers, namely (a) weeding and hoeing (b) land preparation (c) mixed cropping and crop rotation (d) use of drought resistant short duration seeds. The practice of compost pit has had low adoption due to the physical nature of the work, less availability of water in summer season and less availability of cow dung as farmers do not tie animals (farmers tie cows that give milk or have young calves).

A cost of production study was also conducted through which a floor price of INR 65.06 per kg of guar seed was determined. Average yield of guar harvested by the 4453 SGI farmers has increased by over 50% since last year.

### 2. Strengthening of Farmer Producer Company (FPC)

The program advanced the institutional capacity, improved the governance structure, and advanced women's representation in the program's FPC - Marudhara Guar Agro Producer Company Limited (MGAPCL). In the reporting year, MGAPCL received its input license to trade agri-inputs and built its capacity to improve the crop yield of member farmers by ensuring the accessibility of high-quality agri-inputs at farmers door steps. The FPC also inducted a female Board of Directors (BoD) member, making progress toward gender equity in its leadership structure. The team facilitated periodic meetings for MGAPCL at every tier of the company – Farmer Producer



Groups (FPGs), Farmer Committees (FCs), Steering Committees (SCs) and BoDs – to discuss program and FPC business activities.

In addition to strengthening MGAPCL, the program supported the registration of a new FPC named Maru Vikas Agro Producer Company Limited (MVAPCL). Through this new FPC, the program was able to establish a BoD with strong women's representation, and to support farmers across SGI's broad operational area more effectively. For example, farmers of Shri Dungargarh block are approximately 80-100 km from Bikaner, making it difficult for them to effectively engage with MGAPCL. The location of the new FPC is convenient for farmers to access, and is therefore a strategic investment for SGI.

### **3. Establishing a traceability system**

SGI has created a strong base for guar procurement, engaging over 241 farmers who sold a total of approximately 675.52 MT of Guar worth approximately INR 27.3 Million. The increase in Guar yield from agronomic activities and the higher price of Guar paid to farmers by the FPC have contributed to the 80.9% revenue increase mentioned above. Moth procurement activity was also undertaken during the reporting year and 34 farmers sold 34.12 MT worth INR 1.68 million. To further diversify the MGAPCL business, the team is now exploring the market for gram (chickpea). As part of this initiative, the team has identified gram growing farmers and has even contacted a few local traders and processing units to conduct procurement via MGAPCL.

### **4. Natural Resource Management**

The SGI program has supported Guar farming households in improving crop yields, promoting environment friendly practices and capacitating women farmers in growing vegetables for household consumption. However, lack of water for providing irrigation at critical crop stages, in order to secure minimum crop stand and harvest, has been a major challenge.

Due to the shortage of water, several methods and techniques, both at individual and community level, were implemented through the Natural Resource Management (NRM) structures to ensure water availability in crop fields. A feasibility analysis was conducted, after which the decision to

These structures, established or renovated by SGI, were effectively maintained. The Johad and Silvi Pasture Unit (SPU) were looked after by the Johad Renovation Management Committee (JRMC) cum Pastureland Management Committee (PMC) who convened on a monthly basis to take stock of the sites. A water harvesting structure called Tanka was also constructed in the SPU to harvest the rainwater. This harvested rainwater was used for irrigating the plants in the SPU. 15 Khadins (11 with spillways and 4 with earthen bunds) were constructed at individual farmer's field. It was found that 11 (out of 15) khadin beneficiaries had an average increase of 39.70 % in yield of guar as compared to last year (when there was no khadin intervention). One farmer had an increase of 20% in yield of moth bean and two farmers cultivated gram in rabi season. The 5 Rooftop Rainwater Harvesting System (RRHS) structures were used to conserve water and this harvested water was used by farmers to maintain their Kharif season KG. Apart from this the team has also promoted 1340 plantations and two community plantations in the reporting year. This is to mention here that the survival rate of these plants are above 65%.





## **5. Additional Activities, visits, challenges & learnings**

In addition to the activities outlined in the program logframe, the team undertook additional activities like establishing a pearl millet plot and engaging women to attend an entrepreneurship program on animal husbandry. The entrepreneurship program was organized by National Bank for Agriculture and Rural Development (NABARD) and National Research Centre on Camel (NRCC) to provide exposure on cattle health and increase income from animal husbandry. The team also collaborated with Tractors and Farm Equipment Limited (TAFE) to help farmers (owning land less than 5.99 acre) to get free of cost ploughing assistance.



## Campus to Technical Careers (C2TC) Program, Mumbai – Moody's Financial Services

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TNSIF in collaboration with Moody's Analytics Knowledge Services India Private Limited launched the "Campus to Technical Careers" Program (C2TC) for the academic year 2019-20, starting July 2019 and ending June 2020. The underlying goal of the program is to enable youth to build a growth mind-set, acquire leadership, industry relevant knowledge and skill sets, and begin to engage in the formal economy through a first job. The program has been empowering college going slum youth in Mumbai with industry and job specific advanced training in 'Data Analytics' and 21st century life skills for the workplace.

The program's aim was to enrol 220 final year students studying in tier II and tier III colleges across the city, from streams such as Information Technology, Mathematics and Computer Science, with the objective of making them job ready for entry-level positions in the IT/ITES sector. Participants in the program were envisaged to receive blended-learning opportunities through in-classroom training supplemented by practical sessions and an online learning platform. Through the integration of such meaningful online learning components, student-participants would further enhance their professional development, and acquire the digital savviness to improve employability. The program hopes to enable the underprivileged youth to embark on their first job in the formal sector, thereby increasing their family annual income.

The program is composed of the 250-hours long curriculum and includes 60 hours of soft skills training & 120 hours of technical training. The remaining 70 hours are administered for home work and take-home assignments. The program has received a certificate in the 'Data Analytics Job Role Curriculum' from NASSCOM in 2019.

### PROGRAM ACHIEVEMENTS

#### 1. Mobilization

The program had an outreach of 300+ students initially, through orientation sessions across Mumbai's Information Technology, Mathematics and Statistics Bachelor's degree colleges to drive awareness and enrolment. A conscious effort was made to ensure that the most deserving students are selected and a uniform learning level is maintained in a batch. For the same, relationships with the program's existing 50 plus college partners were leveraged. The team also looked at other Tier II and III colleges that had a placement rate of less than 50%. Additionally, an aptitude test was administered to gauge the knowledge level of the students and was decided to be kept as a measure for the students to be enrolled into the program followed by a personal interview to understand their interest level and commitment. These processes helped create a stronger retention mechanism, reducing dropouts from training. From these efforts, it was decided to go ahead and train 2 batches of students at Modern College, Vashi.

In Feb – Mar 2020, the team also mobilized and oriented SIA and Shree Narayana Guru Colleges for technical training. Pre-screening aptitude tests were conducted, with a total of 54 students clearing the same and showing interest for the program. However, given COVID-19, all efforts had to be halted at these colleges.



The team then leveraged their partnership with 4 other colleges viz. Acharya College of Commerce in Chembur, Pune Vidyarthi College in Ghatkopar, Model College in Dombivli and Vikas College in Vikhroli, where students with a similar IT background were enrolled. Considering these students had expressed an interest in getting placed in technical fields, we decided to mobilize them for Moody's technical training as an added benefit.

## **2. Training**

Enrolled students received career counselling services that aimed to help them develop smart career paths. Counselling helped provide them emotional support across a host of challenges they face while entering the workforce. The training itself was of a duration of ~250 hours, comprising of soft skills and technical skills modules.

Training was completed for a total of 78 students of Modern College in both Technical and Soft Skills. For 244 students in N.G Acharya, Model College, Vikas College, Pune Vidyarthi College, Soft Skills training was completed.

## **3. Job Placements:**

The team reached out to more than 70 companies that fit into the current project requirement, making sure to leverage existing partnerships. These companies are across the following categories: Analytical Companies, IT/ITES Companies, and KPOs and spread across the central and western line in Mumbai. Outreach was done via INmail, INMessage, emails, and cold calling wherein cold calling had been the most effective and responsible for nearly a 90% conversion rate. A total of 13 companies were successfully empanelled for placements.

- From January 2020 onwards, drives were conducted with companies like Nexus Solutions, R-Sutra and Equitech Technologies.
- 13 students have been placed and are awaiting their joining at companies like SAMCO Securities, Sutherland and Wipro.



## Campus to Technical Careers (C2TC) Program, Bangalore – Capgemini

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With support from Capgemini, TNS India Foundation's Campus to Technical Careers program supports 1,000 graduate youth from disadvantaged backgrounds in Bangalore to substantially improve their family income by building careers in the formal sector. The program focuses on enrolment of final year students, provision of advanced technical skills, 21st century professional skills, pre-placement workshops, employee volunteer engagement opportunities, placements with remunerative formal sector jobs, and post-placement guidance. The program will ensure that a minimum of 70% of students trained receive employment offers from the formal sector. The program will ensure that at least three fourths of students trained demonstrate enhanced competence in the basic domain knowledge in their respective training tracks, with over 50% of those placed reporting family income increasing in excess of 70% from their first job.

Since the launch of the program in January 2020, the following activities have been undertaken:

- A detailed study of three areas in Bangalore was undertaken - (i) KR Puram and surroundings, (ii) Rajajinagar and surroundings, and (iii) Jayanagar and surroundings. Based on observations, the project team has decided to target most of the colleges from the KR Puram area for both Digital Academy and college-embedded programs, as applicable. The number of beneficiaries in the college embedded model may be supplemented with colleges in Jayanagar and Rajajinagar areas
- The team evaluated multiple options for Digital Centre in and around KR Puram. As of March, our preferred choices were in Kammanahalli / Kalyan Nagar and Banaswadi areas. The main parameters in consideration include - proximity to colleges, access from the main road by public transport (bus), majority of required infrastructure in place, etc.
- Apart from rolling out some offers to fill open positions for training and non-training staff, interviewing efforts for additional trainers were initiated.
- Soft-skills curriculum is available – though some enhancements are being incorporated to be more relevant for career seekers in IT. Majority of data-analytics has also been thrashed out. Advanced software development curriculum is work-in-progress, to be closed at the earliest feasible.



## Financial Summary

### TNS India Foundation

B-201, Centre Point, Opposite Bawla Masjid, 243-A, N.M. Joshi Marg, Lower Parel (E) Mumbai, India 400013

#### BALANCE SHEET AS ON 31ST MARCH 2020 (ALL AMOUNTS IN INR)

Liabilities	Amount	Assets	Amount
<b>Shareholders' Funds</b>		<b>Non-Current Assets</b>	
Share Capital	100,000	Other Non-Current Assets	134,000
Reserves and Surplus	24,201,730	<b>Current Assets</b>	
<b>Non-Current Liabilities</b>		Cash and Equivalent	24,225,553
Long Term Provisions	193,461	Short-term Loans and Advances	1,283,911
<b>Current Liabilities</b>		Other Current Assets	142,286
Outstanding Dues	549,751		
Other Current Liabilities	740,808		
<b>Total</b>	<b>25,785,750</b>	<b>Total</b>	<b>25,785,750</b>