

Dhanush EnggServices (India) Pvt. Ltd.

Proposal Summary

Proposing Organization	Dhanush EnggServices (India) Pvt. Ltd.
Implementing Agency	Dhanush EnggServices (India) Pvt. Ltd.
No. of Trainees in 10 years	81,674 in 10 years
No. of Centres	18 centers (6 fixed and 12 mobile)
Location(s)	Hyderabad, Delhi, Thrissur, Pune, Bhopal and Bangaluru
Sectors Targeted	Building & Construction
Project Cost	Rs. 4.67 Crore
Revenue Model	Training fee from the candidates
Sourcing of trainees	<ul style="list-style-type: none"> • Proposal plans to target BE/B. Tech. and diploma passed students for training in advanced courses • Online marketing, newspaper advt., pamphlets during fairs, seminars etc. Also tie-up with college/institutes for sourcing trainees • Digital marketing, word-of-mouth and direct marketing at various Engineering and Diploma institutes • Direct contact at various villages/towns through camps, NGOs and advertisements through pamphlets and banners etc.