

# Hindustan Soft Education

## Proposal Summary

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| <b>Proposing Organization</b>      | <b>Hindustan Soft education</b>  |
| <b>Implementing Agency</b>         | <b>Hindustan Soft education</b>  |
| <b>No. of Trainees in 10 years</b> | 80,600   |
| <b>No. of Centres</b>              | 8 centers  |
| <b>Location(s)</b>                 | Delhi  |
| <b>Sectors Targeted</b>            | Retail, Telecom, Electronics, Media & Entertainment  |
| <b>Project Cost</b>                | Rs. 39.5 lakhs   |
| <b>Sourcing Model</b>              | <ul style="list-style-type: none"> <li>• Formation of marketing team amongst the Centre coordinators in each Centre with coordination of head office.</li> <li>• Promotion &amp; Counseling: The team will carry out advertising &amp; promotional activities in local areas and will explain the benefit.</li> <li>• Various awareness campaigns in surrounding areas through local advertisement (Cable, newspaper, brochure, pamphlet).</li> <li>• Conduct seminars &amp; exhibitions in nearby schools.</li> <li>• Alumni of the institute will be motivated to provide referrals to school drop outs and other students.</li> </ul> |