

# SWARAJABILITY: A Youth4Jobs Platform (Unique project id- KMBL202122004)

## Impact Assessment Report January 2025

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Prepared For- Kotak Mahindra Bank Limited



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## Ethical Consideration

- **Informed consent:** The interviews were done after the respondents gave their consent. Even after the interviews were completed, their permission was sought to proceed with their responses.
- **Confidentiality:** The information provided by participants has been kept private. At no point were their data or identities disclosed. The research findings have been quoted in a way that does not expose the respondents' identities.
- **Comfort:** The interviews were performed following the respondents' preferences. In addition, the interview time was chosen in consultation with them. At each level, respondents' convenience and comfort were considered.
- **Right to reject or withdraw:** Respondents were guaranteed safety and allowed to refuse to answer questions or withdraw during the study.

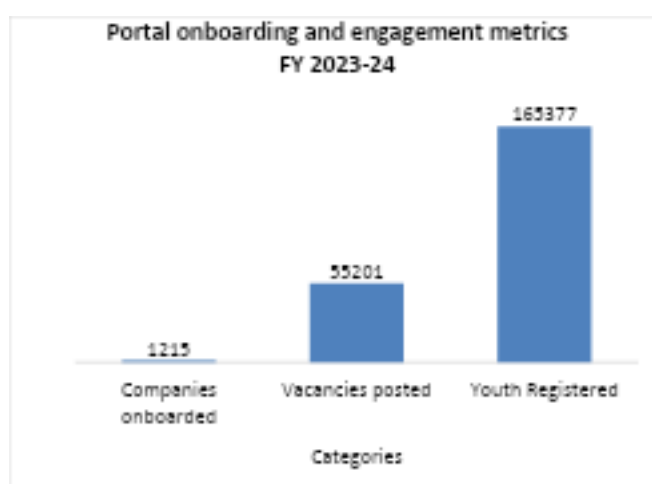
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## Executive Summary

<b>Program ID</b>	KMBL202122004
<b>Year of completion</b>	FY 2021-22
<b>Program Duration</b>	FY 2021–22 to FY 2023–24
<b>Partner Organisation</b>	Youth 4 Jobs Foundation
<b>Location</b>	Pan India

The SwarajAbility initiative, supported by the Corporate Social Responsibility (CSR) program of Kotak Mahindra Bank Limited, is a pioneering AI-enabled job platform aimed at enhancing employment accessibility for persons with disabilities (PwDs). Developed under the Youth4Jobs (Y4J) initiative, the platform leverages artificial intelligence to provide smart job matching based on candidates' skills, with features such as multi-language support and SMS notifications to alert users about relevant opportunities.



SwarajAbility addresses key barriers in the disability employment ecosystem by creating a digitally accessible, inclusive, and user-friendly interface that streamlines job discovery. The platform actively engages with NGOs, employers, and government bodies to build a sustainable support network, ensuring long-term economic empowerment for PwDs.

Kotak supported the development of SwarajAbility in FY2021–22, and the platform became operational in October 2022. This assessment evaluates its progress and impact during FY2023–24, focusing on its role in fostering inclusive employment and promoting digital inclusion for PwDs across India.

**a) Relevance:** The program addressed low employment rates among youth with disabilities by providing an AI-enabled, accessible job platform that enables direct connections between candidates and employers.

## b) Effectiveness:

The Swarajability platform enhanced job applications for youth with disabilities, offering high accessibility and ease of use. To date, 165,377 persons with disabilities have enrolled on the platform, and 1,215 companies or employers have been onboarded.

Participants valued the free platform registration, which eliminated financial barriers.

A major concern was the geographical distance of job opportunities, indicating a need for more remote working roles and options.

Employers expressed satisfaction with the performance of candidates hired through the platform.

The program offered assistance to individuals with diverse needs, including providing interpreter services for candidates with specific disabilities. This initiative improved communication during job interviews, ensuring a more accessible and inclusive experience.

Despite enabling connection and interactions with employers, the factor of low salaries offered led to non-acceptance of job offers by the applicants. This scenario indicates a mismatch between candidates' aspirations and the available job offers through the platform.

## c) Impact:

The SwarajAbility platform has greatly enhanced job accessibility for youth with disabilities, resulting in higher employment rates and increased financial independence for many candidates. Users have reported a significant boost in confidence after securing jobs through the platform. For FY 23-24, the platform has onboarded 1,215 companies and employers, along with 45 new NGOs and institutions. Employers have posted a total of 55,201 job openings for persons with disabilities, with 1,540 positions (2.8%) successfully filled by PwDs.

## d) Sustainability:

The SwarajAbility program promotes financial independence for youth with disabilities, creating economic growth and fostering inclusivity in the workforce. By leveraging strong institutional partnerships and aligning with national policies and global SDGs, it ensures adaptability, sustained impact, and societal equity.

# 1. Introduction

## 1.1 Background

The World Health Organization (WHO) defines disability as a broad term encompassing impairment, activity limitations, and participation restrictions. Impairments refer to issues with body functions or structures, while activity limitations involve difficulties performing tasks, and participation restrictions pertain to challenges in engaging in life situations. According to the World Report on Disability 2011, globally, around 785 million individuals, or 15.6% of those aged 15 and older, live with disabilities, with a smaller percentage (2-3%) experiencing vision, hearing, and locomotor disabilities that can restrict various activities.<sup>1</sup>

In India, the population Census of 2011 recorded that 2.2% of the population, or around 26.8 million people, have disabilities, with more than half of them falling within the employable age group of 20 to 60 years. The Census data also revealed that 20% of disabled individuals have mobility impairments, 19% have visual disabilities, 19% have hearing disabilities, and 8% have multiple disabilities, reflecting the complexity of disability and the heightened challenges faced by those with more severe impairments.<sup>2</sup> Similarly, the 2018 National Statistical Office (NSO) survey found disability prevalence at 2.2%, with slightly higher rates in rural areas (2.3%) compared to urban regions (2.0%).<sup>3</sup>

## 1.2 Employment Scenario for Youth with Disabilities: An Indian Context

In India, Census data indicates that only 36% of persons with disabilities (PwDs) are employed. Among male PwDs, 47% participate in the workforce, while only 23% of female PwDs are employed.<sup>2</sup> Despite the enactment of laws such as the Rights of Persons with Disabilities (RPWD) Act, 2016, which mandates a 4% reservation in government jobs for PwDs, employment rates remain significantly low.

A large proportion of PwDs are employed in the informal sector, characterized by inadequate wages and a lack of job security, which contributes to financial instability for PwDs and their families.<sup>4</sup> Additionally, the Disability Data Review data reveals that non-working women with

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<https://www.who.int/teams/noncommunicable-diseases/sensory-functions-disability-and-rehabilitation/world-report-on-disability>

2 <https://censusindia.gov.in/nada/index.php/catalog/43469>

3

<https://www.thehinducentre.com/resources/mospi-report-disabled-persons-in-india-a-statistical-profile-2016/article64936234.ece>

4 [https://www.ilo.org/sites/default/files/2024-08/WP124\\_web.pdf](https://www.ilo.org/sites/default/files/2024-08/WP124_web.pdf)

disabilities (77%) far outnumber non-working men with disabilities (53%), highlighting a pronounced gender disparity in employment opportunities for PwDs.<sup>4</sup>

### **1.3 Need for the Project**

The challenges faced by youth with disabilities in securing employment are complex and varied. Key barriers include scarcity of job opportunities, lack of awareness regarding available positions, negative attitudes in the workplace, and skills gap that does not meet the demands of the industry. Furthermore, issues related to mobility and accessibility significantly impede the ability of PwDs to compete effectively for jobs.

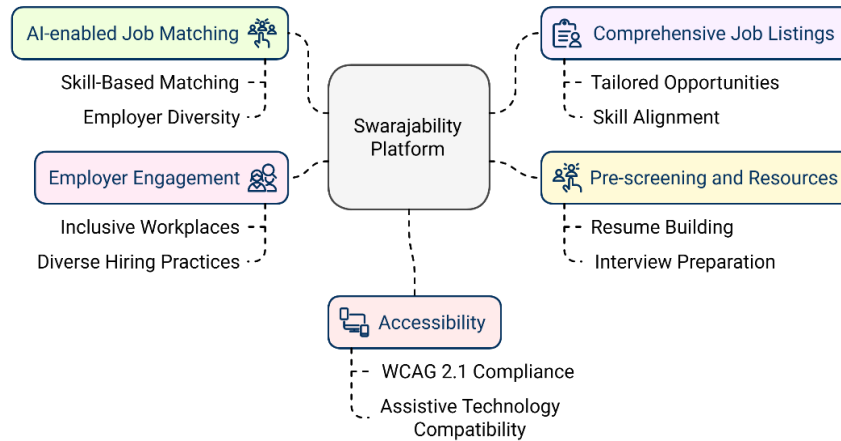
Employment opportunities for disabled youth are predominantly limited to informal positions offering low-wages. Despite the substantial population of PwDs in India, there remains a significant unmet demand for meaningful and well-paying jobs. This underscores the urgent need for enhanced access to education, job training programs, and inclusive hiring practices that can facilitate better employment outcomes for youth with disabilities.

### **1.4 About the project**

To tackle the issue of low employment rates among youth with disabilities, Youth4Jobs, with support from Kotak Mahindra Bank Limited under its CSR initiative, launched SwarajAbility—an AI-enabled and accessible job platform. Operational since October 2022, the platform aims to bridge the employment gap for persons with disabilities (PwDs) by leveraging technology to make job opportunities more accessible and relevant.

SwarajAbility provides personalized job matching, ensures digital accessibility, and connects job seekers with inclusive employers. The platform not only simplifies the job search process but also fosters an ecosystem of support that promotes sustainable livelihoods, long-term employment, and economic independence for PwDs.

This impact assessment, conducted for FY2023–24, evaluates the platform’s effectiveness in addressing employment challenges, enhancing digital inclusion, and building a collaborative ecosystem with NGOs, employers, and government stakeholders. To effectively address the challenges faced by persons with disabilities in the job market, the SwarajAbility platform incorporates several key components:



## 2. Approach and Methodology

### 2.1 Approach

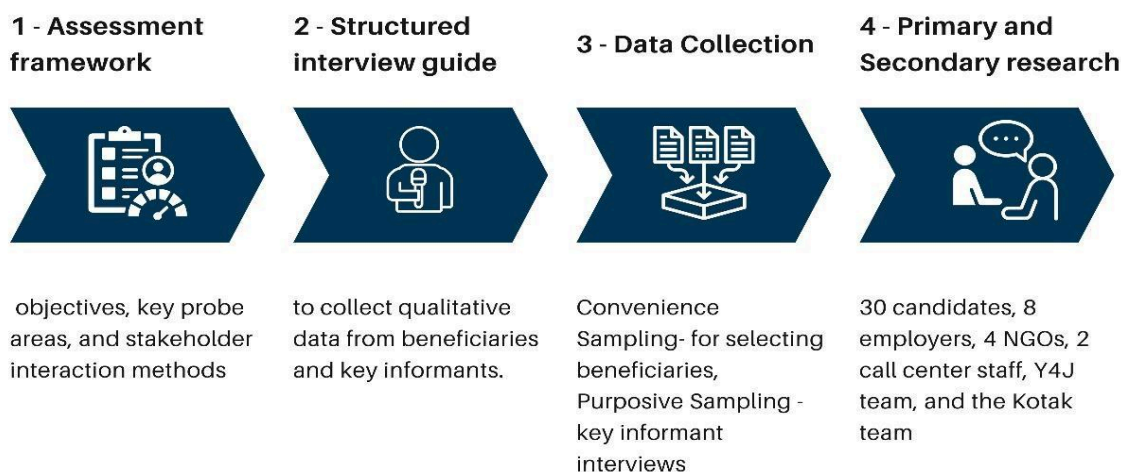
The study aimed at the impact assessment of the SwarajAbility program, a corporate social responsibility (CSR) initiative supported by Kotak Mahindra Bank Limited (KMBL). This program was designed as an AI-enabled accessible online job platform aimed at individuals with disabilities. The impact assessment study was conducted for the following broad objectives and outputs:

Impact on Beneficiaries	Best Practices	Area of Improvement
<ul style="list-style-type: none"> <li>To evaluate the impact on the target beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>To identify best practices</li> </ul>	<ul style="list-style-type: none"> <li>To suggest areas of improvement and innovative approaches based on market trends</li> </ul>

## 2.2 Methodology

The study employed a qualitative research approach, following a structured methodology that involved a five-stage process, as outlined below

### 2.3 Data collection tools

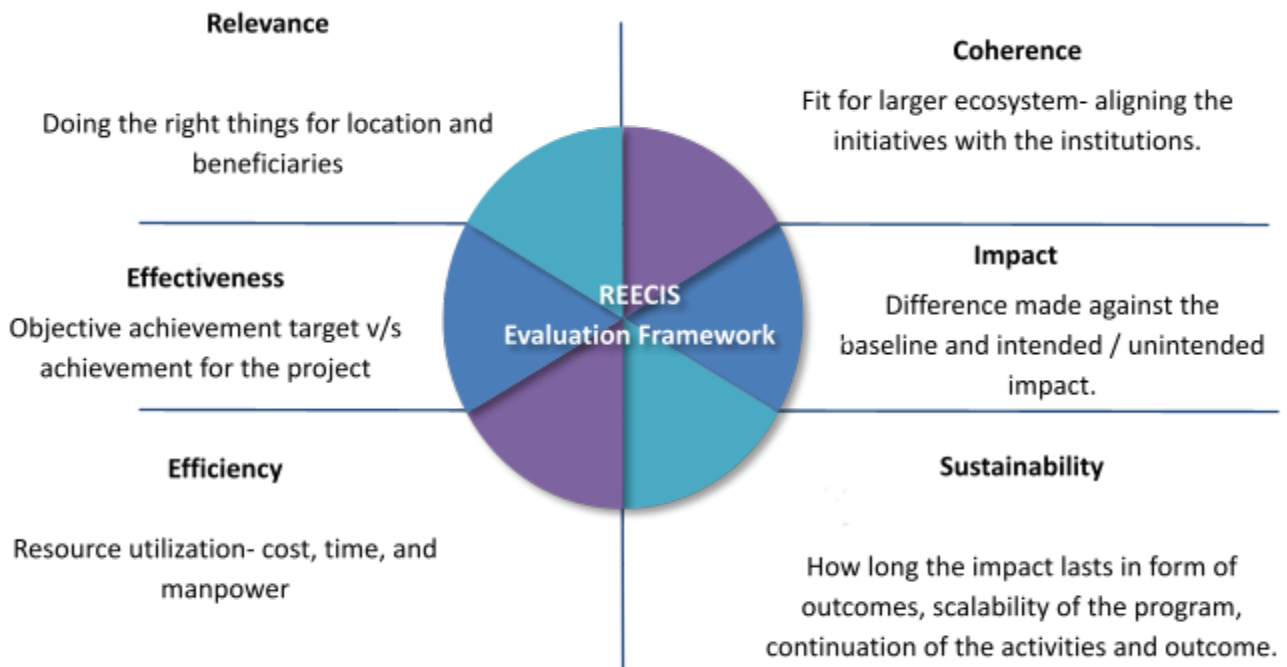


Context Setting	Research Design	Primary Research	Analysis	Output Report
Building common understanding of project terminology. Introduction to key stakeholders / implementation partners	Desk review of project documents Primary research tool preparation Sharing of inception report with tools for approval of KMBL	Training of field research team On-field data collection through qualitative methods to analyse programmatic elements	Data analysis based on OCEC-DAC 'REECIS' Framework	Detailed report on observations, analysis, inferences, and recommendations Presentation of Findings

Financial documents, including utilization certificates, were analyzed to assess project expenses.

The collected data was cleaned, tabulated, and analyzed using the REECIS evaluation framework (based on OECD-DAC criteria) to assess Relevance, Effectiveness, Efficiency, Coherence, Impact,

and Sustainability. Findings were triangulated with key informant insights to ensure a



comprehensive assessment of the program's impact.

Fig 1: OECD-DAC REECIS FRAMEWORK

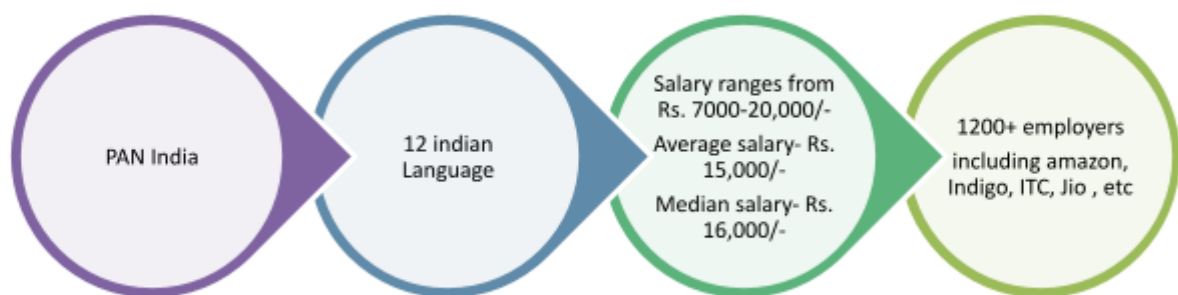
#### 2.4 Documentation and report preparation

The findings were documented in a presentation format and shared with the KMBL team to gather their input. Following this, a comprehensive report was prepared for the Impact Assessment of the SwarajAbility program, incorporating all essential aspects based on the results of the data analysis.

## 3. Findings and Analysis

### 3.1 Relevance

The SwarajAbility program tackles low employment rates among youth with disabilities through an AI-enabled job platform that matches candidates with relevant opportunities based on skills, education, and disability type. It features multi-language support, role-specific dashboards, and real-time communication via email and SMS for a seamless user experience.



#### 3.1.1 Addressing gaps in accessing job opportunities for youth with disability

Many stakeholders highlighted the difficulties PwDs face in finding suitable jobs. Before using SwarajAbility, candidates struggled with limited resources and mobility issues, relying on peers or newspapers for job searches. The AI-enabled, free platform addressed these barriers by centralizing job opportunities and ensuring inclusivity.

Employers appreciate SwarajAbility for connecting them with a skilled PwD talent pool, while youth benefit from direct engagement with employers. The HR Manager of an online grocery retailer noted, *"It was a very long and time-consuming process to select candidates from different sources."*

NGOs observed that skilled PwD youth often face employment challenges due to communication barriers, societal biases, and limited peer networks. SwarajAbility has helped bridge these gaps by providing access to diverse job opportunities across India. The Director of an NGO working with hearing-impaired students shared, *"Our students have hearing disabilities, so it is already difficult for them to communicate, and that caused a lot of issues. They were not aware of the job opportunities and could only learn about a few through their peers."*

While many have benefited, some candidates struggled with English comprehension, making navigation difficult. Additionally, 6% (2 out of 30) were unaware of the platform’s multilingual feature, further hindering their experience.

## 3.2 Effectiveness

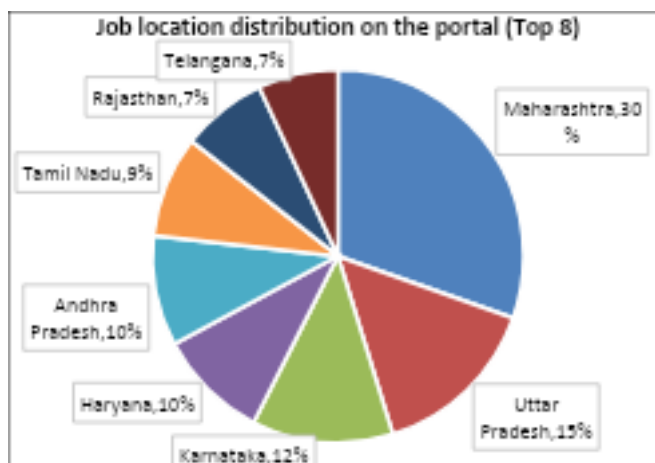
### 3.2.1 Accessibility and job opportunities for youth with disabilities

The SwarajAbility portal has improved job access for youth with disabilities, though the employment rate remains low at 2.8%.

Free registration and training were appreciated for removing financial barriers, but many candidates struggled with job locations. A candidate with a locomotor disability shared that she couldn’t apply for office or showroom jobs due to travel constraints, highlighting the need for remote options.

Employers have expressed satisfaction with hires through SwarajAbility. The HR

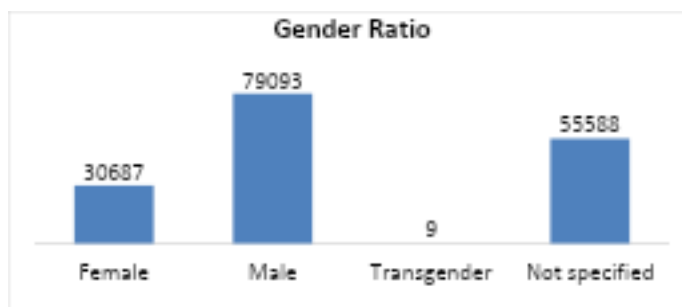
Manager of a Mumbai-based healthcare company stated, *"The candidates hired through the SwarajAbility platform have shown exemplary performance. They are eager to learn, possess a positive attitude, and demonstrate skills that make them valuable assets to our company."*



### 3.2.3 Employment support

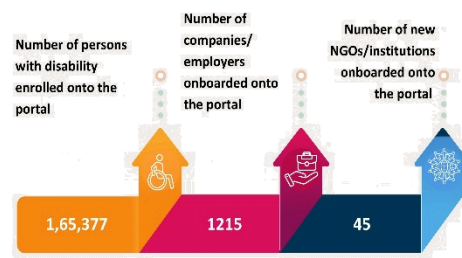
The aspect of employment support examines how effectively the platform connects candidates with potential employers, the quality of these interactions, and the factors influencing candidates' job decisions.

Some participants reported positive experiences, describing employer interactions as "pleasant." However, a key concern raised during candidate interactions was low salary offers. Several participants shared that despite good interactions with employers, they declined job offers due to inadequate salaries. One participant mentioned, *"The job role was suitable, but the salary offered was too low for me to accept."* Some candidates even chose not to apply through the portal for the same reason. Data from the platform



shows that monthly salaries range from Rs. 8,000 to Rs. 40,000, with most roles offering salaries on the lower end. Only a limited number of jobs provide higher salary packages.

Despite these challenges, the program's employment support in the post-employment phase has been beneficial. Both candidates and employers maintain communication with a single point of contact from Y4J for ongoing support and guidance. Candidates receive updates on new job openings and are encouraged to apply, ensuring continued assistance beyond the program. One employer shared, *"Having a dedicated contact person makes the hiring process smoother and helps us support candidates better."* Youth4Jobs also provides additional support for individuals with diverse needs, including interpreter assistance for those with specific disabilities. A candidate with a hearing impairment stated, *"The interpreter support helped me understand the job requirements clearly, making me feel more confident in my application process."*



### 3.3. Efficiency

The project adhered to its planned timeline, completing activities within the scheduled time frame while effectively managing dependencies to avoid delays. Building on this timely execution, the project demonstrated strong coordination among stakeholders and efficient resource utilization, contributing to the achievement of desired outcomes

#### 3.3.1 Efficient features of the platform

The SwarajAbility platform boasts several efficient features, including job-matching algorithms and a streamlined candidate onboarding process, enhancing its user-friendliness and effectiveness. It serves as a central hub for users, administrators, employers, and NGOs, improving cost efficiency. As a one-of-a-kind platform, SwarajAbility goes beyond merely listing jobs, actively assisting in job-matching to connect candidates with opportunities that align with their skills and needs.

Candidates have provided positive feedback on the platform's interface, noting its ease of navigation for accessing job listings. However, some users suggested simplifying the numerous questions on the portal to enhance the experience.

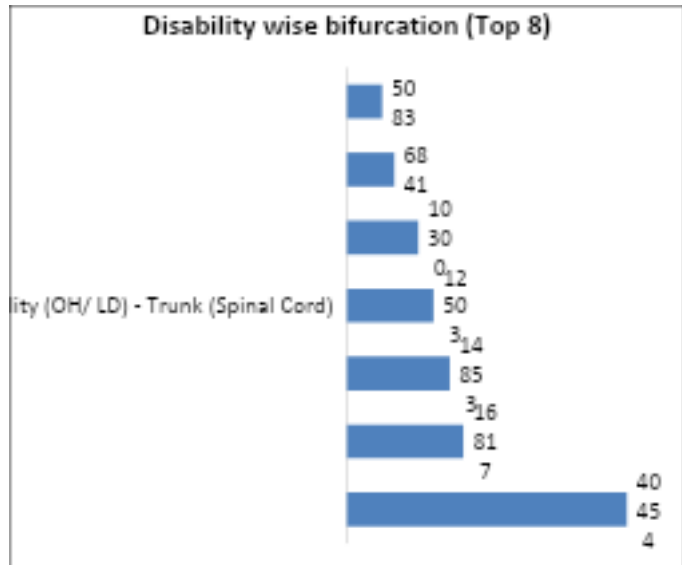
The organization's data shows that out of 55,201 job openings for PwDs on the portal, only 1,540 (2.8%) were filled.

### 3.4 Impact

The SwarajAbility platform, launched by Youth4Jobs, was designed to address the core challenge of improving employment opportunities for youth with disabilities (PwDs). Its primary goal is to bridge the employment gap for young people with disabilities by leveraging technology to provide seamless access to job opportunities.

#### 3.4.1 Increased job opportunities for PwD

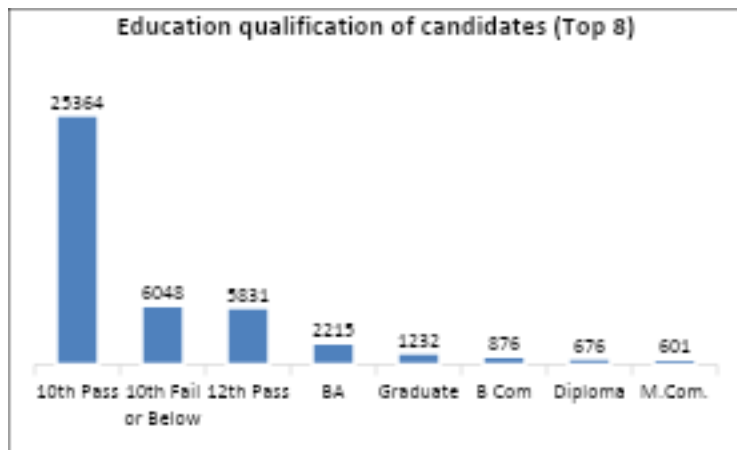
The program has effectively enhanced job opportunities for persons with disabilities (PwDs) by connecting candidates with inclusive employers and facilitating access to suitable roles. Through its job-matching features, the platform aligns candidates' skills and readiness with relevant opportunities, creating a transparent and equitable hiring process. By providing role mapping exercises and sensitization training to employers, the platform ensures workplaces are better prepared to integrate and support PwDs.



Additionally, the program fosters collaboration among stakeholders, including NGOs, employers, and candidates, to build a cohesive and inclusive ecosystem that promotes sustainable employment opportunities.

One candidate with hearing disability shared, "As a deaf person, it was very difficult to get a job and find information about job openings. I also got rejected by many organizations due to the language barrier." This highlights the unique challenges faced by PwDs and underscores the program's role in addressing these barriers by creating an inclusive and supportive employment framework.

The platform has also addressed the needs of candidates with limited educational qualifications by listing jobs that match their skill levels. One candidate with speaking and hearing disability from Thane noted, "My education is limited, so no one was offering me a job. When jobs were available, they paid very little. After



*joining this program, I got a job. Now I can support my family”* This demonstrates the program’s commitment to providing equitable opportunities for all candidates, enabling them to achieve financial stability and improve their livelihoods.

### **3.4.2 Enhanced financial independence**

The program has effectively improved employability for youth with disabilities by connecting them with inclusive employers through its online platform. 83% of candidates (25 out of 30) reported better financial independence, attributing their success to the platform’s training and support. NGOs and families have observed a positive impact, with parents expressing pride in their children's employment and stability.

An NGO based in Assam shared, *"They have become more financially independent, which has brought immense happiness to their parents. The parents never believed that their children would be able to secure jobs, but now, seeing them employed, they are incredibly proud and overjoyed."*

A person with a locomotor disability shared, *"Thanks to Y4J, I am able to work as an AC Technician at HSBC in Noida, Uttar Pradesh. I’m originally from Bihar, and before joining this program, I never imagined I could secure a job like this. Now, I earn ₹17,000 per month, and I’ve been in this role since November 2024. Y4J gave me the confidence and skills I needed to succeed in the job market. Without this program, I wouldn’t have had the confidence or opportunity to succeed in the job market."*

### **3.4.3 Enhanced confidence of the candidates**

*"The platform has helped me find more job information easily. Giving interviews has made me more confident and made it simpler to explore new job opportunities."*

**A youth with speaking & hearing impairment**

The program has greatly improved the confidence of the candidates. It helped them overcome their initial fear of interviews. Interactions revealed that many candidates initially felt nervous about interviews, but with consistent practice on the platform, the majority now report feeling significantly more confident.

#### **Case study**

Rajesh Patel (name changed), a young individual with speaking and hearing impairments, completed his 12th standard education. However, he faced challenges in finding a job because he didn’t have a degree. Many employers focused on qualifications, and some even refused to hire him due to the misconception that his hearing impairment would create difficulties at the workplace.

Initially, he struggled with skepticism from potential employers who prioritized degrees. However, he learned about Youth4Jobs and the Swarajability platform from a friend who encouraged him to enroll. Rajesh decided to register on the platform. The platform provided essential features like job matching and connections with employers, which helped boost his confidence and made it easier to explore job

## 3.5 Coherence

The intervention of Y4J serves as a model that aligns with the broader initiatives of the Government of India to ensure inclusivity, accessibility, and employability for persons with disabilities. The program's coherence with key government schemes is explained below:

### 3.5.1 Rights of Persons with Disabilities Act, 2016

The Rights of Persons with Disabilities Act, 2016 promotes equality, non-discrimination, and empowerment of PwDs. Aligned with this, Y4J ensures their right to work by connecting them with inclusive employers through SwarajAbility, which also enhances accessibility via AI-enabled, multi-language support and user-friendly features.

### 3.5.2 Digital India





Digital India promotes the use of technology to enhance service delivery and improve access to information. SwarajAbility utilizes an AI-enabled online platform that streamlines the job search process for PwDs, making it easier for them to find suitable employment opportunities.

### 3.5.3 Accessible India Campaign (AIC)

In 2015, the Government launched the Accessible India Campaign (Sugamya Bharat Abhiyan – AIC) to enhance accessibility, raise awareness, and promote the creation of a universally barrier-free environment. The SwarajAbility platform aligns with this initiative by ensuring the website is accessible to individuals with various types of disabilities.

### 3.5.4 SDGs addressed through the program

The Youth4Jobs program actively contributes to the achievement of SDGs, as explained below:

	Enhancing employability and financial independence of youth with disability. It fosters economic growth and reducing inequalities.
	Promoting equal opportunities for employment by empowering both male and female candidates with disabilities.
	Bridging gaps in employment opportunities for youth with disability. It ensures social and economic inclusion
	Contributing to poverty alleviation by providing platform to access job opportunities for persons with disabilities.

## **3.6 Sustainability**

The sustainability of the SwarajAbility program is integral to its mission of creating lasting change for youth with disabilities. By fostering a robust ecosystem of employment opportunities, the program is transforming individual lives and also contributing to broader societal and economic progress.

### **3.6.1 Financial Sustainability**

The program's focus on connecting persons with disabilities to meaningful employment opportunities helps candidates achieve financial independence. By fostering an ecosystem of employability, it created a strong network of job opportunities that not only transforms individual lives but also contributes to the broader progress of society and the economy. As more individuals secure employment through SwarajAbility, the program is expected to attract further support and investment from those committed to promoting inclusive employment. Furthermore, the program has significant growth potential. As more candidates join and find work, it will inspire others to participate, building a culture of inclusivity in the workforce. This growth not only benefits the candidates but also strengthens the communities they are part of.

### **3.6.2 Institutional Sustainability**

Institutional sustainability is achieved through strong partnerships with key stakeholders, including government agencies, NGOs, and employers. These collaborations foster a supportive network that enhances the program's reach and effectiveness. By working together, these organizations can share resources, knowledge, and best practices, ensuring the program remains relevant and responsive to candidates' needs. SwarajAbility works closely with various partners to ensure it can continue to operate and adapt to both the evolving needs of candidates and the job market. Leveraging technology, the program offers an easy-to-use online platform that connects candidates with job opportunities, ensuring sustained impact and growth.

### **3.6.3 Social Sustainability**

Social sustainability is achieved by empowering youth with disabilities and promoting their inclusion in the workforce. The program helps candidates secure employment, which not only enhances their financial independence but also boosts their confidence. As more individuals with disabilities find jobs, it nurtures a more inclusive community and shifts societal attitudes towards disability. This positive impact on both individuals and communities fosters long-term social change, creating a more equitable and supportive society.

### **3.6.4 Alignment with National and Global Goals**

The program aligns with key governmental schemes such as the *Right of Persons with Disabilities Act (2016)*, *Accessible India Campaign (AIC)*, *Digital India*. These alignments enhance the likelihood of continued support from governmental and non-governmental stakeholders. It also contributes to global priorities by addressing various SDGs such as SDG 1, SDG 5, SDG 8, SDG 10 etc.

## **4. Best Practices, suggestions and conclusion**

### **4.1 Best practices of the program**

Best practices of the program are given below:

#### **4.1.1 Providing online job search platform for youth with disability**

This program is unique in that it offers an online platform where youth with disabilities can search for jobs tailored to their needs and educational backgrounds. It is accessible to all individuals, including those with various disabilities. The platform is designed with accessibility in mind, ensuring a user-friendly experience for everyone. This approach fosters equal opportunities for all candidates, regardless of their disabilities.

#### **4.1.2 Partnerships with stakeholders**

Youth4Jobs collaborates with NGOs, government agencies, and inclusive employers. Links to government organizations such as DEET, NCPEDP, and the Haryana Government have been integrated into the platform to track candidate inflow and enhance collaboration. These partnerships ensure a reliable network that provides not only job opportunities but also support systems for candidates with disabilities.

#### **4.1.3 Personalized support and post training assistance**

The program provides customized assistance to candidates during job interviews, addressing their specific needs, such as offering interpreters for individuals with speech and hearing impairments. This support extends beyond the placement stage, as candidates remain in contact with Youth4Jobs trainers for ongoing guidance. They regularly receive updates on new job openings and are encouraged to apply for relevant opportunities, ensuring continuous engagement. Additionally, approximately 50,000 SMS notifications are sent monthly to inform candidates about job opportunities matching their skill sets and to remind them of approaching application deadlines. This consistent communication helps maintain candidate involvement and facilitates access to meaningful employment.

#### **4.1.4 Using technology for efficiency**

The integration of AI and other technologies makes the job-matching process more efficient by automating and streamlining the connection between candidates and employers. Advanced algorithms quickly analyze candidate skills and employer requirements, ensuring that job seekers are matched with relevant opportunities.

## 4.2 Suggestions for improvement of the program

### 4.2.1 Enhanced user experience

- **Job locations:** Many participants expressed concerns about job offers being located far from their homes, which they cannot accept due to mobility restrictions related to their disabilities. To address this, increasing the availability of job opportunities in nearby locations is essential to ensure better accessibility and inclusivity for candidates with disabilities.
- **Low salaries:** Candidates highlighted that some job offers come with very low salaries, making them unfeasible to accept. Addressing this issue by working with employers to offer competitive and sustainable salary packages can make these roles more attractive and viable for candidates. Ensuring fair compensation aligned with market standards would also enhance the platform's credibility and appeal.
- **More job listings:** A key challenge highlighted is the limited variety of job listings, particularly remote work opportunities, which are essential for candidates with locomotor disabilities. To address this, the platform should expand its job listings to include a broader range of remote positions, making opportunities more accessible and inclusive for individuals with mobility challenges.
- **Aligning aspirations with market demand:** It is recommended to profile the youth registered on the platform to gain insights into their aspirations and compare these with employer requirements. This will facilitate better job matches by ensuring that candidate career goals are closely aligned with the opportunities available in the job market.
- **Market trends and skill development:** To enhance employability, it is essential to analyze insights from the platform's first year of implementation to identify industry trends and employer expectations. Based on these insights, targeted skill-building programs should be developed to ensure candidates are equipped with the necessary skills that align with current market demands.
- **Workplace retention and adaptability:** Monitoring job retention rates among placed candidates provides valuable insights into their adaptability within workplace environments. These insights should inform targeted training in essential horizontal skills, such as effective communication, teamwork, and professional etiquette, to support sustained employment outcomes.

### 4.2.2 Awareness and Outreach

- **Community engagement:** The program can broaden its reach by collaborating with universities and vocational training centres to encourage more enrollments on the platform. Additionally, leveraging social media to share success stories, job opportunities, and training programs can help reach a wider audience.

- **Stronger employer engagement:** There is a need to strengthen partnerships with various employers. Organizing workshops and seminars can help raise awareness about the advantages of hiring persons with disabilities and educate employers on fostering inclusive and supportive workplaces. These initiatives can also educate employers on strategies to foster inclusive and supportive workplaces, promoting values such as tolerance, respect for differences, and a deeper understanding of diversity.

#### **4.2.3 Monitoring and evaluation**

It is essential to leverage data analytics to monitor candidates' employability, including their job selection and retention rates. These insights will help refine the program's strategies and improve outcomes. Additionally, establishing regular feedback loops with users is crucial for gathering valuable input on their experiences and collecting suggestions for continuous enhancement of the program.

### **4.3 Conclusion**

Youth4Jobs has successfully created SwarajAbility, an innovative AI-enabled platform that connects persons with disabilities to valuable employment opportunities. This initiative has made a significant impact on the lives of individuals with disabilities by addressing key employment challenges and fostering personal and professional growth. Participants have reported increased confidence, improved connections with employers and peers, and access to a wider range of job opportunities tailored to their unique needs. By leveraging technology and forming partnerships with NGOs, employers, and government organizations, the program has established a strong foundation for inclusive employment. Its emphasis on accessibility, skill development, and ongoing support has empowered participants to achieve financial independence and instilled a greater sense of confidence about their future.

## 5. List of Abbreviations

- **SDGs** - Sustainable Development Goals
- **CSR** - Corporate Social Responsibility
- **OECD** - Organization for Economic Co-operation and Development
- **REECIS** - Relevance, Effectiveness, Efficiency, Coherence, Impact, Sustainability
- **WHO** - World Health Organization
- **PWD** - Persons with Disability
- **Y4J** – Youth4Job
- **DAC** - Development Assistance Committee
- **KMBL** - Kotak Mahindra Bank Limited

## About NuSocia

NuSocia (registered as IN2X Sustainability Advisors Pvt Ltd) is an impact advisory and research organization, founded in 2017 by a group of industry experts with nearly two decades of experience across various sectors of the social impact spectrum. Its mission is to strengthen the impact ecosystem through research, advisory, and training support. The organization was incubated at NSRCEL, Indian Institute of Management (IIM) Bangalore. NuSocia collaborates with Corporations, Governments, Foundations, and Nonprofits, helping them maximize, manage, measure, and communicate their social impact. Clients choose NuSocia for its deep expertise and its ability to connect at the grassroots level, allowing for practical, tailored solutions that meet their specific needs.

Through its unique process, commitment to excellence, and vast experience, NuSocia has become one of the trusted social impact consulting partners for clients, delivering and supporting projects nationwide and working with key industry names. Specializing in Program Management, NuSocia offers services across the entire program lifecycle, including strategy, needs-gap assessments, program design, implementation, monitoring and evaluation, impact assessments, program and process documentation, communication, and more.

With a global consulting team, localized partnerships, and a workforce that is 65% female, NuSocia is composed of CSR professionals, management consultants, social sector experts, data scientists, and social researchers, all united by a passion for creating meaningful, people-centered ideas.

The core team consists of members from diverse professional and educational backgrounds, such as Agriculture, Public Health, Environmental Conservation, Solid Waste Management, Watershed Management, Gender, and Social Entrepreneurship, among others. Collectively, the team possesses functional knowledge of over 10 Indian languages. Led by a woman founder and leader, NuSocia is committed to fostering an inclusive and diverse environment, with a strong focus on equality, empowerment, and mutual respect.