

TATA COMMUNITY INITIATIVES TRUST

Registered Office:
Tata Community Initiatives Trust, 12th Floor, Connaught Circus,
New Delhi – 110001, Tel. No.: 23327072
(Registration No. 997 of 23SEP2014 at New Delhi; PAN AACTT4708J)

11 May 2022

To,

The Group Director,
Chameli Devi Group of Institutions,
Indore.

Subject: Letter of Intent for Tata STRIVE Google Scholarship program

Dear Sir,

As per our discussion-dated 1 May 2022, we are glad to share you the letter of intent for Tata STRIVE Google Scholarship program. The duration of the program would be till 31st December, 2023.

Tata STRIVE is the skill development initiative of Tata Trusts, which addresses the pressing need of skilling India's youth for Employment, Entrepreneurship and Community Enterprise.

We have collaborated with Google for the scholarship program, which will help students to enhance their employability through various courses hosted on the Coursera platform.

Following technical courses will be offered to the eligible Pre Final and Final year students (learners shall each get to choose only one out of the four courses):

- 1) Google Data Analytics Professional – 240 hours
- 2) Google UX Design Professional – 240 hours
- 3) Google IT Support Professional – 240 hours
- 4) Google IT Automation with Python Professional Certificate – 240 hours
- 5) Google Digital Marketing & E – commerce – 240 hours

Along with these courses, we will also offer Tata STRIVE's signature Youth Development Programme (YDM) of up to 35 hours, which will be useful to develop life skills in our students. There would be no financial implication on the part of either University/College or students joining this programme.

As part of knowledge enrichment Tata STRIVE will be organizing SME (subject matter expert) sessions by Technical experts to support students in their journey while completing this course.

Tata STRIVE will also provide placement assistance to students, who will complete this programme within defined timeframe.

TATA COMMUNITY INITIATIVES TRUST

Registered Office:

C/o. Tata Services Ltd Jeevan Bharti Tower I, 10th Floor, 124 Connaught Circus,
New Delhi – 110001, Tel. No.: 23327072

(Registration No. 997 of 23SEP2014 at New Delhi; PAN AACTT4708J)

In order to ensure program success, we would require below mentioned support from your organization:

- Provide single point of contact (SPOC) to support this initiative across various colleges
- List of affiliated colleges and course details in under graduate and postgraduate streams.
- Circulate information to pre final and final year student about the programme
- Provide data of interested/eligible pre final and final year students data and provide support in student orientation and enrollment
- Provide access to computer lab for the students as required
- Encourage students to complete the course within specified time lines
- Track the progress of the program and share valuable suggestions for the program success
- Coordinate with Tata STRIVE team for conducting SME sessions
- Coordination for placement drives
- Provide data of placed students who has completed these certifications

We are confident that this programme will improve the employability of students and help them secure job opportunities of their choice. We look forward working with your esteemed institution and support the endeavors to ensure bright future of our students.

Thanking you,
Yours Truly,



Mr. Ameya Vanjari
Head – Operations, Partnerships & Technology
For Tata Community Initiatives Trust

Acknowledged by:



The Group Director,
Chameli Devi Group of Institutions,
Indore.

Place: Indore

Date: 17/05/2022.