Social: Integration and Learning

Design Thinking Live Project

Group members: Anusha, Chaand, Jatin, Sahaj, Sarvag, Shivangi

resources

prototypes

solution

brainstorming

survey

problem

about

About Social

- ○ Social is an innovative youth empowering organisation, based in South Africa.
- ○ It bridges the gap between classroom learning and skills required for the actual world workforce.
- ○ Social's aim is to empower their beneficiaries, help them find their purpose in life and equip them with social and entrepreneurial skills through training and skill development programmes
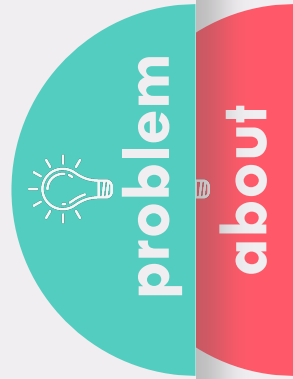
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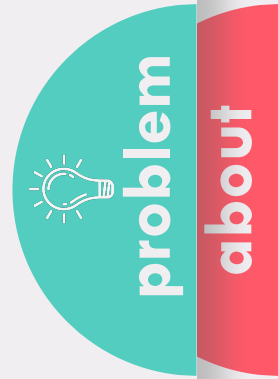survey

Problem Statement

WHO/WHAT/WHY?

Social needs to identify target customers, focus on their needs and demands, and develop an acquisition strategy in order to expand its market reach

problem

about

Problem Identification and Target Customers

○ Used the 2 principles of scalability: **replication** and **customization**

○ Huge skill gap and problem of employability in India

○ To get a better understanding of the problem, the group used 2 methodologies:

1) **Quantitative analysis** (Customer survey)
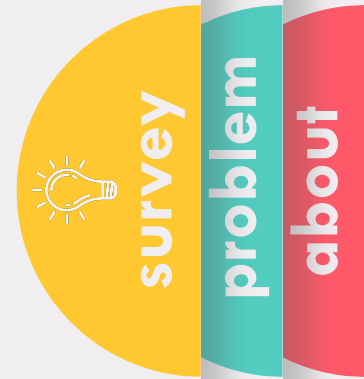2) **Qualitative analysis** (Targeted phone calls)

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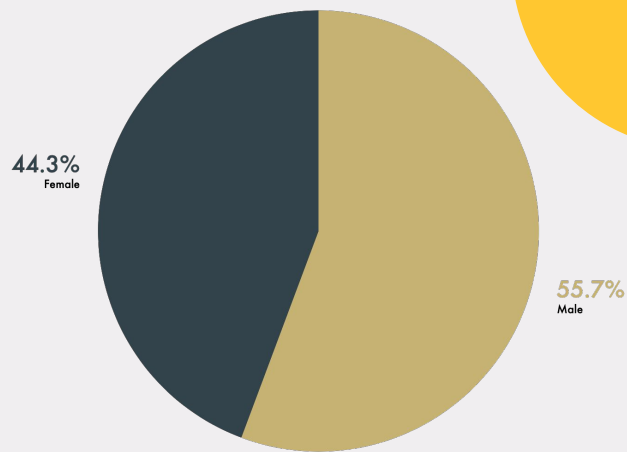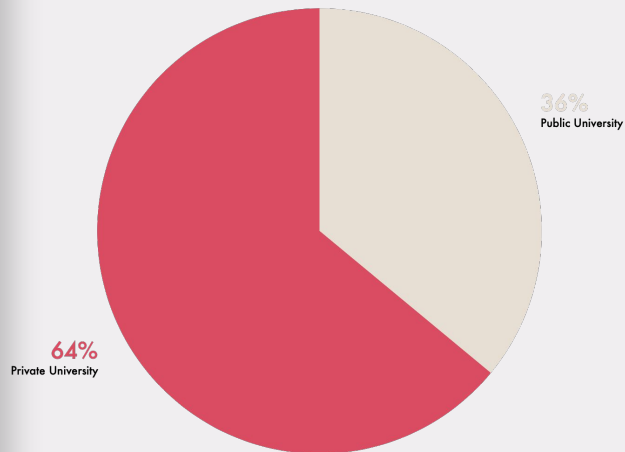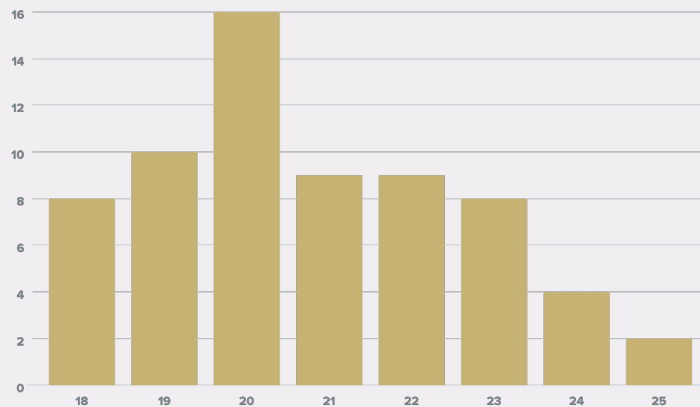
Quantitative Analysis

Based on Customer Surveys and Feedback

Universities Surveyed: Ashoka, OP Jindal, Shiv Nadar, Flame, Krea, Azim Premji, Symbiosis, Bennett, Amity, Delhi University

No of students surveyed: 66

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about

Age Breakup

36%
Public University

64%
Private University

44.3%
Female

55.7%
Male

If you are a university student aspiring to work after college, have you felt challenged in finding a job/internship ever?

- ● Yes, it's a big problem
- ● Sometimes, yes
- ● No, never

32.7%

61.8%
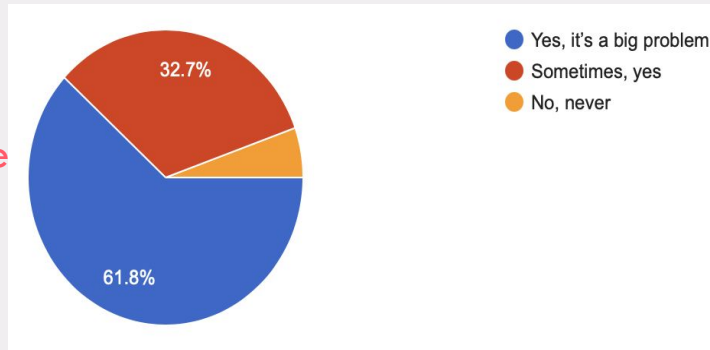
If you answered yes to the previous question, what do you think is the reason behind that?

42%

14%

34%

- ● Resume is not that good as I've focused mostly on academics
- ● Lack of experience because of lack of opportunity
- ● Lack of skill because of lack of experi…
- ● Unaware about the wide exposure out…
- ● Because i will be new at job and have…
- ● The inherent fear of failure of not bein…
- ● Big corporations don't hire from privat…
- ● I am mainly lacking the things one mig…
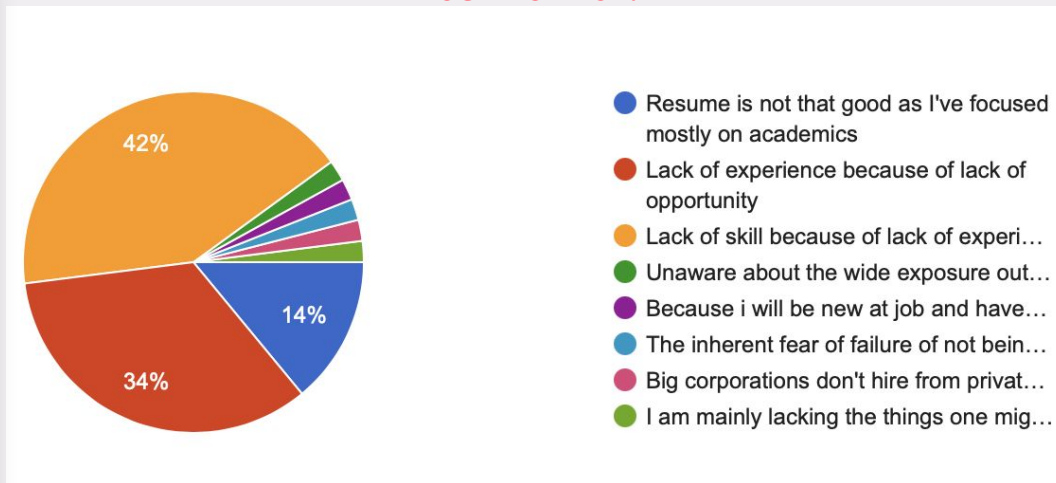
Do you think youth employability is a major concern in India that limits opportunities after college (due to lack of skill and experience) and it should be addressed?

78.6%
21.4%

● Yes, certainly
● Yes, to some extent
● No
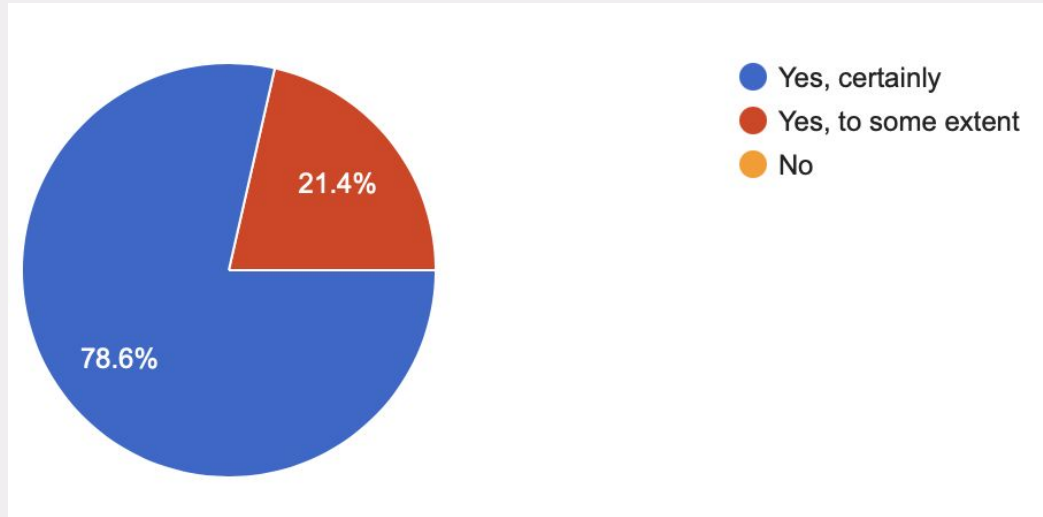
How clear are you about the skills necessary for you to find a good job in your discipline?

- Very clear
- Clear only to some extent
- Not clear at all

66.1% 14.3% 19.6%
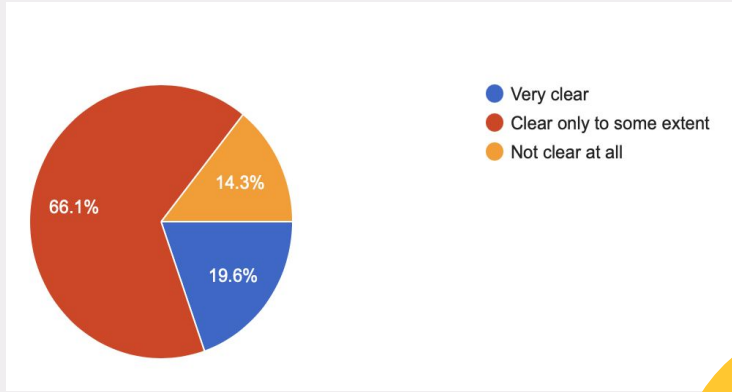
If given a chance to undertake an experiential learning program, which will impart practical, technical, and communication skills to make you more employable, would you like to attend it?

- Certainly yes
- Maybe
- No

23.2% 73.2%
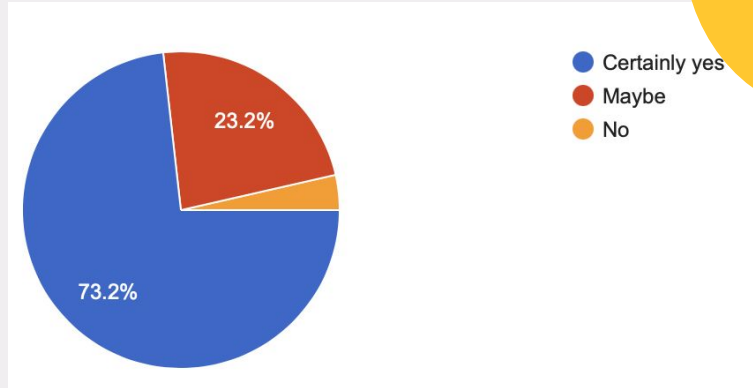
If you answered yes to the above question, why do you think it's worth your time to attend such a program?

- 52%
- 32%
- 14%
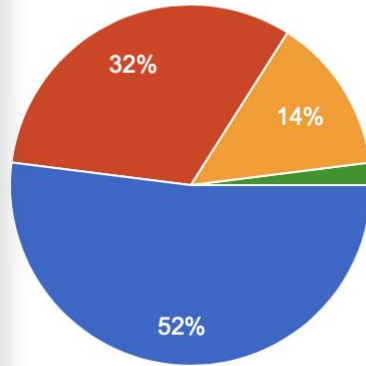
- College does not do a good job to make you 100% work ready
- You want to bolster your resume because It's hard to find work, as recruiters always look for experienced…
- It is something unique and it sounds interesting
- I want both genuine experience and an opportunity to learn and realise myself if the field I want to enter is genuinely fo…

Qualitative Analysis
(Targeted Telephonic Conversations)

After formulating a basic idea around the potential customers, the group members started calling selected individuals to develop a better understanding from the customers perspective.

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Empathy Map

EMPATHY MAP FOR UNIVERSITY STUDENTS

WHO are we empathising with?
What do they THINK AND FEEL?

Feel restricted and confused

They fear not getting a good college for masters

Stressed after not getting enough opportunities

Difficulty transitioning towards jobs

Parent are unhappy

Improving CGPA will get you better options

Youtube/Coursera Udemy/EdX and other upskilling platforms

Credibility of the program?

Parents want them to be productive

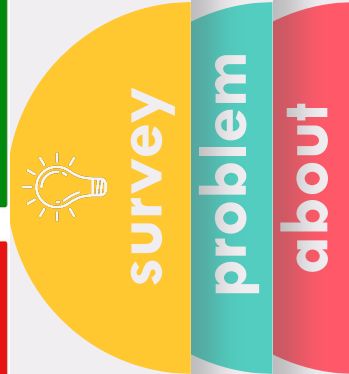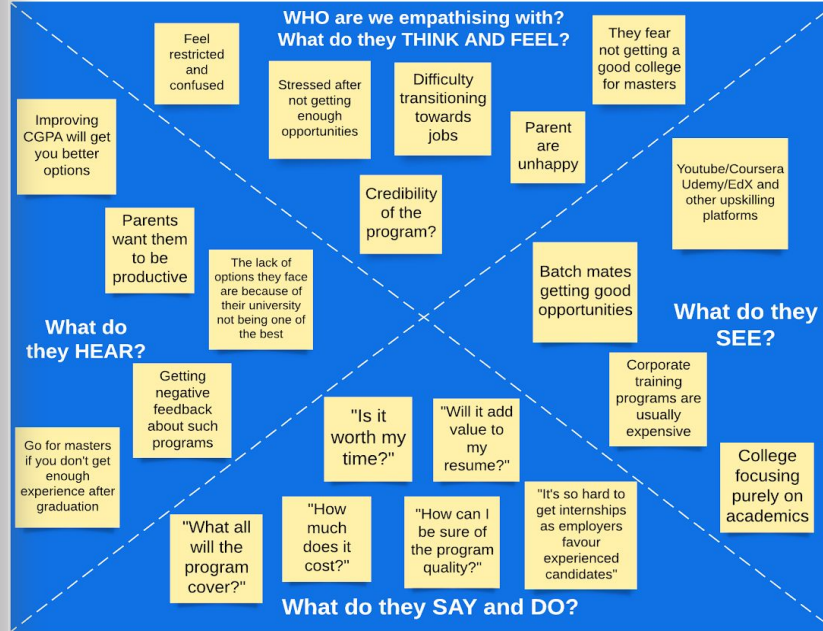The lack of options they face are because of their university not being one of the best

Batch mates getting good opportunities

What do they HEAR?

Getting negative feedback about such programs

What do they SEE?

Corporate training programs are usually expensive

Go for masters if you don't get enough experience after graduation

"Is it worth my time?"

"Will it add value to my resume?"

College focusing purely on academics

"What all will the program cover?"

"How much does it cost?"

"How can I be sure of the program quality?"

"It's so hard to get internships as employers favour experienced candidates"

What do they SAY and DO?

GAINS
Wants/needs, measure of happiness

Being productive and aware

Getting a good company to work in

Hardskills and softskills

Seeing parents happy

PAINS
Fears, frustrations, obstacles

Fear not getting a good job/college

Lack of clarity about which skills are required

Limited opportunities avaible in college

Expectations of friends/family and parents

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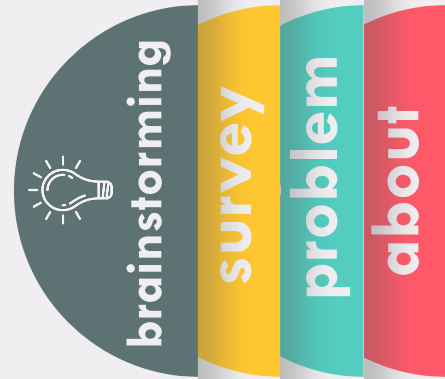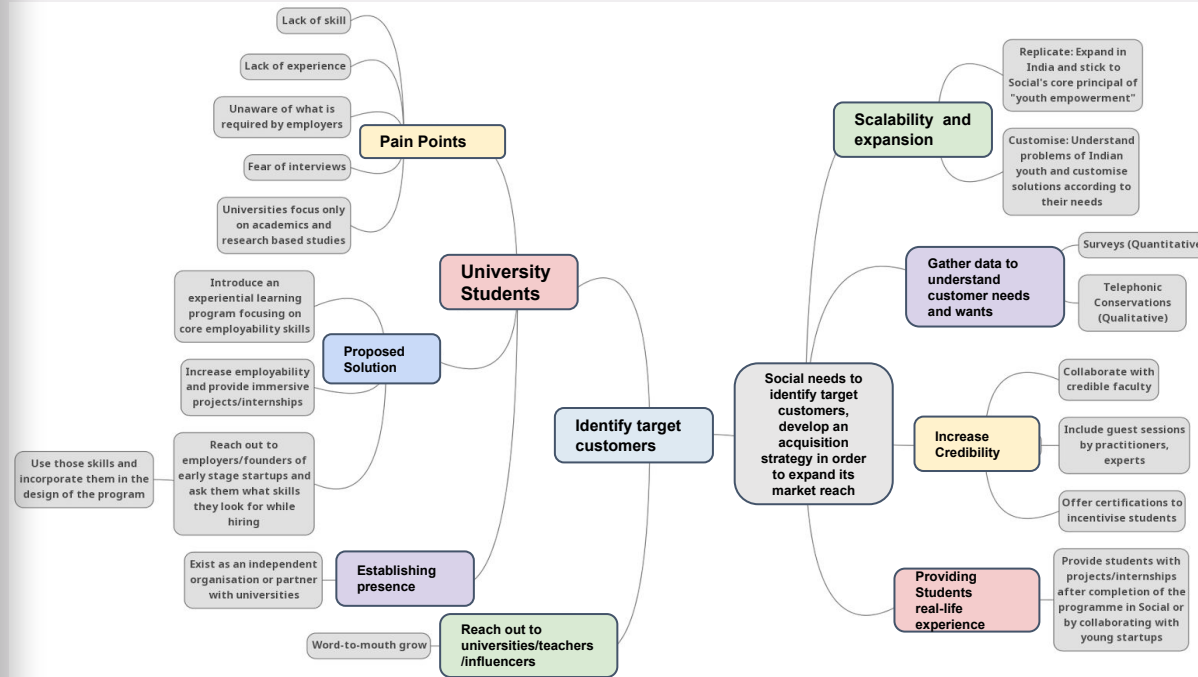
Brainstorming and Ideation

Mind Map, ERRC Framework,
6 Thinking Hats

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Mind Map

University Students

Pain Points
- Lack of skill
- Lack of experience
- Unaware of what is required by employers
- Fear of interviews
- Universities focus only on academics and research based studies

Proposed Solution
- Introduce an experiential learning program focusing on core employability skills
- Increase employability and provide immersive projects/internships
- Reach out to employers/founders of early stage startups and ask them what skills they look for while hiring
  - Use those skills and incorporate them in the design of the program

Establishing presence
- Exist as an independent organisation or partner with universities

Reach out to universities/teachers/influencers
- Word-to-mouth grow

Identify target customers

Social needs to identify target customers, develop an acquisition strategy in order to expand its market reach

Scalability and expansion
- Replicate: Expand in India and stick to Social's core principal of "youth empowerment"
- Customise: Understand problems of Indian youth and customise solutions according to their needs

Gather data to understand customer needs and wants
- Surveys (Quantitative)
- Telephonic Conservations (Qualitative)

Increase Credibility
- Collaborate with credible faculty
- Include guest sessions by practitioners, experts
- Offer certifications to incentivise students

Providing Students real-life experience
- Provide students with projects/internships after completion of the programme in Social or by collaborating with young startups

ERRC Framework

Eliminate

- ❖ Need to go to third party institutions when there is a designated program at the university itself
- ❖ Expensive corporate training programs
- ❖ Unreliable certifications

Reduce

- ❖ Effort put in by students to learn different skills from different places/platforms
- ❖ Frustration of not being able to get any experience/internships in college primarily due to lack of experience

Raise

- ❖ Youth employability and the number of students getting to experience real world work
- ❖ Brand awareness and market reach Options for employers

Create

- ❖ An experience enabling platform where talent meets opportunity, empowers the youth
- ❖ Talented pool of work ready students
- ❖ Access to reliable courses

E R
R C

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6 Thinking Hats

Facts

Surveys/secondary data show that over 80% of employers believe there is a skill gap in India and students are not work ready after college. +Customer survey findings

Emotions

Students restricted, confused, unaware and ambitious at the same time. First or second year students find it even hard to get experience and lack the knowledge of what it required. They deserve a platform.

Benefit

Social's program will enable successful university to work transition, give them an opportunity to gain experience, productivity increases, better soft skills and other work related skills

Process

Empathise and define the problem, understand the pain points, propose an experience enabling platform, empower beneficiaries by giving them opportunities for personal development

Ideas

Could reach out to employers, include projects, immersive internships, interactive workshops for peer to peer learning, interview preparation etc., reach out to schools/universities

Caution

Getting the first employer or university/students on board with Social. May be considered too expensive or unreliable.

Social's Proposed Solution and Plan of Action

Social's Vision: Shift the reality of their beneficiaries and empower them by giving them opportunities for their personal development.

Our Proposed Solution:- Be an enabler where talent meets opportunity and empowers the youth.

Introduce an Experiential Learning Programme that focuses on core employability skills that spill across disciplines, with the aim of making youth more employable. After training them, provide them with immersive internships/projects in Social or partner organisations/startups

Partner with Universities or exist as an independent organisation - propose yourself as an organisation that makes youth 'work ready' and upskills them in a complete manner and then provides them real life work experience
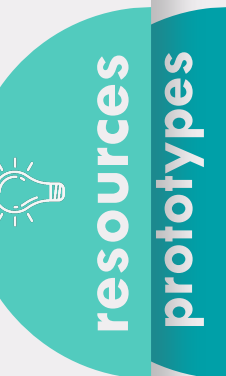
What skills do employers actually look for?

We reached out to founders of early stage startups/employers that hire from Ashoka and asked them the skills they look for while hiring. Then we used those skills to construct the curriculum of the youth empowering upskilling program that social will be offering to university students

We reached out to the following companies:-

1) EkAnek (Startup- Hires from Ashoka)
2) Ingenious Faces (Startup- Hires from Ashoka)
3) Favcy (Hires from Ashoka)
4) Adobe (Hires from Ashoka)
5) Woodsville Academy (early stage startup)
6) Finladder (early stage startup)

एक ANEK

iNGENiOUS
- F A C E S -

F NLADDER

Adobe®

WOODS VILLE ACADEMY

FAVCY

What skills do employers actually look for?

Proposed Design of the Programme

Focus on:

1) **Core Skills**: Problem solving aptitude, creativity, design thinking, critical thinking, entrepreneurial mindset, meeting targets, project management

2) **IT Skills**: MS Office Products, Project management tools, ability to work with data, content creation, digital marketing, data analysis using R or Python

3) **Soft Skills:** Communication (written and oral) and presentation skills, teamwork/collaboration, leadership

4) **Project Management Skills**: Lean Six Sigma Methodology

5) One on One Counselling/ Interview Preparation etc.

6) Increase credibility by getting speakers, practitioners etc. for sessions.

| First upskill students through the experiential learning programme | → | Provide them immersive experiences or projects/internships |
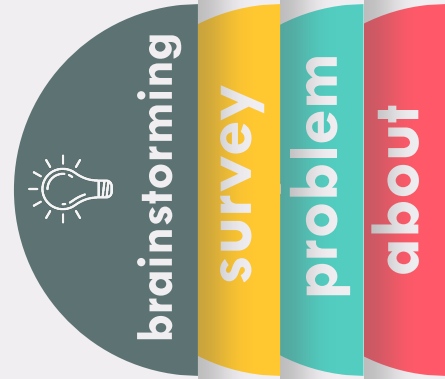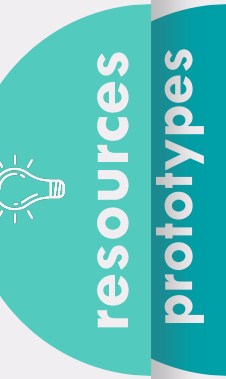
PROTOTYPES AND CUSTOMER VALIDATION

SEARCHING FOR EMPLOYMENT ?

WE CAN PROVIDE YOU THE OPPORTUNITY

SOCIAL

Integration & learning

A NON PROFIT ORGANISATION

EXPERIENTIAL LEARNING

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SOCIAL | INTEGRATION & LEARNING

Prototype 2 and 3

Prototype 4

Rohan Joshi
Second-year student

rohanjoshi@gmail.com
9717283900
Bombay

Rohan studies Econo... ...s at Flame
Univer... ...fessional and ...ge...
work a... ...always ex... ...new things!

REJECTED

EDUCATION

Economics and Finance
Flame University
08/2019 - Present · Pune, Maharashtra
Courses
- 3.6 CGPA
- Enactus FLAME Member
- Part of College Football Team

Commerce with Mathematics
XYZ School
04/2012 - 04/2019 · Bombay, Maharashtra
Courses
- 92%
- Business and Finance Club Vice President
- School Football Team

WORK EXPERIENCE

Intern
Child Rights and You (CRY)
05/2018 - 06/2018 · Bombay
Achievements/Tasks
- Created CRM proposals to facilitate partnerships with 3 brands

Research Assistant
Centre for South Asia
04/2020 - 05/2020 · Pune
Achievements/Tasks
- Helped organise events held by the centre, most notably 'Shabd Aur Sangeet', an international conference on song text traditions in India.

SKILLS
Research | Writing | Communication
Presentation

PERSONAL PROJECTS
Discover India Project (09/2014 - 03/2015)
- I was part of a group of twelve students that researched the Chhau dance of Mayurbhanj. The project involved secondary research as well as fieldwork in Odisha. I was involved as a report writer and the film-making team.

CERTIFICATES
Financial Markets - Yale University | Coursera (07/2020 - 07/2020)

LANGUAGES
English
Full Professional Proficiency
Hindi
Native or Bilingual Proficiency
Gujarati
Native or Bilingual Proficiency

INTERESTS
Standup Comedy, Football, Guitar

Ishita Iyengar
Final-year student

ishitaiyengar@gmail.com
+91 9732564587
Bangalore, India

Short and engaging pitch about yourself.

ACCEPTED

EDUCATION

Economics and Psychology
Ashoka University
08/2018 - Present · Sonipat, Haryana
Courses
- 3.6 CGPA
- Marketing Team, Enactus Ashoka

Commerce with Mathematics
XYZ School
04/2016 - 04/2018 · Bangalore, Karnataka
Courses
- 92%
- Vice President Business Club

WORK EXPERIENCE

Social Media Manager Intern
Zomato
03/2021 - Present · Gurgaon, Haryana
Zomato is one of the biggest food-deliveries companies in India.
Achievements/Tasks
- Currently working with the marketing team to develop an effective social media strategy for the pandemic.

Marketing Intern
Riot Games
04/2020 - 06/2020 · Bangalore, Karnataka
Riot Games is a game developer that creates a range of FPS and Role-play games for mobile gaming.
Achievements/Tasks
- Assisted with the creation of press releases and new blog posts by conducting primary research with users playing the most downloaded games.
- Complied and succesfully distributed financial data on the highest performing games across 15+ KPIs
- *Was offered a PPO after completion of internship*

Digital Marketing Intern
CollegeLab
04/2019 - 06/2019 · New Delhi, India
College Lab is a student-run startup that provides high school senias with the guidance and resources to apply for colleges in India, UK and the US.
Achievements/Tasks
- Identified white spaces in existing marketing strategy to arrive at solutions involving targeted account growth; increased engagement by 300% and profile visits by 180%, generating 200+ new leads over 60 days.
- Led a team of 20 to launch a talk series campaign ("CollegeLab x Dreamers") to educate high school students about various avenues of applying to college in India and abroad.

SKILLS
STATA | R | MySQL | SEO | Microsoft Suite
Google Suite | Canva | Digital Marketing
Communication | Leadership | Teamwork

MARKETING SKILLS
Search Engine Optimization
- Ahrefs and Link Building Techniques
Google Ads
- Analytics and Tag Manager
Content Management System
- Wordpress, Canva and Joomla

ORGANIZATIONS
Social Integration (04/2019 - Present)
Part of the Social Integration Mentorship and Upskilling Program

CERTIFICATES
SEMrush Content Marketing Toolkit Course (2019)
Google Analytics Individual Qualification Course (2019)
Digital Marketing Certificate (2018)

LANGUAGES
English
Full Professional Proficiency
Kannada
Native or Bilingual Proficiency
Hindi
Professional Working Proficiency

INTERESTS
Dancing, Chess, and Photography

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Suggestions

01 Credibility

- Faculty/Trainers/Mentors
- Industry Connections/Professionals
- Quality student experience

02 Collaboration

- Universities - experience enabling
- Startups/Companies that could use talented pool of students
- Organization that helps student upskill and connect with organization

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Reaching out to universities

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Reaching out to students

Resources

- Customer Survey Form: https://docs.google.com/forms/d/e/1FAIpQLSdolipkQBRvQIZUBItIpX9vOnBvOjSeSbg4qyXDg_bPbHuRCA/viewform?usp=sf_link
- Mind Map: https://app.mindmup.com
- https://socialintegration.org.za
- Empathy Map: https://lucid.app/lucidspark/b34cbdcd-aab5-4cf9-bcb2-cb14c8a391eb/edit#
- Adobe Spark: https://www.adobe.com/express/

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Thank you!

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