

**Press Release  
For Immediate Release**

**December 16, 2013**

**ICICI Academy for Skills launches center in Coimbatore**

- To impart vocational training
- The Academy will train 5000 youth across the country through its various centers in the first year of operation

**Coimbatore:** ICICI Academy for Skills (ICICI Academy) today announced the launch of a center in Coimbatore to provide vocational training to the youth from the economically weaker sections to help them earn a sustainable livelihood.

The center will offer courses in four disciplines - selling skills, electrical & home appliance repair, refrigeration & air conditioning repair and pumps & motor repair.

ICICI Academy has formalised the content of the courses for electrical & home appliance repair, refrigeration & air conditioning repair and pumps & motor repair with best-in-class knowledge partners namely, Schneider Electric India Pvt. Ltd., Blue Star Ltd. and Crompton Greaves, respectively. The Bank will use in-house expertise to impart the training on selling skills. The center in Coimbatore offers residential facilities for the students enrolled in electrical & home appliance repair, refrigeration & air conditioning repair and pumps & motor repair.

ICICI Foundation for Inclusive Growth (ICICI Foundation) started the ICICI Academy in line with its plan to promote inclusive growth. ICICI Academy aims to train 5,000 youth at nine training centers across the country in the first year of operation. It aims to train 15,000 youth across the country by the year 2016.

Announcing the launch, M. S. Ramachandran, Director, ICICI Bank said: "The ICICI Group has a long standing tradition of contributing to the nation's growth through its business and CSR initiatives. We have set up the ICICI Academy for Skills with an aim to equip the youth with the required skill sets needed to earn a sustainable livelihood and participate in the economic opportunities arising in the country. Through this initiative, we are working towards realising the immense potential of India's demographic dividend."

Over the past five years, the ICICI Group and ICICI Foundation's CSR philosophy has been focusing on four key areas namely education, primary healthcare, skill development for sustainable livelihoods and financial inclusion, enabling people to participate in the economic opportunities arising in India. These initiatives have impacted the lives of more than 10 million people across the country.

After launching its maiden center in Jaipur two months ago, ICICI Academy launched its centers in Chennai, Hyderabad, Bangalore and Pune last month. It has also firmed up plans for centers in Sangli, Patna and Guwahati.

In addition to offering training free of cost, ICICI Academy will provide uniforms, meals and all relevant course material to the students. Each centre will also have a library for the students to use.

The key highlights of ICICI Academy are:

- Total six courses on offer: Selling skills, office administration & web design for graduates; electrical & home appliance repair, refrigeration & air conditioning repair and motor & pump repair for class X pass -outs.
- The duration of the courses varies from 8 to 12 week.
- ICICI Foundation has tied up with several partners for generating the content of these courses. The partners are: Tally Solutions Pvt. Ltd. for office administration, Blue Star Ltd. for refrigeration & air-conditioning repair, NIIT Ltd. for web designing, Crompton Greaves for pumps & motor repair and Schneider Electric India Pvt. Ltd. for electrical & home appliance repair.
- ICICI Foundation will create an online job portal where the trained youth can register themselves. The portal will be promoted among potential employers.

**About ICICI Foundation:** It was founded by the ICICI Group in early 2008, with a view to carry forward and build upon ICICI Group's legacy of promoting inclusive growth.

ICICI Foundation seeks to promote inclusive growth in India by contributing to the key enablers required for widespread participation in economic opportunities in the country. Through focused initiatives in the identified areas including primary healthcare, elementary education, skill development and sustainable livelihoods and financial inclusion, ICICI Foundation is working towards building capabilities and developing innovative models that can be replicated and scaled up in future. ICICI Academy operates under the aegis of ICICI Foundation.

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