

Syadwad Jain Educational & Social Trust

Proposal Summary

Proposing Organization	Syadwad Jain Educational & Social Trust
Implementing Agency	Syadwad Jain Educational & Social Trust
No. of Trainees in 10 years	64,768
No. of Centres	5 centers
Location(s)	Baghpat, Uttar Pradesh, Meerut, Ghaziabad, Delhi, Noida,
Sectors Targeted	Healthcare
Project Cost	Rs. 6,38,00,000
Sourcing Model	<ul style="list-style-type: none"> • Applicant would target class XII pass outs as the primary segment • List of sourcing activities considered by the applicant includes: • Direct Marketing Channels such as local dailies, hoardings, pamphlets, radio, etc. • Targeting the surrounding CTIs where the BD teams of the applicant will advertise and generate data for pass-outs and dropouts, • Targeting all the surrounding higher secondary schools and using BD teams to generate data of pass-outs and dropouts which will then be contacted directly through SMS, post roadshows etc.