

Anudip Foundation for Social Welfare

Proposal Summary

Proposing & Implementing Organization

Anudip Foundation for Social Welfare (a section 25 company)

No. of Trainees

1,00,000 over 10 years

No of Centers

40

Location

WB, Orissa, Bihar, Chhattisgarh, Jharkhand, Assam and Meghalaya

Sectors Targeted

Back-office IT skill related in : BFSI, Tourism, Hospitality and Travel, Rural businesses, Org Retail, Media and Content Creation, HealthCare Services, Government and ITeS – BPO services

Target Pop Segment

Unemployed, Marginalized BPL Women and Youth, Rural Class Xth Educated, Seasonally Employed

Project Cost

Rs 7.06 Crore

Business Model

Course fee, external placement fee & onsite annuity revenue

Operating Model

- Selection of district based on urban job engine
- Training locations based on ethnography study
- Mobilization through local NGOs
- IP of content lies with Anudip
- Infrastructure by local NGOs or Anudip lease centres
- Certification from Anudip
- Placement through HO and local centres