

Chitkara College of Sales and Retail Marketing

Proposal Summary

Proposing Organization	Chitkara College of Sales and Retail Marketing
Implementing Agency	Chitkara College of Sales and Retail Marketing
No. of Trainees in 10 years	51,450
No. of Centres	9 Centres
Location(s)	Chandigarh, Himachal, Punjab, Haryana
Sectors Targeted	Organized Retail, Media & Entertainment, Healthcare, Educational & Skill Development, Telecom Services
Project Cost (Total)	93.5 Lakhs
Sourcing Model	<p>Applicant has proposed a student mobilization strategy with focus on:</p> <ul style="list-style-type: none"> • Pre-admission need assessment through counseling – To identify the gaps in the student and to recommend a suitable course to the student. • Organization Program - An orientation program on various industry manpower needs to identify key skill-set of the students. • Induction Program – To identify the student on the basis of – Academic qualification, skill set, nature, attitude, aptitude. <p>Applicant has claimed to be in process of collaboration with several government schools, colleges, and various NGOs for carrier, counseling and training.</p> <p>Applicant has proposed to engage with financial institution like State Bank of India, UCO Bank, Punjab National Bank, Punjab & Sind Bank & Private Banks Like, Kotak, HDFC, Cedila etc. to help the students to avail educational loans at cheaper rate of interest.</p>