RCT Impact Evaluation: Increased Access to Information

CLIENT

THE WORLD BANK *

KEY ROLE

Supported the design of the intervention, supervised end-to end data collection. Supported implementation of the intervention and the overall RCT to evaluated how reducing information barriers through a mobile-based job search platform (MEET app) could improve FLFP outcomes for female vocational graduates.

KEY HIGHLIGHTS

Collected baseline data on aspirations, behavior, and networks; used cluster randomization to test app diffusion. Addressed info gaps with personalized nudges and onboarded trainees onto the MEET app, offering verified jobs and insights in 'Hin-glish'.

3
STATES

130
ITIs

4411
FEMALE TRAINEES

IMPACT

Generated evidence on how low-cost job tech can ease info gaps, expand networks, and boost women's job readiness in restrictive settings—informing national skilling strategies for 400,000+ female ITI graduates annually.

* Individual contract with the founder.