

## **Project Market Scan Report**

### **1. Name of the Project:**

#### **“Empowering Youth in IT for Employability”**

To Provide Skills Training in Computer Application & Hardware Networking for generating livelihood opportunities to rural youth from BPL under the special project of the SGSY in Information Technology and Communication Sector at IACM centers.

### **2. Conceptual Background of the Project:**

While rural youth unemployment often stems from lack of adequate education, even educated youth are frequently unable to find work. In fact, the unemployment rates for educated youth can be higher than those for youth with little schooling. Often this is because these educated youth are not skilled in areas in which there is demand and opportunities. It is primarily due to the reason that in India we have very limited number of Technical, Occupational, Income and Employment-Generating Vocational Training Programs to equip the youth for the massive economic opportunities that are operating up in the country. The Approach Paper of the 11<sup>th</sup> Five Year Plan brings out this mismatch between employer needs and the vocational and workplace skills possessed by job seekers. It is estimated that against requirement of 15 million skilled hands, we have just less than 3 million knowledge workers presently available. With less than 3 % of the youth trained in skills in the rural sector and 5% in the urban, we are facing a massive shortfall in the job market.

Inadequate and inappropriate education, lack of skills, competencies and knowledge are factors that lead to youth unemployment on the one hand and the acute shortage of trained manpower on the other creating a major gap in the productive economic enterprises. Also, education and training is often of poor quality and is irrelevant and insufficient for the needs of contemporary labor market. Among the limited training opportunities provided by the governments at the state level are the Industrial Training Institutes which have been found to be most inadequate, ill-equipped and unprepared to cater to the requirements of the phenomenal Indian contemporary market. Obviously, there is an urgent need to create market driven Vocational training opportunities in the country at a scale, a challenge which can be undertaken by the organizations of repute and experience, like IACM, who could partner meaningfully in this task of nation-building.

These facts also require us to find out in depth as to what kind of education and vocational programs will be suitable for us and would also benefit our youth to enable them to achieve empowerment and to find dignified livelihood options. Thus, the factors, which lead to unemployment and lack of opportunity, need to be addressed directly. A direct approach involves measures that focus on the workplace development projects that would enable poor youth in the age group of 18-30 years with 10<sup>th</sup> below & above education, to acquire skills and certifications needed to secure jobs that will enhance their quality of life and productivity.

A Vocational Training needs to become responsive to changing employment needs to prepare less-educated youth for the new economy jobs. Youth look not only for at livelihood, but for dignity and for purpose and meaning in their lives. What they don't have though is access to technical skills, training options, and life and workplace readiness skills needed for acceptance in a knowledgeable and skills-based society.

Formal training establishments, as indicated above, currently do not have sufficiently flexible training methods and do not provide training sufficiently in line with the demands of the work place. *ITI* courses are centrally driven and not responsive to local market demand. Many of the courses are out-dated, the equipment is outmoded and faculty skills are inadequate. They do not offer short-term or flexible entry / exit training programs.

Against such prevailing backdrop, there is a clear need to establish improved technical training institute in rural areas offering integrated programs that address a broad spectrum of life skills, remedial education and job training. Key factors in the success of such programs are that vocational courses are selected subsequent to a market scan, and soft skills such as, *Computer Hardware Skills* are integral part of the curricula.

The project envisages socio-economic transformation of the underprivileged youth from a status of unemployment and vulnerability to a product of employability in the market. It aims to create opportunities to the disadvantaged youth in rural areas of different states in India for quality flexible skills training and placement services in consonance with the employers' needs and demands and prepare them for new economic jobs.

#### **Project Features / Objectives:**

- To provide skill training in Computer Application & Hardware Networking for generating livelihood opportunities to rural youth from BPL under the special project of the SGSY in Information Technology and Communication Sector at IACM centers.
- To ensure that skills and certifications acquired through the proposed set-up should ultimately lead a large number of the identified target group to jobs with decent wages and some potential for career growth in industries.
- To promote partnerships between civil society and the public & private sectors for leveraging the project in terms of value addition and job opportunities.
- To identify and inspire prospective youth in the *age group of 18-30 years* in the villages on the peripheries of small towns in five different states of India and train them in market driven trades to learn modern techniques / methods and skills through which villages / villagers can become self reliant.
- To enable the rural youth to find jobs as technician in new economy industry.
- To enable the rural youth to find self employment in these district only and become support centres for the infrastructure present or soon to be available in these districts.
- To create new skills among rural youth to inspire them to set up their own training centers in their areas for multiple impact.
- To acquaint them with basic knowledge of the IT technology, maintenance of computers and communication skills.

- To develop basic IT & communication skills among the youth through vocational training so that youth can act as focal point of dissemination of knowledge in their own area of activity.
- IT skills as well as English spoken training to the beneficiaries to enable their competences inputs (communication, team-work, decision-making etc.) for employers' acceptance.

**3. Basic Information about Implementing Agency:**

**i. Implementing Agency: IACM SmartLearn Ltd.  
75-76, Amrit Nagar, South Extn-I,  
New Delhi-110049**

**ii. Project Implementing Agency:**

**IACM is No.1 Computer Hardware & Networking training organization. We are an ISO 9001 : 2000 certified, Rashtriya Shiksha Shiromani Award-2008 as best Institute in Computer Hardware Networking, Recognition in TOP 100 Companies by THE FRANCHISING WORLD Magazine since February 2009, National Golden Peacock Award 2002, and National Golden Peacock Training Award 2004 winning training organization. IACM is an Institutional Member with Indian Society for Technical Education (ISTE) devoted to promotion of quality and standards in technical education.**

**IACM has 65+ state of the art facilities in 50+ cities.**

**IACM is ranked No.1 Network training organization, by India Today, a leading magazine in India. IACM is also ranked No#1 training facility in India in Microsoft Resource Directory for different Networking products in different categories.**

Name, address, telephone No., Fax No. : **Corporate Office:** IACM SmartLearn Ltd.  
e-mail ID of the organization 75-76, Amrit Nagar, South Extn-I,  
New Delhi-110049  
Telephone No: 011-46045852, 53  
Fax No: (011) 46045851  
Mobile: 9871600600  
e-mail ID: [grajesh@iacm-india.com](mailto:grajesh@iacm-india.com)  
website: [www.iacm-india.com](http://www.iacm-india.com)

**Regd. Office:** IACM SmartLearn Ltd.  
H-9, South Extn-I, New Delhi-110049  
Telephone No: 011-41646444, 24693358  
Mobile: 9310104227

Nature of the Organization	: Organization registered under the Company Act-1956. Registration No. 55-70023
Date of Establishment	: 25/06/1995
<b>iii. Legal Status:</b>	: IACM SmartLearn Ltd., is a Limited company, duly registered by the Registrar of companies N.C.T. of Delhi & Haryana vide letter No. ROC/21/55-70023/771, dated 15/07/2004
<b>iv. Profile of Project Proposer:</b>	
<b>Name of the Head of the Organization</b>	: Rajesh Goyal Director

#### **Rajesh Goyal's brief profile**

With a 19 year career in sales, vocational training, Rajesh has extensive experience in running training workshops, specifically behavioral, marketing workshops and implementing training programs throughout the organizations. He has successfully built and managed several business units from startup. He has extensive experience in setting up operations, managing P&L and establishing core processes for a business unit.

Rajesh has attended various national and international workshops and programs such as creative training techniques by Bob Pike in USA, Market Leadership and DISC by CMC (USA), resident program on Adventures and Attitudes, a program by Carlson Learning Company, USA, Learnt details and auditing in ISO 9000 by QMI, strategy to execution and from effectiveness to greatness the 8<sup>th</sup> habit by Franklin Covey, and innumerable other programs conducted by prestigious learning and training groups such as Covey, Edward deBono etc.

Rajesh is an electronic engineer and a member of AIMA, has conducted more than 125+ training for faculty on teaching & training skills, attitude building, sales & marketing. He has been an Invitee member in Delhi Technical Education Board in 1999. He has been unanimously elected as President of IPED, an association of vocational institutes of Delhi and was a part of master plan development process recently.

Rajesh is responsible for managing all day-to-day operations of the business, developing HR policies, maintaining government and legal compliance and ensuring an on-going corporate focus on financial goals and objectives.

**Name of the Project Coordinator** : Praveen Chauhan

**Praveen Chauhan's Brief Profile**

She holds a Post graduate Degree in English & a Management qualification in Industrial Relations and Personnel Management. She has a total work experience of around 15 years and has an exposure to various different profiles at National level with Jetking, Aptech, Gold Plus Glass Industry Limited, Wipro, Spectramind and Caretel Infotech Limited (A Dalmia Group of Company) as HR head. Praveen is responsible for supporting the Business Partners nationally.

**v. About the Organization:**

Is the Organization is a part or sister : IACM Smart Learn Ltd is an independent Concern of a larger entity organization.

**vi. Details of Specialization of the Organization:**

IACM is one of most awarded training organization in India with 65 + centers in 50+ cities.

**IACM has delivered successful trainings to 25000+ students from all walks of life and also have done trainings for many Government bodies, departments in past such as Sashatra Seema Bal (SSB), Ministry of Home affairs, and empanelled with Director General of Resettlement (DGR), Ministry of Defense, for various training programs for the officers. IACM also empanelled with DDG IT, Dte. Gen. Info Sys., General Staff Branch, IHQ Ministry of MoD (Army), New Delhi for IT projects of Indian Army.**

Indian Society for Technical Education (ISTE), New Delhi has approved IACM as member organization proving quality technical & vocational education at IACM. The Ministry of HRD-Govt. of India, CTE/Dept. of Science & Technology/ Ministry of IT / State Govt. are associated with ISTE for programs relating to technical education. ISTE is strategic partner of AICTE. This is the premier agency in the country operating MHRD, AICTE, MIT & international projects.

Over past more than 11 years, IACM has developed a reliable infrastructure that is unmatched in its ability to provide the most effective training solutions delivered by handpicked instructors anywhere, anytime. IACM has a proven track record of flawless execution of trainings that ensures the satisfaction of trainees and achievement of Institution's objective.

IACM is an ISO 9001:2000 certified, National Golden Peacock Award 2002, & National Training Award 2004 & Rashtriya Shiksha Shiromani Award 2008 winning training organization.

IACM is ranked No.1 Network Training Company, by India Today, a leading magazine in India. And very recently, in February 2009, IACM is also ranked in top 100 Biz

opportunities in India by a leading business magazine. Furthermore IACM now became the first official non European Company to be nominated for Constantinus Award-2009, Austria for its in-house developed online application C-Connect.

IACM enjoys academic partnerships with Microsoft as Gold Partner & CLP, Oracle for Work Force Development Program and Comptia to list among few. IACM has set innumerable benchmarks in international certification education.

The IACM's credentials are proved very recently in Avaya GlobalConnect Customer Responsiveness Awards-2007 scorecard which gave us 100% in meeting students requirements and 80% was given to IACM's Placement Cell performance.

IACM has its own National Award winning SmartLearning™ Training Methodology to ensure the complete learning. IACM's powerhouse portal e-connect provides support to the trainees at their convenience for 365\*24\*7. IACM has its own Online IBT based examination and testing system to conduct testing and examination all over India.

Recognition/Empanelment : **IACM** recognized by Indian Society for Technical Education (ISTE), New Delhi for quality & standards in technical vocational education.

**IACM** empanelled with DGR, Ministry of Defense.

**IACM** appreciated by SSB, Ministry of Home Affairs.

**IACM** empanelled with DDG IT, Dte.Gen. Info Sys., General Staff Branch, IHQ, Ministry of Defense(Army) for IT projects of Indian Army.

**IACM conducted IT training for 25000+ students all over India as open training**

**IT Training Conducted During last five years:**

**Manipal IT Education** under the umbrella of Sikkim Manipal University: Under the agreement IACM Smart Learn Ltd has developed courseware of computer hardware networking education, training to students, faculty training & training in teaching skills during Nov 2002 to Oct 2007 for their 150 centres across India

**Contact No:**

SMU Study Centre, New Delhi.

Head of Department

Ph:011-41646444

**Directorate General Resettlement,**

Ministry of Defence, Govt. of India,

West Block -4, R.K.Puram, New Delhi-66

IACM conducted IT Training to PBORs & Officers w.e.f. 1<sup>st</sup> April 2009 to 31<sup>st</sup> March 2010**Contact No:**

Jt. Director (Trg.)

Ph:011-26192366

**Directorate General SSB**

(Sashastra Seema Bal), Ministry of Home Affairs, East Block-V, R.K.Puram, New Delhi-110066 issued work order to impart IT training to the officials of SSB during Dec 2008 to Nov 2009. IACM has completed the job as appreciation letter issued for the same by the SSB, Ministry of Home Affairs( copy attached).

**Contact No:**

Dy. Director(C.C.),

011-26103384

**vii. Financial Status:** Audited balance sheet of three financial years attached.

<u>In Indian Rupees</u>	FY-I 2007-08	FY-II 2008-09	FY-III 2009-10 (unaudited)
<u>Turnover</u>	6.85 Cr.	6.79 Cr.	7.40 Cr.
<u>Profit after Tax</u>	33.88 Lakh	19.25 Lakh	32.50 Lakh
<u>Net Worth</u>	1.21 Cr.	1.43 Cr.	1.57 Cr.

**viii. Organizational Capacity:**

IACM is one of most awarded training organization in India with 65 + centers in 50+ cities.

**a. Infrastructure Available:**

	<b>Owned</b>	<b>By Employer</b>	<b>Hired</b>	<b>Other(Specify)</b>
<b>Building (area)</b>	South Extn-I, New Delhi		Rest of the 65 Centers of IACM	
<b>Machinery &amp; Equipments for training</b>	All the equipments & computers & peripherals are owned		Only some of the Gen. Sets are hired for power back-up	

**b. Availability of permanent staff with PIA:**

Permanent staff strength including Master Trainers, Trainers, Center Managers, Counselors & other faculties are 418 all over India. However staff strength in States and Districts chosen for SGSY project is 90+.

#### 4. Experience of the PIA:

**i. Whether associated with Government for skill development and placement projects:** No, we are not associated with any Government for skill development and placement. However, IACM is associated with Microsoft as Gold Partner for IT & Networking Infrastructure Solutions, and Oracle for Work Force Development. IACM have its own Placement Cell operating nationwide and registered 400+ companies for placement.

**ii. Number of persons trained and placed at higher than the minimum wages with own or industry funding i.e. without Govt. assistance during last 3 yrs:** We have placed 9000+ students through our placement cell during the last three years.

**iii. Number of persons trained and placed at higher than the minimum wages with Govt. assistance during the last 3 years:** We have not placed any candidate with Government assistance.

#### 5. Is the project being sponsored by any State Government or any Central Government/Semi Government organization:

Project is not sponsored by any Government.

Copy of the proposal sent to State Government or not? ---not applicable---

State Government committing 25% share or not? ---not applicable---

**Information about the PIA's share:** 25% share of the total cost will be of IACM SmartLearn Ltd.

**Source:** Company's internal accruals.

**Items on which it will be spend:** The shared amount will be spent on infrastructure, rent & other expenses for the staff, we have to appoint for the project.

#### 6. Project Description:

**Project Objective:** It is for IT skill training leading to placement & self employment.

- To provide skill training in Computer Application & Hardware Networking for generating Livelihood opportunities to rural youth from BPL under the special project of the SGSY in Information Technology and Communication Sector at IACM centers.
- To ensure that skills and certifications acquired through the proposed set-up should ultimately lead a large number of the identified target group to jobs with decent wages and some potential for career growth in industries.
- To promote partnerships between civil society and the public & private sectors for leveraging the project in terms of value addition and job opportunities.



- To identify and inspire prospective youth in the *age group of 18-30 years* in the villages on the peripheries of small towns in five different states of India and train them in market driven trades to learn modern techniques / methods and skills through which villages / villagers can become self reliant.
- To enable the rural youth to find jobs as technician in new economy industry.
- To enable the rural youth to find self employment in these district only and become support centres for the infrastructure present or soon to be available in these districts.
- To create new skills among rural youth to inspire them to set up their own training centers in their areas for multiple impact.
- To acquaint them with basic knowledge of the IT technology, maintenance of computers and communication skills.
- To develop basic IT & communication skills among the youth through vocational training so that youth can act as focal point of dissemination of knowledge in their own area of activity.
- IT skills as well as English spoken training to the beneficiaries to enable their competences inputs (communication, team-work, decision-making etc.) for employers' acceptance.

#### **Implementation Strategies:**

- Selecting at least 80% of the trainees from the educated (Xth class and above) youth from the BPL beneficiary list supplied by the Local Authority / Ministry.
- 20% of the trainees will be from the economically needy group.
- All beneficiaries will be from *rural areas*.
- *Curriculum* will be developed in consultation with potential employers for industry-specific subjects to fill industry- ready recruitments.
- Establishment / implementation / scaling up of targeted programs that provide high quality vocational and skill training and placement opportunities to the vulnerable youth, consistent with employer needs and demands.
- Organize training program for trainers (TOTs) to update their skills and improve their knowledge to impart soft-skills.
- Extensive training in Computer Hardware & Communication skills, spoken English, exposure to concerned industries, apprenticeship, work readiness for successful placement and retention of jobs.
- Organizing “Out reach” Programs could combine both career guidance and psychological counseling to the beneficiaries.
- Identification of outlets for placements of trained youth into employment.
- Arranging financial and technical support to youth and women having skills to start *self employment ventures*.
- Establishment of liaison with government and non government financial institutions to promote entrepreneurial skills.
- Establishing multiple partnerships with corporate, government institutions and networks for large scale impact of the project and leveraging resources for achievements of the result.

- Increased focus on advocacy and policy changes on the issue of vocational education and employment for the youth.
- Creating an enabling environment in the region with a view to *removing the barriers* for entry of the young women into training center and the work force.

**Key activities to be taken in the project:**

- Promotion of these IT courses in the chosen districts.
- Identification & counseling of beneficiaries.
- To identify the organizations and companies that may be interested in these students after training.
- To prepare beneficiaries for new economy jobs in contemporary market whether local or in adjoining towns as per created job opportunities.
- Creation of Placement Cell for networking and partnership with corporate / industries with a stake in the project.
- Skill training to the identified BPL youth.
- Organizing rural consultations with the key stakeholders particularly the rural development.
- Organizing seminars and workshops.
- Liaison with DRDA, local authorities, municipalities, social welfare departments, CBO's, PRI's and the vulnerable to ensure a participative management of the project and its sustainability.
- Working with government agencies and confederation of industries to support policies to promote vocational education.

**Area of the Project:**

IACM has presence across India. In first phase IACM propose IT Skill Training on the basis of survey, understanding and strength in 5 different states of India like Uttar Pradesh, M.P, Rajasthan, Maharashtra & Haryana with a targeted beneficiary group of 8200 youth. IACM has existing training centers (or a new setup can be made there) to cater the need in the identified rural areas for IT trades with employment opportunities in industries which leverage the project as partners.

**Project Period:**

Three years project.

**Preliminary Survey / Need of the Hardware Trained Manpower:**

IACM's field staff scanned market of these states/districts and find Demand and Supply gap and identify the IT trade-match the same with the following Govt. Agencies reports about IT sector.

The **Approach Paper of the 11<sup>th</sup> Five Year Plan** brings out this mismatch between employer needs and the vocational and workplace skills possessed by job seekers. It is estimated that against requirement of 15 million skilled hands, we have just less than 3

million knowledge workers presently available. With less than 3 % of the youth trained in skills in the rural sector and 6% in the urban, we are facing a massive shortfall in the job market.

As per MAIT's Industry Performance Q3 Review: 2009-10, computer sales cross 2 million units growing 42% peripherals market. Overall PC sales for 2009-10 are expected to cross 7.3 million (73 lakh) units, registering a 7% annual growth.

As per NASSCOM, there will be a requirement for 2.3mn IT professionals by 2010. There will be a shortage of quality trained personnel required by the IT Industry of 5,00,000 by that year.

This is amazing as the country enrolls nearly 10mn students annually in its colleges and institutes of higher education.

A total of 4,95,000 technical graduates, 2.3mn other graduates and over 3,00,000 post-graduates are produced each year from the system.

Given that the annual requirement of the IT Industry stands in the region of 4,00,000 and that the industry can also recruit science, commerce, arts and other graduates who are certified in IT courses provided by IT training companies, it is clear that the total number of graduates passing out from the system is not a constraint to growth.

PC penetration is witnessing robust growth year after year.

India is fast emerging as a world leader in the field of IT and there is a huge demand for skilled professionals, not only in the IT sector but in industries like insurance, BPO, banking, and manufacturing among others.

Today, even an organization running with five employees can't function without IT support.

The demand is growing at almost 26% year after year, according to **A study by the International Data Corporation (IDC).**

The graduate & postgraduate engineers are of course required to strategies and plan but each organization need technicians who can maintain PCs, Lay cablings, Install towers, do preventive maintenance, visit the remotest site of an installation and repair the PC etc.

The hardware training is much needed for the youth of India as it is basic information about PC. The trainee may join any industry or sector but surely he/she has to deal with PC in some or the other way.

**Mode of mobilization & selection of beneficiaries:**

- To identify and inspire prospective youth in the *age group of 18-30 years* in the villages on the peripheries of small towns in five different states of India and train them in market driven trades to learn modern techniques / methods and skills through which they can become self reliant.
- Organizing “Out reach” Programs could combine both career guidance and psychological counseling to the beneficiaries.

- Creating an enabling environment in the region with a view to **removing the barriers** for entry of the young women into training center and the work force.
- Selecting at least 80% of the trainees from the educated (Xth class and above) youth from the BPL beneficiary list supplied by the DRDA / Local Authority / or as advised by the MoRD.
- 20% of the trainees will be from the economically needy group & minority community.
- All beneficiaries will be from **rural areas**.

**Current Status and Strategy for Content Development:**

Content of the course has already been developed keeping in mind the rural youth.

**Training Methodology:**

IACM has its own National Award winning SmartLearning™ Training Methodology to ensure the complete learning. IACM's powerhouse portal e-connect provides support to the trainees at their convenience for 365\*24\*7.

**Master Trainers** will be available on line during the project period.

**Training of Trainers** will be organized before the starting phase of the project and as required during the project period. Domain specific training will be organized in which master trainer explain do's and do not's to be followed while imparting training.

**Duration of the soft skill** will be in phased manner & **inter-active mechanism** will be used for better results, so that trainees will have improve their communication skills. Their personality will be better than before.

Module 3 : Building Effective Communication-I-	30 Hrs.
Module 4 : Building Effective Communication-II-	20 Hrs.

**Infrastructure & Training Capacity per centre:**

Number of Computers per center	:	10
Seating capacity per Center	:	20
Number of Batches per day	:	3
Number of Beneficiaries can be trained per day :		60
Total capacity:		20x3=60x 3= 180 to 200 trainees per year

**Duration of Training:** 3 months  
 Hours / day and no. of days: 2.5 hrs per day x 5 days a week

**Training Resources:**

Number of Trainers per Center:	2
Number of Lab Assistants per Center:	2
Minimum Qualifications of Trainers:	Graduation with industry relevant Certificate
Technical Qualifications of Trainers:	Industry relevant Certificate of Hardware

## Networking and Practical Industry exposure

### Proposed Offerings:

#### **Details & Name of Course:** IACM Certified Hardware Technician

Module 1 : Basic of Internet & Computer Applications -	40 Hrs.
Module 2 : Managing & Troubleshooting Hardware Devices-	60 Hrs.
Module 3 : Building Effective Communication-I-	30 Hrs.
Module 4 : Building Effective Communication-II-	20 Hrs.
Total Hrs. =150Hrs.	

Break-up of hours will be 40:60 = Theory : Practical

### Course objective:

#### **Learning Outcome:**

Upon completion of this program, the student will be able to:

- Manage File systems and Desktop Operating System
- Use features in Word, Excel and PowerPoint
- Safely disassemble and reassemble a complete PC system
- Fix PC hardware and software problems
- Troubleshoot PC hardware and driver problems with Device Manager
- Use Internet, Search Engines and Email Applications
- Communicate in a better way

#### **Career opportunity:**

1. Data entry operator
2. Office Assistant
3. Lab Assistant
4. Field service technicians
5. Help Desk and Customer Service
6. PC technicians
7. Internet Kiosk Operator

**Minimum Qualification:** 10<sup>th</sup> or 12<sup>th</sup> pass

#### **Arrangement of Physical Minimum Infrastructure at IACM centre:**

Item	Details	Qty.
Computers / Work Station	P IV & above	16
Cisco Routers 2620	With one T card	2
Cisco Switch 2900	Series 24 Port	1
WiFi Network Adaptor card		16
Linksys Wireless Router		1
Aeronet Cisco 1200		1

Switch 16 port Dlink		1
Router 1750	With VIC	2
Module IV Security Lab Equipments	RFID, Biometrics, CCTV, Fire Alarm, Intruder Alarm etc.	1
Laser Printer		1
Internet	2 Mbps DSL Line	1
UPS	600 VA with 20 min backup	20
EPBAX	3-0-8(with min 2 Telephone line	1
Power Backup	Generator/Inverter	On need base
Air Conditioners	Need Based (in each room) 1.5 T	3
Water Cooler	Dispenser Model	1
26" LCD TV for counseling room	PC compatible	1
LCD Projector		1

**Basic Amenities / Furniture & Interiors:**

Item	Qty.
Lab Chairs	28
Executive Chairs	10
PC Tables	14
Executive Tables	2
Reception Table	1
Reception/Waiting Chairs	12
White Board	2
Reception Décor/Notice Board	1
Toilet	1

**Special facility to the Trainees:**

To and fro transportation charges and day boarding facility will be provided to the trainee at each centre.

**Specify Target for inclusion of society / group:**

BPL, SC/ST, OBCs, Women & Minorities will be include as per guidelines of MoRD.

**Structure of Proposed Project Management:**

- |       |                               |                           |
|-------|-------------------------------|---------------------------|
| i.    | Project Director              | 1                         |
| ii.   | Project Coordinator           | 1                         |
| iii.  | Administrator                 | 1                         |
| iv.   | Centre Director               | 18 (one at each centre)   |
| v.    | Centre Manager                | 18 (one at each centre)   |
| vi.   | Liaison Officer/ Mobilization | 18 (one at each district) |
| vii.  | Placement Coordinator         | 18 (one at each district) |
| viii. | Coordinator Target Group      | 18 (one at each district) |

**Project Implementation Methodology (Action Plan):**

PERT chart given on separate sheet.

**State Government as Stake Holder:** As stated above DRDA will help IACM Centers in tracking the beneficiaries, organizing “Out reach” programs combine both career guidance and psychological counseling to the beneficiaries. IACM with the help of DRDA will inspire prospective youth in the age group of 18-30 years to train them in market driven IT trade to learn modern techniques, methods and skills through which they become self reliant.

**Third Party Certifying Agency Or Arrangement Proposed:**

IACM has its own Online IBT based examination and testing system to conduct testing and examination all over India. IACM has tested 25000 trainees for certification. IACM certification has vastly appreciated by the industry concern. However, it is acceptable to appoint third party for certification by the MoRD.

**Time frame for development of Project Website:**

Project website will be developed with in three months time after the work order placed.

**Placement arrangement for proposed trainees:**

**Captive/In house requirement:** IACM will place some of the trainees in-house with our work force.

**Industry tie-up (MoU / agreement with employers etc.):** Talks are going on with some of the big employers, it will take time to sign an agreement or MoU. However, most of the companies have shown interest in rural students of IACM in coming years.

**Memorandum of understanding and arrangement and tie ups for placement:**

400+ Companies, registered with IACM for placements (list attached). IACM has successfully trained 25000+ students in 12 years and have placed almost all. IACM will consult and coordinate with the existing network for placement of these trainees. Furthermore IACM will also find new opportunities in contemporary market whether local or in adjoining towns and also propose to building understanding and partnership with local industries and placement providers for job opportunities.

**Basis for identification of placement sector:**

“The Approach Paper of the 11<sup>th</sup> Five Year Plan”, MAIT survey in year 2008-09 & NASSCOM declaration and A study by the International Data Corporation (IDC).

**Hand-Holding in the Post Placement Phase:****BPO based technical backup:**

IACM proposed to provide for dedicated BPO support to the trainees in the first 6 months of the post placement phase when the trainees if come across any technical and

operational or otherwise personal problem with the employers etc. can call back the experts of the company and seek on-line support. This initiative would lead to greater confidence of the trainees on the one hand and greater confidence of the employers on the other. While the trainees would have a dedicated technical support mechanism and thereby leading to lower attrition due to work pressure, the employer would have the facility of uninterrupted workflow at no extra cost. This initiative may be considered as a necessity for the BPL youth who for the first time may be entering into an organized workplace and subjected to pressures of delivery and quality.

**Placement and counseling Program:**

- Linkage with potential employers for job options in new sector of IT, retail, BPO & service.
- Identification of placement agencies, needs of skills and job opportunities and prepare youth with appropriate counseling sessions
- Establishment of liaison with government and non-government financial institutions to promote entrepreneurial skills.
- Establishing multiple partnerships with Corporate, Government Institutions and networks for large scale impact of the project and leveraging resources for achievements of the result.

**Corporate/Industry partnership to leverage the project:**

In order to reduce gap between available skills in the workforce and industries requirement of standard skills, there is growing interest being demonstrated by corporate/industries for an industry-institution partnership to bridge the demand-supply gap. **IACM enjoys a academic partnership with Microsoft as Gold Partner & CLP, Oracle for Work Force Development Program, Comptia to list among few.**

**Phasing of number of placements over the project period:**

Projected approximate 20% of the total number of trainee per year for the project period i.e. approximate 60% of the total number of trainee's placements "employment/self employment" would be achieved within reasonable period after the end of the project.

**Maximum time limit to provide placement after completion of training:**

Maximum time limit to provide placement will be six months time after the completion of training.

**Expected salary / self employment income:** Salary will depend upon the caliber expressed by the candidate during recruitment process, but broadly it varies between Rs.5000/- to 7000/-.

**Role of IACM:**

**Monitoring mechanism to track beneficiaries:**

- IACM has its own e-connect<sup>TM</sup> Student portal through which student get an ID and will get 24X7 online support by means of displaying their resume, get direct



job offers, updated technology and soft skills, get interview tips and more support by means of large repository of information.

- Promotion of the courses and need of such training in districts.
- Identify the eligible beneficiaries from the below poverty line population at the age of 18-30 from the rural areas of targeted districts.
- Organize and deliver skill training opportunities in Basics of Computer application and Hardware Networking and spoken English skills, Personality Development including post training guidance.
- Build and develop an environment which recognizes the special needs and promise of the adolescents in the country and provides for adolescent friendly services.
- Identify faculty, resource person and industry professionals as mentors and external faculty to provide access to placement service referrals.
- Sensitize the stakeholder, i.e. parents, teachers, government, functionaries, corporate financial institutes, the media, the community, the youth, as well as the adolescents themselves, about the needs, problems and promise of the latter through awareness building and advocacy.
- Provide youth, an opportunity to assimilate into competitive job market and to help them acquire the required livelihood and social skills in an environment of learning and mentoring that is responsive to the individual's emotional and developmental need.
- Provide assistance to the beneficiaries who are from the underprivileged communities and take up courses at IACM vocational centers in getting suitable opportunities for employment after the completion of their courses.
- Make the course more market oriented by assessing the kinds of jobs in demand in the local /adjoining market and hence upgrading the syllabus as per the market requirements.
- The program will be monitoring and evaluated by IACM and an appointed agency by the SGSY Cell at state level to assess quality of delivery and learning achievement once in a month in the form of assignments, test group discussions, demonstration work and industry faculty assessments etc.
- Establish a placement cell to monitor and coordinate the placement activities and employment opportunity.
- Monitor and assess quality of program, faculties and accounts.
- Prepare progress report and co-ordinate with project partner.

**Benefits / Impact of the Project:** (In terms of increase in income, year wise income growth parameters):

After the completion of specified course, a significant number of youth will become trained in proposed trade. Trainees will be skilled to operate computers. They will also be able to work on Internet and be able to send and receive E-mails. They will be able to assemble PC ( may be for themselves). They will be able to identify & rectify basic problems in Computers. The trainees will have improved their communication skills. Their personality will be better than before. Some of the trainees may become enthusiastic to pursue further training and international certification for better future and

career. As identified earlier in IT sector income growth will be 10 % to 20% in coming years.

**Integration with other on-going Rural Development Programs in the area and arrangements for dove-tailing funds from non-SGSY resources:**

No, because this is IT skill based training project there will be no integration with other on-going Rural Development Programs, hence there is no dove-tailing funds from any other resources.

**Specific result to be achieved /criteria for success:**

The action program shall focus on some priority

<b>Specific Result</b>	<b>Criteria For Success</b>
<p><b>Skill Training Program:</b></p> <ul style="list-style-type: none"> <li>• Trainees will be skilled to operate computers.</li> <li>• Trainees will also be able to work on Internet</li> <li>• Trainees will be able to send and receive Emails.</li> <li>• Trainees will be able assemble PC ( may be for themselves).</li> <li>• Trainees will be able to identify &amp; rectify basic problems in Computers.</li> <li>• Trainees will have improved their communication skills.</li> <li>• Their personality will be better than before.</li> </ul>	<p>All successful students who will clear the IACM exam after the course will be awarded a certificate certifying the competence of the students as “IACM certified PC Technician”.</p>

**Key Technology driven Training Program:**

IACM will use its e-initiatives for better learning. Youth will possess better skills relevant to the employment opportunities that will result into high rates of placement in jobs.

**Post Placement Hand-Holding Support**

IACM has proposed a scheme to hand-hold the trainees in the first two months of the job till the first salary is received by providing reimbursement against accommodation, food, communication and out-of pocket expenses. This is envisaged to encourage the BPL youth to settle down in an alien environment away from his village

and adjust to the new life style. The initiative is expected to lead to minimizing the attrition in the initial phase of employment. It is envisaged that funds for this hand-holding initiative would be borne by the MoRD as per rules.

**The Estimated budget includes following inputs:**

- Promotion of such program in selected areas.
- Market analysis and need identification studies for delivering appropriate training and placement assistance.
- Workforce market identification studies, campaign for identification and selection of eligible youth for appropriate skill development.
- Capacity building training program for faculty, program staff and industry mentors.
- Delivering individual student learning plan and vocational training for 9300 beneficiaries.
- Providing individual trainee Proprietary courseware.
- Providing individual trainee a maintenance tool kit.
- Providing individual trainee a bag, pen, note books etc.
- Examination and certification of individuals.
- Placement Cell and Networking.
- Administrative and operational expenses.

IACM will also contribute with resource person inputs in kind.

For further information please contact:

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