

# The Unbeatable India

## Proposal Summary

<b>Proposing Organization</b>	Shriram New Horizons Ltd.
<b>Implementing Agency</b>	New Horizons Skill Development Ltd. (NHSDL)
<b>No. of Trainees in 10 years</b>	3,91,081
<b>No. of Centres</b>	27
<b>Location(s)</b>	Noida, Lucknow, Faridabad, Patna, Varanasi, Meerut, Haridwar, Ambala, Bariely, Mirzapur, Allahabad, Aligarh, Agra, Shimla, Mandi
<b>Sectors Targeted</b>	BFSI, Organised Retail, Tourism & Hospitality and Education & Skill Development, Electronics and IT Hardware
<b>Project Cost</b>	Rs. 19.48 crores
<b>Target Trainee Segment</b>	Class 8th to 12th pass outs, graduates, diploma holders
<b>Operating Model</b>	<ul style="list-style-type: none"> <li>• Hub and Spoke model (MRFs are hubs where TTT program will be conducted and MDFs will conduct training of courses)</li> <li>• Marketing activities by the marketing department</li> <li>• Tie-ups with various schools and colleges.</li> <li>• Empanelment with various state governments</li> <li>• Local advertisements</li> <li>• Spreading awareness about the programs through the Company's website</li> <li>• Networking through the franchisees</li> </ul>