

Case Study: Policy Design and Systems Reform

Tracer Study 2022

CLIENT



KEY ROLE

Led the design and execution of a tech-enabled pilot tracer study covering 18,500+ ITI graduates to track employment outcomes and support a scalable methodology for India's TVET system.

KEY HIGHLIGHTS

Reached 2,005 ITI graduates via a WhatsApp bot, capturing data across 40+ trades with gender and district-wise insights. The bilingual digital survey mapped career progression, wage shifts, and training relevance, while also diagnosing reasons for unemployment and apprenticeship experience.

22
DISTRICTS

166
ITIs

18562
STAKEHOLDERS

IMPACT

Proved the viability of tech-based tracer studies at scale, shaping STRIVE's KPI-linked funding model and contributing to India's Labour Market Information System. Enabled Haryana to unlock STRIVE funding through successful implementation.



* Individual contract with the founder.