

## Amass Skill Ventures Private Limited

### Proposal Summary

<b>Proposing Organization</b>	Amass Skill Ventures Private Limited
<b>Implementing Agency</b>	Amass Skill Ventures Private Limited
<b>No. of Trainees in 10 years</b>	3,41,195
<b>No. of Centres</b>	10
<b>Location(s)</b>	PAN India
<b>Sectors Targeted</b>	Automobile & Auto Component
<b>Project Cost</b>	Rs. 7.43 crores
<b>Target Trainee Segment</b>	Workers in unorganized sector, ITIs/Diploma/Graduate Pass out, rural youth, drop-outs, B.Tech, un-employed youth
<b>Operating Model</b>	<ul style="list-style-type: none"> <li>ASVPL aims to leverage technology/ Marketing Channels – by sourcing students specific database from TPO / Institutions / mobile operator companies, data providers etc. on students and target them with relevant information via bulk SMS over internet and Counselling.</li> <li>ASVPL aims to connect with the target students through vernacular papers - press advertisements &amp; heightened PR initiatives using flex board/ Hoardings, attending job fairs, advertising and attending events/Seminars etc.</li> <li>Pilot mobile van will be operation for awareness generation and potential enlisting of prospects as well as of training of students in vicinity of ASVPL Centers Base towns</li> <li>For up-skilling , ASVPL</li> </ul>