

For Immediate Release

COAI and Centum Learning collaborate to launch Outreach Programme to mobilize 400 million youth for skills training

Launch of Outreach Programme for promoting PMKVY scheme which aims to skill 2.4 million youth

Largest PPP initiative in skilling sector

New Delhi, June 18, 2015: COAI and Centum Learning today announced the pilot launch of a massive Outreach Programme to mobilize underprivileged youth for skills training. The initiative would help implement 'Pradhan Mantri Kaushal Vikas Yojana' (PMKVY), a flagship outcome-based skill development scheme under the Ministry of Skill Development and Entrepreneurship, which plans to skill over 2.4 million people across the country.

Today, one of the biggest hurdles facing skills training is reaching out, educating and motivating youth in the remote areas of the country. COAI and Centum Learning's outreach programme, aims to address this challenge. Initially, the pilot project in Bihar would cover a subscriber base of over 1.5 crore people. Following this implementation, it will be rolled out nationwide by COAI member telcos to cover nearly 400 million subscribers after the formal launch of the scheme in July.

Telecom providers would send text and voice-based awareness messages to the target audience. Interested youth can give a missed call to a toll-free number **1800 102 6000** and an interactive voice response pushed to the candidate would capture relevant details on an online application. Data analysis would then be done with callers being profiled on the basis of their age and location. Finally, interested candidates would be mapped to their nearest enrolment centres.

Mr. Rajan S. Mathews, Director General, COAI, shared, *"The demographic dividend of India indicates that almost 57% of the country's population is aged below 30 years; and almost 75% of that population is unskilled. Since early in the 11th Five Year Plan, the National Policy on Skill Development has set a target of 500 million people to be skilled by 2022. With such ambitious targets, the challenge of reaching out to the millions of people for mobilising them to learn professional skill sets needs to be overcome. The Indian mobile telephony industry, which has grown phenomenally to become the 2nd largest market in the world with over 970 million connections, is perfectly situated to help enable this massive outreach programme, to reach out and contact the unskilled workforce to seek skill training under the Pradhan Mantri Kaushal Vikas Yojana. We look forward optimistically towards a grand success of this campaign."*

Speaking at the event, Mr. Sanjeev Duggal, CEO and Director, Centum Learning said, "Skilling today has rightly been recognized as an agent of Social Transformation for a country like India. We are delighted that Centum's brainchild for mass mobilization elicited such enthusiastic response from Mr. Sunil Bharti Mittal, Chairman, Bharti Enterprises that he helped muster active and spontaneous support from all COAI members. I also believe skilling in India is akin to

evangelizing and needed a disruption in the existing ecosystem to reach even 'media-dark' states in the country, where TV & print reach only 20% of the population. I am certain such collaboration will aggressively advance the National skills movement."

Present at the launch were **Shri Ravi Shankar Prasad** - Union Minister for Communications & Information Technology; **Shri Rajiv Pratap Rudy**, Minister of State, Skill Development & Entrepreneurship and Parliamentary Affairs; **Shri Rakesh Garg**, DoT Secretary and Chairman – Telecom Commission; **Shri Sunil Arora**, Secretary, Ministry of Skill Development & Entrepreneurship; **Shri Dilip Chenoy**, MD & CEO, NSDC; **Shri Himanshu Kapania**, MD, Idea Cellular and Chairperson, COAI; **Shri Rajan S. Mathews**, Director General, COAI; **Shri Sanjeev Duggal**, CEO and Director, Centum Learning; and several other leaders from the Industry and Government.

The assembled dignitaries emphasized the significance of the Prime Minister's vision of a Skilled India and how it can only be achieved if creative and disruptive ideas can be applied for outreach and mobilization. They also observed that it was critical for the industry and government to work together if these objectives were to be achieved. The Outreach Programme has been hailed as a great example of what can be achieved through such innovation and collaboration.

About COAI

COAI was constituted in 1995 as a registered, non-governmental society. COAI's vision is to establish India as the global leader of innovative mobile communications infrastructure, products and services and achieving a national tele-density of 100%, including broadband. The Association is also dedicated to the advancement of modern communication and towards delivering the benefits of innovative and affordable mobile communication services to the people of India.

www.coai.in

About Centum Learning:

Centum Learning is a leading organization in the global skills development and vocational training landscape. A key partner to the National Skills Development Corporation (NSDC) fulfilling India's national skilling mandate, Centum Learning has skilled more than one million youth across countries. Founded with an objective to enable sustainable transformation through learning and skills development, Centum Learning, today, has a global presence. It has expanded its footprint across India, Bangladesh, Myanmar, Nepal and 17 countries in Africa with domain expertise across 21 industry verticals and more than 1300 training and development specialists.

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