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# Skills Ahead

A CL EDUCATE INITIATIVE

## Yuva Jyoti

NIIT's initiative to skill the youth for service sector

What's new	Event	In focus
India-EU skills project; truce between MoLE, MHRD	Ideas on incubation, financing and report writing at Entrepreneur India 2012	Role of plastics in agriculture; major changes in auto industry

### Lead Story ▶▶

## Four months of transformation

After bringing about a revolution in IT education a quarter of a century ago, NIIT is now entering new service areas in partnership with NSDC. Meha Mathur reports

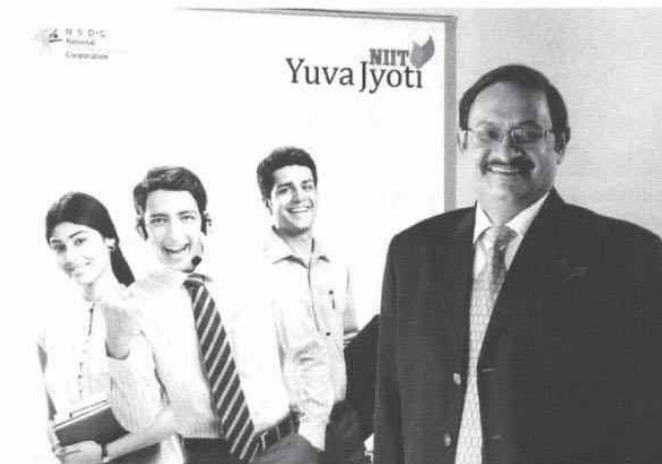
**T**WENTY-three-year-old Yudhishtir from Haryana is struggling to say a few words about himself in English. As he jerks his body while he assembles some vocabulary and says "I am become very big man of India", you can imagine the sneers this school dropout would get from his big city counterparts. And to think that he can get a job in the service sector! Yet, six weeks into a training programme in his home town, the same youngster, now quite unrecognisable in his well-groomed hair, sits composedly in his chair and fluently answers questions about his family and education. Such is the transformational impact that a well-thought out training programme can have on the

vast youth segment, which is crying out for opportunities. A majority of it is in small towns, *gasbahs* and villages, and yet, exposed as it is to new urban lifestyle thanks to television, is eager for its due in the development pie.

Among the corporates which have realised the need to train this youth segment, not only as a philanthropic activity but also out of the understanding that a well-educated youth segment is beneficial to the economy as a whole, is NIIT. Launched in 1981, NIIT made its mark as IT education company, and helped launch thousands of careers in the very first decade. In fact, it became such a movement that scores of youngsters joined NIIT more as a herd mentality. From there, it fanned itself into other areas, like business process outsourcing, banking, finance and insurance, executive management education, and communication and professional life skills.

Now, as it partners NSDC, it has entered into new domain altogether. As NSDC partner, NIIT Yuva Jyoti will train 70 lakh youth from 1,500 centres in 1,000 cities/towns in the next 10 years. And the training will be in nine service sectors — retail, IT/ITeS, BFSI, education & training services, media & entertainment, healthcare, telecom, hospitality and the informal sector.

Is NIIT replicating the



Ready for the next orbit: Sanjay Bahl, President, NIIT Yuva Jyoti