



Centum WorkSkills India announces the opening of a new Training & Development centre in Azadpur, New Delhi

Delhi / Bhopal, November 30, 2011: Centum WorkSkills India Limited, a joint venture between Centum Learning Limited and National Skill Development Corporation in partnership with the Ministry of Rural Development under the Swarna Jayanti Shahari Rozgar Yojna (SJSRY) scheme has launched a new Centum WorkSkills Training Centre in Azadpur, New Delhi

At the Azadpur centre, Centum WorkSkills India is looking to train and place a total of 150 youth from the districts of Delhi under Skills Training for Employment Promotion amongst Urban Poor (STEP UP). The programmes have been developed specifically to increase the employability quotient of youth belonging to families below the poverty line (BPL) as Tower Maintenance and Telecom Customer Service Associates for the DTH Industry. The centre at Azadpur will also skill the youth from BPL families in the art of Retail and Sales and will finally assist the certified candidates with both pre and post placement assistance.

Speaking on the occasion, **Mr. Sanjeev Duggal, CEO & Executive Director, Centum Learning** said *"The opening of the Centum WorkSkills Centre at Azadpur is a concerted attempt to provide the BPL youth across the areas of Najafgarh, Nangloi, Adarsh Nagar and Azadpur an opportunity to better their lives by learning a vocational trade. We are confident that this new centre will go along way to transform the lives of BPL youth across these four areas by making them job ready and allowing them to exploit the full employment potential the booming Indian economy has to offer."*

To reach out to as many youth as possible in the areas of Najafgarh, Nangloi, Adarsh Nagar and Azadpur, Centum WorkSkills India has worked in close co-ordination with community Gender Resource centres and district officials to identify beneficiaries according to SJSRY guidelines and mobilization of interested candidates to participate in pre-training melas. This also provides an opportunity to orient potential candidates on course offerings and job prospects to allow them 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 has partnered with the Ministry of Rural Development (MoRD), Government of India under the Swarna Jayanti 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 is slated to have 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.

Centum Learning centres its offerings across 3 key industry verticals 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.