

THE HINDU

# BusinessLine

18 July 2018

## To train youth, Facebook partners Skill India Mission

### INDO-ASIAN NEWS SERVICE

New Delhi, July 17

Facebook on Tuesday entered into a strategic partnership with the National Skill Development Corporation (NSDC) to empower youth and entrepreneurs with digital skills in India.

The partnership, signed in Bhubaneswar, will enable Ministry of Skill Development and Entrepreneurship (MSDE) to incorporate Facebook's training on Digital Marketing Skills in its courses, besides providing trainees with access to local, domestic and international markets.

The programme includes courses on Digital Marketing, Online Safety and Financial

Literacy in regional languages with Facebook imparting training to people nominated by the NSDC. This will upskill job seekers and increase their prospects of employment.

"We are delighted to partner with the National Skill Development Corporation to help in upskilling the youth and also empower local businesses by providing training and resources to build up a digital presence and grow their businesses beyond what the traditional offline economies offer," Ankhi Das, Public Policy Director, India, South and Central Asia — Facebook, said in a statement.

The collaboration will also enable trainees to have access

to Facebook's Jobs tool to search for job openings.

"The partnership with Facebook aims to leverage the digital opportunity which can assist in creating a market place for many businesses and service offerings for candidates getting trained under our skill ecosystem and; also act as an information kiosk for knowledge sharing," said Dharmendra Pradhan, Union Minister for Skill Development and Entrepreneurship.

Under the Skill India Mission, nearly one crore youth in the country are being annually skilled, reskilled and upskilled through various central government programmes.