

© Measuring What Matters: From Enrollment to Employment

Monitoring & Evaluation Framework



Karuna Media Master Classes (KMMC)

A Comprehensive M&E System for Puppets Picture Education Trust's Flagship
12-Month Media Training Program

Prepared For

 CSR Partners & Stakeholders | 2026-27

Presented By

 Puppets Picture Education Trust

Why This M&E Framework Exists

Four Strategic Pillars



01

Accountability

Provide CSR partners with transparent, auditable evidence of impact on every rupee invested, ensuring financial stewardship and trust.



02

Quality Assurance

Ensure the 12-month KMMC program consistently delivers industry-ready graduates through standardized curriculum benchmarks and assessment.



03

Course Correction

Identify problems early (attendance drops, skill gaps, at-risk students) and intervene proactively before learning outcomes suffer.



04

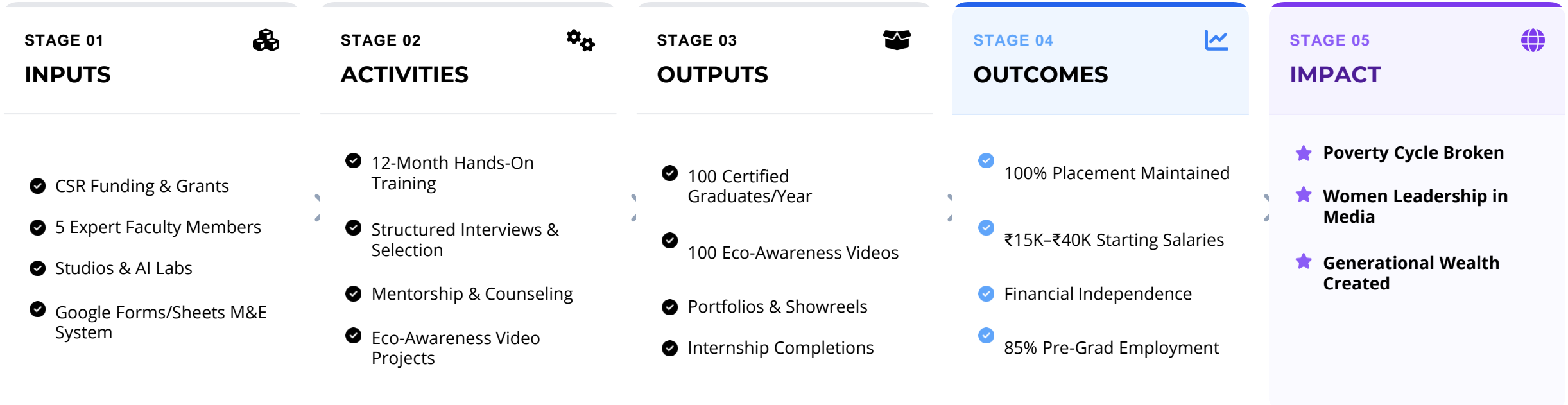
Scaling Readiness

Build a robust data backbone that supports program growth from 100 to 500 students by 2030 without compromising educational quality.

Strategic Roadmap

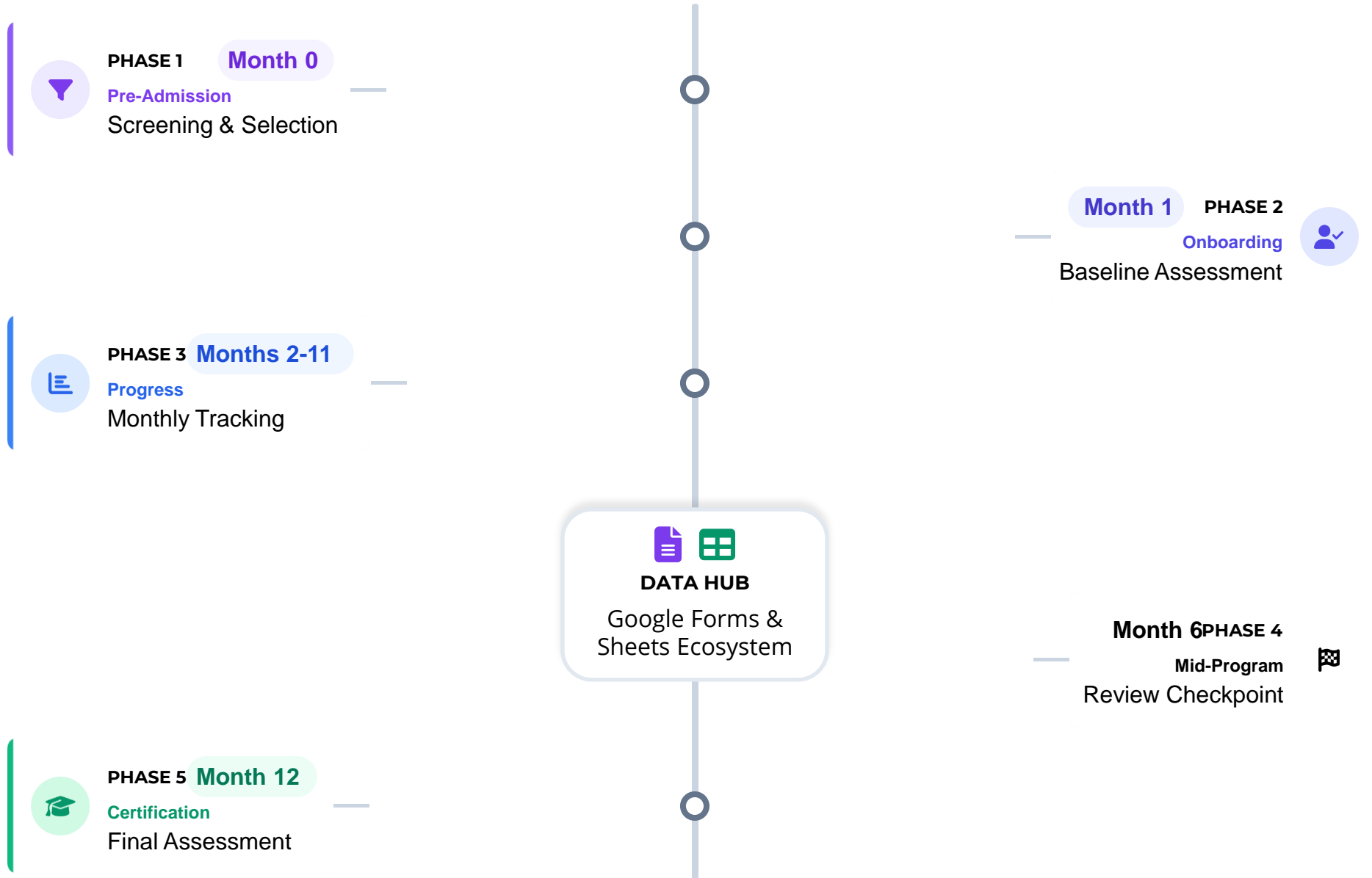
KMMC Theory of Change

 Logical Framework Analysis



The KMMC M&E Lifecycle: 7 Phases

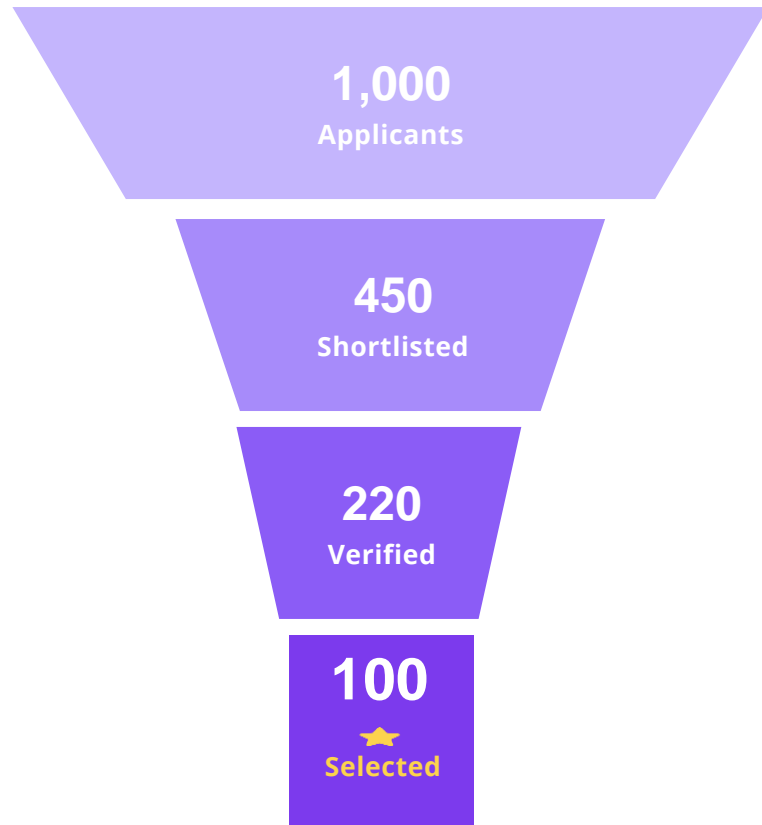
 Continuous Improvement Cycle



Pre-Admission Screening & Selection

▼ Rigorous 10% Selection Rate

Selection Funnel



What We Measure & Validate

Family Income Verification

Strict checks to ensure benefits reach BPL/EWS families.



Marginalization Priority Score

Weighted score for orphans, single-parent households, and daily-wage families.



Creative Aptitude Score

Practical test to assess raw creative potential (not prior skill).



Motivation & Grit Assessment

Interview-based scoring of resilience and commitment to complete the year.



Home Visit Compliance

Physical verification of living conditions for final 220 candidates.



Onboarding & Baseline Assessment

Baseline Data Captured

Education
Prior Education Level

Economic
Family Income Baseline

Skills
Digital Literacy Level

Aptitude
Media Knowledge Pre-Test (Score /50)

Soft Skills
Confidence & Communication (1-10)

Holistic
Physical & Mental Wellbeing Check

Why Baseline Matters



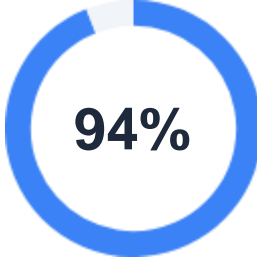
"Without a baseline, you cannot prove transformation."

Every student's starting point is meticulously documented so that their growth—in skills, confidence, and income potential—becomes measurable, defensible, and reportable to CSR partners.

Monthly Progress Tracking

[Live Dashboard View](#)

Attendance Rate



94%

Target: $\geq 90\%$

On Track

Technical Skill Module Scores

● Current ● Class Avg



Module	Current Score	Class Avg
Filmmaking	7.5	7.0
Cinema	8.0	7.2
Editing	9.2	7.5
VFX	6.5	6.0
Audio	7.8	7.0
Acting	8.5	7.5

Top Skill: Video Editing (9.2)

ⓘ Scores based on practical assessments (0-10)

Soft Skills

Teamwork	9/10
Punctuality	8/10
Communication	7.5/10

Projects

Month 4

3/4 Submitted

Avg Quality Score: **8.5/10**

Risk Monitor

Shield

Checkmark **No Flags**
Student is On Track

Auto-checks: Attendance <75%, Scores <5

Monthly Self-Reflection Survey



Giving Students a Voice



Students assess their own growth every month — building self-awareness and ownership of their learning journey. It transforms them from passive recipients to active participants.



Why this matters

Self-reported data often reveals hidden struggles (financial stress, mental health) that grades alone cannot show.

5 Key Reflection Dimensions



Skill Confidence

Scale 1-10

"How confident do I feel in my primary skill this month?"



Study-Earn Balance

Multiple Choice

"Am I managing my study-and-earn balance well?"

- Yes
- Somewhat
- No



Wins & Challenges

Open Text



Strategic Value

This data helps faculty **personalize support** AND demonstrates active student engagement to CSR partners.



Support System

Rating

"Do I feel supported by my mentors and peers?"

Mid-Program Review Checkpoint

What Happens

Comprehensive Skill Assessment

Practical exam across all 6 modules to test technical competency.

Portfolio Review

Evaluation of quality and quantity of work produced in first 6 months.

1-on-1 Mentor Meeting

Deep dive into career direction, personal challenges, and wellbeing.

Attendance & Engagement Audit

Review of cumulative attendance and participation trends.

Baseline vs. Month 6

Measuring exact growth delta from Day 1 to Day 180.

Decisions Made

Status Confirmation

Students confirmed as **On-Track** or flagged for **Immediate Intervention**.

Specialization Path

Primary skill focus confirmed for final 6 months (e.g., Editing vs Camera).

Internship Readiness

Assessment of readiness for early industry exposure or need for more training.

Curriculum Tweak

Adjustments to teaching plan if cohort-wide gaps are identified.

Why This Review Matters



"The Mid-Program Review is the single most important internal **quality gate** — it is where data turns into decisions."

Final Assessment & Certification

 The Gateway to Employment

Final Practical Exam

Scope

Comprehensive skills test across the student's chosen specialization (e.g., Cinematography, Editing).

Evaluation Panel



Internal Faculty




+



Industry Expert

Portfolio & Showreel

Minimum Deliverables

-  1 Short Film Production
-  1 News Package / Report
-  1 Eco-Awareness Video

Quality Rubric (4x25)

Creativity

Technical Skill

Storytelling

Professionalism

Certification & Readiness

- KMMC Certificate Issued**
- Resume & Showreel Finalized**
- Exit Interview (Transformation Story)**
- Comparative Score Card (Baseline vs Final)**



Only students meeting minimum thresholds are certified, maintaining 100% placement credibility.



Placement Tracking

🎯 Target: 100% Placement

STAGE 01



Pre-Graduation

Months 10–12

Target: 85% Placed

- ✓ Portfolio & Showreel Reviews
- ✓ Mock Interviews & Resume Prep
- ✓ Campus Placement Drives

STAGE 02



At Graduation

Months 12–15

Target: 100% within 3 Months

- ✓ Final Placement Interviews
- ✓ Salary Negotiation Support
- ✓ Formal Offer Letters Secured

STAGE 03



Post-Placement

Verifications

Retention & Quality Check

- ✓ 30-Day Employment Verification
- ✓ 90-Day Employer Feedback
- ✓ Retention Confirmation

☰ Key Placement Metrics Tracked



Data Point 01
Employer & Designation



Data Point 02
Starting Salary (₹)



Data Point 03
Employment Type



Data Point 04
Job Relevance Match



Data Point 05
Student Satisfaction



Data Point 06
Employer Satisfaction

Long-Term Alumni Impact Tracking

Every year, we check in with every KMMC graduate to measure the lasting impact of their education on their lives and families.

Frequency: Annual Pulse Survey



Career

Employment Status

Tracking retention: Employed, Self-employed, Freelancing, or Studying.

Target: 90% Active



Economic

Monthly Income (₹)

Measuring year-on-year income growth trajectory and financial stability.

Target: +15% YoY



Career

Job Changes

Monitoring career moves to understand industry demand and turnover.

Retention Check



Growth

Highest Designation

Tracking promotion from Junior roles to Leads and Managers.

Leadership



Social

Family Support

Number of dependents financially supported by the graduate.

Multiplier Effect



Social

Primary Breadwinner

Has the graduate become the main source of income for their household?

Empowerment



Education

Further Education

Alumni pursuing higher degrees or advanced certifications.



Community

Mentoring

Graduates returning to mentor current KMMC students.



Feedback

Net Promoter Score

Likelihood to recommend PPCM to others in similar situations.



Key Performance Indicators at a Glance

● Real-time Data Sync

Access & Equity

Applications 1,024 ✓ Target: 1,000+	Acceptance Rate 9.8% Selective (Target 10%)	Marginalization Idx 72% ↑ BPL/Minority Groups	Gender Ratio 100% Female (KMMC Focus)
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Program Quality

Attendance 94.2%	Mid-Prog Pass 88% Above Target (85%)	Certification 96% Projected	Portfolio 74/100 ★ ★ ★ ↓	Satisfaction 8.9/10 😊 High Engagement
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Career Outcomes

Pre-Grad Hire 87%	3-Mo Place% 100%	Start Salary ₹22K Avg Monthly	Employer Sat 9.2	Alumni NPS 9.5	Income Growth +18% Year-on-Year
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At-Risk Early Warning System

Automated Triggers via Google Sheets

ON TRACK

Detection Criteria

- ✓ Attendance $\geq 90\%$
- ✓ All module scores $\geq 6/10$
- ✓ Projects submitted on time
- ✓ No faculty concerns raised

Automated Action

No Intervention

Standard monitoring continues.

WATCH LIST

Detection Criteria

- ⚠ Attendance **75% - 89%**
- ⚠ One module score **< 5/10**
- ⚠ One missed project deadline
- ⚠ Student self-reports struggle

Automated Action

Mentor Check-in

Must occur within 48 hours.

INTERVENTION

Detection Criteria

- ⚠ Attendance **< 75%**
- ⚠ Scores **< 5** for 2 consecutive months
- ⚠ Faculty behavioral concern

Automated Action

Formal Meeting

Counseling + Family Contact.

CRITICAL

Detection Criteria

- ⚠ Attendance **< 60%**
- ⚠ High risk of dropping out
- ⚠ Severe personal/family crisis

Automated Action







Emergency Case Conf.

Director involved + Home Visit.

Eco-Awareness Video Tracking

100 Students = 100 Stories of Change

Video Tracking Metrics

-  **Metadata**
Video Title & Student Creator
-  **Thematic Focus**
UN SDG Alignment (SDG 6, 7, 11, 13, 14)
-  **Quality Assurance**
Production Quality Score (/10)
-  **Distribution**
Platform (YouTube / Insta / FB)
-  **Reach**
View Count (Updated Quarterly)
-  **Engagement**
Likes, Shares & Comments

Annual Output & Impact

Annual Target

100

Professional Eco-Awareness Videos Produced

Videos / Year

Aligned with UN Goals

Cumulative Impact Reporting

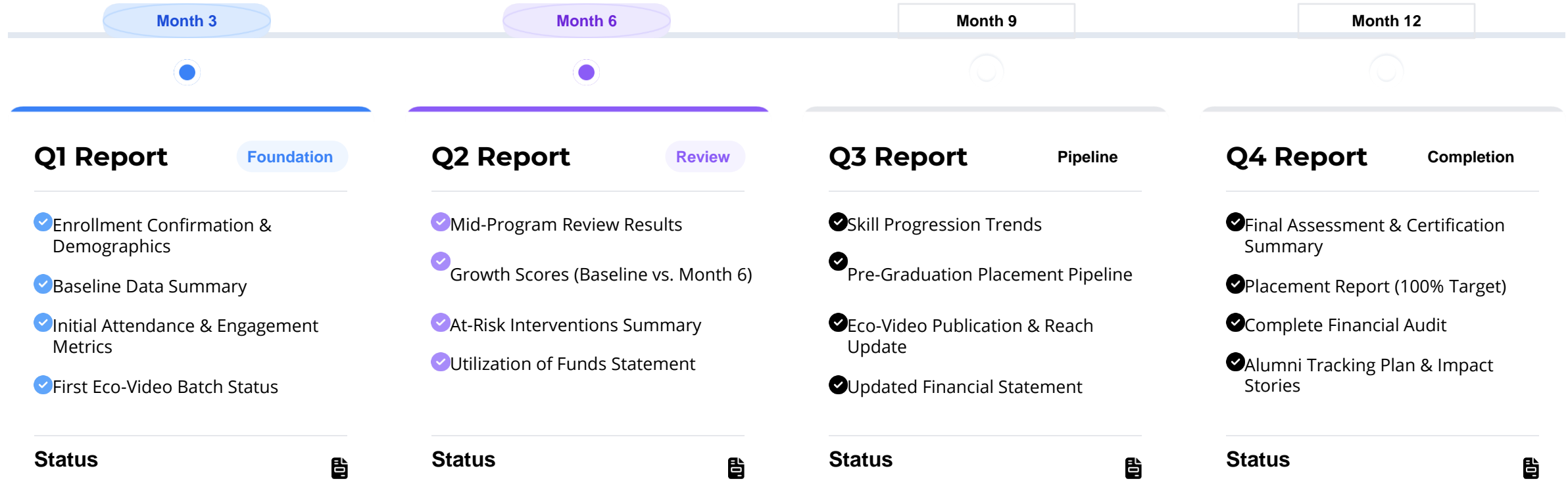
Metrics are aggregated quarterly to show total digital footprint.

Total Views
Tracking...

Engagement Rate
Tracking...

CSR Partner Reporting Schedule & Deliverables

 Quarterly Updates



Automated Generation

M&E Data Architecture

Google Forms + Google Sheets Ecosystem



Total Software Cost: ₹0

1. Data Collection G

11 Input Sources (Forms)

- Admission Screening
- Student Baseline Survey
- Monthly Faculty Assessment
- Monthly Student Self-Reflection
- Mid-Program Review
- Final Assessment Scorecard
- Exit Interview
- Placement Confirmation
- 90-Day Employer Feedback
- Annual Alumni Pulse Survey
- Eco-Video Submission



2. Processing Hub 📄

7 Master Databases (Sheets)

- Applicant Master Tracker
- Student Master Database
- Monthly Progress Tracker
- Mid-Program & Graduation
- Placement Master Tracker
- Alumni Longitudinal Tracker
- Eco-Impact Tracker

Auto-Calculations & Formulas



3. Intelligence 📈

Actionable Insights

- KPI Dashboard**
Real-time performance view
- Quarterly CSR Reports**
Financial & Impact Audit
- At-Risk Alerts**
Immediate Intervention Flags
- Trend Analysis**
Year-on-Year Growth

M&E Roles & Responsibilities

Clear ownership ensures data integrity and timely reporting.

● **R** Responsible |
 ● **A** Accountable |
 ● **C** Consulted |
 ● **I** Informed

Key Activity / Deliverable	M&E Coordinator	Faculty / Mentors	Director	Founder	Students
 Form Design & Maintenance	R	C	A	<input type="checkbox"/>	<input type="checkbox"/>
 Monthly Assessments	C	R	I	<input type="checkbox"/>	<input type="checkbox"/>
 Student Self-Reflections	C	A	<input type="checkbox"/>	<input type="checkbox"/>	R
 Mid-Program & Final Reviews	C	R	A	I	C
 Placement Tracking	R	C	A	<input type="checkbox"/>	I
 Alumni Surveys (Longitudinal)	R	<input type="checkbox"/>	I	<input type="checkbox"/>	C
 KPI Dashboard Updates	R	I	C	<input type="checkbox"/>	<input type="checkbox"/>
 CSR Quarterly Reports	R	I	C	A	<input type="checkbox"/>
 At-Risk Interventions	I	R	A	<input type="checkbox"/>	C

Data Privacy & Ethical Standards

We adhere to strict ethical guidelines to ensure our M&E system measures impact without compromising the dignity or privacy of our students.

Standard: **Global Best Practices**



Step 1

Informed Consent

Every student and family signs a data consent form at enrollment explaining exactly what data is collected, how it is used, and who sees it.

Transparency



Step 2

Anonymization

All CSR reports use aggregated or anonymized data. We never share personally identifiable information publicly unless explicit named-story consent is given.

Privacy



Step 3

Access Control

Google Sheets are shared only with authorized personnel (Director, M&E Coordinator) with view/edit permissions strictly limited and logged.

Security



Right

Right to Withdraw

Students maintain ownership of their stories. They can request the removal of their personal narratives or images from reports at any time without any penalty to their program status.



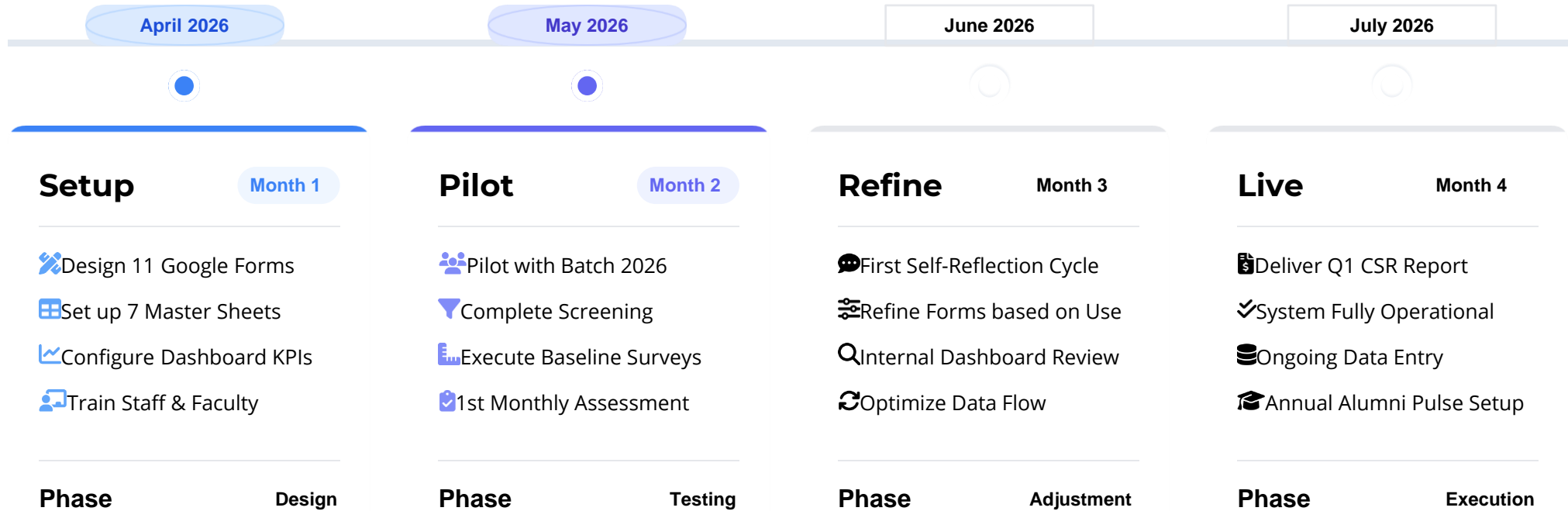
Value

Dignity First

No poverty voyeurism. Impact stories are told with the student's agency and voice centered, highlighting their resilience and talent rather than presenting them as objects of pity.

M&E Framework Implementation Timeline

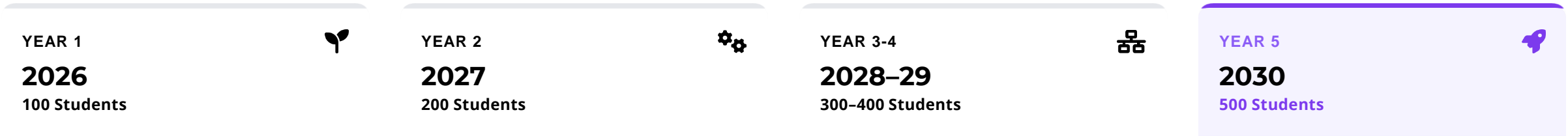
 120-Day Launch Plan



 Efficiency Metric

Scaling M&E from 100 to 500 Students


[↗ 2026–2030 Roadmap](#)




YEAR 1
2026
100 Students




YEAR 2
2027
200 Students



YEAR 3-4
2028–29
300–400 Students



YEAR 5
2030
500 Students



✓ Current Google Forms + Sheets System

👤 1 M&E Coordinator

📊 Manual Dashboard



✓ Google Apps Script Automation

👥 Coordinator + Assistant

🕒 Looker Studio Pilot



✓ Real-time Looker Dashboards

🔔 Automated At-Risk Email Alerts

📍 Regional Tracking Expansion



📄 Evaluate Dedicated Platform (CommCare)

👥 Full M&E Team of 3

🔗 CSR Partner Real-Time Access



Scalable Architecture

The system is designed to grow with the program — starting simple with zero-cost tools and scaling smart as complexity increases.

Input Layer: Google Forms

- 01 Admission Screening Form ✓
- 02 Student Baseline Survey ✓
- 03 Monthly Faculty Assessment ✓
- 04 Monthly Student Self-Reflection ✓
- 05 Mid-Program Review Form ✓
- 06 Final Assessment Scorecard ✓
- 07 Exit Interview Form ✓
- 08 Placement Confirmation Form ✓
- 09 90-Day Employer Feedback ✓
- 10 Annual Alumni Pulse Survey ✓
- 11 Eco-Video Submission Form ✓



Storage Layer: Google Sheets



- Applicant Master Tracker A
- Student Master Database B
- Monthly Progress Tracker C
- Mid-Program & Grad. Tracker D
- Placement Master Tracker E
- Alumni Longitudinal Tracker F
- Eco-Impact Tracker G

System Inventory

Complete M&E Toolkit

A comprehensive ecosystem tracking every stage of the student journey.

11
Forms

07
Sheets

Dashboard



"What gets measured gets managed.
What gets managed gets improved.

What gets improved changes lives."

This M&E Framework ensures that every student's journey — from application to alumni success — is documented, measured, and reported with complete transparency.

"For our CSR partners, it means confidence that your investment creates real, verifiable, lasting change."



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