



TNS INDIA FOUNDATION



# Annual Activity Report

## TNS INDIA FOUNDATION 2020-21

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**Board of Directors as of 31st March 2021**

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## About TNS India Foundation

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TNS India Foundation (TNSIF) 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.

TNSIF 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.



## Youth Employability Program (Project Urja Phase II), Mumbai - HDB Financial Services

TNS India Foundation's Youth Employability Program in partnership with HDB Financial Services began operations on August 1st, 2018 in Mumbai. A successful pilot was conducted, where TNS India Foundation trained 1000 youth and placed more than 70% final year college youth from disadvantaged backgrounds in Tier III/IV commerce colleges.

In 2020, TNS India Foundation has renewed its partnership with HDB to train **2500** students and place at least 70% of them in formal sector jobs.

### Project Summary

Project Name	Youth Employability Program
Centres	Tier 3 and 4 colleges from Mumbai and SNTD Universities
Location	Mumbai, India
Target Population	Low-income community youth
Target Size	2500 College Students
Duration of Program	18 months
Budget	₹ 1,60,00,000
Start and End Date	April 1 <sup>st</sup> , 2020 – September 30 <sup>th</sup> 2021

**TNS India Foundation's Model of Training & Placement:** Training and placement is done through a combination of skills training, career counselling support, and corporate linkages. The students receive 60 – 70 hours of training with review material available on an 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.

Since COVID-19 has changed the way the world works, a significant change was brought in delivery of program deliverables. Between April 2020 to March 2021, colleges were mobilized telephonically, students were oriented online and trainings began online as well. The table below gives an overview of the achievements during the year:

### Program Activities – Summary Table

Narrative	April 2020 – Mar 2021 Achieved
Mobilization for Outreach and Enrollment	5700
Training & Career Counselling	2477
Placements & Post Placement Support	311

The following paragraphs highlight the activities of the program during the year under review:

#### 1. Team Orientation and Curriculum Iteration



- The renewed partnership began with team working remotely. COVID-19 gave the team the opportunity to update itself with the latest technology and to update the curriculum based on offline and online modes. The online curriculum was developed to be of a total of 55 hours over a 7-week period while the offline curriculum was reduced from a '90+30' hour format to a total of about 70 hours, over a 10-week period. The curriculum was modified to include the latest digital skills, and sessions conducted by the Corporate Linkage team as well.
- 5 team members who were on-boarded as 'Emerging Youth Leaders' in 2019 were absorbed in full time roles in the training and corporate linkage teams.

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

- The TNSIF training team reached out to college partners via phone calls, to ascertain their interest in engaging in online trainings for their students. The trainers also prepared e-material that was shared with the college POCs to mobilize their students.
- While earlier the program focused on students who got into the third year of college, this renewed program is also targeting students who are awaiting their exams and final degrees as they are in dire need of jobs.
- A total of 113 orientation sessions were conducted after getting college POC approvals. These sessions were attended by over 6500 students.
- TNS India Foundation team then screened these students on the basis of their interest in placements, access to technology and access to internet. It was also ensured that the students come from backgrounds that we want to target. One-to-one zoom interviews were conducted with all students to ensure that the student is a right fit based on the certain criteria.

## **3. Training & Career Counselling**

- Trainings were delivered online through zoom and google meet sessions.
- Across Cohorts 1, 2 and 3, a total of 2805 students have been enrolled for training, with 2477 students having completed training. More batches have started training in Cohort 4 and will stabilize soon, making it the last training cohort for this academic cycle.
- The colleges where trainings were conducted include: Gurukul College, Western College, Shri Narayan Guru College, NKTT College, Gurukul Night College, Vedanta College, JES College, Siddharth College, SNDT (Churchgate & Malad), Shankar Narayan College, Ambedkar College, MVM College, Patuck College, Sathaye College, SPD College, Kelkar College, SIA College, Ratnam College, Pune Vidyarthi College, SPN Doshi College and others.
- The team also conducted Parent Engagement Sessions during trainings consisting of an explanation of the services that the program provides, a discussion about the career scope & placement opportunities that will be made available to the students, followed by an open Q&A session which invites questions and concerns from parents. While we are yet to overcome deeply embedded social barriers, we have begun to see a dent where parents feel more informed of the decisions their wards are taking, and know that there is someone they can approach if they continue to have concerns.

## **4. Placements**

- Since April 2020, the Career Linkages team got about 6000 openings from SBICAP Securities, UFaber, ICICI Prudential, Kotak Bank, Motilal Oswal, HDFC Securities, Teleperformance, ICICI Bank, etc and some new partners such as DHL Express Ltd., Bosch Home Appliances Ltd and Landmark Insurance.
- The Career Linkages team also conducts sessions with the students during their training to provide them clarity on Job profiles (roles and responsibilities) that corporate partners are hiring for, explaining CTC and



incentives structures, documentation process for a smoother placement experience, elaborating on Work-From- Home and online interviews which are a part of Career Readiness module, realistic expectation setting regarding student aspirations among other issues. This helps the students stay better informed and prepared for their interviews and jobs.

- Three Career Fests were held during 6th to 9th November 2020, 7th to 11th December 2020 and 22nd of January. Corporate partners on board included: uFaber, ICICI Bank, Motilal Oswal, HDB Financial Services, Muthoot, Impact Guru, SBI, HDFC Bank, ICICI Bank, IIFL, ICICI Pru, IIFL, Kotak Mahindr. Pre-placement opportunities were offered by these organizations.
- Individual drives were conducted as well. The ICICI Bank drive was conducted on the 19th of Feb in which 300 students participated and more than 100 got selected. This was the single most successful drive conducted by the team in which the corporate also offered Pre-Placement Opportunities.
- The team is also focusing on joining of candidates who were placed in the previous cycle.
- The total number of students placed is 311.

## 5. Other Activities

- The team conducted a Webinar on Youth Employability in light of COVID-19 in May 2020, to provide high-level guidance & actionable insights to inform interventions and policies. Representatives from over 300 private corporations, academic and skilling institutions, NGOs and the government were present.
- Further, TNSIF invited responses from its students through a 'Beneficiary Impact Form' to identify the difficulties they face and provide support accordingly. Based on this assessment, we partnered with different stakeholders to provide daily essentials such as groceries and medical support to our beneficiaries and their families.
- The TNSIF Campus to Corporate Careers (C2C) Program conducted a Partners' Meet on the 2nd of July to discuss 'The Way Forward: Responding to the Changing Landscape of Youth Employability' by bringing together college & hiring partners to discuss changes in the space of youth employability in addition to challenges being faced by students. The partners agreed to work together to continue providing support to underprivileged students to move their families out of poverty.
- TNSIF conducted a workshop on 'Introduction to Digital Job Search: How to Use LinkedIn' on 30th October 2020. It covered several topics like creating a LinkedIn profile, how to search and connect with people, different job tools to help you get hired, and so on. This was conducted to make students self-sufficient to find jobs on their own, while also obtaining support from TNS India Foundation through the program.



## **Campus to Corporate Careers (C2C)' Project, NOIDA – HCL Foundation**

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TNS India Foundation collaborated with HCL Foundation to launch the 'Campus to Corporate Careers (C2C)' project in NOIDA to serve as a 'Career Bridge' for 500 youth from disadvantaged communities, by placing them in stable careers in order to lift their families out of poverty and catalyze change in communities.

The C2C program aims to work with disadvantaged college youth in their final year of college to develop their skills and build agency over their careers through a hands-on, interactive blend of skills training, career counselling and corporate linkages to help students enter the formal sector. Career Guides will work to improve students' personal and professional effectiveness, build their awareness of the world of work, improve their communication and interview skills to place them into long-term careers aligned with their aspirations.

The program was supposed to start in January 2020, but had a late start of August 2020, with final signing in October 2020.

### **Through the year, the C2C Team:**

- Attended the HCL Partner Meet in January 2020
- Mobilized 15 colleges across NOIDA, Greater NOIDA and Dadri
- Adapted curriculum from offline to online
- Training was completed at RV Northland College, Mihir Bhoj College, KM Mayawati PG College
- Refresher sessions were conducted for already trained students of HIMT college.
- Placement opportunities were given to graduated students from HIMT college, however none could crack the interviews
- Placement opportunities were given to graduated students. 7 students got placed, 1 at Wipro, 2 at Tech-Mahindra and the others were self-placed

### **HCL Employee engagement**

HCL employees Anshu Joshi and Himani Gautam attended a session with students trained in NOIDA to talk about interview skills and what to expect in job interviews. More than 80 students from 3 different colleges attended the event. The session covered topics such as writing cover letters, CVs and interview preparation. The students gained a lot of insight from the HCL team, who clarified their doubts and questions.

### **The Way Forward – Key activities in the next quarter**

- Finish first batch of training in Mihir Bhoj College and KM Mayawati PG College and IEC
- Start training in Prince College
- Mobilize more colleges for online training
- Provide more placement opportunities to students who are graduating this year and try to get pre-placement offers as well





## Youth Employability Program (Swabhimaan – Phase II), Mumbai - 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 Phase II of the Youth Employability Program by TNSIF 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.

**TNSIF's youth employability training and placement program in partnership with HDFC Life's Swabhimaan Phase II successfully reached the end of its project cycle as of November 2020.** The program surpassed its committed 70% placement target for a trained cohort of 350 student beneficiaries.

### **Covid-19 Impact**

With the onset of a global COVID-19 pandemic midway into the program, the main corollary to the situation was an increased support and recognition by the stakeholders about the need for an intervention. A program that primarily functioned as a centre-based model was revamped to suit a safe and digital remote delivery mode. Additionally, going beyond the mandate required providing access to essentials, awareness sessions, linkages with non-profits for mental health counselling, negotiating work-from-home flexibility with hiring partners and curating ancillary curriculum for relevant topics such as stress management and digital job searching.

The global pandemic and lockdown presented unforeseen challenges along with an opportunity to improvise while continuing to address the underlying need for the program. The immediate impact on the program included the shutdown of college institutions, delayed on-boarding of selected candidates, pausing of field operations, cancellation of mass career drives and corporate partners moving operations online. In light of the employment shock due to decrease in economic activity, TNSIF devised a step-by-step COVID-19 response implementation plan which included - Identifying COVID-19 Impact, Building Awareness and Supplying Essentials, Remote Training and Placement & Onboarding 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.
- The process 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.
- The mobilization process was moved online via one-to-one phone calls, WhatsApp, college coordinators for ensuring maximum participation in COVID-19 awareness sessions, corporate linkage sessions addressing hiring and placements concerns, individual and group counselling regarding change in nature of job roles and work environments, stress management and digital job search workshops, etc.

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



- Over 350 students, from across different streams like B. Com, BMS Marketing, BMS Finance, BAF, and BBI, 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 encouraged 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.
- Refresher sessions were designed and provided with emphasis on video and telephonic interview processes, work-from-home etiquettes, digital professional networking and navigating the 'new-normal' at workplaces

### **3. Placement**

- Out of 350 students 270 (77%) were selected by top corporates such as Motilal Oswal, HDB financial Services, Tele-performance, Andromeda, Reliance Jio, Axis Bank, Kotak Mahindra Bank, HDFC Securities, Impact Guru, etc.
- Over 25 students appeared for HDFC Life Insurance from the pool of TNSIF students across Mumbai out of which 5 were selected after an online aptitude test and personal interview round.
- Negotiated work-from-home flexibility on behalf of selected students with Impact Guru, Ufaber, HDB Financial Services, Motilal Oswal, etc.
- TNS India Foundation is actively tracking self-placement efforts by students that was facilitated by the training, counselling and digital job search sessions conducted during the program.

### **4. Program Activities – Extension Period**

- The program extension period (1 Sep 2020 – 30 Nov 2020) was utilized to coordinate delayed post-placement activities, onboarding selected candidates, assess qualitative impact, design and curate curriculum that addressed current needs of beneficiaries heightened by socio-economic impact of the COVID-19 induced lockdown and conducting 3 special sessions for them. These sessions included:
  - Placement Support Session
  - Stress Management at the Work-place Session
  - Introduction to Digital Job Search Session



## Youth Employability Program (Swabhimaan – Phase III), Mumbai - HDFC Life

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With 550 students trained and ~81% formally employed over the past two years, TNSIF and HDFC Life entered into the third year of partnership in September 2020 to support 250 final-year students. The program is now in Phase III. For the year 2020-2021, the 250 final-year college going students from the following college centres would be supported by HDFC Life CSR:

- Matushree Pushpaben Vinubhai Valia College of Commerce, Borivli
- D. T. S. S. College of Commerce, Malad
- K.G. Mittal College, Malad
- Jogeshwari Education Society, Jogeshwari

### Modifications due to the evolving global scenario:

In light of the global pandemic and subsequent lockdown, the training delivery and placement support was revamped to suit remote online delivery, until field operations resume and college centres reopen.

A brief on the program activities are given below:

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

- More than 500 students have been mobilized so far through mass online orientations and other methods. Taking into account the city-wide lockdown situation, mass in-class orientations were ruled out. Instead, direct phone calls, creating dedicated WhatsApp groups and circulating content, multiple online orientation sessions, engaging college coordinators, etc. were undertaken.
- The orientation sessions with students are conducted through online medium such as Zoom. E-material is shared with the college POCs to mobilize their students. The program focuses on students who got into the third year of college as well as those who are awaiting their exams and final degrees.
- Mobilizations for the rest of the training target are already underway with ongoing batches for the third quarter.
- The selection process further involves one-to-one online interviews before final enrolment into the program with the designated Trainer as well as the college coordinators for each stream.

#### 2. Training & Career Counselling

- 171 students went through a grueling training in 6 batches 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. 164 students have successfully graduated from the training program as of February 2021.
- The curriculum has been revamped to suit remote delivery. The practical exercises now involve activities that encourage students to interact with each other online - learning games, group presentations, self-work and reflection.
- Three batches of 90+ students are currently in-training with on-going career counselling and would soon partake in placement process closer to their final examinations.

#### 3. Placement



- Despite the COVID-19 induced employment shock in the job market, the program continued to secure corporate partners with hiring capacity. For e.g. SBICAP Securities, ICICI Prudential, Reliance JIO (retail), Hinduja Global Solutions, Aditya Birla Capital, Impact Guru, etc.
- 4 2020 graduate students have been placed and corporate partners offering pre-placement offers are being on-boarded so that 2021 graduates can secure job opportunities even before their final examinations. For e.g. Synnex Corporation, IndusInd Bank, Kotak Mahindra Life Insurance, Bosch Home Appliances Manufacturing Pvt. Ltd. etc.



## **Sustainable Livelihoods for Farming Households, Gir Somnath, Gujarat – HDFC Bank**

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The program ‘Sustainable Livelihoods for Farming Households in Gir Somnath District, Gujarat’, was launched in July 2020, as a partnership between TNSIF and HDFC Bank. The program aims to sustainably improve the incomes of the participating mango farming households in the program villages. The program duration is of three years, from July 2020 to July 2023.

The program aims to work with ten villages in the Talala block of Gir Somnath district of Gujarat, and enhance rural livelihoods by strengthening farmer institutions, improving the yield and quality of mango produce, developing market systems, and building local capacity to manage critical water resources sustainably.

The two main outputs of the program are:

- (i) Skill training and Livelihood Enhancement scalable model for a remunerative mango value chain
- (ii) Natural Resource Management local water resources are sustainably utilized and managed

### **Skill Training and Livelihood Enhancement**

- The project team imparted training on Module 1 (Pre Post Management of Flowering Fruiting) and Module 2 (Plant Nutrition Management) by visiting individual farmer’s orchards and demonstrated various practices, different diseases and pest management, various nutrition deficiency and its management, dosage of different pesticides fertilizers, application process etc.
- A total of 1035 farmers from 10 villages have been trained on “Pre Post Management of Flowering Fruiting” (target 1000).
- A total of 1030 farmers across 10 villages have been trained on “Plant Nutrition Management” (target 1000).
- Trained 309 additional farmers on both Modules 1 & 2 by facilitation through our local service providers across the 10 programme villages during March 2021 with the cumulative number going up to 368 (year target 500).
- The programme team conducted a study among randomly sampled farmers across the 10 villages to understand the operational/marketing challenges to develop effective strategies for the upcoming mango business through FPC.
- Three enumerators hired English/Gujarati questionnaire finalized for the Baseline Survey that is to happen in April.
- All documentation process completed for FPC registration and phase wise process with Ministry of Corporate Affairs (MCA) is in progress Director DIN DSC completed with name approval for FPC Final stage of registration process with MCA is in force by the CA firm.

### **Natural Resources Management**

- 3 (out of project target of 10) WUCs have been successfully formed in the villages of Ankolvadi, Surva, and Gundaran.
- Meetings with companies like Netafim, Finolex, and Jain Irrigation gave the team insight into the application process of government drip irrigation subsidies, and the steps in drip system installation.
- The team trained 290 farmers (exceeding project target of 250) on Efficient Irrigation Practices across the ten programme villages.

### **COVID-19 pandemic:**



The onset of the COVID-19 pandemic had a significant impact on project implementation. The team faced many challenges, including the following:

- Restriction / Reduction in movement of staff due to TNSIF guidelines.
- Quarantine requirements for staff post travel, reducing the field time, community engagement, trainings at farm group level, etc. However, the team remained engaged at individual and small group level (i.e. <5 members) to ensure minimum continuity of the project.

**Other challenges faced during the period:**

- The Gram Panchayat and Zilla Parishad elections in the region impacted our FPC establishment timelines due to unavailability of government officials and consequent delay in obtaining the requisite producer certificates.
- Farmers have been busy in the (pesticide) spraying process and thus couldn't give enough time to the programme team for training and knowledge transfer. However, the team addressed this issue by reaching out to farmers at an individual level and engaging with them at their convenience in their own orchards.

**Plan for the coming months:**

**Community Engagement and Training**

- Development of training module 1 – Pre & Post Management of Mango Flowering & Fruiting.
- Conducting ToT for the FEOs and Community Resource Persons on module-1 and preparing the materials for training delivery to the farmers.
- Formation of mango farmer groups (Producer Groups) for training on Mango Agronomy Good Practices.

**Engagement of Community Resource Person**

- Community Resource Person to be appointed and briefed about roles and responsibilities.

**Acquire farmer information**

- Get farmers enrolled in the group to fill the primary assessment survey in order to collect details on crops, yield and market information.



## **Campus to Corporate Careers Program, Mumbai & Pondicherry - Lenovo & Motorola**

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In collaboration with Lenovo and Motorola, TNS India Foundation commenced the Campus to Corporate Careers Program in March 2021. The program aims to provide 21st Century employability training & job placements to 100 disadvantaged youth studying in the final year in low-tier colleges in Mumbai, and 150 disadvantaged youth studying in ITIs and Polytechnic Colleges in Puducherry.

The beneficiaries of the program are typically first generation college goers who live in densely packed slums. Despite having high earning potential, these youths often miss the opportunity to escape the cycle of poverty because they don't have adequate support during the critical period leading up to the workforce entry. Some key barriers faced by the youth include lack of employability skills, poor placement support, socio-cultural barriers, and absence of role models.

The program focuses on providing employability skills to the college going youth and ensuring their job placements in formal sector jobs through large scale Career Fests and Company-Specific Placement Drives. Additionally, Lenovo is providing a 2 month paid internship to trained students in Puducherry.



## **Campus to Digital Careers, Mumbai – Moody’s Analytics**

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In collaboration with Moody’s Analytics, TNSIF is providing 21st Century employability training and job placement to 80 disadvantaged youth studying in the final year in low-tier colleges in Mumbai.

The beneficiaries of the program are typically first generation college goers who live in the densely packed slums of Mumbai. Despite having high earning potential, these youths often miss the opportunity to escape the cycle of poverty because they don’t have adequate support during the critical period leading up to workforce entry. Some key barriers faced by the youth include lack of employability skills, poor placement support, socio-cultural barriers, and absence of role models.

The program focuses on providing employability skills to the college going youth and ensuring their job placements in formal sector jobs through large scale Career Fests and Company-Specific Placement Drives. Students received placements in BFSI, IT/ITeS, and Retail sectors.





## **Accelerator Program For Women-Led Small And Growing Businesses, Bangalore - Moody's**

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In March 2021, TNS India Foundation collaborated with Moody's Shared Services India Pvt Ltd & MIS Support Centre Pvt Ltd to launch an accelerator program for women-led small and growing businesses from Bangalore.

With Moody's support, the program will:

- Select and coach 25 high-potential women entrepreneurs to scale their businesses
- Train these entrepreneurs to acquire the relevant business and management skills for success
- Provide 1:1 hands-on business advisory, coaching, and aftercare support to participating entrepreneurs
- Improve access to markets, capital and information for entrepreneurs facing constraints in these areas

The year-long program will be delivered in three Phases, based on TNSIF's global best practices in entrepreneurship acceleration. The following will be the main activities taking place through the program:

- Output 0: Program Promotion and Outreach (Phase 1)
- Output 1: Training in business and management skills (Phase 2)
- Output 2: Bespoke business advisory and coaching support (Phases 2 + 3)
- Output 3: Enhanced access to markets and finance (Phase 3)



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

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 project has continued to build on its previous interventions as well as has undertaken new interventions. The project successfully ended in December 2020. 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

A brief snapshot of the progress of the project for FY 2019-2020 is given below:

Component	Activity	Cumulative FY (20-21)
<b>Organizational Capacity of the FPC enhanced</b>	FPG Meetings	36
	BoD meeting	8
	Shareholder addition	129
	Member addition	101
	FPC Input Business (INR)	51,24,476
	FPC Output Business (Paddy MT)	241.48
	FPC Output Business (Paddy in INR Lakhs)	37.05
	FPC Output Business (Maize MT)	661.24
	FPC Output Business (Maize in INR Lakhs)	92.31
	Extension FPC Maize Procurement (MTs)	113.96
<b>Village Based Extension Services</b>	Handholding and Monitoring support	Discussion on the development of Ag-tech application to cater to



		the needs of the farmers with the Cargill Digital team.
<b>Agricultural Portfolio Diversification</b>	Pulses Production	Cumulative 1,090 acres sown by 910 farmers
	Sunflower Cultivation	50 acres sown under Sunflower, 8 acres. Harvesting due in February-March.
	Fodder Production	110 farmers adopted Green Fodder. No new additions during the month.
	Bengal Gram	Team connected 50 farmers to the subsidy scheme under Agriculture department.
	Marigold Production	Nearly 2,500 Kgs of Marigold sold.
<b>Women Empowerment</b>	Training Financial Planning	135 women farmers reached out in December over the phone.
	Training Financial Budgeting	
	Training on Farming as Business	155 women were trained through videos developed by the team, cumulatively 507 women farmers
	Organic Kitchen Gardens establishment (Re-sown)	242
	Organic Kitchen Gardens establishment (New)	510

Starting from 2015, the program focused on crop diversification to build resilience, improve soil condition and act as an additional source of income. The program also supported the incorporation of Bhadra Farmer Producer Company (FPC) which will be continuing to support the farmers on agri-inputs and market access and carry forward the legacy of the work done together. The 14 Bhadra Shakthis established, would continue serving as the extended arms of Bhadra FPC. They would provide the farmers with information, and support them on on agri-inputs.

Under Project Saathi, TNSIF has helped in establishing more than 700 Organic Kitchen Gardens (OKGs) that proved a great source of resilience during COVID-19 by helping in ensuring nutritional security for the households. Overall, throughout the past 5 years, the project team has been able to interact with more than its target of 5,000 farmers, and bring about a positive change in the region.



## 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 extension program has been designed to provide need-based and critical light touch extension support to program farmers, primarily to refresh and recap the best practices for Guar cultivation promoted under the project. This component concentrated on improving farmers' capacity and adoption of promoted best practices like GAP by light touch extension support. This was achieved by conducting campaign mode training and leveraging digital extension methods like audio calls and text message service. A total of **137168 text messages** themed on crop advisory, market price trends of guar and social component related topics like Kitchen Garden (KG) and health & hygiene were delivered to farmers over three years.
- Almost all male and female farmers participated in the training delivered on all three agronomy training modules of guar cultivation (MI, MII, MIII). Trainings covered CSA enabled GAP in guar cultivation in order to build climate resilience, thus enhancing productivity.

### 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). MGAPCL provided an institutional front to guar farmers and supported them with market linkages.
- Since the start of the extension in May 2018, MGAPCL procured a total of 2806.11 metric tons (MT) of sustainable guar, worth INR 116.7 million, from 1,012 farmers. In addition, MGAPCL procured 58.37 MT of moth, worth INR 2.96 million, from 48 farmers. To further diversify the portfolio of FPC, a pilot of gram procurement was conducted in the year 2020 under which 30.5 MT of gram of value INR 1.4 million was procured from 10 farmers via MGAPCL.
- The team also focused on building institutional capacity, improving the existing governance structure and increasing women's representation in Marudhar Guar Agro Producer Company Limited's (MGAPCL). This was achieved by capacitating all the tiers i.e. FPGs, FCs, SCs and BoDs on FPC business operations and by organizing periodic meetings to discuss the scope of expanding FPC's business activities.
- In the reporting year, the MGAPCL engaged in extensive input business pilot by procuring and selling 1.88 MT of *guar* seeds worth INR 0.12 million and 2.39 MT of *moth* seeds worth INR 0.22 million. For the output business, despite the strict COVID-19 led movement restrictions, the MGAPCL's office bearers along with the support of field staff procured a total of 347.3 MT of *guar* worth INR 13.7 million from 85 farmers. Diversifying its output business portfolio further, the FPC also managed to procure and sell 9.1 MT of gram worth INR 0.4 million to local buyers. Apart from these business operations, the team successfully on-boarded 11 shareholders (10 males and 1 females) in MGAPCL and 155 shareholders (118 males and 37 female) in MVAPCL and is currently working on filing the Registrar of Companies (RoC) process.

### 3. Natural Resource Management



- Between May and July 2020, a total of 12 RRHS structures were established on household rooftops whilst adhering all necessary COVID-19 safety guidelines. Given the harsh climatic conditions of the project location, and its vulnerability to dry spells, RRHS play a crucial role in irrigation and portable water supply to beneficiaries. More importantly, RRHS ensure availability of water for KG irrigation during summers.
- Between May and July 2020, a total of 5 Khadin structures were constructed. *Khadins* are long earthen barriers/ bunds built along a field to obstruct run off water. The construction was completed by hired vendors under the supervision of associated member farmers, SGI team whilst observing all necessary COVID-19 safety guidelines.
- The team encouraged the community ownership of the CP (at Delwa and Lakhasar) maintenance, in the reporting year. The Environment Committee (EC) conducted monthly meetings to discuss activities like weeding & hoeing, nutrition application, and timely irrigation of plants. The committee, with the contributions of the village Sarpanch and farmers, constructed a mini tube-well that proved to be very useful in providing timely irrigation in the CP consequently aiding in the survival of plants during summer months.
- Between November 2020 and January 2021, the program team visited the CP site at Lakhasar and interacted with the local community to discuss common challenges faced while taking care of the plants. The main challenge included protection of plants from stray cattle. To address the issue, the SGI team coordinated with the EC to develop mitigation methods. A consensus to repair the fencing of the CP with the support of the community was reached. Currently, plants at both the CPs are in good condition and are constantly being taken care of by the staff.
- Overall, under the NRM vertical, the team supported in the construction of 12 Rooftop Rainwater Harvesting System (RRHS) and 5 Khadin structures on the fields of selected farmer beneficiaries. These existing and newly constructed structures were maintained by the respective farmers with the technical support of field staff. The Environment Committee (EC) carried out the monitoring and maintenance activities at the Community Plantations (CP) in Delwa and Lakhasar. The team also focused on encouraging the community to take the ownership of maintaining the CP sites. This was done by interacting with the community on a frequent basis and understanding the challenges they faced in maintaining the plantations. The team also provided extension and technical support for the maintenance of the existing structures.

#### **4. Establishment of Kitchen Gardens (KGs) and Training On Health and Hygiene to Women Farmers**

- Under this vertical, the team focused on training registered women on the KG (MIV) and health & hygiene (MV) modules, followed by providing handholding support to them in setting up their own KGs. In the reporting year, 1247 women were trained on the MIV module and 1200 women were trained on the MV module. As a result, 1019 women established Rabi KGs and 66 women established Rabi Nurseries with the handholding support of the female field staff and champion farmers. In the reporting year, 17,996 messages were sent to female beneficiaries regarding reminders on KG establishment practices, maintenance techniques and hygiene management information.

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

##### **SGI During COVID-19: Response on Beneficiary Needs and Project Delivery**

- As a COVID-response action, the SGI team identified the challenges faced by the smallholder farming community in Bikaner to implement the COVID-19 relief activities for the most vulnerable registered farming HHs of SGI. After interactions with the field staff and the farmers, the team observed that many vulnerable farming HHs struggled to sell their produce on time at fair prices, buy seeds for rain-fed guar farming and kitchen gardens, and access much needed finance to buy essential farming equipment. As a result, the COVID-19 response was initiated in June 2020 (just after two months of nationwide lockdown) where



several activities around distribution of relief material, and awareness creation around prevention of COVID-19 were conducted.

### **Women Entrepreneurship**

- In its continuous efforts to mitigate the impact of COVID-19 on smallholder farming communities and to increase the role of women across all domains, SGI initiated a short-term COVID-19 response intervention (Aug-Dec 2020) focusing on the training of 509 SGI-registered women on basic entrepreneurial skill and training selected women on advanced entrepreneurial skills. Through this intervention, the SGI program supported a total of 52 women in establishing their own enterprises (sanitary cum retail shops).



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

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. The program started in 2019 and ended in September 2020. The program was instrumental in empowering college going slum youth in Mumbai with industry and job specific advanced training in 'Data Analytics' and 21<sup>st</sup> century life skills for the workplace.

The program was successful in achieving its underlying goal of enabling youth to build a growth mind-set, acquire the relevant leadership, knowledge and skill sets, and begin to engage in the formal economy through a first job.

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.

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

### PROGRAM ACHIEVEMENTS

Particulars	Target	Achieved
<b>Training</b>	<b>220</b>	<b>441</b>
• <b>Soft Skills</b>		243
• <b>Technical Training</b>		198
Data Sciences Program		78
Aptitude Building		66
Program Logic & Algorithm Writing		54
<b>Placement</b>	<b>110</b>	<b>38</b>

During COVID-19, TNS India Foundation made extra efforts to reach out to support the student beneficiaries:

- **Identifying Covid-19 impact, building awareness & supplying essentials:** TNS India Foundation invited responses from its students through a 'Beneficiary Impact Form' to identify the difficulties they face and provide support accordingly. Based on this assessment, TNS India Foundation partnered with different stakeholders to provide daily essentials such as groceries and medical support to the beneficiaries and their families. Moreover, TNS India Foundation also spread awareness of COVID-19 prevention among participants through the trainers and personnel.
- **Counselling:** TNS India Foundation reached out to unplaced students to re-emphasize the importance of formal sector jobs and inform them about the extended placement season, encouraging them to participate.

The following activities were conducted during the year:



## 1. Mobilization

- With a training target of 220 students, the TNS India Foundation trainers mobilized double the number of students, to ensure the final numbers were achieved. Thus, 400+ students were mobilized through orientation sessions across Mumbai's Information Technology, Mathematics and Statistics Bachelor's degree colleges in their final year 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. The program started with training 80 students across 2 batches of students at Modern College, Vashi.
- 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 been trained in soft skills and had additionally expressed an interest in getting placed in technical fields, it was decided to mobilize them for Moody's technical training as an added benefit. A total of 165 students were enrolled across these 4 colleges.

## 2. Training

- The training consisted of 250-hours long curriculum including 60 hours of soft skills training & 120 hours of technical training. The remaining 70 hours were administered for home work & take-home assignments.
- Once the students were enrolled, they 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 2 batches with an enrolment of 80 students completed their soft skills training in end 2019. They then underwent technical skills training which was completed in February 2020, from which 78 students graduated. The attendance criteria for all the trainings was kept at a strict 70%.
- The 4 batches with an enrolment of 165 students at N.G Acharya, Pune Vidyarthi, Model and Vikas Colleges completed their Soft Skills training in Feb 2020. Given COVID however, technical training could not be continued at these colleges. This was because of the lack of technology available with the students and lack of access to college infrastructure. Only at Acharya College, 10 hours of Technical training was conducted for students before the COVID lockdown.
- Given COVID-19 and the lockdown, the TNSIF team adapted its training methodology to deliver online trainings in the months of March - September. Meanwhile, the team had also identified key gaps in the students basic understanding level and thus decided to conduct aptitude building sessions to make the students ready for entry level IT sector job. The aptitude building sessions for all the 165 students enrolled in the program by using an online platform. It was conducted over a 5-week period with about 100 practice questions shared through Google forms. Of the 165, 118 students took aptitude tests and attended the sessions. Given COVID-19, the attendance criteria for the same was dropped to 50%, and thus, 66 students graduated from the same.
- Post the aptitude sessions, it was assumed that the students will be able to continue their technical training later. However, with the prolonged closure of colleges in Mumbai, TNSIF endeavoured to upskill students in technical skills through our partnership with CodeChef - a non-profit educational initiative of Unacademy. It aimed at providing a platform for young software professionals to practice and hone their programming skills. They offered their training free of charge and one of our TNS India Foundation trainer was trained by CodeChef on their curriculum who thereby imparted the training to our students.
- All 165 students across the above mentioned college partners were encouraged to attend the CodeChef Training. Depending on their aptitude levels, 54 students attended the sessions to a varying degree. The CodeChef training enabled our students to strengthen their logical reasoning and coding skills without requiring them to access laptops. The students learnt to diagrammatically represent problems using flowcharts, employ a step by step approach to problem solving using Algorithms and built a logic oriented





approach to problem solving. The training was provided via 18 online sessions of an hour and a half each, which they could access via their phones. Considering the COVID-19 situation, and the students' inability to join all sessions due to infrastructural issues, we relaxed the attendance criteria for the technical trainings.

### 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. 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. 3 students completed their internship in M76 Analytics, of whom 1 has been formally on-boarded at the organization. During that time, TNS India Foundation continued to mobilize technology companies through emails, phone calls and LinkedIn, inviting them to onboard students with technical skills. We also reached out to established partners in the banking and financial sectors regarding opportunities for our students in their technology departments.
- So far, there are 33 students who have been placed at companies like SAMCO Securities, Sutherland and Wipro. Meanwhile, given COVID-19, TNS India Foundation extended the placement season for its students. All 243 students enrolled in the program were provided placement opportunities – which were not being restricted to the students who have completed technical training. Thus, opportunities in the BFSI sector were also being made available to students. Due to COVID-19, there was definitely a drop in market demand, however the TNS India Foundation team continued its placement support in technical jobs to all candidates until the end of year.



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

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 was launched in January 2020 and 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.

### Project outputs for the period:

The COVID induced lockdown and consequent loss of around 7-8 months of time has resulted in the project achieving less than desired throughput (in terms of number of students trained and placed). Below are the achievements until 31<sup>st</sup> March 2021:

Indicator	Baseline	Target	As of 31-Mar-21
Number of students enrolled	560	1200	803
College partners enrolled (at least)	8	10	19
Number of batches conducted	13	25	15
Number of students who received at least one placement offer	32	700	41

The following activities were conducted during the year:

### 1. Mobilization:

- Physical mobilization efforts had started in Feb-Mar 2020, and then stopped due to lockdown. Mobilization efforts via colleges had been continued April onwards through electronic channels. However, the earliest signs of success through Colleges started around end July and early August. Accordingly, 3 batches were mobilized by end-September 2020. However, due to some outstanding discussions ongoing about family income limits of beneficiaries between Capgemini and TNSIF, mobilization had to be put on hold during September. Some pending mobilization got postponed beyond October due to some external reasons, including some festivals ongoing during the time.
- The team could start 7 additional batches from 7 Colleges during November 2020 month.
- January and February caused major disruptions in sessions due to most students being busy. However, this period also helped the team mobilize new colleges for the program, part of whom were started in March, and others would be started on a rolling basis as soon as trainer capacity becomes available (as existing batches get completed).



- By end of March, the team had spoken to and obtained in-principle approval from (or signed MOUs with) around 19 Colleges.

**2. Shortlist and setup of a (New) Digital Academy / Centre:**

- This activity was put on hold since March 2020 due to COVID pandemic and the resultant lockdown. Since physical classrooms are not yet fully operational, the physical centre (Digital Academy) is on hold, to avoid cost implication on an idle resource. The last activity happened in March 2020 before lockdown started, and has not progressed since then.

**3. Training:**

- Online sessions were officially started from 27 May 2020. First three batches (independently mobilized) in the non-College model were live by end July and were completed by November 2020. Three additional batches were started by August-September 2020. Seven more batches started in November 2020 in a staggered manner. January & February 2021 saw major disruptions due to semester end exams for almost all students. 2 additional batches were started in March 2021.
- Till December 2020, 117 students had completed training. Around 233 additional students completed training during Jan-Mar 2021 quarter, bringing the total completed number to 350.

**4. Placements:**

- Since September 2020, till date - our team has been having some level of success with mostly smaller sized recruiters. In addition, some of our students have also been placed through the campus placement drives at their colleges and also through off-campus placement drives by other companies. Cumulatively 41 students were placed till end-March 2021.

**5. Recruitment:**

- By end March 2021, the team has three soft-skills trainers, five technical trainers and one person for Corporate Linkages (Placements). In addition, the Senior Project Manager is supported by a Project Management Associate.

**6. Curriculum and Training Design:**

- TNSIF's soft-skills curriculum has been developed and refined by the team over the years, and is considered to be mature. However, regular reviews and improvements are undertaken by the team. The technical curriculum was under review during March 2021, with closer alignment to Capgemini's LOT on Java Enterprise Edition (JEE) platform. The new curriculum is expected to be ready by end-April 2021, and roll-out will begin by May 2021.

**Financial Summary – Balance Sheet as on 31<sup>st</sup> March 2021****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 31<sup>st</sup> MARCH 2021**

<b>Liabilities</b>	<b>Amount</b>	<b>Assets</b>	<b>Amount</b>
<b>Shareholders' Funds</b>		<b>Non-Current Assets</b>	
Share Capital	100,000	Other Non-Current Assets	31,200
Reserves and Surplus	30,417,580	<b>Current Assets</b>	
<b>Non-Current Liabilities</b>		Cash and Equivalent	38,562,674
Long Term Provisions	184,459	Short-term Loans and Advances	1,853,019
<b>Current Liabilities</b>		Other Current Assets	152,894
Outstanding Dues	509,074	Trade Receivables	41,496
Other Current Liabilities	94,30,170		
<b>Total</b>	<b>40,641,283</b>	<b>Total</b>	<b>40,641,283</b>