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CORPORATE WORLD

Centum: 'Skilling' India

Meghna Chukkath, New Delhi

11/03/2016  (Mailto:meghna.chukkath@bureaucracytoday.com)  0 Comments

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The Centum Learning company in collaboration with the COAI and the Union Government has launched a massive outreach programme to build a skilled and employable India. In conversation with *Bureaucracy Today*, Sanjeev Duggal, CEO and Director of the Delhi-based Centum Learning, talks about partnering with the National Skill Development Corporation (NSDC) and the role played by his company in enabling youth to gain employable skills and earn their livelihood.

What are the initiatives taken by the Centum Learning company for skill development in recent times?

Centum Learning in collaboration with the Cellular Operators Association of India (COAI) and the Indian Government launched a massive outreach programme to build a skilled India. The pilot project for the outreach campaign was executed in Bihar, with a 2.24-million subscriber base. In less than a week of the launch, over 40,000 candidates across 38 Bihar districts were enrolled under various skilling programmes. Post the mass outreach, the youth were asked to reach the nearest multi-skill centres set up at Arrah, Ekma and Chhapra in Bihar. These multi-skill centres offered courses for producing sales associates, computer operators, beauticians, hair stylists, medical sales representatives, mobile repair engineers, helper plumbers, helper electricians, sewing machine operators, helper masons/ bartenders and painter-decorators. Nearly 18,130 skilled workers are on way to be trained in a year.

Which verticals and industries your company caters to?

The Centum Learning caters to training candidates in 21 industry sectors, including the retail, telecom, IT/ ITeS, hospitality, travel and tourism, BPO, healthcare, BFSI, auto, construction and beauty and wellness.

To facilitate skill development, our company established Centum WorkSkills India Limited in partnership with the National Skill Development Corporation to skill 12 million Indian youths. The Centum Learning offers employability-linked skill-based training programmes for rural and urban youth to enable them to earn their own livelihood and contribute towards creating a skilful society.

Could you please explain a few Centum Learning projects with the Centre and State authorities?

Some of the recent projects undertaken by the Centum Learning include partnering with the Ministry of Skills and Entrepreneurship to roll out the Pradhan Mantri Kaushal Vikas Yojana, the outcome-based skill training scheme of the Centre, to impart employability-linked skills to young persons across India.

Our company has collaborated with the Madhya Pradesh Government and under the National Urban Livelihoods Mission it has been conducting employability-linked skilling programmes in the telecom, construction, ICT, automobile and healthcare sectors for the urban BPL youth across six districts of the State, namely Bhopal, Indore, Jabalpur, Khargone, Narsinghpur and Sehore. Similarly, we have a tie-up with the Bihar Department of Industries and have launched upskilling programmes for the youth across five districts, namely Gaya, Madhubani, Patna, Muzaffarpur and Purnia.

The Centum Learning has entered into a partnership with the Manipur Urban Development Agency (MUDA) to launch the employability-linked skilling programme in mobile phone repairing and its maintenance. Similarly, our company along with the Uttar Pradesh Skill Development Mission has launched the placement-linked employability programme to skill urban youth in Rampur, Bahraich and Shravasti districts.

We have partnered with the Union Ministry of Rural Development for implementing the Roshni scheme and to provide employability-linked training to 2,000 rural youth in the areas of sales, BPO, hospitality and telecom in Balrampur district of Chhattisgarh. The Centum Learning has also signed an MoU with the Meghalaya State Skill Development Society to implement

placement-linked skill development initiatives in the State in key employment sectors like hospitality, IT/ITeS, retail and telecom. We have entered into a partnership with the Odisha Scheduled Caste and Scheduled Tribe Development Finance Co-operative Corporation Limited to skill youths in retail sales, telecom installation and fault repair, telecom tower equipment operation and maintenance and DTH installation across its eight districts. The company has also partnered with the Bihar Government to skill its Mahadalit community. It is associated with the Jharkhand Department of Women and Child Development and has started training programmes for adolescent girls in candle making.

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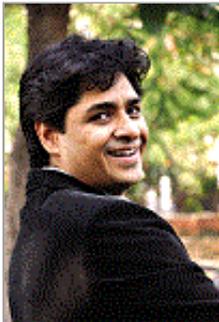

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