Gap Analysis and Impact Analysis of

CybageKhushboo-

by **Indira School of Business Studies**

1. OVERVIEW

A self-sustained NGO and the philanthropic arm of the Company, CybageKhushboo believes in the power of education. A torchbearer of good governance, CybageKhushboo has been constantly providing financial aid to economically backward but promising students to help them fulfil their educational aspirations and secure a bright future. It is relentlessly engaged in scalable educational projects to shape promising careers.

CybageKhushboo grants scholarships to meritorious students coming from economically weaker sections of the society to help them pursue professional courses in Engineering (degree and diploma), and Medical and related courses such as Pharmacy, Dentistry, Homeopathy, and Physiotherapy. The candidates benefit as well from the scholarship in terms of the following:
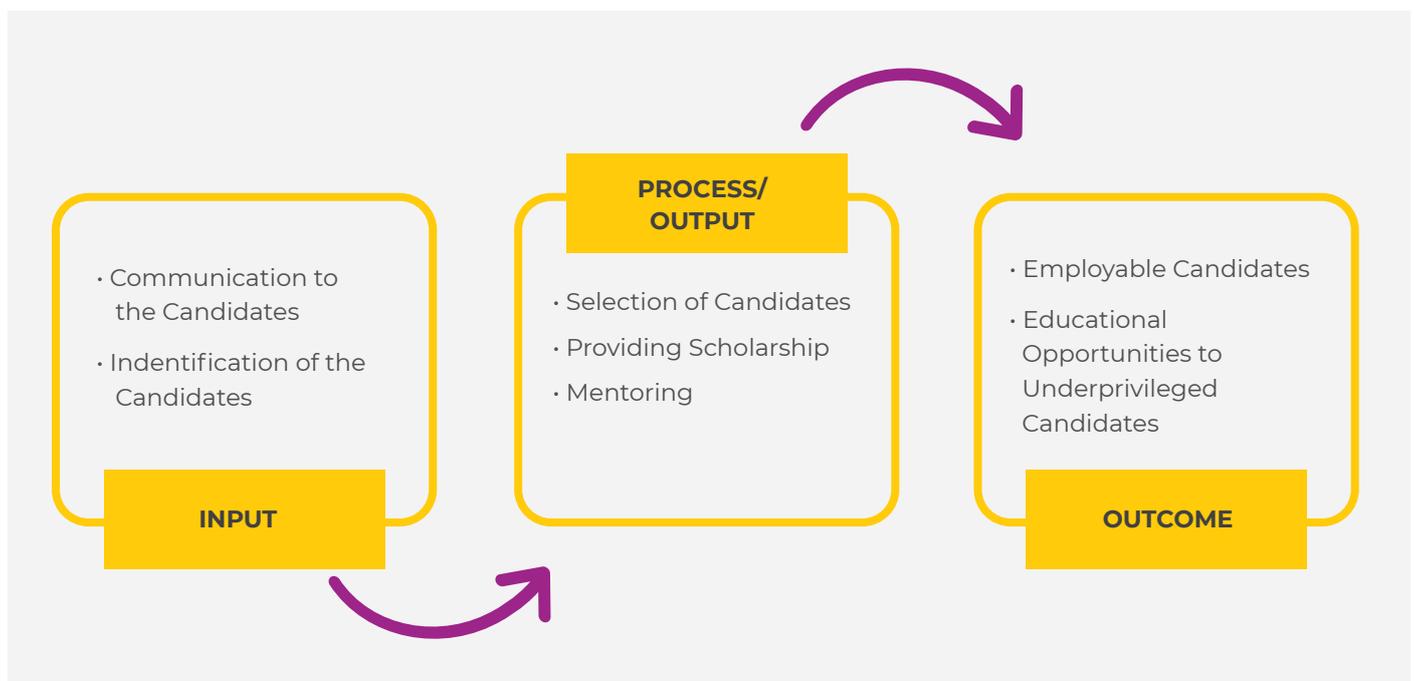
BENEFITS

- **Academic Help**
- **Internship Opportunities**
- **Community Service Opportunities**
- **Assistance in Personal or Family Issues**
- **Job Search & Opportunities**
- **Leadership Opportunities**
- **Help with Exploring or Deciding about Graduate or Professional Schools**

This case study covers a Gap Analysis and Impact Analysis of CybageKhushboo's Scholarship Process, conducted by Indira School of Business Studies recently.

Logic model for CybageKhushboo

INPUT
- Communication to the Candidates
- Indentification of the Candidates

PROCESS/OUTPUT
- Selection of Candidates
- Providing Scholarship
- Mentoring

OUTCOME
- Employable Candidates
- Educational Opportunities to Underprivileged Candidates

2. OBJECTIVE

The overall aim of this study was to understand CybageKhushboo's scholarship process and add value to the entire scholarship lifecycle. The program managers and evaluators used the Logic Model process to assess the program's progress. The model illustrates a sequence of cause-and-effect relationships—a systematic approach to communicate the path toward a desired result. The Logic Model, when applied to evaluation of programs, requires the data to be collected as:

Questionnaire designed based on Logic Model

INPUT

- Demographic Information
- Scholarship Process

OUTPUT

- Mentoring
- Other Aspects of the Program

OUTCOME

- Benefits of the Program

Research Methodology

Based on a combination of quantitative and qualitative research design, this Gap and Impact analysis was conducted. The qualitative data was collected from the one-on-one discussions with candidates and parents and the quantitative data is as follows:

|	
• Data source	• List of beneficiaries shared by Cybage (734 data points served as the population)
• Sample size	• 509 candidates (with scholarship) • 53 parents of candidates
• Statistical techniques applied	• Content analysis • Two sample t-test
• Software used for analysis	• SPSS was used for quantitative analysis

CybageKhushboo Impact Evaluation Outcomes

Particular	No. of Scholars	Percentage (%)
Total candidates who received the scholarships	734	100
Total number of candidates participated in the survey	509	70% (response rate)
Passed out candidates	203	40
No. of candidates still pursuing the course	306	60

Analysis of the 203 Passed-out Students

Particular	No. of Scholars	Percentage (%)
No. of candidates employed	168	83
No. of candidates pursuing further studies	15	17
No. of candidates unemployed	20	10

Course Completion Status

COMPLETED   NOT COMPLETED

40%
60%
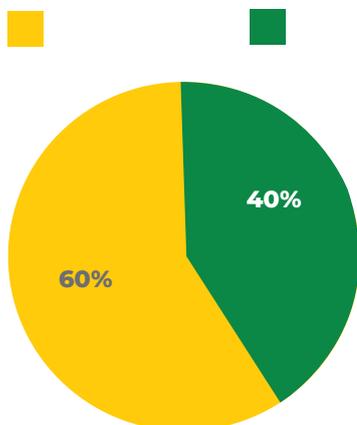
Employability Status

EMPLOYED   STUDYING   UNEMPLOYED

10%
7%
83%

Infographics shown above capture the data as of March 2018
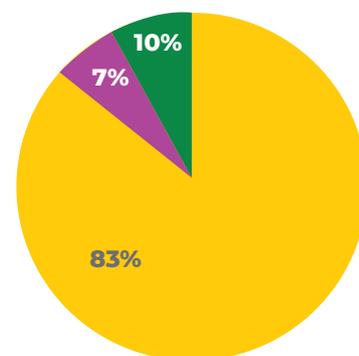
3. CHALLENGES

While conducting the analysis study, the following were the challenges faced by:

1. The CSR Team

- To motivate volunteers to consistently follow up as mentors to candidates
- Lack of availability of candidates on weekends for training sessions

2. The Candidates/Parents

- Lack of parental involvement except for home visits
- Candidates not contacted post course completion for follow-up
- English language barrier for candidates
- Lack of consistency from mentors to provide guidance to the candidates

3. The Researchers'

- Lack of coordination between different CSR team members
- Incomplete and sometimes repetitive data received from the CSR team

4. RECOMMENDATIONS

With reference to the findings based on GAP Analysis, the researchers recommended the following points which will be able to cover the GAP between all three perspectives (Cybage CSR Team, Candidates/Parents and Researchers) at all three levels (Inputs, Process/Outputs and Outcomes) and help CybageKhushboo create an impact on the lives of underprivileged.

Input

- Respective mentors of candidates who complete course can be rewarded.
- Parents can be communicated about the process of shortlisting, interview and selection for better involvement.
- Mock interview processes can be conducted to make candidates more comfortable.

Outputs/processes:

- Candidates can attend trainings on mock interviews, current affairs, corporate life, etiquette and aptitude. Cybage can have a tie-up with Academic Institutions for such training needs.
- Important Skill Programs can be covered by online modules or WhatsApp.
- CSR team can engage the candidates as mentors, making them feel valued and work as catalysts for image branding.
- A regular internal audit can be conducted to check the records and files of the process.

WHAT NEXT?

In the next five years, CybageKhushboo aims at reaching out to the rural population and taking up more initiatives to channelize their potential. CybageKhushboo motivates and encourages its candidates to use their skills and education to improve their standard of living. Our main intention is to ensure our candidates complete their respective courses, get employed, and further help other needy students. The Trust intends to diversify its beneficiary base by including other educational streams with a high career perspective in its purview.