

August 2025

STRIVE connect

TATA
STRIVE | Right Skills
Bright Future

BUILDING TOMORROW'S INDIA: ONE BRIDGE AT A TIME

August 2025 was a month where dreams took shape across India. From policy corridors to innovation labs, from research papers to celebration grounds, we witnessed the power of collective action creating pathways to progress.

Shaping Policy, Empowering MSMEs

At LBSNAA, our COO shared the blueprint for MSME empowerment with India's future leaders. Real stories from 1,930+ MSMEs and 5,500+ entrepreneurs became the foundation for tomorrow's policies. When experience meets governance, transformation follows.



Research That Reshapes Education

Our thought leaders penned the future of Indian education through groundbreaking research on NEP 2020. Published by Observer Research Foundation, their insights are already influencing how schools across India will nurture the next generation. Knowledge becomes power when it serves a purpose.

Innovation That Inspires

In Goa, 21 young minds reimaged how technology can nurture childhood development. Hackathon 7.0 proved that when creativity meets compassion, solutions emerge that can change millions of lives. The future belongs to those who design it.



Celebration That Unites

Across our centres, Independence Day brought together diverse communities in shared pride and purpose. Flag hoisting, rangoli artistry, and heartfelt pledges reminded us that nation-building happens one skill, one learner, one celebration at a time.



The India We're Building

Every policy conversation, every research insight, every innovative solution, and every community celebration is a building block in India's journey toward 2047. We're not just developing skills - we're architecting aspirations, engineering opportunities, and constructing bridges between today's potential and tomorrow's prosperity.

This is our contribution to Viksit Bharat: ensuring that every young Indian has the tools to build their dreams and, in doing so, build the nation we all envision.

EMPOWERING INDIA'S MSME ECOSYSTEM: COO SHARES VISION AT LBSNAA

When India's future administrative leaders gathered at the prestigious Lal Bahadur Shastri National Academy of Administration (LBSNAA), they explored a question that sits at the heart of our nation's economic future: How can skills truly empower India's vast MSME network?

Our COO, Ameya Vanjari, was invited to be part of this crucial conversation during the In-Service Training Programme on "Generating Inclusive Growth: Role of MSMEs." The discussion revealed pathways that could transform how we think about India's economic development.



The Numbers

Through our extensive work across India's skilling ecosystem, we've gained unique insights that shaped the discussion

- **1,930+ MSMEs** directly engaged in our programs
- **5,500+ entrepreneurs** supported through skill interventions
- **2.2 million youth** impacted across the broader skilling network

These aren't just statistics – they represent real businesses, real entrepreneurs, and real young people whose lives have been transformed through targeted skill development

Key Insights

As Ameya Vanjari emphasized during the session: "True MSME empowerment happens when we build bridges between industry needs, academic institutions, and skill development – grounded in empowering youth with skills needed for industry."

The Growth Formula: Exponential growth happens when skill interventions are precisely targeted. It's not about generic training – it's about understanding exactly what each MSME needs and delivering impact.

The Collaboration Imperative: Success requires synchronized efforts between multiple players. MSMEs can't operate in isolation, and neither can large industries, educational institutions, or government frameworks.

The Experience Advantage: MSMEs offer something unique – a richer, more diverse experience that cuts across technologies and processes.

The Skill-Gap Reality: Despite their advantages, MSMEs continue to face skill gaps as their most pressing challenge. But they're willing to collaborate with academics and the skill development ecosystem for long-term change.

The Movement We Need: India urgently needs a movement to develop entrepreneurs and create new nano and micro enterprises – they're pathways to prosperity for millions.

Looking Forward

The dialogue at LBSNAA reinforced something we see every day in our work: sustained change is possible, but it requires commitment from all stakeholders.

For India's administrative leaders, this conversation provided a framework for policy decisions that could accelerate MSME growth. For us at Tata STRIVE, it validated our approach and inspired us to deepen our impact across the ecosystem.

MAINSTREAMING VOCATIONAL EDUCATION IN SCHOOLS UNDER NEP 2020

An abridged version of the research article co-authored by Bijitha Joyce & Tony Jacob. Five years into the National Education Policy 2020, we're witnessing a fundamental shift in how India approaches education. No longer is vocational learning seen as a fallback option – it's emerging as a foundational pillar for holistic development.



Bijitha Joyce



Tony Jacob

Breaking Down Historical Barriers

For too long, vocational education in India carried an unfair stigma, historically being viewed as inferior to academic streams and limited to specific socio-economic groups. The NEP 2020 tackles this head-on by promoting the dignity of labor and creating pathways that offer genuine parity with traditional academic options.

The Framework for Change

NEP 2020 has established a comprehensive approach that starts early and builds systematically:

- **Early Exposure (Grade 6+):** Students get hands-on experience through community engagement and experiential learning
- **Bagless Period:** A revolutionary 10-day annual program where students explore arts, crafts, and vocational skills beyond textbooks
- **Structured Curricula (Grades 9-12):** Aligned with the National Skills Qualifications Framework for standardization and credit portability
- **Higher Education Integration:** Vocational modules embedded across degree programs, not confined to specialized courses

Progress in Numbers

The transformation is already visible. The Central Board of Secondary Education (CBSE) now offers 22 skill-based subjects for Grades 9-10 and 43 subjects for Grades 11-12, covering areas such as Artificial Intelligence (AI), agriculture, beauty and wellness, and data science. This expansion reflects a broadening of horizons within the formal education system.

Persistent Challenges

Despite progress, significant hurdles remain. Only 25,000 out of 6.3 crore enterprises in India offer internships or apprenticeships, which significantly limits student exposure. Rural and remote areas face additional obstacles: shortage of trained vocational teachers, inadequate lab facilities, and persistent social stigma that prevents students and parents from embracing vocational pathways.

The Path Forward

Our analysis identifies key strategies for accelerating progress:

Making Career Choices Aspirational: Using engaging content, gamified assessments, and tech-enabled mentorship

Strengthening Industry Connections: Scaling internships, hosting hackathons, and creating industry-certified courses to bridge the gap between learning and employment.

Building Essential Life Skills: Integrating critical thinking, financial literacy, and communication skills across all subjects and programs.

Transforming Mindsets: Supporting teachers with professional development and using alumni success stories to change perceptions.

A Vision Becoming Reality

NEP 2020 isn't just changing curriculum – it's reshaping how we think about education itself. When bagless days, hackathons, and hands-on learning become normal parts of school experience, we're not just teaching skills – we're building a culture that values all forms of productive work and becomes a powerful driver of social mobility and economic resilience.

About the Authors

Bijitha Joyce heads the Ecosystem Strengthening function at Tata STRIVE, leading strategy, planning, and governance for large-scale skill development initiatives. Tony Jacob serves as Lead within the same function, ensuring quality implementation and capacity-building at scale.

Read the complete research article at: [ORF - Mainstreaming Vocational Education in Schools Under NEP 2020](#)

HACKATHON 7.0: WHERE FUTURE MEETS PURPOSE IN GOA

Sometimes the most powerful innovations come from asking the right question at the right time. That's exactly what happened at TSEC Ponda, Goa, during Hackathon 7.0 on July 16-17, 2025, when 21 brilliant UX Design students tackled a challenge that could reshape how we think about technology and childhood.

The Challenge

Twenty-one young designers were presented with a problem that goes to the heart of modern parenting and child development: "How might we design a futuristic, AI-powered application that supports children in building good habits, emotional intelligence, real-world skills, and positive behavior – while keeping them engaged, safe, and screen-balanced?"

The Creative Response

Gamified Offline Activities: Rather than adding to screen time, they designed apps that encourage children to step away from devices and engage with the physical world around them.

AI-Driven Behavioral Nudges: Using artificial intelligence not to manipulate, but to gently guide children toward positive emotional and behavioral development.

Real-Life Skill Building: Creating digital tools that translate into tangible capabilities children can use in their daily lives.



Safety-First Design: Incorporating parental controls and safety features that give parents confidence while giving children appropriate autonomy.

Beyond Competition: A Learning Ecosystem

Each presentation reflected hours of research, creative brainstorming, and iterative design. Teams demonstrated the kind of user-centric thinking that the best UX professionals bring to their work: starting with deep empathy for users (in this case, both children and parents) and building solutions that address real needs.

Looking Forward

The solutions developed during Hackathon 7.0 represent more than student projects. For TSEC Ponda and the broader Tata STRIVE community, Hackathon 7.0 demonstrated the power of challenging students with real-world problems. This is vocational education at its best: not just building technical competence, but nurturing thoughtful professionals who understand the responsibility that comes with the power to create.



79TH INDEPENDENCE DAY: A CELEBRATION OF UNITY ACROSS INDIA

On the occasion of Independence Day 2025, from the bustling cities to the quiet towns where our Tata STRIVE centres operate, the spirit of Independence Day brought our entire community together in celebration of freedom, progress, and shared purpose.



The traditional flag hoisting became a moment of connection, followed by creativity and cultural pride being expressed through rangoli-making activities.

This year, we tried something special by inviting our employees to compose and share short, meaningful pledges or poems. The response was overwhelming and deeply moving, with personal reflections on how each individual could contribute to building a better India.

As we continue our mission of transforming lives through skills, we carry with us the spirit of service, the pride in our heritage, and the determination to build an India where every young person has the opportunity to achieve their potential.



TSEC Ektanagar



TSEC Navsari



TSEC Sanand



SKF-TSEC Pune



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TSEC Chrompet Chennai



TSEC Delhi Dwarka



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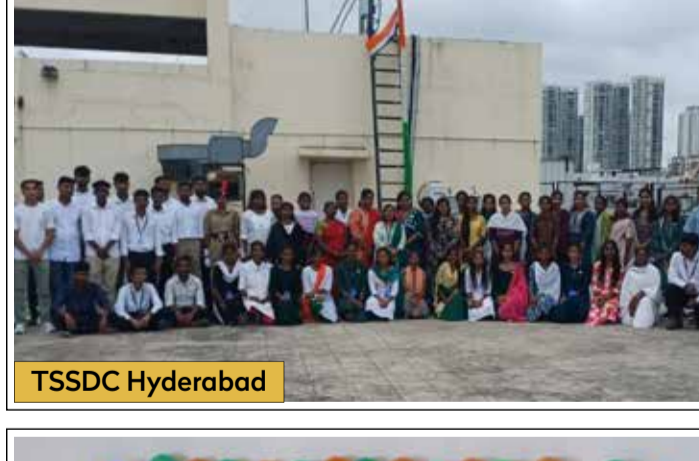
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TSSDC Pune



TSEC Midnapore



TSEC Venkatraopet

This newsletter celebrates the ongoing journey of growth, innovation, and service that defines the Tata STRIVE community. From strategic dialogues with national leaders to hands-on celebrations in local communities, every story here reflects our shared commitment to building a skilled, empowered, and prosperous India.

**FOLLOW US ON SOCIAL MEDIA TO KNOW MORE ABOUT OUR INITIATIVES,
STORIES OF OUR ALUMNI AND NEW COLLABORATIONS.**

