



An advertisement for a certificate program. It features logos for SIRM (Society for Human Resource Management), TALENTEDGE (Learn, Grow, Evolve), and XLRI (Xavier School of Management). The text reads: "XLRI and SHRM bring to you a Unique Certificate Program in Human Resource Management". Below this, it lists benefits: "Online LIVE classes on weekends", "Certificate from XLRI", and "Aids preparation for the global SHRM certification exams - SHRM CP &amp; SCP". An ENRO logo is in the bottom right corner.

people matters

AUTHOR  
People Matters Editorial Team

THURSDAY

30

JUL 2015

51

VIEWS

Share

Email

Print

#Skilling

# Centum Learning started rolling out PMKVY to skill 24 lac youth

People Matters Editorial Team

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 kick started 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. 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.

Topics: [Skilling](#), [National](#)

Did you find this story helpful?  Yes  No

[Jump to Comments](#)

A banner with an orange background on the left and a black background on the right. Text on the banner reads: "GET THE LATEST ON RECRUITMENT PERFORMANCE MANAGEMENT TECHNOLOGY AND MUCH MORE". The "people matters" logo is in the top right corner.

## QUICK POLL

What are the main reasons for changes in performance appraisal systems?

- Changes in payment systems
- Knowledge management initiatives
- Team working initiatives
- Culture change programmes
- Total quality management

Vote

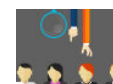
## TRENDING STORIES



RIP Dr Abdul Kalam: The People's President



The disappearing ranking system



Recruitment start-up segment heating up



Are we losing women employees to maternity

## FEATURED VIDEO

[A Tribute to Dr. APJ Abdul Kalam](#)

People Matters Editorial Team



The editorial team at People Matters has features writers, researchers and content experts with rich domain knowledge. We endeavour to create an impact on the HR community through thought-provoking and futuristic content. [More](#)



29th Jul 2015

[See All](#)

### RELATED ARTICLES:



13th Jul 2015  
**Engineering the workforce – What it takes**



29th Jun 2015  
**The competitive value of Critical Thinking**



20th May 2015  
**Critical Thinking Learning Journey at CACTUS**



11th May 2015  
**Building a Culture of Leadership with Critical Thinking**



28th Apr 2015  
**TalentSprint Wins Award for 'Leadership in Skill Development'**



31st Mar 2015  
**It's a Wakeup Call for HR!**

### UPCOMING EVENTS

**FRI**  
AUG 07

**#TechHR15 Tweet Chat**  
**ONLINE**

**WED**  
AUG 19

**TechHR'15 Conference & Expo: DRIVING ON DIGITAL**  
**GURGAON**

**SUN**  
AUG 30

**TA Leadership League Awards 2015**  
**ONLINE**

[See All](#)

### TAG CLOUD

#Innovation #BestPractices #HR-Metrics  
#ChangeManagement #Jobs  
#PowerWomen #IndustrialRelations  
#Excellence #HiPo  
#HRIndustry

### CONTRIBUTORS



[See All](#)

### PHOTO GALLERY

7 Photos

**Talent Conversations, Bangalore**



0 Comments

PeopleMatters

Login

Recommend

Share

Sort by Best



Start the discussion...

Be the first to comment.

#### ALSO ON PEOPLEMATTERS

#### WHAT'S THIS?

**Blog: The curious case of the leaking HiPo boat**

1 comment • 21 days ago

**Article: Digital technologies - A new source of value & growth**

1 comment • 7 days ago

**Blog: Engagement Surveys: Building a case for alternative solutions**

2 comments • 21 days ago

**Blog: Cloud: Smaller the customer, longer the tail**

1 comment • a month ago

Subscribe

Add Disqus to your site

Privacy

People Matters  
7,290 likes

Like Page

Contact Us

Be the first of your friends to like this



On News Stands Now

Subscribe now



Subscribe now to the All New People Matters in both Print and Digital for 3 years.

#techhr PRODUCTS

TO SOLUTIONS

SUBSCRIBE AND SAVE 59%

Subscribe now



CATEGORIES

- Leadership & Strategy
- Recruitment
- Performance Management
- Organizational Culture
- Technology & Outsourcing
- Life
- Training & Development
- HR Technology

COMPANY

- About Us
- Archive
- Privacy Policy
- Terms of Use
- Careers

ADVERTISE

- Advertise with Us
- Become a Sponsor

CONTACT

- Contact Us
- Submission Guidelines

Connect with P