

## **Centum WorkSkills India looks to transform the lives of rural and underprivileged youth of Chattisgarh**

**Raipur, January 12, 2012:** Centum WorkSkills India Limited, a joint venture between Centum Learning Limited and National Skill Development Corporation have received a mandate from the Ministry of Rural Development to skill and train the rural underprivileged youth across the state of Chattisgarh.

Centum WorkSkills India across their centres in the districts of Raipur, Durg, Bilaspur, Champa, Kawardha and Rajnandgoan in the state of Chattisgarh have selected youth between the ages of 18-35, belonging to families living below the poverty line to be skilled and trained in a vocation. The selected candidates are enrolled in programmes and trained in the art of Retail, Telecom Sales, DTH and Tower Maintenance in an attempt to increase their employability quotient. Centum WorkSkills does not stop at just skilling and certifying selected candidates but also assists certified candidates with both pre and post placement assistance. A significant number of certified students have already been successfully placed in organizations like Nava Kisan Bio Plantec, Big Bazaar, Shiv Shakti Malls, Pizza Hut, etc.

**Sanjeev Duggal, CEO – Centum Learning Limited** said, *“It has been well documented that Skills development has been accorded top priority by the Government. The goal of Centum Learning as one of the largest players in the vocational training space besides providing relevant tools, infrastructure and content, is also to make vocational and skills training aspirational for the youth of the state. We are confident that through our skills development courses, we will accomplish our objective of improving the lives of these youth by making them job ready in order to secure gainful employment”*

Speaking on the occasion, **Shashi Kanth S.S., COO - Centum WorkSkills India Limited** said *“As a state, Chattisgarh is still fairly new and therefore full of new energy. We are confident that by skilling the youth of Chattisgarh in the several vocations, we will be offering an opportunity to not just better their lives but also impact the overall growth and economy of the state. Increasing their employability quotient is a first step towards the deserving youth in garnering gainful employment. This we are certain will go a long way in helping many lead improved lives and also bring their dreams one step closer to reality.”*

To reach out to as many youth as possible across the state of Chattisgarh, Centum WorkSkills India worked in close co-ordination with community elders, influential members of society and government officials to identify beneficiaries and mobilize interested candidates. This also provided an opportunity to orient potential candidates on course offerings and job prospects. Counseling of family members was also undertaken for all concerned to be able to make informed choices before deciding to apply for these skilling programmes.

The training programme uses a good balance of class room learning combined with role-play, hands on experience, videos, powerpoint presentations and other such learning tools to make it simple and effective for the candidates to grasp the material being taught. Most importantly, candidates are also sent out to the job sites to get a real taste of what is expected from them once skilled and certified through on-the-job training.

Centum WorkSkills is also partnering with the Ministry of Rural Development (MoRD), Government of India under the Swarna Jayanthi Gram Swarozgar Yojna (SGSY) to provide end-to-end employability solutions across 43 districts in Madhya Pradesh, Chhattisgarh, Punjab, Himachal Pradesh, Orissa and Assam in India. This alliance has had a significant impact on 3990 underprivileged youth through Govt. skills project, 2700 health workers and 40,000 rural households in India.

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**About Centum WorkSkills India:** <http://www.centumlearning.com>

Centum WorkSkills India Limited is a Joint Venture between Centum Learning and National Skill Development Corporation (NSDC) the government Nodal agency for skill building.

Across industry verticals, Centum Learning has 3 key offerings namely Corporate Training, Skill Development and Job Aggregation. A proud recipient of the Gold Award for "Excellence in Training" at the World HRD Congress, 2010, Centum Learning has also been adjudged as one of the 'Top 15 Emerging Leaders in Training Outsourcing' Worldwide for three consecutive years (2009-11).

Given the government vision to train 500 million youth by 2022 in 21 sectors, Centum WorkSkills India Limited aims to skill 1.2 crore people across 11 states in 383 districts for employability.

Centum WorkSkills India is implementing an end-to-end business model for creating employability which includes Community Mobilization and Counseling for the rural / semi urban youth, Training Execution at the block level at a district, Assessment & Certification in partnership with recognized industry partners and placement support. Through this initiative, Centum WorkSkills India has undertaken a pioneering initiative in the skills building domain to impact India's rural, semi-urban and urban communities across sectors such as Retail, Telecom, Hospitality, Healthcare and Building & Construction.