

Employability Skills Training to rural youth in India

Proposal Summary	
Proposing Organization	Magic Wand Empowerment Private Limited
Implementing Agency	Magic Wand Empowerment Private Limited
No. of Trainees in 10 years	89,303 in 10 years
No. of Centres	23
Location(s)	Karnataka, Andhra Pradesh, Maharashtra, Madhya Pradesh and Chhattisgarh
Sectors Targeted	Retail, Agriculture, Healthcare and BFSI
Project Cost	Rs. 5.74 Crores
Revenue Model	<ul style="list-style-type: none"> • Course fee charged to students enrolled in different programs • Placement fee charged from the Corporates • Student Scholarships through CSR funding
Sourcing Model	<ul style="list-style-type: none"> • Sourcing of students is proposed through print and electronic media and also through local promotions (like poster, sun pack, handbill, wall painting etc. • Students are also proposed to be identified through seminars, career fairs and local market outreach programs that would be organized by the Centre-level team • Additionally, dedicated mobilization executives are also proposed to help source students from nearby districts