

Impact Assessment of PMKVY 3.0



Special project - Namda craft

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Abbreviations

Abbreviation	Elaboration
AAs	Assessment Agencies
CAPI	Computer Assisted Personal Interview
CATI	Computer Assisted Telephonic Interview
CAWI	Computer Assisted Web Interview
CSCM	Centrally Sponsored Centrally Managed
CSSM	Centrally Sponsored State Managed
INR	Indian Rupee
MSDE	Ministry of Skill Development & Entrepreneurship
NGO	Non-Government Organizations
NSDC	National Skill Development Corporation
NSQF	National Skills Qualifications Framework
PIA	Project Implementing Agencies
PMKVY	Pradhan Mantri Kaushal Vikas Yojana
PPP	Public Private Partnership
RPL	Recognition of Prior Learning
SSC	Sector Skill Councils
SSDMs	State Skill Development Missions
STT	Short Term Training
TPs	Training Providers



EXECUTIVE SUMMARY

1 Executive summary

National Skill Development Corporation (NSDC) is a not-for-profit public limited company incorporated on July 31, 2008, under section 25 of the Companies Act, 1956 (corresponding to section 8 of the Companies Act, 2013). NSDC was set up by the Ministry of Finance as Public-Private Partnership (PPP) model.

Through this project, NSDC wants to understand the impact assessment of the special project implemented under Pradhan Mantri Kaushal Vikas Yojana (PMKVY) 3.0 program in PAN Jammu and Kashmir starting from the year 2020-2021. The data and insights received through this survey are to improve the PMKVY 3.0 program.

480 successful surveys were conducted during the project using CATI mode. DATAWISE® used its proprietary tool SatisACTual® for conducting telephonic interviews.

The subsequent sections of this report cover the details based on the RFP and scope agreed.

Key observations

About SPECIAL PROGRAM

Mobilization

The overall analysis revealed that 50% of the beneficiaries come to know about the SPECIAL PROGRAM through mobilizing agency followed by workplace and training center.

Pre-assessment and counseling

Around 95% of the beneficiaries mentioned that they were imparted knowledge about MSDE, skill India processes, eligibility criteria for appearing for the certification, benefits of certification, career progression and employment opportunities. These beneficiaries also indicated to have watched induction video and that self-assessment sheet was helpful in identifying skill gaps.

Orientation

A majority of the beneficiaries (97%) reported that they have given orientation on domain, soft skills and entrepreneurship. It was also observed that 94% of the beneficiaries received job role specific kit.

Assessment and certification

96% of the beneficiaries informed that they passed the assessment. A follow up question was asked to beneficiaries who passed the examination and it was found that 70% of the beneficiaries received the certification and 75% of the beneficiaries informed that they did not receive INR 500.

Impact on beneficiaries

Employment status

A majority of the beneficiaries were self-employed before and after the program.

Certification status

A majority of the beneficiaries (90%) informed that they are certified after the program. Out of the 90% of the beneficiaries, 23% of the beneficiaries indicated that their certification helped them to improve after the program.

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Certification impact

A follow up question was asked to beneficiaries who reported that their certification helped “In what ways, certification helped?”, a majority of the beneficiaries reported that their salary increased.

Impact of SPECIAL PROGRAM

More than 95% of the beneficiaries informed that they were made aware about technical knowledge, soft skills, marketing skills and standardization techniques, entrepreneur building, innovative and upgraded techniques of making product and were also encouraged to take part in external deliberation.

Impact on social well- being

Social well-being of the beneficiaries was measured using four parameters such as level of savings, lifestyle, health and social status. It was found that none of the beneficiaries reported that their social well-being worsened after the program. 15% of the beneficiaries claimed that their lifestyle, health and social status improved, and only 6% of the beneficiaries reported that their level of savings improved after the program.

Impact on training institute

The beneficiaries rated their training institute on a scale of 5 for four parameters such as class rooms, trainer quality, training material and placement. It was observed that highest rating was given to trainer quality (4.39) and lowest rating was given to placement (3.82).

Impact on workplace

Only 11% of the beneficiaries felt that their working conditions improved after the program. A follow up question was asked to beneficiaries who reported that their working conditions improved “In what ways, working conditions improved”, a majority of the beneficiaries (53%) claimed that their communication skills improved.



INTRODUCTION

2 Introduction

National Skill Development Corporation (NSDC) is a not-for-profit public limited company incorporated on July 31, 2008, under section 25 of the Companies Act, 1956 (corresponding to section 8 of the Companies Act, 2013). NSDC was set up by the Ministry of Finance as Public-Private Partnership (PPP) model.

NSDC acts as a catalyst in skill development by providing funding to enterprises, companies, and organizations that provide skill training. It also develops appropriate models to enhance, support, and coordinate private sector initiatives. The differentiated focus on 37 sectors under NSDC's purview and its understanding of their viability will make every sector attractive to private investment.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by the National Skill Development Corporation.

(Source – NSDC)

2.1 Overview of special project

- The objective of Special Projects of PMKVY 3.0 (2020-21) is to undertake project-based skilling interventions, primarily to meet the skilling needs of marginalized or vulnerable groups and those of difficult/remote geographies, hard to reach areas which may not meet all the parameters.
- Special Projects also envisages of covering short term skilling initiatives undertaken by reputed industry bodies offering captive placements opportunities, projects with innovative strategies, projects offering local livelihood through creative market linked entrepreneurship, and/or projects assuring international placements.



PROJECT

BACKGROUND

3 Project Background

3.1 Scope

The scope of the project are as follows:

- To identify and document the objectives of Special Program.
- To develop an impact evaluation framework with a list of quantifiable and non-quantifiable impact indicators.
- To identify existing processes, measurable outputs, data to be captured, design/implementation gaps at each step involved in the project from mobilization to certification (mobilization, counseling, pre-screening, training, assessment, and certification).
- Mapping and assessing socio-economic and cultural impacts on beneficiary, industry and society.
- Understanding the overall performance of implemented training programs and indicate whether the programs are being implemented as per the norms provided in the guidelines or not.
- To ascertain the impact of the project on the creation of tangible/intangible skill infrastructure in Delhi state to understand the access of skills and training undertaken in the project.
- To understand the impact of the project through adopting a lens of diversity and inclusion which means assessing the impact on gender and different caste categories.
- To draw insights and provide inputs for corrective measures required to improve the implementation of Special Programs of similar kinds.
- To conduct an impact evaluation of selected Special Program under PMKVY 3.0 and share impact framework along with quantifiable and non-quantifiable results ascertained from the exercise

3.2 Objective

The impact assessment project is conducted to know about the following:

1. Program impact in terms of efficiency and effectiveness.

- Efficacy of skill development initiative proposed through the project.
- Effectiveness of the various activities under the project in achieving the stated objectives
- The impact created in terms of employment and increase in income.
- Livelihood opportunities of targeted beneficiaries have been impacted positively by the intervention.
- Perception of beneficiaries and other stakeholders of the quality of crucial project interventions and responsiveness of these interventions to their needs.
- Practical approaches to improving the program implementation in terms of training aid, well-equipped trainers, assessors, handholding support, provision of bridge course, etc., to achieve the desired outcome of the project.

2. Direct impact on beneficiaries- Employability, remuneration, welfare, working conditions.

- Increase in the employability of beneficiary due to the training/certification
- Increase in income of the beneficiaries due to the interventions
- Development of competencies in beneficiaries demanded at work by the intervention.
- Improvement in working condition of the beneficiaries by the intervention
- Progress in the welfare of the beneficiaries.

3. Impact of enterprise – Productivity, labor environment, competitive advantage, etc.

- Increase in the employability of beneficiary due to the training/certification
- Increase in income of the beneficiaries due to the interventions
- Development of competencies in beneficiaries demanded at work by the intervention.
- Improvement in working condition of the beneficiaries by the intervention
- Progress in the welfare of the beneficiaries.

4. Impact of enterprise – Economic development, social cohesion, labor market, decent work.

- Increased opportunities to access training in vulnerable populations such women, minorities and etc.
- Access to safer work environment.



APPROACH

AND

METHODOLOGY

4 Approach and Methodology

Below are the approach and methodology that we followed during the field survey:

4.1 Approach

At **DATAWISE**[®], our approach to assignments is holistic. Our project approach to tasks is unlikely to deliver the results expected from a client. We have always mixed consulting with a solutions approach.

NSDC has initiated the project, and its main objective is to understand the impact created by SPECIAL PROGRAM- PMKVY3.0

A kick-off meeting was organized with NSDC. It was scheduled to introduce the team, broaden our understanding of the approach, the project background, and understand what needs to be done during the evaluation study.

Having understood the scope, questionnaires for beneficiaries were designed for three projects namely Artisans and weavers, Namda craft and Ecart. Each of which was approved by NSDC to capture the relevant information both, which would help meet the project's scope.

Several briefings and training instructions were given to the surveyors to carry out the survey in a specific manner to achieve the required target and objective.

On receiving the list of beneficiaries from NSDC, they have been categorized and put up for planning and execution.

4.2 Methodology

Datawise will adopt a qualitative as well as quantitative approach to assess the impact of projects.



FIGURE 1: METHODOLOGY

For this project, we propose a 7-phase methodology, which is detailed below:

4.2.1 Phase I: Resource Mobilization

During this phase, we will identify the resources required for achieving the project objectives. We shall plan resource mobilization in a strategic, mission-driven manner; build communications skills; design, implement and monitor resource mobilization activities. We recognize that the success of this project hinges on the ability to ensure that the persons deployed for the project can converse in the local language and have the ability to engage with the stakeholders. Our staff consist primarily of persons who are familiar with the language as well as the specific social, economic and cultural issues in the states. Our field force proposed to be deployed will be fully briefed about the requirements of the project and the expected role that they will play. Resources engaged for this project are highly qualified and will have relevant experience. Our staff mainly consist of management graduates and have experience in research and evaluation.

4.2.2 Phase II: Understanding and Planning the Project

The team for this project will initially understand the project, and set down potential challenges in conducting the project. During this phase, the project plan will be prepared and shared within the team as well as with yourselves. The purpose of the planning phase is to ensure that there are no surprises while conducting the actual field visits, and adequate contingency plans are in place. Some of the possible challenges could arise because of inclement weather, possible local election campaigns, unplanned local events (such as festivals, religious gatherings, etc.).

Evaluation Planning includes data collection instruments and methods: Given that a substantial part of the information is qualitative in nature, our planning process will decide the most appropriate methods for collecting the data. Also, information collection during field could be challenging since the use of computers could be disruptive to the process, and also could have practical limitations. Methods to ensure uniform field note collection will be designed during this phase.

4.2.3 Phase III: Sampling

Our suggested sample for the study

Project				Total Sample Size
	Pre Project	During Project	Post Project Assessment	
Project 1	320	800	320	1,440
Project 2	120	240	120	480
Project 3				500

Proportionate samples will be selected from each training partners and each district. For project 1 and 2 we will evaluate 2 batches with each training partner.

4.2.4 Phase IV: Field Data Collection Design

Field Data Collection will be done using multiple instruments. The survey design is therefore proposed to be kept simple and easy to administer and collect information. For stakeholders as detailed above, we will conduct in-depth interview to understand the complete process as well as their impact on or outcome from the processes. This interview will include more qualitative elements and will provide insights to design the questionnaire for the trainees.

The questionnaire for the trainees shall be primarily quantitative in nature, with specific inputs being sought as elaboration of question that require further explanation. For sampling design, we propose to use simple random sampling method for each project. In case any respondent selected is not available for any reason, we shall use the next available respondent. We will continue the process until the total sample target is achieved.

Our surveyor will monitor 2 batch with each training partners spread over 12 months.

For project 1 and 2 we proposed to do CAPI interview for pre and during project assessment and CATI for post impact assessment.

For Project 3 we proposed CAPI interviews

In addition, the stakeholder who will be interviewed by conducting detailed interviews will be:

- 2 Trainers per PIA
- 2 Employers per project
- The Head of each PIA

4.2.5 Phase V: Collection and Collation

Data will be collected through various qualitative and quantitative techniques:

Qualitative Data	Quantitative Data
PIA interview	Trainees
Trainer's interview	
Employer interview	

Mode of data collection will be

- (a) Telephonic (CATI)
- (b) Personal interviews (CAPI)
- (c) In-depth interviews (CAPI)

Data that is gathered as part of the evaluation is stored in secure servers located at the Corporate Office of **DATAWISE**® at Hyderabad. This data is automatically collated from the field staff using push technology, on to the servers using standardised header information and this data is then data available for the next phase. The collation tool provides daily updated information on the status of surveys completed tagged to each individual smart device, enabling a tracking and monitoring process.

4.2.6 Phase VI: Research and Analysis

This phase will be in parallel to Phase V – Collection and Collation. This phase will include interactions with NSDC team at Head Office to understand the vision and strategy, and to ensure that the data analysis is aligned to achieve these results. Following is the process that will be followed during this phase

- a) Setting up data coding sheets
- b) Data review, cleansing, and validation
- c) Determining methodologies for tackling missing data
- d) Establishing analytical tools such as
 - a. Cross tabbing
 - b. Slicing and Dicing
 - c. Establishing regression variables and equations
- e) Developing basic graph and table requirements
- f) SWOC Analysis for each parameter

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SWOC Matrix

	Factors likely to lead to positive change and further improvement in the quality of the project	Factors which may compromise further improvement in the quality of the program project
Internal Attributes	Strengths Strength of the project	Weaknesses Internal weakness of the program and deficiencies
External Attributes	Opportunities What opportunities will most dramatically enhance the quality of our project	Challenges What are the key challenges or threats to the quality of our project

4.2.7 Phase VII: Reporting / Presentation

Our reports will be developed as standard reports using dATTAb® technology which instantaneously generates various types of graphs and tables including Pie Charts, Column Graphs, Bar Graphs, and Scatter Plots etc. Our report will be delivered to you in the form of a PDF document. As required, we shall also provide you with one printed copy of our final report.

4.2.7.1 Our Tool for Data Collection

dATTAb®

DATAWISE® has designed its own proprietary Tablet based Survey Application, dATTAb®, which is designed to conduct customer surveys at remote locations. For this project, we have used to use this proprietary Tablet based Survey Application which shall be made available on the Tablets/ Smart Phone devices and be used during the Customer Satisfaction Survey.

The salient features of dATTAb® are as follows:

- a. Data collation using technology
- b. Harmonised field survey data
- c. Unique Surveyor identification
- d. Unique Respondent identification
- e. Date, Time and Location Stamping for each Survey
- f. Ability to accurately geo-code survey locations
- g. Mapping to a standardized database

The advantages of using dATTAb® are as follows:

- a. No manual errors
- b. Instantaneous and near real time data availability
- c. No manipulation of data
- d. Ease of access to data

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FIGURE 2: dATTAb®

Our field data collection platform, dATTAb® has the ability to have an authentic, effective, and accurate data collection tool in real-time. dATTAb® offers a number of advantages including:

- Cost savings in assessment and feedback to reduce time taken in collecting and recording the data.
- Reduction in errors due to drawbacks in understanding of the field executives, and incomprehensibility of other static data collection methods, and remove bias of administrator.
- High quality and verified observations.
- Possible to trace back each data point to verify authenticity and to enable focused sampling. Metadata would be captured to determine when and where the data was captured.

dATTAb® is useful to understand what potential customers understand, and to accurately target customer needs based on the feedback received. The ability to rapidly collect and address these needs is becoming important in being able to respond effectively.

Among others, through the use of dATTAb® we will identify the target audience reaction to the following elements of the media message:

- Overall appeal of the communication message
- The specific message(s) that is driven home
- The positioning of the message
- The response to the message
- Below is the high-level architecture of dATTAb®.

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Below is the high-level architecture of dATTAb®.

3G vs 4G

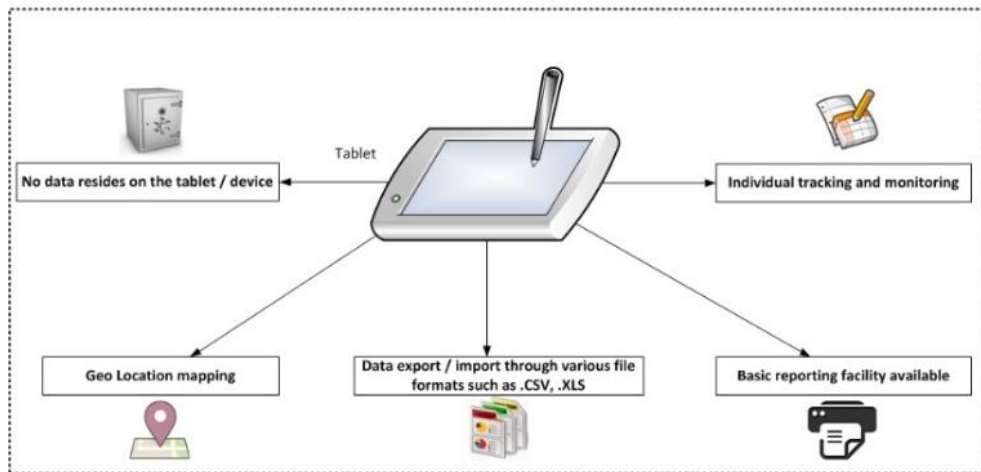
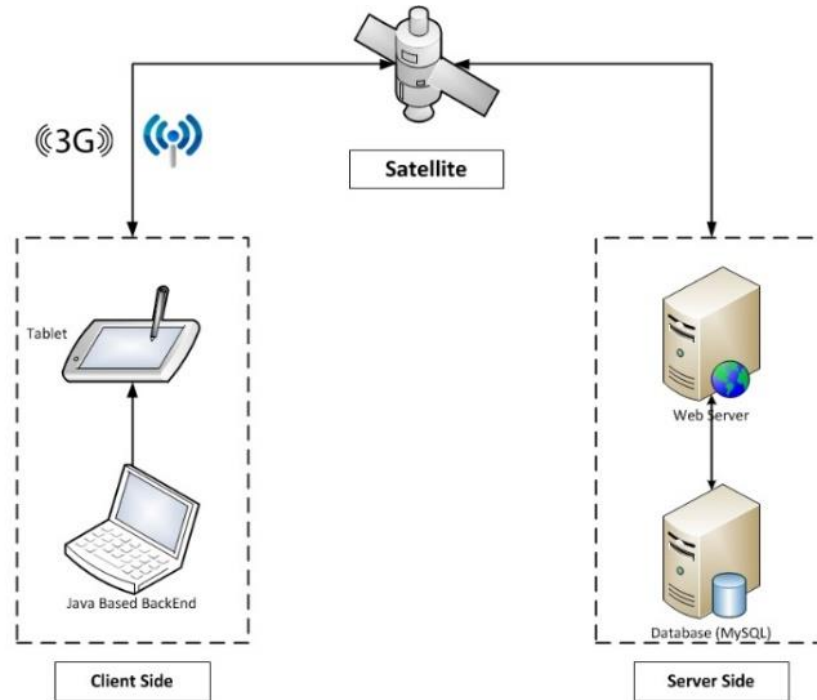


FIGURE 3: ARCHITECTURE OF DATTAB®



LIMITATIONS

5 Limitations to the Study

- As all the beneficiaries for this particular project were female and they had given phone numbers of family heads then their own for registration. Mostly the first point of contact were other person of the family then the actual beneficiary.
- For CAPI surveys, field agents found it difficult to reach out to the beneficiaries with the incomplete trainee address provided by the training partners to NSDC.
- During the CATI surveys, we encountered challenges in reaching some of the beneficiaries since the contact number provided was not valid or wrong numbers.
- Most of the beneficiaries were not available during day time. Hence a majority of the surveys had to be made either in the morning or in the evening.
- Some beneficiaries have shown disinterest to respond to the questionnaire as the prevailing circumstances were neither positive nor encouraging.
- Respondent fatigue occurred in many scenarios as respondents perceived the questionnaire very lengthy.
- All the beneficiaries have not necessarily answered all the questions asked to them. The analysis has been done based on the beneficiary's response to each question.



OVERALL ANALYSIS

6 Overall program impact

6.1 Evaluation framework

An evaluation framework represents the complete framework for evaluation across different parameters of a single program. It is designed to measure the degree to which the programmed efforts achieve the identified results.

To understand the overall **impact of PMKVY 2.0**, and to do a 100% program assessment, all the three key stakeholders who were directly involved in the project need to be assessed –

- PIA / SSC
- Employer
- Beneficiaries

Not all the stakeholders of the program affect the program impact in the same way. Given that different weightage is given to each stakeholder. Stakeholders have few parameters on which they are assessed. To state the level of each parameter, some indicators will be measured.

Response for each indicator has been expressed on a scale of 1 to 10. To get the overall rating for an indicator, an average of all the ratings for a respective indicator has been considered.

If the rating of any indicator is more than 5, it can be inferred as a positive impact. If the rating is less than 5, it can be inferred as having a negative impact.

A detailed description of all parameters on which each stakeholder is assessed is given below:

- **To get the impact of PIAs** – Average rating for each indicator, i.e., classroom, training quality, course material and placement assistance.
- **To get the impact on workplace** – Average rating of improvement in the working condition in terms of communication skills, technical knowledge and designing.
- **To get the impact on Beneficiaries** – Average rating of economic impact on beneficiaries, social impact on beneficiaries and workplace impact on beneficiaries.
 - To get the Economic impact on beneficiaries – Average rating of change in income and change in savings level.
 - Social impact on beneficiaries – Average rating of change in lifestyle, change in health status and change in social status.
 - Workplace impact on beneficiaries – Average rating for each indicator, i.e., change in employment.

To get the total program impact – Weight of 20% of the rating of the impact of PIA, 20% of the rating of impact on the employer, and 60% of the rating of impact on beneficiaries.

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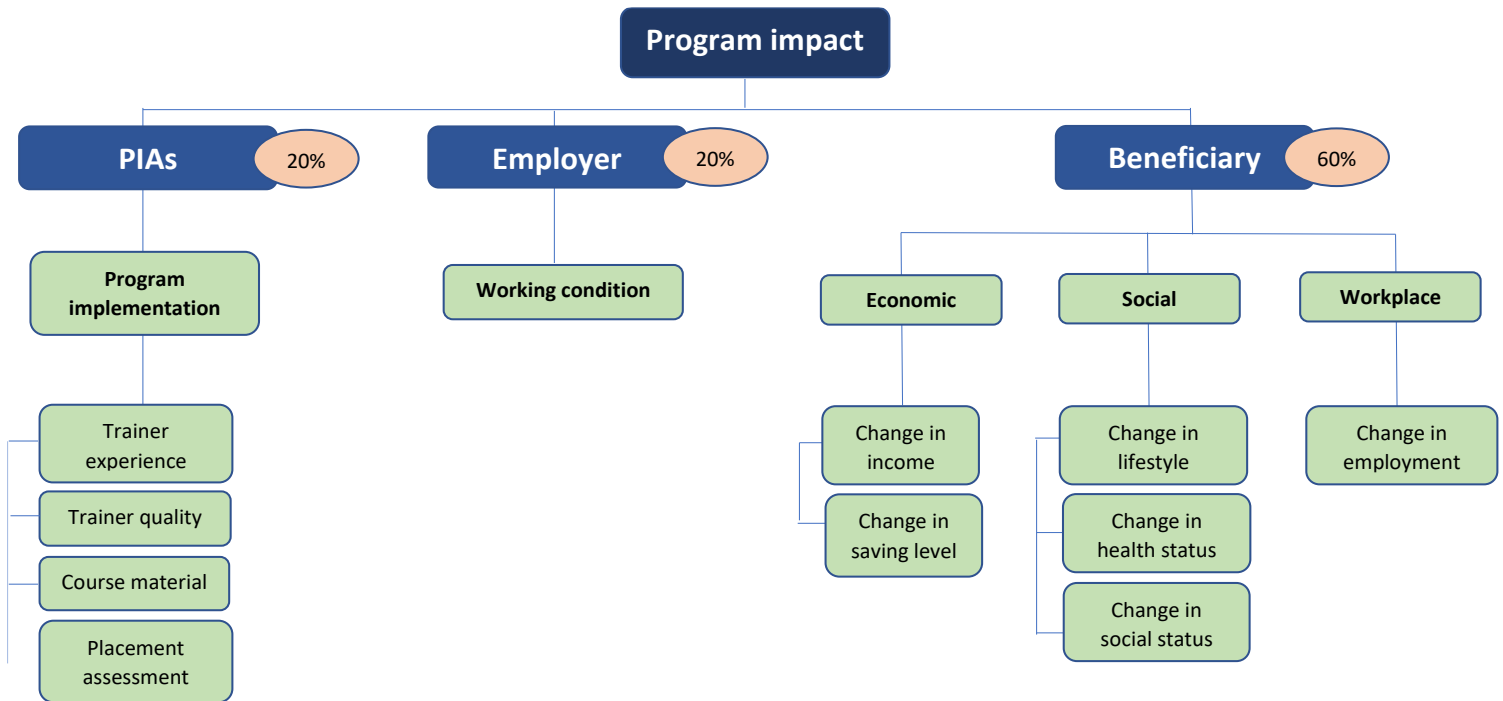


FIGURE 4: EVALUATION FRAMEWORK

Impact assessment for Namda craft

6.1 Framework analysis

6.1 Framework analysis of Namda craft

The following chart shows the overall program impact combining all three key stakeholders (PIA, employers and beneficiaries) on a scale of 1 to 10:

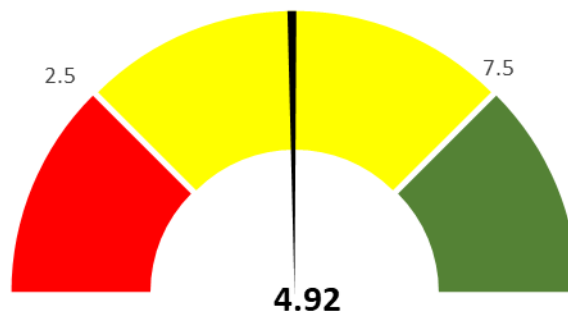


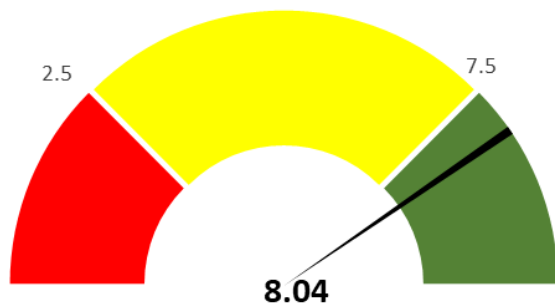
FIGURE 5: OVERALL PROGRAM IMPACT

The above score has been calculated based on the impact of the SPECIAL PROGRAM on PIAs, employers and beneficiaries and assigning a weightage of 20% to the PIA, 20% to the working condition and the 60% to the beneficiaries.

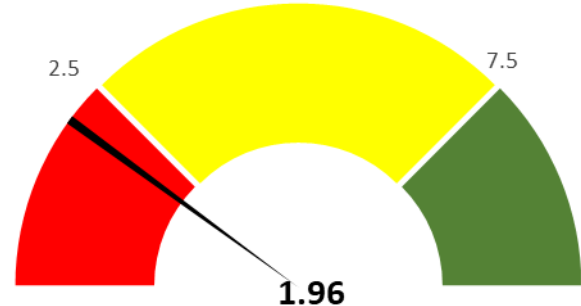
NSDC, on a whole, was not able to make any noticeable change through the Namda craft special project. NSDC has done a commendable job through the SPECIAL PROGRAM, however, there are some scopes of improvements which would help NSDC to exceed their current result in future.

Impact assessment for Namda craft

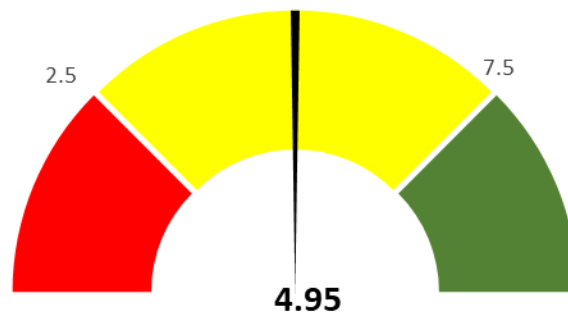
The following charts individual scores calculated as an impact on the PIAs, working condition and the beneficiaries:



SSC



Employer



Beneficiaries

FIGURE 6: OVERALL PROGRAM IMPACT ON THE SSC, WORKING CONDITION AND BENEFICIARIES

The highest impact of the SPECIAL PROGRAM is on the SSC (8.04) followed by beneficiaries (4.95) and least on employer (1.96). It can be observed that the least impact is on the employer and beneficiaries. There are several parameters considered for calculating the scores for beneficiaries. The individual scores calculated for every parameter will help to understand the areas where the SPECIAL PROGRAM can work more efficiently.

Impact assessment for Namda craft

The following charts show the impact of SPECIAL PROGRAM on the beneficiaries' economic status in terms of various parameters:

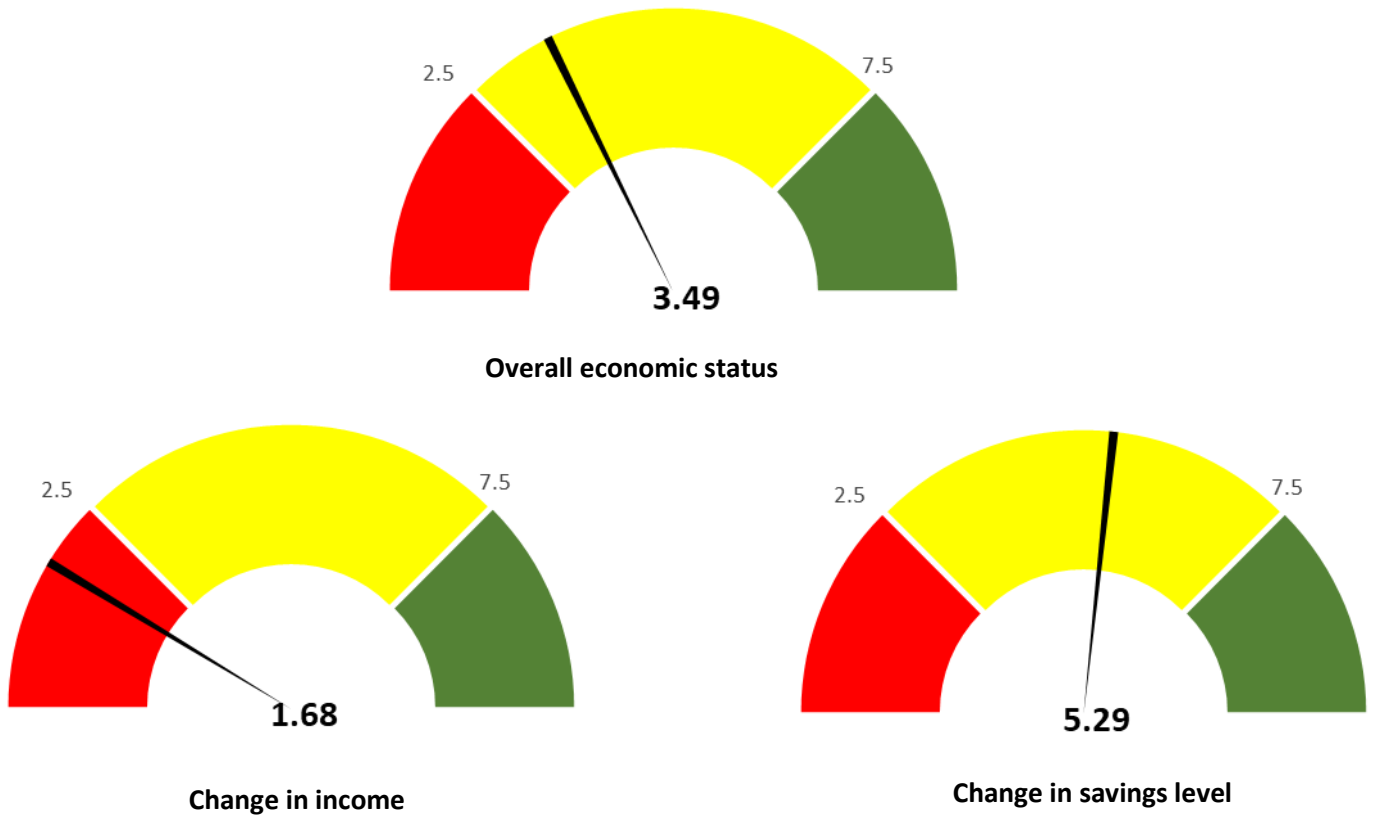


FIGURE 7: IMPACT OF SPECIAL PROGRAM ON ECONOMIC STATUS

The SPECIAL PROGRAM does not have much impact on the overall economic status of the beneficiaries. The primary reason for this is that not many beneficiaries reported an improved income after the SPECIAL PROGRAM. Though the income level did not change much after the SPECIAL PROGRAM, it has significant impact on the savings level of the beneficiaries.

Impact assessment for Namda craft

The following charts show the impact of SPECIAL PROGRAM on the beneficiaries' social status in terms of various parameters:

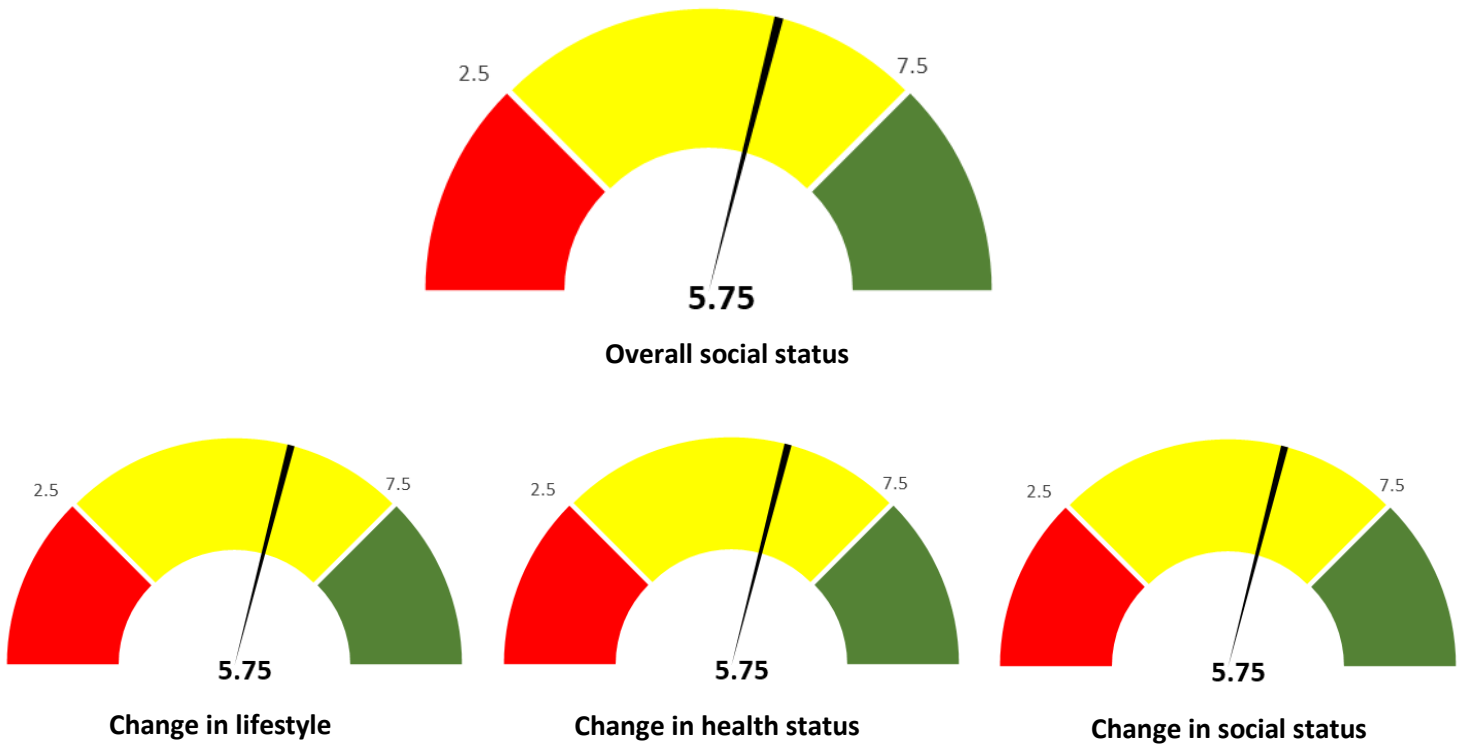


FIGURE 8: IMPACT OF SPECIAL PROGRAM ON SOCIAL STATUS

The overall impact of the SPECIAL PROGRAM on social status cannot be ignored. In terms of lifestyle, health status and social status SPECIAL PROGRAM has a significant impact on the beneficiaries.

Impact assessment for Namda craft

The following charts show the impact of SPECIAL PROGRAM on the beneficiaries' workplace in terms of various parameters:

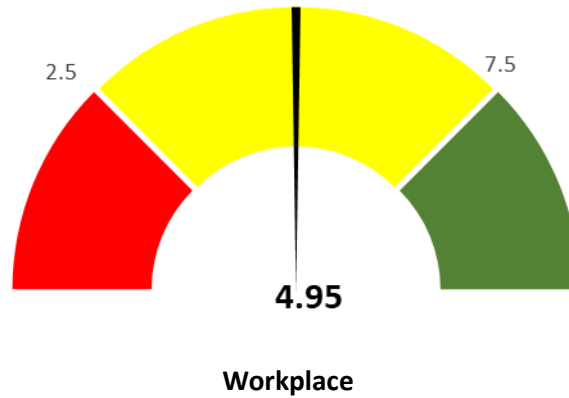


FIGURE 9: IMPACT OF SPECIAL PROGRAM ON WORKPLACE

The overall impact of the SPECIAL PROGRAM on the workplace of the beneficiaries is just average. There is no considerable reduction in unemployment. However, many reported as students earlier were employed after the program with improved communication skills.



**ABOUT
SPECIAL
PROGRAM**

7 About special project

7.1 Program motivation

The following chart shows percentage of beneficiaries undertook SPECIAL PROGRAM due to various reasons:

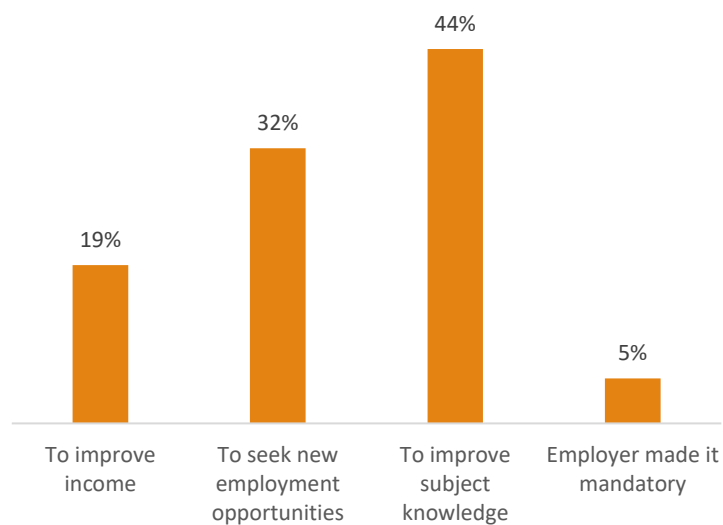


FIGURE 10: PROGRAM MOTIVATION

Q. Why did you undertake the program?

Number of respondents:480

A majority of the beneficiaries (44%) informed that they undertook the program to improve their subject knowledge followed by 32% of the beneficiaries who mentioned that they undertook the program to increase their employment opportunities.

Impact assessment for Namda craft

7.2 Mobilization

The following chart shows the different sources of information about SPECIAL PROGRAM:

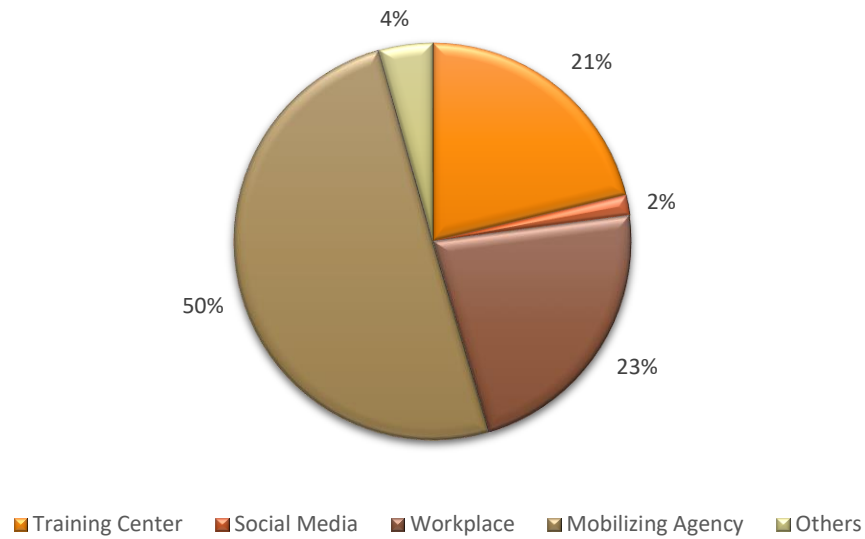


FIGURE 11: SOURCES OF INFORMATION ABOUT SPECIAL PROGRAM

Q. How did you come to know about Special Program?

Number of respondents:480

The analysis revealed that 50% of the beneficiaries come to about the Special Program through mobilizing agency, other than training center. Out of the remaining 50%, 23% come to know about through workplace, 21% through training center, 4% from others and 2% from social media platform.

7.3 Pre – assessment and counseling

7.3.1 Brief about MSDE, skill India program, and processes

The following chart shows the overall percentage of beneficiaries who were given brief about MSDE, skill India program, and processes:

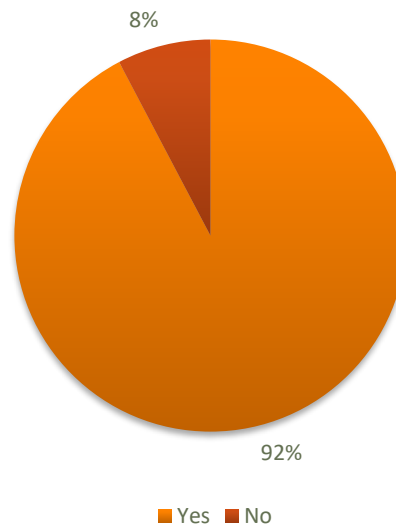


FIGURE 12: BRIEF ON MSDE AND SKILL PROGRAMS

Q. Did you make aware about MSDE, skill India program, and processes

Number of respondents:480

A majority of the beneficiaries (92%) mentioned that they were made aware about MSDE, skill India program, and processes. The remaining 8% mentioned that they were not made aware about MSDE, skill India program, and processes.

7.3.2 Eligibility criteria for appearing for the certification

The following chart shows the overall percentage of beneficiaries who were made aware of the eligibility criteria for appearing for the certification:

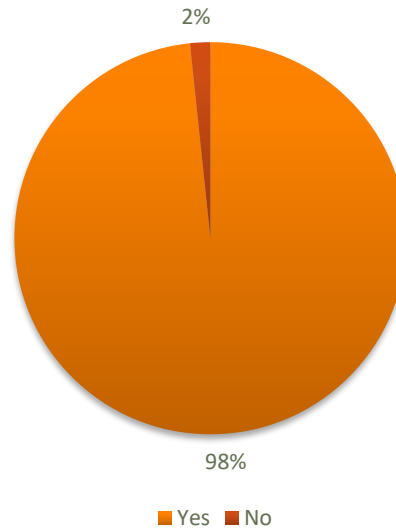


FIGURE 13: AWARENESS OF THE ELIGIBILITY CRITERIA FOR APPEARING FOR THE CERTIFICATION

Q. Where you made aware about eligibility criteria for appearing for the certification?

Number of respondents:480

A majority of the beneficiaries (98%) mentioned that they were aware about eligibility criteria for appearing for the certification. The remaining 2% of the beneficiaries did not make aware about eligibility criteria for appearing for the certification

7.3.3 Benefits of certification and how to avail those benefits

The following chart shows the overall percentage of beneficiaries who were made aware of the benefits of certification and how to avail those benefits:

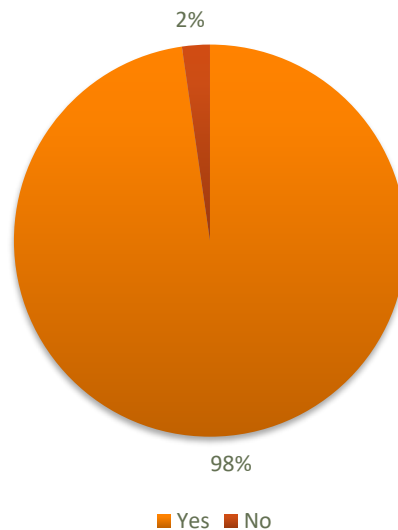


FIGURE 14: AWARENESS OF THE BENEFITS OF CERTIFICATION AND HOW TO AVAIL THOSE BENEFITS

Q. Where you made aware about benefits of certification and how to avail those benefits? Number of respondents:480

A majority of the beneficiaries (98%) mentioned that they were made aware about benefits of certification and how to avail those benefits. The remaining 2% of the beneficiaries mentioned that they were not aware about benefits of certification and how to avail those benefits.

Impact assessment for Namda craft

7.3.4 Possible career progression (Vertical and horizontal)

The following chart shows the overall percentage of beneficiaries who were made aware of the possible career progression (vertical and horizontal):

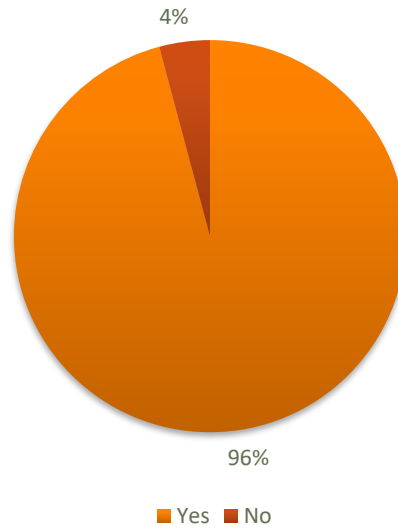


FIGURE 15: AWARENESS OF THE POSSIBLE CAREER PROGRESSION

Q. Where you made aware about possible career progression (vertical and horizontal)?

Number of respondents:480

A majority of the beneficiaries (96%) mentioned that they were aware about the possible career progression (Vertical and horizontal). The remaining 4% of the beneficiaries were unaware about possible career progression (Vertical and horizontal).

7.3.5 Employment opportunity (both wage and self-employed) with learned skill

The following chart shows the overall percentage of beneficiaries who were made aware of the employment opportunity (both wage and self-employed) with learned skill:

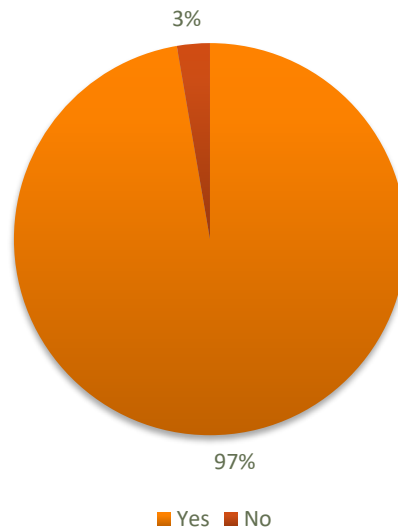


FIGURE 16: AWARENESS OF THE EMPLOYMENT OPPORTUNITY WITH LEARNED SKILL

Q. Where you made aware about employment opportunity (both wage and self) with learned skill?

Number of respondents:372

A majority of the beneficiaries (97%) mentioned that they were made about employment opportunity (both wage and self) with learned skill. The remaining 3% of the beneficiaries mentioned that they were not made aware about employment opportunity (both wage and self-employed) with learned skill.

7.3.6 Induction Video

The following chart shows the overall beneficiaries who watched induction video on the program:

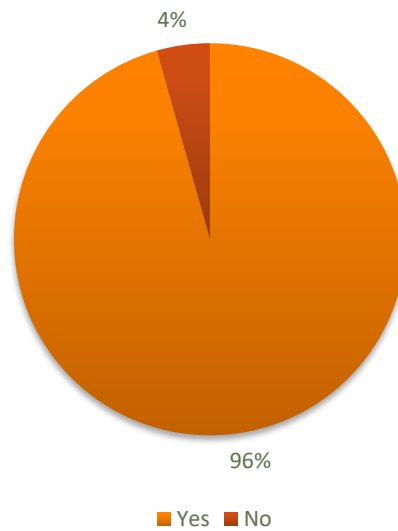


FIGURE 17: BENEFICIARIES WATCHED INDUCTION VIDEO

Q. Did you watch the induction video on the program undertaken?

Number of respondents:480

A majority of the beneficiaries (96%) mentioned they watched induction video and 4% did not watch the induction video. The remaining 4% mentioned that they did not watch induction video.

7.3.7 Pre- assessment sheet

The following table show the overall percentage of beneficiaries who informed the self-assessment sheet to be helpful in identifying the skill gap:

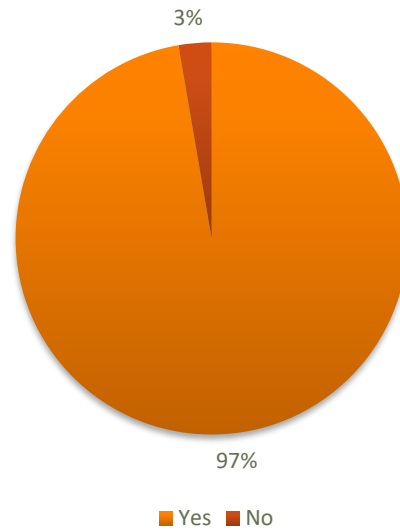


FIGURE 18: SELF – ASSESSMENT SHEET FOR IDENTIFYING SKILL GAP

Q. Was the self-assessment sheet helpful in identifying skill gaps?

Number of respondents:480

A majority of the beneficiaries (97%) informed that the self-assessment sheet was helpful in identifying skill gaps. The remaining 3% of the beneficiaries informed that the self-assessment sheet was not helpful in identifying skill gaps.

7.4 Orientation

7.4.1 Orientation on domain, soft skills and entrepreneurship

The following charts show the overall percentage of beneficiaries who received orientation of domain, soft skills and entrepreneurship tips:

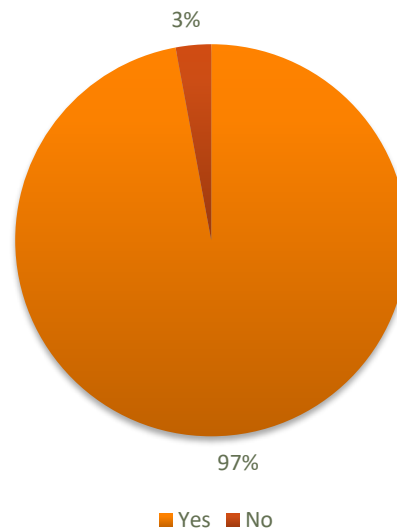


FIGURE 19: OVERALL PERCENTAGE OF BENEFICIARIES RECEIVED ORIENTATION

Q. Where you give orientation on the domain, soft skills and entrepreneurship tips, and familiarization with the assessment process and terms?

Number of respondents:480

A majority of the beneficiaries (97%) of the beneficiaries mentioned that they were oriented on topic such as domain, soft skills and entrepreneurship. The remaining 3% of the beneficiaries mentioned that they were not oriented on the topic such as domain, soft skills and entrepreneurship.

Impact assessment for Namda craft

7.4.2 Job role specific kit

The following chart show the overall percentage of beneficiaries who received specific job role kit:

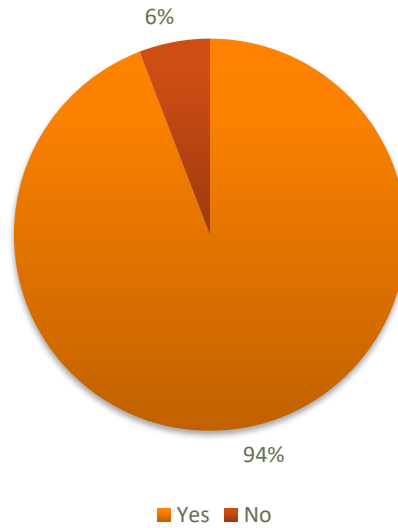


FIGURE 20: OVERALL PERCENTAGE OF BENEFICIARIES RECEIVED SPECIFIC JOB ROLE KIT

Q. Did you receive a job role specific kit?

Number of respondents:480

A majority of the beneficiaries (94%) informed that they received job role specific kit. The remaining 6% of the beneficiaries informed that they did not receive the job role specific kit.

Contents of job role specific kit

7.4.2.1 Standard T-shirt

The following chart show the overall percentage of beneficiaries whose specific job role kit contained standard T-shirt and jacket:

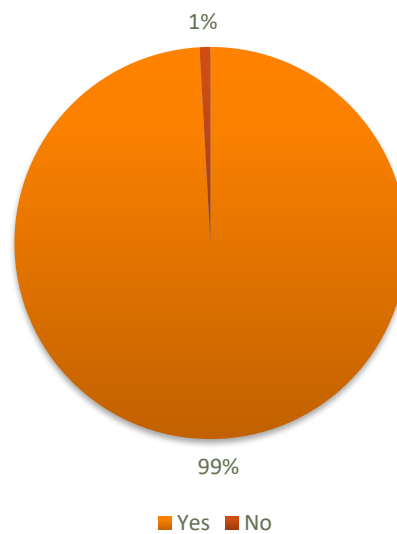


FIGURE 21: OVERALL PERCENTAGE OF BENEFICIARIES RECEIVED STANDARD T-SHIRT

Q. Did you receive Standard T-shirt for males and jacket or T-shirt for females?

Number of respondents:452

A majority of the beneficiaries informed that the job role specific kit contained standard T-shirt. Only 1% of the beneficiaries mentioned that they did not receive T-shirt in the job role specific kit.

7.4.2.2 Standard cap

100% of the beneficiaries informed that the job role specific kit contained standard cap.

7.4.2.3 Study material

The following chart show the overall percentage of beneficiaries whose specific job role kit contained study material:

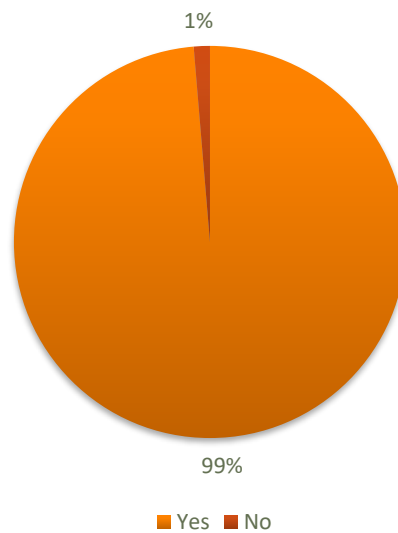


FIGURE 22: OVERALL PERCENTAGE OF BENEFICIARIES RECEIVED STUDY MATERIAL

Q. Did you receive Study material?

Number of respondents:452

A majority of the beneficiaries (99%) informed that they received study material and only 1% of the beneficiaries did not receive the study material.

7.5 Assessment

7.5.1 Assessment status

The following chart shows the overall percentage of assessed beneficiaries:

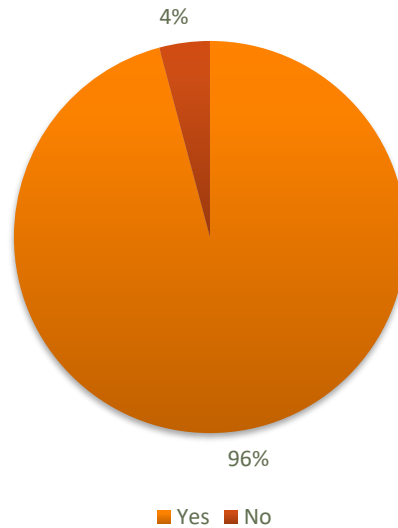


FIGURE 23: ASSESSMENT STATUS

Q. Did you pass the final assessment?

Number of respondents:460

A majority of the beneficiaries (96%) claimed that they passed the assessment. The remaining 4% of the beneficiaries did not pass the assessment.

7.6 Certification and payout

7.6.1 Marksheet

The following chart shows the overall percentage of beneficiaries who received marksheet:

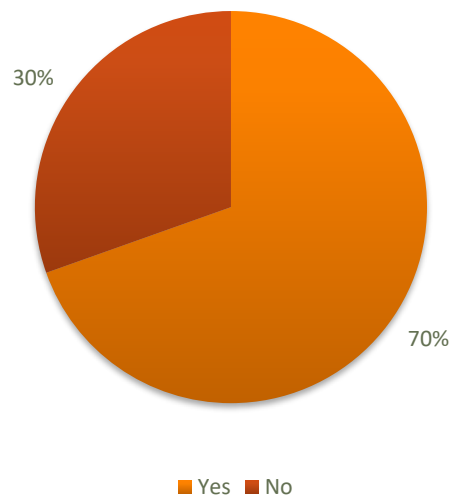


FIGURE 24: OVERALL PERCENTAGE OF BENEFICIARIES RECEIVED SKILL CARD AND BADGE

Q. Did you receive the marksheet?

Number of respondents:460

A majority of the beneficiaries (70%) informed that they received the marksheet. The remaining 30% of the beneficiaries did not receive the marksheet.

7.6.2 Payout

The following chart shows the overall percentage of beneficiaries who received INR 500 after course completion:

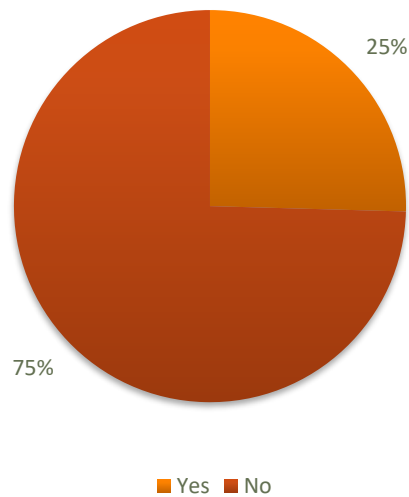


FIGURE 25: OVERALL PERCENTAGE OF BENEFICIARIES RECEIVED INR 500

Q. Did you receive INR 500?

Number of respondents:460

A majority of the beneficiaries (75%) claimed that they received INR 500 after the course completion. The remaining 25% of the beneficiaries did not receive INR 500.



IMPACT ON BENEFICIARIES

8 Impact on beneficiaries

8.1 Employment status

8.2 Employment status before the program

The following chart shows the employment status of the beneficiaries before the certification:

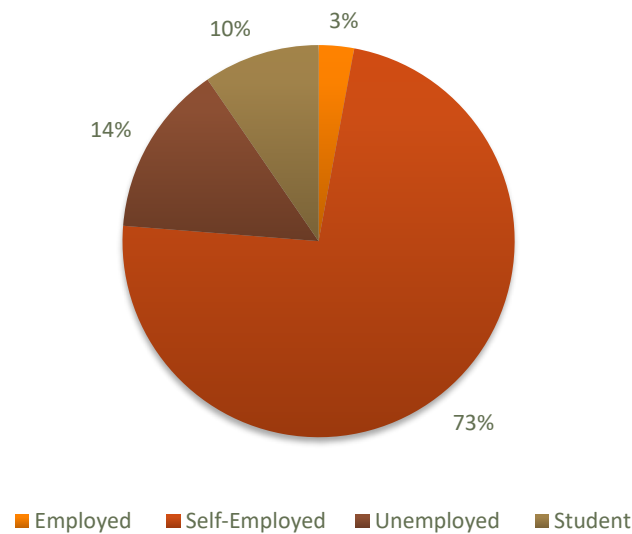


FIGURE 26: EMPLOYMENT STATUS BEFORE SPECIAL PROGRAM CERTIFICATION

Q. What was your Employment status when you started the training?

Number of respondents:480

A majority of the beneficiaries (73%) informed that they were self-employed before the program followed by 14% of the beneficiaries who were unemployed. Among the remaining 13%, 10% of the beneficiaries reported as student and 3% as employed.

8.3 Employment status after the program

The following charts shows the employment status of the beneficiaries after the certification:

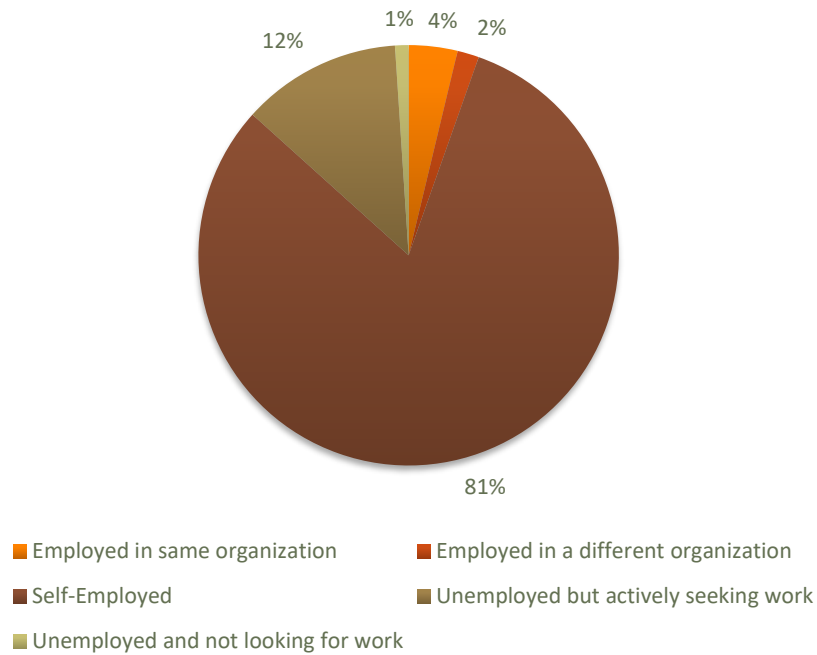


FIGURE 27: EMPLOYMENT STATUS AFTER SPECIAL PROGRAM CERTIFICATION

Q. What is your employment status now?

Number of respondents:480

A majority of the beneficiaries (81%) informed that they were self-employed after the program followed by 12% of the beneficiaries who reported that they are unemployed but actively seeking for work.

Impact assessment for Namda craft

8.4 Certification status

The following chart shows the overall percentage of certified beneficiaries:

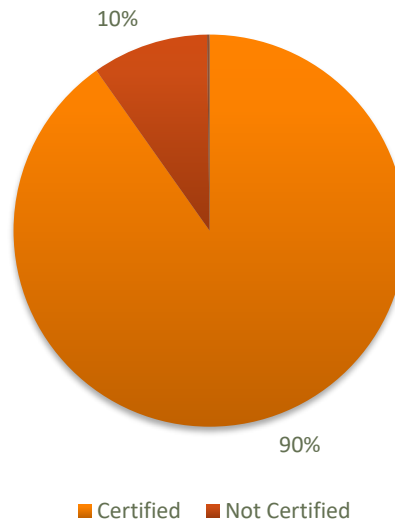


FIGURE 28: EMPLOYMENT STATUS AFTER SPECIAL PROGRAM CERTIFICATION

Q. What is your certification status now?

Number of respondents:480

A majority of the beneficiaries (90%) claimed that they were certified. The remaining 10% of the beneficiaries informed that they were not certified after the program.

8.5 Certification impact

The following chart shows the overall certification impact on the beneficiaries:

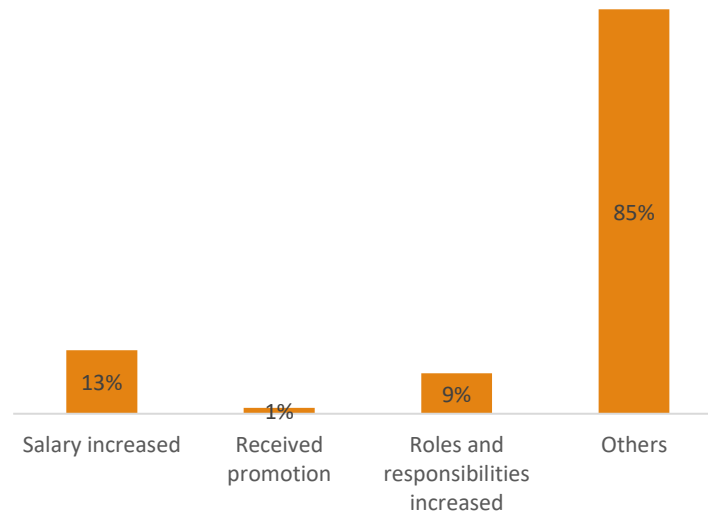


FIGURE 29: OVERALL CERTIFICATION IMPACT

Q. In what ways has the certificate benefited you?

Number of respondents:433

13% of the beneficiaries informed that certification helped them to improve their salary. A small proportion (9%) informed that roles and responsibilities improved after the certification.

8.6 Income level

100% of the beneficiaries informed that their salary increased up to 5%.



IMPACT OF SPECIAL PROJECT

9 Impact of special project

9.1 About technical knowledge

The following chart shows the overall percentage of beneficiaries aware about the technical knowledge:

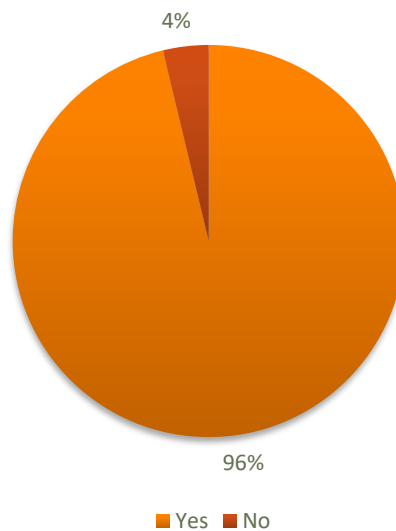


FIGURE 30: AWARENESS TECHNICAL KNOWLEDGE

Q. Where you made aware of technical knowledge?

Number of respondents:480

A majority of the beneficiaries (99%) informed that they were made aware about technical knowledge during the program.

9.2 About soft skills

The following chart shows the overall percentage of beneficiaries aware about soft skills:

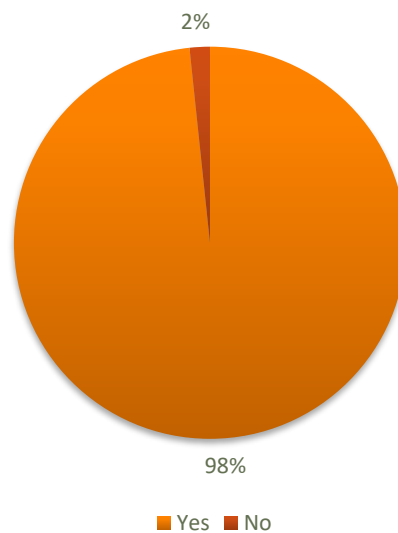


FIGURE 31: AWARENESS ABOUT SOFT SKILLS

Q. Where you made aware of soft skills?

Number of respondents:480

A majority of the beneficiaries (98%) informed that they were made aware about soft skills during the program.

Impact assessment for Namda craft

9.3 About marketing skills and standardization techniques

The following chart shows the overall percentage of beneficiaries aware about marketing skills and standardization techniques:

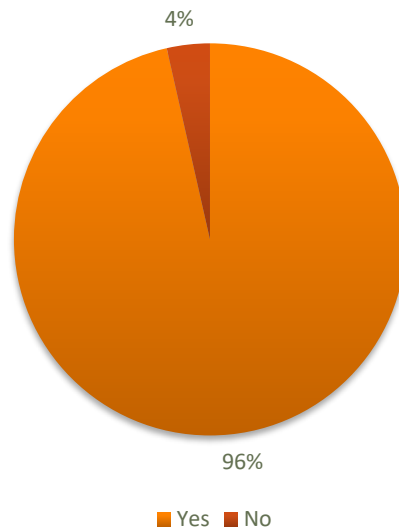


FIGURE 32: AWARENESS ABOUT MARKETING SKILLS AND STANDARDIZATION TECHNIQUES

Q. Where you made aware of marketing and standardization skills?

Number of respondents:480

A majority of the beneficiaries (96%) informed that they were made aware about marketing skills and standardization techniques during the program.

Impact assessment for Namda craft

9.4 About entrepreneurship building

The following chart shows the overall percentage of beneficiaries aware about entrepreneurship building:

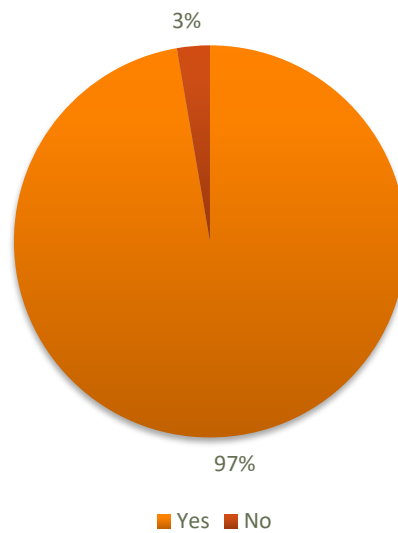


FIGURE 33: AWARENESS ABOUT ENTREPRENEURSHIP BUILDING

Q. Where you made aware of entrepreneurship building?

Number of respondents:480

A majority of the beneficiaries (97%) informed that they were made aware about entrepreneurship building during the program.

Impact assessment for Namda craft

9.5 About innovative and upgraded techniques of making products

The following chart shows the overall percentage of beneficiaries aware about innovative and upgraded techniques of making products:

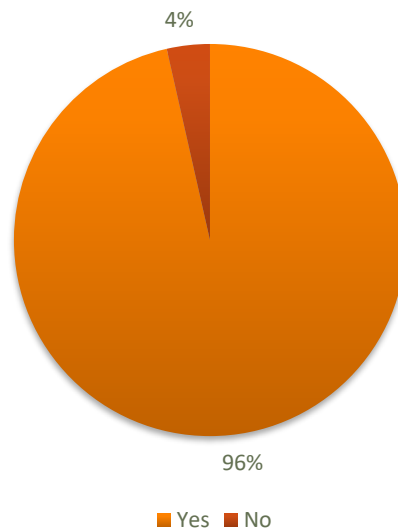


FIGURE 34: AWARENESS ABOUT INNOVATIVE AND UPGRADED TECHNIQUES OF MAKING PRODUCTS

Q. Where you made aware of innovative and upgraded techniques of making products?

Number of respondents:480

A majority of the beneficiaries (96%) informed that they were made aware about innovative and upgraded techniques of making products during the program.

Impact assessment for Namda craft

9.6 Encouraged to take part in external deliberations

The following chart shows the overall percentage of beneficiaries aware about Encouraged to take part in external deliberations:

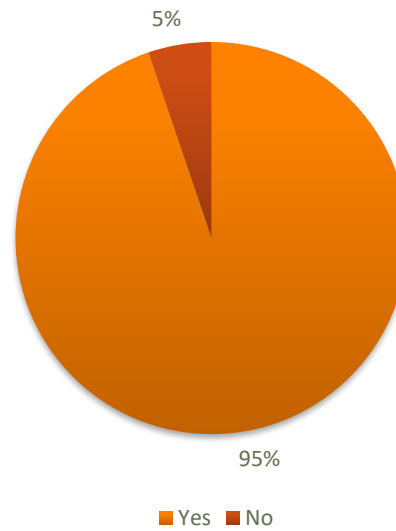
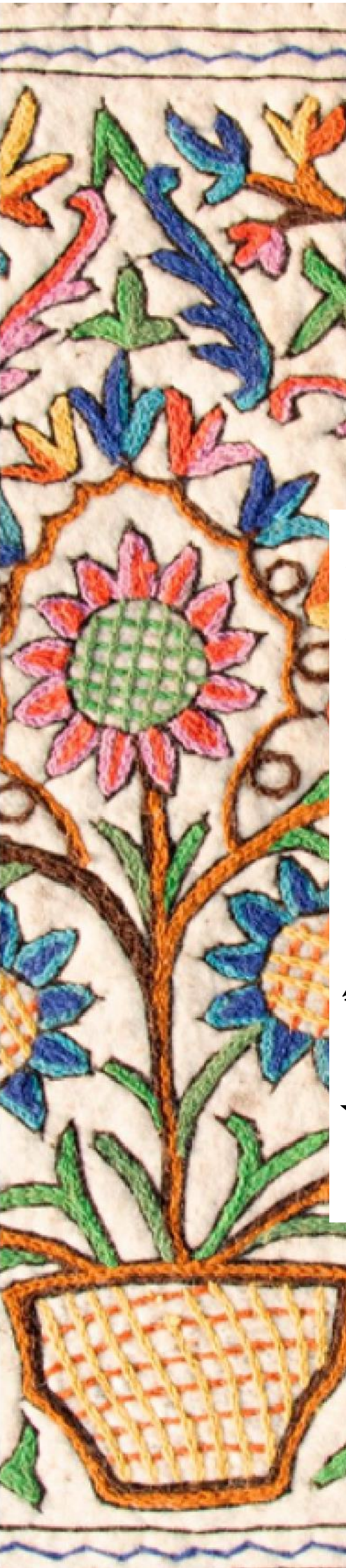


FIGURE 35: AWARENESS ABOUT ENCOURAGED TO TAKE PART IN EXTERNAL DELIBERATIONS

Q. Where you made aware of encouraged to take part in external deliberations?

Number of respondents:480

A majority of the beneficiaries (95%) informed that they were made aware encouraged to take part in external deliberations after the program.



IMPACT ON SOCIAL WELL BEING

10 Impact on social well being

The following chart shows the SPECIAL PROGRAM impact on social well-being:

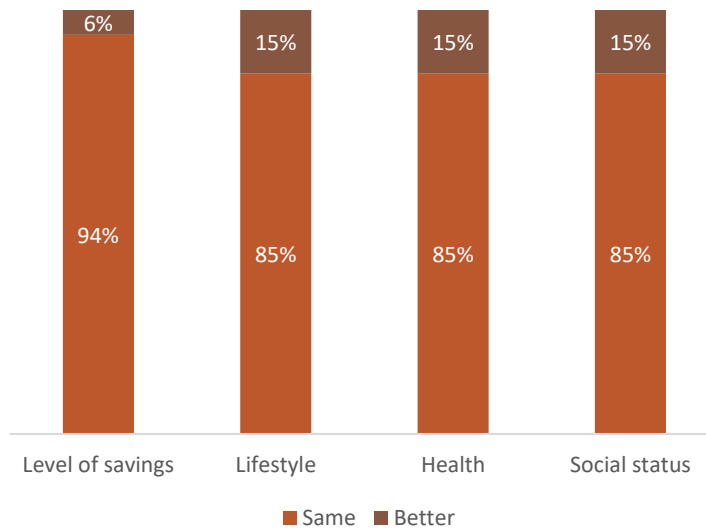


FIGURE 36: IMPACT OF SPECIAL PROGRAM ON SOCIAL WELL BEING

Q. How did you come to know about Special Program?

Number of respondents:480

Only 15% of the beneficiaries mentioned that their lifestyle, health and social status improved after the program and 16% of the beneficiaries mentioned that their level of savings increased after the program.



FEEDBACK ON TRAINING INSTITUTES

11 Feedback on training institute by beneficiaries

The following chart shows the overall perception of training institute:

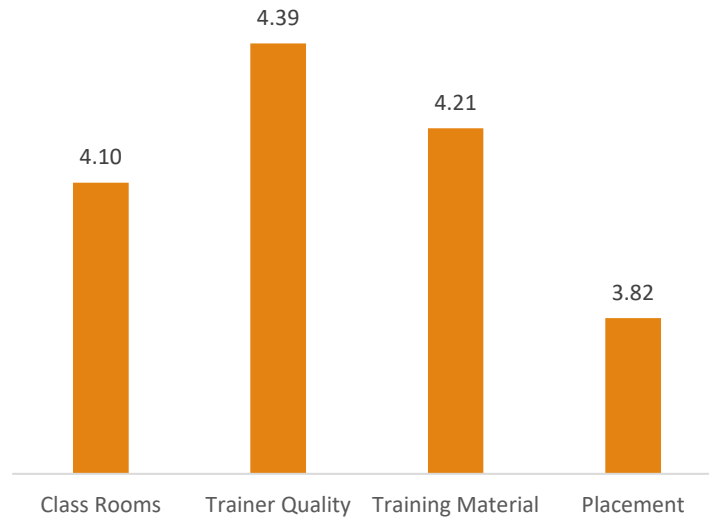


FIGURE 37: OVERALL PERCEPTION OF TRAINING INSTITUTE

Q. *How did you come to know about Special Program?*

Number of respondents:480

For all the four parameters such as classroom, Trainer Quality, Training Material and Placement, the perception of the beneficiaries was above average (Rating above 3 out of 5). Highest rating had been given to Trainer Quality (4.39 out of 5) and lowest rating had been given to placement (3.82 out of 5).



IMPACT ON WORKPLACE

12 Impact on workplace

12.1 Beneficiary perception on impact on workplace

The following chart shows the impact of SPECIAL PROGRAM on working conditions at workplace:

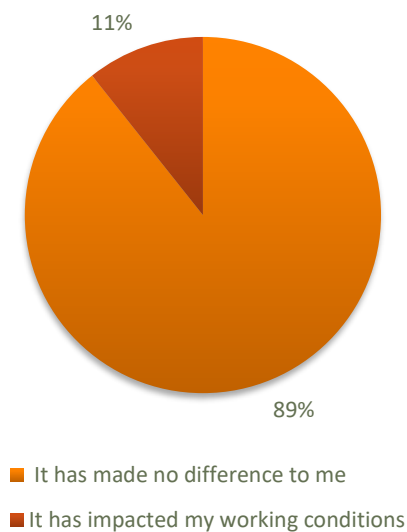


FIGURE 38: OVERALL IMPACT OF SPECIAL PROGRAM ON WORKPLACE

Q. How did you come to know about Special Program?

Number of respondents:376

A majority of the beneficiaries (89%) mentioned that their working conditions did not improve after the program. Only 11% of the beneficiaries informed that their working conditions improved after the program.

12.2 Improvement in working conditions

Beneficiaries who mentioned that the working condition have improved were further asked about changes that they noticed at the workplace.

The following chart shows the changes noticed by beneficiaries at the work place:

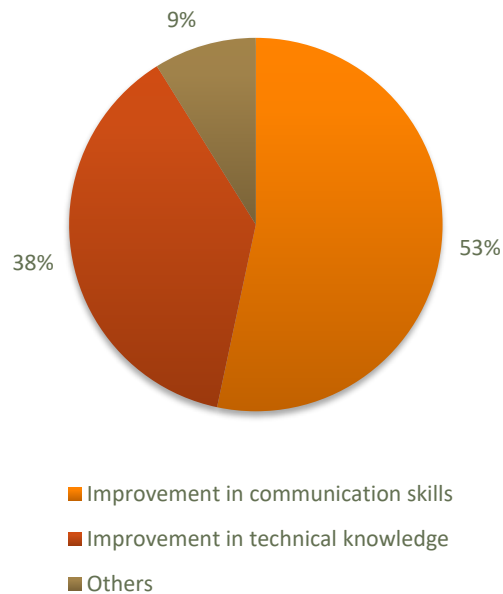


FIGURE 39: CHANGES NOTICED AT WORK PLACE

Q. How did you come to know about Special Program?

Number of respondents:45

A majority of the beneficiaries (53%) informed that their communication skills improved after the program followed by 38% of the beneficiaries who reported that their technical knowledge improved.



KEY FINDINGS

AND

RECOMMENDATIONS



13 Key findings and recommendations

13.1 Key findings

1. Baramulla as a district has better impact on beneficiaries in terms of all the parameters compared to Srinagar.
2. A majority of the beneficiaries (44%) informed that they undertook the program to improve their subject knowledge followed by 32% of the beneficiaries who reported that they enrolled to the program to seek new employment opportunities.
3. A majority of the beneficiaries (50%) mentioned that they come to know about SPECIAL PROGRAM through mobilizing agency.
4. A majority of the beneficiaries (96%) of the beneficiaries claimed that they received job role specific kit and only a small proportion of the beneficiaries (25%) received the INR 500.
5. A majority of the beneficiaries (98%) informed that they are certified. Among the certified beneficiaries, 23% of the beneficiaries reported that the certification benefitted them.
6. The program had a positive impact on social well-being of the beneficiaries. None of the beneficiaries reported that their level of savings, lifestyle, health and social status become worse after the program. 15% of the beneficiaries reported that their lifestyle, health and social status improved and 6% of the beneficiaries reported that their level of savings.
7. The beneficiaries had given rating of above average (rating more than 3 out of 5) for four parameters such as class rooms, trainer quality, training material and placement.
8. Overall, there is not much changes in the in the working conditions of the beneficiaries. Only 11% of the beneficiaries felt change in their working conditions. Among the 11% of the beneficiaries, 53% of the beneficiaries indicated that their communication skills improved at their workplace.

13.2 Recommendations

1. Most of the people in this sector are self-employed, hence, this requires a more holistic approach that is not limited to just training but helping build an ecosystem where training is one of the aspects among others, such as developing markets, products and means of financing these enterprises to improve productivity. The formal education system, including research institutes, have not included teaching, training and skill development for the Handlooms sub-sector in their mainstream activities. As a result, the responsibility of introducing innovation in design and techniques is left to the initiative of the weaver families, who usually do not have resources to devote to this critical field.
2. Even though craftsman possess craft skills, they are unable to meet the needs of the modern-day consumer owing to the lack of design knowledge of contemporary craft products. craftsman need to be provided with market intelligence for them to produce market-relevant products.
3. Khadi and Village Industries Commission and multinational companies Cottage Industries Exposition Limited can be utilized as a significant platform for marketing handlooms and handicrafts. Its penetration may be leveraged with products customized for prevailing market needs.
4. There is lack of proper infrastructure for training of craftsman as well as of teaching modules on how to adopt technology for the betterment of their product.
5. An effective channel for craftsman to gain an understanding of customers and market their products is exhibitions and fairs. Artisan-organized fashion shows should be part of training curriculum, which could teach them event management and marketing skills.
6. Training and education on how to produce is essential but with what to produce is equally crucial. Hence, proper education regarding the use of materials used for production is necessary. Training institutions, government and self-help groups associated with the sector should help ensure that such knowledge is being imparted.
7. In order to improve productivity and bring in a higher level of consistency in products, development of more sophisticated tools and processes is to be carried out and made available to craftsman.



ANNEXURE-1

Impact assessment for Namda craft

14 Annexure 1

14.1 District wise analysis

The Namda craft special project was carried out in Baramulla and Srinagar districts of Kashmir as these are the places where Namda market is primarily located.

14.1.1 About special project

14.1.1.1 Program motivation

The following chart shows the district-wise distribution of beneficiaries who undertook SPECIAL PROGRAM due to various reasons:

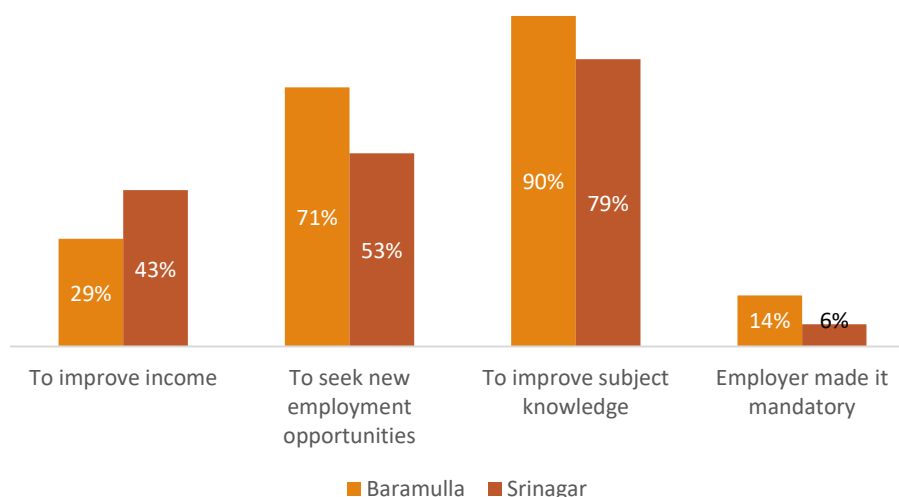


FIGURE 40: PROGRAM MOTIVATION-DISTRICT WISE DISTRIBUTION

Q. In what ways has the certificate benefited you?

Number of respondents:480

In both the districts, 90% of the beneficiaries from Baramulla and 79% from Srinagar mentioned that the reason for undertaking the program was to improve their subject knowledge. It was observed that 71% of the beneficiaries from Baramulla and 53% from Srinagar informed that they undertook the program to improve their employment opportunities.

14.1.1.2 Mobilization

The following chart shows the district wise distribution of different sources of information about SPECIAL PROGRAM:

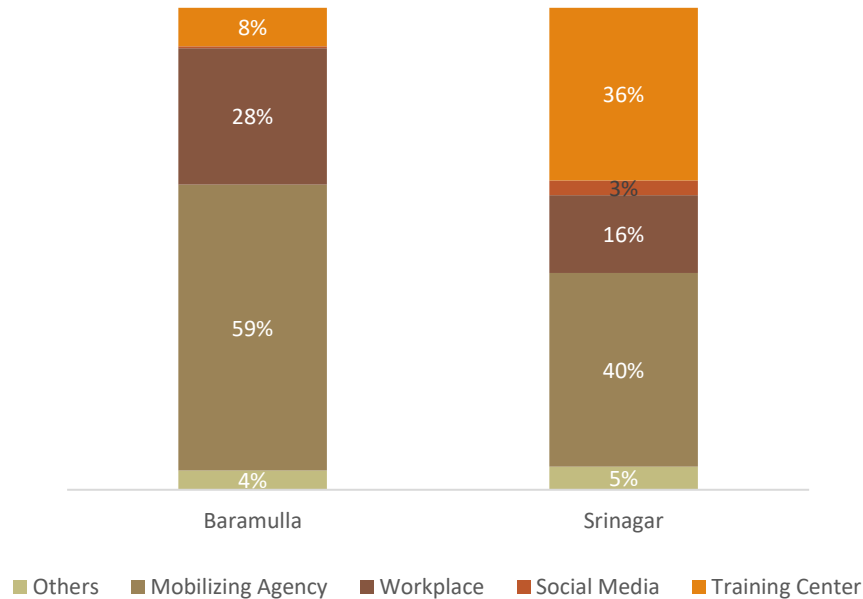


FIGURE 41: MOBILIZATION-DISTRICT WISE DISTRIBUTION

Q. In what ways has the certificate benefited you?

Number of respondents:480

59% from Baramulla and 40% from Srinagar were mobilized by the mobilizing agency. In Srinagar 36% got to know about the project from the training center. Workplace proved to be the second most effective mode for mobilizing beneficiaries in Baramulla (28%).

14.1.1.3 Pre – assessment and counseling

14.1.1.3.1 Brief about MSDE, skill India program, and processes

The following charts show the district wise distribution of the beneficiaries who received the brief about MSDE, skill India program, and processes:

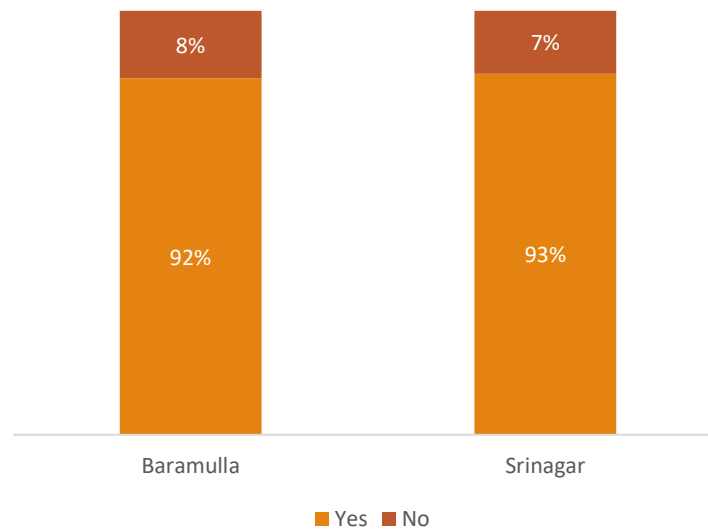


FIGURE 42: AWARENESS OF MSDE, SKILL INDIA PROGRAM, AND PROCESSES DISTRICT WISE

Q. Were briefed about MSDE, skill India program, and processes?

Number of respondents:372

Majority of the beneficiaries from both Baramulla (92%) and Srinagar (93%) mentioned that they were given the brief about MSDE, skill India program and the processes.

14.1.1.3.2 Eligibility criteria for appearing for the certification

The following charts show the district wise distribution of the beneficiaries who were made aware of the eligibility criteria for appearing for the certification:

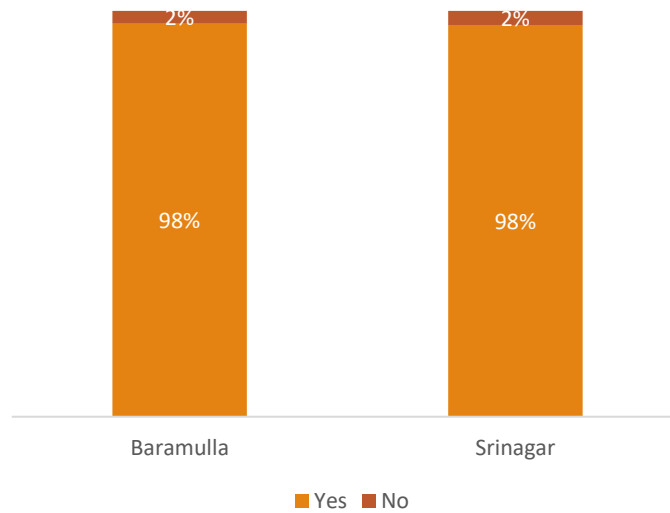


FIGURE 43: AWARENESS OF ELIGIBILITY CRITERIA FOR APPEARING FOR THE CERTIFICATION DISTRICT WISE

Q. How did you come to know about Special Program?

Number of respondents:480

Almost all the beneficiaries from both the districts were aware of the eligibility criteria for appearing for the certification.

14.1.1.3.3 Benefits of certification and how to avail those benefits

The following charts show the district wise distribution of the beneficiaries who were made aware of the benefits of certification and how to avail those benefits:

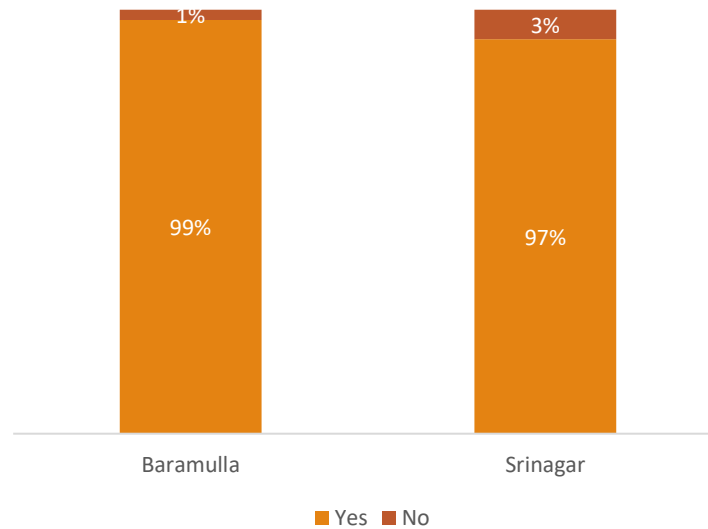


FIGURE 44: AWARENESS OF BENEFITS OF CERTIFICATION AND HOW TO AVAIL THOSE BENEFITS DISTRICT WISE

Q. How did you come to know about Special Program?

Number of respondents:480

99% beneficiaries from Baramulla and 97% from Srinagar indicated that they were made aware of the benefits of the certification and procedure of availing them post certification.

Impact assessment for Namda craft

14.1.1.3.4 Possible career progression (Vertical and horizontal)

The following charts show the district wise distribution of the beneficiaries who were made aware of the possible career progression (Vertical and horizontal):

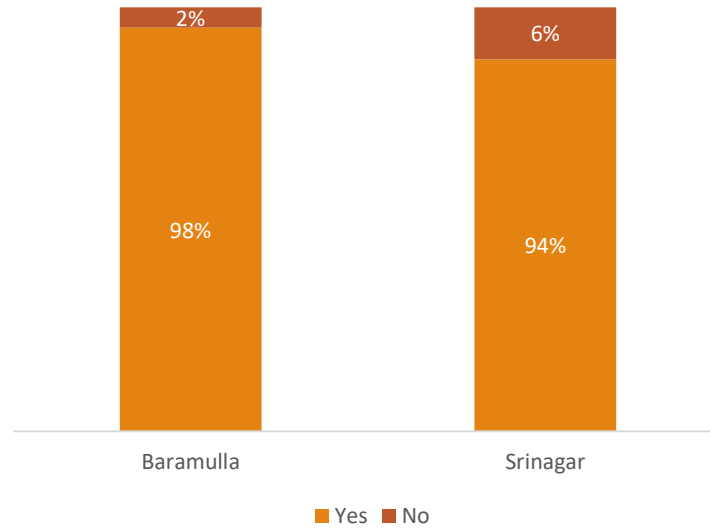


FIGURE 45: AWARENESS OF POSSIBLE CAREER PROGRESSIONS DISTRICT WISE

Q. How did you come to know about Special Program?

Number of respondents:480

Almost all the beneficiaries from Baramulla and 94% from Srinagar indicated that they were made aware of the possible career growth after the certification completion.

14.1.1.3.5 Employment opportunity (both wage and self) with learned skill

The following charts show the district wise distribution of the beneficiaries who were made aware of the employment opportunity (both wage and self) with learned skill:

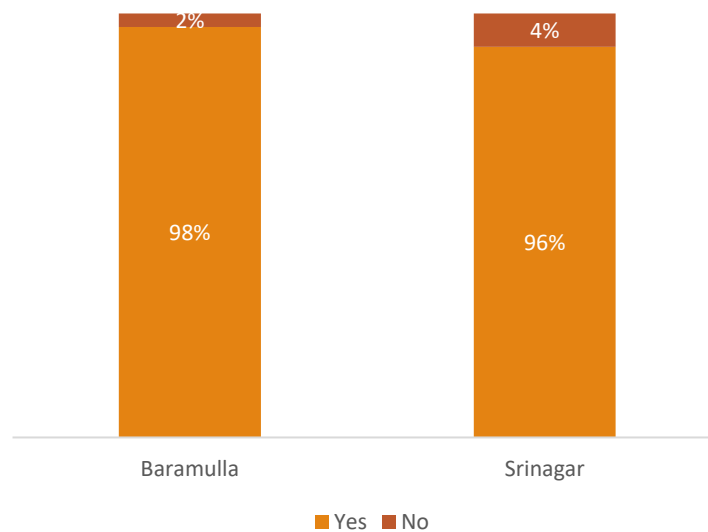


FIGURE 46: AWARENESS OF EMPLOYMENT OPPORTUNITIES DISTRICT WISE

Q. How did you come to know about Special Program?

Number of respondents:480

98% beneficiaries from Baramulla and 96% from Srinagar indicated that they were aware of the fact that with a learned skill the employment opportunities both for waged and self-employed would be better

14.1.1.3.6 Induction video on the program

The following charts show the district wise distribution of the beneficiaries who watched the induction video on the program:

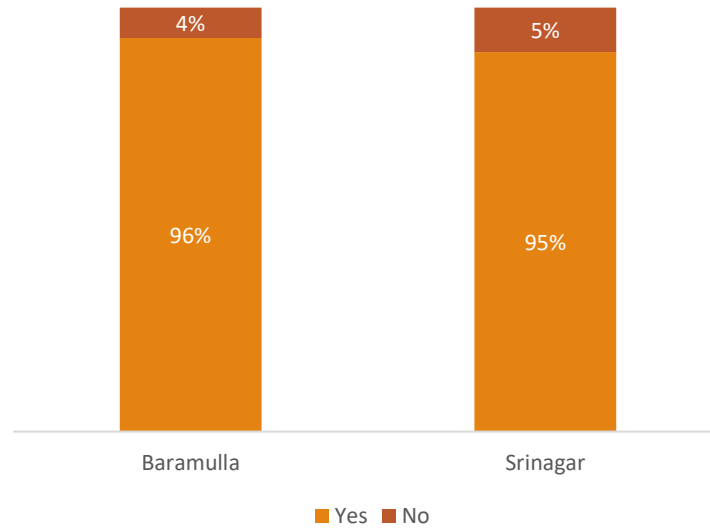


FIGURE 47: BENEFICIARIES WATCHED INDUCTION VIDEO LOAN DISTRICT WISE

Q. Did you watch the induction video on the program undertaken?

Number of respondents:480

96% beneficiaries from Baramulla and 95% from Srinagar indicated that they have watched induction video the induction video for the program.

Impact assessment for Namda craft

14.1.1.3.7 Pre-assessment sheet

The following charts show the district wise distribution of the beneficiaries indicated that the self-assessment sheet was helpful in identifying the skill gap:

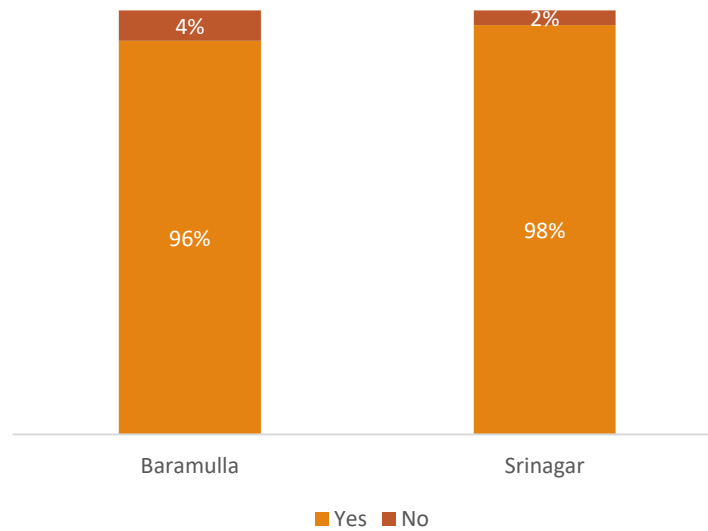


FIGURE 48: SELF – ASSESSMENT SHEET FOR IDENTIFYING SKILL GAP DISTRICT WISE

Q. Have you been informed about Benefits of certification and how to avail those benefits? Number of respondents:480

98% beneficiaries from Srinagar and 96% from Baramulla said that the self-assessment sheet was helpful in identifying the skill gap.

14.1.1.4 Orientation

14.1.1.4.1 Orientation on domain, soft skills and entrepreneurship

The following charts show the district wise distribution of the beneficiaries who received orientation on domain, soft skills and entrepreneurship:

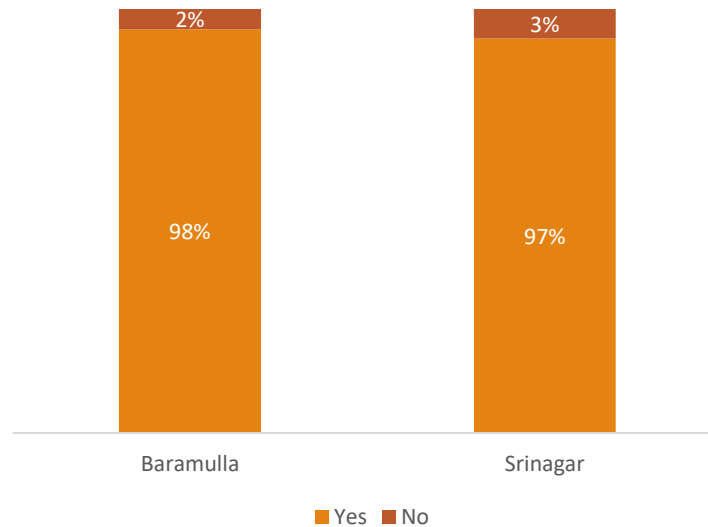


FIGURE 49: PERCENTAGE OF BENEFICIARIES WHO RECEIVED ORIENTATION DISTRICT WISE

Q. Did you pass the final assessment?

Number of respondents:480

98% beneficiaries from Baramulla and 97% from Srinagar mentioned that they were given orientation on domain, soft skills and entrepreneurship.

Impact assessment for Namda craft

14.1.1.4.2 Job role specific kit

The following charts show the district wise distribution of the beneficiaries who received the specific job role kit:

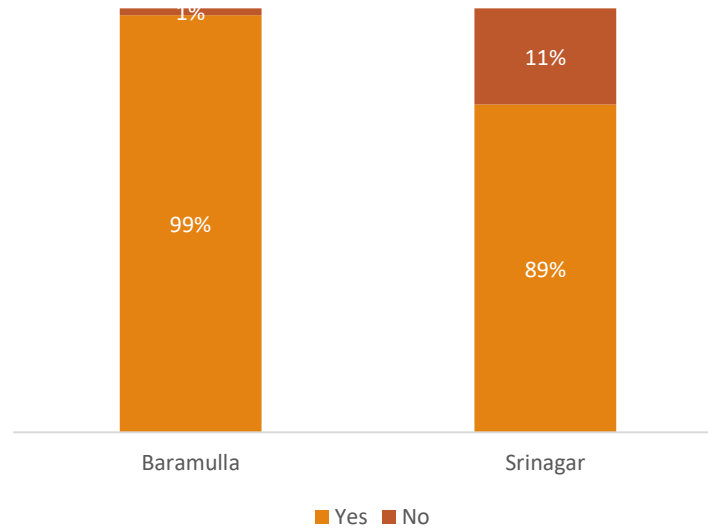


FIGURE 50: BENEFICIARIES WHO RECEIVED SPECIFIC JOB ROLE KIT DISTRICT WISE

Q. Did you receive a job role specific kit?

Number of respondents:480

Most of the beneficiaries from Baramulla and 89% from Srinagar indicated that they received the specific job role kit.

Impact assessment for Namda craft

14.1.1.4.3 Contents of job role specific kit

14.1.1.4.3.1 Standard T-shirt and Standard cap

The following charts show the district wise distribution of the beneficiaries who received the standard T-shirt in their specific job role kit.:

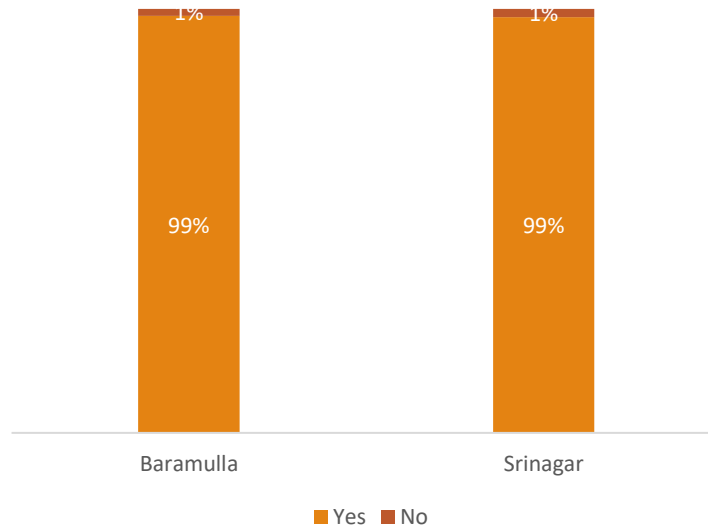


FIGURE 51: BENEFICIARIES WHO RECEIVED STANDARD T-SHIRT DISTRICT WISE

Q. Did you receive Standard T-shirt for males and jacket or T-shirt for females?

Number of respondents:480

Almost all the beneficiaries who received the specific job role kit in both the districts, indicated that it contained the standard T-shirt.

100% of the beneficiaries who received the specific job role kit in both the districts, indicated that it contained the standard cap.

Impact assessment for Namda craft

14.1.1.4.3.2 Study material

The following charts show the district wise distribution of the beneficiaries who received the study material in their specific job role kit.:

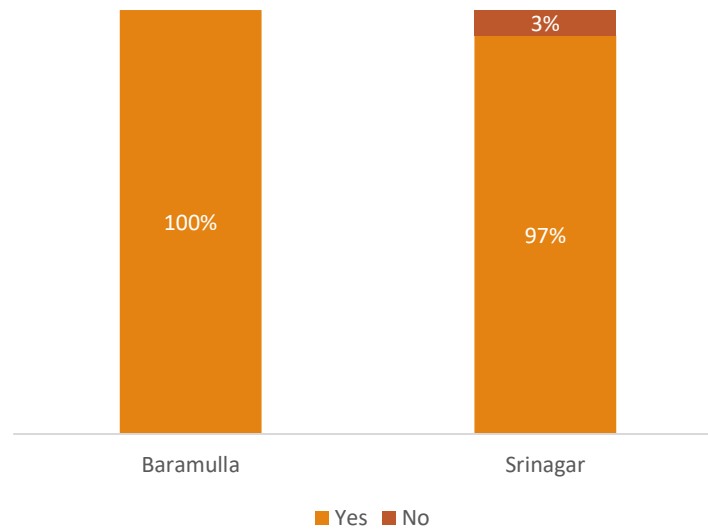


FIGURE 52: BENEFICIARIES WHO RECEIVED STUDY MATERIAL DISTRICT WISE

Q. How did you come to know about Special Program?

Number of respondents:480

All the beneficiaries from Baramulla and 97% from Srinagar who received the specific job role kit in both the districts, indicated that it contained the study material.

Impact assessment for Namda craft

14.1.1.5 Assessment

14.1.1.5.1 Assessment status

The following chart shows the percentage of assessed beneficiaries district wise:

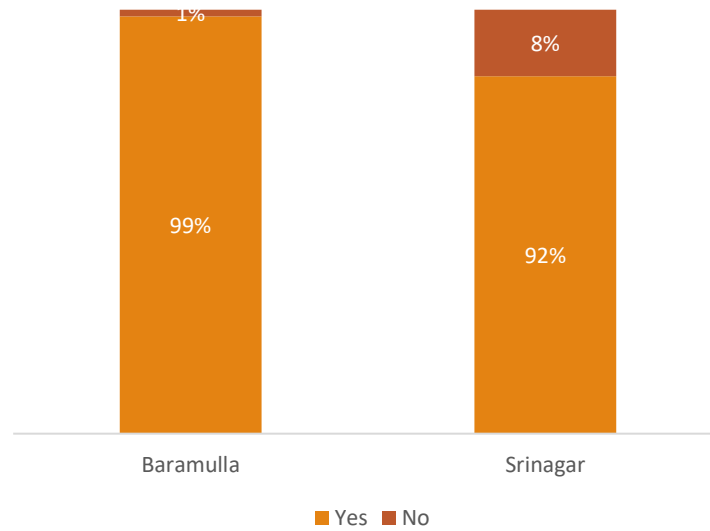


FIGURE 53: PERCENTAGE OF ASSESSED BENEFICIARIES DISTRICT WISE

Q. How did you come to know about Special Program?

Number of respondents:480

Most of the beneficiaries from Baramulla and 92% from Srinagar claimed to have passed the assessment.

Impact assessment for Namda craft

14.1.1.6 Certification and payout

14.1.1.6.1 Marksheet

The following chart shows the percentage of beneficiary's district wise who received marksheet:

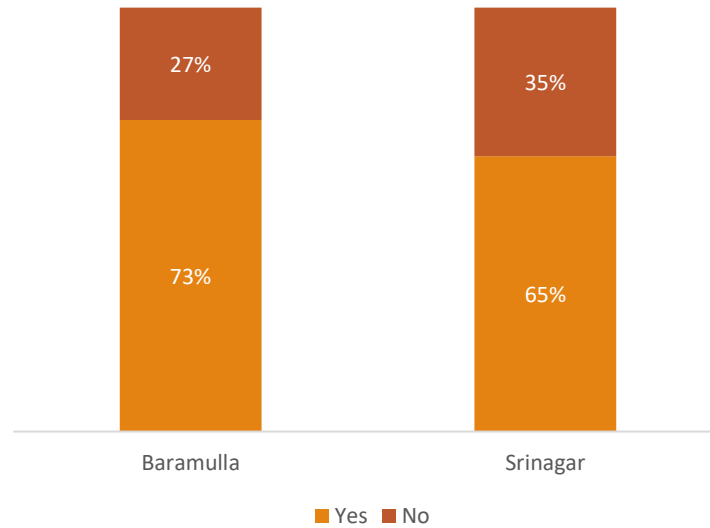


FIGURE 54: PERCENTAGE OF BENEFICIARIES RECEIVED MARKSHEET DISTRICT WISE

Q. Did you receive the mark sheet?

Number of respondents:480

73% of beneficiaries from Baramulla and 65% from Srinagar mentioned that they received the marksheet after the assessment.

Impact assessment for Namda craft

14.1.1.6.2 Payout

The following chart shows the percentage of beneficiary's district wise who received INR 500 after course completion:

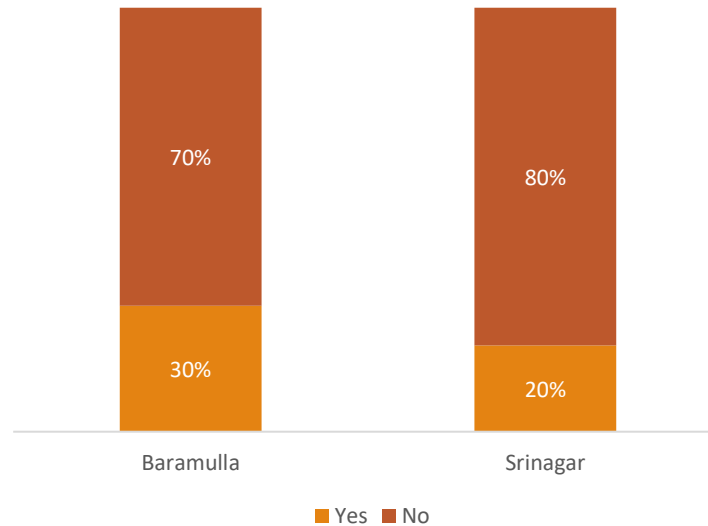


FIGURE 55: PERCENTAGE OF BENEFICIARIES RECEIVED INR 500 DISTRICT WISE

Q. Did you receive INR 500?

Number of respondents:480

Only 30% of beneficiaries from Baramulla and 20% from Srinagar indicated to have received the amount of INR 500 after the course completion, whereas only 70% from Baramulla and 80% from Srinagar mentioned they didn't receive the money.

Impact assessment for Namda craft

14.1.2 Impact on beneficiaries

14.1.2.1 Employment status

14.1.2.1.1 Employment status before the program

The following chart shows the employment status of the beneficiary's district wise before the certification:

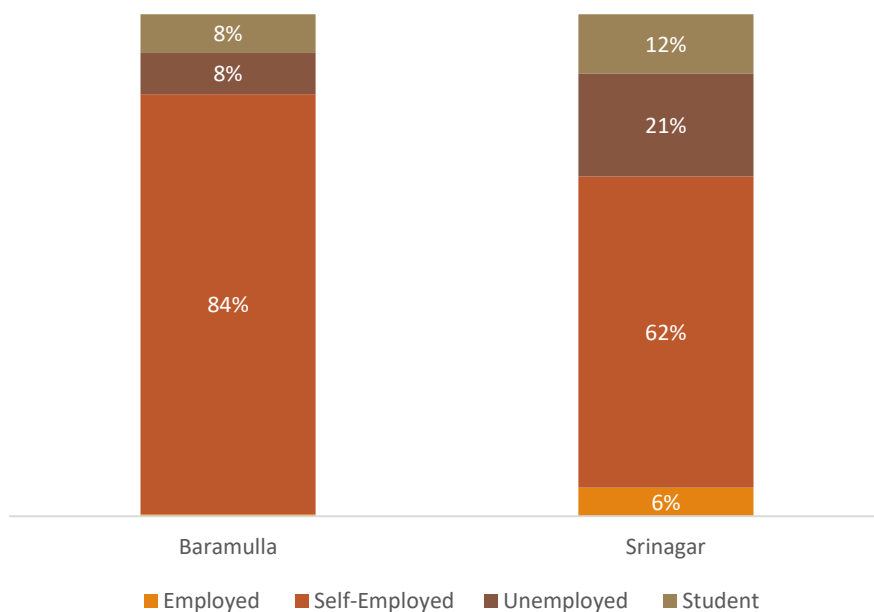


FIGURE 56: EMPLOYMENT STATUS OF THE BENEFICIARIES BEFORE THE CERTIFICATION DISTRICT WISE

Q. What was your Employment status when you started the training?

Number of respondents:480

84% of beneficiaries from Baramulla and 62% from Srinagar indicated that they were self-employed after undergoing the program. After undergoing the program 21% beneficiaries from Srinagar indicated that they were unemployed, 6% were employed and 12% are student. From Baramulla 8% beneficiaries indicated they were unemployed and other 8% indicated that they are student

Impact assessment for Namda craft

14.1.2.1.2 Employment status after the program

The following chart shows the employment status of the beneficiary's district wise after the certification:

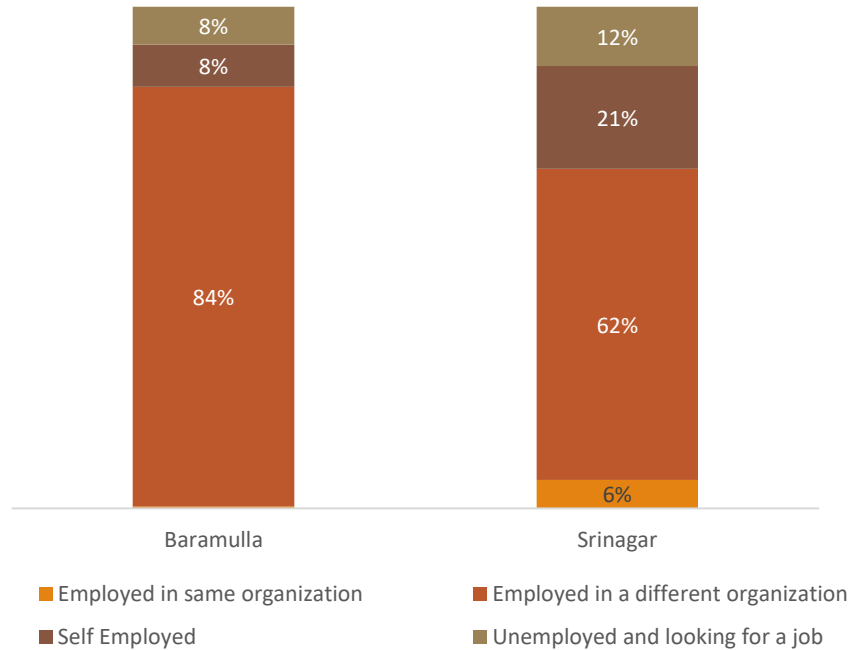


FIGURE 57: EMPLOYMENT STATUS OF THE BENEFICIARIES AFTER THE CERTIFICATION DISTRICT WISE

Q. What was your Employment status now?

Number of respondents:480

84% of beneficiaries from Baramulla and 62% from Srinagar indicated that they were self-employed after undergoing the program. After undergoing the program 21% beneficiaries from Srinagar indicated that they were unemployed, 6% were employed and 12% are student. From Baramulla 8% beneficiaries indicated they were unemployed and other 8% indicated that they are student.

Impact assessment for Namda craft

14.1.2.1.3 Certification status

The following chart shows the percentage of certified beneficiaries district wise:

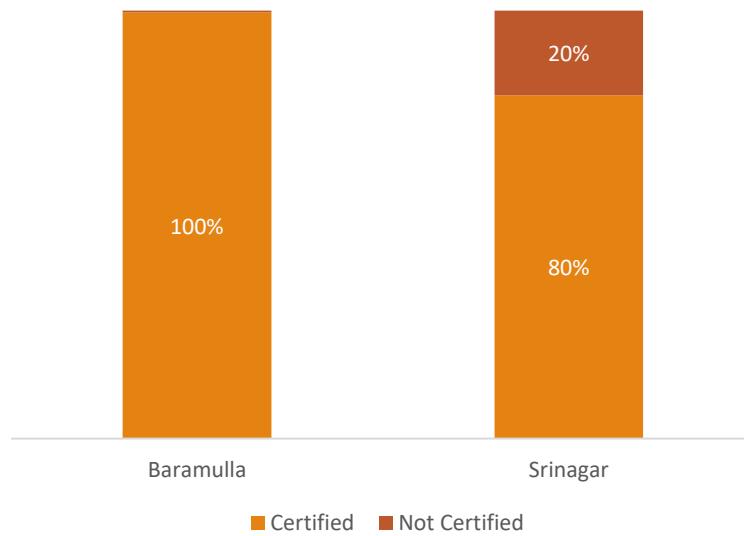


FIGURE 58: PERCENTAGE OF CERTIFIED BENEFICIARIES DISTRICT WISE

Q. What is your Certification status now?

Number of respondents:480

All the beneficiaries from Baramulla and 80% from Srinagar mentioned that they were certified.

Impact assessment for Namda craft

14.1.2.1.4 Certification impact

The following chart the benefits of SPECIAL PROGRAM received by the beneficiaries after undergoing the certification district wise:

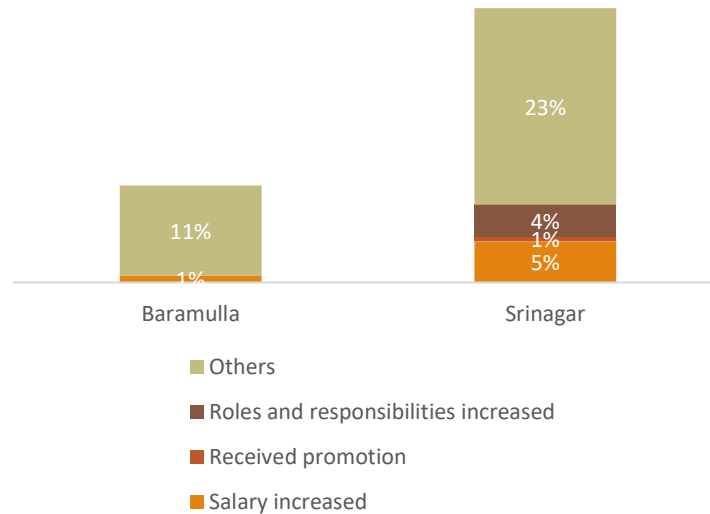


FIGURE 59: IMPACT OF SPECIAL PROGRAM CERTIFICATE DISTRICT WISE

Q. In what ways has the certificate benefited you?

Number of respondents:433

22% of the beneficiaries from Srinagar and 10% from Baramulla informed that certification helped them to improve in other ways apart from increase in salary, improvement in roles and responsibilities and promotion at workplace.

14.1.2.1.5 Income level

100% of the beneficiaries from Baramulla and Srinagar informed that their income level increased by up to 5%.

14.1.3 Impact on special project

14.1.3.1 About technical knowledge

The following chart shows district wise distribution of percentage of beneficiaries aware about the technical knowledge:

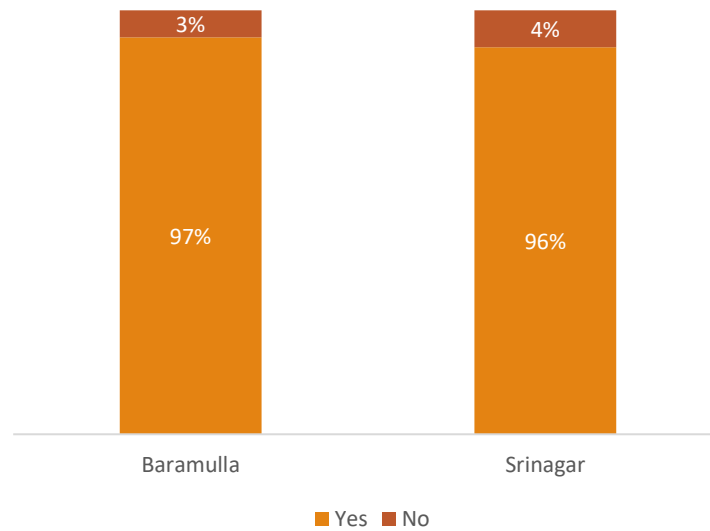


FIGURE 60: AWARENESS TECHNICAL KNOWLEDGE – DISTRICT-WISE

Q. Where you made aware of technical knowledge?

Number of respondents:480

Majority of the beneficiaries from Baramulla and Srinagar indicated that during the course technical knowledge was imparted.

Impact assessment for Namda craft

14.1.3.2 About soft skills

The following chart shows district wise distribution of percentage of beneficiaries aware about soft skills:

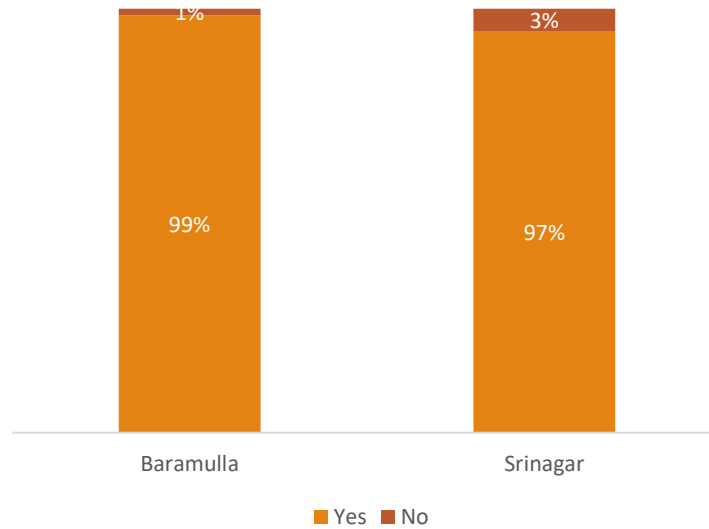


FIGURE 61: AWARENESS ABOUT SOFT SKILLS - DISTRICT-WISE

Q. Where you made aware of soft skills?

Number of respondents:480

Majority of the beneficiaries from Baramulla and Srinagar indicated that during the course they were made aware of the soft skills.

Impact assessment for Namda craft

14.1.3.3 About marketing skills and standardization techniques

The following chart shows the district wise distribution of percentage of beneficiaries aware about marketing skills and standardization techniques:

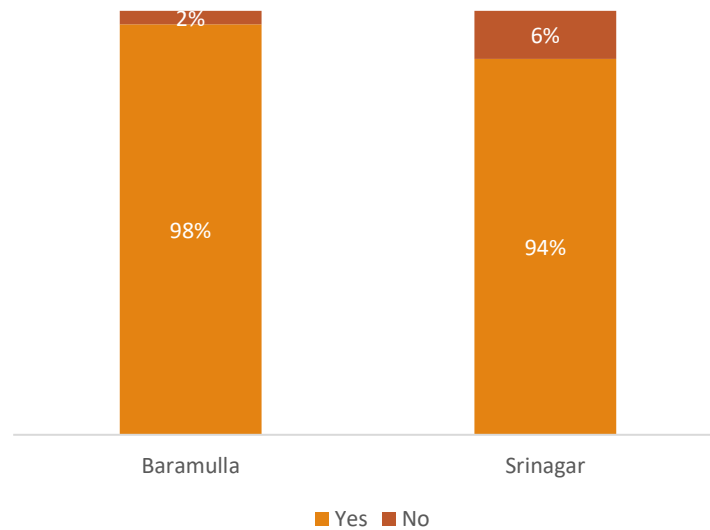


FIGURE 62: AWARENESS ABOUT MARKETING SKILLS AND STANDARDIZATION TECHNIQUES -DISTRICT-WISE

Q. Where you made aware of marketing and standardization skills?

Number of respondents:480

98% of the beneficiaries from Baramulla and 94% of the beneficiaries from Srinagar informed that they were made aware about marketing skills and standardization techniques during the program.

Impact assessment for Namda craft

14.1.3.4 About entrepreneurship building

The following chart shows the district wise distribution of percentage of beneficiaries aware about entrepreneurship building:

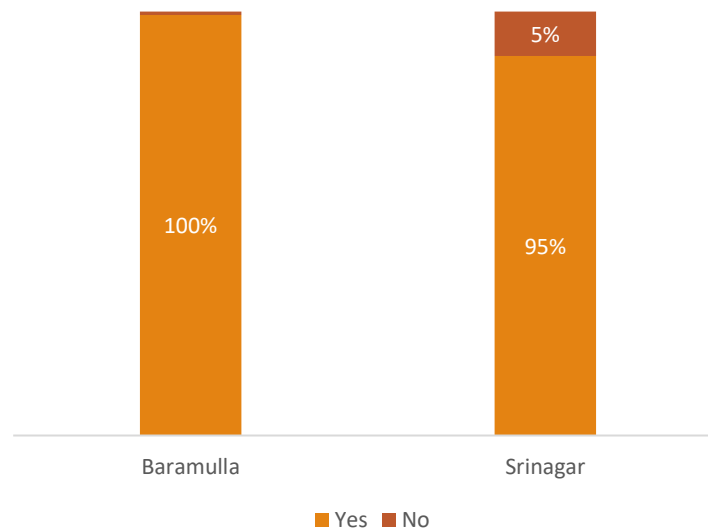


FIGURE 63: AWARENESS ABOUT ENTREPRENEURSHIP BUILDING- DISTRICT-WISE

Q. Where you made aware of entrepreneurship building?

Number of respondents:480

100% of the beneficiaries from Baramulla and 98% of the beneficiaries from Srinagar informed that they were made aware about entrepreneurship building during the program.

Impact assessment for Namda craft

14.1.3.5 About innovative and upgraded techniques of making products

The following chart shows the district wise distribution of percentage of beneficiaries aware about innovative and upgraded techniques of making products:

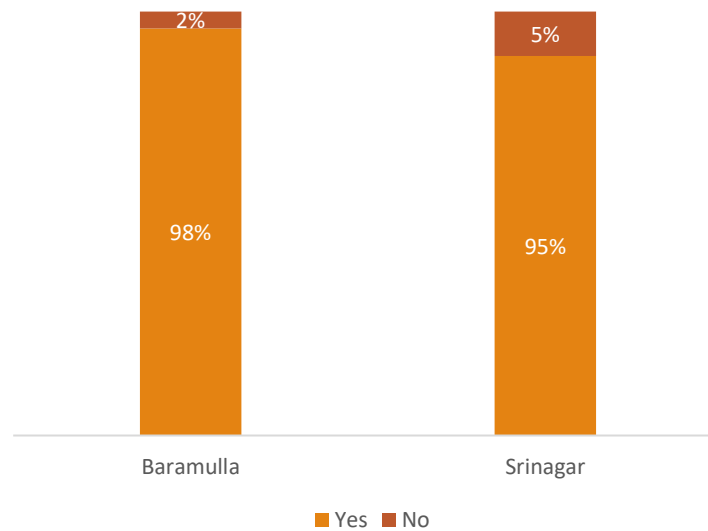


FIGURE 64: AWARENESS ABOUT INNOVATIVE AND UPGRADED TECHNIQUES OF MAKING PRODUCTS -DISTRICT -WISE

Q. Where you made aware of innovative and upgraded techniques of making products?

Number of respondents:480

98% of the beneficiaries from Baramulla and 95% of the beneficiaries from Srinagar informed that they were made aware about innovative and upgraded techniques of making products during the program.

Impact assessment for Namda craft

14.1.3.6 Encouragement to take part in external deliberations

The following chart shows the district wise distribution of percentage of beneficiaries aware about Encouraged to take part in external deliberations:

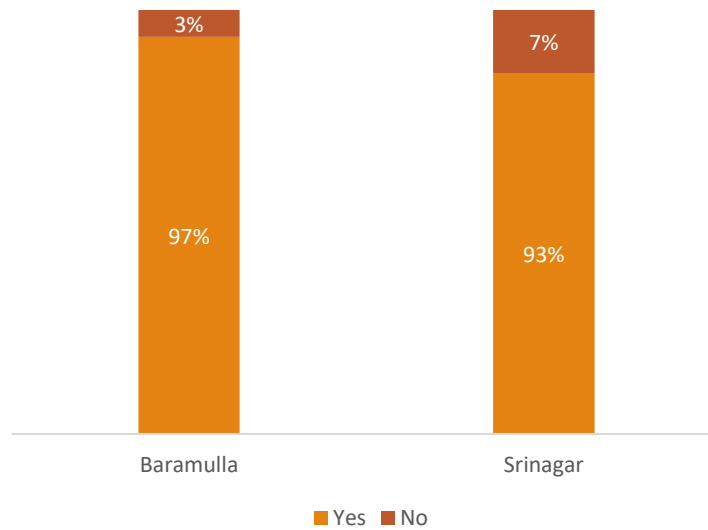


FIGURE 65: AWARENESS ABOUT ENCOURAGED TO TAKE PART IN EXTERNAL DELIBERATIONS – DISTRICT-WISE

Q. Where you made aware of encouraged to take part in external deliberations?

Number of respondents:480

97% of the beneficiaries from Baramulla and 93% from Srinagar informed that they were encouraged to take part in external deliberations after the program.

14.1.4 Impact on social well being

14.1.4.1 Level of savings

The following chart shows the SPECIAL PROGRAM impact on level of savings district wise:

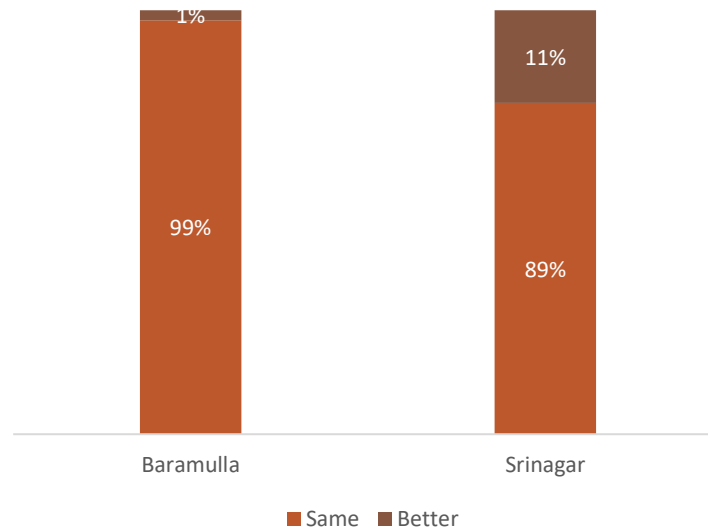


FIGURE 66: IMPACT OF SPECIAL PROGRAM ON LEVEL OF SAVINGS DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

99% of the beneficiaries from Baramulla and 89% of the beneficiaries from Srinagar informed that they level of savings remained the same as before the program. Only 11% of the beneficiaries from Srinagar and 1% from Baramulla informed that their level of savings improved after the program.

Impact assessment for Namda craft

14.1.4.2 Lifestyle

The following chart shows the impact of SPECIAL PROGRAM on lifestyle district wise:

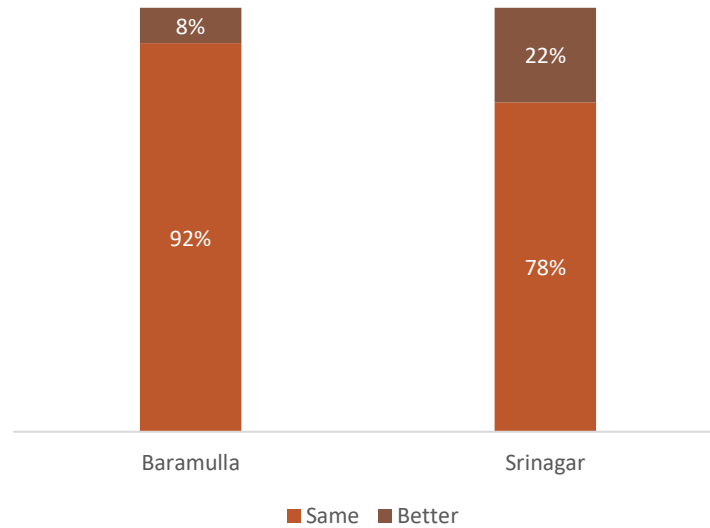


FIGURE 67: IMPACT OF SPECIAL PROGRAM ON LIFESTYLE DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

92% of the beneficiaries from Baramulla and 78% of the beneficiaries from Srinagar informed that they lifestyle remained the same as before the program. Only 22% of the beneficiaries from Srinagar and 8% from Baramulla informed that their lifestyle improved after the program

Impact assessment for Namda craft

14.1.4.3 Health

The following chart shows the impact of SPECIAL PROGRAM on health district wise:

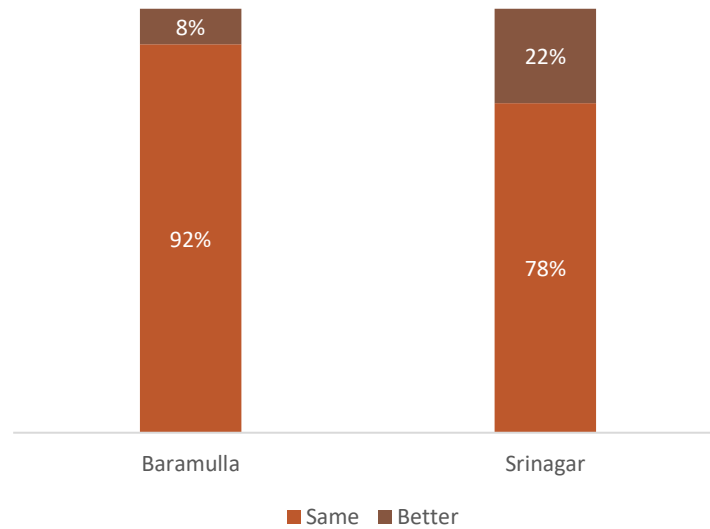


FIGURE 68: IMPACT OF SPECIAL PROGRAM ON HEALTH DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

92% of the beneficiaries from Baramulla and 78% of the beneficiaries from Srinagar informed that they health remained the same as before the program. Only 22% of the beneficiaries from Srinagar and 8% from Baramulla informed that their health improved after the program

Impact assessment for Namda craft

14.1.4.4 Social status

The following chart shows the impact of SPECIAL PROGRAM on social status district wise:

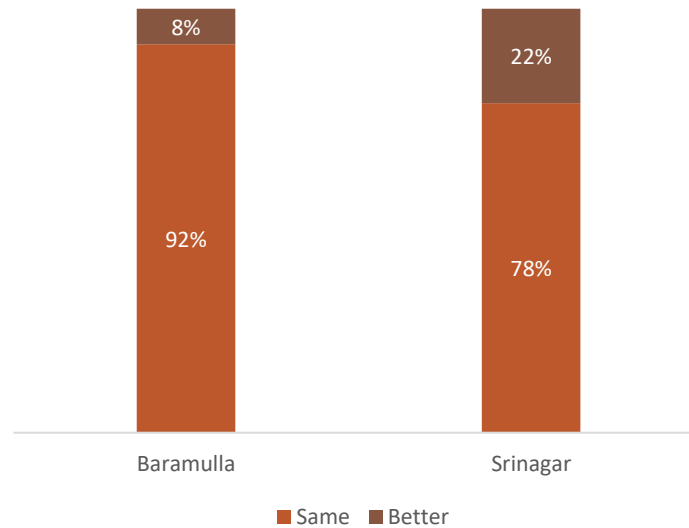


FIGURE 69: IMPACT OF SPECIAL PROGRAM ON SOCIAL STATUS DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

92% of the beneficiaries from Baramulla and 78% of the beneficiaries from Srinagar informed that they social status remained the same as before the program. Only 22% of the beneficiaries from Srinagar and 8% from Baramulla informed that their health improved after the program

14.1.5 Feedback on training institute by beneficiaries

14.1.5.1 Class rooms

The following chart shows the perception of classroom district wise:

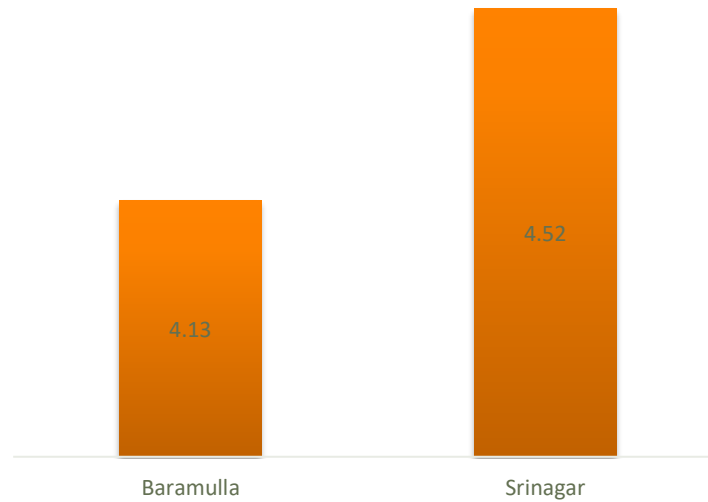


FIGURE 70: IMPACT OF SPECIAL PROGRAM ON CLASSROOM DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

Beneficiaries from Srinagar had given a higher rating (4.52 out of 5) than beneficiaries from Baramulla (4.13 out of 5). for the parameter classrooms.

Impact assessment for Namda craft

14.1.5.2 Trainer quality

The following chart shows the perception of training quality district wise:

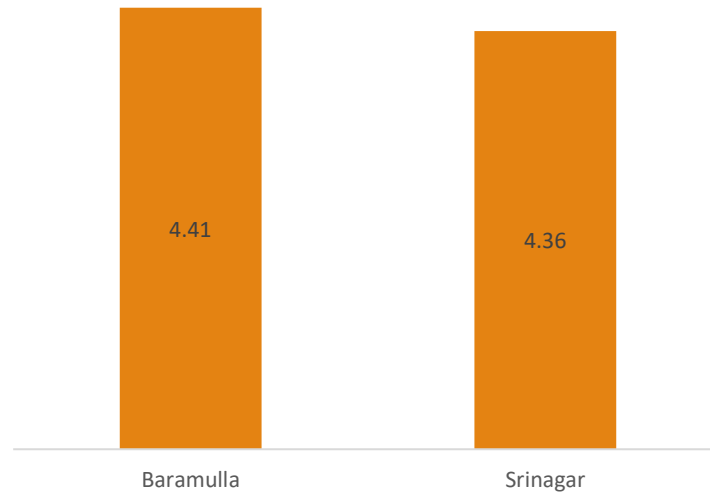


FIGURE 71: IMPACT OF SPECIAL PROGRAM ON TRAINING QUALITY DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

Beneficiaries from Baramulla had given a higher rating (4.41 out of 5) than beneficiaries from Srinagar (4.36 out of 5). for the parameter trainer quality.

14.1.5.3 Training material

The following chart shows the perception of training material district wise

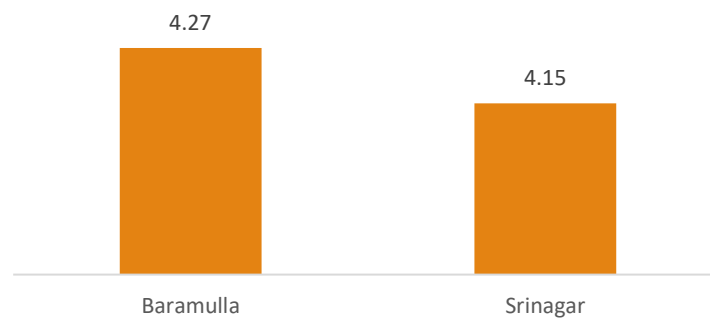


FIGURE 72: IMPACT OF SPECIAL PROGRAM ON TRAINING MATERIAL DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

Beneficiaries from Baramulla had given a higher rating (4.27 out of 5) than beneficiaries from Srinagar (4.15 out of 5) for the parameter trainer material.

Impact assessment for Namda craft

14.1.5.4 Placement

The following chart shows the perception of placement assistance district wise:

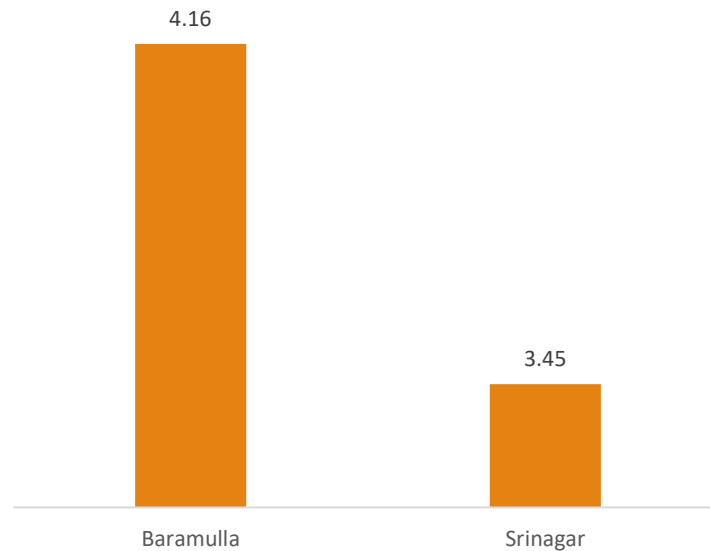


FIGURE 73: IMPACT OF SPECIAL PROGRAM ON PLACEMENT DISTRICT WISE

Q. What has been the change in the following as a result of the program?

Number of respondents:480

Beneficiaries from Baramulla had given a higher rating (4.16 out of 5) than beneficiaries from Srinagar (3.45 out of 5) for the parameter placement.

14.1.6 Impact on workplace

14.1.6.1 Beneficiary perception on impact on workplace

The following chart shows the impact of SPECIAL PROGRAM on working conditions at workplace district wise:

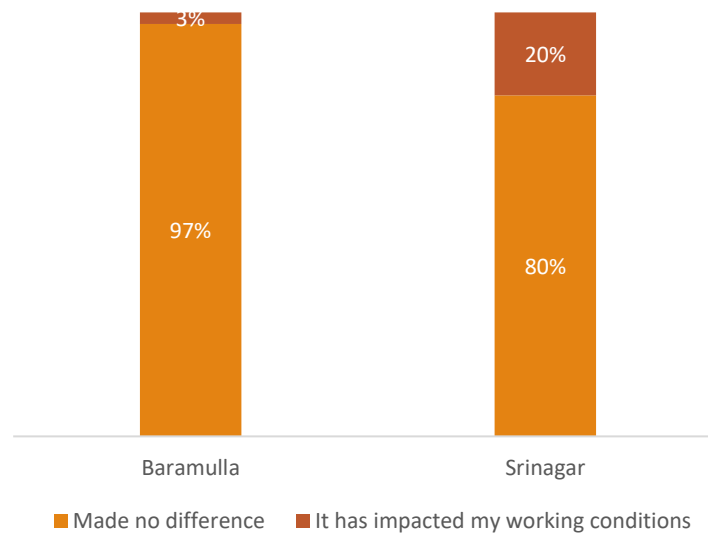


FIGURE 74: IMPACT OF PROGRAM ON WORKPLACE DISTRICT WISE

Q. What impact did the program have on working conditions at your workplace?

Number of respondents:421

97% of the beneficiaries from Baramulla and 80% from Srinagar mentioned that they were not bitted from the certification. Only 20% of the beneficiaries from Srinagar and 3% from Baramulla informed that they benefitted from the certification.

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14.1.6.2 Improvement in working conditions

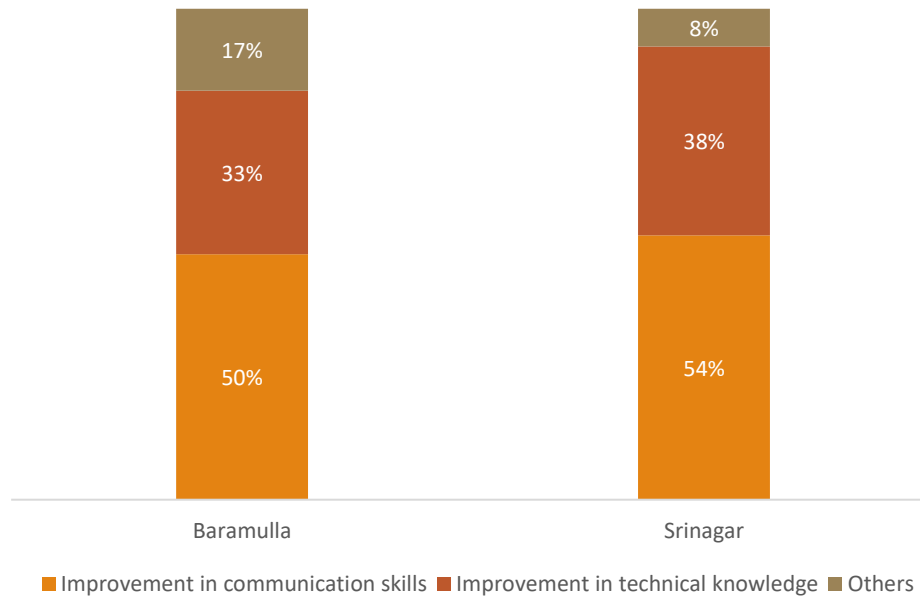


FIGURE 75: CHANGES NOTICED AT WORK PLACE DISTRICT WISE

Q. If impacted, what change did you notice?

Number of respondents:45

Among the beneficiaries who informed that they were benefitted from the program, 54% of the beneficiaries from Srinagar and 50% from Baramulla informed that their communication skills improved after the certification followed by 38% of the beneficiaries from Srinagar and 33% from Baramulla informed that their technical knowledge improved after the certification.



ANNEXURE-2

15 Annexure 2

15.1 Questionnaire for Beneficiaries

Date of survey	
State	
District	
Month and year of SPECIAL PROGRAM training	
Location of training center	
Job role name	
Beneficiary ID	
Name of the beneficiary	
Age	
Gender	<ol style="list-style-type: none"> 1. Male 2. Female
Marital status	
Mobile number	
Did you complete special project “NAMDA CRAFT” training”?	<ol style="list-style-type: none"> 1. Yes 2. No <p>Note – If no, then stop the interview and change the candidate)</p>

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1. Employment status before and after the program											
1.1	What was your Employment status when you started the training? <i>(Select any one of the following)</i>										
	<table border="1"> <tr> <td>1. Employed <i>Note - (Answer Q 8.1, if selected)</i></td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. Self-Employed <i>Note - (Answer Q 8.1, if selected)</i></td> <td><input type="checkbox"/></td> </tr> <tr> <td>3. Unemployed</td> <td><input type="checkbox"/></td> </tr> <tr> <td>4. Student</td> <td><input type="checkbox"/></td> </tr> </table>	1. Employed <i>Note - (Answer Q 8.1, if selected)</i>	<input type="checkbox"/>	2. Self-Employed <i>Note - (Answer Q 8.1, if selected)</i>	<input type="checkbox"/>	3. Unemployed	<input type="checkbox"/>	4. Student	<input type="checkbox"/>		
1. Employed <i>Note - (Answer Q 8.1, if selected)</i>	<input type="checkbox"/>										
2. Self-Employed <i>Note - (Answer Q 8.1, if selected)</i>	<input type="checkbox"/>										
3. Unemployed	<input type="checkbox"/>										
4. Student	<input type="checkbox"/>										
1.2	What is your Employment status now? <i>(Select any one of the following)</i>										
	<table border="1"> <tr> <td>1. Employed in the same organization</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. Employed in a different organization</td> <td><input type="checkbox"/></td> </tr> <tr> <td>3. Self Employed</td> <td><input type="checkbox"/></td> </tr> <tr> <td>4. Unemployed and not looking for a job</td> <td><input type="checkbox"/></td> </tr> <tr> <td>5. Unemployed and looking for a job</td> <td><input type="checkbox"/></td> </tr> </table>	1. Employed in the same organization	<input type="checkbox"/>	2. Employed in a different organization	<input type="checkbox"/>	3. Self Employed	<input type="checkbox"/>	4. Unemployed and not looking for a job	<input type="checkbox"/>	5. Unemployed and looking for a job	<input type="checkbox"/>
1. Employed in the same organization	<input type="checkbox"/>										
2. Employed in a different organization	<input type="checkbox"/>										
3. Self Employed	<input type="checkbox"/>										
4. Unemployed and not looking for a job	<input type="checkbox"/>										
5. Unemployed and looking for a job	<input type="checkbox"/>										

2. Program Motivation											
2.1	Why did you undertake the Special Project (NAMDA CRAFT) program? <i>(Select as many options that are applicable)</i>										
	<table border="1"> <tr> <td>1. To improve income</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. To seek new Employment opportunities</td> <td><input type="checkbox"/></td> </tr> <tr> <td>3. To improve subject knowledge</td> <td><input type="checkbox"/></td> </tr> <tr> <td>4. Employer made it mandatory</td> <td><input type="checkbox"/></td> </tr> <tr> <td>5. Others (specify) _____</td> <td></td> </tr> </table>	1. To improve income	<input type="checkbox"/>	2. To seek new Employment opportunities	<input type="checkbox"/>	3. To improve subject knowledge	<input type="checkbox"/>	4. Employer made it mandatory	<input type="checkbox"/>	5. Others (specify) _____	
1. To improve income	<input type="checkbox"/>										
2. To seek new Employment opportunities	<input type="checkbox"/>										
3. To improve subject knowledge	<input type="checkbox"/>										
4. Employer made it mandatory	<input type="checkbox"/>										
5. Others (specify) _____											

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3. About the Program			
3.A. Mobilization			
3.1. How did you come to know about NAMDA CRAFT course/project?			
1. Training Center		<input type="checkbox"/>	
2. social media		<input type="checkbox"/>	
3. Workplace		<input type="checkbox"/>	
4. Mobilizing Agency, other than Training Center		<input type="checkbox"/>	
5. Others (specify)		<input type="checkbox"/>	
Answer the following questions in yes or no type		Yes	No
3.B. Pre-assessment and Counselling			
3.2	Were you made aware of the following?		
a.	Brief about MSDE, skill India program, and Special Project (NAMDA CRAFT) processes	<input type="checkbox"/>	<input type="checkbox"/>
b.	Eligibility criteria for appearing for Special Project (NAMDA CRAFT) Employment	<input type="checkbox"/>	<input type="checkbox"/>
c.	Benefits of Special Project (NAMDA CRAFT) Employment and how to avail of those benefits	<input type="checkbox"/>	<input type="checkbox"/>
d.	Possible career progression (Vertical and horizontal)	<input type="checkbox"/>	<input type="checkbox"/>
e.	Employment opportunity (both wage and self) with learned skill	<input type="checkbox"/>	<input type="checkbox"/>
3.3	Did you watch the induction video on Special Project (NAMDA CRAFT)?	<input type="checkbox"/>	<input type="checkbox"/>
3.4	Did the self–assessment sheet was helpful in identifying skill gaps?	<input type="checkbox"/>	<input type="checkbox"/>
3.C. Orientation			
3.5	Were you given orientation on the domain, soft skills, entrepreneurship tips, and familiarization with the assessment process and terms?	<input type="checkbox"/>	<input type="checkbox"/>
3.6	Did you receive a Job role specific Kit and Books?	<input type="checkbox"/>	<input type="checkbox"/>
3.7	If yes, did the job role specific kit included the following?		
a.	PMKVY provided standard kits such as T-shirts for males and jackets or T-shirts for females.		

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b.	Standard PMKVY cap		
c.	The study material for the job role opted		
3.D.	Assessment		
3.8	Did you pass the final assessment?	<input type="checkbox"/>	<input type="checkbox"/>
3.E.	Employment and payout (Answer only if answered yes in Q.3.8)		
3.9	Did you receive the mark sheet?	<input type="checkbox"/>	<input type="checkbox"/>
3.10	Did you receive INR 500?	<input type="checkbox"/>	<input type="checkbox"/>

4. Certification status after the program			
4.1	What is your Certification status now? <i>(Select any one of the following)</i>		
	1. Certified		<input type="checkbox"/>
	Note - (Answer Q 5.1 and Q 5.2, if selected)		
	2. Not Certified		<input type="checkbox"/>
	3. Dropped Out		<input type="checkbox"/>
	4. Failed		<input type="checkbox"/>

5. Benefits and Impact of the SPECIAL PROJECT (NAMDA CRAFT) Program			
5.1	<i>(Answer Q.5.1 and Q.5.2 only if selected certified in Q.4.1)</i>		
	In what ways has the Special Project (NAMDA CRAFT) certificate benefited you? (Select as many options that are applicable)		
	1.It has made no difference to me		<input type="checkbox"/>
	2.It has impacted my working and financial conditions*		<input type="checkbox"/>
5.2	<i>*If impacted, please choose from the below options</i>		
	1. My salary or Income increased as a result of the program		<input type="checkbox"/>
	2. I received a promotion as a result of the program		<input type="checkbox"/>
	3. My roles and responsibilities have increased as a result of the program		<input type="checkbox"/>
	4. I received appreciation at my workplace as a result of the program		<input type="checkbox"/>

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	a.5. Did you receive any assistance/aid from Handicraft Sector Skill Council in finding jobs pertaining to the job role?	<input type="checkbox"/>	
	6. Others (specify) _____ _____	<input type="checkbox"/>	
5.3	If the answer to the above question for Option 2 is Yes, What percentage of income/salary has increased after the Special Project (NAMDA CRAFT) program? (Select anyone)		
	<input type="checkbox"/> Up to 5%	<input type="checkbox"/> 5% to 15%	<input type="checkbox"/> 15% to 25% <input type="checkbox"/> More than 25%
5.4	Did you make aware of the following during the Employment course?	Yes	No
a.	About technical knowledge	<input type="checkbox"/>	<input type="checkbox"/>
b.	About soft skills	<input type="checkbox"/>	<input type="checkbox"/>
c.	About marketing skills and standardization techniques	<input type="checkbox"/>	<input type="checkbox"/>
d.	About entrepreneurship building	<input type="checkbox"/>	<input type="checkbox"/>
e.	About innovative and upgraded techniques of making products	<input type="checkbox"/>	<input type="checkbox"/>
5.5	Were you encouraged to take part in external deliberations after the program?	<input type="checkbox"/>	<input type="checkbox"/>

6. Program Impact on social well being			
6.1	What has been the change in the following as a result of the Special Project (NAMDA CRAFT) Program?		
		Worse	Better
	1. Level of savings	<input type="checkbox"/>	<input type="checkbox"/>
	2. Lifestyle	<input type="checkbox"/>	<input type="checkbox"/>
	3. Health	<input type="checkbox"/>	<input type="checkbox"/>
	4. Social status	<input type="checkbox"/>	<input type="checkbox"/>

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7. Perception of Training Institute							
7.1	On a scale of 1 to 5 (1 being Very Bad to 5 being Excellent), rate the training institute in terms of the following:						
		Very Bad	Bad	Average	Very Good	Excellent	N/A
		1	2	3	4	5	
	1. Class Rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2. Trainer Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3. Training Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4. Placement Assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Impact of SPECIAL PROJECT (NAMDA CRAFT) on workplace	
8.1	<p><i>(Answer only if selected employed or self-employed in Q.1.1)</i></p> <p>What impact did the Special Project (NAMDA CRAFT) program have on working conditions at your workplace?</p> <p>1.It has made no difference to me <input type="checkbox"/></p> <p>2.It has impacted my working conditions* <input type="checkbox"/></p>
8.2	<p><i>*If impacted, please choose from the below options</i></p> <p>1.Improvement in communication skills <input type="checkbox"/></p> <p>2.Improvement in technical knowledge <input type="checkbox"/></p> <p>3.Improvement in designing to match the current market demand <input type="checkbox"/></p> <p>4.Others (specify) <input type="checkbox"/></p> <p>_____</p> <p>_____</p>

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Strategic Analytics: Alignment of strategic intent with actual work, requiring strategic analytics to answer key decision support questions such as whether to enter into a new segment of business or not, whether to reach new customers or not, and other go, no-go decisions.

Behavioral Analytics: Assistance in determining the 'why' and 'how' of a customer behavior (rather than the 'what') in order to ensure that marketing plans yield the desired results through capturing customer events and actions over time and using these stored interactions to determine typical behavior and deviations from that behavior.

Tactical Analytics: Tactical analytics models that we deploy are typically short-term in nature, and are focused on answering immediate questions rather than aligning to a longer-term goal.

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