

Essar Foundation

Signs MoU with National Skill Development Corporation



Essar Foundation, the corporate social responsibility (CSR) arm of the Essar Group, said it had signed a memorandum of understanding (MoU) with the National Skill Development Corporation (NSDC) to provide job-oriented vocational training to youth in order to improve their employability.

In the first phase 1,000 youth across eight cities will be provided training in customer service, tele-calling and marketing & sales skills, a press release from the foundation said, “Essar Foundation will fund the programme to the tune of Rs. 40 lakhs and provide systematic direction to the initiative. The foundation will also extend its support in ensuring linkages towards employing the trained youth.

The programme named 'Ajeevika' was launched with Mr. Dilip Chenoy, MD & CEO, NSDC and Mr Deepak Arora, CEO, Essar Foundation signing the MoU documents. The

first batch is expected to begin training by June 2015 in Delhi National Capital Region (NCR) and Ahmedabad. Mr. Chenoy said “Collaboration is the main stay of any significant developmental initiatives and strategic partnerships towards achievement of national goals have caught up as a trend in India, especially, as corporates have stepped up their roles with integrated and sustainable CSR programmes. We are happy to join hands with Essar Foundation to provide employment opportunities to young people to access opportunities provided by economic growth and make that growth more inclusive.”

“Statistics suggest by 2020, India is set to become the world's youngest country with 64 per cent of its population in the working age group. This would mean much greater thrust on skills that make the youth job-ready and employable in real market scenarios. We are very happy to partner with NSDC to develop

productive, employable and skilled workforce in the country. Essar Foundation is already active in skilling the youth in the rural and semi-urban areas and with this programme, we can take our initiative even further,” said Mr Arora.

Based on the success of the programme, the scope and profile will be expanded in the subsequent phases. NSDC, with its nodal institutions across the country, will execute the identification, training and management of the structured skill development programme. It will introduce and integrate vocational courses in semi urban and urban areas across the country. The programme will focus on under privileged sections of society and backward regions of the country. Similarly, focus will be significantly on the unorganized or informal sector workforce, where induction of new skills will provide the edge, the industry is seeking, the release added.