

For Immediate Release

Centum launches Pradhan Mantri Kaushal Kendra (PMKK) in Dhar

Dhar, Madhya Pradesh, September, 16, 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 a state-of-the-art Model Training Centre (MTC), called Pradhan Mantri Kaushal Kendra (PMKK) at Dhar in Madhya Pradesh. Smt. Savitri Thakur, Hon. Member of Parliament, Dhar constituency inaugurated the centre. Many other dignitaries from Madhya Pradesh State Departments were also present at the event.

Centum, 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 Silver Hills Colony, Dhar will be enrolling over 800 candidates in a year to offer several employability linked courses for roles like Assistant Electrician, Retail Trainee Associate, Distributer Sales Representative, Customer Care Executive – (Telecom Call Centre), Sewing Machine Operator and General Duty Assistant. These high demand courses have been approved by the Ministry of Skill Development & Entrepreneurship (MSDE). The centre comprises of two class rooms and six additional class rooms cum 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 instill confidence amongst students.

Speaking on the occasion of the launch Shri Sanjay Bahl, Managing Director & CEO, Centum Learning said, “ We, at Centum, strongly believe that the success of a nation depends on the success of its youth and we continue to play a pivotal role through extensive collaboration with all the key stakeholders, including industry organizations, corporates, NSDC, government departments, technology partners and the community at large. We have been partnering the government to set up Pradhan Mantri Kaushal Kendras in different parts of India to make quality skilling accessible. We believe in making skilling a fundamental right and we want to leave no stone unturned in order to do so.

Manpower supply has regional variations along social and gender dimensions in Madhya Pradesh. Places like Dhar are high human resource growth districts and are being given special focus, considering the aspiration towards seasonal work-related migration and in order to create sustainable local livelihood/employment opportunities. Also the role of women in capacity building cannot be undermined with a high proportion of rural female engaged in agri-allied activities. Considerations of industry towards employing female in manufacturing enterprises specifically in medium-small scale category are also being addressed.

Youth aspiration study indicates a clear mismatch between student aspiration and job opportunities available in the district. Sectors such as retail, construction, agri-allied activities, textile and transportation and logistics need to work on building a positive image, and providing the right working environment/perks, to attract talent. 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 Learning:

Centum Learning is a leading organization in the global skills development and vocational training landscape. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance youth employability. A unique technology led blended learning MNC, Centum Learning has skilled more than 1.2 million youth across countries.



A subsidiary of Centum Learning Limited

Founded with an objective to enable sustainable transformation through learning and skills development, Centum Learning, today, has a global presence. It is present in rural and urban locations across 15 countries with domain expertise across 21 industry verticals and more than 1400 training and development specialists. Centum Learning focuses on four key areas:

- Livelihood Skilling Solutions
- Skills for Schools & Colleges
- Corporate Business Solutions
- CSR Partnerships

Its end-to-end technology enabled blended learning training and skills development solutions helps improve business productivity and enhances youth employability making Centum Learning the partner of choice for any skilling initiative. It has successfully partnered Central and State Ministries, Public Sector Enterprises and more than 350 corporates.

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