

Anudip Foundation is a social enterprise that uses IT to empower marginalized youth and women to secure livelihoods in India's booming new economy. Anudip's premier Market Aligned Skills Training (MAST) program equips low-income people with the skills necessary to secure entry-level jobs and start businesses in high growth industries.

Through its programs, Anudip transforms rural people and slum dwellers that have no previous computer knowledge into skilled professionals for ICT-enabled jobs and businesses, capable of earning four to five times their local average income.

Livelihood Training and Placement

Anudip recruits students through community mobilization campaigns and provides counseling to youth and women demonstrating commitment to joining the workforce. Anudip offers training in computer applications, life skills, workplace readiness and English communications, thereby making its students employment ready for a range of mainstream jobs. Anudip works closely with employers to place its trained graduates in jobs in data entry, web services, customer care, hospitality, nursing, back office administration, sales, microfinance, mobile services, and retail front office. Anudip strives to place 90% of its graduates in a range of IT livelihood opportunities.

Entrepreneur Development Program

The Developing Rural Entrepreneurs through Adoption and Mentoring (DREAM) program enables rural youth and women who complete Anudip's MAST courses to set up their own IT-enabled business. Anudip offers its entrepreneurs financial assistance and high-touch mentoring resulting in startups such as cyber cafes, computer coaching centers, on-line services and desktop publishing centers. Such self-employed businesses enhance the entrepreneurs' economic situation and bring new services to the local communities.

Project Outsourcing Services

By way of its Mass Employment through Rural IT (MERIT) program, Anudip employs its own specially trained graduates to work in impact outsourcing centers that provide fair wages, good working conditions and opportunity for economic prosperity. Anudip's MERIT staff delivers a wide range of projects including data entry, digitization, transcription and web services with industry-standard quality at attractive rates to global customers.



"No one in my village including me had ever seen a computer before joining Anudip training program. But now I can operate computer independently. After joining the local government office, I am very happy to be an earning member of my family."

Amitabha Mondal, MAST graduate

Social Impact

- Anudip has trained over 5,000 men and women, raised village-level economics, brought a voice to rural women, and reduced urban migration
- In its four years of operation, Anudip has impacted over 30,000 needy people and family members as its graduates are often the sole wage earners in their family
- Over 60% of Anudip graduates have gained employment in mainstream jobs, including government, retail, telecom, hospitality and other sectors
- An additional 10% of graduates have achieved self-employment through business ownership in their communities through DREAM
- Another 5% of graduates have been employed by the growing number of MERIT centers



"Our own families did not take us seriously when we wanted to start our business, but Anudip did! It made us feel significant. The most attractive feature of Anudip is the quality of acceptance, support from the soul, and the encouragement to go ahead in life."

Mamoni Karmakar, Anudip Entrepreneur, Co-founder of Digital Graphics

"As the eldest son...I have some responsibility for my family. Now I am the main source of my family earnings. My village is a poor village...for this I joined Anudip...I am working at Anudip as a data-entry operator. When I leave here I will have more opportunity to find a job."

Prasenjit Baidya, MERIT Center staff member



"What is happening here is a small and quiet revolution of the human spirit and collective agency....people, local governance groups, partners, and inspired leadership with adaptive models of social change combined with imaginative organizations and business models to serve the poorest of the poor."

--Professor James Koch, Center for Science, Technology and Society, Santa Clara University

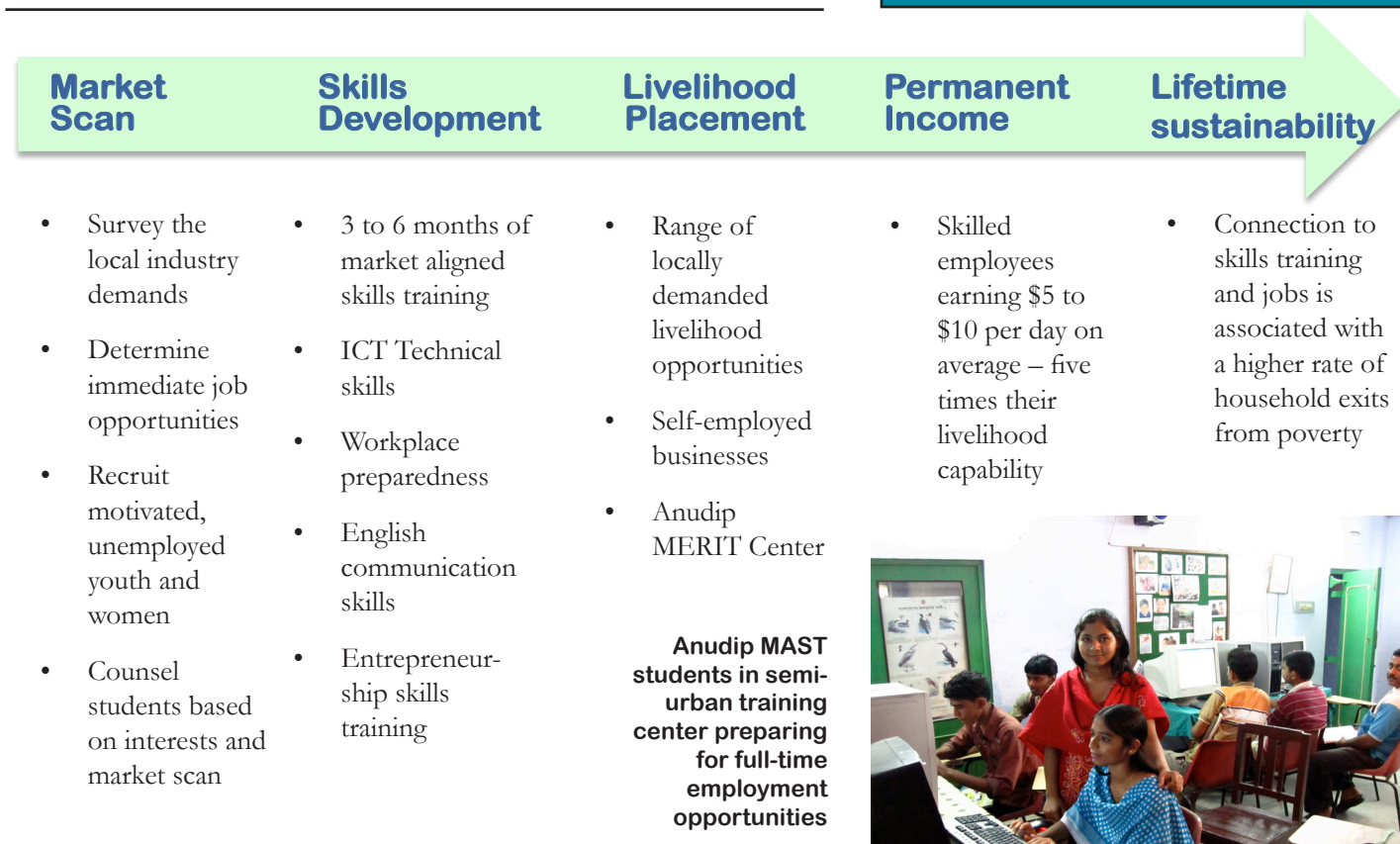
200 million rural and semi-urban youth and women in India experience severe unemployment due to a lack of skills and job opportunities and geographic remoteness to quality education.

Market Aligned Skills Training

Anudip prepares low-income communities through its Market Aligned Skills Training (MAST) Program in technical, English and workplace readiness skills so unemployed youth and women are able to work at a formal job or start a business and achieve sustainable economic prosperity. Anudip engages employers in creating course curricula based on their needs and prepares students to secure jobs in India's knowledge based economy.

Social Impact

- Anudip operates a chain of Training Centers in rural and semi-urban West Bengal, capable of preparing over 1,500 unemployed youth and women per year for livelihoods in India's knowledge based economy
- Anudip has empowered over 80% of its graduates to secure and maintain dignified, high caliber livelihoods



Anudip Takes Jobs to the People

Mainstream Livelihoods:

Retail, Local businesses, Governments, Corporates, Non-Profits, Banks, Infrastructure Development projects, Hospitality, Microfinance Institutions, Health care services, Tourism,

Self-employed businesses:

Cyber Cafes, Desktop Publishing, Digital Photo Studios, Mobile Repairing, E-governance kiosks, Computer Coaching, Copy Centers, Accounting Services

Anudip MERIT Project Services:

Data entry, Digitization, Transcription, Account Preparation, Image Editing, Data Scraping, Crowdsourcing, Web-based projects, Microwork