An Impact Assessment Report of the Titan LeAP Centre, Coimbatore

Implemented by Naandi

Study Conducted by

Soul Ace
2024 – 2025

CONTENTS

Abbreviations

CSR Corporate Social Responsibility

DET Directorate of Employment and Training

FY Financial Year

ITES Information Technology Enabled Services

ITI Industrial Training Institute

LeAP Learn, Apply and Progress

NGO Non-Governmental Organisations

NSDC National Skill Development Corporation

OBC Other Backward Classes

SC Schedule Castes

SDGs Sustainable Development Goals

TNSDM Tamil Nadu Skill Development Mission

Executive Summary

Project Background

The Titan LeAP Centre, Coimbatore, is a Corporate Social Responsibility (CSR) initiative by Titan Company Ltd., focused on skill development and employability enhancement. In the first year of its launch in the financial year 2023-24, also the Impact Assessment Period, the program successfully trained 303 learners across various disciplines. The centre offers specialised courses tailored to meet the demands of Coimbatore's emerging job market, including Full Stack Developer, Medical Coding, CNC Programmer cum Operator, and Regenerative Agriculture. These programs are designed to equip students with industry-relevant skills, enhancing their employability in the thriving sectors of IT, healthcare, manufacturing, and sustainable agriculture. The centre employs a multifaceted approach to student mobilisation by way of roadshows, college partnerships, and community visits. Focused placement training and successful job drives are integral components of this program. The Titan LeAP Centre in Coimbatore not only provides skills training but also emphasises personal development, fostering confidence and communication skills among participants. With its comprehensive approach and strong industry connections, the centre aims to bridge the gap between education and employment, contributing significantly to the socio-economic development of the region.

This report highlights the program's key impacts, including equipping participants with job-ready skills and creating meaningful employment opportunities. It also emphasises the program's role in bridging the gap between employers and youth, fostering income generation, and driving long-term socio-economic growth. By aligning its training with industry trends and leveraging strong employer partnerships, the Titan LeAP program serves as a scalable and sustainable model for inclusive skill development.

Project Details

- Implementation year – FY 2023-2024
- Assessment Year – FY 2024-2025
- Beneficiaries – Youth and Women of Marginalised Communities
- No. of Beneficiaries – 303 Individuals.
- Implementing Partner – Naandi Foundation
- Project Location - Coimbatore (Tamil Nadu)
- Budget – Rs. 1.46 Crore
- Alignment with SDGs – 04 Quality Education, 08 Decent Work and Economic Growth, 10 Reduced Inequalities

Project Activities

The following programs are offered through the Titan LeAP centre, Coimbatore.

1. **Full Stack Developer**: This course empowers students with end-to-end web development expertise, enabling them to build dynamic applications and meet the growing demand for tech professionals in Coimbatore.
2. **Medical Coding:** By equipping students with expertise in medical classification systems and coding software, this program enhances their career prospects in the healthcare industry.
3. **CNC Programmer cum Operator:** Focused on precision manufacturing, this course trains students in CNC programming, machine operations, and quality control, preparing them for high-demand industrial roles.
4. **Regenerative Agriculture:** This program fosters sustainable farming practices by training youth in organic techniques, soil health management, and agribusiness, ensuring both ecological and economic benefits.
5. **Job Placement Assistance**: The Titan LeAP program accelerates career success by providing hands-on training, industry exposure, and recruitment support across multiple sectors.

Key Findings and Impact

Component	Indicator	Finding	Impact
Full Stack Developer Program	Perceived improvement in proficiency levels in the Full-stack developer program.	36.6% of the participants reported high proficiency across course components, while an average of 63.4% indicated moderate improvement in their proficiency levels.	The program was able to provide employment to 18 participants, i.e., 30% of the candidates enrolled.
Medical Coding Program.	Perceived improvement in proficiency levels in the Medical Coding Program.	An average of 54.25% of the participants reported perceived high proficiency across course components, while 45.75% reported moderate proficiency levels.	The program successfully placed 43 candidates, 54.0% of the enrolled candidates.
CNC Machine Operator Program.	Perceived improvement in proficiency levels	An average of 62.5% of the participants	The program resulted in employment opportunities for 32

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	in the CNC Machine Operator program.	reported high proficiency across course components, while 37.5% reported moderate proficiency levels.	candidates, i.e., 80.0% of the enrolled candidates.
Regenerative Agriculture Program.	Perceived improvement in proficiency levels in the Regenerative Agriculture program.	An average of 66.66% of the participants reported high proficiency across course components, while 33.34% reported moderate proficiency levels.	The program resulted in the effective practice of regenerative agriculture by all 50 candidates, i.e., 100% of the enrolled candidates.
Income of candidates.	The average income of candidates across different Programs.	Candidates who pursued the Full stack developer program reported an average monthly income of Rs.17,000/- while those who pursued Medical Coding reported an average income of Rs. 12,000/ Candidates who pursued CNC machine operator and Regenerative Agriculture reported an average monthly income of Rs. 10,000/- each.	Improved financial stability, improved living conditions, and quality of life are owed to the employment and earning potential of candidates.
Employer Satisfaction.	Satisfaction with the Job readiness of the candidates.	100% of the employers expressed satisfaction with the Job readiness of the candidates.	Alignment of the course curriculum and the appropriate integration of practical and theoretical components of the course ensured that the candidates were ready for course completion.

Chapter 1 | Introduction

Background & Need of The Program

Tamil Nadu faces significant challenges in youth employability. The unemployment rate in the state, particularly among first-generation learners and marginalised groups, remains a pressing concern. According to the 2021 NITI Aayog report, Tamil Nadu's unemployment rate stands at 4.3%, with rural and semi-urban areas disproportionately affected. Many young individuals lack access to the technical, life, and domain-specific skills required by modern industries. To address these gaps, the Titan LeAP program was launched in 2017 as a collaboration between Titan Company Ltd. and Naandi Foundation. The program aims to empower underserved youth through employability skill development.

The Titan LeAP centre, Coimbatore, offers the following programs.

The following programs are offered through the Titan LeAP centre, Coimbatore.

Full Stack Developer: This course equips students with front-end and back-end development skills, covering programming languages, frameworks, and databases to prepare them for Coimbatore's growing tech industry.

Medical Coding: Designed for the healthcare sector, this program trains students in medical terminology, coding systems like ICD-10 and CPT, and hands-on coding software to ensure proficiency in translating medical records.

CNC Programmer cum Operator: Focused on industrial applications, this course teaches the participants CNC programming, machine operation, G-code, CAD/CAM software, and quality control for manufacturing.

Regenerative Agriculture: This program trains local youth in sustainable farming, soil health, organic methods, permaculture, and agribusiness to promote ecological and economic resilience in agriculture.

Objectives of the Program –

- To equip economically disadvantaged youth in Tamil Nadu with employability and domain-specific skills that meet the demands of modern industries.
- To ensure holistic development of learners through life skills, language proficiency, and socio-emotional learning.
- To provide inclusive access to high-quality, affordable skill training for underserved communities.
- To connect trained individuals with sustainable livelihood opportunities through robust placement support and industry partnerships.

About Titan

Titan Company Ltd is the organization that brought about a paradigm shift in the Indian watch market when it introduced its futuristic quartz technology, complemented by international styling. With India's two most recognized and loved brands Titan and Tanishq to its credit, Titan Company Ltd is the fifth largest integrated own brand watch manufacturer in the world.

The success story began in 1984 with a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation. Presenting Titan quartz watches that sported an international look, Titan Company Ltd transformed the Indian watch market. After Sonata, a value brand of functionally styled watches at affordable prices, Titan Company Ltd reached out to the youth segment with Fastrack, its third brand, trendy and chic. The company has sold 150 million watches world over and manufactures over 15 million watches every year. Over the last four decades, Titan has expanded into underpenetrated markets and created lifestyle brands across different product categories including fragrances (SKINN), accessories and Indian dress wear (Taneira) and thoughtfully designed Women's Bags (IRTH).

Backed by over 8,000 employees, two exclusive design studios for watches and jewellery, 10 manufacturing units, and innumerable admirers' world over, Titan Company Ltd continues to grow and set new standards for innovation and quality. The organization is all geared to repeat the Titan and Tanishq success story with each new offering.

About the Ngo Partner

Established in 1998, Naandi Foundation is one of India's largest and most innovative non-profit organisations. Headquartered in Hyderabad, the foundation focuses on sustainable development through impactful interventions in education, health, and livelihoods. Naandi works with marginalised communities, including first-generation learners, rural youth, and women, across 20 states in India. With a strong emphasis on employability, Naandi has trained over 9 lakh youth in life and digital skills, connecting them with more than 1,000 employers. Programs like Titan LeAP exemplify Naandi's mission of driving meaningful social change through collaborative and scalable solutions.

Chapter 2 | Research Methodology

Titan Company Ltd. commissioned SoulAce to conduct an impact assessment study to evaluate the immediate and enduring impacts of the program implemented under the LeAP Training Program for Skill Development. The impact assessment study was conducted in FY 2024-25 for the year FY 2023-24.

Objectives of the Study

- To evaluate the effectiveness of the Titan LeAP program in enhancing employability skills.
- To analyse the program's success in connecting participants with sustainable employment opportunities and its contribution to job readiness.
- To assess participants' perceptions of the training modules, teaching methods, and support services, identifying areas for learning and training gaps.
- To assess employers' perceptions of the job readiness, skills, and performance of program participants.

Use of Mixed Methods Approach

This study employed a mixed-method approach, incorporating both qualitative and quantitative research methods. The qualitative component delved into subjective experiences and perspectives, providing a nuanced understanding of beneficiary views. Meanwhile, quantitative methods facilitated the collection and analysis of numerical data, yielding statistical insights and identifying trends. The study's research design was descriptive, aiming to present a detailed situational analysis and exploration of the various facets of the skill development program.

Descriptive research was adopted for this study as it was deemed appropriate for creating an overview, discerning patterns, and grasping the current state of affairs. By integrating both qualitative and quantitative research methodologies within a descriptive framework, the study aimed to deliver a thorough evaluation of the program, elucidating its impact and suggesting avenues for enhancement. This methodological blend ensured a holistic examination of the subject, lending both depth and breadth to the findings and bolstering the study's credibility.

Key Stakeholders

- Youth
- Corporate Partners
- Titan Company Ltd.
- Project Implementation Partner

Study Tools

Primary data was collected using the following: a Structured tool of an Interview Schedule. Questionnaires were prepared to capture quantitative data, the project details for each of the focus areas were reviewed, and indicators were pre-defined before conducting the surveys.

Interview Schedules for Key Stakeholders: A semi-structured questionnaire was developed for key stakeholders. One-on-one discussions were conducted with beneficiaries to prepare testimonials.

Research Design

- Name of the Project – Titan LeAP Program
- Implementing Agency – Naandi Foundation
- Research Design Used – Descriptive Research Design
- Sampling Technique – Purposive Sampling
- Sample Size – 48 participants
- Quantitative tools used: Interview Schedule
- Qualitative Method Used – Semi-structured interviews of beneficiaries and Employers, along with testimonials of key stakeholders

Commitment to Research Ethics

Informed Consent - The study followed strict guidelines regarding informed consent. Participants were fully informed about the study's goals, procedures, and possible risks and benefits. They were encouraged to ask questions and were able to make well-informed decisions.

Confidentiality - Steps were implemented to uphold the confidentiality and privacy of participants. The data gathered was securely stored and accessible only to authorised individuals. Participant identities were safeguarded, and any personal details were either anonymised or coded to preserve confidentiality.

Voluntary Participation - Participation in the study was completely voluntary, and individuals had the liberty to decide whether or not they wished to participate. There was no coercion or undue influence to compel individuals to take part in the study.

Ethical Treatment - Participants were treated with respect, dignity, and impartiality throughout the study, prioritising their well-being and rights. Any necessary assistance was provided to ensure their comfort and understanding.

Chapter 3 | Findings and Impacts of Titan LeAP Centre in Coimbatore

This chapter evaluates the impact and effectiveness of the Titan LeAP program at the Coimbatore Centre by synthesising data from multiple sources, including participant feedback, employer evaluations, and qualitative insights.

Program Overview

The findings from both participant feedback and employer evaluations highlight the program's strengths and areas for improvement across several themes. A defining

feature of the Coimbatore Centre is its focus on domain-specific training. Participants are enrolled in a diverse range of courses, both traditional and emerging industries. This diversity strengthens the reliability and applicability of the findings by capturing a comprehensive overview of participants' experiences. These insights are contextualised using secondary research to demonstrate alignment with state and national-level skill development priorities.

Gender Participation

Gender	Number of Students	Percentage
Male	130	42.90
Female	173	57.10

Universe 'N'= 303 participants

The program had the participation of 173 female students (57.10%) and 130 male students (42.90%). This indicates a greater engagement of female students in the LeAP program, suggesting a positive trend in gender inclusion.

Attendance Rate

The LeAP program achieved an impressive attendance rate of 82%, indicating strong participant engagement and commitment. A high attendance percentage is crucial in any training program, as it ensures that participants fully benefit from the learning experience, acquiring essential skills and knowledge. The strong attendance in this program highlights its effectiveness in capturing participants' interest and sustaining their involvement throughout the sessions.

Adjunct Faculty

The LeAP program had a total of 10 adjunct faculty members for its 303 students. The LeAP program's teacher-student ratio of 1:3 indicates a highly favourable learning environment, allowing for personalised attention, better mentorship, and enhanced learning outcomes for students.
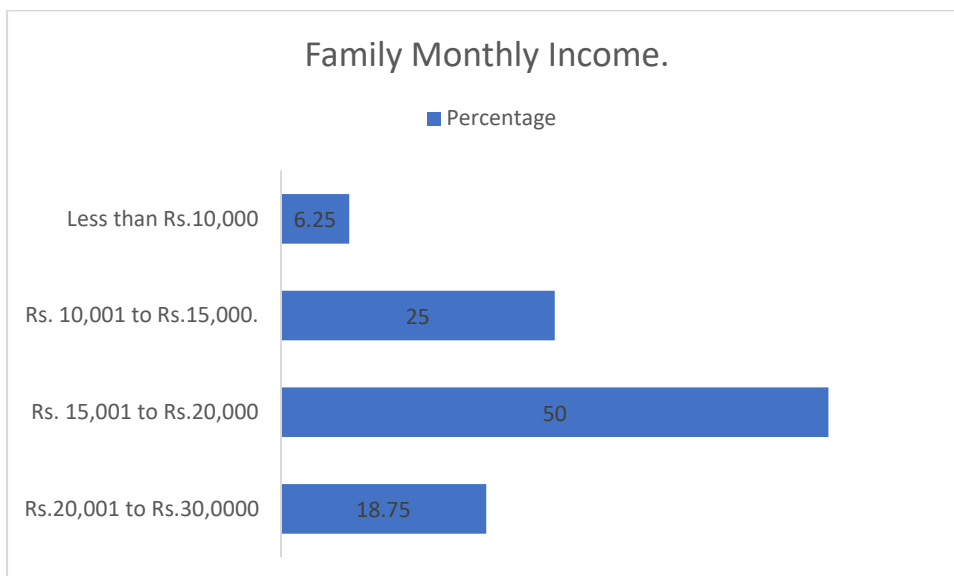
Social Category of the respondents

Social Category of the respondents.

■ General ■ OBC ■ SC

19%

29%

52%
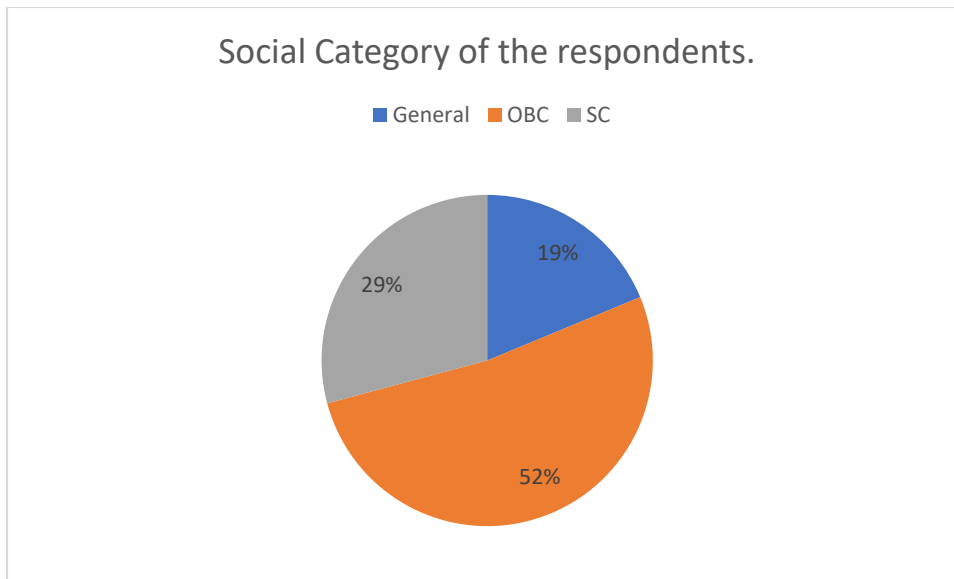
Sample size n = 48 respondents

The data shows the social category distribution of respondents. The majority, 52%, belong to the OBC category, followed by 29% from the SC category and 19% from the General category. This indicates a diverse representation of respondents across different social groups.

Family Monthly Income

Family Monthly Income.

■ Percentage

Less than Rs.10,000	6.25
Rs. 10,001 to Rs.15,000.	25
Rs. 15,001 to Rs.20,000	50
Rs.20,001 to Rs.30,0000	18.75

Sample size n=48 respondents

The data indicates that 50% of respondents have a family monthly income between Rs. 15,001 and Rs. 20,000, making it the most common income bracket. One-fourth (25%) of the respondents earn between Rs. 10,001 and Rs. 15,000, while 18.75%

have an income between Rs. 20,001 and Rs. 30,000, showing a smaller proportion in the higher-income range. Only 6.25% of respondents fall below Rs. 10,000, suggesting that extreme poverty is relatively low in this sample. Overall, 75% of families earn between Rs. 10,001 and Rs. 20,000, indicating a concentration of income within this middle range. This distribution suggests that most respondents belong to the lower-middle-income group, with fewer families earning significantly higher or lower incomes.

Perceived proficiency of Candidates in various courses offered through LeAP.

The LeAP centre, Coimbatore, offered 5 different courses to enable employment and enhance the employability of the participants.

1. Full Stack Developer
2. Medical Coding
3. CNC Machine Operator
4. Regenerative Agriculture

The findings on the perceived proficiency of the candidates in the various courses offered through LeAP are discussed here.

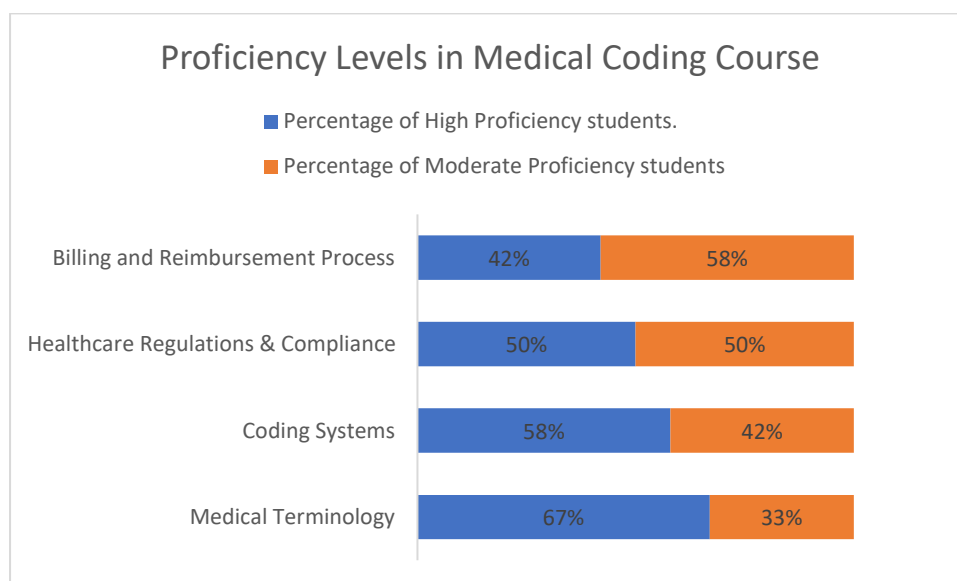**Proficiency in Full Stack Developer Course**
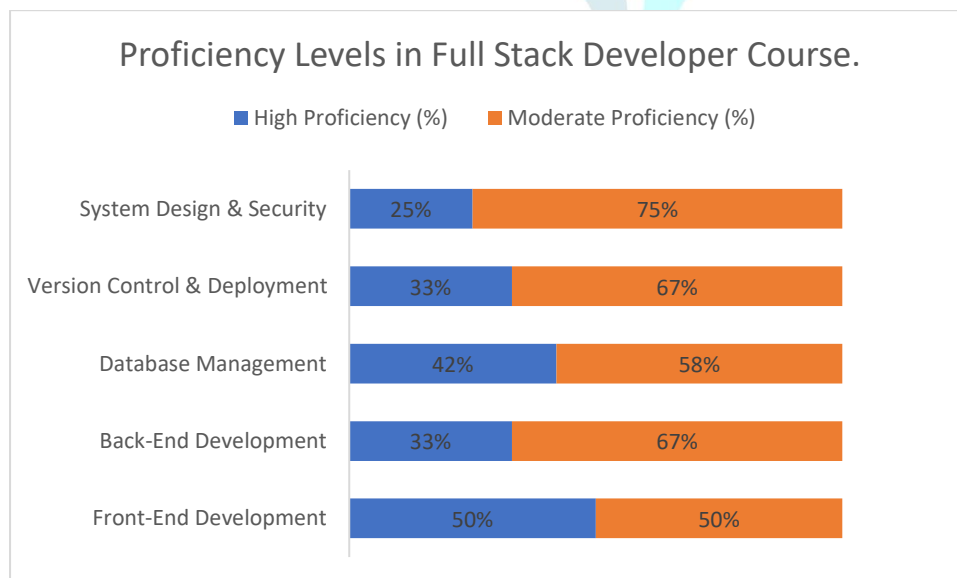
The students in the Full Stack Developer course have different levels of expertise across various skills:

- Front-end development is the strongest area, with half of the students having high proficiency.

- Database management also shows solid understanding, with 42% being highly proficient.

- Version Control and Deployment and Back-End Development have similar results, with one-third of students excelling while the rest are moderately skilled.

- System Design and Security has the lowest high proficiency level, but most students still have a moderate grasp of the subject.

Overall, respondents reported developing well-rounded skills, with room to grow in more advanced topics.

Proficiency Levels in Medical Coding Course

Proficiency Levels in Medical Coding Course

- Percentage of High Proficiency students.
- Percentage of Moderate Proficiency students

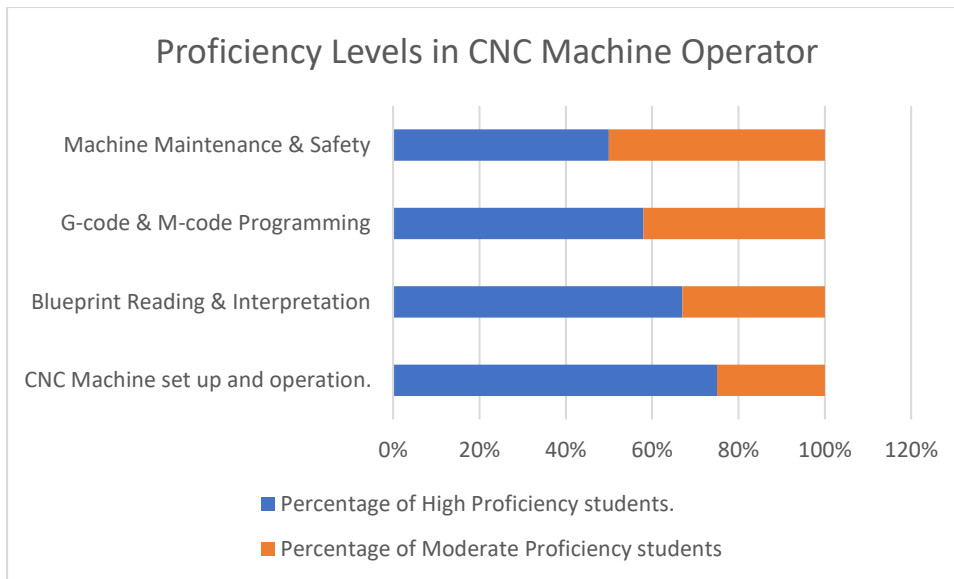|	High	Moderate
Billing and Reimbursement Process	42%	58%
Healthcare Regulations & Compliance	50%	50%
Coding Systems	58%	42%
Medical Terminology	67%	33%

Students in the Medical Coding course have developed strong skills across different areas:

- Medical terminology is the strongest area, with 67% of students highly proficient.

- Coding Systems also shows solid understanding, with 58% excelling.

- Healthcare Regulations & Compliance has a balanced skill distribution, with half of the students highly proficient.

- Billing and Reimbursement Process has 42% of students at a high proficiency level, while the rest have a moderate grasp.

Overall, respondents reported building strong expertise in medical coding and progressing well in key areas.

Proficiency Levels in CNC Machine Operator

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Proficiency Levels in CNC Machine Operator

Machine Maintenance & Safety

G-code & M-code Programming

Blueprint Reading & Interpretation

CNC Machine set up and operation.

0%   20%   40%   60%   80%   100%   120%

■ Percentage of High Proficiency students.
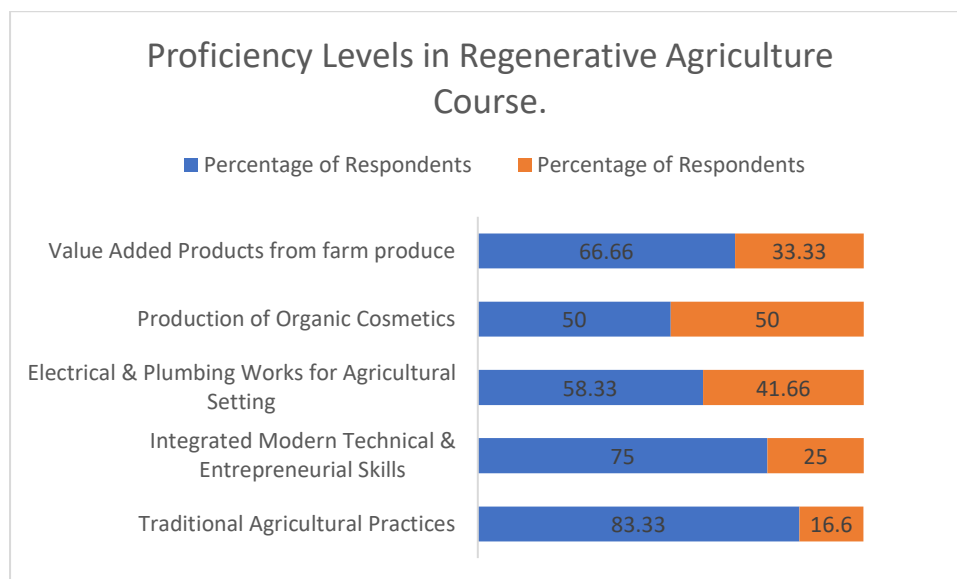
■ Percentage of Moderate Proficiency students

Students in the CNC Machine Operator course have developed strong skills across different areas:

- CNC Machine Setup and Operation is the strongest area, with the highest percentage of students showing high proficiency.

- Blueprint Reading & Interpretation also has a solid level of expertise, with a significant portion of students excelling.

- G-code and M-code Programming shows a well-developed understanding, with students demonstrating both high and moderate proficiency.

- Machine Maintenance & Safety has a good skill level, with students progressing well in this area.

Overall, students reported gaining strong technical skills and improving their expertise in CNC machine operations.

Proficiency Levels in Regenerative Agriculture Course

Proficiency Levels in Regenerative Agriculture Course.

	Percentage of Respondents	Percentage of Respondents
Value Added Products from farm produce	66.66	33.33
Production of Organic Cosmetics	50	50
Electrical & Plumbing Works for Agricultural Setting	58.33	41.66
Integrated Modern Technical & Entrepreneurial Skills	75	25
Traditional Agricultural Practices	83.33	16.6

Students in the Regenerative Agriculture course have developed strong expertise across various areas:

- Traditional Agricultural Practices is the strongest area, with the highest number of students demonstrating high proficiency.

- Integrated Modern Technical & Entrepreneurial Skills is also well-developed, with a significant portion of students excelling.

- Value-Added Products from Farm Produce shows strong competency, with a majority of students achieving high proficiency.

- Electrical & Plumbing Works for Agricultural Settings has a good level of understanding, with students steadily building expertise.

- Production of Organic Cosmetics reflects balanced proficiency, with students evenly split between high and moderate skill levels.

Overall, respondents reported acquiring a well-rounded skill set in regenerative agriculture, blending traditional knowledge with modern techniques.

> "As a communication trainer, I address diverse learner needs through strategies like the 'Morning Shine' sessions, which integrate listening exercises and discussions to build fluency and confidence. Incorporating real-life simulations and TED Talks has been particularly transformative. I've witnessed shy learners struggling with grammar and public speaking evolve into confident speakers, equipped to tackle real-world challenges with poise and clarity."
> - M. Devagishree, Communications Trainer, Naandi Foundation

Impact of the LeAP Program

Impact of Domain-related Training on Skill Development
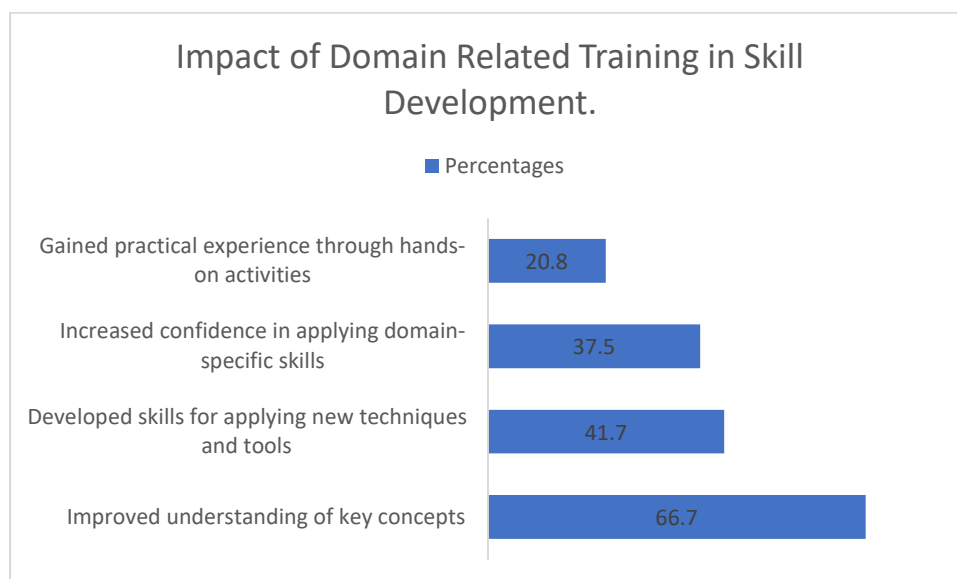
The 48 respondents who attended domain-related training were asked about the impact of the training program on their skill development. The following were the inferences drawn from the data.

The majority of respondents (66.7%) reported that the domain-related training significantly improved their understanding of key concepts, indicating strong conceptual clarity as an outcome.

A substantial 41.7% of participants developed new techniques and tools relevant to their field, showcasing the practical applicability of the training.

About 37.5% of respondents gained increased confidence in applying domain-specific skills, suggesting that the training contributed to their self-assurance and competence.

A smaller but notable 20.8% of respondents reported gaining practical experience through hands-on activities, implying room for improvement in experiential learning components.

In what way does the course help them to get Job placement	Percentages	Numbers
Improved technical skills	62.5%	30
Connection with mentors/industry professionals	20.8%	10

Better performance in interviews/assessments	31.3%	15
Increased confidence in job responsibilities	12.5%	6

When the respondents were asked in what way the course helped them to get job placement, the majority of respondents that is 62.5% of students, reported that improved technical skills helped them in getting Job placement.

Respondents also attributed connections with mentors/ Industry professionals (20.8%), better performance in interviews/ assessments (31.3%) and increased confidence in Job responsibilities (12.5%) as reasons for their getting Job Placement through the program.

Income levels of the candidates across various courses

Students who completed the Full Stack Developer course reported the highest average monthly income of ₹17,000, followed by respondents of employability skills at Rs.15,000/- per month. The respondents who pursued medical coding earned an average of ₹12,000 per month. Those trained as CNC Machine Operators or in Regenerative Agriculture earned an average income of ₹10,000 per month. This could be indicative of the fact that technology-based courses offer better financial returns, likely due to higher market demand and specialised skills. In contrast, earnings in CNC operations reflect likely industry wage structures and job availability.

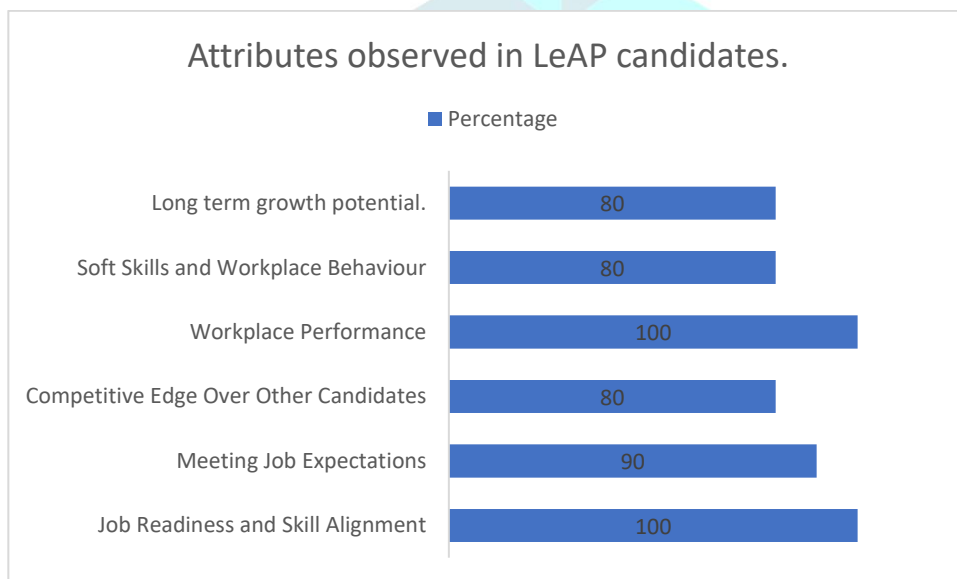| Name of the course	Average Salary of the students.
Full Stack Developer	17000
Medical Coding	12000
CNC operator	10000
Regenerative Agriculture.	10000

Students who pursued Regenerative Agriculture were primarily self-employed, meaning their earnings were not fixed salaries but rather dependent on factors like market demand, crop yield, and seasonal variations. Unlike salaried roles in Full Stack Development, Medical Coding, or CNC Machine Operation, agricultural income can fluctuate based on productivity, market prices, and business expansion. While their reported earnings are ₹10,000 per month, their potential income could increase over time with experience, better resource management, and access to markets. Furthermore, self-employment offers flexibility, sustainability, and the possibility of long-term financial growth compared to fixed-wage jobs.

- A majority (66.7%) of respondents reported experiencing increased income, leading to better financial stability, showing that the intervention had a direct impact on their well-being.

- 16.7% reported improved housing and living conditions, suggesting that financial stability contributed to better living standards.
- 11.7% mentioned enhanced ability to afford healthcare and education, highlighting that economic benefits might be trickling down to essential services.
- 8.3% felt an improvement in work-life balance, implying that non-monetary benefits (such as reduced stress or job satisfaction) were also experienced.
- 13.3% reported no significant improvement, indicating that a segment of beneficiaries did not experience it.

Employer Feedback

The study conducted with 10 employers who hired candidates trained under the LeAP Program across various industries revealed valuable research insights. The objective was to assess employer satisfaction with these candidates in terms of job readiness, performance, and overall workplace contribution. The findings reflect the collective opinions of employers, highlighting the strengths of LeAP graduates.

Attributes observed in LeAP candidates.

■ Percentage

Attribute	Percentage
Long term growth potential.	80
Soft Skills and Workplace Behaviour	80
Workplace Performance	100
Competitive Edge Over Other Candidates	80
Meeting Job Expectations	90
Job Readiness and Skill Alignment	100

Key Findings

Job Readiness and Skill Alignment – 100% of the employers

All employers agreed that LeAP-trained candidates were well-prepared for their roles.

They possessed both theoretical knowledge and practical skills, making them job-ready from day one.

Meeting Job Expectations – 90.0% of the employers

Employers found that candidates met or exceeded job expectations in areas like technical proficiency, adaptability, and problem-solving.

They were quick learners, requiring minimal training upon joining.

Competitive Edge Over Other Candidates – 80.0% of the employers

Compared to other applicants, LeAP candidates demonstrated better industry knowledge, strong work ethics, and faster adaptability.

Their structured training made them more confident and efficient in their roles.

Workplace Performance – 100% of the employers

All employers praised the high accuracy, efficiency, and dedication of LeAP candidates.

They were seen as productive and dependable employees, contributing positively to their teams.

Soft Skills and Workplace Behavior – 80.0% of the employers

- LeAP candidates exhibited strong communication, teamwork, and leadership potential.
- Their ability to collaborate and take initiative was highlighted as a key strength.
- Long-Term Growth Potential – 80.0% of the employers
- Employers expressed confidence in the growth potential of LeAP graduates.
- Many were willing to hire more candidates from the program in the future.

The survey findings indicate high employer satisfaction with LeAP Program candidates. Their technical expertise, adaptability, and strong workplace behaviour have made a significant impact. Employers appreciated the program's effectiveness in producing skilled, job-ready professionals who contribute meaningfully to their respective industries.

Employer's Opinion on Repeat Hiring
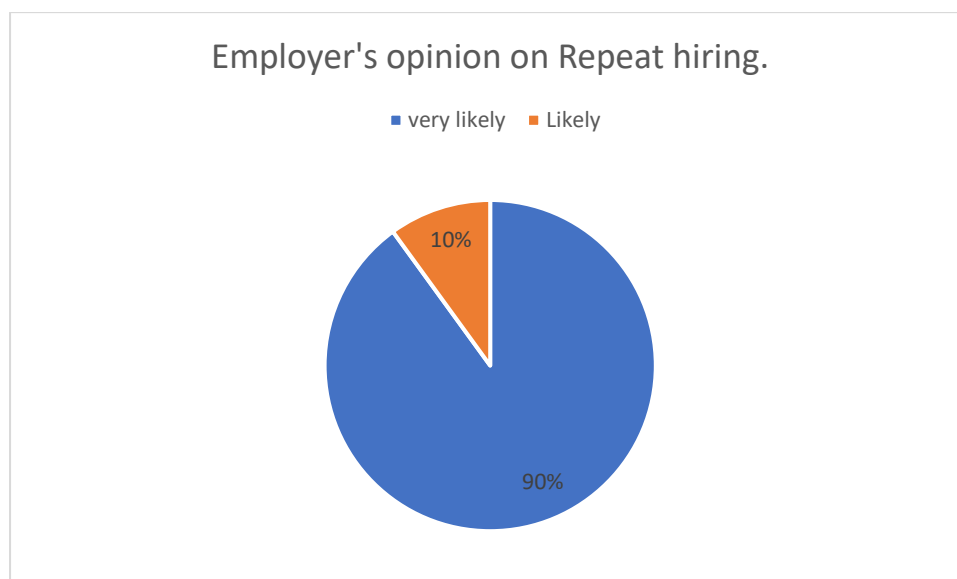
When the employers who had already hired candidates from the LeAP Program at Coimbatore centre were asked whether they would hire from the program in the subsequent years, 90% of the employers strongly stated that they were very affirmed, while 10% of the employers stated that they were likely to hire candidates in the future. This shows that the employers were satisfied with the hires that they made from LeAP, and the program is well-aligned with the needs of the industry.

Key Impacts

Employment through the Full Stack Developer Program	The program was able to provide employment to 18 participants, i.e., 30% of the candidates enrolled. The candidates earned an average of Rs.17,000/- per month.
Employment through the Medical Coding Program	The program successfully placed 43 candidates, 54% of the enrolled candidates. The candidates earned an average of Rs.12,000/- per month.
Employment through the CNC Machine Operator Program	The program resulted in employment opportunities for 32 candidates i.e., 80% of the enrolled candidates. The candidates earned an average of Rs.10,000/- per month.
Employment through Regenerative Agriculture Program.	The program resulted in the effective practice of regenerative agriculture by all

	50 candidates, i.e., 100% of the enrolled candidates. The candidates earned an average of Rs.10,000/- per month.
Alignment with Industry needs.	100% of the employers commented that the candidates hired from LeAP, Coimbatore, were job-ready, and 90% expressed that these candidates met the Job expectations. 90% of the employers also stated that they would do repeat hiring from the LeAP program.

Impact Created at Multiple Levels

Individual Level –

The Titan LeAP program in Coimbatore has successfully empowered a significant number of candidates by equipping them with domain-specific skills and facilitating employment opportunities across various industries. Through structured training and industry-aligned curriculum, the program has enhanced candidates' technical proficiency, confidence, and job readiness.

As a result, participants have been able to secure employment with an initial monthly income ranging from Rs. 10,000 to Rs. 17,000, with expected increments as they gain experience and expertise. The program has also played a crucial role in bridging the skill gap and aligning workforce capabilities with industry demands.

Furthermore, it has fostered economic independence and career growth for many individuals, particularly from underserved backgrounds. Overall, the Titan LeAP program has made a tangible impact on livelihood enhancement, professional development, and long-term career sustainability for its participants.

Impact at Familial level

The Titan LeAP program has had a profound impact at the familial level, improving the overall well-being and financial stability of participating households. With beneficiaries securing stable employment and earning a monthly income of Rs. 10,000 to Rs. 17,000, families have experienced enhanced economic security, reducing financial stress and dependency.

This additional income has enabled families to meet essential needs such as better nutrition, healthcare, and education for younger siblings, improving their overall quality of life. The program has also boosted household savings, allowing families to plan for the future and invest in long-term assets.

Moreover, it has fostered greater social mobility, as skilled workers can now provide better opportunities for their families and inspire younger generations to pursue vocational training. Ultimately, the program has strengthened family resilience, empowering participants to become key contributors to their households and communities.

Community Level

At the community level, the Titan LeAP program has created a ripple effect by inspiring other unemployed individuals to pursue skill development and secure meaningful employment. Seeing successful candidates transition into stable jobs with a monthly income of Rs. 10,000 to Rs. 17,000, many aspiring job seekers have been motivated to enrol in the program, recognising it as a viable pathway to economic independence.

The program has fostered a culture of skill-based learning, encouraging youth to shift their focus from uncertain job searches to structured vocational training. As more individuals gain employment, the community has witnessed reduced unemployment rates, leading to improved local economic activity and financial stability.

Furthermore, program graduates serve as role models, sharing their experiences and guiding others to benefit from similar opportunities. Over time, the initiative has strengthened the community's workforce, contributing to its overall socio-economic development and resilience.

Sustainability of the LeAP Program, Coimbatore

Industry-Aligned Training: The program imparts skills in high-demand sectors like Full Stack Development, Medical Coding, CNC Machine Operation, and Regenerative Agriculture, ensuring long-term employability for participants.

Strong Industry Partnerships: By fostering collaborations with industry partners, the program secures job placements for graduates, ensuring a steady demand for skilled professionals.

Economic Upliftment and Local Impact: With sustained employment opportunities, the program contributes to economic stability at both individual and community levels, creating a self-sustaining cycle of skill development and employment.

Adaptability to Market Needs: The program continuously evolves its curriculum based on insights from industry partners, ensuring alignment with emerging trends and workforce demands. This dynamic approach equips participants with up-to-date, industry-relevant skills, enhancing their competitiveness and employability in a rapidly changing job market.

Scalability and Replicability: The structured training model can be expanded to other regions and industries, enabling a broader impact while maintaining its effectiveness in skill development and employment generation.

Chapter 4: Evaluation based on the OECD Framework

Relevance

A report by the National Skill Development Corporation (NSDC) highlights that over 50% of India's workforce lacks the skills required for formal employment, particularly in emerging sectors like IT, healthcare, and manufacturing. The Titan LeAP program directly addresses this gap by offering tailored skill development for youth, ensuring alignment with industry demands. Its emphasis on inclusivity through rural outreach and gender-focused programs further reinforces its relevance in bridging socio-economic disparities.

Coherence

The project aligns with several Sustainable Development Goals (SDGs):

04 Quality Education, 08 Decent Work and Economic Growth, 10 Reduced Inequalities

Additionally, the project complements state and national initiatives such as:

- Tamil Nadu Vision 2023

- Tamil Nadu Skill Development Mission (TNSDM)

- Skill India Mission

- National Education Policy (NEP) 2020

- Atmanirbhar Bharat Abhiyan

Effectiveness

In FY 2023-24, the Titan LeAP program trained over 1,000 participants at its Coimbatore centre. Domain-specific training in Coimbatore centre, such as CNC operations, ITES, and medical coding, directly addressed industry needs, resulting in 56% job retention rates among placed participants. Life skills training emerged as a transformative component. At the Coimbatore centre, 82.3% of the participants reported it as highly impactful in workplace readiness.

Efficiency

The program efficiently utilises its resources through a hub-and-spokes model, enabling scalability while maintaining quality. Efforts such as travel assistance and mid-day meals ensure equitable participation (90.6% satisfaction with travel support

and 100% satisfaction with meal services). Employer engagement and industry-aligned curricula further enhance efficiency by preparing participants for immediate job placement in high-demand sectors.

Impact

In FY 2024-25, the Titan LeAP program achieved significant impacts by training over 303 learners in Coimbatore. The program enhanced employability through domain-specific and life skills training, leading to job placements in high-demand sectors. Community initiatives under the Spokes model empowered rural and marginalised groups.

Sustainability

The Titan LeAP program embeds sustainability through stakeholder partnerships and a scalable hub-and-spokes model. Collaborations with employers ensure ongoing alignment with workforce demands, while localised initiatives like the Spokes program create lasting community impact. The program's emphasis on entrepreneurial skill-building and self- reliance lays a foundation for long-term socio-economic mobility.

Chapter 5: The Way Forward

Targeted Outreach to Socio-Economically Marginalised Groups

The program must prioritise inclusion of socio-economically backward groups, particularly Scheduled Castes (SCs) and Scheduled Tribes (STs), to ensure equitable access to skill development opportunities. These groups often face systemic barriers to education and employment, and without intentional targeting, they risk being excluded from such beneficial interventions.

Design and execute dedicated mobilisation campaigns within SC/ST-dominant regions, in collaboration with local NGOs, community leaders, and government officials. Provide travel allowances or pre-enrolment counselling to overcome initial participation hesitations. Set internal targets (e.g., at least 40% SC/ST representation) and track them regularly.

Expand Sourcing to Include More Government College

Students in Government colleges—often from lower-income backgrounds—stand to benefit most from upskilling programs but are currently underrepresented. Expanding reach to these institutions will ensure a more inclusive and diverse student pool.

Conduct systematic outreach to all Government and Government-aided colleges in Coimbatore district and nearby areas. Use formal MoUs to institutionalise partnerships, ensuring regular flow of students into the program. Leverage faculty networks and NSS/NCC units for effective mobilisation.

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Strengthen and Intensify Mobilisation Drives

The students seem to be selected repeatedly from the same colleges. This limits diversity, scale, and reach of the program. Moreover, insufficient awareness might be contributing to lower enrolment and higher dropout rates.

Launch intensive, demand-driven mobilisation campaigns, leveraging digital and on-ground methods. Use alumni as ambassadors, social media influencers, WhatsApp campaigns, short videos in local languages, and participation in college fests and education fairs. Assign mobilisation targets to local coordinators with incentives for achievement.

Address High Dropout Rates in Full Stack Developer Course

A significant drop out rate of 15% was observed in the Full stack developer course. undermines training effectiveness and suggests potential issues in course difficulty, student preparedness, or support systems.

Conduct exit interviews to understand dropout causes. Introduce bridge modules for students with weak technical foundations. Provide regular mentoring, peer group learning, flexible learning

schedules, and emotional wellness support. Offer mid-course counselling to keep motivation levels high.

Align Courses with Employment Aspirations and Market Demands

A considerable portion of students (26.22% in Full Stack, 21.25% in Medical Coding) preferred higher education over jobs, which indicates a mismatch between program goals and student aspirations. Additionally, low salary levels are a deterrent.

Revise curriculum to reflect industry needs and increase employability. Embed career counselling sessions that help students weigh job options versus higher education. Collaborate with industry partners to improve placement quality, negotiate better salary bands, and offer internships that convert into full-time jobs.

Track Employment Outcomes and Retention Rates Systematically

Low salary levels across Full Stack, Medical Coding, and CNC Machine Operation programs risk poor job retention. Without ongoing support, students may quit jobs or shift to unrelated work, weakening long-term impact.

Build a real-time alumni tracking system with automated surveys and periodic check-ins. Identify dropouts and job switchers early, and offer tailored support—such as upskilling, mentorship, or help in switching companies. Use the insights to refine training, employer partnerships, and placement strategies.

Strengthen Post-Placement Career Support Mechanism

Students from underprivileged backgrounds often lack the social capital and networks to navigate early career challenges. Without guidance, they may stagnate in low-paying roles or leave the workforce altogether.

Establish a formal alumni mentoring and support unit. Offer quarterly online sessions on workplace soft skills, career growth strategies, and technical upskilling. Create a helpdesk for resolving job-related grievances. Build a career progression framework to support continuous learning and promotions.

Chapter 6: Conclusion:

The Titan LeAP program in Coimbatore has demonstrated a significant and measurable impact on skill development, employment generation, and economic upliftment. By providing structured training in high-demand sectors such as Full Stack Development, Medical Coding, CNC Machine Operation, and Regenerative Agriculture, the program has successfully placed a substantial number of candidates into stable jobs. With initial salaries ranging from Rs. 10,000 to Rs. 17,000 per month, participants have gained financial independence and career stability. The high employer satisfaction rate, with 90% expressing interest in repeat hiring, further validates the program's alignment with industry needs and its effectiveness in producing job-ready professionals.

Beyond individual employment, the program has fostered economic security and social mobility at the familial and community levels. Families of employed participants have experienced improved financial stability, enabling better access to education, healthcare, and essential needs. At the community level, the program has inspired a culture of vocational training, reduced unemployment and contributing to local economic development. By equipping participants with industry-relevant skills, the Titan LeAP program has addressed the existing skill gap and created a sustainable framework for workforce empowerment.

Looking ahead, the sustainability of the Titan LeAP program is reinforced by its industry-aligned training, strong employer partnerships, and adaptability to evolving market needs. Its scalable and replicable model presents an opportunity to expand the initiative to other regions and industries, thereby amplifying its impact on skill development and employment generation. As the program continues to evolve and refine its approach based on industry insights, it remains a critical enabler of economic resilience, professional growth, and long-term career success for underserved communities.