

Centum Learning started rolling out PMKVY to skill 24 lac youth

July 30, 2015



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En-route to achieving PM's dream of Skilled India

Chennai, July 30, 2015: Centum Learning has partnered with Ministry of Skills and Entrepreneurship to roll out Pradhan Mantri Kaushal Vikas Yojana (PMKVY) which is the flagship outcome-based skill training scheme to impart employability linked skilling programme to 24 lakh youth across India.

As the largest partner of NSDC, Centum Learning will play a pivotal role to enable and mobilize a large number of Indian youth to take up outcome based skill training and become employable and earn their livelihood.

Under the scheme, monetary reward would be provided to trainees who are successfully trained, assessed and certified in skill courses run by affiliated training providers. PMKVY is a digitally upgraded scheme whose implementation has been done online as well.

Beneficiaries of this scheme have been contacted by call centers and through extensive on-ground mobilization programmes. Local MPs, Ministers and District Collectors are involved. 'Skills Melas' are organized to mobilize and sensitize the youth in enrolling with the scheme.

Centum Learning has already kickstarted mobilization camps in states of Madhya Pradesh, Haryana, Bihar, Manipur, West Bengal, Assam, Karnataka and Odisha. One such Kaushal Mela was organized in mid-May at a skill development center in Ujjain.

The Mela was to mobilize a large number of youth to undertake skills training, become employable and earn their livelihood. Over 1000 youth attended the Mela and were enlightened about courses in the Retail and telecom sector.

In addition to this, Centum Learning & COAI (Cellular Operators' Association of India) recently partnered to launch a unique mass-outreach initiative for large-scale mobilization of youth for Skill development in India. The pilot kick-off of the campaign was executed in Patna, Bihar, with a 2.24 Million Airtel subscriber base who were targeted as part of this campaign.

Candidates were sent text messages and outbound voice calls as part of this campaign. Interested youth gave missed calls to a toll-free number 1800 102 6000 and an interactive voice response pushed to the candidate captured relevant details on an online application. Data analysis was then done with callers being profiled on the basis of their age, gender, location etc.



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Finally, interested candidates were mapped to one of the 136 counselling centres set up by Centum Learning in 38 districts of Bihar. With the result, more than 40000 candidates walked in and shown interest in our various skilling programmes within a week's time in just a single state.

On the occasion, Mr.Sanjeev Duggal, CEO & Director, Centum Learning said, "Skilling in India is akin to evangelizing and needed a disruption in the existing ecosystem to reach 'media dark' states in the country where TV and print reach only 20% of the population. Creative collaborations like the one with COAI will aggressively advance National Skills movement."

States such as Bihar, Madhya Pradesh, West Bengal, the North East and Jharkhand have low employment rates, socio-economic problems, poor media penetration but surprisingly high mobile user base.

These states need immediate attention by way of providing better employment opportunities and harnessing youth. Centum Learning aims to do just this: mobilise youth for skills development and unleash untapped potential throughout the country.

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