

## VAG InfoTech Private Limited

### Proposal Summary

<b>Proposing Organization</b>	<b>VAG InfoTech Private Limited</b>
<b>Implementing Agency</b>	<b>VAG InfoTech Private Limited</b>
<b>No. of Trainees in 10 years</b>	165,321
<b>No. of Centres</b>	115 centers
<b>Location(s)</b>	Uttar Pradesh, Madhya Pradesh, Rajasthan, Punjab, Haryana, Gujarat, Chhattisgarh Delhi-NCR,
<b>Sectors Targeted</b>	Education and Skill Development Services Sector,(Nursery/Pre-primary and primary school teacher training ) for skilling trainees.
<b>Project Cost</b>	Rs. 3,61,00,000
<b>Sourcing Model</b>	<ul style="list-style-type: none"> <li>• The project's target group for training is only women with minimum 40% score in Std. 12</li> <li>• Following strategies are proposed for sourcing of students:</li> <li>• Marketing at regional/state level will be undertaken centrally by VAG to create brand awareness , and will consist of advertisements on local radio &amp; newspapers/periodicals.</li> <li>• Marketing &amp; awareness drives at local level will be the responsibility of franchisees and would include distribution of leaflets/pamphlets,</li> <li>• Installation of hoarding and holding of counseling events</li> </ul>