

Impact Assessment Report
Skill Development Programme
FY 2023-2024

Whirlpool India Ltd.



Executive Summary

The Whirlpool Skill Development Program (SDP) was designed to improve the livelihoods of underprivileged youth in India by providing them with employment opportunities. The program, developed in collaboration with GreySim and TeamLease, offered training in two courses: Field Service Engineering and Retail Sales Associates. It featured a detailed curriculum that included counselling sessions, soft skills training, and practical knowledge.

- 60% beneficiaries have completed their graduation
- 44% household have 1 earning members

- 85% participants wanted to get a job after this course

- 47% Participated in the placement process
- For 24% placement process was not conducted
- 32% recieved job

Overall, the findings, include improved employability and personal development among participants, enhanced interpersonal relations, and material well-being. While the program effectively uplifted participants' skill sets, particularly in technical and digital literacies, some challenges remain in terms of job placement and satisfaction post-training. The Whirlpool SDP has demonstrated substantial progress in equipping participants with necessary skills and improving their quality of life, though it suggests a strategic focus on comprehensive support and higher quality placements to fully realize its goals of creating sustainable livelihoods and contributing positively to community socio-economic conditions.

Impact Ranking

Parameter	Ratings (out of 5)
Inclusiveness	Moderate
Relevance	Moderate
Expectations	Moderate
Convergence	High
Service Delivery	Moderate

1. Project Overview and CSR Initiatives

1.1. CSR Initiatives of Whirlpool

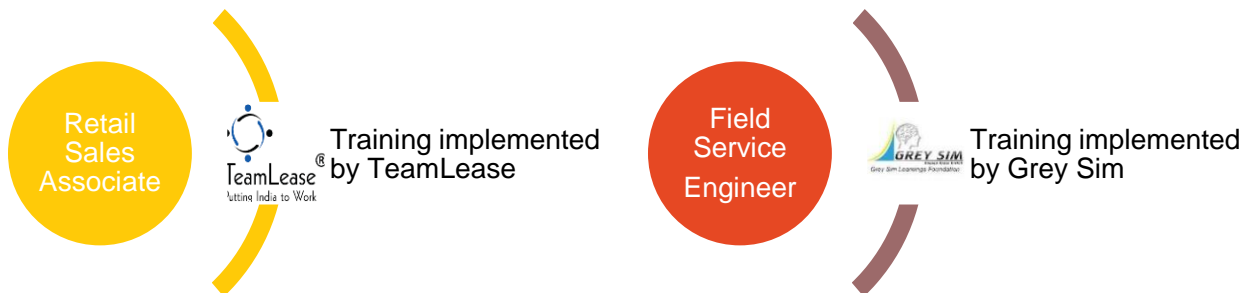
Whirlpool India Ltd.'s CSR mission aims to positively influence society by tackling diverse social and environmental challenges through sustainable business methodologies. The company endeavours to satisfy its customers, protect the environment, support local communities, and integrate sustainability into its products and operations while delivering exceptional value to stakeholders. The company's CSR activities focus on:



1.2. Project Overview – Skill Development Programme

Whirlpool India's Skill Development Program for its Corporate Social Responsibility (CSR) initiative, is dedicated to increasing employment and enhancing vocational skills among Indian youth to improve their employability.

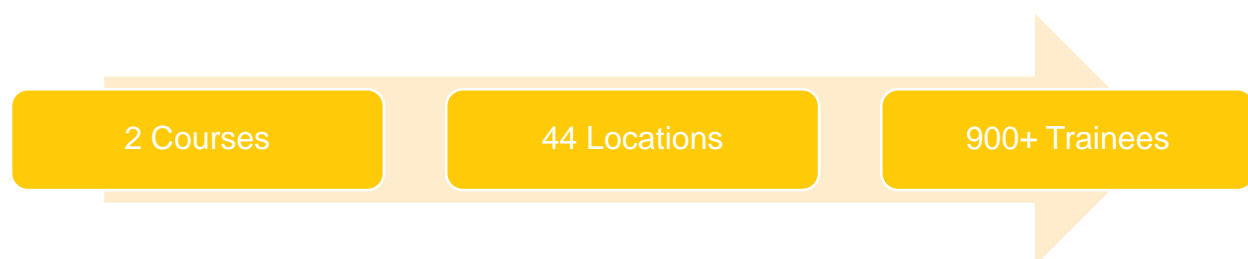
The programme is in line with the company's dedication to advancing education and skill development as a strategy for empowering individuals and communities. It is conducted across a series of training centres strategically distributed throughout the country, and managed by the CSR implementation partners (Team Lease and Grey Sim). The company supports these centres by supplying funding, equipment, and training materials, enabling them to provide high-quality training effectively.



employment and enhancing vocational skills among Indian youth to improve their employability. The programme operates on a national scale, offering vocational training through partners accredited by the National Skill Development Corporation (NSDC). The training encompasses two key vocational domains; **Field Service Engineer** and **Retail Sales Associate**. These

courses are structured according to the standards and methodologies prescribed by the NSDC and the relevant Sector Skill Councils.

The primary objective of the programme is the employment of graduates; hence, a significant emphasis is placed on post-training placement, making it an integral component of the initiative. To ensure comprehensive professional growth, the programme also integrates sessions on communication skills, customer service, as well as finance, and business management, aiming to equip students with a broad range of skills for holistic development.



1.3. Alignment with SDGs

SDGs	SDG Target	Alignment with SDG
	<p>Target 1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.</p> <p>Target 1.2 By 2030, reduce at least half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions.</p> <p>Target 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social, and environmental shocks and disasters.</p>	<p>The Skill Development Programme aims to create sustainable livelihood options for marginalised communities by providing them with region-specific, skill-based training tailored to various industries. This initiative aids in breaking the cycle of poverty they may be trapped in. It fosters resilience and diminishes the risks linked to relying solely on one source of income.</p>
	<p>Target 5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.</p>	<p>The initiatives within this programme enable women to achieve financial, social, and emotional independence</p>

	<p>Target 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading, and innovation, including through a focus on high-value added and labour-intensive sectors.</p> <p>Target 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro, small, and medium-sized enterprises, including through access to financial services</p> <p>Target 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</p> <p>Target 8.6 By 2020, substantially reduce the proportion of youth not in employment, education, or training.</p>	<p>The Skill Development Programme equips young individuals with industry-relevant skills that align with current employment needs. These skills encompass both technical and non-technical aspects, emphasizing value addition for the candidates.</p> <p>The programme also provides industry-specific job opportunities through its placement and post-placement services. Such productive activities improve access to resources and financial services.</p> <p>Each component within the Skill Development Programme is dedicated to narrowing the gap between the demand for skilled labor and its supply. These collective efforts contribute to diminishing the population of unemployed youth in the region.</p>

1.4. Alignment with ESG Principles

The Skill Development Program also aligns with the ESG Sustainability Report of the corporate. Particularly with respect to the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI),¹ the programme can be covered under the following principles –

Principle 8

- Businesses should promote inclusive growth and equitable development.

¹ [BRSR](#)

1.5. Alignment with National Policies

National Policy/Scheme/Mission	Objectives & Strategies	Alignment
<p>Skill India Mission</p>	<p>Mission Statement - To rapidly scale up skill development efforts in India by creating an end-to-end, outcome-focused implementation framework, which aligns the demands of the employers for a well-trained skilled workforce with aspirations of Indian citizens for sustainable livelihoods.</p> <p>Objectives of Mission Create an end-to-end implementation framework for skill development, which provides opportunities for life-long learning. This includes the incorporation of skilling in the school curriculum, providing opportunities for quality long and short-term skill training, providing gainful employment, and ensuring career progression that meets the aspirations of trainees.</p> <ul style="list-style-type: none"> • Align employer/industry demand and workforce productivity with trainees' aspirations for sustainable livelihoods by creating a framework for outcome-focused training. • Build capacity for skill development in critical unorganised sectors (such as the construction sector, where there are few opportunities for skill training) and provide 	

	<p>pathways for re-skilling and up-skilling workers in these identified sectors to enable them to transition into formal sector employment.</p> <ul style="list-style-type: none">• Support weaker and disadvantaged sections of society through focused outreach programmes and targeted skill development activities.• Propagate the aspirational value of skilling among youth by creating social awareness of the value of skill training.	
--	---	--

2. Impact Assessment Design and Approach

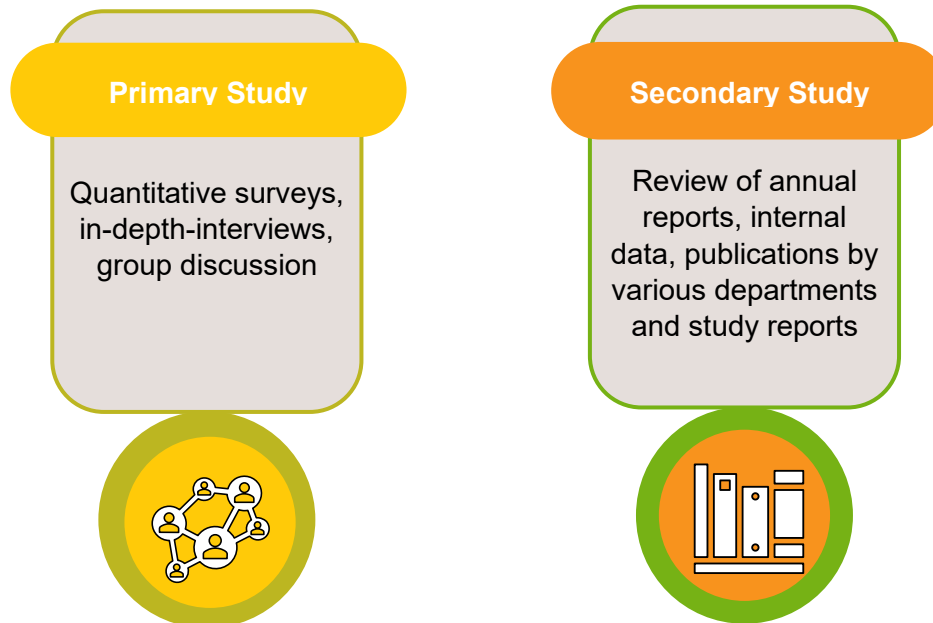
2.1. Objective of the study

Whirlpool India Ltd. has partnered with CSRBOX to conduct a comprehensive impact assessment of the Skills Development Programme FY 2023-24. The study aims to achieve the following objectives:



2.2. Methodology

For the assessment, the study team employed a two-pronged approach for data collection. It includes a review of secondary data sources and literature and primary data obtained from quantitative and qualitative methods of data collection. The figure below illustrates the study approach that was used in data collection and review.



2.3. Sampling

- **Quantitative Sampling**

A stratified random sampling approach was adopted to ensure that the sample is representative and covered beneficiaries different across geographical areas. The team also carried out sampling based on various beneficiary levels. **The team considered a Confidence Level of 95% and a Margin of Error of 7.5% for the study. The total sample of the youth is 176**

- **Qualitative Sampling**

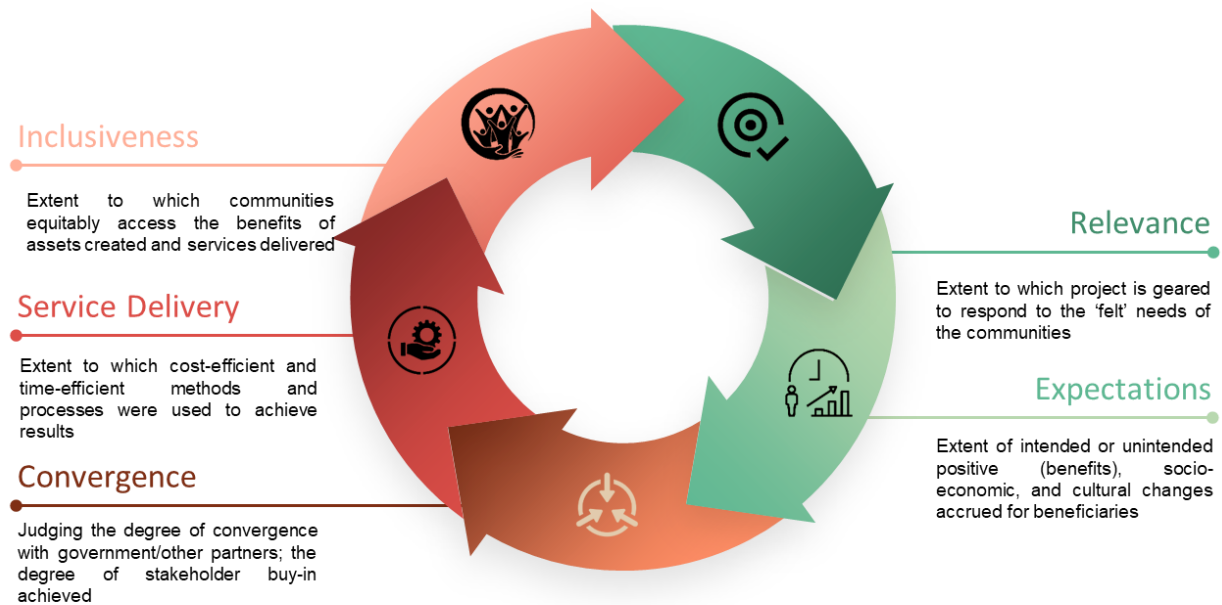
In addition to the student survey, additional discussions were held with different stakeholders of the Skills Development Programme. These discussions included - In-depth Interviews (IDIs) and Key Informant Interviews (KIIs), which helped us understand the prevailing status of the programs and the various perspectives of the communities and students towards them. The details of stakeholders covered under the qualitative assessment for the programme are provided below:

Secondary Stakeholder	Mode of Data Collection	No. of Interactions (inclusive of the two courses)
Trainers	In-Depth Interviews	4
Employers/Recruiters	In-Depth Interviews	6
TeamLease Team	Key Informant Interviews	2

GreySim Team	Key Informant Interviews	2
Total Interactions		24

2.4. Assessment Approach and Evaluation Framework

Given the objectives of the study to determine the inclusiveness, relevance, and outcomes of the project, the evaluation used the IRECS framework. The IRECS framework has defined five evaluation criteria – Inclusiveness, Relevance, Effectiveness, Coherence, and Service Delivery. These criteria provide a normative framework used to determine the merit or worth of an intervention. They serve as the basis upon which evaluative judgments are made. Using the criteria of the IRECS framework, the evaluation was able to assess the client’s contribution to the results while keeping in mind the multiplicity of factors that may be affecting the overall outcome.



The impact assessment aligned itself with the impact parameters as per the criteria mentioned in the Terms of Reference. The following parameters were prioritised to satisfy the criteria of the Impact Assessment – Inclusiveness, Relevance, Expectations, Convergence, and Service delivery

About CSRBOX

CSRBOX (*Renalysis Consultants Pvt Ltd*) is a social impact research, communication, and project management organisation. We are the curator of India's largest social impact platform '[CSRBOX](#)' and have been managing this for the past **10+ years**. We work on client projects from concept design to project management level in the areas of research design, communication and outreach, campaigns and platforms management, CSR project design, monitoring, and evaluation. Technically, we fall in the category of a boutique impact-consulting firm. We are a team of more than **200+ professionals** with diverse backgrounds and multi-sectoral experience. CSRBOX implements and monitors customised CSR projects which are aligned with a company's values, products, and expertise.