

code for <good> 2022

CELEBRATING 10 YEARS

Organization: Tata STRIVE
Website: www.tatastrive.com

Mission

Tata STRIVE's mission is to skill aspirants for employment, entrepreneurship, or community enterprise with a focus on the disadvantaged and strengthen the skill development ecosystem.

Context

Tata Strive, an initiative of Tata Group, to skill unemployed, disadvantaged youth of India and acclimatize them with the changing work environment and get them sustainable livelihood through employment, entrepreneurship, and community enterprise. The core philosophy is to create courses that would help in creating and supplying trained manpower across the entire industrial spectrum as well as develop entrepreneurial talent.

Strive works on two fronts; to skill the youth directly and improve the quality of skill development ecosystem itself through programs like train the trainer, empowerment coaching for facilitators, as well as knowledge sharing with other skill development partners.

Six years back, Tata STRIVE started this journey and reached the 'ONE MILLION' mark in FY 2022, well ahead of time with the help of technology. Transformation initiatives like blended learning, digital courses helped to sustain the impact in the current dynamic conditions.

Challenge

A digital twin is a digital representation of a physical object, process, or service. Digital twin technology can be used to replicate processes to collect data to predict how they will perform. This has been proven in manufacturing sector and applied in some respects in education domain.

They would like to apply a similar concept on Youth who are experiencing transformation journey with STRIVE. With the help of a Digital Twin Technology, they would like to understand and respond to following use cases

- a) Can he/she take-up skill development program
- b) Will he/she able to complete the skilling program
- c) Which employer is appropriate for him/her
- d) Will he/she able to sustain employment

Additional Considerations

The courses available are for a duration of 4 weeks to 6 months.

The life cycle for a student in Tata STRIVE is enroll -> course -> certificate -> placement -> 1 year of tracking.

Students are usually from 8th pass to graduates who are freshers.

Technology Baseline

Tata STRIVE has the data stored in a google drive. Assume all end-users will have access to a mobile phone with data connectivity.