

Tech  
Mahindra  
FOUNDATION



SMART



Tech Mahindra SMART Programme SKILLS-FOR-MARKET TRAINING



Tech Mahindra SMART is a model vocational training programme for socio-economically disadvantaged youth, enabling them to actualize their potential in a career of their choice



## “SMART redefined me.” – Siddharth

At just 19 years of age, Siddharth is an important member of the Real Vista team, a well-known real estate company in Gurgaon. As a list of over 100 phone numbers is handed over to him every morning, he picks up the phone and starts dialling handling each and every call with energy, tact and grace. A few calls later, he beams, “This is on! Please go and meet them tomorrow.”

At a young age, Siddharth is working on targets such as converting outbound tele-calls into real estate deals. The young boy easily fixes up 3-5 meetings for the sales team each day against an average team target of two. “I feel in a position of power and control. People depend on me, I am directly involved in the company’s profit and loss”, he says.

Siddharth gladly attributes his English communication skills, knowledge of basic computers, and a subtle confidence to the Tech Mahindra SMART Programme. Some years ago, he used to be a good student at a private school. However, poor financial conditions – with declining health of an Alzheimer affected father, limitations of a home making mother and responsibilities of two marriage-ready sisters— made him move to a local government school after class 10. While make-shift livelihood arrangements such

as renting out part of their big house to multiple tenants sustained the family for some time, he wasn’t too happy with continuing like that for long – he wanted to shoulder the entire responsibility on his own. Soon, he will find a way!

Siddharth joined Agrasar in April 2013. Working hard on various aspects of grooming and soft skills, the Agrasar team helped him redefine his outlook and personality. He even enrolled for a BA through distance learning programme at University of Delhi. Even before the completion of his 3-month course at Agrasar, he was picked up by Real Vista at a starting salary of Rs 12,000 per month plus incentives.

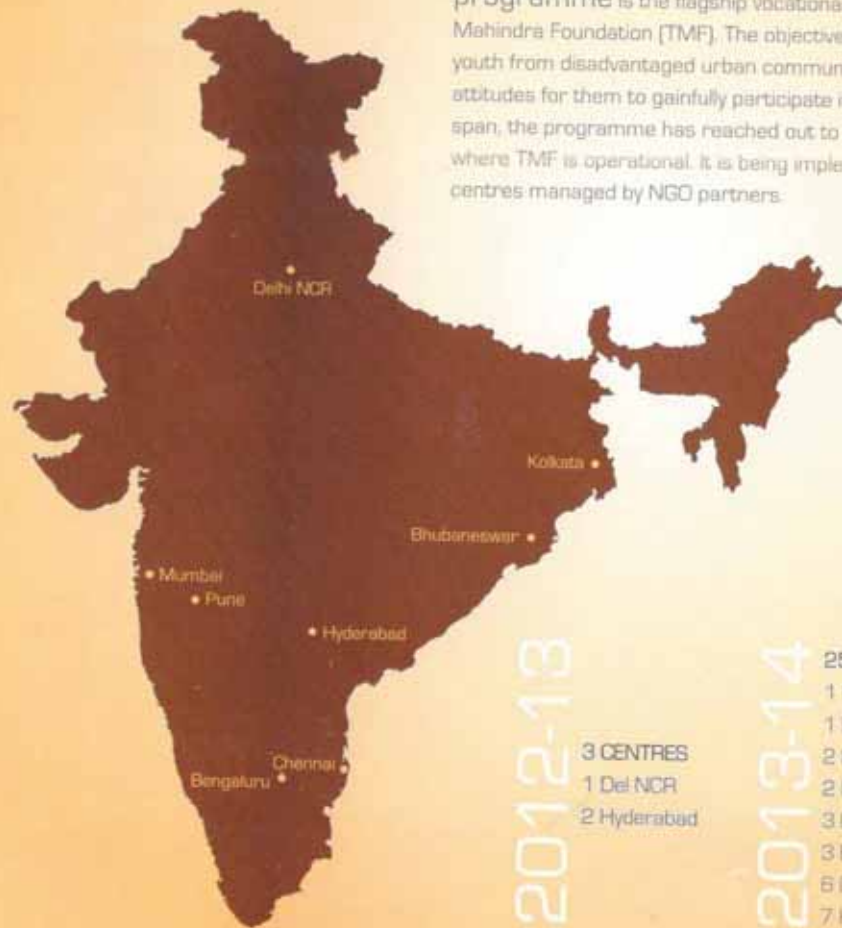
“Working with mature, businesslike people has its own learning. I can now think differently, weigh alternatives in different perspectives and act thoughtfully. I would love to work in the real estate sector and grow into a successful relationship officer”, says Siddharth. He loves to talk about friends and mentors at the Agrasar Tech Mahindra SMART Centre. Most of his batch-mates at Agrasar are also employed at respectable places. Many of his school friends are, however, studying. At leisure, he takes time off to meet them, and relive the memories of his growing up years.



Siddharth poses with the first offer letter of his life

By 2014-15, it is expected that this network will expand to 50 centres in the eight locations benefitting nearly 10,000 youth each year.

Launched in 2012, the Skills-for-Market Training programme is the flagship vocational training programme of Tech Mahindra Foundation (TMF). The objective of the programme is to equip youth from disadvantaged urban communities with the requisite skills and attitudes for them to gainfully participate in the new economy. In a short span, the programme has reached out to over 2000 youth in the eight cities where TMF is operational. It is being implemented through a network of 25 centres managed by NGO partners.



2012-13

3 CENTRES  
1 Del NCR  
2 Hyderabad

2013-14

25 CENTRES  
1 Pune  
1 Bhubneswar  
2 Kolkata  
2 Mumbai  
3 Chennai  
3 Bangalore  
6 Delhi NCR  
7 Hyderabad

2014-15

50 CENTRES  
4 Pune  
4 Mumbai  
4 Chennai  
4 Kolkata  
4 Bhubneswar  
6 Bangalore  
12 Delhi NCR  
12 Hyderabad





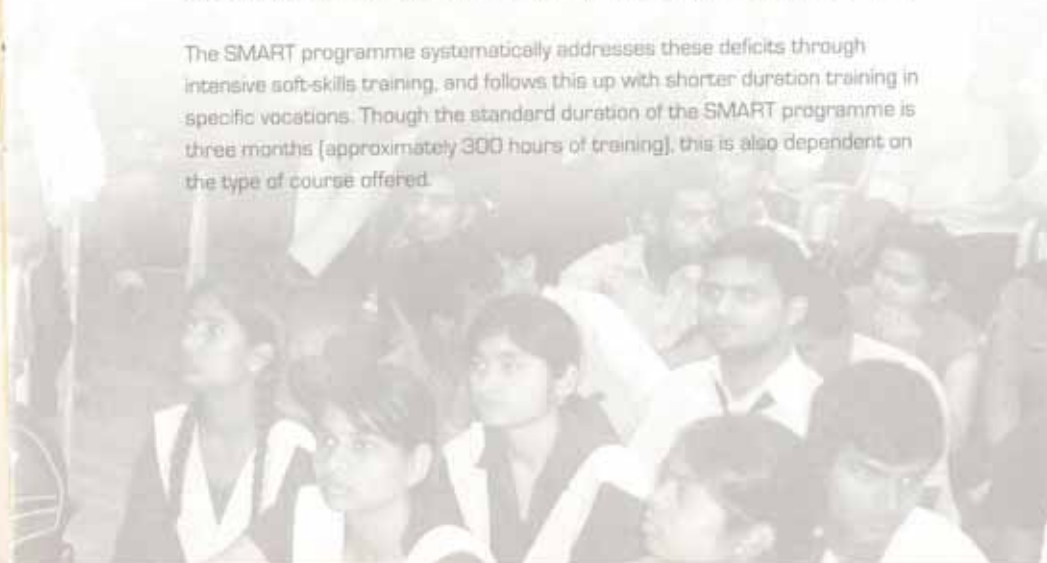
## What Sets SMART Apart?

- Rigorously-defined set of processes for each programme function such as mobilisation, selection, training, and placement.
- Huge emphasis on quality and impact measurement.
- Curriculum prepared by experts in collaboration with domain specialists.
- Rigorous training and continuous support provided to the trainers at SMART centres.
- Follow-up with graduated students to help them perform better and stay longer in their jobs.
- Inclusive programme, having exclusive centres for people with disabilities.

## The SMART Working Model

Students at the SMART centres have a high school education background, but lack basic skills such as English communication and use of computers. Many of them are first generation literates in their families, and come to the SMART centres with attitudinal deficits and inadequate grooming.

The SMART programme systematically addresses these deficits through intensive soft-skills training, and follows this up with shorter duration training in specific vocations. Though the standard duration of the SMART programme is three months (approximately 300 hours of training), this is also dependent on the type of course offered.



## Criteria for Selection to SMART

- Age: Over 18 years
- Education: Minimum 10th pass
- Belonging to a socio-economically disadvantaged household
- Is able to read and comprehend very simple English
- Is in immediate need of a job



**B Shravani**  
Telecaller, Harsha  
Technologies  
5000 per month



**P Parvathi**  
Hindi Teacher,  
Narayana ET School  
6000 per month



**Ravi Kumar**  
Computer Operator  
Mahila Commission  
8000 per month



**Arshia Sultana**  
Telecaller  
Harsha Technologies  
6000 per month

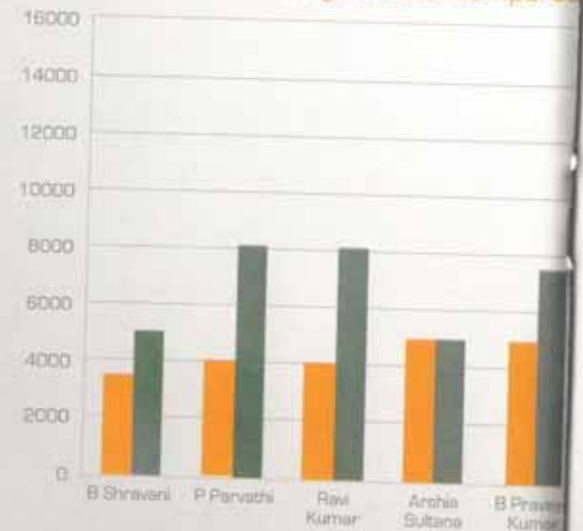


**P Praveen Kumar**  
Direct Sales Executive  
Procter & Gamble  
7500 per month

## Shouldering responsibilities smartly

Youth graduating from Tech Mahindra SMART centres find positions in jobs where their average starting salaries are often higher than their family's total income. Employability and employment data on students from Yugantar, one of the first SMART centres in Hyderabad, stands testimony to the success of the programme. Many of them lived below the poverty line once, and are now in great jobs.

Income of SMART graduates compared





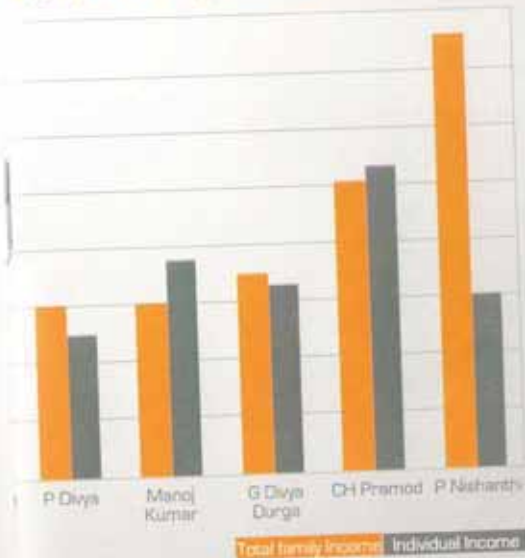
# SMART Highlights

10,000 SMART  
graduates next year

4800 SMART  
graduates this year

1000 SMART  
graduates in the first year

with their family income



**P Divya**  
Telecaller  
Harsha Technologies  
5000 per month



**Manoj Kumar**  
Direct Sales Executive  
Procter & Gamble  
7500 per month

**G Divya Durga**  
Supply Chain Executive  
My Health Pharmacy  
8500 per month



**CH Pramod**  
Medical Coding Trainee  
Space Global  
10500 per month

**P Nishanthi**  
Counselor  
Confederation of Women  
Entrepreneurs  
6000 per month





**Boini Ramya** is a 22 year old from Hyderabad. She got married last year, but her husband wasn't earning enough to meet their family expenses. She got to know about the APSA-Tech Mahindra SMART vocational training programme at Kawadiguda, Hyderabad, and on visiting the SMART centre was explained in detail about the programme.

Though initially shy, the training gave her the much needed confidence to interact with her peers and the faculty and get more involved in her classes. By the end of her training, she got a job at Plan India, the Indian chapter of Plan International, as a Data Entry Operator, with a salary of Rs 5800 per month, plus benefits.

Now, Ramya and her family feel financially secure, and lead a better life.

## Success stories of SMART Graduates



**Bandi Devika Rani** is an 18 year old from a family of 7 living in the Bansilapet slum in Hyderabad. Her father is a daily wage labourer and mother works as a house maid.

She had stopped studying after class 12 due to financial difficulties, but after completing the SMART training programme she got a job as a sales executive at Shoppers Stop, the famous department store chain, at their Begumpet, Hyderabad, outlet, earning a salary of Rs 6500.

Encouraged by her success, her parents got her elder sister, Bandi Shivnandini, enrolled for the SMART training programme. She, too, after successful completion of her training, got a job in the hospitality sector, working as a front office executive, and earning a salary of Rs 5500 per month.

Their family is now financially secure.



**Vipin Bhardwaj's** father was the sole earning member of his family, and his income from running a small shop wasn't enough for this family of 6—his three younger sisters and his parents. The family's economic condition was weighing hard on 18 year old Vipin's mind, and the hopelessness of the situation was making him depressed.

When he joined the RISE India-Tech Mahindra SMART centre, he was very shy and an introvert, but soon after his confidence started building up, and he participated actively in all the classroom activities. He was selected in a campus interview for Medicare 24/7 convenience store, and is now working in there billing department.

He is now a confident young man who believes in his ability to look after his family.



**Manisha** worked on a computer for the first time when she came to the ANK- Tech Mahindra SMART centre at Hasanpur, Delhi. She went on to learn the basic softwares, and after her training got selected to work at the Max Healthcare Hospital in Patparganj, earning a salary of Rs 7500 per month.

Her parents are now proud of her, realising that even a girl can shoulder the responsibilities of the family so well. And Manisha wants to excel in her career, and is looking forward to a promotion within the department.



In keeping with Tech Mahindra Foundation's vision of equitable development, SMART has been designed as an inclusive programme in which the interests of youth with disabilities have been kept in mind.



Accordingly, part of the network of SMART centres are three centres: one each in Delhi, Hyderabad & Bangalore - that are working exclusively with people with disabilities. We refer to this component of the programme as SMART Plus.

The beneficiaries of SMART Plus are youngsters with various kinds of physical disabilities-visual, hearing, speech, and orthopaedic. All the implementing partners of SMART Plus have significant experience in working with persons with disabilities, and through constant experience sharing among the partners, best practices in programme implementation are being followed across the network.







All the training provided by Deaf Enabled Foundation (DEF) is bilingual, we teach in English and sign language simultaneously. Deaf people have talent and they can work as anybody can. But they need opportunity, exposure and training. The employer needs to understand the deaf person's communication and create a good environment for them to give their output. I thank Tech Mahindra Foundation for coming forward and becoming a partner of DEF and supporting us in our work to uplift the deaf people.

**T.K.M.Sandeep**  
CEO, Deaf Enabled Foundation



It was indeed our dream at SARTHAK to place the candidates after giving them proper training. I wish to thank Tech Mahindra Foundation for launching the Tech Mahindra SMART centres for people with disability. Our experience in the employment field says that training is the need of the hour and the Tech Mahindra SMART programme encompasses the complete employability training, effectively in a duration of 3 months. The best part, and the one closer to my heart, is that the SMART project is sustainable since it does not stop at training, instead it leads to the employment of the person.

**Dr Jitendra Aggarwal**  
Founder, SARTHAK Educational Trust



## What SMART students learn

### SPECIALISED COURSES

- Desktop Publishing
- Nurse Aids/ Home Based Geriatric Care
- Tally
- Quick Service Restaurants
- IT Enabled Services
- Customer Relationship & Sales

### FOUNDATION COURSES

- Workplace English
- Work Readiness
- Basic IT & Typing Skills

The TMF SMART programme started with a vision—a vision of an educated, enlightened, and employed India. It's also an initiative to bridge the gap between the need and availability of trained manpower in almost every sector across the country.



**Dr. Loveleen Kacker**  
CEO, Tech Mahindra Foundation

### What began as a series of brainstorming sessions

went on to develop the concept of a SMART skills training and employability programme that within a short span of time is running 25 centres across eight cities. Already, around 3000 trained young men and women are earning well and contributing substantially to their family incomes.

The workplace English, work readiness, and basic IT skills imparted through the training ensure that these people have the confidence to face the work environment. In the next phase of the training, they go on to acquire specialised skills in various fields like accounting, hospitality, ITES, sales and retail, nursing and old age care, and other trades.

We are expecting to expand to 50 SMART centres by 2014-15 and to be able to train 10,000 youth annually and make them employable. Not only that, we also aim to set up 100 centres by 2016 and reach out to a larger pool of young men & women.

In the next step, we would like to scale up the capacities of our existing centres to be able to reach out to 1 lakh youth, and also introduce SMART 2.

With SMART 2, we intend to upgrade the skills of SMART beneficiaries who have been gainfully employed for some time and performing well in their jobs, but need to upgrade their skills to move on to the next stage of their career. And on those lines, we'll also have two levels of SMART English—the first one for basic language and communication skills in English, and the second one, again, to further upgrade those skills for career growth.

We are definitely looking forward to some exciting SMART times ahead!



## SMART Partners



## SMART Plus Partners



## Technical Support Partner



The Learning Facilitators [www.edulever.com](http://www.edulever.com)

# Tech Mahindra FOUNDATION

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