

## **Centum Foundation inaugurates EyeMitra Optician program in Haryana**

Initiative caters to- livelihood opportunities to rural youth, vision care needs and creation of a rural optician market

**Kaithal, Haryana, December 29, 2018:** Centum Foundation, the philanthropic arm of Centum Learning, today launched EyeMitra Optician (EMO) training centre in association with 2.5 New Vision Generation (2.5 NVG), a division of Essilor India, in the district. The training-cum-skill development centre aims to train rural youth on basic vision screening and spectacle dispensing. The training is being conducted under the aegis of Healthcare Sector Skill Council, under National Skill Development Corporation (NSDC).

The centre was inaugurated by Shri Manoj, District Program Manager, Haryana State Rural Livelihood Mission (HSRLM), Kaithal along with Shri T.K Rana, District Finance Manager, HSRLM, Kaithal and Shri R.K Kataria, Lead District Manager, Punjab National Bank, concern of Mudra or Rural Development loan facilitator, along with Ms. Aarti Chandna, Vice President, Centum Foundation. The program was also attended by Mr. Mukut Sharma, Project Manager, North & West, 2.5 NVG.

The centre boasts, two practical labs - one Refraction Lab and Edging & Fitting Lab, along with classroom and reception area. This training period of EMOs is 12 months, which includes two months of classroom sessions and 10 months of on-the-job (OJT) training. On successful completion of two months class room training, Centum Foundation along with 2.5NVG will certify the candidates as per assessment guidelines of Healthcare Sector Skill Council.

These certified candidates will be provided with product and marketing support, along with other required instruments for setting up a small optical outlet in their respective local community, thus creating rural entrepreneurs and ensuring that the trained youth become employment generators rather than employment seekers.

The EMOs' will conduct periodic vision screening events across the 277 villages of Kaithal district and dispense appropriate spectacles to the people at their doorstep. These quality spectacles will be made available to the villages at affordable price. In case EMO diagnoses a medical intervention, the individuals will be referred to eye hospitals as well.

Speaking on the occasion Mr. Sanjay Bahl said *"Since more than 70% of India's population resides in villages, where the awareness about vision care and its solutions have not reached. Eye Mitras' are most apt to fill this burgeoning gap. Their small optical shops in the villages will help create awareness about vision care and enhance the employability of the youth as well. This has been made possible with the guidance and financial support of 2.5 New Vision Generation, a division of Essilor India"*

While the state contributed heavily towards the green revolution and made nation self-sufficient in food crops production in 1960's, there still remain large diaspora of unemployed youth 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 provides livelihood training for rural youth to prepare them with hands-on skills required for becoming self-sufficient through their entrepreneurial journey.

Essilor through its inclusive business arm 2.5 NVG, started the Eye Mitra program in 2013 and now has a network of over 5,000 Eye Mitra - primary vision care providers across 14 states in India. Together they have screened more than 4.8 million people and equipped over 1 million individuals with affordable eyeglasses. Essilor with the help of its partners aim to train a total of 10,000 young men and women as primary vision care providers by 2020.

#### **About Centum Foundation:**

Centum Foundation, the philanthropic arm of Centum Learning, is engaged in carrying on social and charitable activities of national importance including vocational training across India. The society has conducted programs impacting national issues in the field of environment protection, women welfare and empowerment, vocational training and health awareness. Having worked with over 25 corporates in this genre, Centum Foundation has also launched a dedicated vertical, called Centum GRO Initiative to empower the Deaf in India which assists this segment to skill and avail respectable jobs in different domains.

#### **About Centum Learning**

Centum Learning is one of the most admired **talent transformation** organisations, enabling sustainable **business impact through technology enabled solutions**. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance youth employability. **Centum, with over 2700+ learning and development specialists and a domain expertise in 21+ industry verticals, has skilled 1.5 million+ people globally.**

With the rich legacy of Bharti group and an extensive experience of over 12 years in talent development and management space, Centum has provided customized end-to-end **corporate training solutions** to 350+ corporates globally. Through its Technology enabled Blended Learning (**TeBL**) methodology and use of its **learning experience platform** (LXP) called Centum LearnPro.

Centum Learning has successfully partnered with Central and State Ministries, Central Board of Secondary Education (CBSE) as well as with multiple Public Sector Enterprises. In India, Centum Learning has set up Centum WorkSkills India in partnership with NSDC with an objective to enhance skills of millions of youth across the country and empower them with **livelihood linked skilling** programs. It has also partnered with multiple State governments to implement the 'Vocationalisation of Higher Secondary Education (**VHSE**)' scheme across 1650+ schools impacting 150,000+ students across 21 states/ UTs in India.

The **CSR** arm of Centum Learning - Centum Foundation, implements CSR projects for various corporates in the area of livelihood skilling to underprivileged youth. Centum Foundation has also a unique initiative, Centum GRO, to empower people with disabilities in India through skill training and assist them in attaining gainful employment.

In Africa, Centum is headquartered in Kenya and had its presence in 14 countries. It has a strong team of 100+ professionals who are engaged in corporate training and skill development.

Centum has been widely recognized across various respectable forums – it has received 'Excellence in Training' award from World HRD Congress as well as 'Asia's Most Trusted Brand' (Training & Skilling) by International Brand Consulting Corporation, USA (IBC) in year 2018. Centum has been featured among the 'Top 15 Emerging Leaders in Training Outsourcing' worldwide and has also been recognized amongst India's Top 10 Great Place to Work® 2017-18.

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