

**UDG INDIA
FOUNDATION**
RURAL EMPOWERMENT



SKILL ON WHEEL

UDG India Foundation's latest initiative - Skills on Wheels. Our foundation is committed to empowering youth through education and skill development, believing that education is the key to success, and every child deserves access to quality education and skills that can help them lead a better life.



INTRODUCTION

UDG India Foundation's latest initiative - Skills on Wheels. Our foundation is committed to empowering youth through education and skill development, believing that education is the key to success, and every child deserves access to quality education and skills that can help them lead a better life.

As we all know, many children in India do not have access to quality education and skills training due to various reasons such as lack of resources, affordability, and awareness. This has resulted in a huge skills gap in the country, with a large number of youth lacking the necessary skills to secure good jobs and lead a prosperous life.





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PROBLEM

Many children in India do not have access to quality Education and skills training due to various reasons such as lack of resources, affordability, and awareness. This has resulted in a huge skills gap in the country, with a large number of youth lacking the necessary skills to secure good jobs and lead a prosperous life.





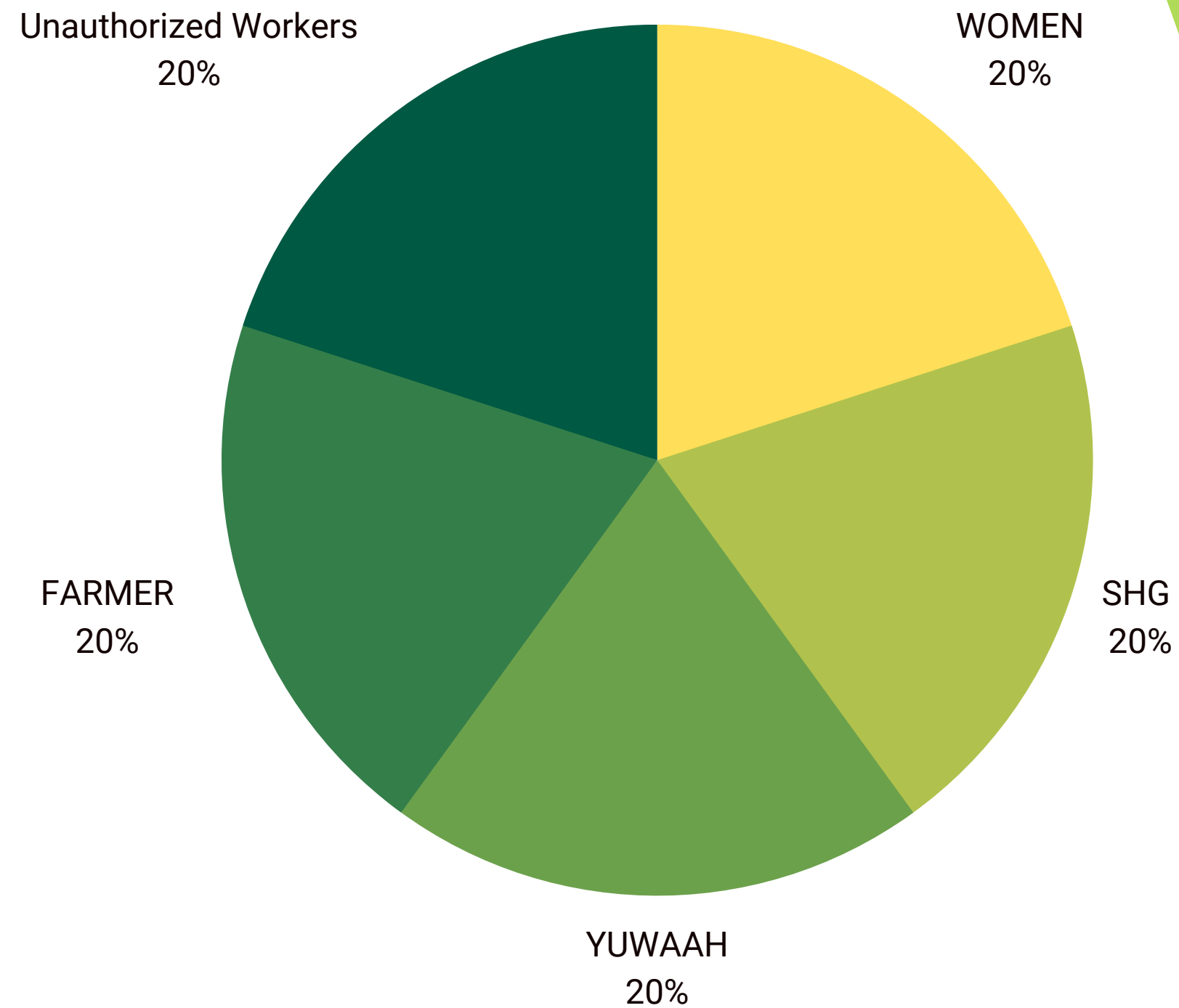
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SOLUTION

The UDG India Foundation has come up with a solution to this problem through the Skills on Wheels initiative. The foundation will be providing digital labs on wheels that will travel to remote areas and provide skills training to children who are unable to reach or afford traditional educational institutions. The labs will be equipped with laptops and facilities that will help children develop 21st-century skills such as critical thinking, creativity, collaboration, communication, information literacy, media literacy, technology literacy, flexibility, leadership, initiative, productivity, and social skills.

TARGET AUDIENCE



The target audience for this initiative is youth in Moradabad and Bijnor districts who are unable to access quality education and skills training due to various reasons such as lack of resources, affordability, and awareness. The initiative aims to reach out to children who are out of school or unable to attend school regularly.

1.Awareness Campaign:

The foundation will conduct an awareness campaign in the target areas to inform people about the Skills on Wheels initiative and the benefits it offers.

2.Local Partnerships:

The foundation will partner with local organizations and individuals to help spread the word about the initiative and increase its reach.

3.Mobile Van Displays:

The foundation will create mobile van displays that will be placed in various locations in the target areas to attract the attention of people and inform them about the initiative.

MARKETING STRATEGY

To ensure the success of this initiative, the foundation has come up with a comprehensive marketing strategy that includes the following:



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CONCLUSION:

In conclusion, the Skills on Wheels initiative is a noble effort by the UDG India Foundation to provide quality education and skills training to children who are unable to access it. Through this initiative, the foundation aims to bridge the skills gap in the country and empower the youth to lead a prosperous life. We hope that this initiative will be successful in reaching out to the target audience and bringing about positive change in their lives.



OUR TEAM



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Thank You