

SOCIAL RETURN ON INVESTMENT (SROI) REPORT

Skill Development and Livelihood Programme

Automotive Service Technician Training and Livelihood Outcomes

CSR Funding Agency	J.K. Fenner (India) Limited
Implementing Agency	Nicola Educational and Research Foundation
Project Period	01-04-2025 to 31-03-2026
Project Locations	Chennai, Madurai, Nilakottai and Delhi

Key SROI Finding

SROI Measure	Result	Reporting Use
Core Income-only SROI	5.78:1	Primary defensible SROI claim based on direct livelihood income outcomes
Conservative Extended SROI	6.43:1	Expanded SROI including conservative employer, family and soft outcome proxies

1. Executive Summary

This report presents the Social Return on Investment (SROI) assessment of the Skill Development and Livelihood Programme implemented by Nicola Educational and Research Foundation with CSR support from J.K. Fenner (India) Limited. The programme focused on unemployed youth and provided automotive service technician training, assessment, certification, placement support and livelihood linkage. The report measures the monetary value of direct livelihood outcomes and selected stakeholder-level benefits generated through the programme.

Based on the programme data provided, 450 candidates completed and were certified in the training programme. Out of them, 406 candidates achieved wage employment and 6 candidates achieved self-employment outcomes. The total earning beneficiaries are 412, resulting in a livelihood outcome rate of 91.6%.

Impact Indicator	Value
Total CSR investment	Rs. 64,57,500
Youth enrolled / completed / certified	450 / 450 / 450
Wage employment achieved	406 candidates
Self-employment achieved	6 candidates
Total earning beneficiaries	412 candidates
Average monthly salary after placement	Rs. 14,000
Average monthly self-employment income	Rs. 26,000
Core income-only social value	Rs. 3,73,34,976
Conservative extended social value	Rs. 4,15,38,476
Core income-only SROI	5.78:1
Conservative extended SROI	6.43:1

The direct income-only social value of the programme is estimated at Rs. 3,73,34,976, resulting in a core income-only SROI of 5.78:1. This means every Rs. 1 invested created approximately Rs. 5.78 of direct livelihood value through wage employment and self-employment. Including conservative stakeholder benefits, the extended social value is estimated at Rs. 4,15,38,476, resulting in an extended SROI of 6.43:1.

2. Purpose and Scope of the SROI Assessment

The purpose of this SROI assessment is to demonstrate the social and economic value created by the CSR-supported skill development and livelihood programme. The assessment converts the measurable outcomes of the programme into monetary value and compares the value created with the CSR investment made.

Scope Element	Details
Programme assessed	Skill Development and Livelihood Programme - Automotive Service Technician Training
Funding partner	J.K. Fenner (India) Limited
Implementing agency	Nicola Educational and Research Foundation
Assessment period	01-04-2025 to 31-03-2026
Analysis period used for calculation	1 year
Geographical coverage	Chennai, Madurai, Nilakottai and Delhi
Primary outcome focus	Wage employment, self-employment and income generation

3. SROI Methodology Used

Social Return on Investment is an outcome-based method used to understand, measure and express social, economic and environmental value in financial terms. This report follows a conservative SROI approach built around stakeholder outcomes, financial proxies, impact adjustments and transparent reporting.

Step	Method	Application in this Report
1	Define scope and stakeholders	Defined the programme, period, locations, investment, beneficiary group and key stakeholder groups.
2	Map outcomes	Mapped training activities to completion, certification, employment, self-employment, income and family-level change.
3	Assign financial proxies	Assigned financial values to income gains, employer recruitment savings, family benefit and soft outcome improvement.
4	Adjust for impact	Applied deadweight, attribution, displacement and retention/continuation factors to avoid overclaiming.
5	Calculate SROI ratio	Divided adjusted social value by total CSR investment.
6	Report and communicate	Presented core SROI, extended SROI, assumptions, evidence basis and limitations.

The core SROI is deliberately conservative because it includes only direct income outcomes from wage employment and self-employment. The extended SROI includes additional stakeholder benefits using conservative proxies.

4. CSR and Programme Alignment

The programme is aligned with livelihood enhancement and employment-enhancing vocational skill development. It supports unemployed youth to acquire practical automotive service skills, certification, job access and self-employment opportunities. The intervention is relevant for CSR impact reporting because it moves beyond training outputs and captures actual income and livelihood outcomes.

Area	Details
CSR objective	Livelihood creation and employment support for unemployed youth
Programme focus	Automotive Service Technician (Two and Three Wheelers) and Automotive Service Technician (Four Wheelers)
Target beneficiaries	Unemployed and disadvantaged youth seeking employable skills and income opportunities
Primary outcome	Certification, wage placement, self-employment and sustainable earning opportunity
CSR relevance	Employment-enhancing vocational skills and livelihood enhancement

5. Theory of Change

The theory of change explains how CSR investment is converted into measurable livelihood value.

Stage	Change Pathway
Inputs	CSR grant, trainers, lab facilities, training materials, mobilisation, counselling, assessment and placement support.
Activities	Youth mobilisation, technical training, practical sessions, soft skills, assessment, certification, employer coordination and placement follow-up.
Outputs	450 enrolled, 450 completed training, 450 certified, 406 placed in wage employment and 6 self-employed.
Immediate outcomes	Improved technical skills, work readiness, confidence, certification, interview readiness and access to employers.
Livelihood outcomes	Regular income through employment or self-employment, increased family contribution and reduced unemployment dependency.
Long-term impact	Improved economic stability, stronger employability, career progression and community-level livelihood improvement.

6. Stakeholder Mapping and Outcomes

Stakeholder	Key Outcome	Value / Evidence Used
Trainees / beneficiaries	Skills, certification, employment, self-employment, income, confidence and career direction.	Income gain and confidence/soft outcome proxy.
Families	Reduced financial pressure, improved household support and better ability to meet education/health needs.	Family benefit proxy per earning beneficiary.
Employers	Access to trained entry-level manpower and reduced recruitment effort.	Recruitment cost saving per placed candidate.
CSR funding agency	Measurable CSR outcomes, stronger accountability and outcome-based reporting.	No direct financial proxy included; value reflected through beneficiary outcomes.
Community / society	Reduction in unemployment dependency and improved youth productivity.	Reflected through income and livelihood outcomes.

7. Project Outputs and Outcome Performance

Indicator	Reported Value	Interpretation
Total youth enrolled	450	Total admitted candidates
Total youth completed training	450	Completion rate: 100.0%
Total youth certified	450	Certification rate: 100.0%
Total placed in wage employment	406	Wage placement rate: 90.2%
Total self-employed	6	Started own work/business
Total earning beneficiaries	412	Livelihood outcome rate: 91.6%
Average wage job retention rate	76.0%	Used to adjust wage income benefit
Average self-employment continuation rate	80.0%	Used to adjust self-employment income benefit
3-month / 6-month	92.0% / 73.0%	Reported for continuity and future multi-year assessment

8. Assumptions and Financial Proxies

The assumptions below were used to maintain a conservative and transparent calculation. Values were adjusted for what may have happened without the programme, the contribution of other actors, possible displacement and verified retention or continuation.

Assumption / Proxy	Value Used	Justification
Analysis period	1 year	Used because the present calculation is based on one-year income and retention evidence.
Discount rate	10%	Retained as a standard SROI reference rate for future multi-year assessment; not separately applied in this one-year calculation.
Deadweight - wage employment	15%	Some youth may have found work without the programme.
Attribution - wage employment	10%	Family, employer, prior education and other schemes may also contribute.
Displacement - wage employment	5%	Small allowance for replacement of other potential workers.
Deadweight - self-employment	20%	Some self-employment may have started without programme support.
Attribution - self-employment	10%	Family support, local market and prior skills may have contributed.
Displacement - self-employment	0%	Nil displacement assumed for micro-livelihood/self-employment.
Employer recruitment cost saving	Rs. 7,000 per placed candidate	Conservative optional proxy; represents reduced recruitment effort for employers.
Family benefit proxy	Rs. 5,000 per earning beneficiary per year	Represents additional family stability value; salary is not double counted.
Confidence / soft outcome proxy	Rs. 2,000 per completed candidate per year	Programme-level total of Rs. 9,00,000 is used and then adjusted by 70% to avoid overclaiming.

9. SROI Calculation

The calculation follows this structure: gross value -> retention or continuation adjustment -> impact adjustment -> adjusted social value. The adjusted social value is divided by total investment to arrive at the SROI ratio.

No.	Value Component	Calculation	Adjusted Value	Evidence Note
1	Wage employment income	406 x Rs. 14,000 x 12	Rs. 6,82,08,000	Before retention and impact adjustment
2	Retention-adjusted wage income	Rs. 6,82,08,000 x 76.0%	Rs. 5,18,38,080	Retention-adjusted annual value
3	Net wage employment value	Rs. 5,18,38,080 x 70.0%	Rs. 3,62,86,656	After deadweight, attribution and displacement
4	Self-employment income	6 x Rs. 26,000 x 12	Rs. 18,72,000	Before continuation and impact adjustment
5	Continuation-adjusted self-employment income	Rs. 18,72,000 x 80.0%	Rs. 14,97,600	Continuation-adjusted annual value

6	Net self-employment value	Rs. 14,97,600 x 70.0%	Rs. 10,48,320	After deadweight, attribution and displacement
7	Employer recruitment cost saving	406 x Rs. 7,000 x 75%	Rs. 21,31,500	Optional stakeholder value
8	Family benefit proxy	412 x Rs. 5,000 x 70%	Rs. 14,42,000	Optional stakeholder value
9	Confidence / soft outcome proxy	Rs. 9,00,000 x 70%	Rs. 6,30,000	Optional stakeholder value

Result	Value	Interpretation
Total investment	Rs. 64,57,500	CSR investment used as denominator
Core income-only social value	Rs. 3,73,34,976	Wage employment + self-employment income only
Core income-only SROI	5.78:1	Direct livelihood value created for every Rs. 1 invested
Conservative extended social value	Rs. 4,15,38,476	Core value + employer saving + family proxy + soft outcome proxy
Conservative extended SROI	6.43:1	Expanded stakeholder value created for every Rs. 1 invested

10. Results

The programme created strong measurable livelihood value against a CSR investment of Rs. 64,57,500. The largest source of social value is wage income generated by 406 placed beneficiaries. After applying retention and impact adjustments, the wage employment outcome alone contributes Rs. 3,62,86,656 in adjusted social value.

Self-employment outcomes add Rs. 10,48,320 in adjusted social value. Additional stakeholder benefits, including employer recruitment cost savings, family benefit and confidence/soft outcome value, increase the total conservative extended social value to Rs. 4,15,38,476.

For every Rs. 1 invested, the programme generated Rs. 5.78 of direct livelihood value and Rs. 6.43 of conservative extended social value.