

## Press Release

### Spark Minda, Ashok Minda Group to facilitate employment opportunities for less-privileged group of society

**Aakarshan** - A Vocational Training Centre of Spark Minda foundation helps students in their vocational and skill training

- **Aakarshan, which began as a Computer Training Center at Kuleshara has expanded its ambit of courses in recent times**
- **Foundation helps socio-economic deprived students in their education and academics**
- **More than 950 students has been benefitted from the foundation's learning till now**

**New Delhi, 16<sup>th</sup> October 2015:** Spark Minda Foundation, a subsidiary of Minda Corporation Limited makes yet another mark. Aakarshan - A Vocational Training Center of Spark Minda Foundation held its 4<sup>th</sup> Convocation Ceremony at Kulesra Village, Greater Noida. Aakarshan is a part of CSR initiative by Spark Minda, Ashok Group which offers vocational training program to the under privileged section of the society.

A total of 93, out of the enrolled batch of 130 students graduated successfully in Spoken English, Basic Computers, Tally, Cutting and Tailoring course. The convocation ceremony was attended by members of Gram Panchayat along with the local village community. From Spark Minda, Ashok Minda Group, the ceremony was attended by Mrs. Sarika Minda, - Chairperson, Group CSR Committee, Mr. M K Pajan – Consultant – CSR, Mr. Pramode Parasramka – CEO, Minda Silca Engineering Limited along with other employees.

Speaking on the occasion Mrs. Sarika Minda said that “We are extremely delighted to see students have performed so well in their streams. It gives us immense pleasure to witness these young achievers doing so well in the given set of model and time. In our constant effort we will try to include more youth from unfortunate socio-economic background for the future enrolments so that they come out to be excellent achievers. This will not only help them to earn but also, this country will be benefitted with educated employed personalities.”

In the collaborative model of intervention for Aakarshan Project, Firstly, the local community and the Gram Panchayat were involved for ensuring sustainability of the program. In this model, foundation leverages the collaborative strengths through ensuring participation and mobilization of the community through Gram Panchayat's involvement.

Aakarshan, which initially began as a Computer Training Center at Kuleshara has expanded its ambit of courses to include Computer Training, Spoken English, Cutting Tailoring and Beauty Culture for a very basic charge of Rs. 750 – 900 per student. In the 6 month curriculum, other than the trade, learners are also trained on Behavioural Aspects. This programme is mainly designed for children, youngsters & women who have the desire to learn and earn but are unable to do so because of lack of resources. Till date 971 learners have completed the course and passed out with flying colours.

#### About Aakarshan –

A Vocational Training Program is a CSR initiative of Spark Minda, Ashok Minda Group for the underprivileged section of the society. The program is benefitting the unemployed youth and school going children from poor socio-economic background and has been running successfully since its inception in December, 2013. With the objective of educating the children in vocational skills and to train the youth for employability through imbibing technical skills, Aakarshan Vocational Training Center aims for putting the last first! The 1st Aakarshan Center was established in December, 2013 at Kuleshra Village of Greater Noida through Gram Panchayat's support. The first trade introduced at the Vocational Training Center was Basic Computer Training after a need assessment exercise in the village.

With the tremendous success in Greater Noida, Aakarshan now stands proud with a replicated model in Transit Camp slum of Pantnagar, Rajgurunagar of Maharashtra and Kanchipuram district of Tamilnadu. In the collaborative model of intervention for Aakarshan Program, the local community and the Gram Panchayat have been involved continuously for ensuring sustainability of the Program. In this model, the Group has been leveraging the collaborative strengths through ensuring participation and mobilization of the Community through Gram Panchayat's involvement and support.

**Spark Minda, Ashok Minda Group** has been actively involved and focused towards Corporate Social Responsibility. Under this initiative various programs at Societal and Business level are undertaken.