



For immediate publication

Centum Learning in partnership with ‘MEPMA’, Govt. of AP, Provides Free Livelihood Training to 1500 Urban Unemployed Youth in four months

Aims to increase the employability quotient of urban youth in Southern India through similar alliance with other State Governments

Bangalore/Chennai, December 28, 2012: Centum Learning Limited, a leader in Corporate Training and Skill Development in India, continues to set new benchmarks in its endeavor to build employable talent pool for Indian and global market. The company is planning in a major way to expand its horizon in the southern states of India like Karnataka, Tamil Nadu and Kerala.

In partnership with Mission for Elimination of Poverty in Municipal Areas (MEPMA), Govt. of Andhra Pradesh, Centum Learning mobilized and trained 1,500 urban unemployed youth in the state in less than five months. The company now wants to replicate this model in the other southern states of India with the intention of transforming the lives of urban youth through skill training and job placements. In a niche private partnership model, Centum Learning and the government will together make a strong impact on the lives of the youth in the state. With increasing focus of government bodies on skilling & training, Centum Learning will provide free livelihood training for urban youth to prepare them with hands-on skills required for self or wage employment in areas like IT, ITeS, Retail Sales and Electronics. Centum Learning is focusing on toward empowerment of urban poor women, especially those residing in slums.

Commenting on the huge success of the Andhra Pradesh MEPMA initiative, **Mr. Sanjeev Duggal, CEO & Director, Centum Learning Limited** said, *“I am overwhelmed with the response to our joint initiative with the Government of Andhra Pradesh to skill the urban poor community, to eliminate poverty and vulnerability in a sustainable manner and improve their quality of life. India would need about 500 million skilled people by 2022 across various sectors and there is a huge deficit of skilled workforce. To cater to this requirement, we constantly strive to provide skill building solutions to create corporate ready workforce. After the success of MEPMA project, we aim to replicate the successful model in other Indian states.”*

Centum Learning signed up with MEPMA, as a part of Rajiv Yuva Kiranalu, to build job specific skills among the unemployed and place them in appropriate private sector jobs. The objective is to convert large number of non-literate, school drop-out, unskilled and unemployed youth into productive workforce by building their skills thereby promoting inclusive growth. While job opportunities galore in the service sector, there are several unemployed youth in India at any point of time. This is due to the dearth of industry specific skills and domain knowledge in such mainstream education. To bridge this employability gap, Centum Learning provides



employment oriented training programmes for different segments ranging from students who have just passed Class 8 to post graduates and even professionals in large corporate.

About Centum Learning Limited www.centumlearning.com

Centum Learning, with more than 1000 learning & development specialists, provides end-to-end training and skill-building solutions to over 350 global firms, Central and State Ministries, PSUs across 20 countries. Its training solutions aim at enhancing productivity and business outcomes.

Centum Learning has set up more than 278 learning centres in rural and urban locations to provide employability skills to youth in tandem with industry requirements to enable sustainable transformation. In the skill building domain, in association with National Skill Development Corporation, it has also established Centum WorkSkills India Limited to skill 1.2 crore people and provide livelihood opportunities.

Centum Learning's accomplishments in training & skill building have been recognized in several leading national and global platforms.

Incase of further queries, please contact

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