

Anudip Foundation for Social Welfare

Proposal Summary	
Proposing & Implementing Organization	Anudip Foundation for Social Welfare (a section 25 company)
No. of Trainees	1,00,000 over 10 years
No of Centers	40
Location	WB, Orissa, Bihar, Chhattisgarh, Jharkhand, Assam and Meghalaya
Sectors Targeted	Back-office IT skill related in : BFSI, Tourism, Hospitality and Travel, Rural businesses, Org Retail, Media and Content Creation, HealthCare Services, Government and ITeS – BPO services
Target Pop Segment	Unemployed, Marginalized BPL Women and Youth, Rural Class Xth Educated, Seasonally Employed
Project Cost	Rs 7.06 Crore
Business Model	Course fee, external placement fee & onsite annuity revenue
Operating Model	 Selection of district based on urban job engine Training locations based on ethnography study Mobilization through local NGOs IP of content lies with Anudip Infrastructure by local NGOs or Anudip lease centres Certification from Anudip Placement through HO and local centres