

Skilling Project Funding Proposal

Introduction

According to Manpower Group's annual Talent Shortage Survey, 48% of Indian companies find it difficult to fill entry level sales job roles. A major reason for this is that educated millennials with the communication skills and personality needed for sales roles to look down upon these sorts of jobs. On the other hand, many of the children of the urban poor whose parents work in blue collar roles do not want to become blue-collar workers themselves. They greatly aspire for white collar jobs and would be happy to take on sales roles. However, they do not have the communication skills or personality traits that employers look for.

An initiative that trains the urban poor youth with the communication skills, personality traits and domain knowledge needed to fill white collar roles could give thousands of them the opportunity to join the ranks of India's middle class.

The Solution

Over the last year, our education group has conducted industry-oriented Diplomas in Banking and Digital Marketing aimed at the students of Tier 2 and Tier 3 colleges. Almost 25% of these students come from urban poor backgrounds with parents who are plumbers, security guards, tailors etc. A majority of them have very limited English speaking skills.

Through a blended learning model which concentrates on developing these students' communication skills, sales skills and problem-solving skills while providing them with industry domain knowledge, we have successfully placed these students in entry level jobs in banks like Standard Chartered, Kotak, ICICI etc at salaries of up to Rs. 4.5 Lakh per annum. In spite of the background of these students, we have been able to successfully place 93% of them in jobs over the last 8 Diploma batches we have conducted.

Details of Courses

Our sister concern, ask.CAREERS conducts a Professional Diploma in Banking Management which culminates in job placement, at a fee of Rs. 59,000/- including GST. It also conducts a Certificate in Business English program at a fee of Rs. 29,500 including GST to enable non-english speaking students build their communication skills to a level sufficient to work in a white-collar job. Both courses are supported by a smartphone app.

Details of both courses are given below:

1. Professional Diploma in Banking Management

This is a part time program is taught over 4 months. The curriculum consists of the following topics:

- Core Banking
- Banking Overviews
- Understanding the different types of banks
- Banking Products
- Banking Processes
- Understanding Credit & Risk
- Relationship Management
- Consultative Selling
- Selling Concepts
- Selling Financial Products & Services
- Language & Communication
- Non-Verbal Communicative Techniques
- Interview Preparedness
- MS Excel basics

Further details can be found here:

<https://ask.careers/courses/professional-diploma-in-banking-management/>

2. Certificate in Business English

This is a part time remedial program taught over 2 months. The curriculum consists of:

- English grammar & pronunciation
- Personality Development
- Group Discussion & Interview Techniques
- Email Writing
- Telephone Etiquette
- Grooming & Body Language
- Public Speaking
- Presentation Skills

Further details can be found here:

<https://ask.careers/courses/certificate-in-business-english/>

Need for Grant Funding

Around 30 students in these courses come from an underprivileged background and have been subsidized by Ask.Careers. Some details of these students have been attached in Annexure 1. However financial constraints prevent us from supporting larger numbers. Hence, we are seeking grant funding to allow us to support the skilling initiatives of a larger number of financially challenged students.

Hence, we are requesting the support of your Foundation to help fund the education of these financially challenged students.

The cost breakup per student we propose is the following:

Fees of Professional Diploma in Banking Management –	Rs. 59,000/-
Fees of Certificate in Business English –	<u>Rs. 29,500/-</u>
Total -	Rs. 88,500/-

Proposed funding breakup for each student:

Ask.Careers will provide the Certificate in Business English program free of cost to underprivileged students, which is a value of Rs. 29,500/-. Additionally, it will be reducing Rs. 24,000/- from the Rs. 59,000/- fees of the Professional Diploma in Banking Management. Students will be expected to pay Rs. 10,000/- for this program to ensure they take it seriously. We request your Foundation to fund the balance Rs. 25,000/- per student, which will cover all the costs of running these two programs. This is illustrated below:

Ask.Careers subsidy -	Rs. 53,500/-
Student pays –	Rs. 10,000/-
Foundation support -	<u>Rs. 25,000/-</u>
Total -	Rs. 88,500/-

Our Appeal

We have the goal for training 200 students this year. Hence, we intend to raise Rs. 50 Lakh (200 students x Rs. 25,000/- per head) in scholarship grants from foundations like yours.

We would be very grateful for whatever proportion of the above amount your foundation is able to support us with.

We would request you issue your grant via cheque payable to “Shahani Academic & Global Empowerment Foundation”.

About Sage Foundation

Sage Foundation (Shahani Academic & Global Empowerment Foundation) is a Section 8 Non-profit company. It offers an 80 (G) tax benefit for donors & has FCRA clearance. It was founded in 2009 with the goal of empowering India's underprivileged through education, livelihood training & healthcare. It has been recognized for its work by the Clinton Global Initiative, the Council for Fair Business Practices & other organizations. Further details can be seen on its website: <http://thesagefoundation.com>

About ask.CAREERS

ask.CAREERS runs a range of job oriented Diplomas & Post Graduate Diplomas in industry sectors which have a high demand for talent. Its educational model combines student to career goal alignment, psychometric assessments, hands on blended learning, targeted internships & placements to ensure its graduates are truly job ready. Further details can be seen on its website: <http://ask.careers>

Annexure 1

Financially Challenged Students Background & Job Placement

Majority of students came from vernacular background with poor english skills and low confidence levels. Our course built their confidence with english language & selling skills in addition to the core banking curriculum via our mobile app. Most have got jobs in Banks at salary ranges from **Rs. 2.2 Lakh to Rs. 4.74 Lakh**

No	Student Name	Family Background	Job Placement In
1.	Edwyn D'souza	Father is a rickshaw driver & mother works as domestic help.	Standard Chartered Bank
2.	Rahul Godkiya	Father is street vendor & mother is a house wife. Student supports education via odd jobs.	ICICI Bank
3.	Sachin Yadav	Father is a street vendor & mother is a house wife	Axis Bank
4.	Aafreen Khan	Father is a tailor, Mother is a house wife. 5 sisters to support. Has borrowed money to fund education	Kotak Securities
5.	Aalim Ansari	Father retired and mother is housewife. He currently works in a BPO to support his family	Federal Bank
6.	Adil Shaikh	Father is a goat vendor. Student gives tuitions locally to support family	Kotak Bank
7.	Irshad Ahmed	Student works as small street vendor. No support from parents	ICICI Bank
8.	Kazim Shaikh	Father is a street vendor, mother is a housewife. Student gives tuitions locally to support family	Kotak Securities
9.	Minhaz Shaikh	Father expired. Mother works in tailors shop. Student gives tuitions to support family	ICICI Bank
10.	Prajakta Gharat	Father retired and mother is housewife. Education supported by uncle	Chose to join the hotel industry after course
11.	Sharifa Haider	Father is a street vendor and mother is a housewife	Kotak Securities
12.	Shirin Muniz Shaikh	Father has expired. Mother works as tailor. Not willing to pay for her education as family is conservative	ICICI Prudential
13.	Shraddha Mahadhik	Father is small street vendor. Tuition teacher supporting her education	HDFC Securities
14.	Tauheed Ahmed	Father's business is printing religious stickers, Mother is house wife	Kotak Securities
15.	Rizwan Shaikh	Works in laundry to support education	Interviews in process
16.	Priyanka Sawant	Father is an alcoholic and unemployed. Mother works as domestic help	Kotak Securities
17.	Sana Shaikh	Father does freelance work. Student is one of 4 daughters supported by father	ICICI Lombard
18.	Snehal jadav	Father unemployed. Mother works as domestic help	HDFC Securities
19.	Zeba Shaikh	Father is freelancer with irregular work. Mother works as domestic help	Axis Bank
20.	Shabnam Shaikh	Father is tailor. Mother is a house wife & elder brother works in BPO to support family	Axis Securities