CAMPUS TO
CORPORATE

Digital Skills Academy |
Executive Summary Report |
2020-24

**ASPIRE
IMPACT**
Measure the Good

Assessment Methodology

Aspire Impact has conducted an impact assessment of the Digital Skills Academy - Campus to Corporate Program (December 2019 – November 2023), implemented by Foundation For Excellence India Trust and funded by Capgemini India.

The methodology encompassed developing a set of research guidelines and survey questionnaires to draw evidence towards each impact area, which helped draw reasonable conclusions at the current stage of the programs. The assessment captures the end-to-end project impact along **Reach, Depth, Inclusion** and **Sustainability**, the four dimensions of **Aspire's proprietary 4P framework.**

Research Design:

- Primary research: A **mixed method approach** which comprises Quantitative (structured questionnaire) and Qualitative (In-depth Interviews) research techniques was used to carry out the impact assessment and generate insights from the stakeholders.
- Secondary research.

Research Objectives:

Aspire Impact interviewed beneficiaries to assess the Impact across the below aspects:
- Assessing the Reach, Depth, Inclusion and Sustainability of impact
- Providing insights to be based on quantitative and qualitative surveys
- Providing recommendations for further improvement

REACH Assessing scale of the intervention, and coverage of lives touched.	
DEPTH Assessing effectiveness of the interventions and the quality of impact delivered.	
INCLUSION Assessing equitable access providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized.	
SUSTAINABILITY Assessing ability to maintain quality of impact delivery and their environmental impact.	

Data Collection Methods:

- The study population consisted of **1,455** engineering students who participated in the program.
- The survey targeted a statistically significant sample size of **231** students, calculated using a confidence level of **95%** and **5%** margin of error. The target was exceeded by achieving responses from **398 students.**
- The table below shows the sample sizes achieved across quantitative and qualitative surveys.

In depth interviews		
Trainees	**Trainers**	**Total**
6	2	8

Quantitative Survey		
Female Trainees	**Male Trainees**	**Total**
66	332	398

Executive Summary

The **Digital Skills Academy - Campus to Corporate Program**, funded by **Capgemini India** and executed by **Foundation For Excellence India Trust** (FFE), targeted to reach upto **1,500** engineering students between December 2019 to November 2023. In this period, the program has successfully equipped a total of **1,455** students from economically disadvantaged backgrounds with technical, communication, and aptitude skills to enhance employability. Each course had a baseline test to determine the level of the students. Basis the scores, only eligible students were selected for the relevant courses.

Accordingly, English communication training was provided to **1,391** eligible students. Additionally, **1,330** eligible students participated in aptitude training, strengthening their logical reasoning and problem-solving abilities. Technical skilling was another key focus, with **712** students enrolling in Coursera courses. The program also provided scholarships, ensuring financial support for students.

Aspire Impact conducted an impact evaluation using its proprietary framework, assessing the program across four key areas—Reach, Depth, Inclusion, and Sustainability—to provide a comprehensive understanding of its effectiveness and long-term benefits.

Below are the main findings of the assessment curated to capture the end-to-end Impact of the program across 4 broad areas:

REACH: **1455 students accessed skill development courses in a structured 4-year framework**
A significant majority, **100%*** of eligible aspirants, attended the English training course, which helped strengthen their communication skills. **100%*** eligible aspirants participated in aptitude training, improving their problem-solving and reasoning abilities. Furthermore, **64%** of respondents reported enrolling optional Coursera courses mainly for computer science students, with **23%** completing two or more, thereby enhancing their industry-relevant technical skills.

DEPTH: **Boost in employability and confidence; significant increase in salaries since placement**
Nearly all beneficiaries (**99%**) reported an improvement in their English communication skills after the training. Additionally, **60%** felt highly confident about attending job interviews post-program. In terms of further skill development, **61%** pursued programming and software development courses, aligning with industry demand, while **23%** focused on algorithms and computer science, and **11%** gained knowledge in project management and business skills. Employment outcomes were also positive, with **81%*** of beneficiaries are currently employed and **14%*** opting to pursue higher education.

INCLUSION: **Empowering first-generation graduates from rural areas, low-income backgrounds**
More than half of the respondents (**57%**) were first-generation graduates, highlighting the program's role in supporting educational advancement. Additionally, **64%** of respondents came from rural areas and **19%** from semi-urban areas, ensuring access to skill-building opportunities beyond cities. The program effectively reached students from economically weaker sections, as **100%** of participants had a household income below ₹8 lakhs per annum. Furthermore, **17%** of respondents were female, contributing to gender diversity within the program.

SUSTAINABILITY: **High beneficiary satisfaction, majority perceive long-term benefits**
A majority of respondents (**74%**) continue to use the English and aptitude training tools provided for lifetime access, reinforcing the program's lasting impact. Additionally, **75%** believe the skills gained will be beneficial in the long run, while **7%** see a need for continuous skill upgrades to stay relevant. Overall, **88%** of respondents expressed satisfaction with the program, highlighting its effectiveness in meeting their learning and career development needs.

*Percentages reported reflects the data shared by FEE with Aspire Impact under management warranty.

Conclusion

The Campus to Corporate Program has demonstrated significant success in preparing economically disadvantaged engineering students for the demands of the professional world. Through its structured four-year approach, the program addressed critical skill gaps in English communication, aptitude, and technical knowledge, while also building students' confidence through career readiness interventions. Its inclusive design ensured participation from rural, semi-urban, and first-generation graduates, many of whom had limited access to such resources otherwise. The training not only improved employability outcomes but also helped students adapt to corporate environments, leading to better placement preparedness and workplace performance.

Beyond immediate employment, the program's long-term value was evident in the continued use of its learning resources, positive lifestyle changes, and the financial upliftment of beneficiary households. With many participants experiencing increased household income, supporting family expenses, and developing financial stability, the program's impact extended well beyond the individual to the community level. This initiative reflects Capgemini's commitment to inclusive growth and skill development, setting a strong precedent for creating sustainable and high-impact skilling programs that enable India's youth to thrive in an evolving workforce.