

Capgemini

School of Coding Program



Executive Summary of the CSR Impact Assessment Report of Capgemini's School of Coding Program

Submitted By:

CSRBOX

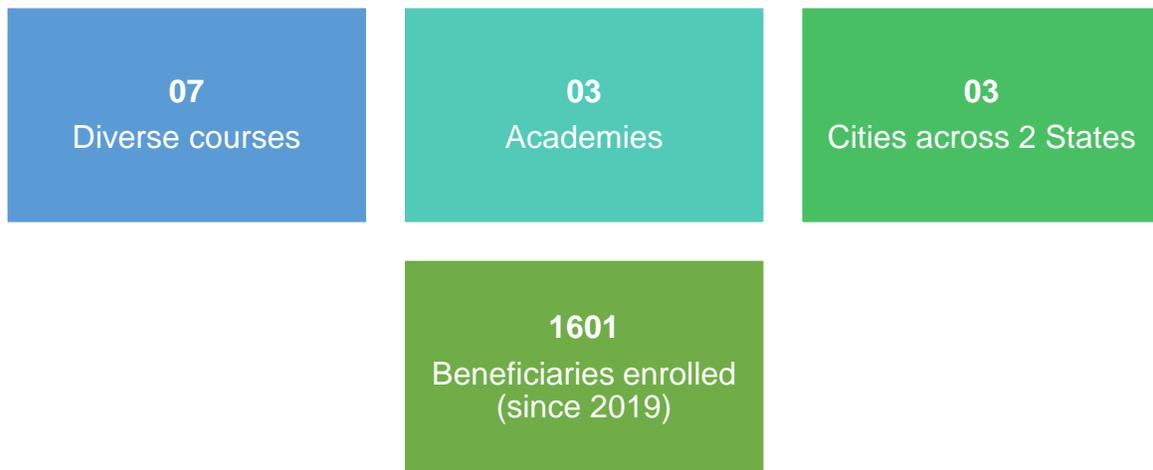
School of Coding Program

The School of Coding is an established effort of Capgemini to technically equip unemployed women in the age group of 18-30 years belonging to low-income groups in the arena of IT (especially coding) to enable them in getting reputed employment and livelihood opportunities.

Objectives of the Program:

- To address the skill gap in the IT sector, in particular, coding.
- To address the issues of poverty and unemployment by training and placing women in underprivileged sections of the society.
- To increase the family income of placed women and raise their level in society

School of Coding Intervention in Numbers



Impact Highlights

Inclusiveness

- **Gender:** The programme caters to the 100% women beneficiaries.
- **Socio-economic Status:** The study shows that before joining SOC none of the families had their monthly family income above INR 50,000. However, after joining SOC, 42% of the respondent's family monthly income is more than INR 50,000.
- **Education Qualification:** The programme is able to cater to trainees coming with varying levels of educational qualification. 69% of the respondent trainees are graduates.

Relevance

- **Objective Behind Joining the Course:** 64% of the trainees had join the course from the perspective of attaining a livelihood opportunity
- **Fulfillment of Expectations from the Course:** About 72% of candidates report complete fulfilment of their objectives, whereas 17% feel that the course has partially met their objectives.

Expectations

- **Placement:** 79% candidates of Batches 2019-20 and 2020-21 have received the placements while others are still appearing for the interviews.
- **Average Monthly Salary:** 52% of the candidates earn an average monthly salary between INR 10000 – 20000. 41% of candidates earn between INR 20000 – 30000 on an average in a month.
- **Job Satisfaction:** 85% of the candidates are satisfied with their current jobs.
- **Personality Development:** 64% of the trainees respondents feels that their confidence level has substantially increased whereas 64% witness the enhancement in their decision making capability.
- **Family Contribution:** 45% of the trainees respondents stated that they contribute towards monthly groceries and utility bills.

Convergence

- **Collaboration for Program Implementation:** Capgemini has collaborated with Udyogini Trust who is the NGO partner for the program Implementation.
- **Collaboration for Joint Certification with Knowledge Partners:** Joint Certification programme with Edubridge Pvt. Ltd. For providing all knowledge related support for the program.
- **Collaboration with other Industry Partners:** The program has also collaborated with JP Morgan as a Corporate CSR Partner.
- **Alignment with Government Initiatives:** Capgemini is associated with NSDC for certification and all its courses are in alignment with the government curriculum.

What does Parents have to Say?



94% of parents stated that they were also part of the decision-making process while enrolling their children in the School of Coding programme.



As the intervention aimed to equip children with technical skills and provide a job placement, it improved the economic condition of families, as their children began to contribute to family needs.



81% of parents stated that their child is making a significant contribution to the family's needs.

75% of parents said the main contribution is towards groceries purchase and payment of utility bills.



88% of the parents stated that their child has started taking key decisions for the family post completing the training at SOC and is applying the learnings effectively in the decision making process.



63% of parents agree that their child would not have had such a great opportunity to grow and earn a living without the support of School of Coding and the majority of parents believe that their child's reputation in society has improved after undergoing the training.



Employability and Economic contribution to the family has received the highest rating by the Parents which is inline with the Capgemini programme objective of equipping the beneficiary with the technical skills and provide placement support.



75% of the parents agree that the programme has been able to instil the resilience in their child to overcome challenges and has helped in improving the socio-economic status of the family in the community.



94% of the Parents are willing to refer about SOC programme to other people in their network.



81% of the Parents are aware that the School of Coding Intervention is an initiative by Capgemini. On the contrary, only **19%** were aware of the Capgemini Brand name prior to their child's enrollment in the training programme. Thus, this programme is adding to the brand visibility.

Brand Visibility

•50% of the trainees were highly familiar with the brand name of Capgemini for the School of Coding intervention followed by 46% who seems to have little idea about the brand.

Brand Familiarity



•55% of the respondent trainees stated that they would recommend the School of Coding to their relatives, friends and other people in their network.

Brand Recommendation



•64% of the trainees showed their satisfaction with the School of Coding and expressed their interest to be a part of the brand in the future too.

Brand Loyalty



•65% trainees said that they learned about the SOC programme by word of mouth, while 30% said that they learned about it through advertisements on internet, social media and others.

Brand Reference



•In terms of overall experience at School of Coding, 40% of them had an excellent experience, while 58% found their experience to be 'above average' and 'average'.

Brand Experience



•68% of the trainee respondents were aware of the brand name before joining the SOC programme while 32% of them were not aware about the brand name.

Brand Awareness

