

## Centum Learning : Adding Value to Skill Development and Vocational Training Landscape

‘Learning’ is an essential ingredient for success, which also brings assurance of improved outcomes and enhanced value. It is a continuous process that helps individuals by adding value to their skills, enabling them to move closer to their goals. Thus, it is equally accepted and applied in the corporate spaces well. Employers are often found in the need of conducting training sessions for their work force for constant upgradation of their skills. And, for this, they either resort to hiring training experts or acquiring outsourcing support from training consultancy firms. Considering the escalating need for these training solutions Centum Learning, an ace player in the field was founded. The organization came into being with the objective to enable sustainable transformation through learning and skills development in the global landscape. Since its establishment in 2009, Centum Learning has skilled over 1.2 million youth across countries.

Centum’s has been a victorious journey earmarked by global partnerships, recognitions and a vast client base worldwide

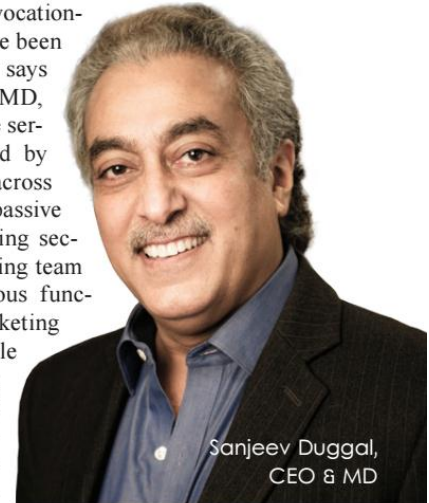
### Bringing Remarkable Training Solutions to the Fore

Centum Learning brings end-to-end training and skills development solutions to the market. In its bouquet of services, the organization counts skills upgradation, livelihood skilling, skills for schools and colleges and skills assessment as the key focus areas. Under corporate training, the organization aims at serving Fortune 500 companies across multiple sectors, whereas for Skill Development, it targets Government ministries at the Centre and State level. “Centum has partnered with government agencies pan India to roll out skill development programmes. Within skill development, the com-

pany is also working on vocational skills training and have been empanelled by AICTE,” says Sanjeev Duggal, CEO & MD, Centum Learning. These services are widely availed by businesses operating across telecom, retail, auto passive infrastructure and banking sectors. The Centum Learning team holds expertise in various functions such as sales, marketing and distribution. While delivering the services, it works closely with its partners to develop appropriate content and to further offer training solutions in a standardized manner across levels of hierarchy in diverse locations across continents.

“With domain expertise in 21 industry verticals and over 1,358 learning and development specialists, it is not surprising that we have partnered with over 350 corporates to address the ‘skills-demand’ gap,” adds Sanjeev. Over the years, Centum Learning has served leading businesses such as Airtel, Mahindra First Choice, Skoda and Matrix Cellular. Besides, its Enterprise Training Solutions have enabled it to be associated with Titan Industries, Punjab National Bank, Delhi International Airport, Punj Lloyd, American Express and many others.

With the objective to transform lives of individuals and productivity of corporate professionals Centum has come a long way. It has more than 350 corporate clients, has provided training in over 31 languages and has also been recognized as the largest partner of NSDC for two consecutive years. Additionally, the organization has had the privilege of being invited at Harvard University to share its success stories and insights on the skill development initiatives. Centum’s vision is to harbour its dreams to provide workforce to empower global youth. Going forward, the company plans to provide customized training solutions as desired by varied industries. (R)



Sanjeev Duggal,  
 CEO & MD

# Do Learning Consultants own a magic wand?

By Pooja Velhal, Head – Learning & Leadership, Corporate HR, Schaeffler

*With around 84,000 employees worldwide, The Schaeffler Group is one of Europe's largest technology companies. It has a worldwide network of manufacturing locations, research and development facilities and sales companies at approximately 170 locations in 50 countries. Pooja brings along 18 years of experience in HR, with a keen focus on Talent Development, Leadership and OD.*



“I cannot teach everybody everything, I can only make them think”, as truly said by Socrates and my first impression ran “In today’s fast paced business world, where is the time to think?” In our every day operational world, time slips away like sand. I remember earlier days, when a training needs analysis used to be 6 box-files of documents, a bunch of appraisals and some excel sheets. Today, TNA is a consolidation of business needs, statistics on competence levels, findings from a skills audit, inputs from some global survey trend analysis and significant verbatim from the CXOs. L&D Calendar is a total passé! ... and in is the concept of building critical organizational – capability – Blocks.

I wish to mention of another scenario here...

In 2016, we are the ‘here-and-now’ operators of business. We are well informed on how the Macro environment is shifting its paradigm. It is definitely much more competitive, aggressive and demanding, and customer driven today. The wiser enterprise is quick in identifying and seizing the opportunities which help them create wiser solutions and offer better services. The VUCA environment poses unseen challenges for businesses; and sometimes surprises aren’t pleasant!

Has the learning function managed to grow up and catch speed?

How many L&D professionals today create measurable score cards that could act as ‘trampolines’ to success in this VUCA world?

This is exactly where learning Consultants pitch in and find a scenario.

They build this very trampoline for organizations which need to create a prompt business case for change. As businesses change, organizations need to inculcate a wider variety of functional and attitudinal skills within employees (customized to their experience and expertise levels). One module-Apply all, may lead to adversity. Most organizations today, would want to equip their Hi-Pos with more than adequate ammunition in form of unique skills and an attitude to think and act as entrepreneurs.

The need to invite on board, a learning consultant does depend on the organization’s AS-IS status and TO-BE framework, its ability to respond to the environment around and its inertia against this change.

“A bunch of right answers on an answer sheet will prepare a kid for high scores. But solving authentic problems, using creativity, thinking and hard work will prepare the kid for life.”

Do we need an immediate ready-to-apply solution? An off-the-shelf product? Or do we need a well