

Section A: Strategic Intent & Challenge Alignment

Core Issue Addressed (and Changes in FY 2023–24):

The Career Cell Project of Masoom addresses the chronic gap in **career awareness, employability skills, and income-generating opportunities** among youth attending night schools and Evening Learning Centers (ELCs). These beneficiaries, typically aged 16–30 years, are first-generation learners from low-income urban or peri-urban communities. The lack of structured career guidance and pathways to professional skill development traps them in informal or underpaid employment.

In FY 2023–24, the program adapted to post-pandemic realities by integrating **digital counselling modules**, launching **online career mentoring circles**, and strengthening collaborations with vocational institutions to align training with industry trends. These changes ensured continued relevance amidst a shifting job landscape and technological acceleration.

Strategies Implemented:

Masoom implemented a multi-faceted strategy combining **career orientation, vocational referrals, and placement assistance**, with the following sub-components:

- **Career counselling sessions** reaching over 7,000 students.
- **Digital webinars and Q&A panels** with industry experts.
- **Skill development scholarships** covering short-term and long-term courses.
- **Job fairs and placement cells** facilitating real employment for graduates.
- **Entrepreneurship Development Workshops** for aspiring youth-led startups.

Together, these strategic efforts transformed MASOOM’s Career Cell from a support service into a scalable employability pipeline.

Section B: Target Beneficiaries

Beneficiary Demographics:

Beneficiaries of the Career Cell were youth aged 16–30 years enrolled in night schools and ELCs across Maharashtra. More than 40% of participants were female. Most belonged to disadvantaged social groups, including migrants, religious minorities, and Scheduled Castes, with nearly all being first-generation learners working part-time jobs to support their families.



The target communities spanned urban slums of Mumbai, semi-urban belts of Nagpur, and select pockets of Pune and Nashik. Beneficiaries faced overlapping challenges such as job insecurity, poor digital literacy, limited exposure to career pathways, and deep-rooted gender biases.

Baseline Challenges & Needs Assessment:

The baseline assessment revealed that prior to Career Cell engagement, students lacked access to any form of career orientation. Many were unaware of basic documentation needed for job applications, lacked interview skills, or were enrolled in courses misaligned with current market demands.

Masoom conducted:

- **Interest mapping sessions** in classrooms and community halls.
- **Structured alumni surveys** capturing post-school challenges.
- **Skill readiness diagnostic tests** to calibrate training pathways.

Data from these assessments was reviewed by MASOOM's Monitoring & Evaluation (M&E) team to design context-sensitive interventions.

Section C: Program Design & Execution

Core Program Components:

Outcomes of Career Cell Program in 2023–24:

- **One-on-one career counselling** across 98 night schools and 25 ELCs.
- **Webinars and panel discussions** featuring professionals from sectors like hospitality, retail, healthcare, and technology.
- **Short-term vocational scholarships** for trades such as accounting, fire safety, tailoring, and beauty services.
- **Long-term educational support** for courses including MBA, BBA, MSW, and Chartered Accountancy.
- **Entrepreneurship Development Program** , providing mentorship and seed grants to over 60 young entrepreneurs.

Inclusivity & Accessibility:

To ensure equitable access:

- **Career sessions were held in Hindi, Marathi, and Urdu.**



- **Digital counselling was made accessible via WhatsApp**, recorded messages, and community bulletin boards.
- **Outreach workers conducted home visits** to encourage girl students and working youth.
- Special counselling cells were established for **transgender individuals** and youth with disabilities.

Monitoring & Adaptive Management:

Masoom instituted a robust monitoring framework with:

- Monthly tracking sheets for counsellor outreach and placement outcomes.
- Digital dashboards evaluating scholarship applications and alumni success rates.
- Joint committee reviews with vocational institutes and corporate partners.
- Regular feedback surveys from participants to adapt session content and delivery timing.

Section D: Outcomes & Impact

Quantitative Outcomes (Pre vs. Post Intervention):

- **Career counselling reach:** 7,131 students
- **Course completion rate:** 74% (previous baseline 58%)
- **Job placements facilitated:** 178 youths (previous year 123)
- **Avg. monthly income post-placement:** ₹16,500 (baseline ₹10,000)
- **Entrepreneurship success rate:** ₹54 lakhs mobilized through external grants
- **Scholarships awarded:** 537 short-term and 160 long-term skill programs

Qualitative Changes Observed:

Students demonstrated increased self-confidence, better goal clarity, and higher levels of parental engagement. Alumni reported reduced economic stress and improved social status. New community perceptions emerged around the value of night school education, leading to increased enrolment across intervention sites.

Unintended Negative Effects:

Some beneficiaries prioritized employment over continued education, leading to pauses in academic progress. Masoom mitigated this by instituting **alumni mentoring circles** and **motivational workshops**, encouraging hybrid pathways.

Section E: Stakeholder Engagement



Key Stakeholders Involved:

- Night school students and ELC learners
- Alumni mentors and volunteers
- Vocational and placement partner institutions
- Corporate CSR donors and funding agencies
- Educators, community workers, and school administrators

Feedback Collection Methods:

- End-of-course student surveys
- Focus group discussions at night schools
- WhatsApp channels for alumni tracking
- Joint committee meetings with external partners (35 meetings held in FY 2023–24)

Use of Feedback in Program Evolution:

Feedback from students led to:

- Expansion of mock interview sessions
- Integration of hybrid learning formats
- Customized job fairs in regionally preferred languages

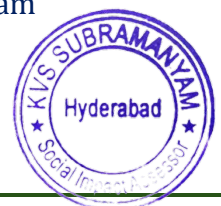
Employer feedback led Masoom to revise its soft-skills modules and enhance its grooming and professional etiquette training.

Section F: Risk Mitigation

Key risks identified and addressed include:

- **Dropouts due to economic pressures:** Mitigated by offering stipends and flexible learning hours.
- **Skill mismatch:** Addressed by engaging with placement agencies for updated curriculum development.
- **Digital barriers:** Tackled via offline outreach and Tech on Wheels support.
- **Funding volatility:** Mitigated through SSE partnerships and diversified CSR donor acquisition.

Masoom maintained contingency plans and continuity protocols to ensure program resilience and outcome integrity.



Section G: Sustainability Measures

Long-term Sustainability Steps:

- Deployment of **alumni ambassadors** across clusters to sustain mentorship and peer learning.
- Integration with **state-level skilling missions** via MoUs and shared delivery frameworks.
- Development of **community-run career cells** piloted in Nagpur and Mumbai, reducing dependency on Masoom staff.
- Creation of toolkits for career counsellors, enabling independent scale-up across new geographies.

Funding Diversification & Community Ownership Efforts:

MASOOM increased its funding sources from 3 to 15 donors, including corporate, philanthropic, and SSE-linked institutions. Communities began sponsoring local job fairs and contributing modest infrastructure support, such as venues and refreshments. Alumni-led fundraising events were introduced for scholarship support.

Section H: Alignment with Broader Goals

Alignment with SDGs:

- **SDG 4 – Quality Education:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Reintegrates dropout youth through career-linked learning.

Masoom’s Career Cell directly supports this goal by reintegrating out-of-school youth into structured learning pathways linked to employability. Many beneficiaries are first-generation learners from underserved backgrounds who had dropped out due to economic pressures or social constraints. Through career counselling, vocational scholarships, and placement referrals, the program creates alternative education routes that are accessible, flexible, and relevant to today’s job market.

By embedding career-linked learning into the educational continuum — especially through night schools and Evening Learning Centers — Masoom enables youth to complete their academic milestones (such as SSC/HSC) while simultaneously preparing for professional life. This dual-track model aligns with SDG 4’s emphasis on inclusive and lifelong learning, particularly for those marginalized by traditional systems.



SDG 5 – Gender Equality: Supports female participation and economic empowerment , achieve gender equality and empower all women and girls.

The Career Cell embodies this goal by actively promoting the participation of young women in education and employment. In FY 2023–24, over 40% of Career Cell beneficiaries were female — a significant indicator in populations where girls often face early marriage, household responsibilities, and restricted mobility.

MASOOM counters these barriers through girl-focused outreach, mentorship by female professionals, safety-sensitive class scheduling, and scholarships that reduce financial dependence. Additionally, the program supported multiple female-led entrepreneurial ventures, some of which secured sizable seed funding. These interventions don't just enable girls to learn — they empower them to earn, lead, and redefine their social and economic roles within their communities.

SDG 8 – Decent Work & Economic Growth: Facilitates direct placement and livelihood generation. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Career Cell serves as a direct pipeline to decent employment for youth who were previously engaged in informal, low-paying, or unstable jobs. Through targeted skilling, interview preparation, job fairs, and employer partnerships, MASOOM enabled 178 youth to secure formal employment in FY 2023–24 — doubling their average monthly income compared to pre-program levels.

These placements weren't just jobs; they represented upward economic mobility and social validation for young individuals long excluded from mainstream labor markets. Masoom's emphasis on skill-market alignment, resume building, and post-placement mentorship ensures that the employment secured is not just accessible but also sustainable and growth-oriented.

The entrepreneurship arm further boosts local economic development by nurturing youth-led micro-businesses, thereby fostering innovation, job creation, and financial independence.

Alignment with National/State Development Goals:

- Supports National Education Policy (**NEP**) 2020 by promoting flexible education and skilling.
- Integrates with **Maharashtra State Skill Development Mission**.
- Syncs with **National Skill India programs** through vocational linkages and digital readiness initiatives.



Section I: Approach and Analysis

Baseline Status and Context Description: At the start of the Career Cell Project, the baseline status revealed significant employability gaps among youth attending night schools and ELCs. Many were first-generation learners from marginalized communities, balancing daily wage work with evening education. By the end of FY 2023–24, the program demonstrated measurable improvements in employability outcomes, including increased post-placement income and higher female participation.

Past Performance Trend: Over the years, the Career Cell Project has consistently expanded its reach and impact, scaling from a pilot phase to full implementation across 98-night schools and 25 ELCs. Key performance indicators, such as counselling sessions, scholarships awarded, and job placements, have shown steady growth.

Solution Implementation Plan and Sustainability Measures: The Career Cell Project employs a multi-layered strategy involving digital and offline career counselling, vocational training referrals, mentoring, and employer partnerships. Sustainability measures include strengthening alumni tracking systems, piloting community-led replication models, and leveraging stakeholder feedback for real-time course correction.

Material Changes in Implementation Model: In the last year, the implementation model has been enhanced to include digital career counselling platforms and expanded employer partnerships, ensuring broader access and inclusivity.

Alignment with SDGs and National/State Priorities: The project aligns with SDG 4 (Quality Education), SDG 5 (Gender Equality), and SDG 8 (Decent Work), and supports both national (NEP 2020) and state-level skilling missions.

Stakeholder Feedback: Stakeholder feedback has been integral to the project's success, driving real-time course correction and ensuring inclusive access. Feedback loops have been strengthened to capture insights from beneficiaries, employers, and community members.

Risk Mitigation: The biggest risks to achieving the desired impact include limited access to resources and fluctuating economic conditions. These risks are being mitigated through adaptive delivery models, strengthened monitoring systems, and diversified funding sources.

The Social Auditor recommends continued expansion of the Career Cell, strengthening alumni tracking systems, and piloting community-led replication models to deepen long-term impact.



Section J: Impact Scorecard (FY 2023–24)

Metric Type	Indicator	Baseline	Current	Target	Trend
Education	% Course Completion	58%	74%	85%	↑
Employment	Annual Job Placements	123	178	250	↑
Income	Avg. Monthly Income (₹)	10,000	16,500	20,000	↑
	Active Alumni Mentoring Cells	None	18	25	↑
Funding	Donor Count	3	15	20	↑

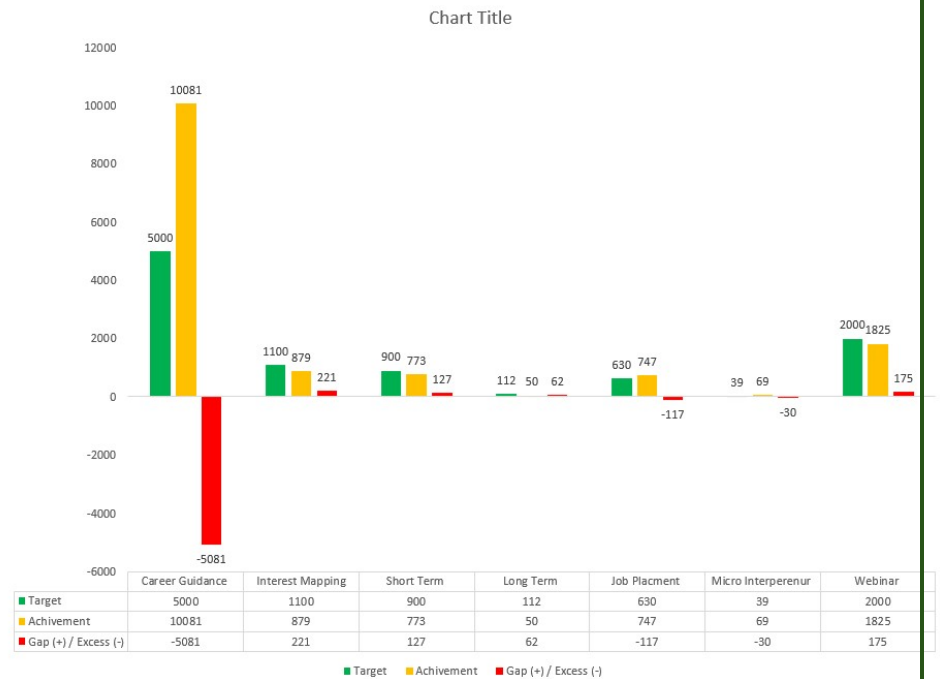
Monitored Metrics and

Trend: The Career Cell Project tracks key metrics such as counselling sessions conducted, scholarships awarded, job placements facilitated, and post-placement income levels. Trends indicate steady growth in these areas, with notable improvements in female participation and micro-enterprise launches.

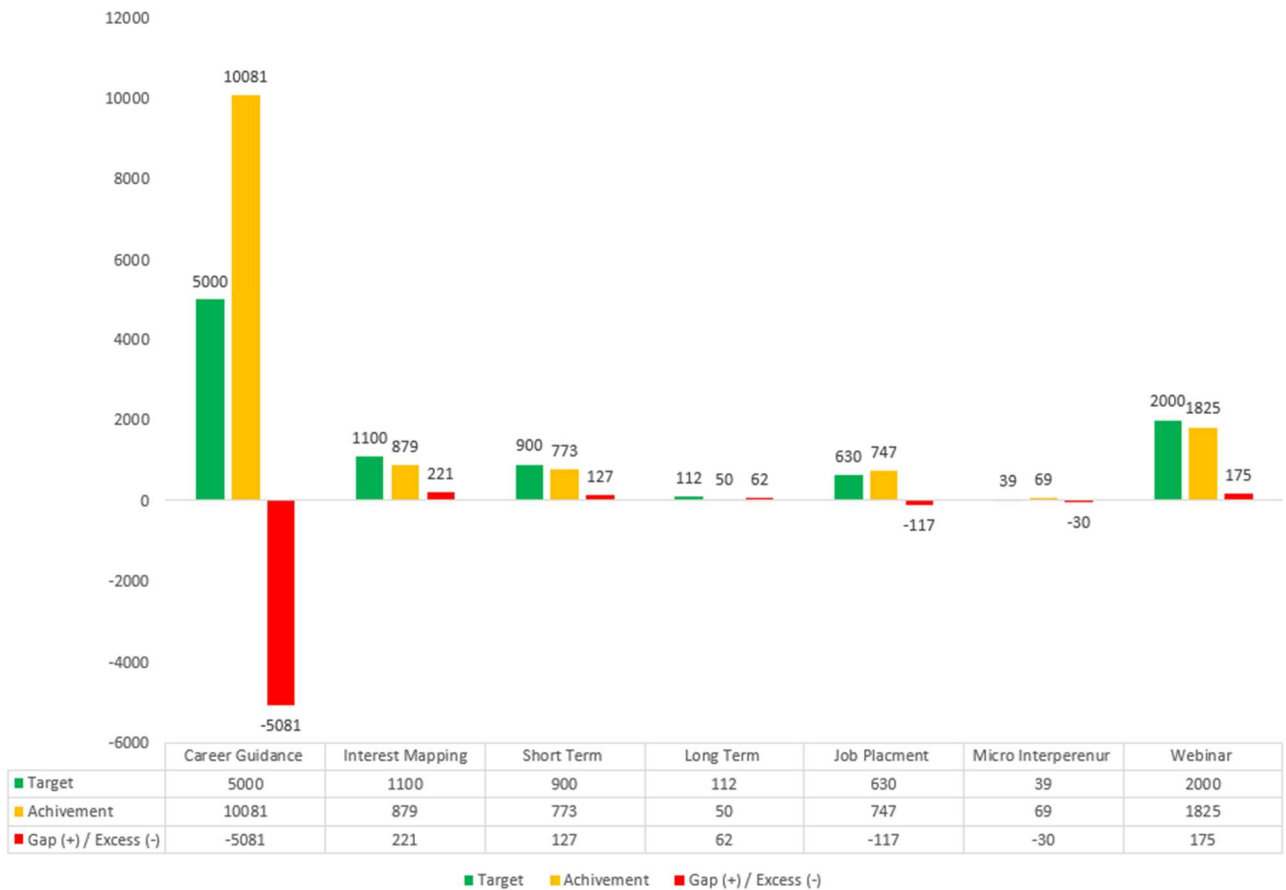
Impact on Target Segment(s) in Reporting

Period: During the reporting

period, the project significantly impacted first-generation learners from marginalized communities. Beneficiaries reported increased employability, higher income levels, and enhanced access to vocational training and career opportunities.



Beneficiary/Stakeholder Validation: Beneficiary and stakeholder validation has been a cornerstone of the project’s success. Regular feedback sessions, surveys, and community meetings have ensured that the program remains aligned with the needs and expectations of its target audience. Validation efforts have highlighted the program’s effectiveness in bridging employability gaps and fostering sustainable livelihoods.



Section K: Visual Documentation – Field Implementation Highlights

This section presents selected images from MASOOM's Career Cell activities conducted during FY 2023–24. The visuals showcase career counselling sessions, vocational training classes, alumni engagement workshops, placement fairs, and entrepreneurship showcases.

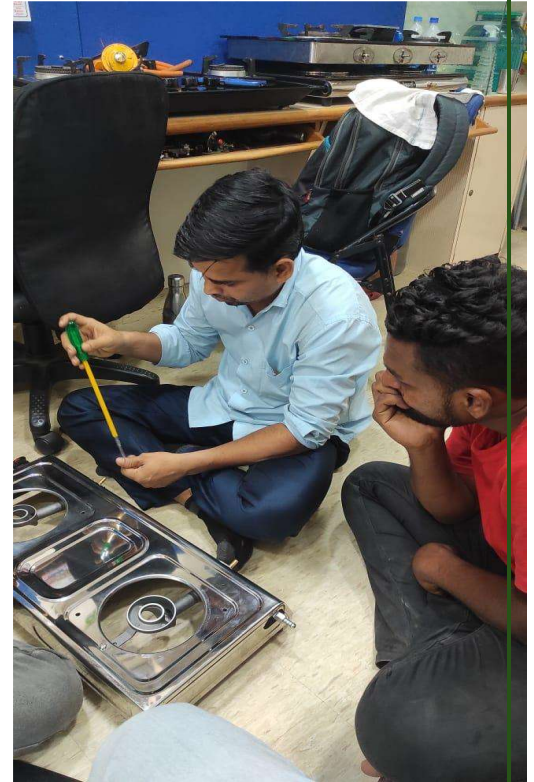
Each image captures the diversity of beneficiaries, community settings, and the dynamic nature of intervention delivery.

EDP TRAINING PROGRAMME- 2024



E-learning Sessions, BVM Matunga Night School, Mumbai





Section L: Social Auditor Observations

Strengths and High-Impact Elements:

Masoom's Career Cell Project demonstrates several strengths. These include a multi-tiered intervention model that blends career guidance with skilling and placement, data-informed decision-making, impressive alumni success stories, and inclusive execution with strong gender representation. The program is recommended for scale-up, particularly in other urban and semi-urban pockets across India and in public-private partnership skilling models. Success, however, will depend on bolstering employer networks, formalizing the alumni database, and refining mentoring pathways. Additionally, improving resilience to digital fatigue through alternative learning modes will help enhance engagement.



The Career Cell's **holistic design, data-backed monitoring, and community integration** yielded impressive educational and livelihood outcomes. The model is inclusive and adaptive, demonstrating readiness for replication.

The **Career Cell's holistic design** refers to the way the program integrates multiple dimensions of youth development rather than focusing on just one isolated need. It doesn't merely offer career counselling—it builds a bridge from education to employment through a layered approach that includes one-on-one guidance, access to vocational training, mentorship support, job placement, and even entrepreneurship incubation. Each student's journey is personalized, ensuring that guidance is meaningful and aligned with individual aspirations and constraints.

The strength of this design lies in its responsiveness to **real-world barriers** faced by Masoom's beneficiaries. Many of them are working students, facing time constraints, familial pressures, and financial hardships. By offering flexible schedules, digital touchpoints (like WhatsApp counselling), need-based scholarships, and region-sensitive programming, the Career Cell meets youth where they are—not where systems expect them to be.

Secondly, **data-backed monitoring** adds rigor and accountability. Every counselling session, scholarship awarded, placement facilitated, and dropout risk is tracked using digital dashboards and monthly reports. MASOOM reviews metrics like course completion rates, income gains, and student satisfaction regularly and uses these insights to iterate quickly. This helps eliminate inefficiencies and ensures interventions remain effective, personalized, and current with market trends.

The program's impact is further amplified through **community integration**. Rather than operating in isolation, MASOOM builds relationships with alumni, parents, teachers, local employers, and community leaders. Alumni become mentors, local businesses support placements, and parents become partners in their children's career journeys. This deep embedding into the social fabric improves outreach, retention, and long-term support for the students—even after they graduate.

By being **inclusive and adaptive**, the Career Cell is designed to support diverse beneficiaries—including women, transgender individuals, differently-abled youth, and migrants—by tailoring content and delivery methods. The program adapts to different learning styles, socioeconomic backgrounds, and language preferences, ensuring equitable access and participation.

Finally, all of these features together create a model that is not only **effective but replicable**. Its modular design, community-centric approach, and outcome-focused execution make it suitable for deployment across geographies with similar socio-economic challenges. Whether in urban slums, tribal belts, or peri-urban youth hubs, the Career Cell blueprint is versatile enough to be scaled with fidelity and impact.



Areas for Improvement or Follow-up:

While MASOOM's Career Cell maintains regular follow-up with alumni through WhatsApp groups and informal mentoring networks, no unified or structured digital database exists to track post-program outcomes systematically beyond the first year of graduation. This limits the organization's ability to measure long-term career trajectories, retention in employment, income progression, and continued education among its beneficiaries.

Creating a centralized alumni tracking platform—ideally integrated with MASOOM's internal MIS system—would allow for longitudinal data collection and reporting. The system should be designed to capture key variables such as job status, salary changes, industry movement, entrepreneurial ventures, academic continuation, and geographic mobility. Additionally, tagging alumni based on intervention type (e.g., short-term skilling, higher education support, entrepreneurship) could help in evaluating the comparative effectiveness of different Career Cell components over time.

To ensure sustained engagement, MASOOM may consider incentivized data updates, periodic alumni surveys, regional alumni ambassador networks, and integration with public employment tracking platforms. A robust alumni database will not only improve impact measurement and accountability but also create a foundation for showcasing success stories, fostering peer mentorship, and mobilizing support for program expansion.

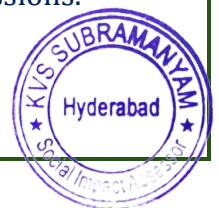
Conclusion

Masoom's Career Cell Project addresses the employability gap among youth attending night schools and Evening Learning Centers (ELCs) in Maharashtra. These are first-generation learners from marginalized communities aged 16–30 years, many of whom balance daily wage work with evening education.

In FY 2023–24, the program scaled its efforts across 98 night schools and 25 ELCs, delivering over 7,100 counselling sessions, awarding 697 scholarships, and facilitating 178 direct job placements. The average post-placement income rose to ₹16,500/month, representing a 65% increase over baseline. Female participation exceeded 40%, with several beneficiaries launching their own micro-enterprises supported by ₹54 lakhs in seed funding.

The Career Cell operated through a multi-layered strategy involving digital and offline career counselling, vocational training referrals, mentoring, and employer partnerships. Monitoring systems and stakeholder feedback loops were strengthened to drive real-time course correction and ensure inclusive access.

The project aligns with **SDG 4 (Quality Education)**, **SDG 5 (Gender Equality)**, and **SDG 8 (Decent Work)**, and supports both national (NEP 2020) and state-level skilling missions.





Key strengths include its community-centric approach, adaptive delivery model, and strong outcome orientation.

We recommend continued expansion of the Career Cell, strengthening alumni tracking systems, and piloting community-led replication models to deepen long-term impact.

Date: 12/08/2025

Place: Hyderabad



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