OUR CORNERSTONES

TATA STRIVE | Right Skills Bright Future   **TATA**

MISSION

To develop capacity to train youth for employment, entrepreneurship and community enterprise

IMPACT ON
- Youth
- Trainers
- Programme Quality

Values & World Class Skills

## BRAND PROMISE

INNOVATION IN MOBILIZATION

Interest Inventory- using technology to guide youth to make informed career choices

Gamified persona assessment capturing candidates likes and dislikes for various job roles

INVESTIGATIVE

REALISTIC

ARTISTIC

THINGS IDEAS

DATA PEOPLE

CONVENTIONAL

SOCIAL

ENTERPRISING
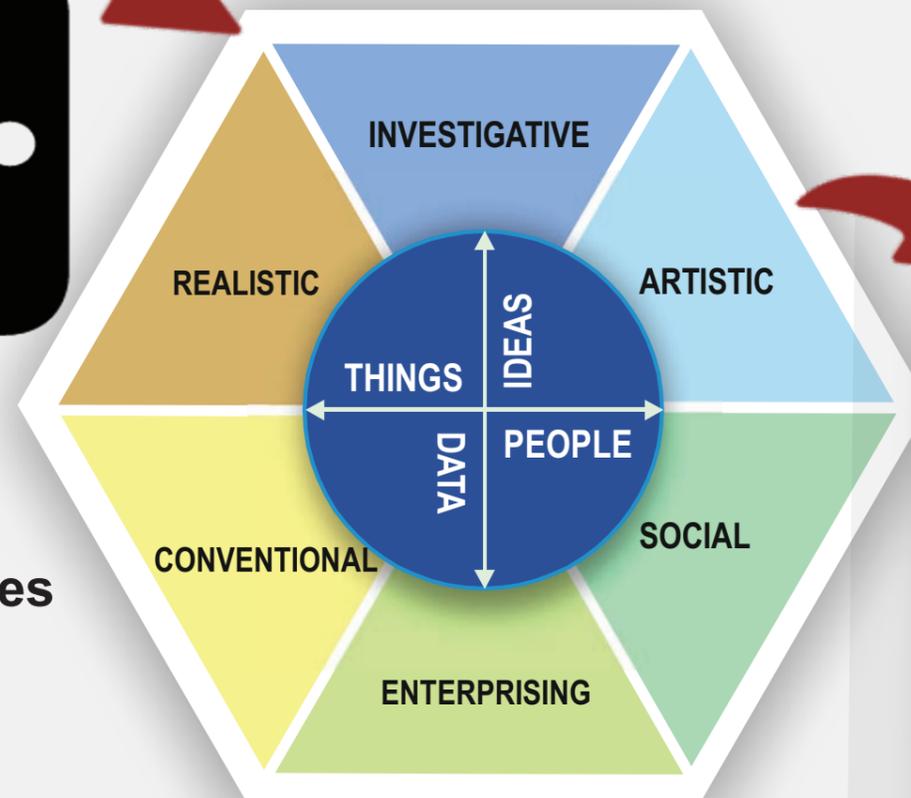
Tata STRIVE's interest inventory algorithm is based on Holland's Code

UNLIKE NEUTRAL LIKE

Social
Conventional
Enterprising
Investigative
Artistic
Realisitc
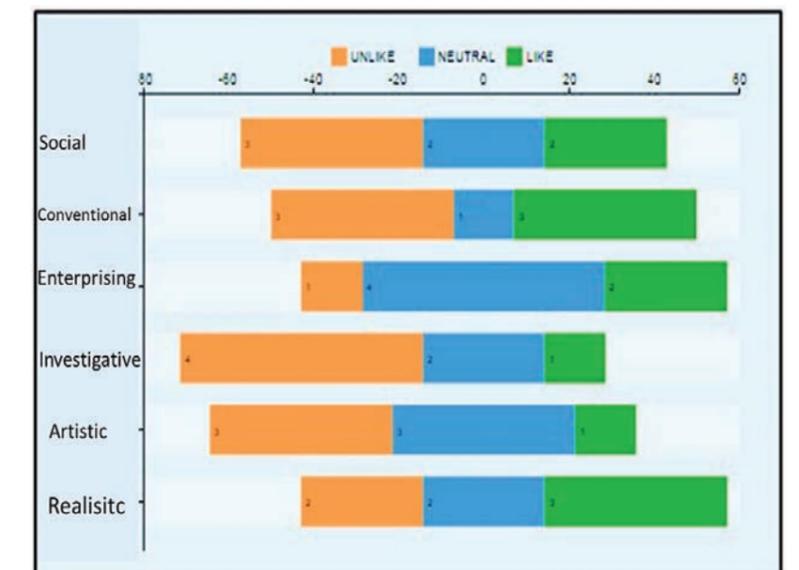
The result is a 3 letter code that reveals the applicant's inherent interest for job clusters

FOCUS ON STUDENT WORK READINESS

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Transforming youth through empowering conversations that address the unseen, submerged part of their personality

Life skills

Communicative English

Workplace Readiness

Values

Financial Literacy

Numeric Literacy

Mindfulness Practices

Self Discovery

Digital Literacy
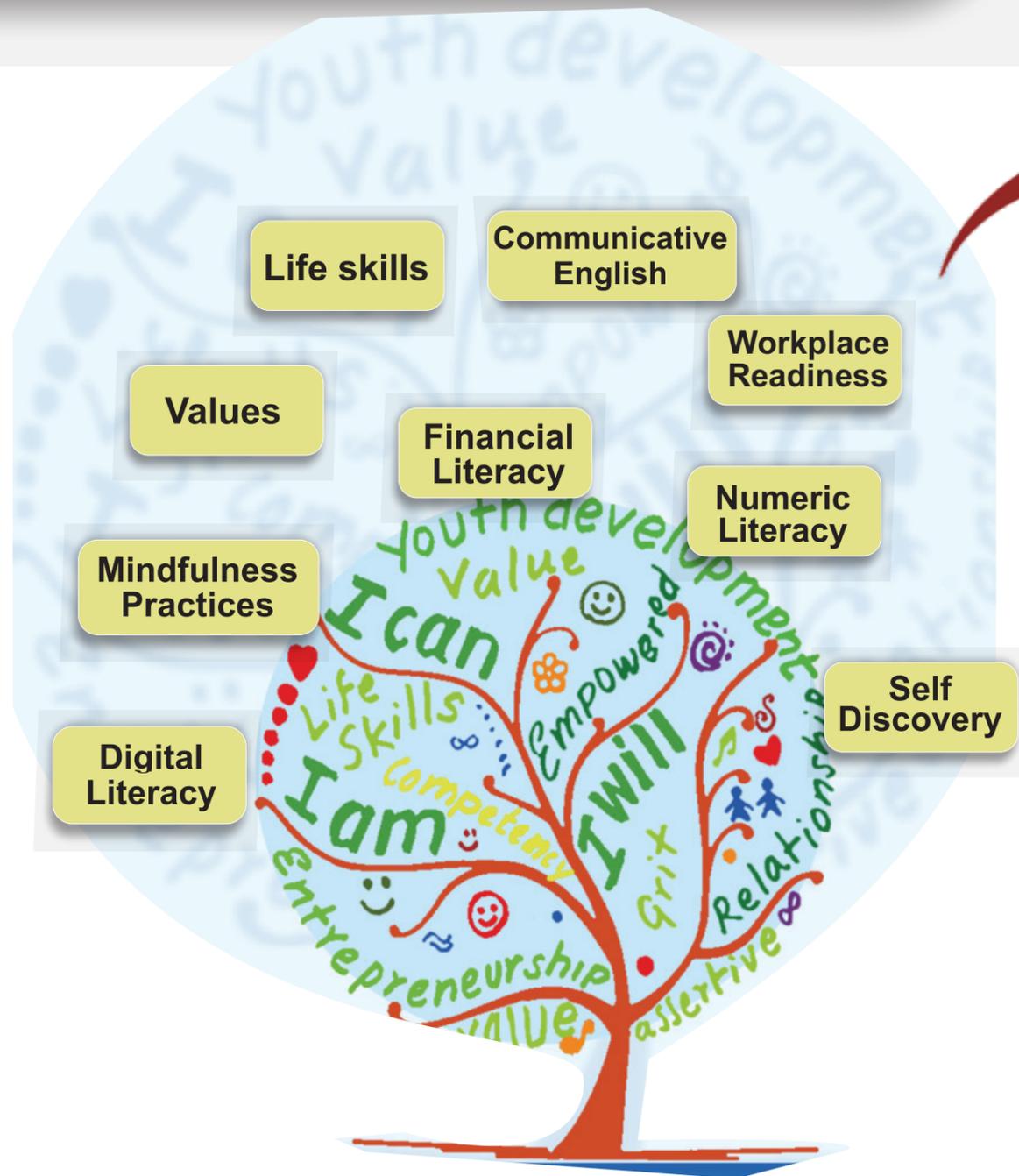
Youth Development Modules

Iceberg Model

Visible — Behavior

Unseen — Perception

Attitude

Values

Beliefs
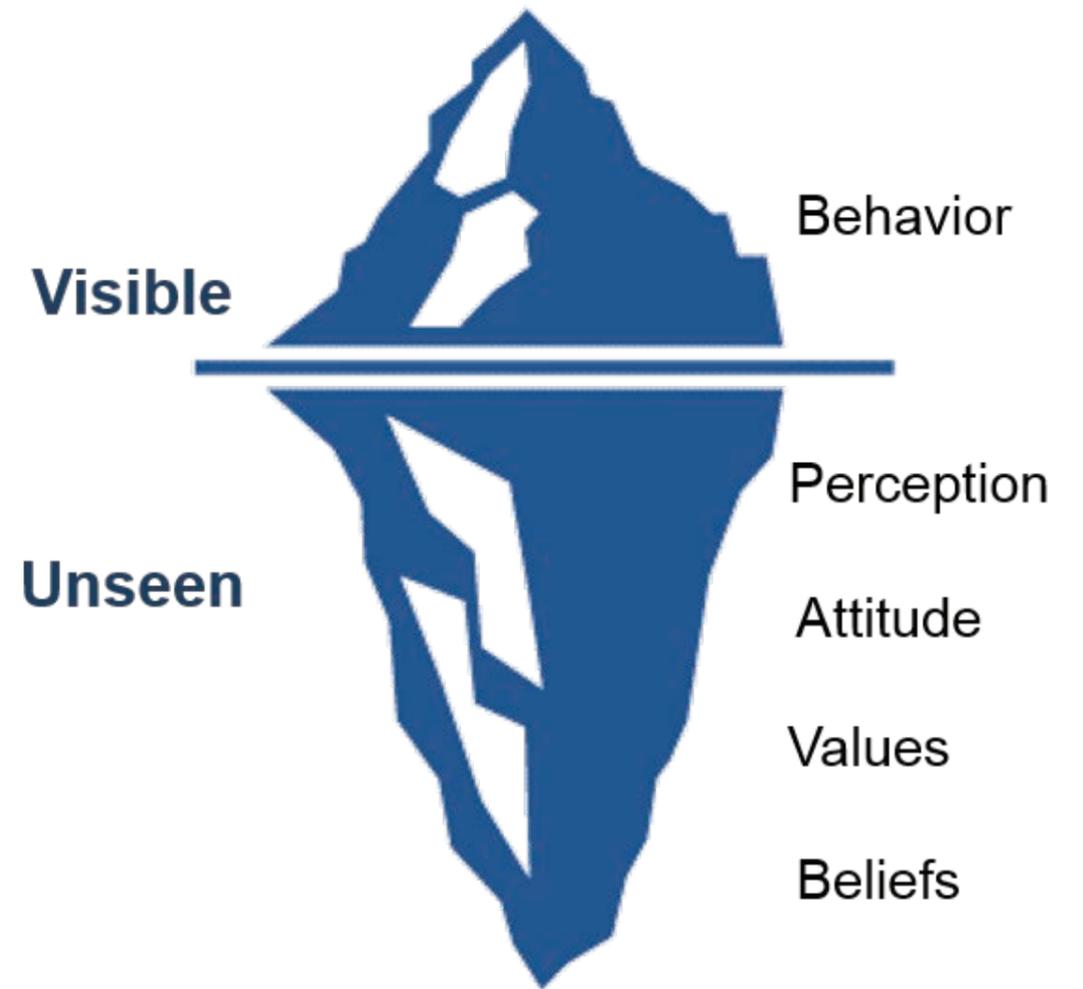
EMPOWERMENT COACHING FOR FACILITATORS

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Our Methodology

40 hrs of training Program + 36 hrs of skill practice

Phase 1
(3 days)
Providing mind-set, skill-set & tool-set including guided practice

Phase 2
(6 weeks)
Practicing with support from a Master Coach

Phase 3
(2 days)
Participants share experience, learnings & hallenges
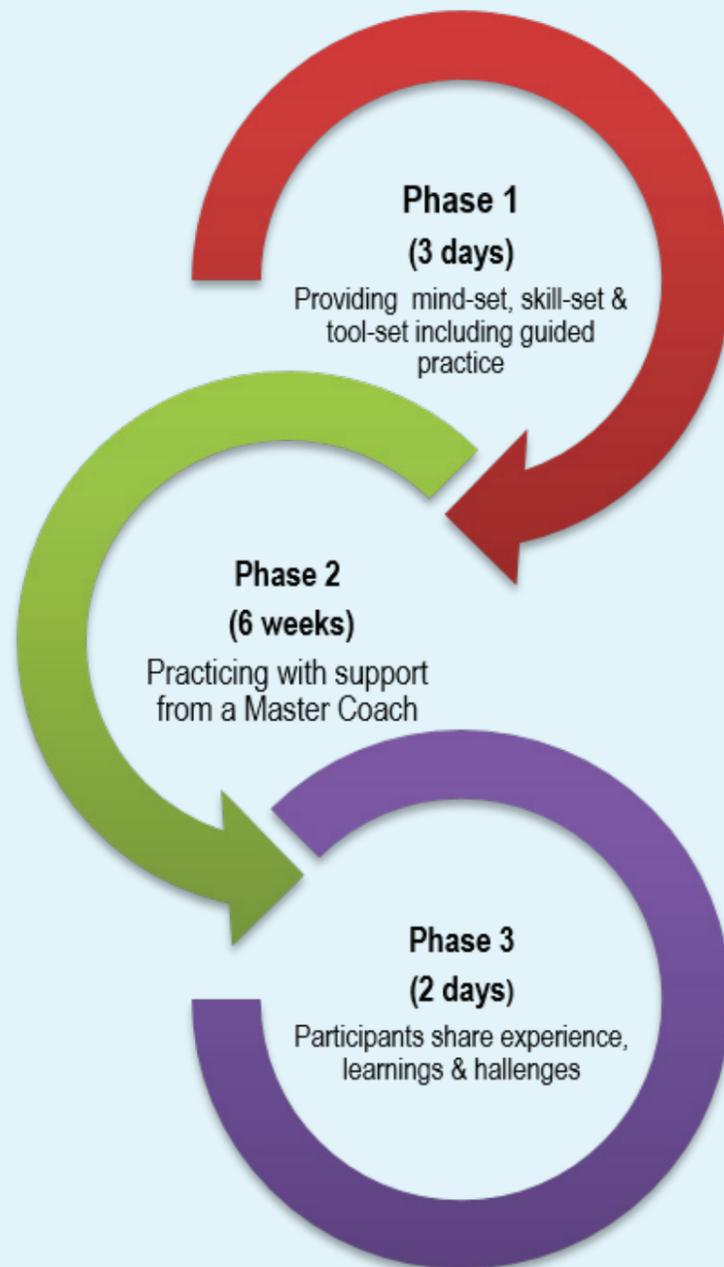
Building Capabilities

TRANSFORMATION ▲

YOUTH

- lack in confidence
- make uninfomed choices
- not outcome focused

- improved self awareness
- improved self belief
- positive outlook towards work & life
- goal oriented

FACILITATOR

- chalk & talk style
- low self-esteem
- lacks 'pride for the profession'

- coaching using powerful questions
- provoke thinking
- facilitate sustainable change in youth
- advanced facilitation skills

LIMITATIONS

EMPOWERED

TRANSFORMATION ▲

AC Technician Course
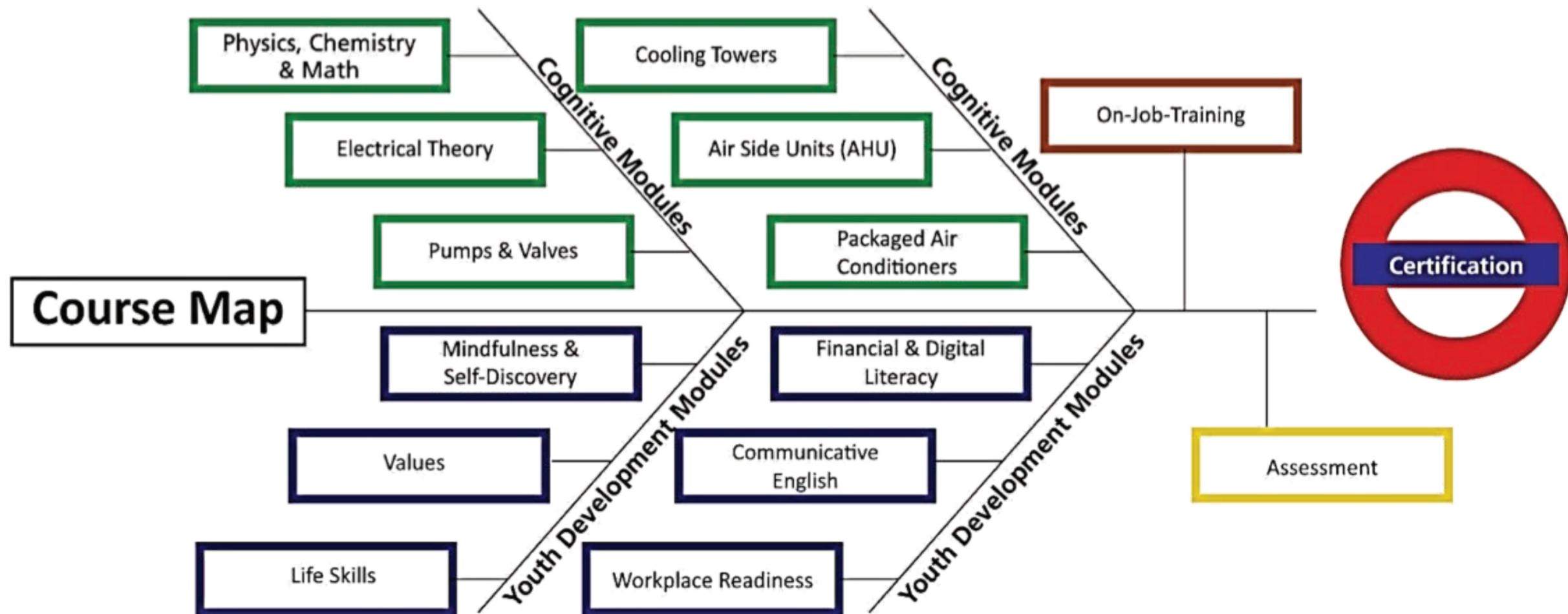
TECHNOLOGY PLATFORM-ENGINE FOR SCALE

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PAAS

Platform as a service

Scale

Digital Assessments

Tata STRIVE Platform

Managed Services

Storage

Software

Infrastructure

Remedial Decision making

BIG DATA

Internet connection
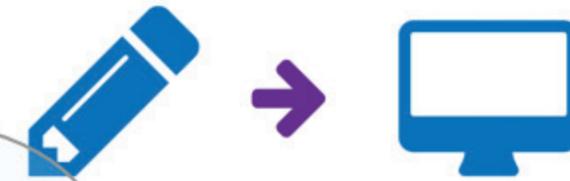
Anytime anywhere authentication

Listed -searchable database

STAKEHOLDER VOICES

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Student's voice

"I realize what I have learnt at Tata STRIVE is useful to me wherever I go. Today, because I chose Tata STRIVE I can earn and learn and continue to grow as a person and professional "
-Akshay Sharma, currently employed with Intelenet

"I just knew the dictionary meaning of the word empowerment, but I now know what it means like and also the difference between coaching and mentoring"
- Sadhan Dutta, Pratham NGO

"Within the first week I could see a lot of change in my daughter. She now smiled more... started making friends, being happy & also started talking to me, helping me & even advising me. Tata STRIVE is not just about making our children job ready but also about transforming the mindset of the youth."
– Mother of Pooja Bera

Faculty's voice

Parent's voice