

Vocational Academy to help build "Bharat Inc."

Institution to facilitate employability, career opportunities/ enhancement and entrepreneurship skills to rural and semi-urban youth

Bangalore, Karnataka, May 28, 2009 /[India PRwire](#)/ -- Every year, millions of young Indians pass out from schools and colleges only to join the reserved army of the unemployed, as their skills are not at par to the requirements of the growing corporate India, many land in odd and menial jobs, much below their talent and potential.

To address this gap, Vocational Academy India Private Limited, a joint initiative of Collabrant Group and STRiVE (an incubation of IFMR Trust), launched its services in April 2009, under the brand name VOCAD – VOCATIONAL ACADEMY, **with the objective of bridging the gap between potent Bharat and a rapidly growing India, and to realize the dream of "Bharat Incorporated"**.

Vocational Academy intends to equip the rural and semi-urban youth with requisite skills in order to meet the expectation of modern India, while generating opportunities at the grassroots level. The emphasis is on providing a wide range of programs through a demand led approach to enhance and facilitate employability, career opportunities and entrepreneurship skills.

Mr. Srivatsan, Managing Director, Vocational Academy opines – "Vocational Academy is more than just another educational institution. We are creating a movement to realize the dreams of the youth in rural and semi urban India. While the country makes great strides, it is imperative to engage our youth from across states, rural and districts in building Bharat Inc. These young Indians want to participate in the country's success, and desire to have a rightful share of all the development. VOCAD is a platform for these youth to realize their potential and make an impact on our country's burgeoning economy."

Adding to that, **Dr Nachiket Mor, Chairman, IFMR Trust**, said, "When we talk about prosperity and development, we are talking about human beings; and human beings can only advance when they possess skills – skills that are relevant to the emerging needs of a rapidly growing economy that India is. Initiatives such as Vocational Academy are focused on enhancing the employability of semi-urban / rural students who have finished formal education that did not give them the skills to get or keep a job."

With this in mind, Vocational Training Network Enterprise (VTNE), an entity incubated at IFMR Trust, has made a Rs 27.5 million investment in Vocational Academy.

Bindu Ananth, President, IFMR Trust, said, "VTNE is a venture that acts as a supply chain enabler in the 'first-time semi-urban / rural job seeker to the corporate supply chain', investing in solutions that address the current gap in the demand and supply of trained manpower. Given this context, Vocational Academy is a very strategic investment for us."

Puneet Gupta, Managing Partner, NEF, quoted, "Given its non-cyclical nature, education is becoming a sought after investment for private equity investors. NEF, through VTNE, has in the past also made investment in a vocational education sourcing company, STRiVE, which provides assessment, counseling, apprenticeship, jobs, and certification to rural / semi-urban students. We expect Vocational Academy to use the funds to grow market share by launching 50 centers by 2010, and having a presence in every district of the country by 2017"

Speaking on the occasion Suresh Mutyala, CEO, STRiVE said "Trained manpower remains the single largest impediment for growth in the service sector and we wish to fulfil that need through Vocad. To that extent, Vocad remains our most important investment in achieving our objective of reaching out to a million households in five years"

Vocational Academy India P Ltd under the brand name Vocad aims to bridge the skill gap and provide trained manpower to various emerging service sectors in India. Vocad offers special and tailor-made job-oriented courses, customized especially keeping present day market necessities in mind. Addressing the underlying problems of financial accessibility and practicality of the conventional educational institutions, Vocad has devised customized courses in various verticals like Emerging Businesses, BFSI and Technical at affordable fees. The average course

fee ranges between Rs.5, 000 to Rs.7, 500. In fact, the fee structure is arrived in such a manner that it will be approximately equivalent to an expected month's salary on employment. In order to ensure a fitment for a suitable course enrollment to the courses is through a Basic Aptitude Test which is administered to identify strengths, aptitude, aspiration and interest of the student.

VOCAD courses are devised by industry experts and are taught in classes of limited size, such that each student can gain maximum benefits from personalized attention with classroom interaction. A combination of hands-on training and faculty-led sessions prepares the students for the job from the first day / first hour. The courses also have frequent interactive sessions in the form of quizzes to test knowledge and update the students with the current market scenario. Students will undergo compulsory internship at the end of every course and will be offered jobs through Vocational Academy's 'JobsXchange', for which the organization has tied up with leading corporates in the market and will keep tying up more corporates.

Vocad is currently being launched in 8 locations and working on a business plan of establishing our footprint in every district of India in 5-7 years.

Notes to Editor

About Vocational Academy:

Vocational Academy India Private Limited launched its services in April 2009 is a joint initiative of **Collabrant Group** and **STRiVE (an incubation of IFMR Trust)**; Vocational Academy has started setting up learning centers for job oriented vocational courses and aims to set up 600+ centers nationally in the brand name VOCAD over the next 5-7 years in every district head quarters of India.

About Collabrant:

Collabrant Group provides specialized business incubation services to the SMEs and creates new brands and businesses. Over the last 8 years, it has created and established a number of businesses and brands in the consumer facing sectors like FMCG, Durables, Apparel, Footwear, Lifestyle, Retail, Franchising and Licensing. Log on to www.collabrant.in for further information.

About Strive:

STRiVE is a company incubated by IFMR Trust to bridge the gap between rural and urban India through vocational education. STRiVE is also in the process of creating an unbiased and a neutral channel for career counseling in non metro areas and enable them to choose from a variety of courses from different education streams. STRiVE has so far counseled more than 10000 students in various parts of the country and has tied up with a host of training institutes which provide quality education and placements for the students.

For more information, please contact:

Subhasish Mohanty
Associate Consultant
(L) 08025252234

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.