

News Release

Centum Learning partners with Directorate of Employment and Craftsmen Training, Government of Assam to enhance employability of tribal youths

February 10, 2011.

“Skill development brings return to the individuals and the economy as a whole. Therefore, all stakeholders - the Government, the enterprises and the direct beneficiaries must participate to make this a success. This gigantic task is of a scale that no single part; government or private can achieve individually. Private participation from corporates, such as Centum Learning, is thus an imperative for the success of Govt.’s skill development mission” said **Shri Prithvi Majhi, Minister, Labour and Employment, Assam.**

He was attending a skilling programme being conducted for tribal youths by Centum Learning Limited, a Bharti Associate Company in association with Directorate of Employment and Craftsmen Training, Govt. of Assam.

Centum Learning Limited and Directorate of Employment and Craftsmen Training, Govt. of Assam have formed a partnership to skill tribal youths, in Dibrugar, Dhemaji, Udalgiri and Kokrajhar districts, to make them employable by providing livelihood opportunities.

Centum Learning is actively engaged with DECT, Govt. of Assam to develop globally deployable skilled manpower and effectively build the employability quotient of tribal youth in Organized Retail, Telecom Sales, Automobile Sales and Consumer Durable Sales domain through robust skilling programmes.

Speaking on the occasion **Sanjeev Duggal, CEO & Executive Director, Centum Learning** said *“This initiative is a step forward to promote inclusivity and make people of India globally employable. With such a partnership we are sure to achieve our vision to bring a sustainable transformation in the employment landscape of the country. Our track record of building capabilities of millions across diverse sectors and strong industry connect will help deliver best in class learning, provide employment opportunities and develop successful entrepreneurs as well.”*

The 144 hours programmes encompassing classroom training and on-the-field coaching are followed by 144 hours of on-the-job training in various industry sectors so that industry oriented skills emerges as a key differentiator for all the participants and hence enhances their employability in key industry sectors.

The mobilization of the participants to the training centres is facilitated by the officials of district administration, Gram Panchayats, Anganwadi and NGOs where participants undergo assessment test and counseling session before they are placed in any of the skilling programmes.

Going forward, Centum Learning plans to extend the programmes to Housekeeping Professionals, Security Guards, Travel and Tourism Professionals, DTH Installation and Fault Repair executives and Telecom Tower Maintenance professionals.

In the skill-building domain, in association with National Skill Development Corporation, Centum Learning has also established Centum WorkSkills India Limited to skill 1.2 crore people and make them employable by providing livelihood opportunities.

Besides, it is enhancing employability of youth comprising surrendered militants, in the Indo-Bhutan border of Assam, in association with Sashastra Seema Bal.

About Centum Learning Limited

Centum Learning, a Bharti Associate Company, provides end-to-end learning and skill-building solutions aimed at impacting productivity of businesses and the nation at large. Besides, it also provides service-sector oriented employability skills to Indian youth.

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In the learning domain, Centum Learning's solutions cover the entire spectrum ranging from Learning Process Outsourcing, Custom Content Development, Training through Blended Learning Programmes, Executive Coaching and Performance Coaching to Process Management and Certification.

Centum Learning has recently entered into a strategic collaboration with Airtel, Africa to enhance productivity and business outcomes across 16 countries in Africa.

In the higher education domain, it has set up more than 150 Centum Learning Centres in 90 cities spread across India to enhance employability and bridge the talent gap. Centum Learning has recently launched Centum U – Institute of Management and Creative Studies, which offers workforce degrees in association with globally acclaimed universities and institutes.

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