



# An Impact Assessment Report of the Titan LeAP Centre, Chennai



Implemented by Naandi



Study Conducted by



Soul Ace  
2024 - 2025

## CONTENTS

### Abbreviations

Executive Summary

Chapter 1 | Introduction

Chapter 2 | Research Methodology

Chapter 3 | Findings and Impact of Titan LeAP Centre in Chennai

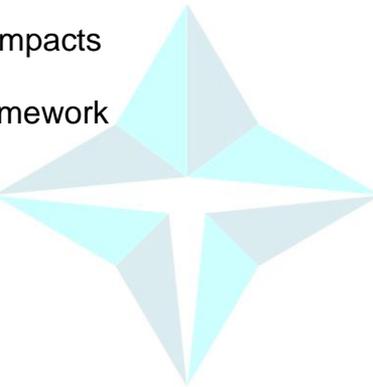
Chapter 4 | Findings and Impacts of Spoke+ Program

Chapter 5 | Findings and Impacts of Spoke++ Program

Chapter 6 | Multilevel Impacts

Chapter 7 | OECD Framework

Chapter 8 | Conclusion



### 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
- NGOs 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

### Projects Background

The Titan LeAP (Learn, Apply, and Progress) program, implemented by the Naandi Foundation in partnership with Titan Company Ltd., is a comprehensive skilling initiative aimed at empowering underserved youth across Tamil Nadu. Since its inception, the program has focused on increasing employability, enabling economic independence, and nurturing human capital among marginalised communities. The program ensures equitable access to learning and livelihood opportunities through a strategic blend of centralised and decentralised models—including urban training centres, institutional collaborations, and rural outreach.

List of programs in Chennai and Spokes+ & Spokes++ Initiatives for Rural and Marginalised Communities:

#### 1. Titan LeAP Centre – Chennai

Location: Guindy, Chennai, Tamil Nadu

The Titan LeAP Centre in Chennai functions as the core urban training hub, offering immersive, high-impact employability programs. Designed for underprivileged youth in the city, the program emphasises hands-on learning, life skills, and job readiness.

#### 2. Titan LeAP Spokes Program

Locations: Chennai, Villupuram, Coimbatore

The Spokes Program extends the reach of the Chennai Centre to educational institutions and semi-urban communities using a hub-and-spoke model. Customised courses are delivered on college campuses, catering to the specific skill development needs of first-generation learners and students from marginalised communities.

#### 3. Titan LeAP Spokes++ Program

Locations: Chennai, Kancheepuram, Sivakasi

To address barriers such as socio-cultural norms and mobility constraints, especially among rural women, the Spokes++ Program offers self-employment and part-time livelihood opportunities. The program is tailored for women who cannot pursue full-time jobs but seek financial independence.

As of FY 2024, the Titan LeAP Program continues to operate actively across multiple districts in Tamil Nadu, steadily expanding its reach and deepening its impact. With its inclusive design and focus on practical, industry-aligned skills, the program remains a vital platform for enhancing employability, promoting self-reliance, and improving the quality of life for marginalised youth and women. The collaborative model involving Titan Company Ltd. and the Naandi Foundation ensures sustained engagement with communities and institutions. The program is ongoing and continues to evolve, with new cohorts, training modules, and placement opportunities being implemented regularly, reaffirming its long-term commitment to skilling and empowerment.

### **Project Details:**

Implementation year – FY 2023-2024

Assessment Year – FY 2024-2025

Beneficiaries – Youth and Women of Marginalised Communities

Total No. of Beneficiaries – 3122

Breakdown of Beneficiaries Count:

- Titan LeAP (Employability Skills Training) Program Chennai: 1112
- Titan LeAP Spokes Program: 1510
- Titan LeAP Spokes ++ Program: 500

Implementing Partner – Naandi Foundation

Project Location:

- Employability Skills Training Program: Chennai,
- Spokes + Program: Chennai, Villupuram, and Coimbatore
- Spokes ++ Program: Chennai, Kancheepuram, Sivakasi

Budget – 2.75 Crore

Alignment with SDGs – 04 Quality Education, 08 Decent Work and Economic Growth, 10 Reduced Inequalities

## Project Activities

Titan LeAP Centre, Chennai	Titan LeAP Spokes+ Program	Titan LeAP Spokes++ Program
Employability skills training (communication, digital, aptitude, life)	On-campus employability skills training (communication, digital, aptitude, life)	Skilling in sewing, tailoring, and digital literacy
Placement support and employer linkage	Placement support and employer linkage	Localised implementation through partner facilitators
Monitoring, feedback, and program adaptation	Monitoring, feedback, and program adaptation	Monitoring of attendance, learning outcomes, and program impact

## Chapter 1 | Introduction

### Project Background

The Titan LeAP program, launched in 2017 by the Naandi Foundation in partnership with Titan Company, is a flagship skilling and employability initiative aimed at empowering underserved youth across Tamil Nadu and beyond. Built on a foundation of inclusivity and opportunity, LeAP provides industry-relevant skill training, mentorship, and employment support to youth from marginalised and economically disadvantaged communities. With a focus on holistic development, the program spans institutional skilling in ITIs, engineering colleges, and universities, as well as intensive, community-based training in dedicated LeAP Centres. Over the years, it has grown into a comprehensive ecosystem with outreach in 38 districts, training over 95,000 youth and facilitating employment for nearly 19,000.

### Need for the Project

Despite Tamil Nadu's robust economic growth, with a GDP of approximately US\$419.74 billion in 2025, the state faces challenges in youth employability. As of December 2022, Tamil Nadu's unemployment rate stood at 4.1%, highlighting the

need for targeted interventions to bridge the gap between education and employment. Many young individuals, especially from rural and low-income backgrounds, struggle with inadequate access to quality training, digital tools, and soft skills development. The Titan LeAP program addresses this critical need by equipping youth with practical, in-demand skills and fostering their confidence to thrive in today's job market.

**The Titan LeAP project aims to:**

- Enhance the employability of underserved youth through skill-based, experiential learning.
- Provide training in soft skills, communication, aptitude, digital literacy, and career readiness.
- Facilitate placement support through job fairs, mock interviews, and industry collaborations.
- Empower women and youth who are unable to seek formal employment through self-employment training.
- Cultivate life skills, socio-emotional intelligence, and entrepreneurial mindsets.
- Establish mentorship pathways and alumni networks for long-term career growth.
- Align with government and institutional stakeholders to scale impact across diverse regions.

**The program addresses:**

- Skill Gaps: By providing training in both technical and soft skills to meet market demands.
- Unemployment: By enabling job placements through partnerships with industry and institutions.
- Gender & Social Inequity: By focusing on female participation and marginalised communities.
- Digital Divide: By improving digital fluency and access to online learning tools.
- Rural Disparity: By bringing training to rural and semi-urban regions via Spokes and Spokes++ models.
- Confidence & Mindset Barriers: Through coaching, mentoring, and life skills education that promote personal growth and resilience.

## Objectives of the Program

- **Enhance Employability Skills** : Equip underserved youth with essential skills—communication, digital literacy, aptitude, and life skills—to improve their employability
- **Promote Economic Independence** : Enable youth and women, particularly from rural and marginalised backgrounds, to access sustainable income through jobs or self-employment.
- **Bridge the Skill Gap** : Address industry-academia gaps by aligning training content with current market and employer needs.
- **Foster Inclusive Development** : Prioritise inclusion of first-generation learners, women, and economically disadvantaged communities in all program components.
- **Support Job Placement and Career Readiness** : Provide focused placement training, resume preparation, and employer connect opportunities to improve job outcomes.
- **Encourage Entrepreneurial Thinking** : Through programs like Spokes++ and Idea2Innovate, promote creativity, problem-solving, and self-employment among rural participants.
- **Create Scalable, Replicable Models**: Use hub-and-spoke and institutional delivery models to ensure scalability and accessibility across geographies.
- **Promote Continuous Learning and Mentorship** : Offer mentorship, alumni engagement, and personal development sessions to foster long-term growth and career resilience.

## About Titan

Titan Company Ltd is the organisation 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 recognised 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 all over the world 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 the world over, Titan Company Ltd continues to grow and set new standards for innovation and quality. The organisation is all geared to repeat the Titan and Tanishq success story with each new offering.

### **About Naandi Foundation**

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 explore the reach and impact of the Spokes and Spokes++ models, particularly on rural and marginalised communities, with a focus on women's empowerment.
- To assess employers' perceptions of the job readiness, skills, and performance of program participants.

## Use of Mixed Method Approach

This study utilises 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 is apt 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
- Women in local communities

## Study Tools

Primary data was collected using the following:

Structured tool of 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 –

- Titan LeAP Centre, Chennai: 200 individual beneficiaries
- Spokes+ Program: 100 individual beneficiaries
- Spokes++ Program: 65 individual beneficiaries
- Total sample size: 365 individual beneficiaries

**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 Chennai

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

### Program Overview

The findings from various sources highlight the program's strengths and areas for improvement across several themes. It offers a comprehensive analysis by triangulating quantitative findings with qualitative data gathered through detailed interactions with mentors, trainers, and other key stakeholders. These insights are contextualised using secondary research to demonstrate alignment with state, national and global level skill development priorities.

### Key Findings:

- 87.6% of the respondents reported that the language skills training made them feel more confident and less hesitant.
- 77.1% of the respondents stated that improved aptitude skills contributed to their selection.
- 88.2% of the respondents reported that the language skills training helped them use a more confident tone, pace, and body language.
- 88.8% of the respondents reported participating in mentoring sessions.
- 71.8% of the respondents reported being satisfied with the placement assistance, finding it helpful and supportive.
- 90.6% of the respondents reported receiving travel assistance payments.
- 100% of the respondents reported being very much satisfied with the midday meals.

### Key Program-Specific Impacts:

- Learners transitioned into jobs shortly after training completion.
- Participants showed increased self-confidence, especially through language and life skills development.
- Engagement in mentoring and access to placement support contributed to better career clarity.
- Facilities such as meals and travel support improved learner retention.

- Participants developed key workplace skills in communication, aptitude, and computer literacy.

**Indicators:**

- Improved communication confidence
- Enhanced verbal delivery
- Strengthened aptitude skills
- Active mentoring participation
- Effective placement support
- Smooth job transition
- Accessible learner support
- Development of workplace skills
- Improved career clarity
- Enhanced retention through welfare support

**BASIC DEMOGRAPHY AND ECONOMIC STATUS OF THE RESPONDENTS**

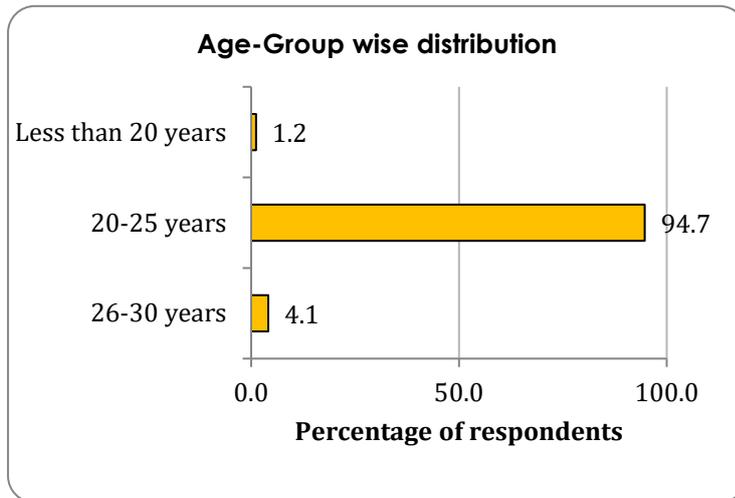
**Key Insights:**

- 94.7% of the respondents fall within the 20-25 years age range.
- 85.3% of the respondents belong to the Other Backward Classes (OBC).
- 69.4% of the respondents have a monthly family income of Rs. 20,000 and above (i.e., 2.4 LPA and above).

**Major Findings:**



## CHART 1: AGE GROUP



The chart titled "Age Group" presents the age distribution of respondents in the Titan NAANDI employability skill training program, categorising them into three age groups:

**20-25 years:** The majority, 94.7%, fall within the 20-25 years age range, indicating a strong focus on supporting

young adults in their early careers.

**26-30 years:** A small percentage of the respondents, 4.1%, are between 26 and 30 years.

**Under 20:** A very small percentage of the respondents, 1.2%, are under 20 years.

## CHART 2: SOCIAL CATEGORY

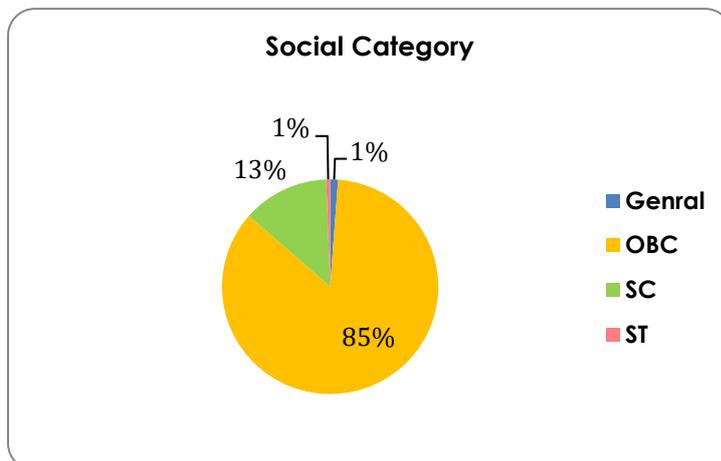


Chart 2: The chart titled "Table 3: Social Category" presents the distribution of respondents in the Titan NAANDI employability skill training program across different social categories, including:

**OBC Dominance:** The majority of respondents, 85.3%, belong

to the Other Backward Classes (OBC), indicating the program's significant impact on this demographic.

**SC Representation:** Scheduled Castes (SC) account for 12.9% of respondents, showcasing the program's efforts to cater to marginalised communities.

General and ST Segments: The program also reaches out to the General category, with 1.2%, and the Scheduled Tribes (ST), with 0.6%, although to a lesser extent.

### CHART 3: APPROX FAMILY INCOME

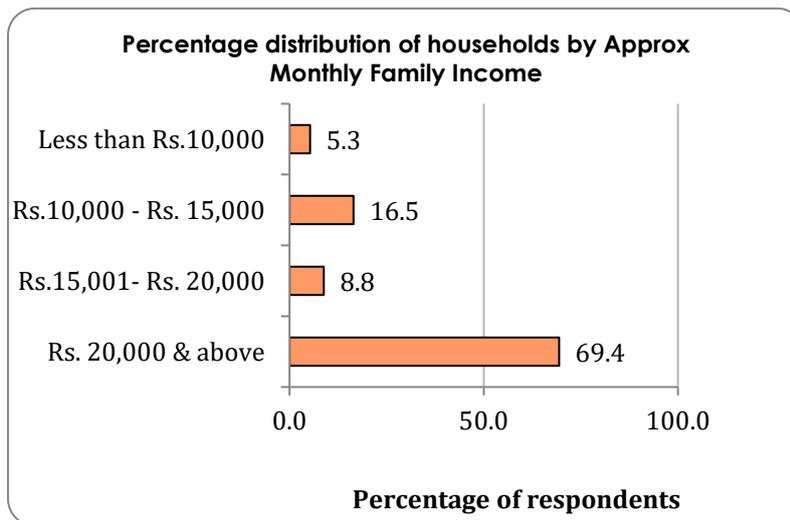


Chart 3: The chart titled "Approx Monthly Family Income" presents the distribution of respondents' monthly family income across different brackets.

20,000 and above: The majority of respondents, 69.4%, have a monthly family income of Rs. 20,000

and above, indicating a significant proportion of relatively better-off families.

Rs. 15,001-20,000: 8.8% of respondents belong to the Rs. 15,001-20,000 brackets.

Rs. 10,000-15,000: A notable percentage of respondents, 16.5%, fall within the Rs. 10,000-15,000 income brackets.

Less than Rs. 10,000: A smaller percentage, 5.3%, have a monthly family income of less than Rs. 10,000.

### ***Twin Sisters Pradeepa and Prabha Transformative Journey with Titan LeAP:***



*Pradeepa and Prabha, 21-year-old twin sisters from Mogappair, Chennai, participated in the Titan LeAP program's Employability Skills Development initiative. Through the program, they gained valuable skills in time management, goal setting,*



*teamwork, communication, and self-motivation. They also developed proficiency in using technology, including word processing software,*

spreadsheets, and presentation software. The program's training significantly boosted their aptitude skills, and they became more confident in expressing themselves in English. Both sisters were placed as Sales Executives at My Money Mantra in Shenoy Nagar, Chennai, with a salary of 1.2 LPA. They reported being satisfied with their jobs, which met most of their expectations and appreciated the program's impact on their ability to save and invest for the future.

## EFFECTIVENESS AND IMPACTS OF LIFE SKILLS TRAINING

### CHART 4: EFFECTIVENESS OF LIFE SKILLS SESSIONS IN THE LEAP PROGRAM

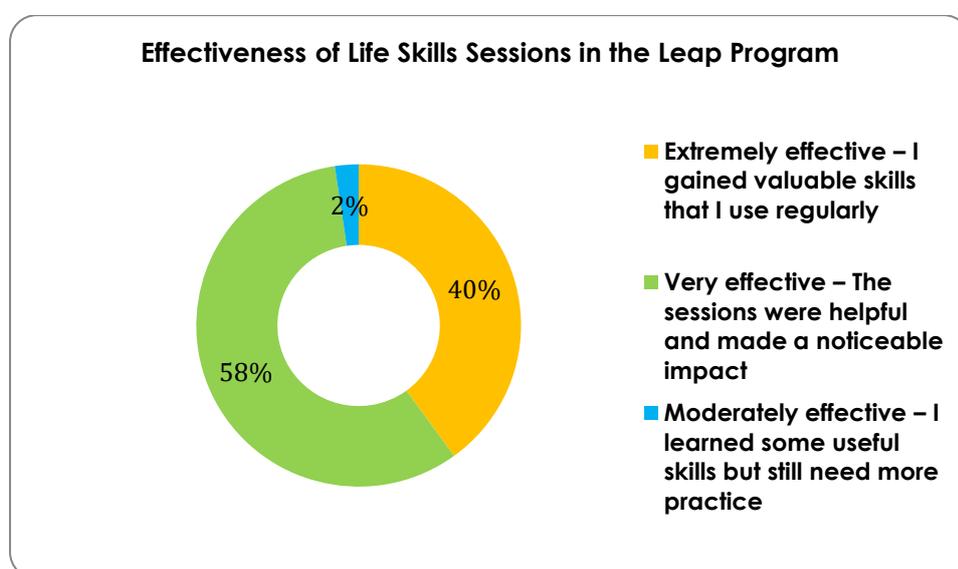


Chart 4: The chart titled "Effectiveness of Life Skills Sessions" presents the respondents' feedback on the effectiveness of the life skills sessions, categorised into three levels:

**Extremely Effective:** 40.0% of the respondents found the life skills sessions extremely effective, gaining valuable skills that they use regularly.

**Very Effective:** A significant majority, 57.6% of the respondents, found the sessions very effective, with a noticeable impact on their lives.

**Moderately Effective:** A small percentage, 2.4% of the respondents, found the sessions moderately effective, indicating a need for further practice.

## CHART 5: IMPACT OF LIFE SKILLS PROGRAM ON WORKPLACE COMMUNICATION

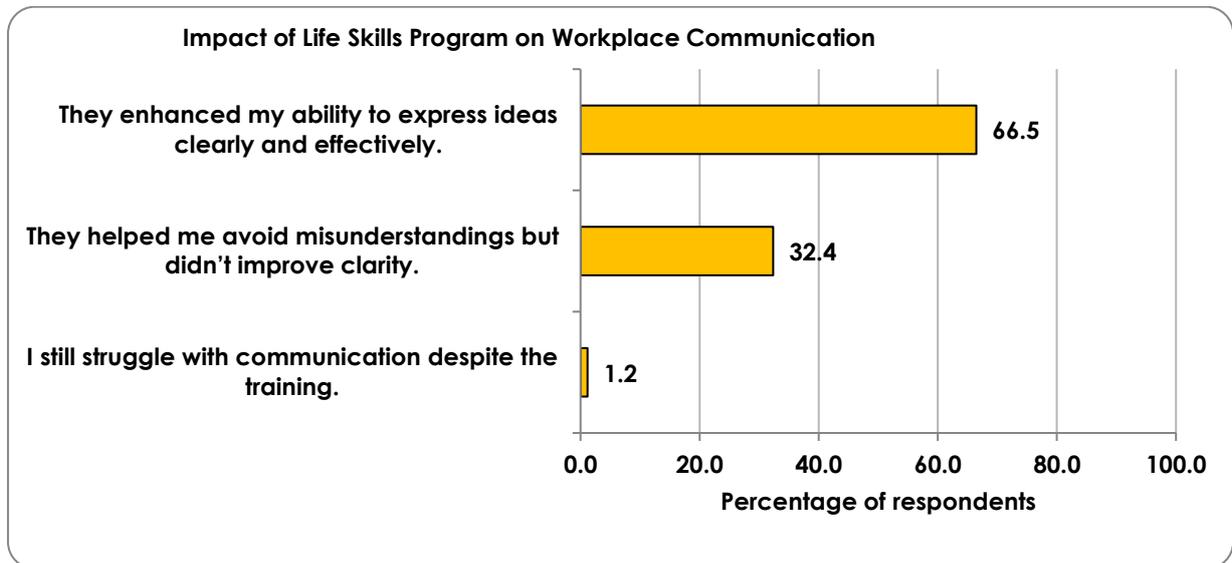


Chart 5: The chart titled "Impact of Life Skills Program on Workplace Communication" presents the respondents' feedback on the impact of the life skills program on their workplace communication, categorised into three outcomes:

**Enhanced Communication Skills:** A significant majority, 66.5%, reported that the life skills program enhanced their ability to express ideas clearly and effectively in the workplace.

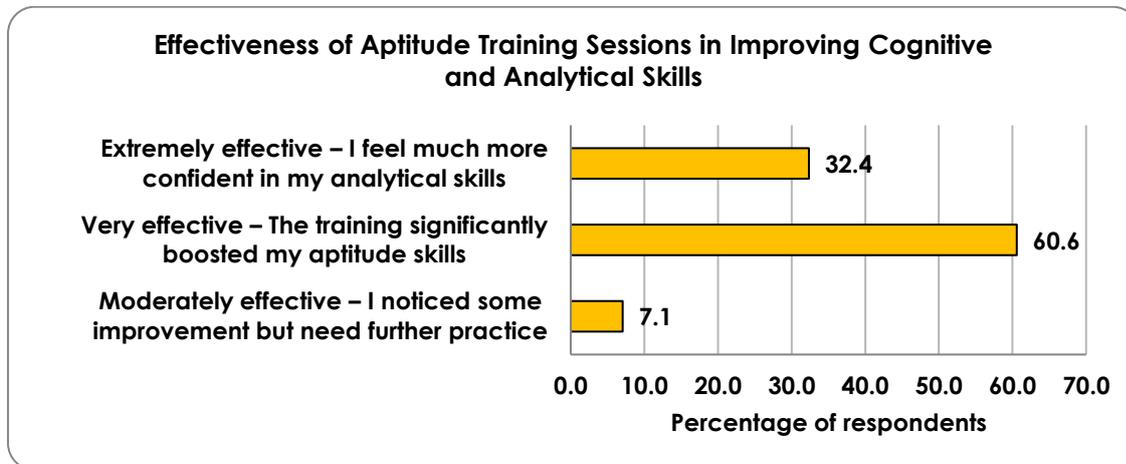
**Improved Understanding:** 32.4% of respondents found that the program helped them avoid misunderstandings, although it did not necessarily improve clarity.

**Limited Impact:** A small percentage, 1.2% of respondents, still struggle with communication despite the training.

## EFFECTIVENESS AND IMPACTS OF APTITUDE SKILLS TRAINING



## CHART 6: EFFECTIVENESS OF APTITUDE TRAINING SESSIONS IN IMPROVING COGNITIVE AND ANALYTICAL SKILLS



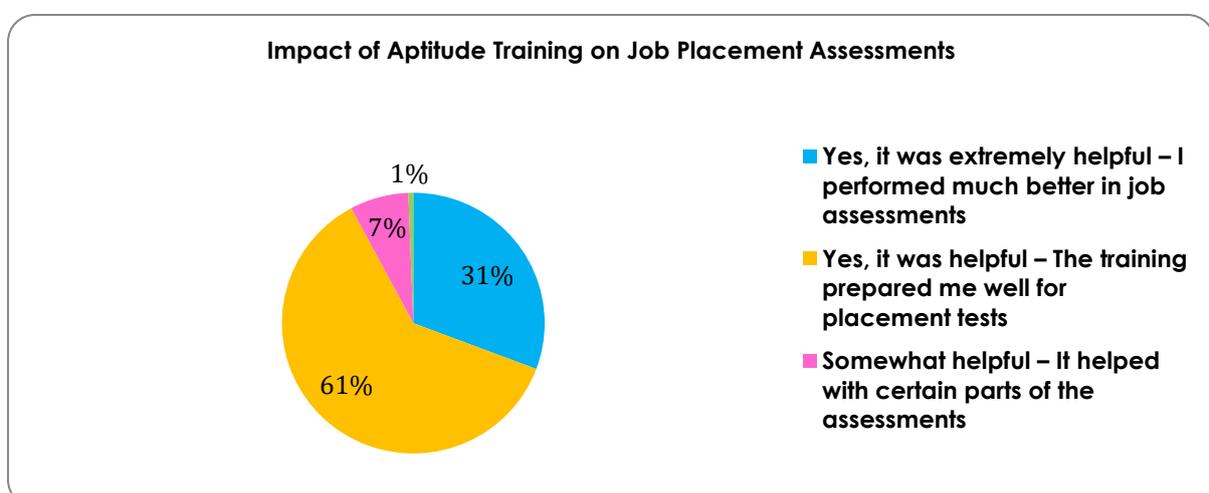
The chart titled "Effectiveness of Aptitude Training Sessions" presents the respondents' feedback on the effectiveness of the aptitude training sessions, categorised into three levels:

**Extremely Effective:** 32.4% of respondents found the aptitude training sessions extremely effective, feeling much more confident in their analytical skills.

**Very Effective:** A significant majority, 60.6% of respondents, reported that the training was very effective, significantly boosting their aptitude skills.

**Moderately Effective:** 7.1% of respondents noticed some improvement but needed further practice.

## CHART 7: IMPACT OF APTITUDE TRAINING ON JOB PLACEMENT ASSESSMENTS



The chart titled " Impact of Aptitude Training on Job Placement Assessments" presents the respondents' feedback on the impact of aptitude training on job placement assessments, categorised into four levels:

**Extremely Helpful:** 30.7% of respondents found the aptitude training extremely helpful, performing much better in job assessments.

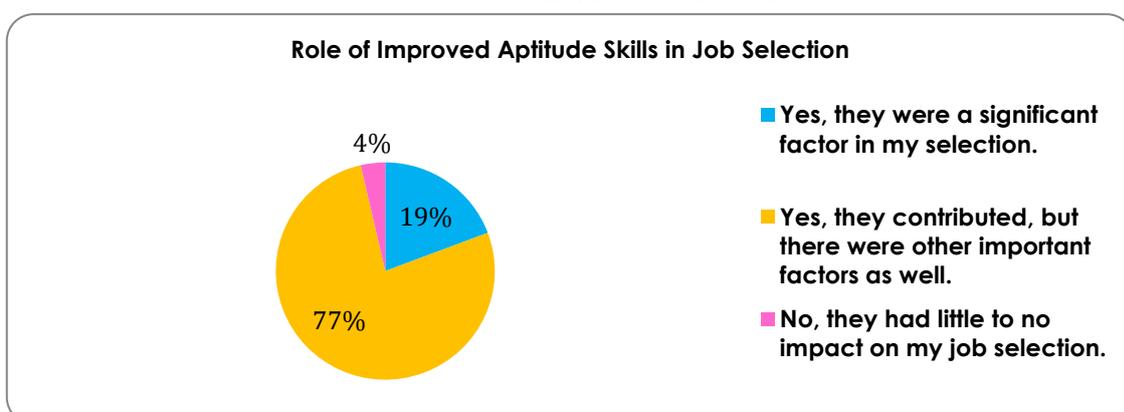
**Helpful:** A significant majority, 61.4% of respondents, reported that the training was helpful, preparing them well for placement tests.

**Somewhat Helpful:** 7.2% of respondents found the training somewhat helpful, benefiting certain parts of the assessments.

**Limited Impact:** A small percentage, 0.6% of respondents, found the training slightly helpful, with limited benefits.



## CHART 8: ROLE OF IMPROVED APTITUDE SKILLS IN JOB SELECTION



The chart titled " Role of Improved Aptitude Skills in Job Selection" presents the respondents' feedback on the role of improved aptitude skills in their job selection, categorised into three outcomes:

**Significant Factor in Selection:** 19.3% of respondents reported that improved aptitude skills were a significant factor in their job selection.

**Contributing Factor:** A significant majority, 77.1% of respondents, stated that improved aptitude skills contributed to their selection, but other factors were also important.

**Limited Impact:** A small percentage, 3.6% of respondents, found that improved aptitude skills had little to no impact on their job selection.



*Shanaz, a 22-year-old from Mannady, Chennai, participated in the Titan LeAP program's Employability Skills Training. The program's training in numerical ability, English, and technology skills also boosted her analytical skills and job prospects. Shanaz was placed as an Accountant at Fishwood Associates with a salary of 1.2 LPA. Although she reported being neutral about her job, she appreciated the program's impact on her ability to acquire a job, save and invest for the future and provide financial support to her household.*

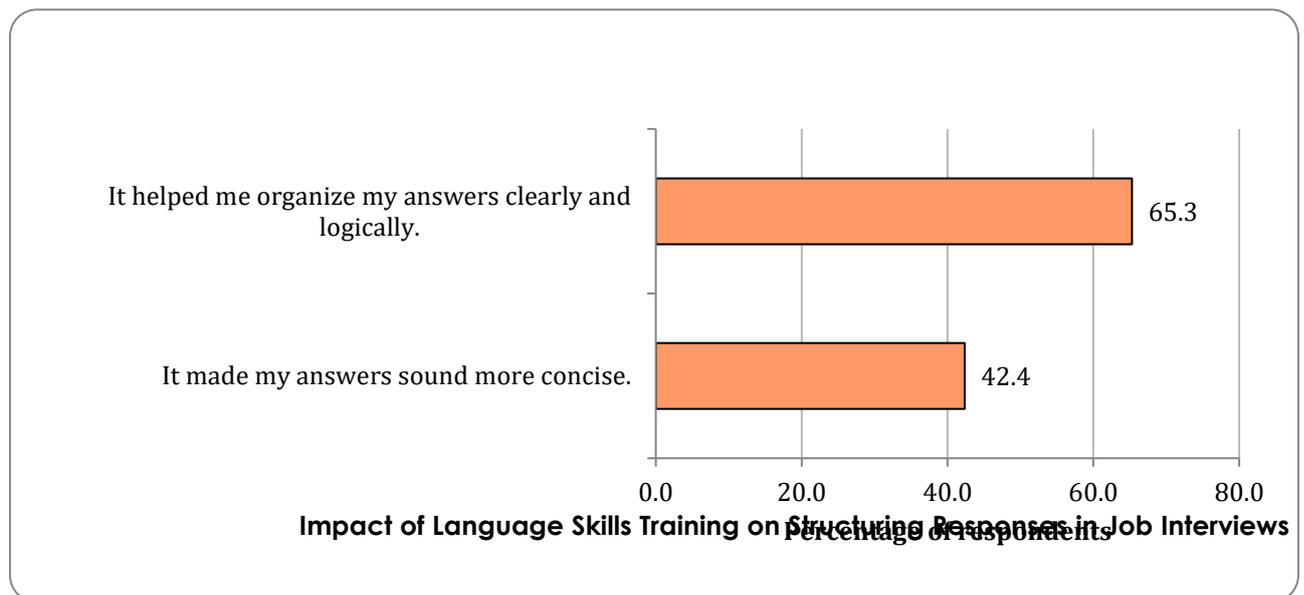
## **EFFECTIVENESS AND IMPACTS OF ENGLISH LANGUAGE SKILLS TRAINING:**

### **CHART 9: IMPACT OF LANGUAGE SKILLS TRAINING ON STRUCTURING RESPONSES IN JOB INTERVIEWS**

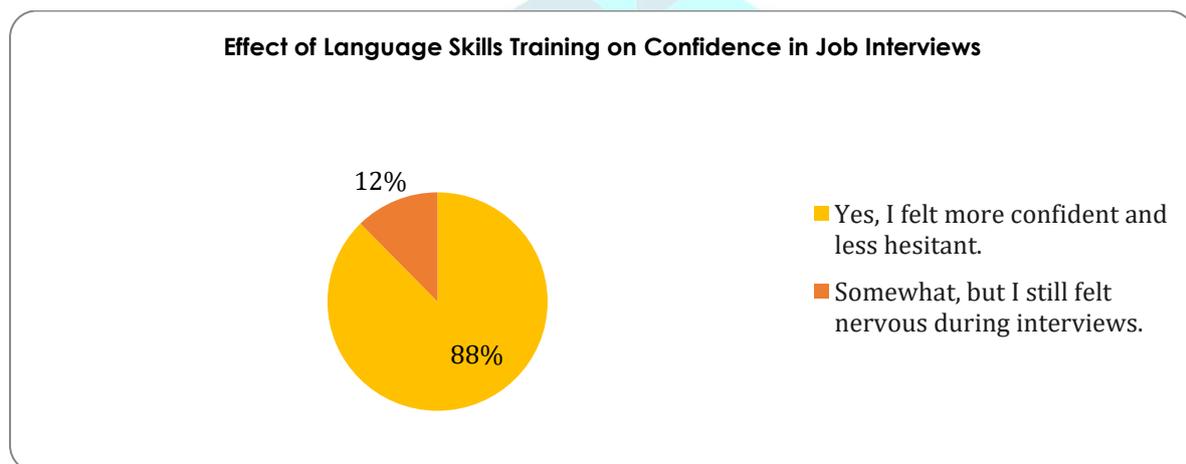
The chart titled "Impact of English Language Skills Training on Structuring Responses" presents the respondents' feedback on the impact of language skills training, categorised into two outcomes:

**Organise Clear and Logical Structure:** 65.3% of the respondents reported that the language skills training helped them organise their answers clearly and logically.

**Concise Communication:** 42.4% of the respondents found that the training made their answers sound more concise.



**CHART 10: EFFECT OF LANGUAGE SKILLS TRAINING ON CONFIDENCE IN JOB INTERVIEWS**

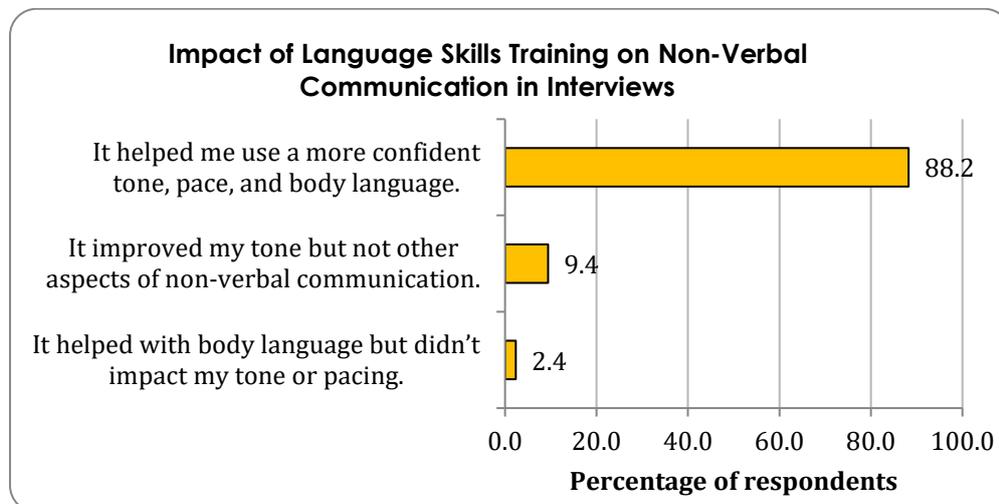


The chart titled "Effect of Language Skills Training on Confidence" presents the respondents' feedback on the effect of language skills training:

**Boosted Confidence:** A significant majority, 87.6% of respondents, reported that the language skills training made them feel more confident and less hesitant.

**Some Improvement:** 12.4% of respondents found that the training helped them somewhat, but they still felt nervous during interviews.

## CHART 11: IMPACT OF LANGUAGE SKILLS TRAINING ON NON-VERBAL COMMUNICATION IN INTERVIEWS

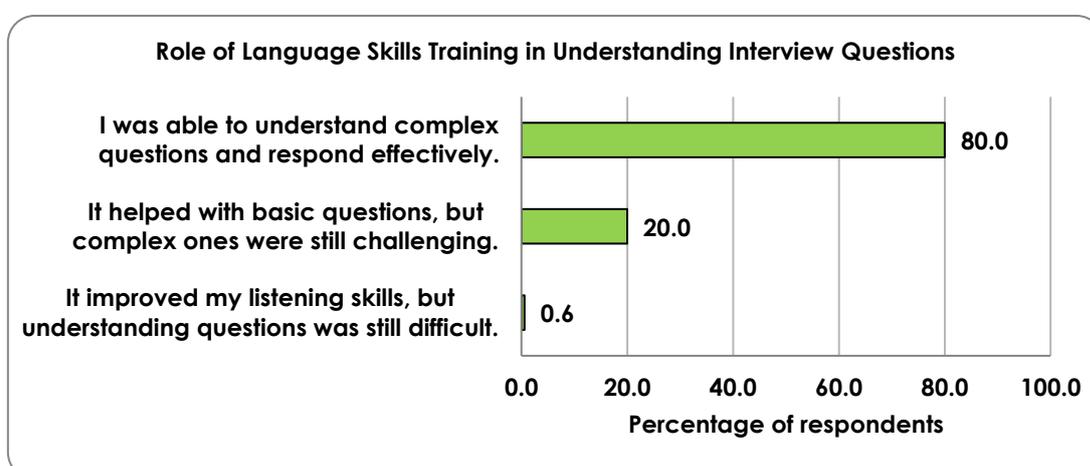


The chart titled "Impact of Language Skills Training on Non-Verbal Communication" presents the respondents' feedback on the impact of language skills training, categorised into three outcomes:

**Confident Non-Verbal Communication:** A significant majority, 88.2% of respondents, reported that the language skills training helped them use a more confident tone, pace, and body language. **Partial Improvement in Tone:** 9.4% of respondents found that the training improved their tone but not other aspects of non-verbal communication.

**Limited Impact on Body Language:** 2.4% of respondents reported that the training helped with body language but did not impact their tone or pacing.

## CHART 12: ROLE OF LANGUAGE SKILLS TRAINING IN UNDERSTANDING INTERVIEW QUESTIONS:



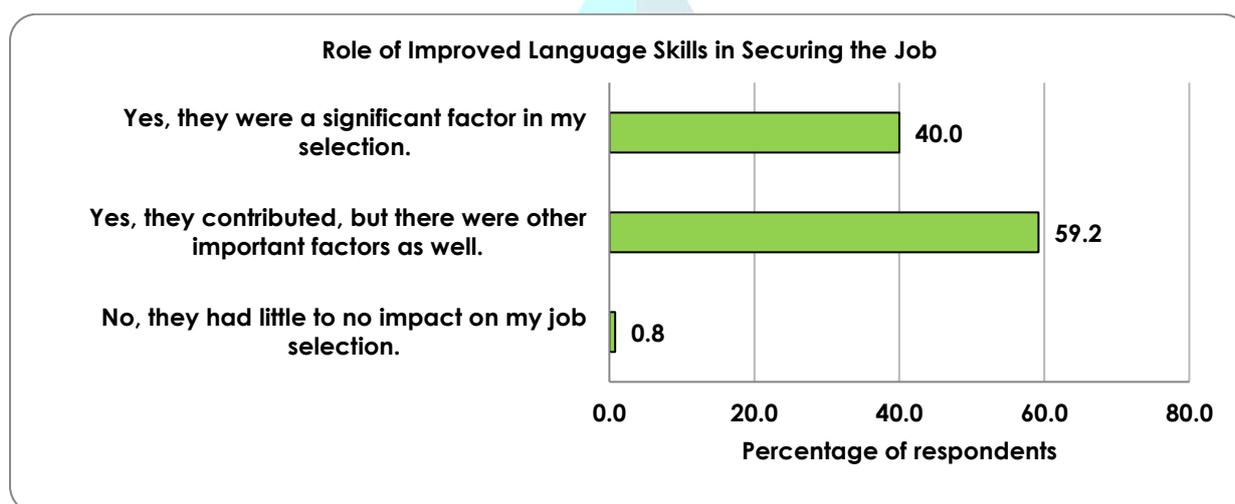
The chart titled "Role of Language Skills Training in Understanding Interview Questions" presents the respondents' feedback on the role of English language skills training in understanding Interview questions, categorised into three outcomes:

**Effective Understanding and Response:** A significant majority, 80.0% of respondents, reported that the language skills training enabled them to understand complex questions and respond effectively.

**Basic Question Understanding:** 20.0% of respondents reported that the training helped with basic questions, but complex ones were still challenging.

**Limited Impact on Listening Skills:** A small percentage, 0.6% of respondents, reported that the training improved their listening skills, but understanding questions was still difficult.

### CHART 13: ROLE OF IMPROVED LANGUAGE SKILLS IN SECURING THE JOB:



The chart titled "Role of Improved Language Skills in Securing the Job" presents the respondents' feedback on the role of improved language skills in helping them to secure a job:

**Significant Factor in Job Selection:** 40.0% of respondents reported that improved language skills were a significant factor in their job selection.

**Contributing Factor in Job Selection:** A significant majority, 59.2% of respondents, stated that improved language skills contributed to their selection, but other factors were also important.



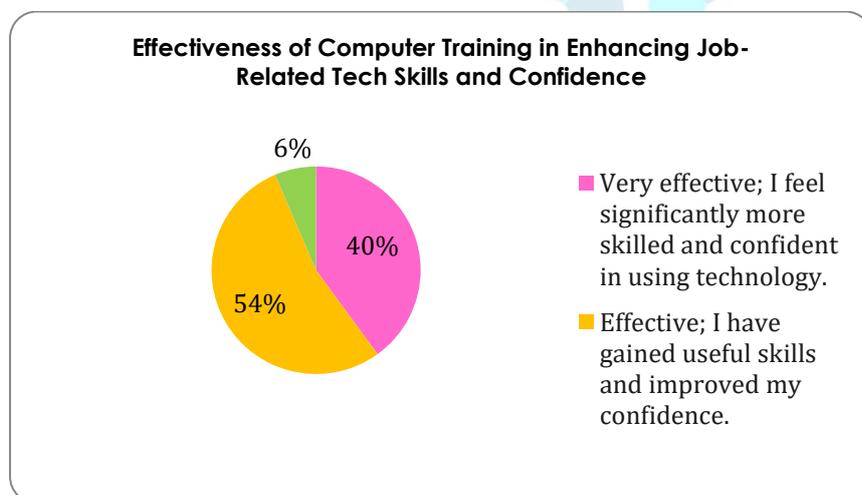
Monika

Limited Impact: A small percentage, 0.8% of respondents, found that improved language skills had little to no impact on their job selection.

*Monika K, a 21-year-old from Velachery, Chennai, participated in the Titan LeAP program's Employability Skills Training and Tally. Monika appreciated the program's impact on her communication skills, saying, "It improved my communication skills, allowing me to express my thoughts and feelings more clearly." Although she is yet to be placed in a job, Monika is pursuing Tally and feels that the program has provided her with a lot.*

## EFFECTIVENESS AND IMPACTS OF COMPUTER SKILLS TRAINING:

### CHART 14: EFFECTIVENESS OF COMPUTER TRAINING IN ENHANCING JOB-RELATED TECH SKILLS AND CONFIDENCE



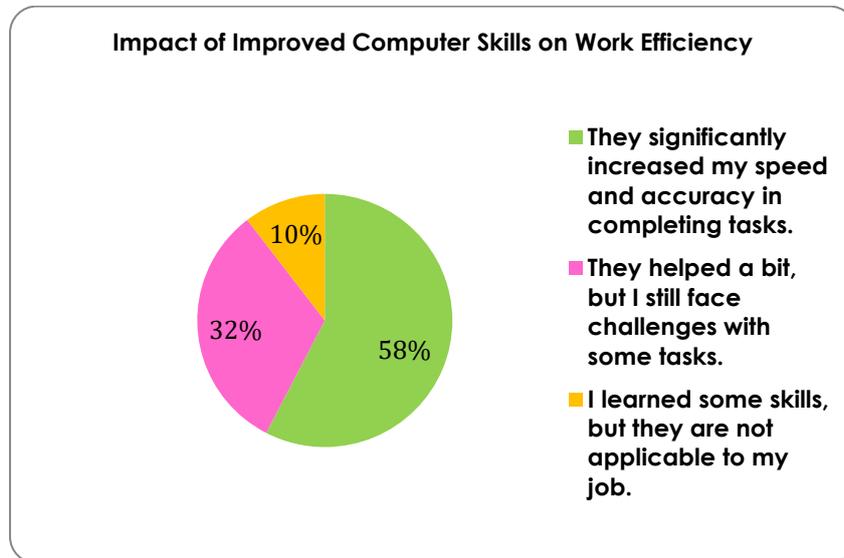
The chart titled "Effectiveness of Computer Training" presents the respondents' feedback on the effectiveness of computer training, categorised into three outcomes:

**Enhanced Skills and Confidence:** 40.0% of respondents reported that the computer training was very effective, making them feel significantly more skilled and confident in using technology.

**Gained Useful Skills:** A significant majority, 53.6% of respondents, found the training effective, gaining useful skills and improving their confidence.

Somewhat Effective: Partial Benefits: 6.4% of respondents reported that the training was somewhat effective, and they learned some skills, but still faced challenges.

### CHART 15: IMPACT OF IMPROVED COMPUTER SKILLS ON WORK EFFICIENCY



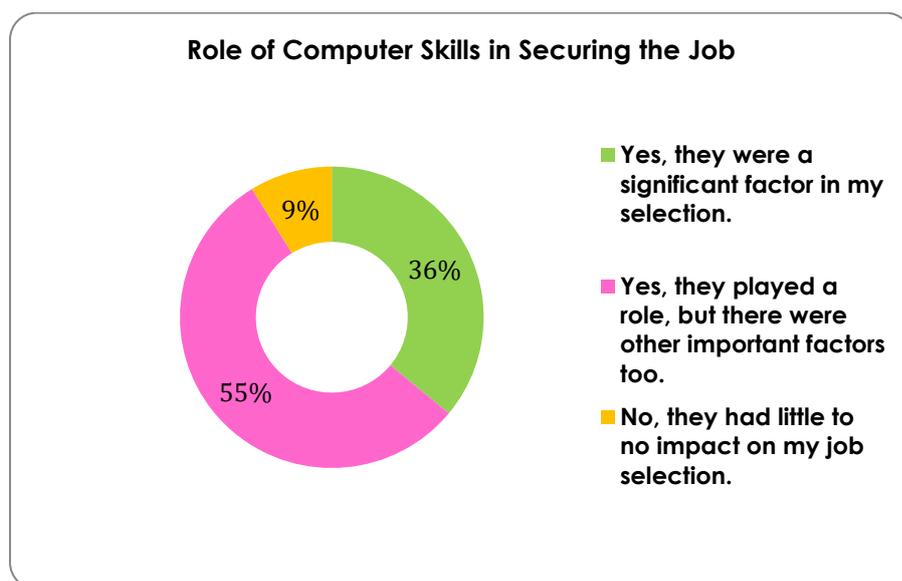
The chart titled "Impact of Improved Computer Skills on Work Efficiency" presents the respondents' feedback on the impact of improved computer skills, categorised into three outcomes:

**Significant Improvement in Work Efficiency:** 57.6% of respondents reported that improved computer skills significantly increased their speed and accuracy in completing tasks.

**Moderate Improvement in Work Efficiency:** 32.0% of respondents reported that improved computer skills helped a bit, but they still face challenges with some tasks.

**Limited Applicability in Job Environment:** 10.4% of respondents reported that they learned some skills, but they are not applicable to their job.

## CHART 16: ROLE OF COMPUTER SKILLS IN SECURING THE JOB



The chart titled "Role of Computer Skills in Securing the Job" presents the respondents' feedback on the role of computer skills in their Job Selection:

**Significant Factor in Job Selection:** 36% of respondents reported that computer skills were a significant factor in their job selection.

**Contributing Factor in Job Selection:** A significant majority, 55.2% of respondents, stated that computer skills played a role in their selection, but other factors were also important.

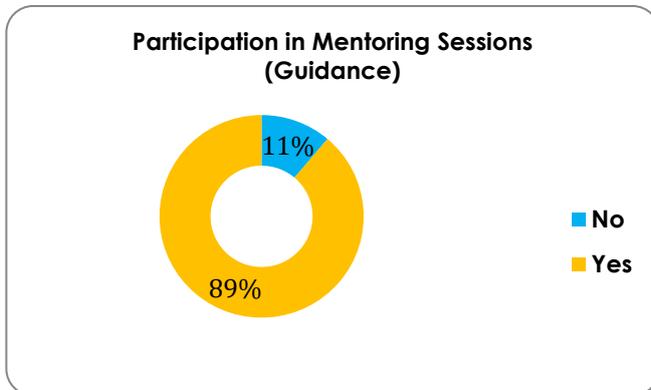
**Limited Impact in Job Selection:** 8.8% of respondents found that computer skills had little to no impact on their job selection.



*Balaji, a 23-year-old from K.K Nagar, Chennai, participated in the Titan LeAP program's Employability Skills Training, gaining valuable skills in communication, data interpretation, and English. He found the training effective in enhancing his ability to express ideas clearly and confidently. Balaji said, "Titan LeAP got me placed in Cognizant Technology Services, and I'm financially satisfied now." After completing the program, Balaji was placed as a Service Desk professional with a salary of 2.5 LPA, which has led to increased income and financial stability for his household.*

## EFFECTIVENESS AND IMPACTS OF MENTORING AND COUNSELLING

**CHART 17: PARTICIPATION IN MENTORING SESSIONS**



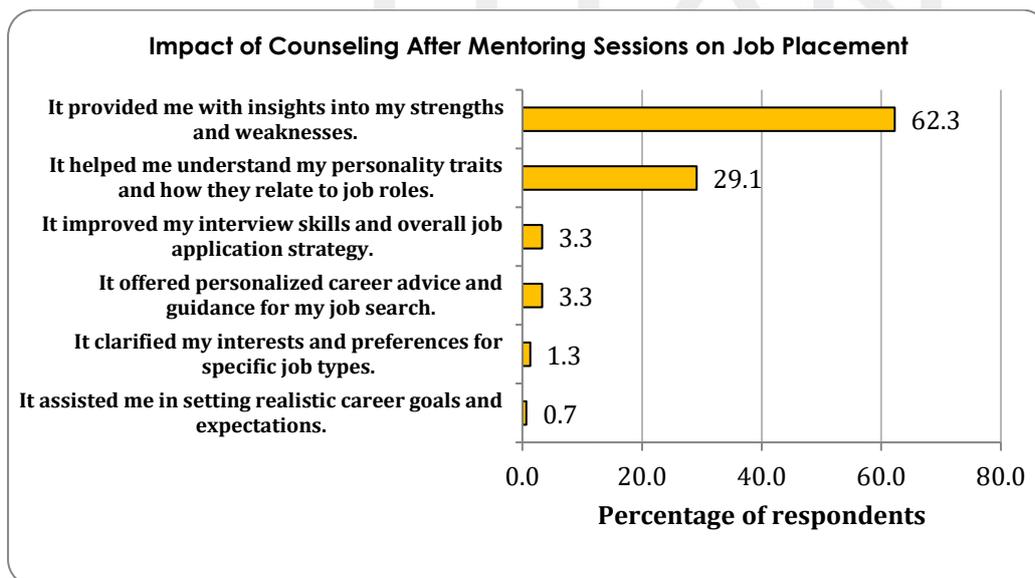
The chart titled "Participation in Mentoring Sessions" presents the respondents' feedback on participation in mentoring sessions:

Participated in Mentoring Sessions: A significant majority, 88.8% of the respondents, reported participating in mentoring sessions.

Did Not Participate: 11.2% of respondents reported they did not participate in mentoring sessions.

All participants received feedback and counselling based on the mentoring sessions. The Titan NAANDI employability skill training program's mentoring sessions appear to have been widely utilised by respondents.

**CHART 18: IMPACT OF COUNSELLING AFTER MENTORING SESSIONS ON JOB PLACEMENT**



The chart titled "Impact of Counseling After Mentoring Sessions" presents the respondents' feedback on the impact of counselling, categorised into six outcomes:

**Insights into Strengths and Weaknesses:** 62.3% of respondents reported that counselling provided them with insights into their strengths and weaknesses.

**Understanding Personality Traits:** 29.1% of respondents found that counselling helped them understand their personality traits and how they relate to job roles.

**Improved Interview Skills:** 3.3% of respondents reported that counselling improved their interview skills and overall job application strategy.

**Personalised Career Advice:** 3.3% of respondents found that counselling offered personalised career advice and guidance for their job search.

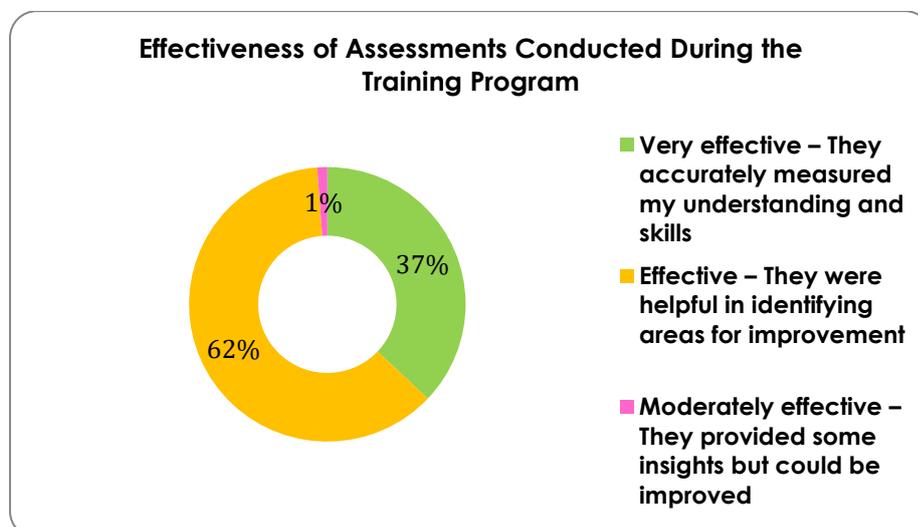
**Clarified Job Interests:** 1.3% of respondents reported that counselling clarified their interests and preferences for specific job types.

**Realistic Career Goals:** 0.7% of respondents found that counselling assisted them in setting realistic career goals and expectations.



## EFFECTIVENESS OF ASSESSMENTS

### CHART 19: EFFECTIVENESS OF ASSESSMENTS CONDUCTED DURING THE TRAINING PROGRAM



The chart titled "Effectiveness of Assessments" presents the respondents' feedback on the effectiveness of assessments conducted in Titan LeAP.

**Accurate Measurement:** 37.1% of respondents reported that assessments conducted in Titan LeAP accurately measured their understanding and skills.

**Identified Areas for Improvement:** A significant majority, 61.8% of respondents, found assessments effective in identifying areas for improvement.

**Some Insights:** 1.2% of respondents reported that assessments provided some insights but could be improved.

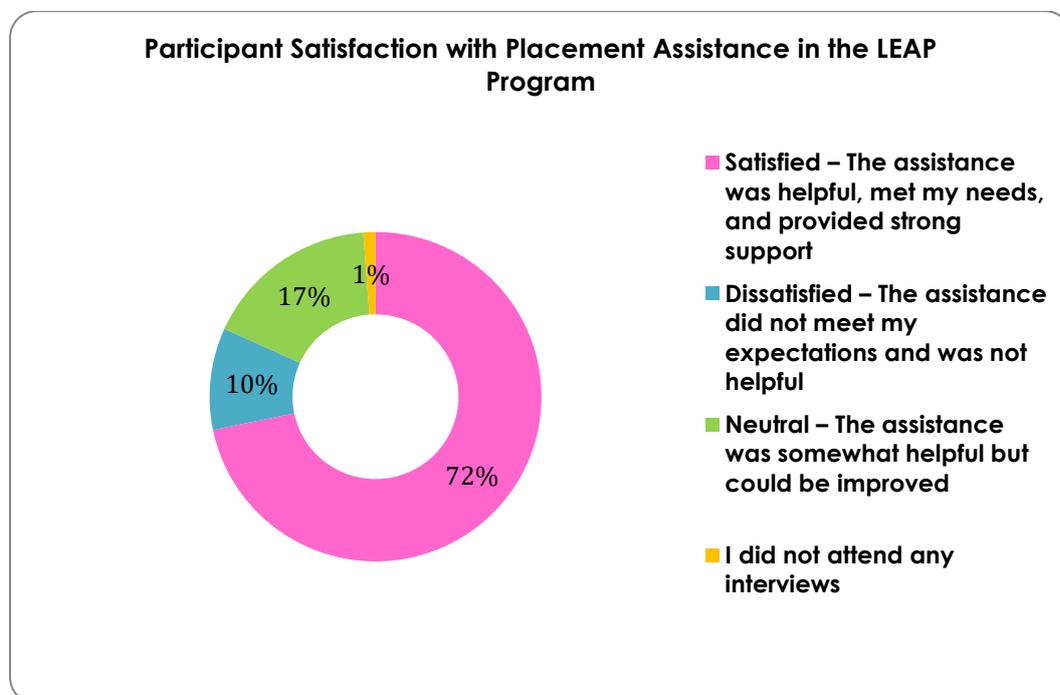


*Nirmala, a 22-year-old from Ponneri, participated in the Titan LeAP program's Employability Skills Training, gaining valuable skills in communication, numerical ability, and English. She found the training very effective in boosting her aptitude skills and confidence. Nirmala said, "It improved my communication skills, allowing me to express my thoughts and feelings more clearly." Although she secured a job as an Assistant Professor through her own efforts, Nirmala appreciated the program's impact on her confidence and job readiness and is satisfied with her job,*

*which meets most of her expectations.*

## SATISFACTION WITH PLACEMENT ASSISTANCE

### CHART 20: PARTICIPANTS' SATISFACTION WITH PLACEMENT ASSISTANCE IN THE LeAP PROGRAM



The chart titled "Participant Satisfaction with Placement Assistance" presents the respondents' feedback on their satisfaction with placement assistance:

**Helpful and Supportive:** 71.8% of respondents reported being satisfied with the placement assistance, finding it helpful and supportive.

**Unmet Expectations:** 10.0% of respondents were dissatisfied with the placement assistance, feeling it did not meet their expectations, categorised into four outcomes:

**Somewhat Helpful:** 17.1% of respondents found the placement assistance somewhat helpful but believed it could be improved.

**Did Not Attend Interviews:** 1.2% of respondents reported not attending any interviews.



Sam K Priyanka, a 20-year-old from Velachery, Chennai, participated in the Titan LeAP program's Employability Skills Training. "Titan LeAP boosted my communication skills" The program also boosted her aptitude skills through numerical ability and mental math exercises. Through Titan LeAP's placement support, Priyanka initially worked as a salesperson at Naidu Hall but later transitioned to a role as an Accountant with Gridline, earning a salary of 1.2 LPA, enabling her to save and support her household.



## TRAVEL ASSISTANCE AND MID-DAY MEALS

### CHART 21: RECEIPT OF TRAVEL ASSISTANCE PAYMENT THROUGH THE PROGRAM



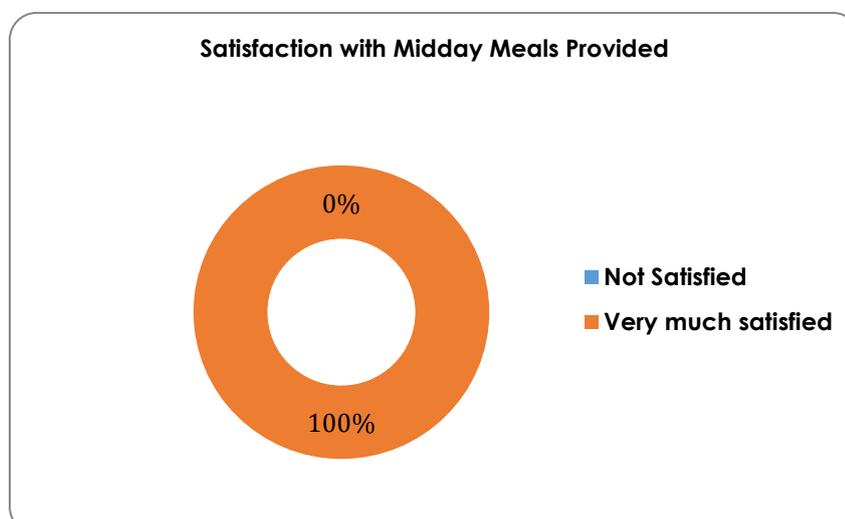
The chart titled "Receipt of Travel Assistance Payment" presents the respondents' feedback on receipt of travel assistance payment:

Received Travel Assistance: 90.6% of respondents reported receiving travel assistance payments.

Did Not Receive Travel Assistance: 9.4% of respondents did not receive travel assistance payments.

The Titan NAANDI employability skill training program's travel assistance appears to have been widely utilised by respondents, with a significant majority reporting receipt of travel assistance payment.

### CHART 22: SATISFACTION WITH MID-DAY MEALS PROVIDED



The chart titled " Satisfaction with Midday Meals" presents the respondents' feedback on satisfaction with midday meals:

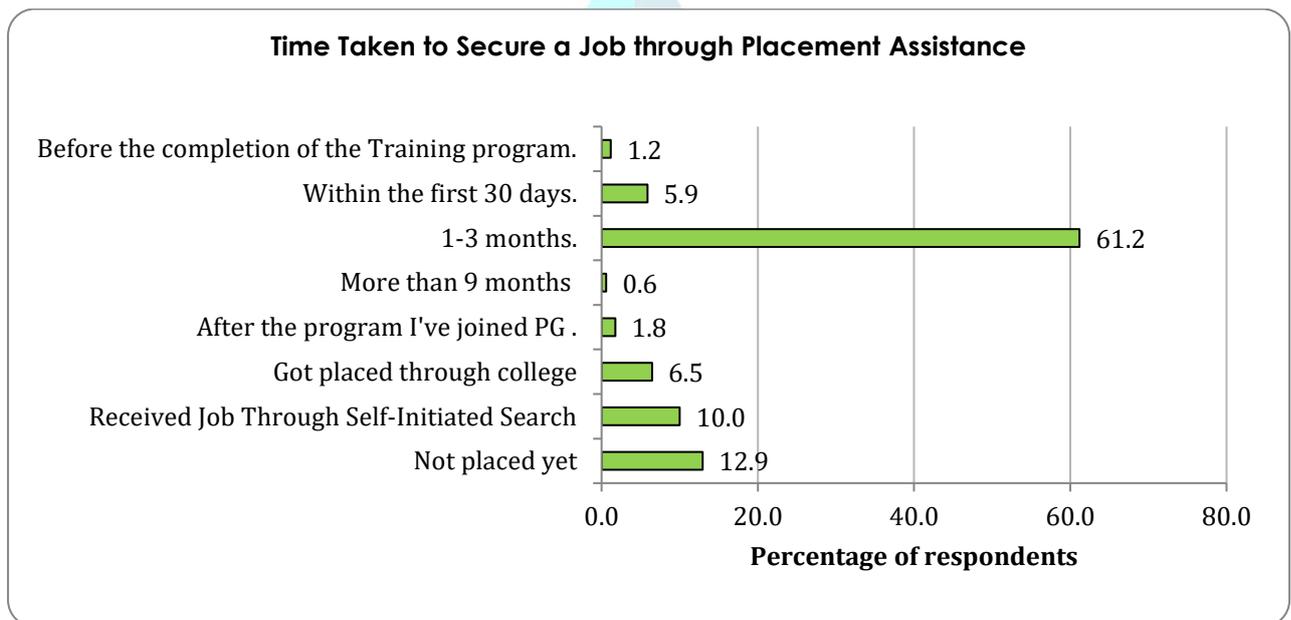
Very Much Satisfied: 100% of respondents reported being very much satisfied with the midday meals.

No respondents reported dissatisfaction, indicating a perfect satisfaction rate.

The Titan NAANDI employability skill training program's midday meals appear to have been extremely well-received by all respondents, with every participant expressing satisfaction.

### JOB PLACEMENT DURATION AND MODE

#### CHART 23: TIME TAKEN TO SECURE A JOB THROUGH PLACEMENT ASSISTANCE



The chart titled "Time Taken to Secure a Job" presents the respondents' statements on the time taken to secure a job, categorised into eight outcomes:

Before Completion of Training: 1.2% of respondents reported they secured a job before completing the training program.

Within the First 30 Days: 5.9% of respondents reported they found employment within the first 30 days.

1-3 Months: 61.2% of respondents reported they secured a job within 1-3 months.

More Than 9 Months: 0.6% of responses reported it took more than 9 months to secure a job.

Joined Postgraduate Program: 1.8% of respondents reported they joined the postgraduate program after the training.

Placed Through College: 6.5% of respondents reported they got placed through their college.

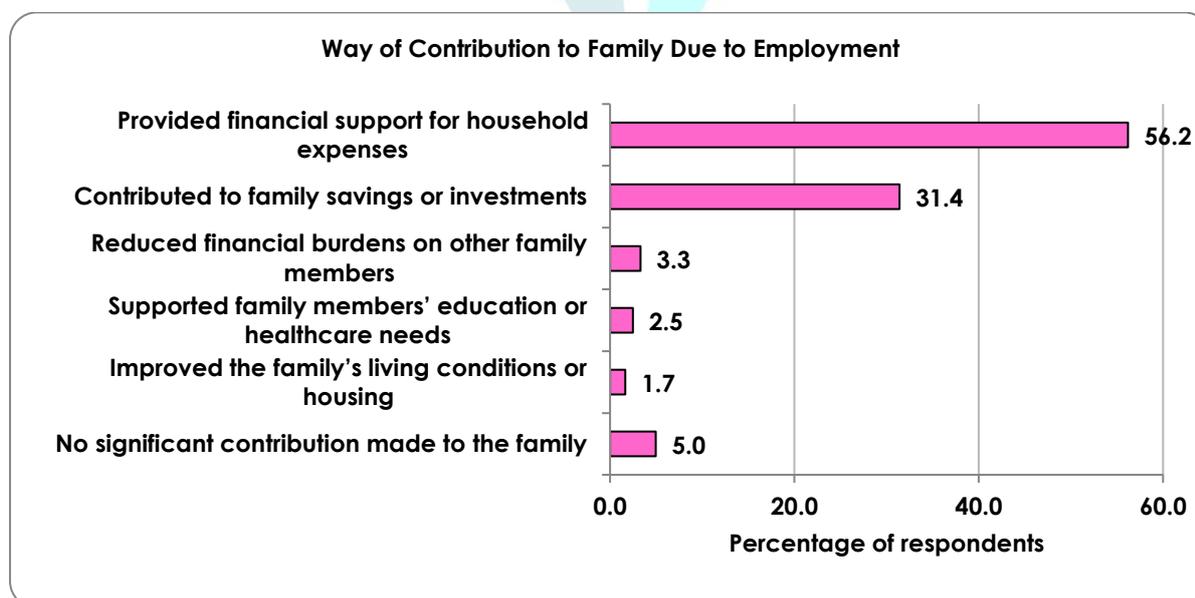
Self-Initiated Job Search: 10.0% of respondents reported they received a job through their own search efforts.

Not Placed Yet: 12.9% of respondents reported that they are still not placed.

The Titan NAANDI employability skill training program appears to have facilitated job placement for many respondents, with a significant majority securing employment within a few months.

## FAMILY IMPACT OF TITAN NAANDI PROGRAM

**CHART 24: WAY OF CONTRIBUTION TO THE FAMILY DUE TO EMPLOYMENT**



The employed respondents have made various contributions to their families, primarily through financial support and savings.

The chart titled "Way of Contribution to Family Due to Employment" presents the respondents' statements on their contributions to their families due to employment, categorised into six outcomes:

Financial Support: 56.2% of respondents reported they provided financial support for household expenses.

Family Savings: 31.4% of respondents reported they contributed to family savings or investments.

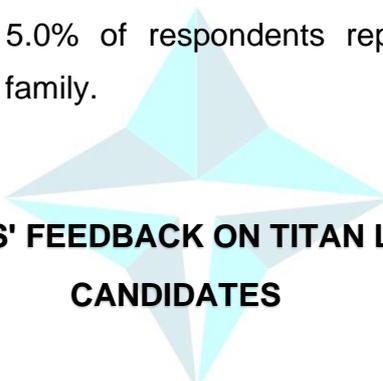
Reduced Financial Burden: 3.3% of respondents reported that they reduced financial burdens on other family members.

Supported Education/Healthcare: 2.5% of respondents said that they supported family members' education or healthcare needs.

Improved Living Conditions:

1.7% of respondents reported that they had improved the family's living conditions.

No Significant Contribution: 5.0% of respondents reported that they made no significant contribution to their family.



### **CHAPTER 3.1: EMPLOYERS' FEEDBACK ON TITAN LEAP PROGRAM AND ITS CANDIDATES**

Key Findings:

- 100% of the respondents (employers) reported being satisfied with the overall performance of the candidates of the Titan LeAP program.
- 100% of the respondents (employers) rated candidates' quality of work as good.
- 100% of the respondents rated candidates' technical/job-specific skills as good.
- 100% of the respondents rated candidates' problem-solving skills as good.
- 100% of the respondents rated candidates' understanding of job tasks as good.
- 100% of the respondents (employers) rated candidates' communication skills as good.
- 100% of the respondents rated candidates' interaction with peers and clients as good.

Key Impacts:

- Effective Communication: Clear expression and confident articulation are observed in workplace interactions, making candidates more attractive to employers.

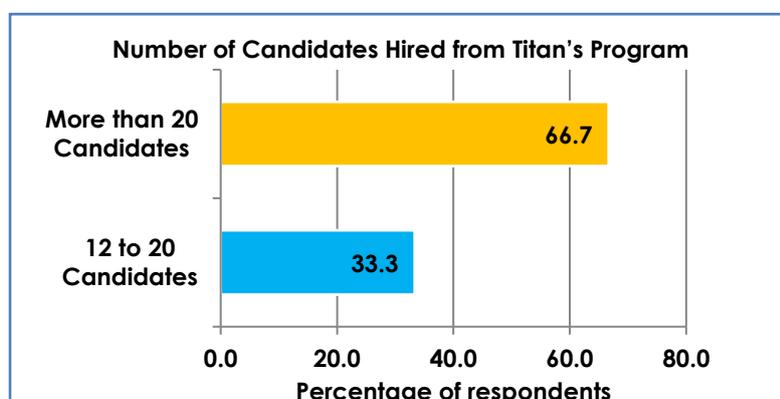
- **Strong Technical Skills:** Alignment between training content and industry needs, enabling candidates to perform job tasks effectively.
- **Problem-Solving and Adaptability:** Candidates' ability to analyse and respond to challenges and adapt to new situations makes them valuable assets to employers.
- **Teamwork and Interpersonal Skills:** Positive interactions with clients and peers, demonstrating strong interpersonal and workplace conduct.
- **Professional Work Ethics:** Employers valued professionalism, reliability, and timeliness, with most candidates rated "good" or "excellent" in these areas.

#### Indicators:

- High overall employer satisfaction
- Good quality of work delivered by candidates
- Strong technical and job-specific skills
- Effective problem-solving and adaptability
- A clear understanding of job responsibilities
- Confident and clear workplace communication
- Positive peer and client interactions
- Strong teamwork and interpersonal conduct
- Professionalism, reliability, and timeliness
- Alignment of training with industry expectations

#### Major Findings:

#### CHART 1: NO OF CANDIDATES HIRED FROM THE TITANS PROGRAM



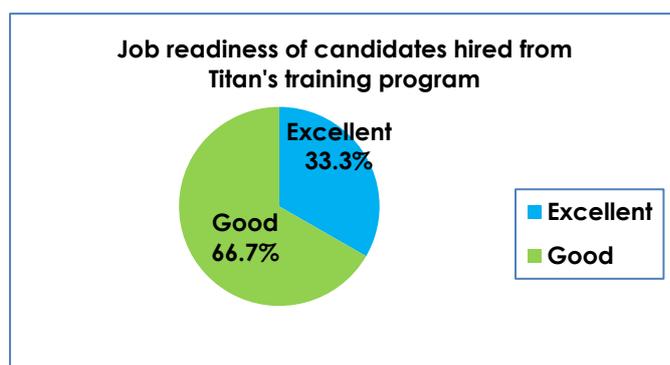
The chart titled " Number of Candidates Hired" presents the respondents' statement on the number of candidates hired from Titan LeAP:

More than 20 Candidates: 66.7% of respondents reported hiring more than 20

candidates.

12 to 20 Candidates: 33.3% of respondents reported hiring between 12 and 20 candidates.

## CHART 2: JOB READINESS OF CANDIDATES FROM TITAN'S TRAINING PROGRAM



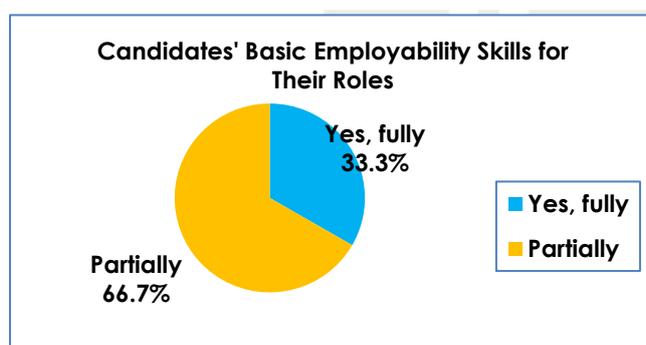
The chart titled "Job Readiness of Candidates" presents the respondents' (employers) feedback on the job readiness of the candidates:

Good: 66.7% of respondents (employers) rated the job readiness

of candidates as good.

Excellent: 33.3% of respondents (employers) rated the job readiness of candidates as excellent.

## CHART 3: CANDIDATES' BASIC EMPLOYABILITY SKILLS FOR THEIR ROLES



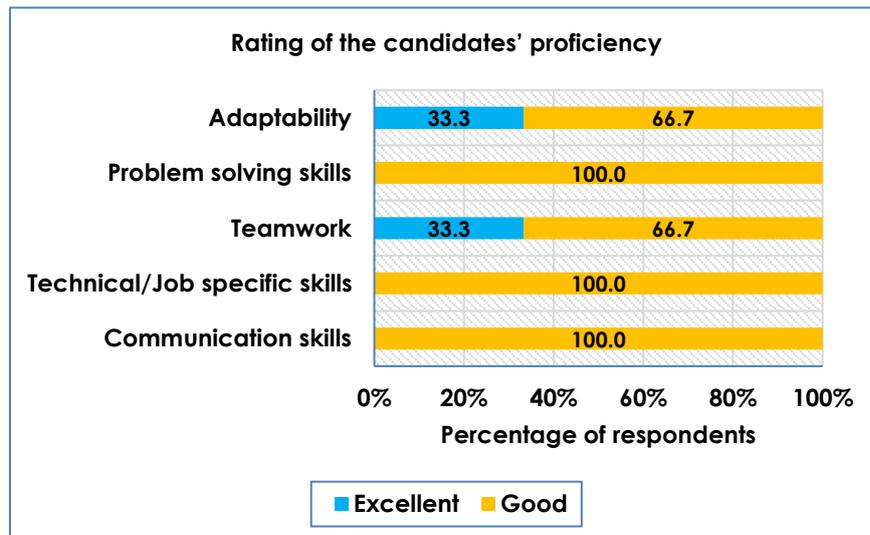
The chart titled "Candidates' Basic Employability Skills" presents the respondents' (employers) feedback on the Titan LeAP candidates' basic employability skills for their roles.

Possess employability skills partially: 66.7% of respondents (employers)

believed that candidates possessed basic employability skills partially.

Possess employability skills fully: 33.3% of respondents (employers) believed that candidates possessed basic skills fully.

## CHART 4: RATINGS OF CANDIDATES' PROFICIENCY



The chart titled "Rating of Candidates' Proficiency" presents the respondents' (employers) feedback on candidates' proficiency in various skills, including communication,

technical/job-specific skills, teamwork, problem-solving skills, and adaptability.

### Communication Skills

Good: 100% of respondents (employers) rated candidates' communication skills as good.

### Technical/Job Specific Skills:

Good: 100% of respondents rated candidates' technical/job-specific skills as good.

### Teamwork:

Good: 66.7% of respondents rated candidates' teamwork skills as good.

Excellent: 33.3% of respondents rated candidates' teamwork skills as excellent.

### Problem-Solving Skills

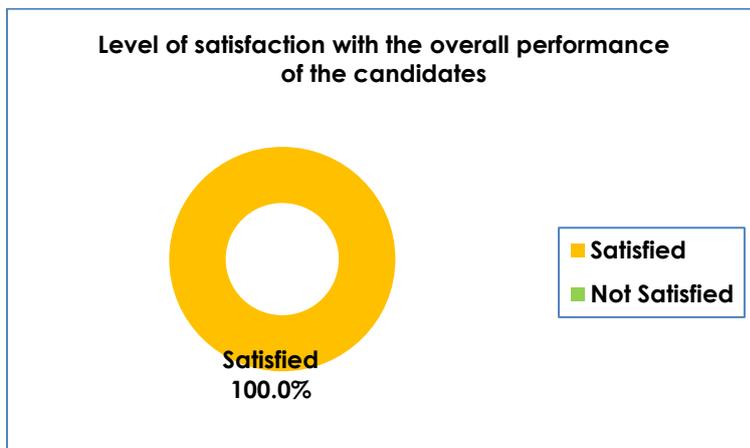
Good: 100% of respondents rated candidates' problem-solving skills as good.

### Adaptability

Good: 66.7% of respondents rated candidates' adaptability as good.

Excellent: 33.3% of respondents rated candidates' adaptability as excellent.

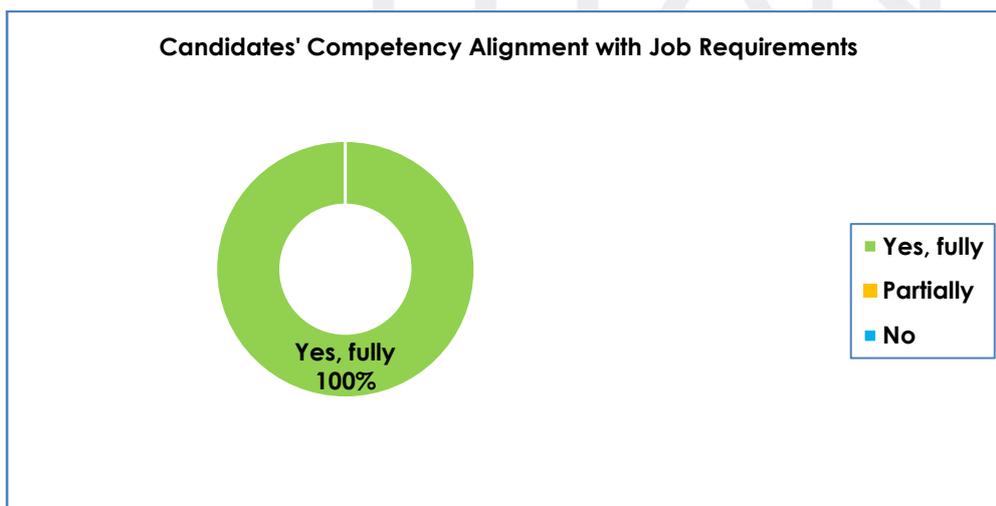
## CHART 5: LEVEL OF SATISFACTION WITH THE OVERALL PERFORMANCE OF THE CANDIDATES



The chart titled "Level of Satisfaction with the Overall Performance of the Candidates" presents the respondents' (employers) feedback on their level of satisfaction with the overall performance of the candidates:

Satisfied: 100.0% of respondents (employers) reported being satisfied with the overall performance of the candidates of the Titan LeAP program.

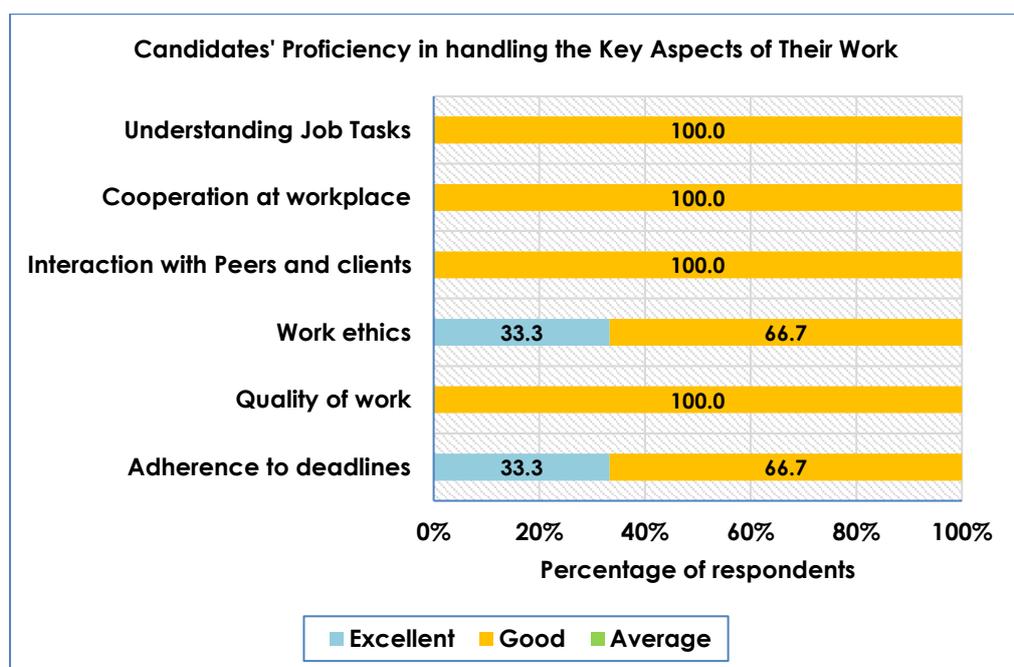
## CHART 6: CANDIDATES' COMPETENCY ALIGNMENT WITH JOB REQUIREMENTS



The chart titled "Candidates' Competency Alignment with Job Requirements" presents the respondents' feedback on candidates' competency alignment with their job roles:

Yes, fully: 100% of respondents believed that candidates' competencies are fully aligned with job requirements.

## CHART 7: CANDIDATES' PROFICIENCY IN HANDLING THE KEY ASPECTS OF THEIR WORK



The chart titled 'Candidates' Proficiency in Handling Key Aspects of Their Work' presents the respondents' (employers) feedback on various aspects of candidates' proficiency in handling key aspects of their work so far:

### Adherence to Deadlines

Good: 66.7% of respondents rated candidates' adherence to deadlines as good.

Excellent: 33.3% of respondents rated candidates' adherence to deadlines as excellent.

### Quality of Work

Good: 100.0% of respondents (employers) rated candidates' quality of work as good.

### Work Ethics

Good: 66.7% of candidates rated the work ethics of candidates as good.

Excellent: 33.3% of respondents rated candidates' work ethics as excellent.

### Interaction with Peers and Clients

Good: 100% of respondents rated candidates' interaction with peers and clients as good.

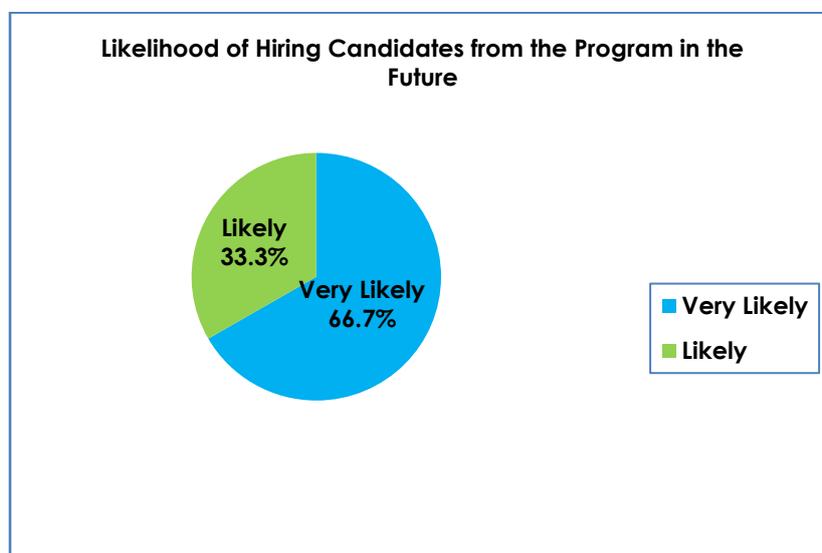
### Cooperation at the Workplace

Good: 100% of respondents rated candidates' cooperation at the workplace as good.

### Understanding Job Tasks

Good: 100% of respondents rated candidates' understanding of job tasks as good.

## CHART 8: LIKELIHOOD OF HIRING CANDIDATES FROM THE PROGRAM IN THE FUTURE



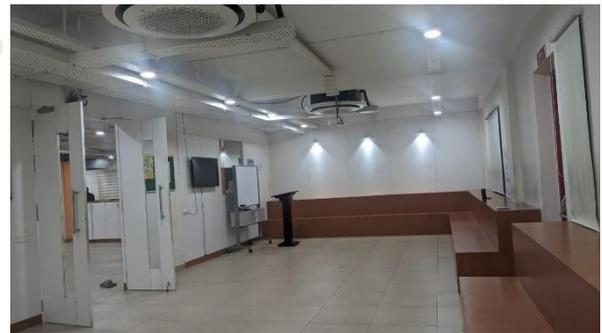
The chart titled "Likelihood of Hiring Candidates from the Program in the Future" presents the respondents' (employers) feedback on their likelihood of hiring candidates from the Titan LeAP program again.

Very Likely to Hire Again: 66.7% of respondents (employers) reported being very likely to hire candidates from the Titan LeAP program again in the future.

Likely to hire: 33.3% of respondents reported being likely to hire candidates from the program in the future.

## INFRASTRUCTURE OF TITAN LeAP CENTRE, CHENNAI

The Titan LeAP Centre in Chennai is built to international standards, offering a modern, learner-centric environment. The audio-visual room facilitates dynamic sessions, presentations, and expert-led masterclasses, enhancing engagement through multimedia tools. The digital lab provides hands-on training in Excel, PPT, Word and data visualisation, equipping learners with in-demand digital competencies. The language lab supports structured language development through speaking, listening, and comprehension activities, fostering workplace-ready communication. The math lab reinforces quantitative aptitude through interactive quizzes and applied problem-solving. The centre's spacious layout is complemented by motivational wall art and visuals, creating an uplifting and professional learning atmosphere.



## CHAPTER 4: SPOKES + PROGRAM

### Key program-specific findings:

- 80.0% of the respondents reported that the program enhanced their ability to express ideas clearly and effectively.
- 80.0% of the respondents reported that the aptitude training prepared them well for placement tests.
- 70.0% of the respondents reported that the training made their answers sound more concise.

### Key program-specific impacts:

- Learners improved their communication and problem-solving abilities.
- Language instruction enhanced clarity in expression during interviews and presentations.
- Participants were equipped with digital and socio-emotional competencies relevant to employment.
- On-campus delivery linked students directly with industry expectations and job markets.
- The program reached diverse socio-economic backgrounds through its inclusive design.

### Indicators:

- Improved ability to express ideas clearly and effectively.
- Enhanced preparedness for placement tests through aptitude training.
- Increased conciseness in responses during interviews and assessments.
- Strengthened communication and problem-solving skills.
- Clearer expression during interviews and presentations through language instruction.
- Equipped participants with socio-emotional skills for employment.
- Direct connection with industry expectations and job market needs through on-campus delivery.
- Inclusive program design reaching diverse socio-economic backgrounds.

## MAJOR FINDINGS:

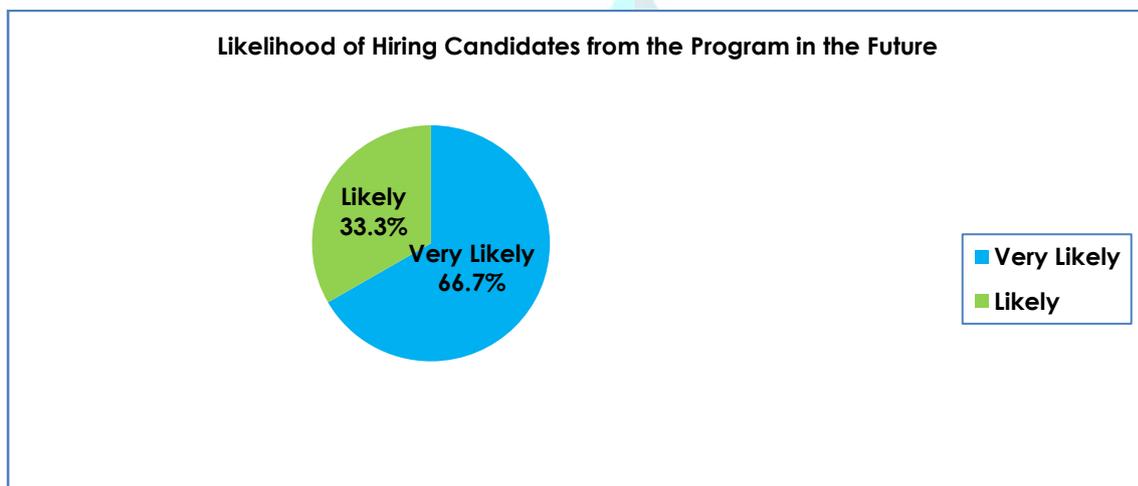
### BASIC DEMOGRAPHY AND ECONOMIC STATUS OF THE RESPONDENTS

#### Key Insights:

- 100% of the respondents were between 20 and 25 years old.
- 70.0% of the respondents belonged to the OBC Category.
- 80.0% of the respondents reported a monthly family income of Rs 20,000 and more (i.e., 2.4 LPA and above).

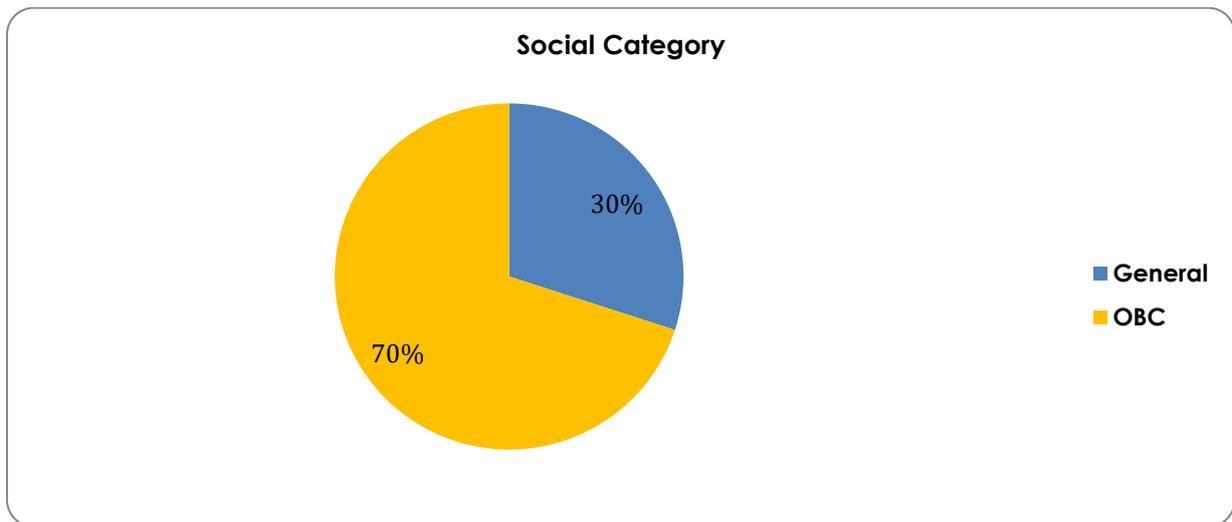
### AGE AND SOCIAL CATEGORY OF RESPONDENTS

#### CHART 1: AGE GROUP



The chart titled "Age Group" presents the respondents' age distribution, where 100% of the respondents in this subset were between 20 and 25 years old.

## CHART 2: SOCIAL CATEGORY

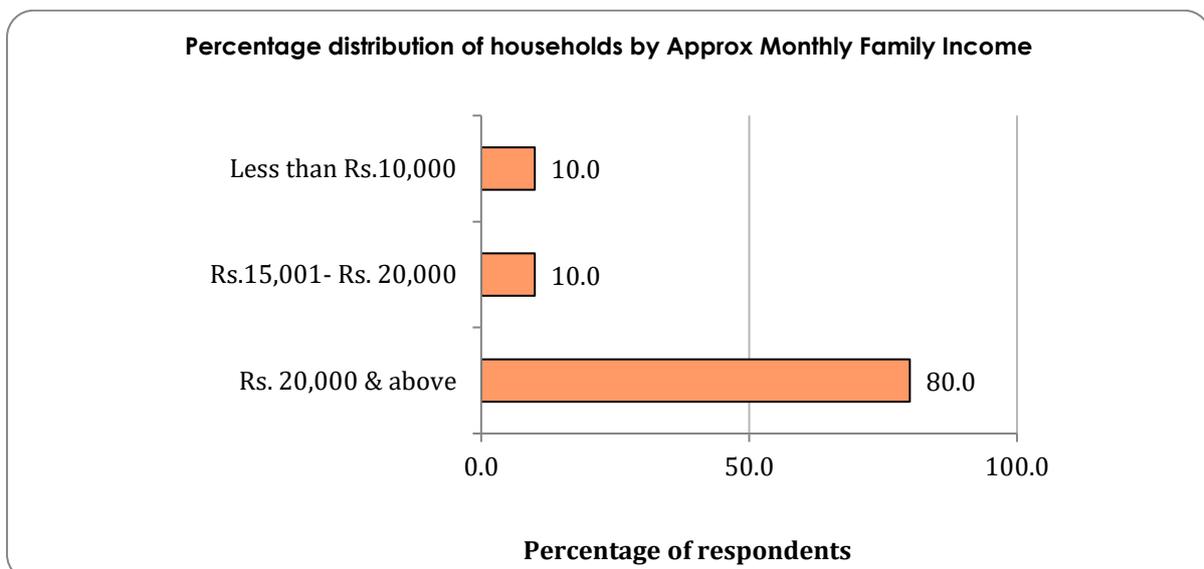


The chart titled "Social Category" presents the respondents' social category distribution:

OBC: 70.0% of respondents belonged to the Other Backward Classes category.

General: 30% of respondents belonged to the General category.

## CHART 3: FAMILY INCOME OF THE RESPONDENTS



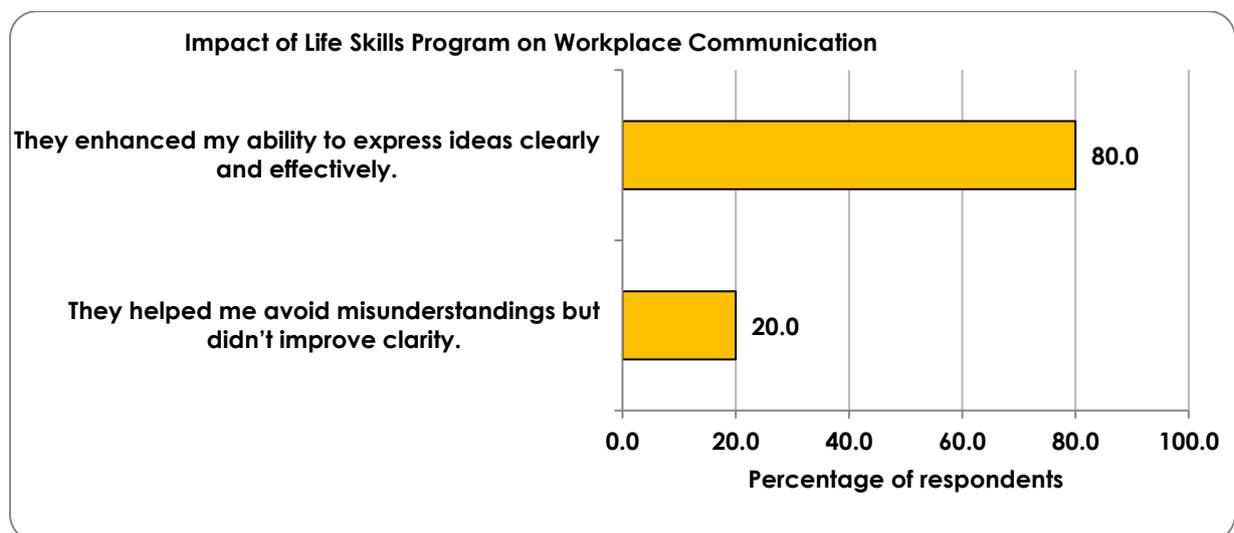
The chart titled 'family income' presents the respondents' approximate monthly family income, categorised into three income ranges:

Rs. 20,000 & above: 80% of the respondents reported a monthly family income of Rs 20,000 and above.

Rs. 15,001 - Rs. 20,000: 10% of the respondents reported a monthly family income between Rs. 15001 and Rs. 20,000.

Less than Rs. 10,000: 10% of respondents reported a monthly family income of less than Rs. 10,000.

#### **CHART 4: IMPACT OF LIFE SKILLS PROGRAM ON WORKPLACE COMMUNICATION**



The chart titled "Impact of Life Skills Program on Workplace Communication" presents the respondents' feedback on the impact of the life skills program on workplace communication:

Enhanced Ability to Express Ideas: 80.0% of the respondents reported that the program enhanced their ability to express ideas clearly and effectively.

Avoided Misunderstandings: 20.0% of the respondents reported that the program helped them avoid misunderstandings but did not improve clarity.

## Building Confidence and Skills through Titan LeAP's Spokes+ Program



Sornalachumi, a 21-year-old from Chennai, participated in the Titan LeAP Spokes+ Interview Skills program at Thiruthangal Nadar College, gaining valuable skills in time management, goal setting, teamwork, and communication. She found the training very effective in enhancing her ability to express ideas clearly and confidently. Sornalachumi said, "It improved my communication skills, allowing me to express myself clearly and confidently." The program also gave insights into aptitude skills through logical reasoning and problem-solving training, preparing her well for placement tests. Although she is currently unemployed, the program has provided

her with strong support and a course completion certificate, preparing her for future opportunities.

## CHART 5: IMPACT OF APTITUDE TRAINING ON JOB PLACEMENT ASSESSMENTS

Impact of Aptitude Training on Job Placement Assessments

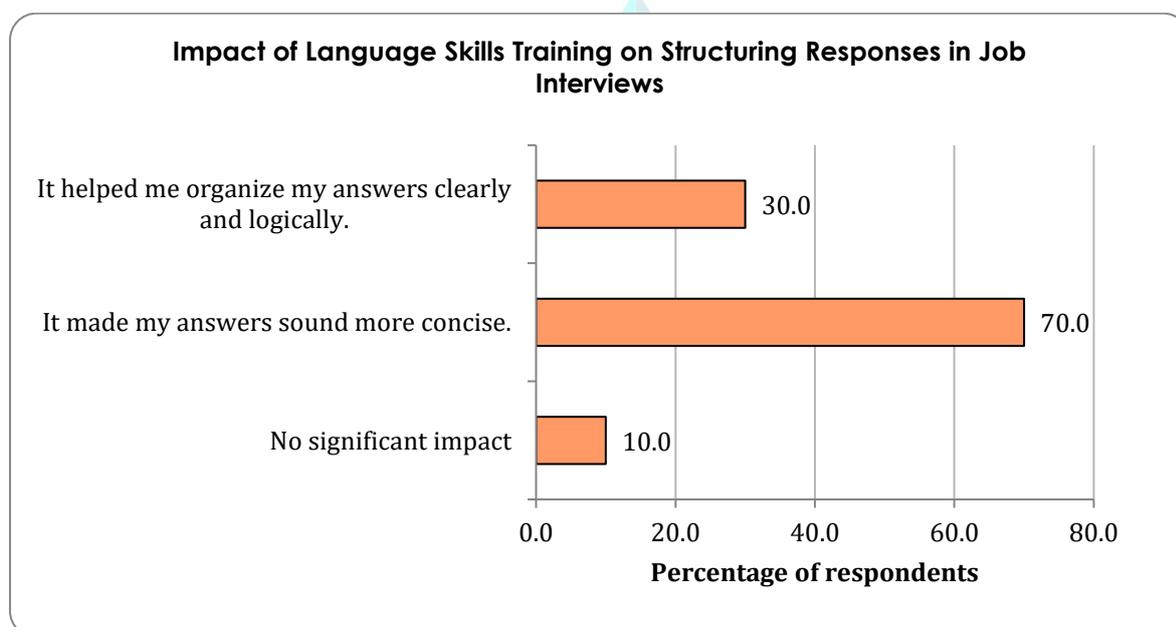


The chart titled " Impact of Aptitude Training on Job Placement Assessments" presents the respondents' feedback on the impact of aptitude training on job placement assessments, categorised into two outcomes:

Helpful for Placement Tests: 80% of the respondents reported that the aptitude training prepared them well for placement tests.

Somewhat Helpful for placement tests: 20% of respondents reported that the training was somewhat helpful during assessments, assisting with certain parts of the placement assessments.

### CHART 6: IMPACT OF LANGUAGE SKILLS TRAINING ON STRUCTURING RESPONSES IN JOB INTERVIEWS



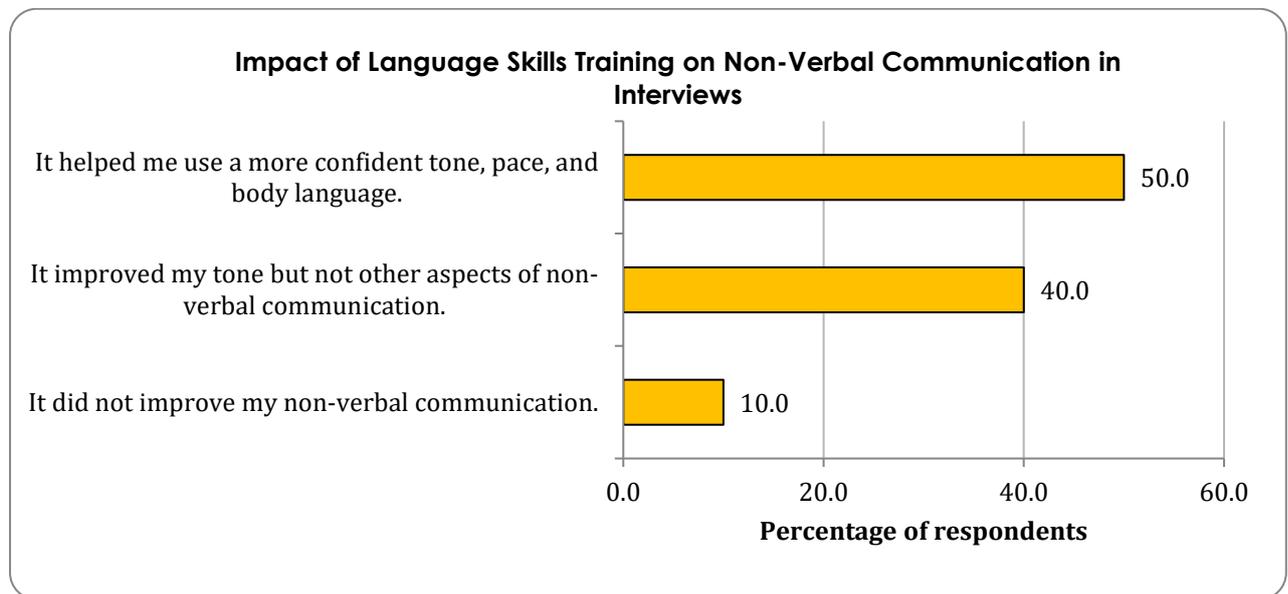
The chart titled "Impact of Language Skills Training on Structuring Responses" presents the respondents' feedback on the impact of language skills training on structured responses:

Concise Answers: 70% of respondents reported that the training made their answers sound more concise.

Organised Answers: 30% of respondents reported that the training helped them organise their answers clearly and logically.

No Significant Impact: 10% of respondents reported no significant impact.

## CHART 7: IMPACT OF LANGUAGE SKILLS TRAINING ON NON-VERBAL COMMUNICATIONS IN INTERVIEWS



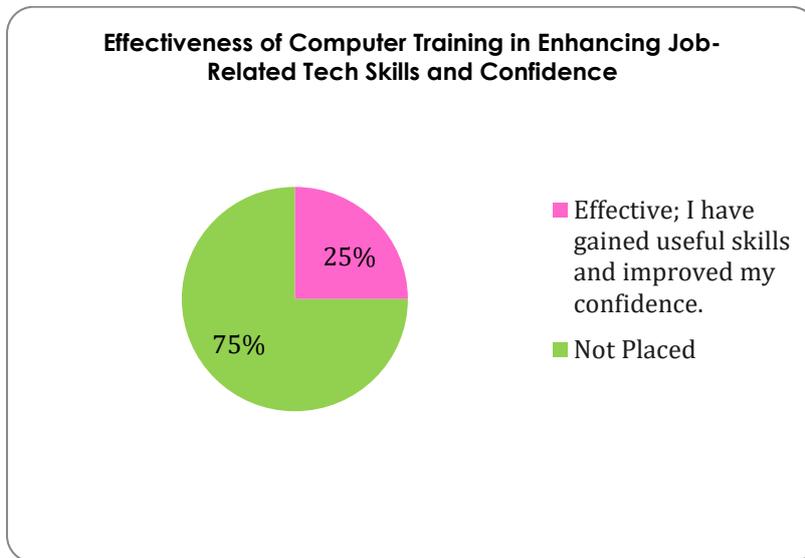
The chart titled "Impact of Language Skills Training on Non-Verbal Communication" presents the respondents' feedback on the impact of language skills training on non-verbal communication:

**Confident Tone and Body Language:** 50% of respondents reported that the training helped them use a more confident tone, pace, and body language.

**Improved Tone:** 40% of respondents reported that the training improved their tone but not other aspects of non-verbal communication.

**No Improvement:** 10 of the respondents reported that the training did not improve their non-verbal communication.

## CHART 8: EFFECTIVENESS OF COMPUTER TRAINING IN ENHANCING JOB-RELATED TECH SKILLS AND CONFIDENCE



The chart titled "Effectiveness of Computer Training in Enhancing Job-related Tech Skills and Confidence" presents the respondents' feedback on the effectiveness of computer training in enhancing their job-related tech skills, categorised into two outcomes:

**Gained Useful Job-related Tech Skills:** 25% of respondent reported that the training was effective, and they gained useful skills that they use in their job and improved their confidence.

**Not Placed:** 75% of respondents reported that they were not placed yet.

## CHAPTER 5: SPOKES++ PROGRAM

### Key Findings:

- 80.0% of the respondents reported being very confident in their tailoring skills.
- 80.0% of the respondents rated their overall satisfaction with the tailoring course as 5, indicating the highest level of satisfaction.
- 90% of the respondents agreed that they are able to apply their tailoring skills in daily life.

### Key program-specific impacts:

- Women participants received vocational training in tailoring and foundational digital skills.
- Skills acquired were applicable in daily household activities and livelihood efforts.
- Participants expressed high levels of satisfaction with training quality and outcomes.
- There were early signs of entrepreneurship and income generation among learners.
- The initiative empowered marginalised women with financial literacy and vocational independence.

### Indicators:

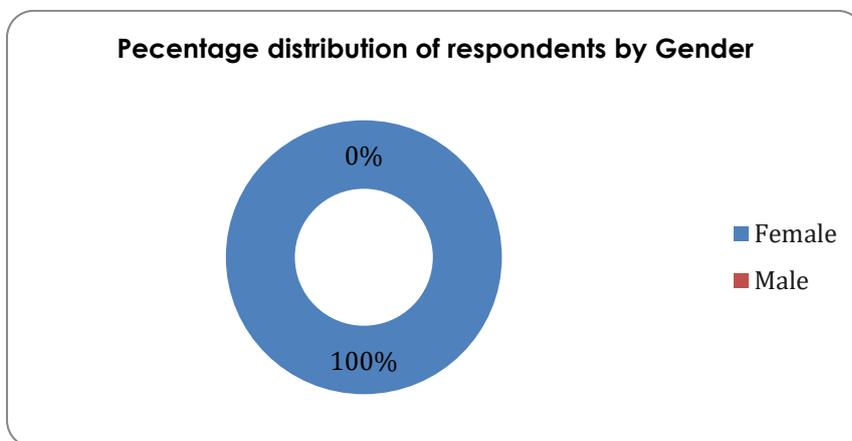
- High confidence in tailoring skills.
- Overall satisfaction with the tailoring course.
- Ability to apply tailoring skills in daily life.
- Acquisition of foundational digital skills alongside vocational training.
- Skills applicable to household activities and livelihood efforts.
- High satisfaction with training quality and outcomes.
- Early signs of entrepreneurship and income generation.
- Empowerment of marginalised women through financial literacy and vocational independence.

## BASIC DEMOGRAPHY AND ECONOMIC STATUS OF THE RESPONDENTS

### Key Insights:

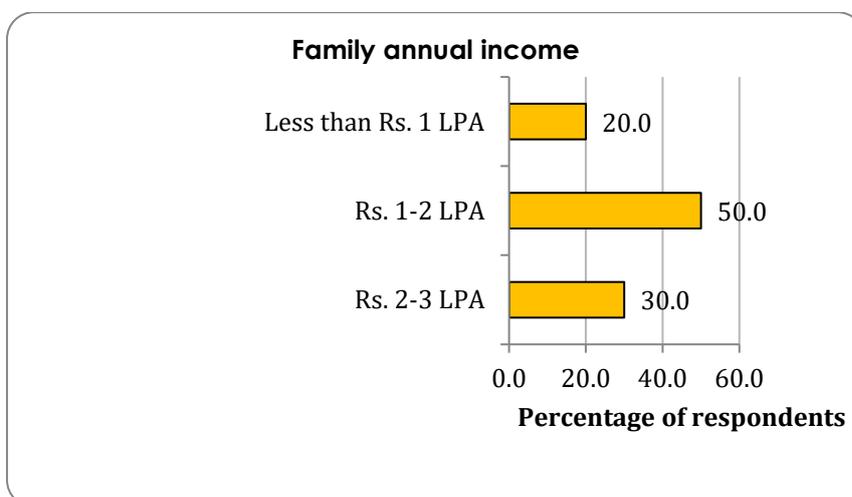
- 100% of the respondents were female.
- 70.0% of the respondents belonged to the OBC Category.
- 80.0% of the respondents reported a monthly family income of Rs 20,000 and more (i.e., 2.4 LPA and above).

### CHART 1: GENDER



The chart titled "Gender" presents the respondents' gender distribution, where 100% of the respondents are women.

### CHART 2: FAMILY ANNUAL INCOME



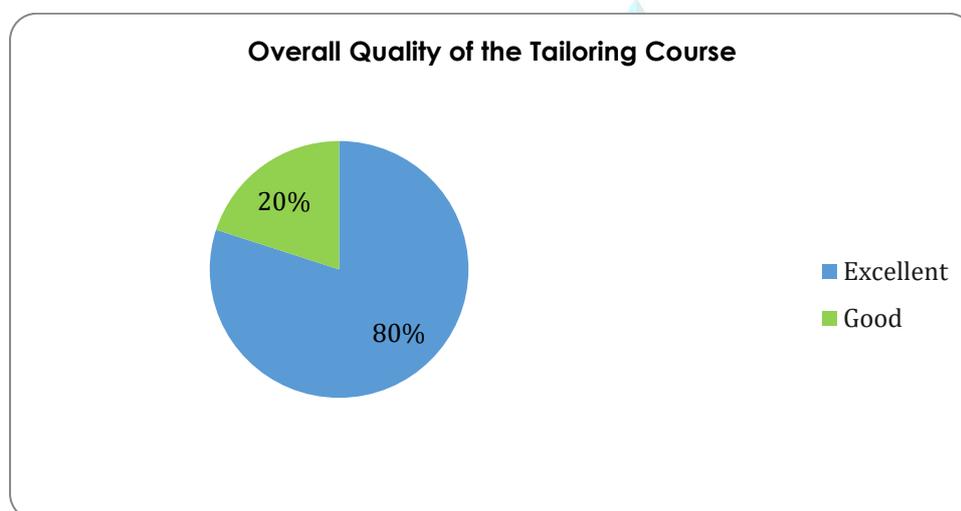
The chart titled 'Family annual Income' presents the respondents' family annual income, categorised into three income ranges:

Less than Rs. 1 LPA: 20.0% of respondents reported a family annual income of less than Rs. 1 LPA.

Rs. 1-2 LPA: 50% of respondents reported a family annual income between Rs. 1-2 LPA.

Rs. 2-3 LPA: 30% of respondents reported a family annual income between Rs. 2-3 LPA.

### CHART 3: OVERALL QUALITY OF THE TRAINING COURSE



The chart titled "Overall Quality of the Tailoring Course" presents the respondents' feedback on the quality of the tailoring course:

Excellent: 80% of respondents rated the overall quality of the tailoring course as excellent.

Good: 20% of respondents rated the overall quality of the tailoring course as good.

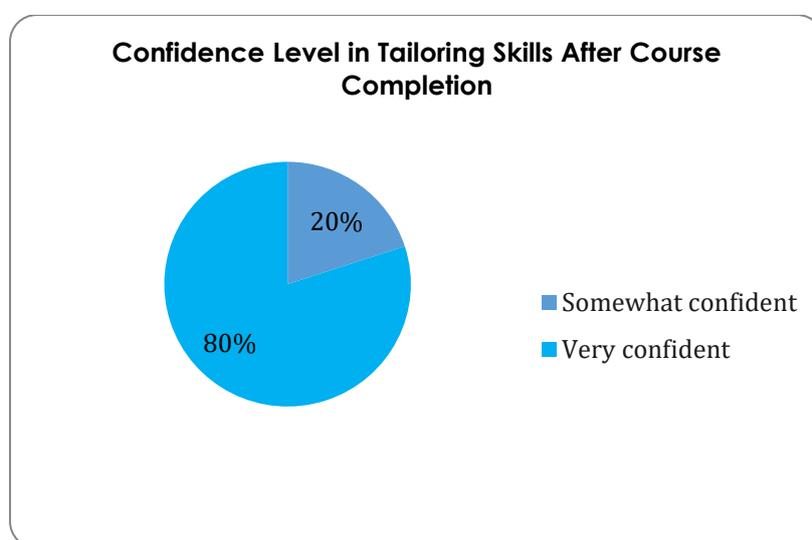
#### *Sarala D's Journey with Titan LeAP*

*Sarala D, a 34-year-old woman from Ennore, acquired valuable tailoring skills through the Titan LeAP - Naandi Foundation's Spokes++ Tailoring Course. With no prior experience, she gained confidence in stitching and started earning money by taking*

small orders. During the Pongal season, she made ₹2,500, contributing financially to her family.

Sarala expresses gratitude for the course, saying, "I am very thankful for this free course. I can now stitch my own clothes and earn money to support my children." She believes additional support in securing stitching orders would enable her to achieve financial stability and potentially start her own tailoring business. With this skill, Sarala is empowered to build a sustainable future for herself and her family.

#### CHART 4: CONFIDENCE LEVEL IN TAILORING SKILLS AFTER COURSE COMPLETION



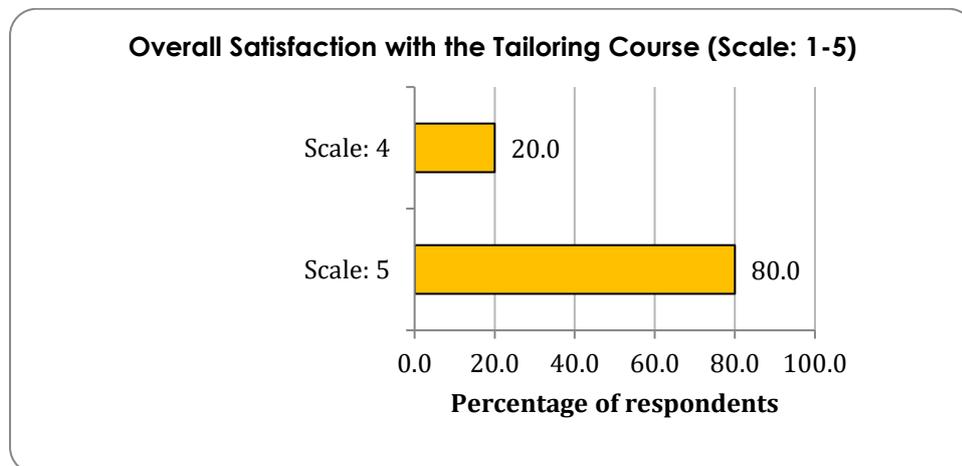
The chart titled "Confidence Level in Tailoring Skills" presents the respondents' confidence levels in their tailoring skills:

**Very Confident:** 80% of respondents reported being very confident in their tailoring skills.

**Somewhat Confident:** 20% of respondents reported being somewhat confident in their tailoring skills.

The training was particularly effective in teaching essential garments like churidars, saree blouses, and frocks. Participants gained confidence in using sewing machines and creating their own clothing and household items. Some even found the training useful enough to teach others in their community.

## CHART 5: OVERALL SATISFACTION WITH THE TAILORING COURSE (SCALE 1-5)



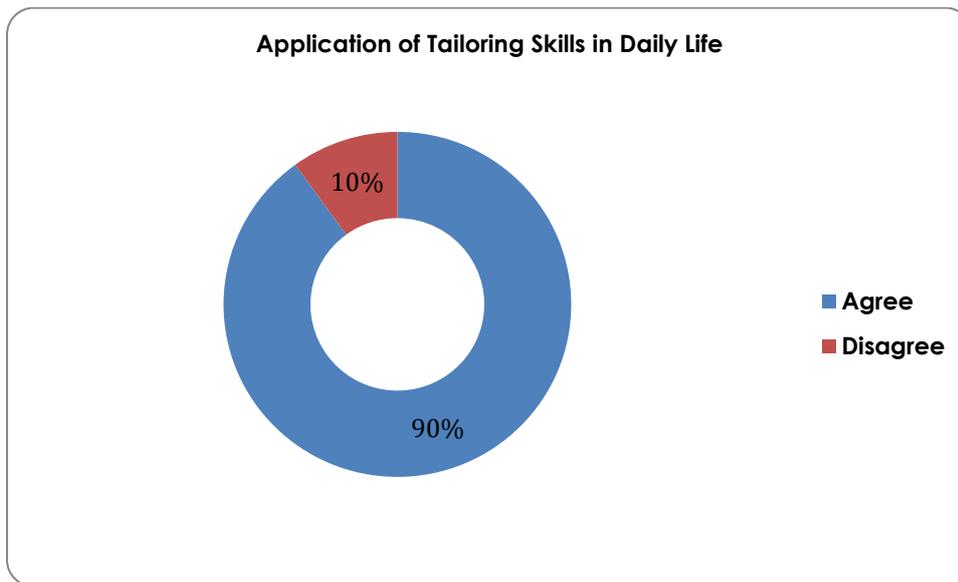
The chart titled "Overall Satisfaction with the Tailoring Course" presents the respondents' satisfaction levels with the tailoring course:

Scale 5 (Highest Satisfaction): 80% of respondents rated their overall satisfaction with the tailoring course as 5, indicating the highest level of satisfaction.

Scale 4 (High Satisfaction): 20% of respondents rated their overall satisfaction with the tailoring course as 4.

### *Tailoring as a Lifeline for Financial Stability-Thangam S's Journey with Titan LeAP - Naandi Foundation's Spokes++ Tailoring Course*

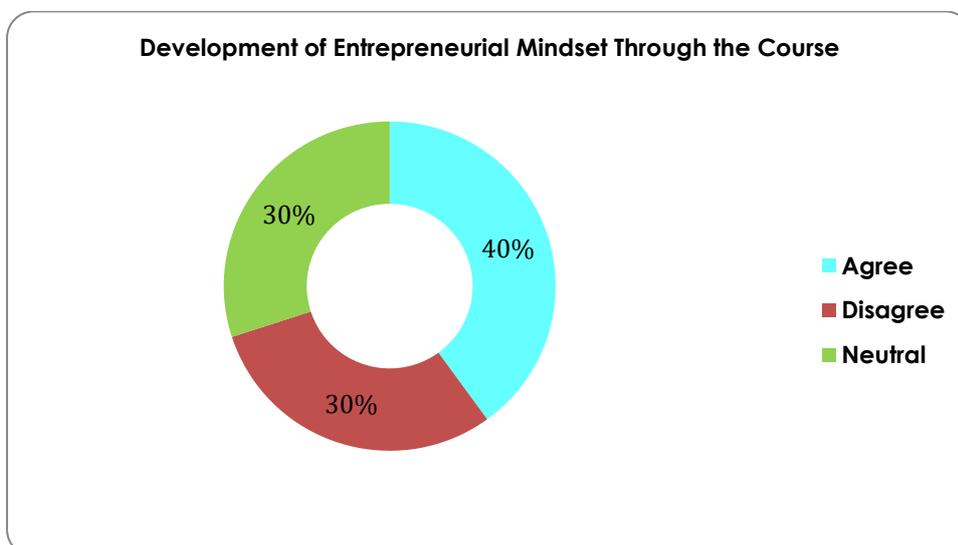
*Thangam S, a 50-year-old woman from Ennore, acquired tailoring skills through the Titan LeAP - Naandi Foundation's Spokes++ Tailoring Course, enabling her to support her family after her husband fell ill. She found the course highly beneficial and now earns ₹6,000 per month by stitching saree blouses and churidars. Thangam said, "Learning this skill helped me a lot. Since my husband got sick, I am making a living only with the help of this skill." She believes additional job opportunities or stitching orders would help her achieve more financial stability.*

**CHART 6: APPLICATION OF TAILORING SKILLS IN DAILY LIFE**

The chart titled "Application of Tailoring Skills in Daily Life" presents the respondents' statements regarding the application of tailoring skills in their daily life:

**Applying Tailoring Skills:** 90% of respondents agreed that they are able to apply their tailoring skills in daily life.

**Not Applying Tailoring Skills:** 10% of respondent disagreed, indicating they are not able to apply their tailoring skills in daily life due to various reasons.

**CHART 7: DEVELOPMENT OF ENTREPRENEURIAL MINDSET THROUGH THE COURSE**

The chart titled "Development of Entrepreneurial Mindset" presents the respondents' statements on their entrepreneurship mindset after attending the program:

Agree: 40% of respondents agreed that the course helped develop their entrepreneurial mindset.

Disagree: 30% of respondents disagreed, indicating the course did not help develop their entrepreneurial mindset.

Neutral: 30% of respondents remained neutral on the impact of the course on the development of their entrepreneurial mindset.

Although none of the respondents have started their own tailoring business, some are considering it for the future.

Participants found the course helpful and well-structured, suggesting that additional support, such as free sewing machines or job opportunities, would be beneficial.

The course content, particularly stitching saree blouses and churidar, was highly valued by the participants.

Learning the basics of using a sewing machine boosted their confidence in tailoring.

### *Kalaiselvi's Journey with Titan LeAP's Tailoring Course*



*Kalaiselvi, a 30-year-old woman from Ennore, Ernavur, has always been a bit crafty, but not in the traditional sense—she was not learning tailoring from her husband, who is a tailor himself. Why? Because he would not teach her! So, Kalaiselvi took matters into her own hands and decided to join the Titan LeAP Naandi Foundation's Spokes++ Tailoring Course. With her annual family income of ₹2 LPA, this course seemed like the perfect way to step up her game and contribute more to the family business.*

*Kalaiselvi found the course to be very valuable. After completing it, she felt completely confident in her tailoring abilities. She was especially grateful for the lessons on stitching saree blouses—something she could now tackle easily. She found the course incredibly helpful across the board and appreciated that it covered all the essential skills. Overall, she felt very happy with what she had learned.*

*Kalaiselvi now pitches in when there's extra work in her husband's business. Working side by side with her husband, they stitch clothes together, which has been a great help in managing their workload and earning extra money. This hands-on approach to their family business has given Kalaiselvi a newfound sense of purpose and confidence in her contributions.*

*Kalaiselvi's experience shows how determination can lead to new opportunities. She did not wait for her husband to teach her the ropes—she took the initiative and joined the course herself. While she has not started her own business just yet, Kalaiselvi is now an integral part of her family's tailoring work. With her skills, she is not only saving money but helping to boost the family income, too. Her satisfaction with the course and the supportive trainer is clear.*

### **Triangulated Findings for Titan LeAP Program**

This concise triangulation integrates insights from the "Titan LeAP IA Report" and the "Naandi FY24 Annual Report" to provide a streamlined overview of the program's impact.

The Titan LeAP program trained 3,122 individuals through its Chennai, Spokes, and Spokes++ initiatives (IA Report). Both reports confirm 1,112 learners at the Chennai Centre, 1,510 through Spokes, and 500 women through Spokes++. Demographic data is aligned: a majority were OBC (85.3%), aged 20–25 (94.7%), with 54% first-generation learners and 72.2% women in Chennai.

Income analysis reveals diverse outreach: The study respondents mostly belonged to families earning over ₹20,000/month (~₹1.8L/year), while FY24 reports 80–82% of Spokes and ITI participants earning under ₹1 lakh/year—highlighting urban-rural income inclusion.

Program delivery emphasised life skills, communication, digital literacy, and mentoring. The study documented 88.8% mentoring participation and effective

assessment tools. FY24 added innovations like LMS, Idea2Innovate, and masterclasses, reinforcing personalised learning.

Outcomes were consistent: 61.2% of Chennai learners (respondents) were placed within 3 months, according to the study, and 803 placements were recorded (FY24). Confidence levels improved (87.6%), and employers unanimously endorsed candidate quality. Alumni success stories reflected broader family-level impact.

Structurally, Naandi applied a mixed-method research approach, while FY24 highlighted alumni-driven mobilisation, with 40% of new enrolments via alumni referrals. Community outreach was integral to both.

In conclusion, the triangulated findings confirm that Titan LeAP is an inclusive, scalable skilling model with validated success in employability, mentorship, and social upliftment.

## CHAPTER 6: MULTILEVEL IMPACTS

**Individual Level:** Participants gained critical employability skills in communication, digital literacy, life skills, and aptitude. These skills translated into heightened self-confidence, improved job interview performance, and better workplace communication. Many participants, particularly those from underserved and rural backgrounds, secured employment or launched micro-enterprises, marking the beginning of financial independence and personal empowerment. Women in Spokes++ also reported enhanced self-esteem through new vocational competencies like tailoring.

**Family Level:** The economic benefits of the program extended to families. Employed participants contributed financially to household expenses, supported siblings' or parents' healthcare and education, and reduced overall family financial stress. Some graduates helped improve their families' living conditions or contributed to savings. In the cases of women participants, traditional gender roles were reshaped as they began contributing to family income and made independent financial decisions.

**Community Level:** Through visibility and participation in local programs, learners became role models for their peers, particularly in rural areas. The presence of trained and employed youth in the community inspired others to pursue similar opportunities, promoting a culture of aspiration. Spokes++ participants, for example, sparked greater female participation in vocational education and began informal knowledge-sharing within their communities.

**Institutional Level:** Educational institutions and training centres that partnered with the Titan LeAP program experienced increased engagement, enhanced placement records, and upgraded exposure to industry-relevant modules. Faculty benefited from exposure to corporate expectations, and institutional credibility improved with stronger placement statistics and student outcomes. The program's mentorship and alumni involvement also encouraged peer learning and helped institutions build a support ecosystem around career readiness.

**Systemic Level:** Titan LeAP created scalable, data-backed models that aligned with both national and state policies. These include the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), National Education Policy 2020, Tamil Nadu Skill Development Mission (TNSDM), and Naan Mudhalvan. The program bridges gaps between education and employability, promotes gender equity, supports regional development, and showcases effective public-private collaboration. Its contributions to SDGs 4, 8, and 10 further position it as a driver of sustainable development.

#### Sustainability of the Project:

The Titan LeAP program demonstrates strong potential for long-term sustainability through its integrated design, stakeholder collaboration, and adaptive learning approach. The program's sustainability is reinforced through several mechanisms:

- **Institutional Integration:** By embedding training modules within educational institutions and local communities, the program ensures that capacity building continues beyond the intervention timeline.

- **Alumni Ecosystem:** A growing alumni network sustains momentum by mentoring new batches, supporting mobilisation, and facilitating peer-driven learning.
- **Public-Private Partnerships:** Collaborations with government missions (like TNSDM), industry partners, and CSR initiatives ensure financial sustainability and policy alignment.
- **Community Ownership:** Local facilitators and women leaders, especially in rural areas, drive localised program delivery, strengthening ownership and contextual relevance.
- **Digital Infrastructure:** Investments in LMS, digital literacy, and remote learning tools create opportunities for scalable, low-cost training delivery.
- **Continuous Feedback Loops:** Ongoing assessments and stakeholder feedback inform iterative improvements, ensuring the model remains relevant and effective.

These sustainability drivers position Titan LeAP as a replicable and enduring model for inclusive, skills-based development with the capacity to evolve in response to emerging workforce demands and social contexts.

## CHAPTER 7: OECD FRAMEWORK EVALUATION

### Relevance (Rating: 5/5)

The Titan LeAP program demonstrates a high level of relevance, directly addressing the skill development needs of marginalised youth in Tamil Nadu. The program effectively engages first-generation learners, women, and individuals from lower-income and OBC backgrounds, targeting those often excluded from formal workforce participation. The training content—including English, aptitude, computer skills, and life skills—is closely aligned with the employability barriers these groups face. The design incorporates practical skills in communication, digital literacy, and vocational training, aligning closely with the goals of national and state initiatives like the PMKVY, NEP 2020, Tamil Nadu Skill Development Mission, and Naan Mudhalvan. This way, the program demonstrates strong contextual sensitivity and inclusiveness.

### Coherence (Rating: 4.5/5)

The program complements broader state and national skilling frameworks, such as the Tamil Nadu Skill Development Mission and national schemes like PMKVY. It also

reflects the spirit of the National Education Policy 2020 by integrating practical and vocational learning. Internally, the program demonstrates coherence through its tiered structure—Centre, Spokes+, and Spokes++ and consistent delivery of core training modules across contexts. Importantly, Titan LeAP also exhibits strong coherence with Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 8 (Decent Work), and SDG 10 (Reduced Inequalities). It avoids duplication and instead complements existing government efforts in skilling and employment. The partnership between Titan and Naandi Foundation represents an effective integration of CSR, community, and institutional resources, reinforcing inter-sectoral coordination.

#### Effectiveness (Rating: 4/5)

Titan LeAP has achieved its intended outcomes, as evidenced by improved learner confidence, job readiness, and placement success. At the Chennai Centre, a significant portion of learners gained employment within three months post-training. Spokes+ participants expressed strong gains in aptitude, communication, and digital competencies. Women under the Spokes++ program demonstrated a transformation in confidence, vocational application, and financial agency. However, limited data on long-term outcomes slightly tempers the overall effectiveness rating.

#### Efficiency (Rating: 4/5)

The program makes efficient use of available infrastructure, such as college campuses for Spokes+ and community-based centres for Spokes++. Learner feedback indicated high satisfaction with support services like travel assistance, midday meals, and the mentoring system. The integration of peer-led mentoring and localised delivery models added to operational efficiency. While these reflect a strong use of resources, the lack of comprehensive cost analysis prevents a deeper assessment of economic efficiency.

#### Impact (Rating: 4.5/5)

The Titan LeAP program has had a profound impact on its learners. Learners reported increased confidence, clarity in career goals, and skill acquisition, which have been instrumental in shaping their futures. Many graduates began supporting their families financially, contributing to their household's well-being and stability. Notably, women participants in rural areas gained autonomy and vocational capability, empowering them to make meaningful choices about their lives and careers. Furthermore,

employers unanimously validated the readiness and quality of trained candidates, highlighting the program's effectiveness in preparing learners for the workforce.

#### Sustainability (Rating: 4.5/5)

The Titan LeAP program exhibits promising sustainability characteristics. Alumni played a key role in mobilising new learners, demonstrating the program's ability to foster a sense of community and ownership among its graduates. The community-rooted delivery models and use of local trainers have also contributed to the program's sustainability, allowing it to build strong relationships with local stakeholders and ensure its relevance to the needs of the community. Moreover, learners indicated a willingness to recommend the program and support others, suggesting that the program's impact will continue to ripple outwards, reaching more individuals and communities in the future.

## CHAPTER 8: THE WAY FORWARD

### **Aligning Job Placements with Youth Aspirations, Skill & Industry Demand**

Many candidates from the Titan – LEAP Chennai program expressed dissatisfaction with being placed in low-paying jobs such as retail or tele-calling roles. These positions often do not match their skillsets or career aspirations, leading to frustration and a lack of motivation.

The primary objective of employability programs like Titan LEAP is to enable upward mobility through meaningful employment. Introducing better screening, career counselling, and diversified job placement efforts will ensure better matches between candidate potential and job roles, leading to higher retention and job satisfaction.

### **Strengthening Inclusion of SCs and STs in Skill Development Initiatives**

The inclusion of candidates from Scheduled Castes (SCs) and Scheduled Tribes (STs) in the Titan – LEAP Chennai initiative is not only a matter of social justice but a necessary step towards reducing structural inequalities that have persisted over generations. These communities often face systemic barriers to accessing quality education, employment opportunities, and skill training.

Targeted inclusion of SC/ST youth ensures that those who are historically disadvantaged are given a fair chance to compete in the job market. This contributes to breaking the cycle of poverty and marginalization. Such inclusion also aligns with national priorities such as affirmative action, and corporate social responsibility

mandates. Tailoring outreach and support mechanisms—like preparatory bridge courses, counselling, mentorship, and community engagement—can enhance their participation and outcomes. Far from background checks being a gatekeeping tool, the focus should be on identifying genuine need and providing the right support to ensure equity in access and opportunity.

### **Mobilising Candidates from Government Colleges**

Currently, most candidates are from private colleges who can afford relatively high tuition fees. However, students from government colleges, who often come from economically weaker sections, are less represented.

Targeting students from government colleges would help in reaching the underserved population who are more likely to benefit from skill-based and placement-linked training. This aligns with the core mission of social inclusion and equitable access to opportunities. Moreover, such students may demonstrate higher levels of commitment and need, ensuring better outcomes from the interventions.

### **Strengthening Employer Mapping ,Networking & Co-developing Curriculum with Industry leaders.**

To improve job placement quality and industry relevance, there is a pressing need for stronger mapping and networking with potential employers.

Employer engagement is crucial for aligning training modules with industry needs, co-developing curriculum, and ensuring smoother transition from training to employment. Regular interactions with a diverse range of employers will expand placement opportunities across sectors and skill levels, reducing the mismatch between candidate skills and job roles.

### **Introducing High Demand & Industry Relevant Courses**

While the existing employability courses focus on foundational skills with domain skill such as ITES & Tally courses, the LEAP center can further enhance its impact by introducing sector-specific, employment- oriented courses.

Leveraging the available infrastructure, advanced courses in fields like logistics, hospitality, digital marketing, EVs, or AI can be introduced. These courses will offer practical, job-specific skills that increase the employability and income potential of the candidates. Moreover, industry-linked certification can further improve job prospects.

## Expanding Capacity Building for Women in Entrepreneurship

Beyond the tailoring program under the Spoke++ model, additional programs can be introduced to build women's capacity in entrepreneurship and income generation.

Women, particularly from marginalized backgrounds, face unique socio-economic challenges that limit their participation in formal employment. Programs focusing on small business skills, digital literacy, financial literacy, product design, marketing, and self-help group formation can empower women to become economically independent. Such programs not only create livelihood opportunities but also contribute to community development and gender equity.

### . CHAPTER 9: Conclusion

The Titan LeAP program emerges as a multidimensional, inclusive, and contextually grounded initiative that is effectively transforming the skill development landscape for underserved youth in Tamil Nadu. It exhibits a strong understanding of local needs and operational realities, successfully tailoring its delivery through three programmatic arms—Chennai Centre, Spokes+, and Spokes++—to meet the diverse demands of urban, semi-urban, and rural youth.

The Chennai Centre stands out for its urban-focused, intensive skill-building model. Here, participants benefited from structured training in communication, digital skills, aptitude, and job readiness, supported by mentoring and placement services. Learners transitioned smoothly into employment, reflecting the centre's close industry alignment and outcome orientation.

The Spokes+ model, embedded within colleges, exemplified scalability and alignment with formal education settings. It bridged the gap between academic instruction and market demands by offering targeted modules in soft skills, digital literacy, and workplace behaviour. These interventions were highly valued by learners, many of whom were first-generation students navigating employability challenges.

The Spokes++ program emerged as a high-impact model for rural women's empowerment. Through training in tailoring and digital skills, women not only gained confidence but also applied their learning to generate supplementary income and support household needs. The model fostered community leadership, local trust, and aspirational momentum, creating micro-ecosystems of change around each centre.

Across all programs, learners reported substantial gains in confidence, communication, and clarity of career direction. Alumni were instrumental in sustaining program momentum through referrals and peer support. The presence of strong mentoring systems and flexible, localised training approaches ensured accessibility and engagement. Moreover, employers consistently recognised the quality and preparedness of Titan LeAP graduates, validating the program's industry relevance.

The program's emphasis on life skills, gender responsiveness, and real-world applicability makes it particularly resilient and adaptable in evolving socio-economic contexts.

Going forward, strengthening institutional integration, expanding digital access in rural contexts, and formalising the alumni network could further consolidate Titan LeAP's role as a cornerstone in Tamil Nadu's youth skilling ecosystem. The program not only fosters immediate employment pathways but also lays the foundation for long-term, inclusive development driven by locally anchored and learner-centric innovation.

