



Centum Learning signs an MoU with Bournville College, UK

Established as a Technical Partner for technical / vocational education programmes

New Delhi, April 23, 2012: Centum Learning Limited, a leading training and development company today announced the signing of a Memorandum of Understanding (MoU) with Bournville College, UK, one of the world's largest vocational training colleges headquartered in Birmingham, UK. The MoU in effect establishes Bournville College, UK as a technical partner of Centum Learning Limited.

Centum Learning with its reach across 20 countries and experience of skilling more than one million people in multiple sectors, would leverage the expertise of Bournville College, UK for creation of exclusive content needed to run sector specific diploma programmes. Such programmes would be run by Centum Learning both in India and Internationally to skill millions of rural and urban youth. Both Centum Learning and Bournville College will be working together to develop best-in-class content for these programmes. This will ensure that students of these programmes receive the most current and relevant content which prescribes to industry standards of know-how and are deemed job ready on completion of the programme.

In the first phase, Bournville College in collaboration with Centum Learning would develop customized content in several sectors including Health & Social Care, Construction, Hospitality and Media. These programmes would be offered in India, Nigeria, Ghana, Tanzania, Uganda, DRC, Kenya, South Africa, Zimbabwe and Bangladesh

Speaking on the partnership, **Sanjeev Duggal, CEO, Centum Learning** said, *"The partnership is a definite milestone in the journey of Centum Learning as a premier training and development service provider. Partnering with one of the largest vocational training colleges, shows the commitment of Centum Learning to providing the youth of India with quality course content in the genre of vocational education and training. We are confident that our alliance with Bournville College will help us differentiate our programmes from others and most importantly enable our students to be job ready by being empowered with the requisite knowledge gained from these programmes."*

Also, commenting was **Norman Cave, Principal & CEO, Bournville College** *"As an organization we always strive to create content which will add value and benefit students by virtue of gainful employment post the completion of these courses. We are proud to be associated with Centum Learning Limited who despite being a fledgling company in the space has through its unwavering efforts created a track record in the space which speaks for itself. We are confident that the content and course work developed using our combined knowledge and experience in the space of vocational training and education will lead to the creation of courses that are unique and that will prove to be of immense value to the youth who opt for these programmes."*

With only 5% of Indians between the ages of 19-24 learning a formal trade, the necessity to improve vocational education and training to reap the demographic dividend of a young population is being recognised at the highest levels of government, the business community and civil society. The role of India's rising young workforce is crucial in fuelling growth and India is exploring ways to train 500 million people by 2022, both in blue collar and white collar jobs, across urban and rural India.



About Centum Learning: <http://www.centumlearning.com>

Centum Learning, one of Asia's training and development companies provides end-to-end learning and skill-building solutions aimed at impacting productivity of businesses and the nation at large. Besides, it also provides higher education to youth for transforming the face of modern India.

In the learning domain, Centum Learning's solutions cover the entire spectrum ranging from Learning Process Outsourcing, Custom Content Development, Training through Blended Learning Programmes, Executive Coaching and Performance Coaching to Process Management and Certification. Centum Learning has recently entered into a strategic collaboration with Bharti Airtel, Africa to enhance productivity & business outcome across 15 countries in Africa.

In partnership with National Skill Development Corporation, Centum Learning has also established Centum Workskills India Ltd. to skill 1.2 crore people and make them employable by providing livelihood opportunities.

About Bournville College, UK: <http://www.bournville.ac.uk/>

Bournville College aims to be the education and training provider of first choice.

The college is committed to ensuring the health, safety, and well-being of all its students and to providing a positive environment where everyone can learn and work together.

- Offers courses for school leavers, adults, employers and international students
- Offers a wide choice of full time and part time academic and vocational qualifications
- Qualifications include A Levels, BTECs, NVQs, Apprenticeships and bespoke qualifications