

Tata STRIVE — The Skills Programme That Measured What Happened After Training

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Skill Development

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India's skill development sector has a specific and persistent failure: the gap between training completion and actual employment. Programmes train hundreds of thousands of youth annually, certify them, and then measure "placement rates" that often count job offers rather than jobs sustained, day-one placements rather than three-month retention, and formal employment rather than livelihood security.

Tata STRIVE was set up in 2014 by Tata Trusts explicitly to address this gap. Not by training more youth — there were already programmes doing that — but by building a model that measured outcomes rather than outputs, focused on what happened after placement rather than just whether placement occurred, and treated the soft skills and mindset development of youth as equally important as technical certification.

By November 2024, Tata STRIVE had positively impacted more than 1.8 million lives. More than 70 percent of those trained under direct interventions found placement or self-employment opportunities.

Who They Are

Tata STRIVE is the skill development initiative of Tata Trusts — the philanthropic arm of the Tata Group, one of India's largest industrial conglomerates. This institutional backing gives STRIVE advantages that most skill development NGOs cannot replicate: access to Tata Group industry partners for on-the-job training and placement,

credibility with government for scheme partnerships, and the financial sustainability to build state-of-the-art training infrastructure.

Their delivery model has three tiers: six flagship Tata STRIVE Skill Development Centres (TSSDCs) in Mumbai, Aligarh, Hyderabad, Mohali, Nashik, and Pune for aspiration-building in semi-urban contexts; community-embedded Tata STRIVE Extension Centres in semi-rural areas; and an Implementation Partner network of NGOs and organisations that receive STRIVE training assets, technology, and quality frameworks to deliver training in their own geographies.

The Youth Development Module

STRIVE's foundational pedagogical innovation is the Youth Development Module (YDM) — a life skills and mindset development programme that precedes and accompanies all technical training. The insight: a tribal girl from Jharkhand who has never worked in a formal environment faces a cultural shift so significant that no technical certification alone prepares her for it. The YDM addresses this directly — building positive work attitude, punctuality, communication skills, financial goal-setting, and emotional self-regulation.

Documented impacts of the YDM on other STRIVE programmes: improved attendance and attentiveness, effective management of workload, increased learner satisfaction on the job, improved performance in interviews, and higher resilience in sustaining employment. These are not soft metrics. They are the specific failures that cause skill programme graduates to leave jobs within three months — and the YDM addresses each one explicitly.

The Interest Inventory

STRIVE's "interest inventory" is a gamified mobile application that screens large numbers of youth by identifying their likely interests and affinities through an activity rather than a questionnaire. The application generates a code based on Holland Codes — a validated psychometric framework — allowing STRIVE staff to match youth

interests with training options before training begins. The result: lower dropout rates, better fit between trainees and job roles, and the signal to youth that their individual identity and choices matter in the training design.

The 2024 Partnerships: Airbus, IHCL, and Tribal Youth in Tripura

Three 2024 partnerships illustrate STRIVE's current scale and direction. In September 2024, Airbus partnered with STRIVE to open centres in Delhi and Bengaluru delivering cybersecurity, ethical hacking, and aviation-related training to underprivileged youth — inaugurated by the Union Minister of State for Skill Development. In November 2024, IHCL (Indian Hotels Company — the Taj Group) partnered with STRIVE and the Tripura Tribal Areas Autonomous District Council to establish a hospitality skills Centre of Excellence in Khumulwng, West Tripura — specifically for tribal youth. The Siemens Dual VET programme adapts Germany's dual vocational training model to ITIs in India.

Each partnership is simultaneously a skilling programme and a market signal: when Airbus and the Taj Group choose Tata STRIVE as their skill development partner for CSR commitments, other corporates observe the model.

What This Means for Odisha NGOs

For Odisha NGOs working on tribal youth skill development: STRIVE's Implementation Partner model is the most relevant pathway. NGOs that meet STRIVE's quality standards can access training assets, curriculum, technology (TCSiON Phygital platform), and the STRIVE brand credibility — while maintaining their own community relationships and geographic presence. The 25 percent SC/ST training share that STRIVE documents is directly relevant to Odisha's tribal districts.

Contact and Further Reading

Website: tatastrive.com | **Contact:** tatastrive.com

Key evidence:

- IHCL press release (November 2024): 1.8 million lives impacted, 70% placement rate, Tripura tribal CoE
- Airbus press release (September 2024): Delhi and Bengaluru centres, Union Minister inauguration
- National Skills Network: *How Tata STRIVE is Impacting Skill Development* — YDM, interest inventory, Holland Codes methodology
- Tata Trusts skill development page: tatatrusters.org — TSSD centres, extension centres, implementation partner model

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