



Pratham USA

Every Child In School and Learning Well

Pratham Vocational Training Program

Launched 2005

Objective Empower youth on a journey out of poverty by training them for employability in the formal jobs sector or for entrepreneurship.

Reach 100+ Vocational Training centers across India, providing skills training and placement in entry-level positions in 8 major vocations.

Scope In addition to skills training, program includes Entrepreneurship Development, Migration Support, Upward Mobility for Migrant Workers and Career Awareness for Adolescents.

Impact 125,000+ youth trained, 85% placed in jobs

Pratham Difference

- Curricula developed in conjunction with industry partners to ensure students acquire skills in demand in the jobs market
- Guaranteed jobs placement for every graduate; overall placement rate of 85-90% compared to national average of 15%
- Post placement counseling and support for a year, informal ongoing support via alumni network

Adaption to Covid-19 Pandemic & Lockdown

- Created hybrid skilling model: all book learning done virtually, hands-on training shortened in duration and provided closer to students' homes
- To assist youth thrown out of work and those migrating due to pandemic, began a certification tool, aka skills passport, that lists an individual's qualifications and work experience to aid in re-employment
- Assisted 28,000+ youth with skills training, placed 8,000+ in jobs



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Pratham Digital Initiatives

Launched 2015

Objective Level the playing field for rural students by putting learning opportunities directly in their hands with digital interventions, supplementing and going beyond the limited school curriculum and encouraging them to become independent, life-long learners

Reach 3,000+ communities across 14 states of India

Scope Digital resources and tablets have been introduced in Pratham's programs for elementary grades, early childhood education and vocational training, with the aim of preparing an individual for school, work and life

Impact From 2015-2019, 300,000 children learned by using 22,000 tablets, clocking 70+ million minutes

Pratham Difference

- Learning content created in 11 Indian languages and open source to encourage use by other NGOs and governments, with 5,600+ educational videos and 500 games produced
- Continual measurement of the involvement and motivation of students through their interaction with the device and their engagement with the content in order to understand students' choice, viewing behavior and interests
- Foster a social structure of parents, community volunteers and resource persons, to support and sustain learning outside of school

Adaption to Covid-19 Pandemic & Lockdown

- Digital capability enabled Pratham to expand to 12,000+ communities/700,000+ learners
- Content adapted to delivery via SMS and WhatsApp due to limited smartphone access
- Radio and TV educational programs developed for states of Bihar, Maharashtra & UP
- Partnered with 14 state governments and 600 partners to disseminate Pratham content to millions