

Publication: Rising Kashmir

Date: August 28, 2013

Aircel launches its first 'a+' center in J&K

'The programme empowers youth with computer literacy and vocational training'

RISING KASHMIR NEWS | AUG 27

Srinagar: Aircel Tuesday launched its first a+ center in Jammu.

The Aircel a+ programme is an initiative working towards bridging the digital divide in India. The initiative helps empower underprivileged youth with computer, internet education and vocational training to provide them with jobs and a sustainable future.

The first a+ center will operate in Girls Higher Secondary School in Nagrota, Jammu, a company statement issued here said.

"As part of our commitment to empower communities, Aircel has been working towards computer literacy and skill development since 2010. We are running 20 a+ centres in various parts of the country at present. We have reached out to more than 10000 youth who are undergoing computer literacy programmes wherein each centre caters to more than 500 students per year in the age group of 11-30 years," said Brinda Malhotra, Head- Corporate Social Responsibility, Aircel.

He said Aircel believes in empowering youth and being educated opens a world of possibilities for them.

"Aircel's a+ initiative aims at the growth and development of underprivileged youth so that they can be on a firm footing with their peers in the society." He said.

On the launch of first a+ centre in Jammu,

Sundeep Talwar, Circle Operations Head – Jammu and Kashmir, Aircel said "Aircel is delighted to contribute to the cause of empowering youth in Jammu and Kashmir. Our a+ center will educate the underprivileged youth on computer literacy which will help them to get employment opportunities. The youth is the backbone of Jammu and Kashmir and their growth will enhance the growth and development of the state."

Aircel has partnered with various existing reputed and credible training partners to reach out to students and parents.

In Jammu, Aircel has associated with NGO 'Yusuf Mehrally Trust' and 'Empower Pragati' as its Associate Training Partner.

The Aircel a+ programme is divided into three parts – Basic, Intermediate and Advanced. The course content has been given by Microsoft ULIP keeping in mind the needs of children enrolling in these centers.

The Training manuals are designed by Aircel and the vocational training in various fields is provided by the training partner.

The training equips the youth with skills to work in various sectors. Vocational training is provided in fields such as web designing, data entry operators, cashier, Customer relation and sales – telemarketing, sales executive, Hospitality services – front office, BPOs amongst others.