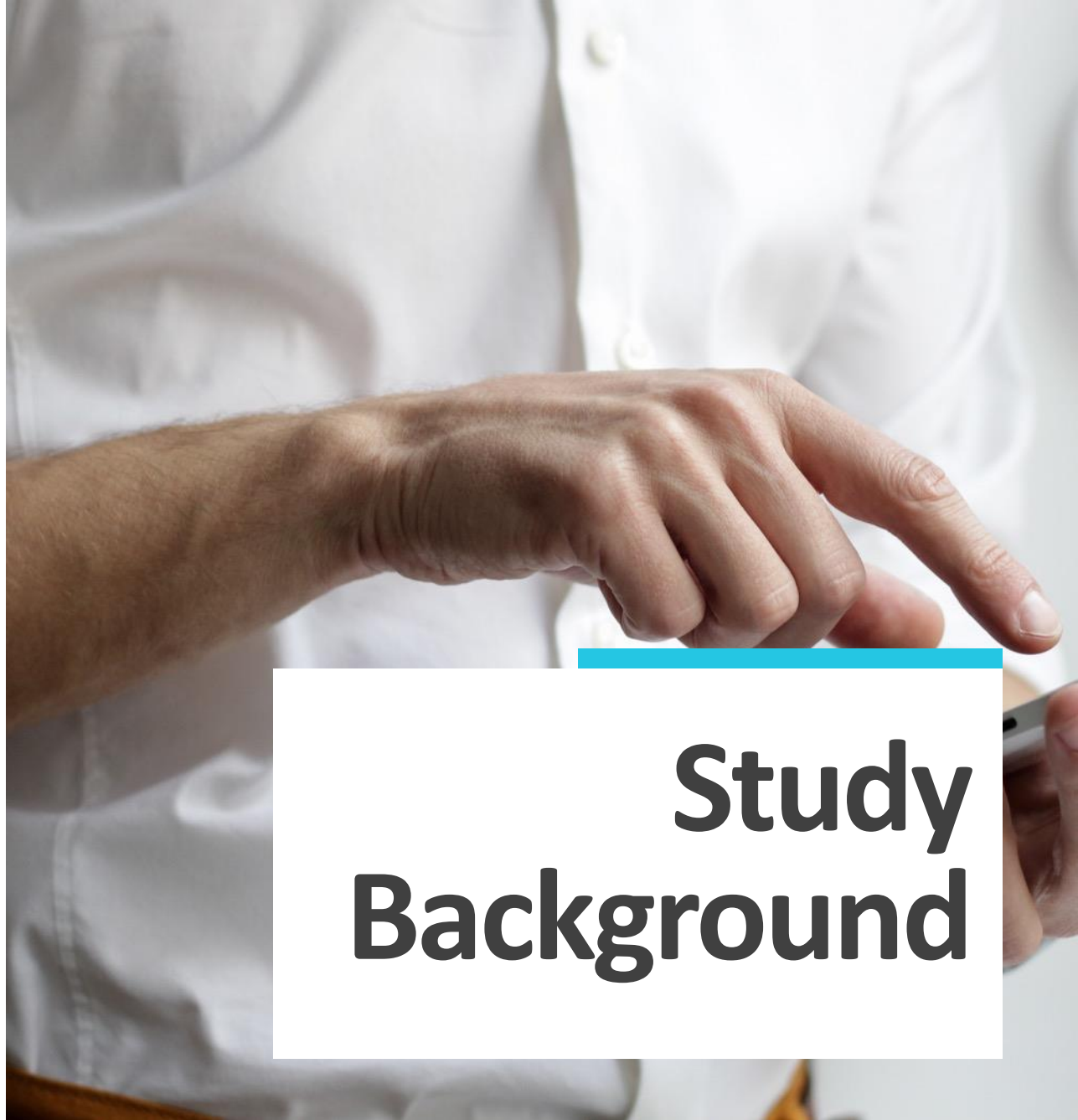


# Impact assessment study for Godrej Disha Training Program

An Initiative by Godrej and Boyce Mfg. Co. Ltd.

**Research By:** Market Search India Pvt. Ltd.  
**Date of submission:** 27<sup>th</sup> February 2023

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- A close-up photograph of a person's hand and arm, wearing a white button-down shirt. The hand is pointing the index finger towards the right. The background is blurred.
- **Godrej & Boyce have conducted a training program under CSR activity in F.Y 2021-22.**
  - The training program was named as Disha training and the training program was conducted across all states in India.
  - They wanted to conduct an impact assessment of their training program among Trainees to understand participants engagement and effectiveness of their programs.

# Study Background



# Study Objective

To conduct impact assessment survey among Trainees to get an understanding on the following -

- Awareness about Disha Training activities carried out by them
- Content recall of the program attended, liked and disliked aspects
- Have they got benefited from the program in any way? What was it?
- Recommendation of these programs to their peer group
- Areas of improvements to make the program more beneficial, suggestions if any



# Research Methodology

- **The study was based on the primary research**
- **Interviews were conducted on telephone using structured questionnaire and in regional languages.** A minimum of 2 attempts were made to each respondent for getting feedback
- **Target Respondents** - The target respondents for the study were Trainees who have attended Disha training program organized by Godrej & Boyce.
- The target respondents were selected randomly from the database shared by the client.
- **Total database contacted to achieve the sample size of 1000 Trainees = 2515**
- **Average call duration per trainee = 10 to 15 min**

## Sample Size – As per trade

Type of Trade	States available in	Database available	Trainees contacted	Sample Size Achieved
CNC Operator	Gujarat	79	79	29
Draughtsman	Maharashtra	14	14	0
Electrician	Gujarat, Maharashtra	644	201	60
Electronic Systems Maintenance	Bihar, Rajasthan, Uttar Pradesh, West bengal	40	40	23
Fitter	Maharashtra	100	100	12
Fitter ITI	Gujarat, Maharashtra	125	125	26
Fork Lift Truck Operator	Maharashtra	24	24	10
Locks Service Technician (LST)	Bihar, Maharashtra, Madhya Pradesh, Uttar Pradesh	319	120	59
Machine Mechanic Tool Maintenance	Maharashtra	61	61	5
Machinist	Maharashtra, Gujarat	153	70	27
Machinist Grinder	Maharashtra	7	7	0
Masonry + Plastering	Karnataka	50	50	27
Plumbing	Karnataka	50	50	25
Refrigeration and Air Conditioning	Bihar, Chhattisgarh, Delhi(NCT), Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal	2986	550	254
Sales	Andhra Pradesh, Assam, Bihar, Delhi(NCT), Gujarat, Haryana, Jharkhand, Karnataka, Madya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal	3880	572	286
Tool & Dye Making	Gujarat	25	25	8
Turner	Gujarat, Maharashtra, Uttar Pradesh	140	140	11
Vending Machine Technician	Odisha	50	50	25
Welding	Gujarat, Maharashtra, Uttar pradesh	131	131	51
Welding ITI	Maharashtra	306	106	62
<b>Total</b>		<b>9163</b>	<b>2515</b>	<b>1000</b>

# Sample Size breakup as per segments

Division	Sample Size Interviewed
Male	893
Female	107

Division	Sample Size Interviewed
Up to 20 Years	317
21 to 25 Years	485
26 to 30 Years	117
Above 30 Years	81

- Respondents taking training are mostly in the age range of 16-25 Years (80%).
- Males (89%) have shown more interest in Disha training compared to Females.

Type of Trade	Training Partner	Sample Size Interviewed
Welding & Welding ITI	Corporate training centre	96
Fitter, Machinist, Electrician	Don Bosco Tech – western provision	26
Electronic Systems Maintenance-Technician	Don Bosco Technical Institute – Kolkata	7
Fitter, Welding ITI, Electrician	Father Agnel	49
Sales	GAD Sales training	286
Fork Lift Truck Operator	Godrej Material handling	10
Machine Mechanic Tool Maintenance, Machinist, Turner	Godrej tooling	23
Vending Machine Technician	Gram Tarang	25
Refrigeration and Air Conditioning	GVTs	14
Locks Service Technician(Locks+ Carpentry)	Kalyan Bharti Sansthan	25
Locks Service Technician(Locks+ Carpentry)	Lok Bharti Skilling Solutions Pvt. Ltd	34
Refrigeration and Air Conditioning	MS little flower ITC-Cochin	16
CNC Operator, Welding, Electrician	Vaghaldhra Vocational Training Center	35
CNC Operator, Fitter ITI, Electrician, Tool & dye making, Turner	Xavier Institute of Technology	50
Refrigeration and Air Conditioning	Online Training by Abhishek Mohanty, Bhaskar Mukherjee, Jasvinder Singh, Khurram Kazmi, Kunal Chakraborty, Manishraj Sharma, Nagaraja Sampathi, Parthasarthy, Pawan Chhaparwal, Rakesh Kumar, Ravinder Sharma, V Mohan and Venkatesh Nathan	220
Electronic Systems Maintenance-Technician	Ajmera ITI - Jaipur	16
Fitter ITI + Fitter	Archana Educational Trust Vocational Training Center	9
Masonry+Plastering, Plumbing	Myrada	52
Refrigeration and Air Conditioning, Fitter ITI, Welding	Others (Government ITI – Dharwad + Process Equipment + Sarla Education Trust)	9

Division	Sample Size Interviewed
Godrej Appliances	553
Godrej Security Solutions	119
Corporate Training Centre	95
Electricals and Electronics	60
Godrej Locking Solutions And Systems	58
Construction	53
Godrej Prima	25
Godrej Tooling	24
Godrej Material Handling	10
Process Equipment	3

In Assam, GAD Sales training have conducted training for Sales.

A photograph of four men sitting around a wooden table in a meeting. The man in the foreground is wearing a white shirt and glasses, holding a white pen and looking at a document. Behind him, another man in a blue shirt is also looking at the document. To the left, a man in a maroon jacket is looking at a document. In the background, another man in a blue shirt is visible. A laptop is open on the table in the foreground.

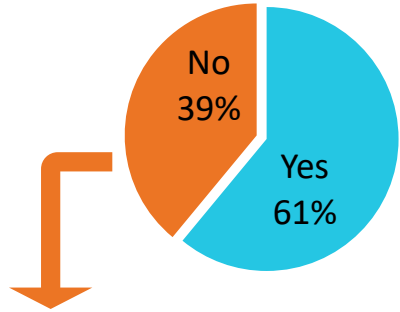
# Section 1

Understanding the feedback of the Trainees on the course taken

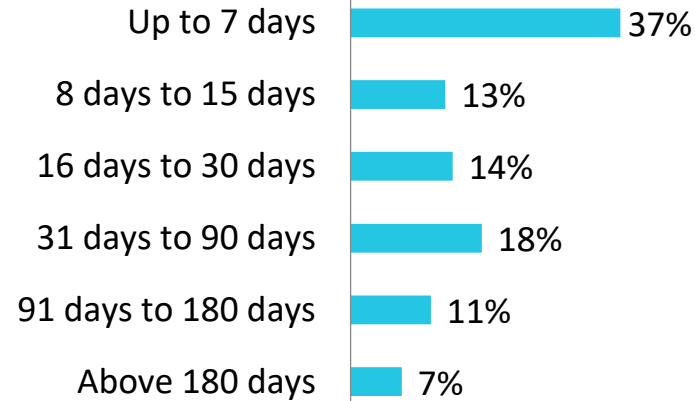
# Details about the training – certification, period and sources of awareness

Overall  
Base = 1000

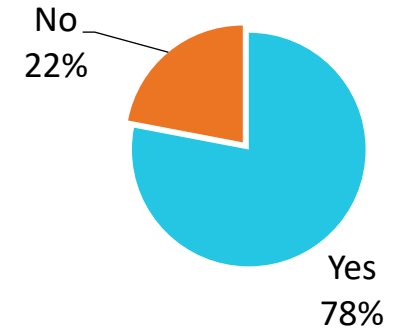
Received Certificate after Training



Training Period



% Aware that training was given by G&B



Sources of awareness about Disha Training program

Sources of Awareness	%
College/ Institutes	45%
Friends	26%
Godrej dealer/employee	14%
Relatives	7%
Online group	4%
Google/social media	2%
NGO	1%
Electrical shop owner	1%

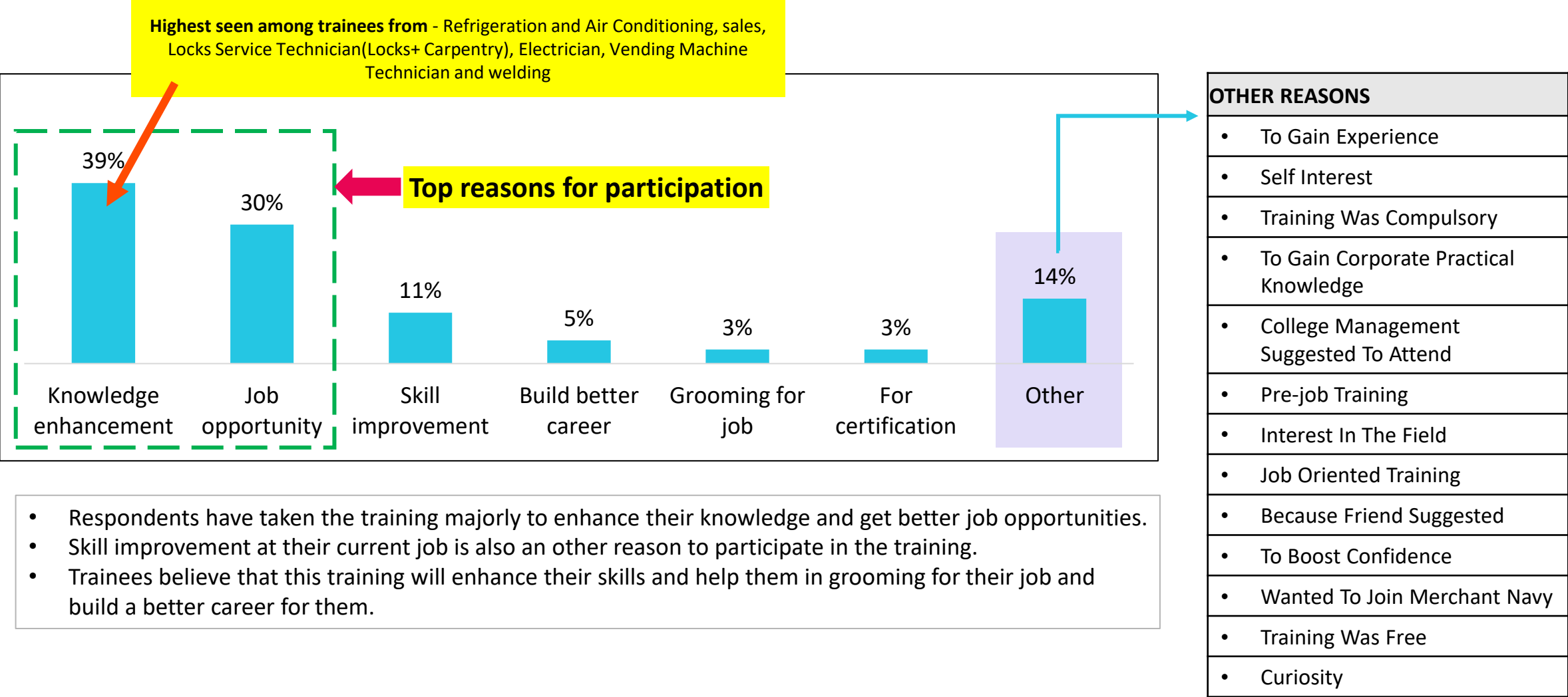
All figures in % except base

Type of trade	Base	% respondent not received the certificate
Tool & Dye Making	8	100
Locks Service Technician(Locks+ Carpentry)	59	86
Fitter ITI	25	76
Plumbing	25	68
Turner	11	64
Machinist	27	52
Sales	286	49
Electrician	60	40
Machine Mechanic Tool Maintenance	5	40
Fitter	13	31
Refrigeration and Air Conditioning	254	29
CNC Operator	29	24
Electronic Systems Maintenance- Technician	23	22
Masonry+Plastering	27	19
Vending Machine Technician	25	12
Welding	51	12
Welding ITI	62	10

- Majority of the respondents have received the certificates except quite a few trainees especially from the tool and dye making and LST.
- 37% respondents have taken the training for a week while 18% have taken for an average of 3 months.
- Few courses like, VMT (Vending machine technician) Forklift Operator, RAC, & LST (Lock service technician), Carpenter (FST – [Furniture Service technician] have taken training ranging from 1 week to 3 months.
- College and other institutes are the major source of awareness among the Trainees about Disha training program.
- Word of mouth (friends, relatives, online group) is also a important source of awareness among the Trainees.
- 8 in 10 participants know that the training was provided by Godrej.

# Major reasons for participating in Disha training

Overall  
Base = 1000





A photograph of four men sitting around a wooden table in a meeting. The man in the foreground is wearing a white shirt and glasses, holding a white pen and looking at a document. Behind him, another man in a blue shirt is also looking at the document. To the left, a man in a maroon jacket is looking at a document. In the background, another man in a blue shirt is visible. A laptop is open on the table in the foreground.

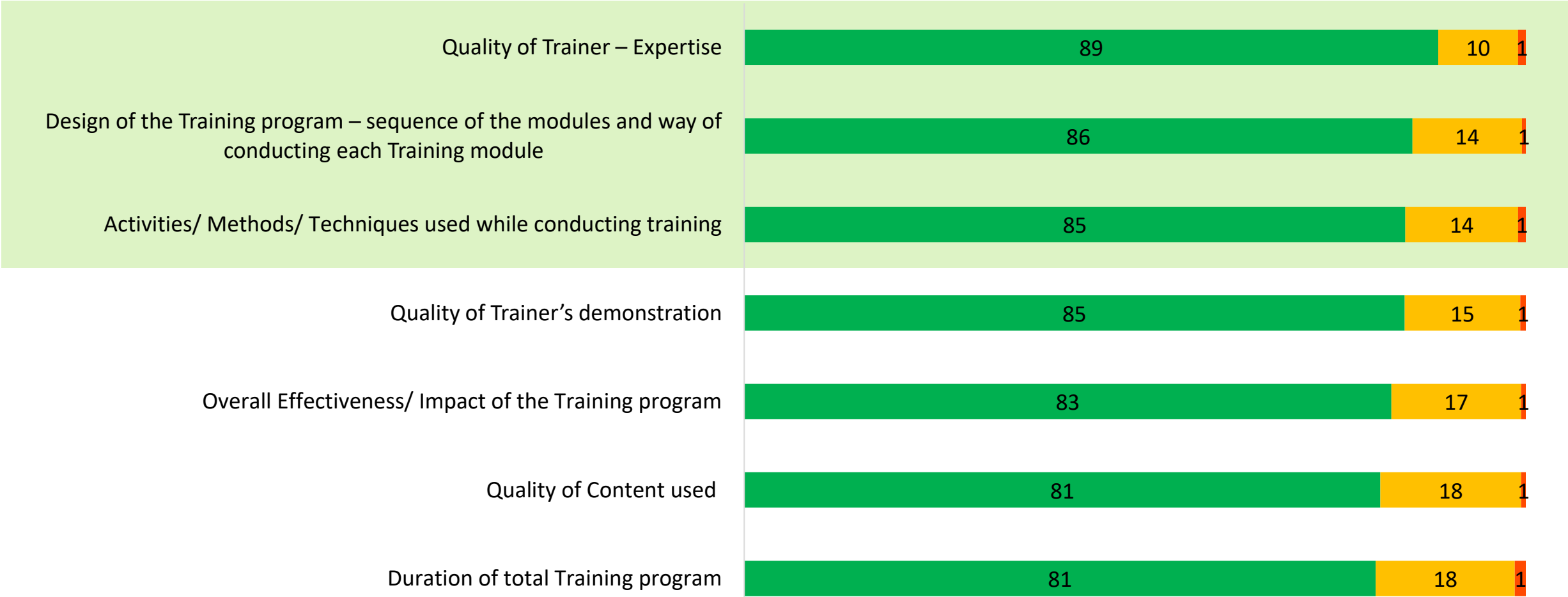
# Section 2

Most liked aspects about the training program  
and Improvements observed

# Overall quality of the training program – Overall

Overall  
Base = 1000

Good Okay Poor



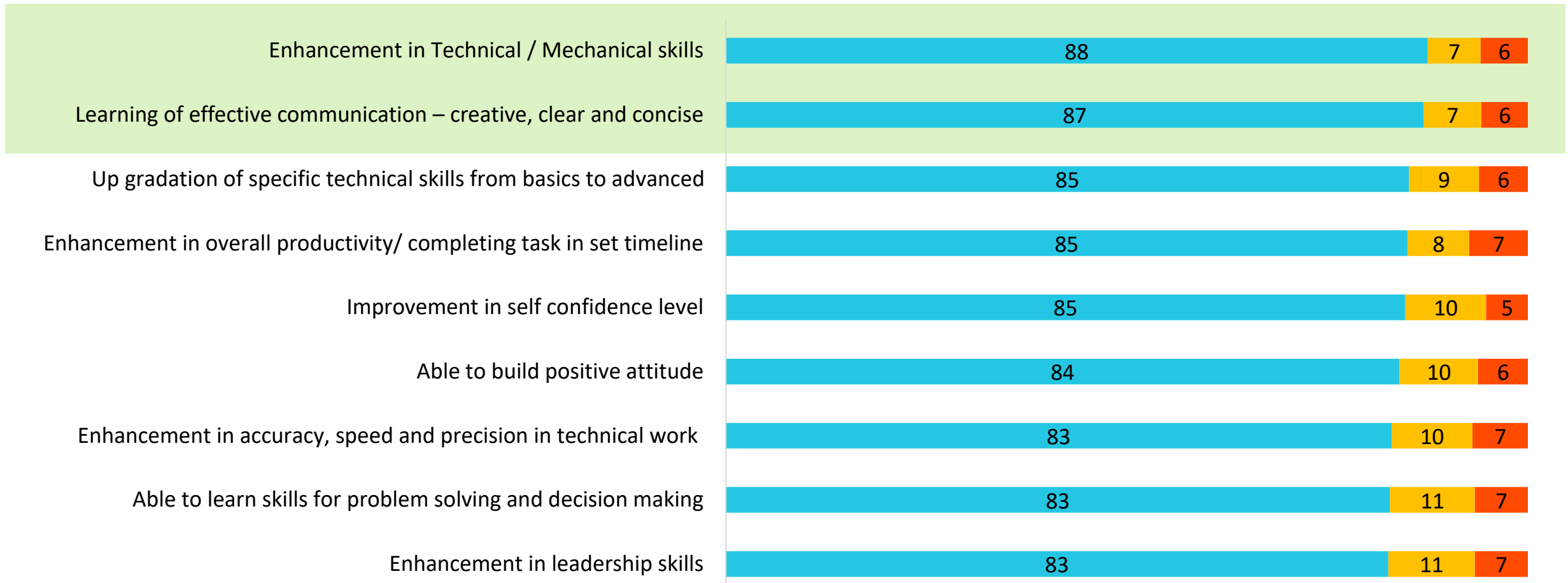
Trainees find trainers’ quality and program design quite good and effective.



# Improvements noticed post training program - Overall

Overall  
Base = 1000

■ Improvement observed    ■ Don't know/ Can't say    ■ No improvement observed



The training has helped the Trainees majorly in enhancing their technical and mechanical skills and also helped in improving their communication – that is to be more creative, clear and concise.

All figures in % except base



A photograph of four men sitting around a wooden table in a meeting. The man in the foreground is wearing a white shirt and glasses, holding a white pen and looking at a document. Behind him, another man in a blue shirt is also looking at the document. To the left, a man in a maroon jacket is looking at a piece of paper. In the background, a fourth man is partially visible. A laptop is open on the table in the foreground.

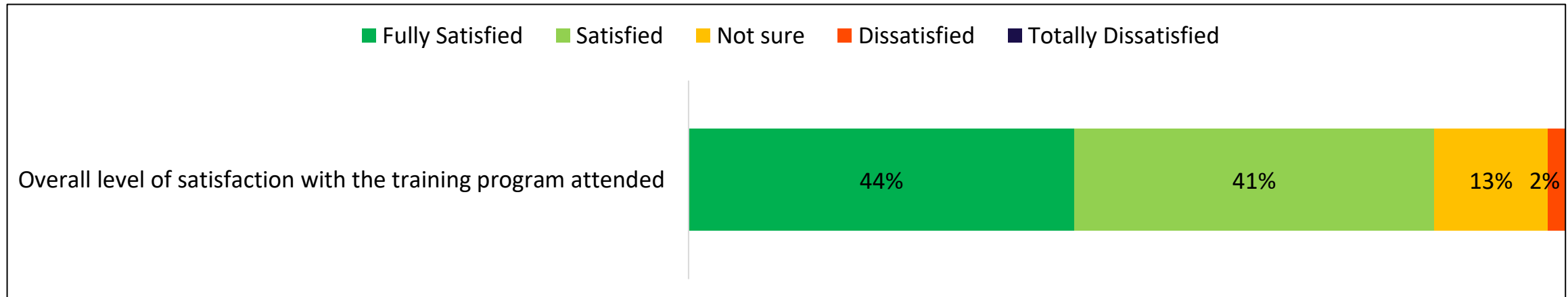
# Section 3

Overall satisfaction with the training program



# Satisfaction level with the Disha training program – Overall

Overall  
Base = 1000



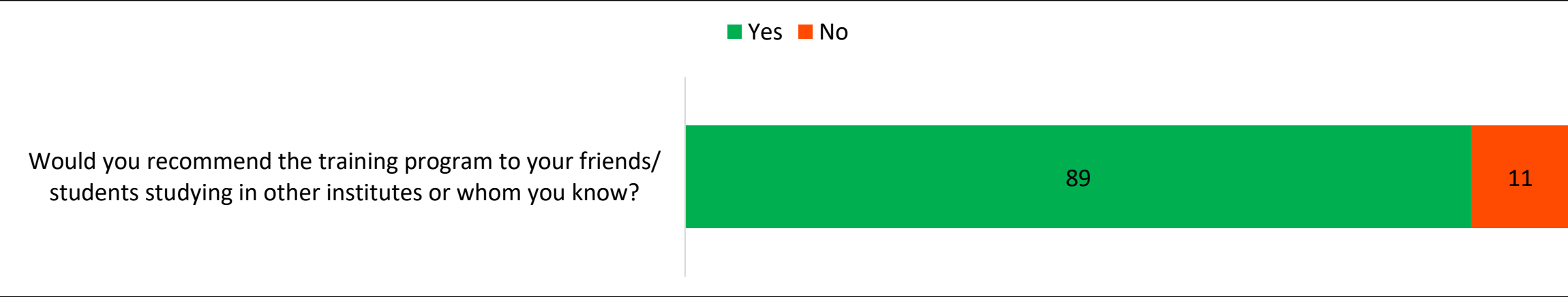
**85% of the Trainees are satisfied overall with the training program they have attended**

**2% respondents have mentioned they are not satisfied with the overall training program, the reasons are stated below:**

- No proper placement given post training – Sales, CNC operator,
- Aspects like practical training, in depth knowledge was not given hence the training felt very basic – CNC operator, Refrigeration and Air Conditioning, Tool & Dye Making, Machine Mechanic Tool Maintenance
- Poor quality of training was observed – Machinist, Locks Service Technician(Locks+ Carpentry), Refrigeration and Air Conditioning, Sales, Machine Mechanic Tool Maintenance
- Trainees are treated poorly (like labourers) - Tool & Dye Making

# Recommendation level among Trainees - Overall

Overall  
Base = 1000



**89% of the Trainees will positively recommend Disha training program to their friends and known individuals**

# Suggestions for making the Training program more effective and beneficial for Trainees

- **More practicals should be conducted/practical knowledge should be provided**
- **Should be offline rather than online**
- **Provide better job opportunity**
- **Advanced technology needed/more technology should be provided/more technical Knowledge should be provided**
- **Certificates should be provided without delay**
- **Require more such training programs frequently for job seekers**
- **Should increase awareness about the program**
- **Advanced training required as per skill**
- Trainers are not good, make sure the trainers teach/train well
- Module should be improved
- Training instructions should have been detailed
- A well managed time duration for the courses
- Network should be good, poor internet connection
- Should be more interesting, activities to be included
- Local language should be used
- Should provide training for gas welding, TIG welding should be improved
- Communication skills should be taught to Trainees
- Trainer should teach at a low pace so that beginners also can cope up
- Use more video analysis, animated videos can be added
- Should be interactive
- Career guidance should be provided
- There should be breaks in between lectures

A photograph of four men in business attire working together at a wooden table. The man in the foreground is wearing a white shirt and glasses, holding a white pen and looking at a document. Behind him, another man in a blue shirt is also looking at the document. To the left, a man in a maroon jacket is looking at a document. In the background, another man in a blue shirt is visible. A laptop is open on the table in the foreground. The scene is set in a modern office environment with a blurred background.

# Section 4

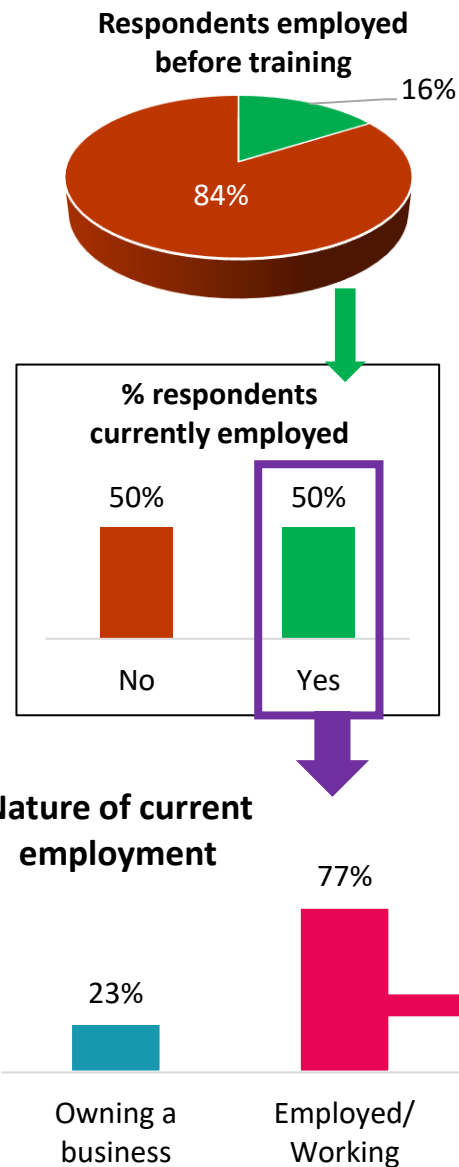
Understanding the employment status of an individual



# Current employment status

- There is a significant increase in employment post training (16% to 50%)
- 44% respondents have continued working in the same trade for which they took training while 56% have switched to a different trade
- Average salary earned by an individual is ~19000 per month

Overall  
Base = 1000



Sr. no.	Trade	Names of top companies
1	CNC Operator	JSW JINDAL.PVT.LTD
2	Electrician	GODREJ.PVT.LTD, PODAR INTERNATIONAL SCHOOL.PVT.LTD, TATA STEEL, AJIO WEARHOUSE, Airtel broadband company, BALAJI WAFFERS PVT.LTD
3	Electronic Systems Maintenance-Technician	Reliance communication, Blue star, HDFC bank,
4	Fitter	No big company names available
5	Fitter ITI	CAMPIC ENGINEERING PVT.LTD
6	Fork Lift Truck Operator	Godrej
7	Locks Service Technician(Locks+ Carpentry)	No big company names available
8	Machine Mechanic Tool Maintenance	Aqua Guard, Praxis Group
9	Machinist	Eureka Forbes
10	Masonry+Plastering	KSRTC
11	Plumbing	No big company names available
12	Refrigration and Air Conditioning	Urban company, Reliance Trendz, Bandhan Bank, TOI, Blue star, Swiggy, TOSHIBA SERVICE CENTER, Godrej, Havells, AMNS, TCS, Torrent Power, Motherson sumi & co. , Mastek, Pantaloons, Aqua Guard, Hirachi, IFB, Reliance Digital, Maruti Suzuki, Cognizant, Samsung, HCL, Indian Oil, Bhillai Steel plant
13	Sales	Flipkart, Lloyd Pvt. Ltd., Make My Trip, Intel Zone, Astha Medical, Swiggy, Everest, IIFL, Bandhan Bank, Reliance, Mahindra Finance, Just dial, Godrej Real estate, Byjus, Bajaj Alliance, Raymond, JIO, TCS, ICICI Prudential Life, LG, Tata Croma, TVS, Big Basket, IDFC, DCB, Kotak, Utkarsh Small Finance bank, SBI Securities, HDFC, ICICI bank, Mahatma Gandhi Hospital, Axis bank, TECH MAHINDRA PVT.LTD, Godrej,
14	Tool & Dye Making	BANKO ALLIMINUM PVT.LTD
15	Turner	Mahindra
16	Vending Machine Technician	Centurian
17	Welding	Myntra, Godrej, Phoenix mall, Tata Motors, Dominos
18	Welding ITI	M&M, Dunzo, Canon, Nykaa, Tata Motors, Blue Star

# SUMMARY

- Trade types – tool and dye making & locks service technicians have not received their certificates hence Godrej needs to dispatch the same at the earliest
- College and other institutes are the major source of awareness among the Trainees about Disha training program, word of mouth being the common way of awareness among Trainees
- Majority Trainees are aware that the training is been provided by Godrej
- Trainees believe that this training will enhance their skills and help them in grooming for their job and build a better career for them, knowledge enhancement and job opportunities are the top reasons for Trainees to participate in the training program
- Trade type lock service & technicians are showing comparatively low agreement and satisfaction level with respect to job placement assistance as it hasn't helped much in landing a better job opportunity
- Godrej needs to focus majorly on giving better job opportunities to the Trainees as the most common reason for dissatisfaction is quality of jobs offered to the Trainees
- The training has helped Trainees in enhancing their technical skills which has helped in their productivity at their job
- Lack of practical training has also came out as a drawback for some Trainees as online training doesn't given them an in-depth experience and better learning
- MS little flower ITC cochin needs to be improved on various parameters as it isn't helping the Trainees in enhancing their soft skills
- The overall design of the training program and the quality of trainer are the most liked about the entire program
- 85% respondents are completely satisfied with the program and the benefits they have received from the program
- High dislikes noticed in terms of recommendation of Disha training program among Trainees who have taken training from MS little flower ITC-Cochin