

# WHIRLPOOL INDIA SKILL DEVELOPMENT PROGRAM

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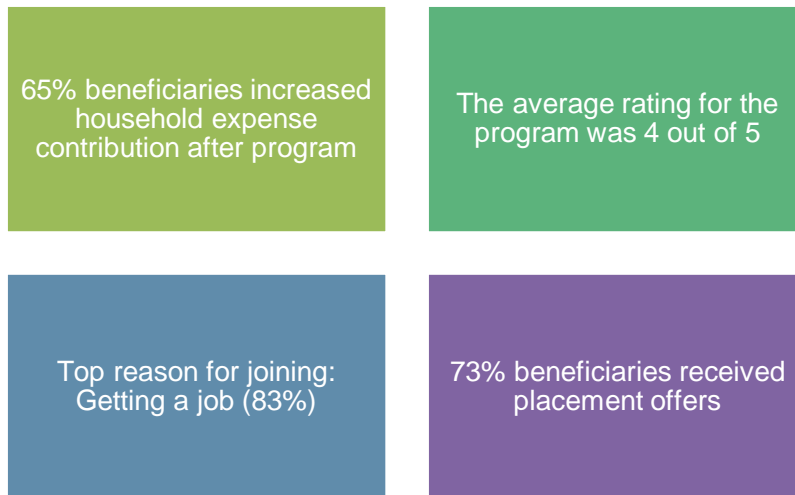
Impact Assessment undertaken by CSRBOX  
for the FY 2022-23



Submitted By:  
CSRBOX, Ahmedabad

## Executive Summary

The Whirlpool Skill Development Program (SDP) aimed to provide employment opportunities and enhance the livelihoods of youth from underprivileged backgrounds in India. The program offered training courses in two trades, Field Service Engineering and Retail Sales Associates, which were developed in partnership with GreySim and TeamLease respectively. The program included a comprehensive curriculum, counselling sessions, soft skills training, and practical knowledge.



In conclusion, the Whirlpool skill development program has been successful in providing quality training to its beneficiaries, which has helped them secure better jobs and increase their earning potential. The program has also contributed significantly to improving the decision-making power of its beneficiaries, especially in terms of household expenses. However, there is still room for improvement, particularly in providing better after-placement support, improving diversity, and facilitating access to credit for entrepreneurship. Implementing the suggested recommendations could help enhance the effectiveness of the program and contribute to further improving the livelihoods of the beneficiaries.

### Impact Ranking

Parameter	Ranking
Inclusiveness	Moderate
Relevance	High
Expectations	Moderate
Convergence	High
Service Delivery	Moderate

## 1.1 Context

Whirlpool India Ltd. has a CSR mission to make a positive impact on society by addressing various social and environmental issues through sustainable business practices. The company's CSR policy is based on four pillars -

### Community

- Providing vocational training to underprivileged individuals to improve their employability and income generation.
- Improving access to healthcare in underserved communities through various initiatives such as health camps, medical check-ups, and vaccination drives.
- Supporting education by providing scholarships, infrastructure development, and access to educational resources.
- Providing disaster relief and rehabilitation to affected communities.

### Environment

- Reducing greenhouse gas emissions, waste generation, and water consumption in manufacturing processes and supply chain.
- Promoting renewable energy through the installation of solar panels and wind turbines.
- Implementing eco-friendly practices such as recycling and composting to reduce waste and conserve natural resources.
- Supporting afforestation and biodiversity conservation initiatives.

### Marketplace

- Following ethical business practices and maintaining transparency in all business operations.
- Ensuring the safety and quality of products through rigorous testing and compliance with regulatory standards.
- Promoting responsible sourcing by working with suppliers who follow ethical practices and meet the company's sustainability standards.
- Engaging in fair and honest competition, and not engaging in anti-competitive behaviour.

### Workplace

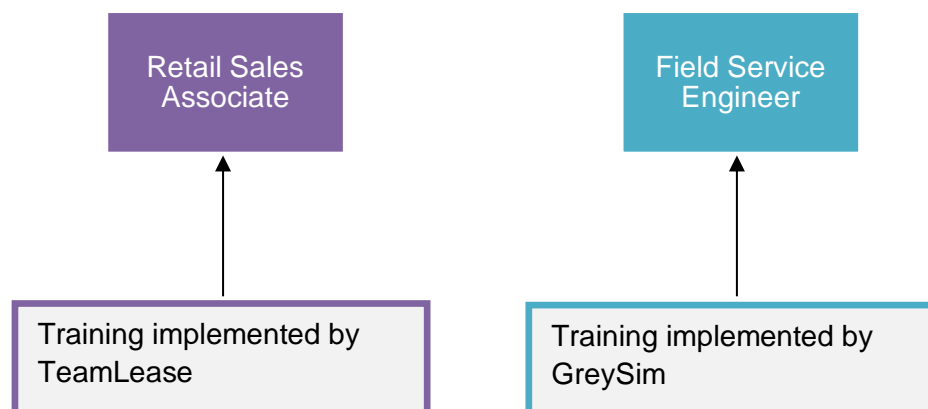
- Creating a safe and healthy workplace environment that promotes employee well-being and development.
- Encouraging diversity and inclusion by providing equal opportunities to all employees regardless of their gender, race, or religion.
- Promoting work-life balance through flexible work arrangements and employee wellness programs.
- Encouraging employee engagement in community service and volunteering activities.

Overall, Whirlpool India Ltd. strives to create a positive impact on society and the environment through its CSR initiatives while also promoting sustainable business practices.

## 1.2 Skill Development Initiative

Whirlpool India Ltd.'s Corporate Social Responsibility (CSR) Skill Development Program is aimed at providing vocational training to underprivileged individuals in India, particularly those from low-income families, school dropouts, and those with limited access to educational resources. The program is implemented in partnership with TeamLease and GreySim.

Aligned with Whirlpool India Ltd.'s commitment to promoting education and skill development as a means of empowering individuals and communities, the program is designed to equip participants with essential skills in various fields, such as electronics, home appliance repair, refrigeration and retail service. These skills are inculcated through 2 courses –



The program operates through a network of training centres located in different parts of the country, run by GreySim and TeamLease in partnership with Whirlpool India Ltd. The company provides funding, equipment, and training materials to these centres to ensure that they have the necessary resources to deliver high-quality training.

The program's curriculum is designed in consultation with industry experts and is regularly updated to ensure its relevance to industry needs. The training modules include both theoretical and practical components, followed by on-the-job training, allowing participants to develop hands-on skills in a real-world setting.


Upon completion of the training, Whirlpool India Ltd. provides job placement assistance to program participants. The company collaborates with various organizations and companies to identify suitable employment opportunities for program graduates, helping them become financially independent.

Whirlpool India Ltd.'s CSR Skill Development Program is a comprehensive initiative that demonstrates the company's commitment to social responsibility and sustainable business

practices. The program aims to provide vocational training to underprivileged individuals, helping them acquire valuable skills, secure employment opportunities, and contribute positively to society.

### 1.3 Alignment with SDGs

SDG Goals	SDG Targets	Alignment
 <p><b>1 NO POVERTY</b></p>	<p><b>Target 1.1</b> By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.</p> <p><b>Target 1.2</b> By 2030, reduce at least by half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions.</p> <p><b>Target 1.5</b> By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social, and environmental shocks and disasters.</p>	<p>The Skill Development Program provides sustainable livelihood opportunities to marginalised communities by offering them skill-based training for region-specific industries. This helps them ease themselves out of the vicious circle of poverty.</p> <p>The diversified livelihood opportunities targeting all the stakeholders (business owners, women, and youth) build resilience and reduce the risk associated with a single source of livelihood. These interventions assist in reducing the vulnerability to extreme events.</p>
 <p><b>5 GENDER EQUALITY</b></p>	<p><b>Target 5.5</b> Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.</p>	<p>The interventions in this program empower women to become financially, socially, and emotionally independent.</p>
 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>	<p><b>Target 8.2</b> Achieve higher levels of economic productivity through diversification, technological upgrading, and innovation, including through a focus on high-value added and labour-intensive sectors.</p>	<p>The Skill Development Program provides the youth with industry-relevant skills in sync with employment requirements. The skills include technical and non-technical aspects focusing</p>

	<p><b>Target 8.3</b> Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro, small, and medium-sized enterprises, including through access to financial services.</p> <p><b>Target 8.5</b> By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.</p> <p><b>Target 8.6</b> By 2020, substantially reduce the proportion of youth not in employment, education, or training.</p>	<p>on value addition to the candidate.</p> <p>The program also provides industry-specific job opportunities through its placement and post-placement services. Such productive activities improve access to resources and financial services.</p> <p>All the specific program components under the Skill Academy project work towards reducing the demand and supply gap w.r.t skilled employable labour. All these initiatives help reduce the number of unemployed youths in the region.</p>
	<p><b>Target 10.1</b> By 2030, progressively achieve and sustain income growth of the bottom 40 percent of the population at a rate higher than the national average.</p>	<p>The Skill Development Program is implemented to increase the overall household income, thereby improving the quality of life.</p>

## 1.4 Alignment with ESGs

The Skill Development Program also aligns with the ESG Sustainability Report of the corporate. Particularly with respect to the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI)<sup>1</sup>, the program can be covered under the following principles –

**Principle 8** {

- Businesses should promote inclusive growth and equitable development.

<sup>1</sup> [https://www.sebi.gov.in/legal/circulars/may-2021/business-responsibility-and-sustainability-reporting-by-listed-entities\\_50096.html](https://www.sebi.gov.in/legal/circulars/may-2021/business-responsibility-and-sustainability-reporting-by-listed-entities_50096.html)

## 1.5 Alignment with National Policies

National Policy/Scheme/Mission	Objectives & Strategies	Alignment
<p><b>Skill India Mission</b></p>	<p><b>Mission Statement</b> - To rapidly scale up skill development efforts in India by creating an end-to-end, outcome-focused implementation framework, which aligns the demands of the employers for a well-trained skilled workforce with aspirations of Indian citizens for sustainable livelihoods.</p> <p><b>Objectives of Mission –</b></p> <ul style="list-style-type: none"> <li>• Create an end-to-end implementation framework for skill development, which provides opportunities for life-long learning. This includes the incorporation of skilling in the school curriculum, providing opportunities for quality long and short-term skill training, providing gainful employment, and ensuring career progression that meets the aspirations of trainees.</li> <li>• Align employer/industry demand and workforce productivity with trainees’ aspirations for sustainable livelihoods by creating a framework for outcome-focused training.</li> <li>• Build capacity for skill development in critical unorganised sectors (such as the construction sector, where there are few opportunities for skill training) and provide pathways for re-skilling and up-skilling workers in these identified sectors to</li> </ul>	<p>Whirlpool India Ltd.’s Skill Development Program aligns with this mission as the program provides skills training to the youth. The training (technical and non-technical) is as per industry requirements and demands, which translates into job opportunities for the trained youth.</p>

	<p>enable them to transition into formal sector employment.</p> <ul style="list-style-type: none"><li>• Support weaker and disadvantaged sections of society through focused outreach programs and targeted skill development activities.</li><li>• Propagate aspirational value of skilling among youth by creating social awareness of the value of skill training.</li></ul>	
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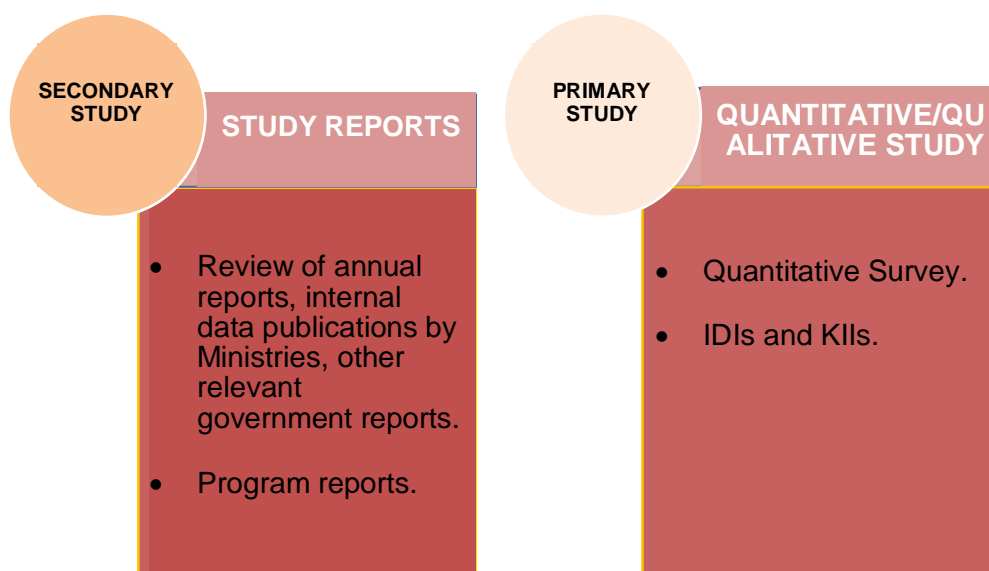
## 2.1 Objective of The Study

Whirlpool India Ltd. has partnered with CSRBOX to conduct a comprehensive impact assessment of the Skills Development Program FY 2022-23. The study aims to achieve the following objectives:

- To gain an in-depth understanding of the skill development program's approach while keeping the period-specific limitations in mind.
- To evaluate the program's impact in equipping the youth with domain knowledge and the ability to apply it effectively.
- To assess the quality of the program, including knowledge resources and faculty support, and how they aid the candidates during and after their training.
- To examine the program's alignment with industry standards and the extent of placement support provided to the trained candidates.
- To evaluate the post-placement support provided to the candidates and its effectiveness in ensuring their success in their respective roles.
- To gather valuable insights on areas for improvement, such as course quality, approach plan, and industry relevance.
- To document compelling case studies that showcase the program's impact and highlight its success stories.

Overall, this assessment seeks to provide valuable feedback to enhance the Skill Development Program's effectiveness and relevance and make it an ideal fit for the industry's current and future demands.

## 2.2 Sampling



The figure above illustrates the study approach used in data collection and review. The secondary study includes a review of annual reports, internal data, government data & reports,

and other studies and research by renowned organizations available in the public domain to draw insights into the situation of the area. The primary study comprises qualitative and quantitative approaches to data collection and analysis. The qualitative aspects include In-depth Interviews (IDIs) with the foundation team members, centre heads at the skill academies, recruiters, and knowledge partners.

### 2.2.1 Quantitative Sampling

A stratified random sampling approach was adopted to ensure that the sample is representative and covered beneficiaries different across geographical areas. The team also carried out sampling based on various beneficiary levels. The team considered a **Confidence Level of 95% and a Margin of Error of 5%** for the study. The total sample of the youth is 313.

SAMPLE			
Courses	Retail Sales Associate	Field Service Engineer	Total no. of students
No. of Students in each course	263 (84% of the Sample)	50 (16% of the Sample)	313

### 2.2.2 Qualitative Sampling

In addition to the student survey, additional discussions were held with different stakeholders of the Skills Development Program. These discussions included - In-depth Interviews (IDIs) and Key Informant Interviews (KIIs), which helped us understand the prevailing status of the programs and the various perspectives of the communities and students towards them. The details of stakeholders covered under the qualitative assessment for the program are provided below:

Secondary Stakeholder	Mode of Data Collection	No. of Interactions (inclusive of the two courses)
Institute In-charges	In-Depth Interviews	2
Trainers	In-Depth Interviews	4
Placement Officer	In-Depth Interviews	2
Employers/Recruiters	In-Depth Interviews	4
Curricula Development In-Charge	In-Depth Interviews	2
TeamLease Team	Key Informant Interviews	2
GreySim Team	Key Informant Interviews	2
Parents	In-Depth Interviews	6
<b>Total Interactions</b>		<b>24</b>

## About CSRBOX

CSRBOX (*Renalysis Consultants Pvt Ltd*) is a social impact research, communication, and project management organization. We are the curator of India's largest social impact platform '**CSRBOX**' and have been managing this for the past **10+ years**. We work on client projects from concept design to project management level in the areas of research design, communication and outreach, campaigns and platforms management, CSR project design, monitoring, and evaluation. Technically, we fall in the category of a boutique impact-consulting firm. We are a team of more than **120+ professionals** with diverse backgrounds and multi-sectoral experience. CSRBOX implements and monitors customized CSR projects which are aligned with a company's values, products, and expertise.

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