



From the CEO's Desk!



Dear Friends and
Well Wishers
of ANUDIP,

We are in the midst of a global health crisis of unknown duration, with COVID-19 situation evolving further with significant new challenges. In addition to the immediate health concerns, we are seeing a much wider impact on all of our lives as well as the economy. Understandably, there is a great sense of discomfort everywhere. However, amidst the gloom, we are inspired by the dedication, selflessness, and resilience seen across our teams.

Let me add a personal note. Along with my team in **ANUDIP**, I am working hard to cope with this crisis. My thoughts are with the people affected and everyone working around the clock to help those most in need. My top priority is the health and safety of our employees, donors, employers, volunteers and partners. We have adapted to the changing environment very quickly, and our commitment to positively transform lives will continue without interruption.

Today's newsletter, brings you handpicked stories of inspiring achievements, partnerships, interviews, glance at some skill statistics and few thoughtful success-stories! Please read the newsletter to know more.

Stay safe. Thank you.

Monisha Banerjee

Chief Executive Officer, Anudip Foundation



In conversation with Dr. Mahul Brahma on the CSR agenda 2021

Critical Strategies to Define the Post-Covid Future – Build to Last



Dr. Mahul Brahma

[Click here](#) to read the interview with Dr. Mahul Brahma, (D.Litt, PhD), CSR Expert, TEDx Speaker, Columnist, Author, Chief Editor and Head - Corporate Communications, Branding, Publications and Conferences, mjunction.



ANUDIP FOUNDATION is now certified as **Great Place to Work-Certified™**, the global authority on workplace culture, employee experience, and leadership behaviors proven to deliver increased innovation.

[Click here to see the Great Place Certification.](#)

EMERGENCE OF SKILL GAPS DURING COVID-19

The inclusion of technology assets across industries has created a high demand for professionals with a knack for learning new skills and industry specific certifications. As various industries begin to digitize with the impacts of Covid-19, the IT industry and internet businesses are taking to the centre stage.

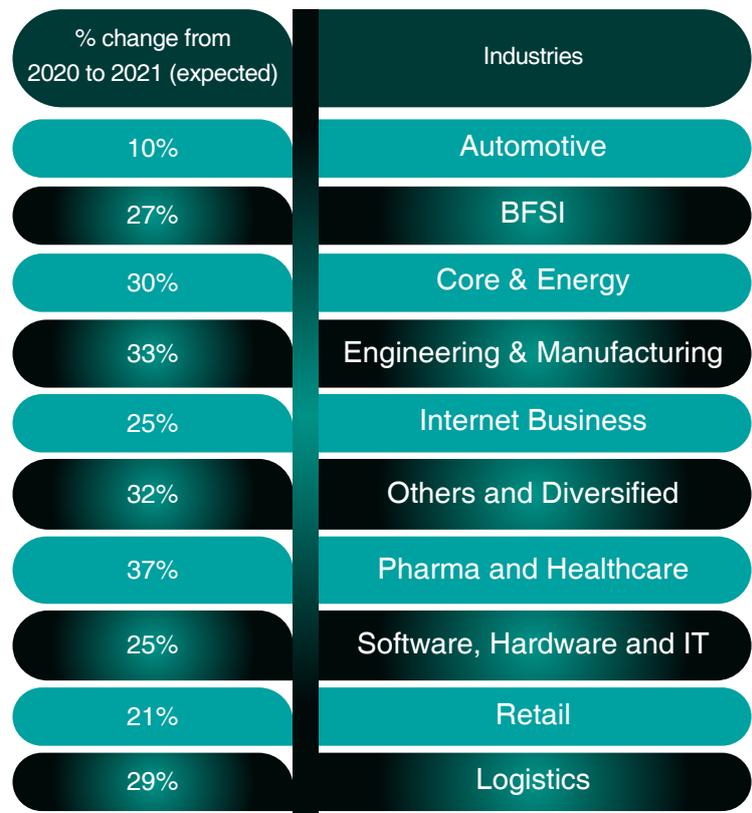
Interestingly, the pandemic revealed a huge skill gap in the IT sector alone. As cloud computing giants Microsoft & Amazon continued their investments in India, major businesses began to shift to the technology demands of the day. Home grown Byju's app recorded increased sales in the year 2020. End-user expenditure on public cloud services in India is expected to total \$4.1 billion by 2021. This is a massive increase by 29.4% from 2020. The role of data science and cloud computing is gaining more momentum at the beginning of 2021 and this boom is considered an offshoot of the IT revolution in India from the early 2000s.

Yet, to fill the skill gap in the IT sector requires practical exposure to the latest technologies that gained popularity in the last 5 years. The pattern of employment over the last year shows that availability of resources in the age group of 26-29 is due to the lack of opportunities in the formal sector during 2020. In the coming years, industries and the governments should focus on making the existing talent pool more employable and aligned to the evolving industry demands.

HIRING TRENDS IN THE GLOBAL PANDEMIC :

47% of the Industry employers in the Indian Skills Report survey 2021, reported a positive hiring intent while 36% are looking comfortable with their existing infrastructure. In 2020, 28% maintained their position with no intent to increase or decrease their hiring. Considering that the hiring intent for new employees is much lower than last year, it does not complement the vast talent pool available between the ages 22-29 years old. While more women are pursuing higher education than ever before, the employability score has also risen. The decline is attributed to the impacts of Covid19 and the slowdown in various industries across the economy.

Overall Hiring Intent in 2021 in graphics below:



37% Upward hiring in Pharma & Healthcare



33% Upward hiring in Engineering & Manufacturing



30% Upward hiring in Core & Energy sector



Candidates with **1-5 years** of work experience are in higher demand



Increased demand of freshers in the **IT industry**



15 million Indians relied on freelance work in **2020**

INNOVATIVE PARTNERSHIPS



Anudip officially rolled-out their project on “Imparting Digital Skills for Construction Workers” on March 2021 in Kanchipuram and Attibele, Karnataka. The initiative is supported by Microsoft Corporation India Private Limited in collaboration with Larsen & Toubro Limited. This initiative is proposed to benefit approximately 7000 beneficiaries from L & T’s seven Centre for Skilling and Technical Support (CSTIs) across India.



Anudip in association with Tata STRIVE (Tata Community Initiatives Trust) launched an innovative technology learning initiative that encourages advanced IT skilling to foster digital transformation and employability.

[Click here to read more.](#)



BRAC partners with Anudip in October 2020 for economic empowerment of at-risk career-aspirants from Bangladesh by new-age IT skills training and digital employment.

[Click here to read more.](#)

LEADERSHIP APPOINTMENTS



Mohan Eddy
Director

The Anudip Family welcomes Mohan Eddy, to the Board. Mohan has long experience in building organizations across various sectors from manufacturing to Information technology. Recently he led the transformation of Madura Microfinance Ltd. into a next-generation intelligent enterprise. Mohan holds a B.E in Mechanical Engineering from the College of Engineering, Guindy and a Post Graduate Diploma in Management from IIM Calcutta.



Vibhor Goel
Chief Technology Officer

Anudip greets Vibhor Goel as its Chief Technology Officer to further the company’s vision to integrate technology into core strategic functions. With more than 20 years of experience with large MNCs like Cisco, IBM and Siemens where Vibhor helped create product development teams and solved problems of scale. Vibhor completed his Engineering from REC Calicut and MBA from XLRI Jamshedpur.

[Click here to know more about our leadership team.](#)

STORIES OF HOPE

Employing technology, ANUDIP has led resilient youth from income-less families to build digital livelihoods. Here are some of the heart-touching stories of struggle.



Thoda Gireesh,
Andhra Pradesh



I dream things that never were,
and I say Why Not?



[Click here to read his story](#)



Bulti Khatoon,
West Bengal



Her undying spirit paved
the way to freedom!



[Click here to read her story](#)



Ankur Kumar,
Noida, Uttar Pradesh



Never give up, for that is just
where the tide will turn



[Click here to read his story](#)

Watch some of the inspiring narratives of youth from low/no resources families affected in the pandemic lockdown has been instrumental in creating livelihoods through skills training.

[Click here to see.](#)

CELEBRATION



Fiscal 2020-21 was a year without parallel!

Amidst chaos, Anudip emerged to be one of the strongest brands in creating digital livelihoods for low/no-income youth and women, demonstrating the strength of our multiple engines of growth strategy fueled by our strong team! To begin this new FY 2021-22, Team Anudip celebrates amidst the greens in an offsite strategic meet, exploring highlights of the past, celebrating people across levels and pledging to stand firm in our commitments to our donors, employers, partners, and the communities where we live and work with!

ON-DEMAND TOP 5 SKILLS IN 2021

Technical



Python
Programming



Neural
Networks



Cloud
Computing



Supply
Chain



General
Statistics

Soft Skills



Problem
Solving



Communication



Active Learning,
Resilience,
Flexibility



Digital
Dexterity



Analytical
and Critical
Thinking

Source: India Skill Report 2021

LAUNCHING THE FUTURE OF LEARNING



As part of its ongoing efforts to foster an ecosystem that enhances India's talent with the right set of skills, Anudip launched FuturLearn© supported by Capgemini, aimed at preparing a global workforce with the skills needed to future-proof their careers in an age of rapid technological change.

[Click here](#) to read the full article.

COVID EMERGENCY RELIEF:

Anudip shares an urgent appeal as Coronavirus's devastating impact includes lack of medical supplies and essentials worsening the second COVID wave hit in India. The impact of the COVID-19 has dramatically affected the economic security and well-being of families whose primary bread-earners are affected by COVID's frightening spiral. With thousands coming forward to help, we are trying our best to deliver free COVID First Aid Kit/Grocery Food Support and Telemedicine Services at the doorstep for the entire quarantine period for low/no income families whose family bread-earners has been forced to stay isolated due to COVID hit and ill-health.

DONATE NOW:

<https://fundraisers.giveindia.org/projects/india-needs-help-an-urgent-appeal-to-save-millions>

RECOGNITION



Winner of **Indian Achiever's Award 2020-21** for Nation Building & Outstanding Professional Achievement by Indian Achievers' Forum.



Winner of **Indian Chambers of Commerce Social Impact Awards 2021** for Employability Enhancing Vocational Skills.

MEDIA ATTENTION

**The
Telegraph**

The Telegraph, one of the leading media houses of the country, covered how our ANUDIP has been creating an alternative livelihood for the income-less population in the pandemic using financial assistance, new skills training, and market linkages.

To read the full article, [click here](#).

NSN
NATIONAL SKILLS
NETWORK

National Skill Network, one of the prominent skill news channels of India connecting NSDC, Ministry of Skills, Training Partners, Sector Skill Councils, ITIs and Academia with latest news updates and resources, covers an exclusive interview with Anudip CEO on bout the return on investment (ROI) in skilling and along with CSR. To see the interview,

To watch the interview, [click here](#).