

For Immediate Release

Centum WorkSkills India Limited launches the first Pradhan Mantri Kaushal Kendra (PMKK) in Madhya Pradesh

Indore, Madhya Pradesh, May, 31, 2017: Centum WorkSkills India Limited, a wholly owned subsidiary of Centum Learning, in partnership with Ministry of Skill Development & Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC), today launched the first state-of-the-art Model Training Centre (MTC), called Pradhan Mantri Kaushal Kendra (PMKK) at Indore in Madhya Pradesh. Smt. Sumitra Mahajan, Speaker, Lok Sabha and Member of Parliament inaugurated the centre in august presence of Shri Rajiv Pratap Rudy, Minister of State (Independent Charge) Skill Development and Entrepreneurship, Shri Rakesh Bharti Mittal, Vice Chairman, Bharti Enterprises and Shri Sanjay Bahl, Managing Director, Centum WorkSkills India Limited. Many other dignitaries from National Skill Development Corporation (NSDC), Madhya Pradesh State Departments, Industry partners and renowned Corporates were also present at the event.

Centum WorkSkills India Limited, in association with the Ministry of Skill Development & Entrepreneurship and NSDC, is playing a pivotal role in creating benchmark institutions that demonstrate aspirational value for employability led skill development training. Centum will continue to focus on quality and address the unique challenges facing the youth. It is fully geared to mobilize youth in MP now to make them employable and work ready.

The Pradhan Mantri Kaushal Kendra at Vijay Nagar, Indore will be enrolling over 1000 candidates in a year to offer several employability linked courses for roles like Customer Care Executive, Retail Trainee Associate, Business Correspondent and Facilitator, Assistant Electrician and Distributor Sales Representative. These high demand courses have been approved by the Ministry of Skill Development & Entrepreneurship (MSDE). The centre comprises five class rooms including three state-of-the-art labs. Besides, Centum is laying special emphasis on enhancing the personality and soft skills of candidates to enhance their employability quotient and entrepreneurship skills. Additionally, a recreation zone has been set up and adequate space has been allotted for library. A counselling cum placement cell has also been made part of the Kaushal Kendra to instil confidence amongst students.

Speaking at the event Shri Sanjay Bahl, Managing Director, Centum WorkSkills India Limited said, *“I strongly believe that skilling in India and the launch of the Model Training Centre (MTC) or Pradhan Mantri Kaushal Kendra (PMKK) in Indore are giant steps towards making skilling aspirational. We have been actively involved in mobilizing youth in various parts of India for a long time now and PMKK will further institutionalize the model of vocational training in India. In Madhya Pradesh alone, Centum will soon be launching four additional PMKK centres in Dhar, Khandwa, Alirajpur and Barwani.”*

The demographic and social profile of Madhya Pradesh presents a unique human resource opportunity for economic growth through manpower skilling. Availability of working age population, measured from the 15-59 age group population, is estimated to grow from 4.34 million in 2012 to 4.83 million by 2017 to 5.28 million by 2022. Key commercial cities in Madhya Pradesh including Bhopal, Indore,

Jabalpur, Ujjain and Gwalior, are expected to contribute to a significantly high proportion of employment generated during 2012-22. Youth aspiration study indicates a clear mismatch between student aspiration and job opportunities available in the state. Increasing entrepreneurial activity in the state of Madhya Pradesh has to be matched with appropriately skilled managerial and technical workforce. To bridge this employability gap, Centum provides livelihood training for rural youth to prepares them with hands-on skills required for self or wage employment to skill and make them job-ready and place them in appropriate jobs where it is successfully operating Skill Development Centers.

About Centum WorkSkills India Limited:

Centum WorkSkills India Limited has been set up by Centum Learning to enhance the skills of 12 million youth across India. Centum Learning is a leading organization in the global skills development and vocational training landscape. An ISO 9001:2015 certified company, it's mission is to improve business productivity and enhance youth employability. Centum Learning, with over 1400 learning and development specialists and their domain expertise in 21 industry verticals, has skilled more than 1.2 million people across 15 countries including India and 14 countries in Africa. It operates out of over 130 centres and close to 1136 schools in rural and urban locations.

Centum Learning has successfully partnered Central and State Ministries, Central Board of Secondary Education-CBSE, Public Sector Enterprises and more than 350 corporates such as Delhi Airport, Bharti Airtel, Genpact, National Bank of Kenya, Lafarge Cement and Maruti Suzuki.

Centum Foundation, the CSR arm of Centum Learning, is engaged in carrying on social and charitable activities of national importance including vocational training across India.

For further information, please contact, Shweta Sarkar Ghosh @9650164365 / Shweta.sarkarghosh@centumlearning.com