



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## **SDG 1** | **No Poverty**

# **SDG 1** **REPORT 2021**



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# I. Targets



## Eradication of Extreme Poverty by Creating Opportunities

- GTET provides skill training to over 50,000 youth per year and is working closely with various state governments skill missions and the Central Government working towards a mission of skilling 1,00,000 youth by 2030.
- Gram Tarang Technical Vocational Education & Training Pvt. Ltd. or GTVET aims to reach one million users by 2025.
- GT Foods Pvt. Ltd., in collaboration with Centurion University, last year worked with more than 800 farmers with the mission to increase the farmers' income. Apart from this, every year an average of 300 agriculture students are involved with farmers for production of paddy aiming to increase the number subsequently across all the three campuses.
- GTVET has over 15,000 contract staff / apprentices presently deployed across 120+ client locations, spread across the manufacturing, services and logistics sectors. It aims to reach 25,000 beneficiaries by the coming year and is working towards a mission of reaching one million users by 2027.



## Access to Financial Services

GTIDS helps agri and agri-allied farmers avail loans from India's largest banks at low interest rates. In 2023, it focuses on assisting the rural community with their basic financial needs, GTIDS also aims to extend this service to general insurance in the coming year.



## Access to Technology

- GTIDS is going to work with assisting rural farmers gain access to the latest technology in farming. Drones with trained pilots are provided as a variable service to farmers for spraying and predicting productivity.
- GTF and CUTM are helping to increase the income of the farmers. We have already achieved a 5% increase and presently aim to bring it up to 10% through our intervention.
- We also plan to increase the yield and market outreach of the special variety of the paddy the farmers are growing with the help of the training and capacity building that is provided by GTF.



## II. The Context of Centurion University

Centurion University of Technology and Management is the only University, with 5 out of its 6 Campuses located in tribal and difficult geographies. The University's education model, which has been commended nationally and internationally, was designed to provide an aspirational path of growth for those who have minimal access to formal education. Skill training was designed as a vehicle to provide these youth the means to employability.

Gram Tarang Employability Training Services (GTET) was thus born. Through this social entrepreneurship enterprise, and the help of Government schemes such as DDU-GKY, the University brought skill training to marginalised youth mostly representing the bottom 20% of the income. With skill training came employability, and with it the ability to earn livelihoods with dignity. Till date GTET delivered employment-linked skill training to more than 45,000 marginalised youth from difficult geographies and BPL economic strata. To ensure placement of the skilled youth, Centurion University forged linkages with skilled-labour-hungry leading industries and had the skill training program designed to provide tailor-made skills to meet the specific requirements of these industries, guaranteeing employment. Some examples from among the 206 and growing number of partner industries are Ashok Leyland, Café Coffee Day, Godrej Interio, Hyundai, Dassault, Manipal Hospitals, Schneider and many more.

The skill training for BPL youth has not been limited to India, but also extended to developing countries such as Nigeria from where Centurion University enrolled youth for Maritime Studies, in collaboration with and sponsorship of the Government of Nigeria.

Centurion University has established nine social entrepreneurship enterprises, each one designed to improve different aspects of the life of the marginalized communities towards economic self-sufficiency.

The Urban Micro Business Centre in collaboration with Deakin University focuses on urban slum dwellers, with emphasis on entrepreneurship and livelihood development for women in particular, and BPL and marginalised families in general.

Gram Tarang Foods provides farming support and training, marketing linkages and health access to farmers in most remote rural geographies, besides producing CO2 oil extracts from local raw materials in collaboration with local farmers.

Gram Tarang Inclusive Development Services (GTIDS) provides assistance and support to local communities for start-ups of sustainable micro and nano businesses. GTIDS disbursed more than Rs.400 Crores Microfinance loans to over 1,60,000 beneficiaries under Mudhra Scheme.

Centurion University has geared its every effort into a vehicle to eliminate poverty and improve the quality of life of the marginalised communities.

Jagannath Padhi

Director,  
Centurion University



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# 1. The University's Approach

## 1.1. Education and Training

Centurion University delivers 'hands-on', 'experience-based', 'practice-oriented' learning that creates transformative impact through community-centric innovation and action research. While promoting nano, mini and micro enterprises, the University works towards learning experiences that are 'quantifiable', 'sustainable', 'scalable' and 'replicable'.

Centurion University has built and participated in building eco-systems that include and integrate the community around Its campuses and beyond, industry, entrepreneurs, and other education institutions. Its education and training delivery approach:

- Uses skill integrated and employability linked teaching/learning process
- Focuses/leverages industry and community partnerships
- Creates/co-creates enterprises

## 1.2. Schools at Centurion University

Centurion University has seven campuses and a number of social entrepreneurial outreach entities that, along with collaborating institutions and networks, form its education ecosystem. The campuses are located at Paralakhemundi, Bhubaneswar, Rayagada, Bolangir, Chatrapur and Balasore in Odisha, and at Vizianagram in Andhra Pradesh. Its courses are delivered through the following schools:

- School of Engineering and Technology
- School of Vocational Education and Training
- M.S. Swaminathan School of Agriculture
- School of Paramedics and Allied Health Sciences
- School of Pharmacy and Life Sciences
- School of Applied Sciences
- School of Fisheries
- School of Management
- School of Media and Communication
- School of Agriculture and Bio-engineering
- School of Forensic Sciences
- School of Maritimes Studies



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## 2. Mega Seminar for UGC Affiliation

### 2.1. About the visit

The recent visit of a team from Centurion University of Technology and Management (CUTM) to Morocco was a follow up to the University's mega seminar held on 28th of April 2022, where all Ambassadors and High Commissioners from Africa to India were invited. The Chief Guest at that the seminar was Dr. Rajkumar Ranjan Singh, The Hon'ble Minister of State, Ministry of External Affairs, Government of India. For the Guest of Honour, we had the four Joint Secretaries of the Ministry of External Affairs, Government of India.

The agenda of this proposed deliberation was to present the UGC affiliated full time degree programs in bachelors, masters and doctorates courses. Along with 6 months and 1 year certification/ graduate certification/ advance certification courses in Manufacturing/ Paramedics & Allied Health / Fashion Technology and Textile/ Hospitality/ Automotive and Automobile/ Agriculture/ 3D+AR+VR + Design. The seminar covered discussions about the different offering of alternative appropriate courses and career guidance for the students of the African Nations.

The link to the seminar:

<https://www.youtube.com/watch?v=OCTQYYAUauM>

After the seminar, His Excellency was invited to gain first-hand experience of our skill integrated higher education model, which is inclusive, aspirational, and inspirational. His Excellency commented that he was very impressed with the model of Centurion University and was very happy to see how the integration of Skill has been done into Higher Education. The University submitted a proposal, after this visit, for collaboration with the Government of Morocco in various sectors of Skill Development and Higher Education. After the return of His Excellency to Delhi, the Embassy sent the University an invitation to send a delegation from the University to Morocco on 6th September 2022. This visit provided a good occasion to explore opportunities for collaboration with Morocco in Higher Studies, specifically in the fields of Skills Training and Maritime Studies & Engineering



## 2.2. Details of the delegation

The University delegation was led by Hon'ble Vice Chancellor, Centurion University. With the help and support of the Embassy, few very important meetings were fixed for the delegation to attend, which included meeting Shri Rajesh Vaishnav, Indian Ambassador to Morocco over a high tea at his residence.

- Qarawiyyine University: the oldest existing University
- President of the University Sidi Mohamed Ben Abdellah
- Ministry of Higher Education and Scientific Research
- Mohamed V University
- Ministry of Skill Development & Vocational Training, and Office of Vocational Training and Employment Promotion
- International university of Rabat
- Ibn Tofail University in Kenitra
- The Higher Institute of Maritime Studies (ISEM), Casablanca
- International University of Casablanca
- Hassan II University
- Ministry of Investment and Export Promotion
- Public University of Marakech



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## 2.3. Outcomes of the visit

The only way of measuring success of any delegation depends on formalization of the association by signing an MoU. From this point of view the delegation was a great success, as three MoU were signed as its outcome - with ISEM, UIR and Université Ibn Tofail.

Apart from this, the University has already started the follow up actions on the terms with UCA for Ph.D. student exchange programs. They are now working on finalising the proposals to be submitted to:

- Ministry of Higher Education and Scientific Research- with the scope of work on short term courses in the sector of Engineering, Agriculture, Paramedics, Entrepreneurship and Media and communications.
- Ministry of Skill Development & Vocational Training, and Office of Vocational Training and Employment Promotion- with the scope of work on short term courses in the sector of Engineering, Agriculture, Paramedics, Entrepreneurship and Media and Communications.
- Ministry of Investment and Export Promotion- with the scope of work to set up a Smart Agricultural Unit of Research and Academic uses and to set up Skill Development Units.

## 3. Initiatives to Support Students

### 3.1. Schemes to support students from low-income groups from India and other countries

Centurion University as a multidisciplinary higher education institution, has opened its doors to international students and from this year enrolled students from 9 different countries. All the international students are from low or lower-middle income countries. Students from different countries, religions, languages, cultures are encouraged to take part in events across campuses. The University also provides scholarships and fee waivers to international students who are mainly from low- and middle-income groups. Affordability and ease of admission, facilities at our campuses are the top reasons for students from low- and middle-income groups to choose Centurion University as educational destination.





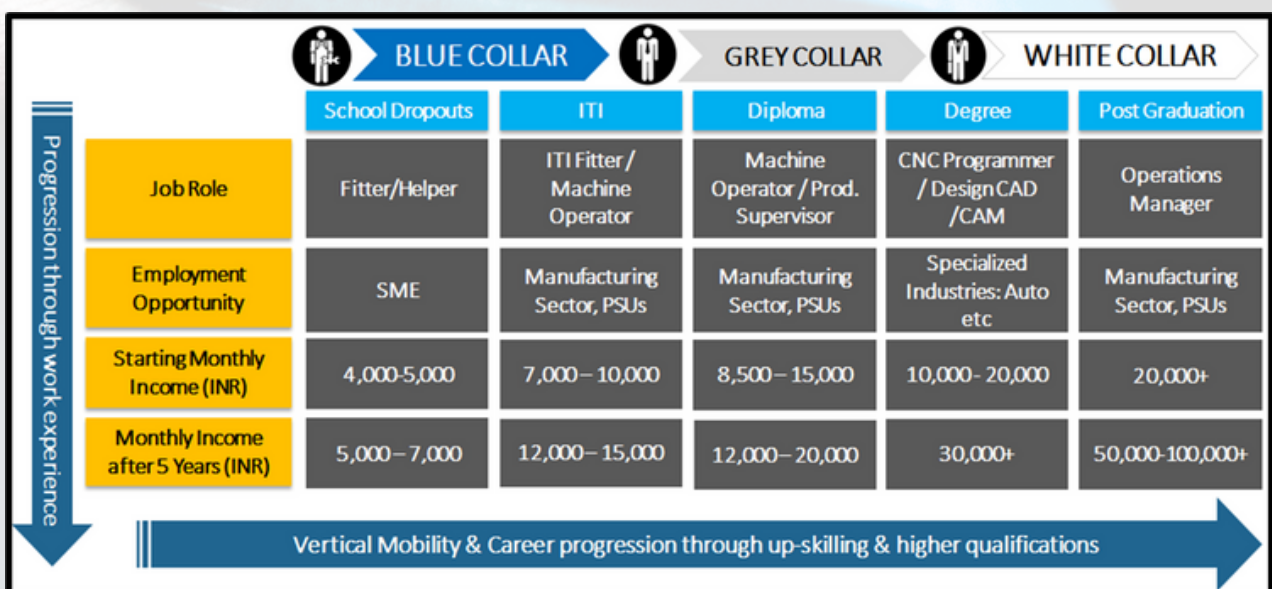


About 150 international students are presently studying in School of Maritime Studies, Centurion University of Technology & Management, out of which 30 are from low household income group – with less than 20% of the average household income group of that country. These categories of students are given 100% scholarship / financial assistance to cover their academic, hostel and mess fees. They have been given access all the academic and non-academic facilities inside the campus such as, digital library, waiver in registration in different cultural, technical and sports clubs of the university. They are also covered by medical insurance for any illness requiring hospitalization. They are also provided with medicines (free of cost) when they fall sick under with common cough, cold, fever etc. from the in-campus pharmacy store.



## 3.2. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is the skilling and placement initiative of the Ministry of Rural Development (MoRD), Government of India. DDU-GKY has its origins in the Aajeevika skills program and the 'Special Projects' component of the Swarnajayanti Gram Swarozgar yojana (SGSY). The scheme focuses on catering to the occupational aspirations of rural youth and enhancing their skills for wage employment. Implementation of DDU-GKY involves State Government, Technical Support Agencies like the National Institute of Rural development, and Panchayat Raj (NIRD & PR), and project implementing agencies (PIAs).



## Vision

“Transform rural poor youth into an economically independent and globally relevant workforce.”



### Skilling and Placement under DDU-GKY

- Awareness building within the community on the opportunities.
- Identifying rural youth who are needy.
- Mobilizing rural youth who are interested.
- Counselling of youth and parents.
- Selection based on aptitude.
- Imparting Knowledge, industry linked skills and attitude that enhance employability.
- Providing jobs that can be verified through methods that can stand up to independent scrutiny, and which pay above minimum wages.
- Supporting the person employed for sustainability after placement.

## 3.3. Gram Tarang Employability Training Services (GTET)

GTET traces its origins to a skill development project undertaken by Centurion University in 2006 for the placement of unemployed tribal youth of Gajapati, a tribal and left wing effected district. Formally incorporated as a private limited company in 2009, GTET is a social entrepreneurial outreach entity of the University, which was selected as one of the first ever partners of National Skill Development Corporation in 2010. Having trained over 360,000 people across 32 centers in Odisha, AP, Jharkhand, Assam, and Punjab, it is working towards an overall mission of making 100,000 youth employable annually with a focus on residential hands-on training of rural and marginalized communities.

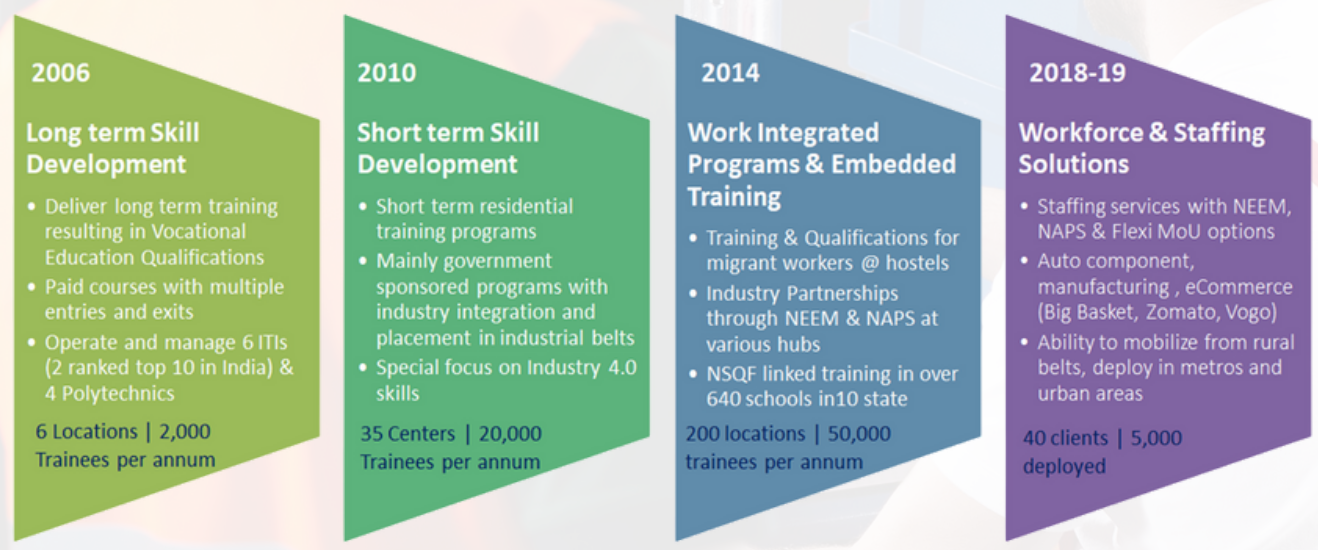
The pedagogical focus has been on hands on, experiential based learning through strong industry involvement & live production environments which has ensured a placement rate of over 80% for its vocational trainees into jobs across the country in more than 200 companies. The focus has been to develop an inclusive model in education & skill development by ensuring that over 50% of the youth are from scheduled castes & tribes, 50% of the beneficiaries are women and there is even a special program for the differently abled.

Gram Tarang has pioneered skills integration into higher education and mainstreaming of school and college dropouts through work integrated skill training & apprenticeships (WISTA) after the vocational students are placed. This is achieved through co-development of industry spec labs and workshops with leading players in six sectors of focus (Automotive, Apparel & Textiles, Manufacturing, Energy, Hospitality & Healthcare) like Ashok Leyland, Yamaha, Hyundai, Volvo Eicher, Godrej & Boyce, Schneider Electric, Gap, Café Coffee Day etc.



Gram Tarang was awarded as the Best Skill Provider in India by NSDC and is also recognized as a top skill provider by FICCI for three consecutive years at the global skills summits. The Bhubaneswar center won the ‘Best Center’ award by NSDC and was also recently declared as a Center of Excellence of Ministry of Skill Development and Entrepreneurship, Government of India. The Centurion – Gram Tarang model has also been quoted as a best practice in the UN General Assembly report on Higher Education and has been recognized as a best practice by Niti Aayog, E&Y and the Ministry of Skill Development & Entrepreneurship.

GTET’s pedagogical framework and approach to skill development is based hands-on knowledge, experiential-based, practice-oriented pedagogy through extensive industry engagement. We believe that recreating a live production environment where the trainees eventually produce a product or service with a tangible socio-economic value will be the best measure of the outcome of any skill course. This is achieved through strong industry linkages for workshop and lab creation, curriculum development and training of trainers which together create an ecosystem for developing market relevant skills with exposure to the actual equipment/tools/processes and systems that the trainee will experience in the workplace.



The overall mission is to build training capacity to make over 100,000 youth employable each year and GTET is well on the way of achieving that goal by 2025.



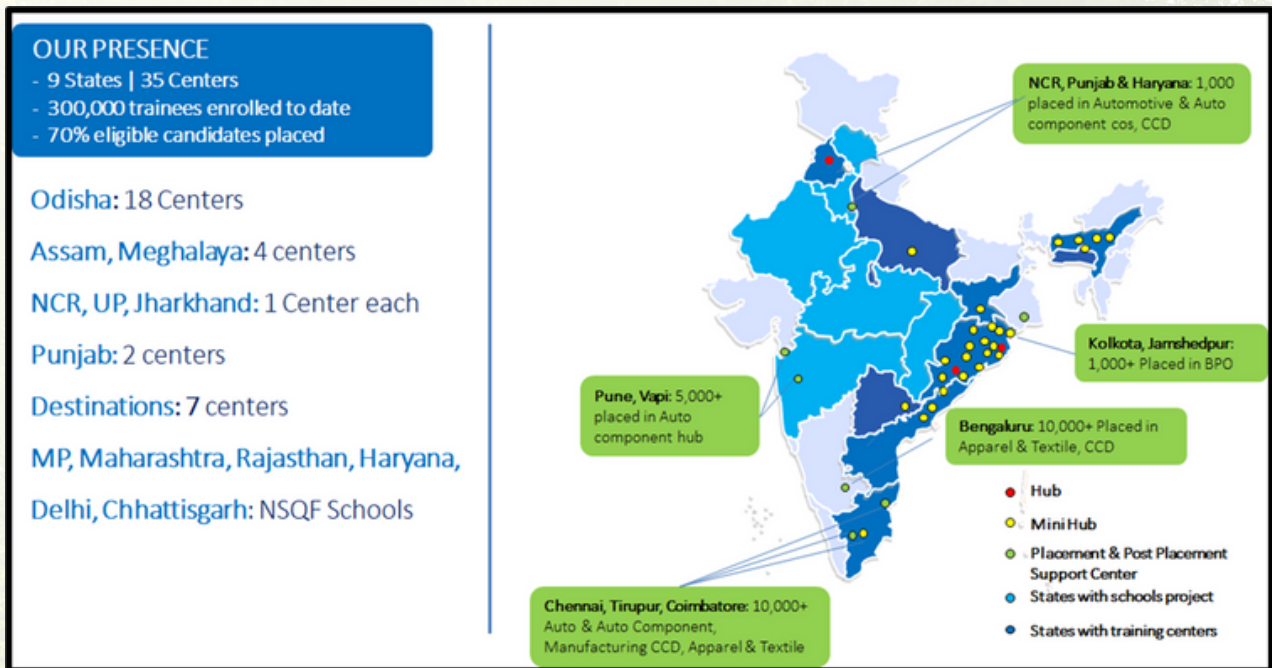
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**An example of the entire value chain of training to placement is captured here:**



## Geographical Presence



## Sectoral Focus and Industry Partners

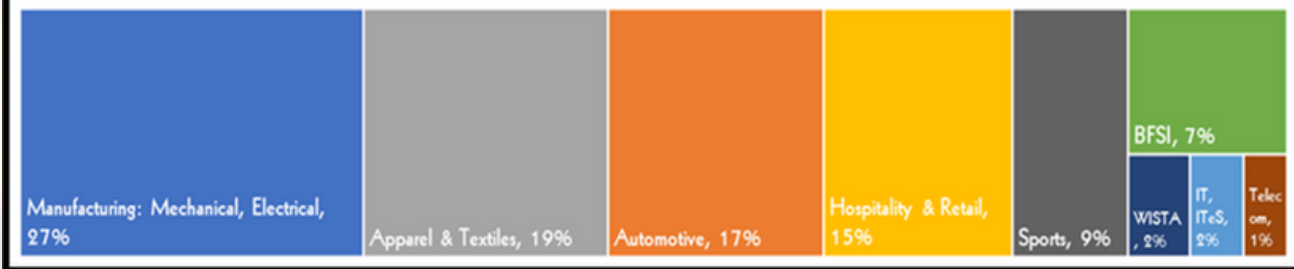
1 Automotive	2 Manufacturing & Energy	3 Agriculture	4 Hospitality	5 Healthcare



## Year to Year Enrolments

Enrolments across key verticals	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	Placement Offers %	LTD
<b>Long Term TVET</b>								
1 NCVT ITI (Fitter, Elec, Welder, Mechanic)	407	518	499	349	341	403	85%	4,639
2 Diploma Engineering (Mech, Civil, Elec, Auto)	441	663	575	405	364	422	80%	2,870
<b>Short Term Skilling</b>								
1 Manufacturing Sector	3,103	5,384	4,836	4,025	4,924	5,033	72%	38,460
2 Automotive	776	1,140	1,486	1,983	2,200	11,500	n/a	21,551
3 Industrial Sewing Machine Operator	3,782	4,412	4,153	5,989	6,615	6,802	95%	42,657
4 Hospitality, Retail, IT/ITeS	1,598	1,406	1,358	2,855	3,738	4,426	78%	21,050
5 BFSI	3,438	2,872	-	2,563			100%	13,438
6 Agriculture	-	-	-	1,198	329	36,835	100%	38,362
<b>In Situ Learning</b>								
NSQF Schools	2,229	3,460	15,570	23,445	32,287	32,301	n/a	1,10,107
WISTA	-	-	551	1,130	2,310	5,574	100%	9,565
<b>Grand Total</b>	<b>16,034</b>	<b>20,189</b>	<b>29,028</b>	<b>43,942</b>	<b>53,108</b>	<b>1,03,296</b>	<b>80%</b>	<b>3,02,699</b>

### ENROLMENT BY SECTOR



## 3.4. Gram Tarang Inclusive Development Services Pvt. Ltd. (GTIDS)

GTIDS, a social entrepreneurial outreach entity of Centurion University of Technology and Management is active in Financial Inclusion space from April 2011 and worked as a sub-contractor for various Technology Service Providers from April 2011 to May 2019. GTIDS recruited over 10,000 agents for 16 Banks - Andhra Bank, Allahabad Bank, Andhra Pradesh Grameen Vikas Bank, Andhra Pragathi Gramin Bank, Allahabad Bank, Bank of India, Bihar Gramin Bank, Central Bank of India, Karnataka Gramin Vikas Bank, KBS LAB, Paschim Bengal Gramin Bank, Nainital Gramin Bank, Syndicate Bank, Telangana Gramin Bank, UCO Bank, Uttarbanga Kshetriya Gramin Bank, United Bank of India -across 15 States - AP, Assam, Bihar, Jharkand, Karnataka, Manipur, Meghalaya, Odisha, Sikkim, Telangana, Tripura, Uttar Pradesh, Uttaranchal, West Bengal.

GTIDS opened over 1.4 Crores no-frills accounts, mobilized fixed deposits to the tune of Rs.200 Crores, savings about Rs.2,000 crores and collected over Rs.400 crores NPAs from the beneficiaries on behalf of partner banks. GTIDS disbursed more than Rs. 400 Crores Microfinance loans to over 1,60,000 beneficiaries under Mudhra Scheme.


GTIDS developed its own technology in 2018, signed agreements with 8 banks i.e., Andhra Pradesh Gramina Vikasa Bank, Bank of India, Canara Bank, Telangana Gramina Bank, Tamilnadu Grama Bank, ICICI Bank, KBS Bank, SBI, as a principal contractor. GTIDS currently employs over 4,000 Business Correspondent Agents in Andhra Pradesh, Karnataka, Odisha, Telangana, Tamil Nadu, West Bengal, and through agents provide banking services like Deposit, withdrawals, fund transfer, mobilization of savings, FDs, RDs, marketing government schemes like APY, PMJJBY, PMSBY, recovery of NPAs etc. GTIDS intends to sign agreements with more banks in the future and plan to onboard 2000 new BC Agents by December 2022.

Further, to offer industry integrated education to its agents, GTIDS in collaboration with Centurion University of Technology and Management launched a 3-year BBA program in Finance and Financial Inclusion in June 2014 in the states of Assam, Bihar and West Bengal. GTIDS in collaboration with its parent organization Centurion University, imparted NABARD sponsored IIBF training to over 4,000 Bank Mitras thus made significant progress in NPA recoveries and strengthening the cash management system.

## Insta Money


**Insta Money** is an instant banking application developed to empower the local kiranas, shops, retail stores & other merchants to make extra income by providing Aadhaar Banking, Individual & Group Loans, Digital Payment Services across India. **Insta Money** intends to appoint atleast 1 Lakh Agents across India and market Banking Services, Insurance, Mutual Funds & non-financial products too in future.

- ❖ A prospective Agent should possess a Smart phone, Biometric Device & willing to invest Rs. 500 towards ID fee. He/She can earn Commission in the range of Rs. 6K-15K per month.
- ❖ A distributor should invest Rs. 15,000 to purchase 50 IDs @ Rs. 300 per ID & can earn Commission in the range of Rs. 20K-90K per month.



### Commercials

Withdrawal Slabs		Agent Commission	Distributor Commission
From	To		
100	499	0.3	0
500	999	1	0.5
1000	1499	2	0.75
1500	1999	3.5	1
2000	2499	5	1.25
2500	2999	7	1.5
3000	4999	9	1.5
5000	10000	9	1.5









## 3.5. Urban Micro-Business Center (UMBC)

*An Innovative Project for Training, Production & Entrepreneurship Development of Urban Poor*

The Urban Micro Business Centre (UMBC) is the flagship project of Centurion Science and Technology Entrepreneurship Facilitation Centre, an independent Section 8 (not for profit) Company set up in Odisha by Centurion University of Technology and Management (CUTM), in order to inculcate enterprise, and develop entrepreneurship.

In 2013, the project UMBC was set up with the support of Department of Housing & Urban Development and Bhubaneswar Municipal Corporation (BMC) and Ministry of Housing, Urban & Poverty Alleviation, Government of India.

The land upon which UMBC facilitates are constructed, belongs to the General Administration Department. It was handed over under permissive possession to the BMC, which in turn handed it over to CUTM for the project. The land for this project has been given by the Government of Odisha through the local Council.

This model has been designed to address the poverty and livelihood challenges through nano-novo-mini-micro enterprises and entrepreneurship.

It was recognized by the National Skill Development Agency, Government of India, as one of the five most promising models for urban poor skill and development in the country, which should be replicated in other states and taken up for support by Government Departments and agencies.

This project has been declared as, “Deakin-Centurion Centre for Social Entrepreneurs”, under the Overseas Exchange and Learning Programme of Deakin University and other Australian Universities.

### **Project Mission**

UMBC is a concept for an integrated approach to livelihoods, skill, and entrepreneurship development for the urban poor.

A One-Stop-Centre for urban slum dwellers for information on training opportunities, direct support for entrepreneurship and indirect supply chain linkages, market information and business ideas.

The Centre to incubate business ideas, extend support and handholds for commercialization.

A hub for local small and family businesses seeking skilled and semi-skilled human resources trained or mobilized.

An Accelerated Action Learning Center for students of any stream and levels of learning.

### **Project Objectives**

Develop UMBC into an economically independent and sustainable and viable model by 2022.

To replicate contextual specificities across the state and other regions.

Integrate UMBC into the local slum communities as a common facility center and enhance stakeholders’ dialogues to be more responsive to community economic and social inclusion.

Create a network for local nano-novo-micro-mini entrepreneurs and businesses who can be:

- i. Mentors for ideation to commercialization.
- ii. Capacity and competency builders of new and existing entrepreneurs
- iii. Employers for failed entrepreneurs
- iv. Suppliers for new enterprise resource persons for UMBC
- v. Experienced resource persons for UMBC.

Integrate basic entrepreneurship development and business live-experience modules into all skill development programs across different trades and into all community development programs.



## Project Stakeholders

- Govt. of India
- Govt. of Odisha
- Bhubaneswar Municipal Corporation
- Centurion University
- Community

## Partners & Benefactors

- Mind Tree Foundation
- OMFED
- Australian High Commission
- Deakin University
- Union Bank of India
- Gram Tarang
- Centurion University

## Project Rational

While Bhubaneswar is the capital of Odisha, the state hub for commerce tourism, it yet shows a very low level of market development. Local supply lags far behind rapidly increasing local demand across both service and manufacturing sectors. Odisha is one of the two least developed states in the country and has exceedingly low levels of urbanisation. This has resulted in an increasing influx of urban poor into Bhubaneswar.

The Regional Centre for Development Corporation notes that urban poverty in Odisha is second highest in India, marginally below Bihar. Research by PRIA (2014) notes that slum dwellers in Bhubaneswar earn an average income of only Rs. 6,667/month, of which they save Rs. 2,400/month on an average.

The above research also notes that 60.55% of slum-dwelling workers report doing unskilled work in the service sector, 42% of the working slum-dwellers report engaging in casual labour, and 13% of working slum-dwellers report being self-employed. However, there are few initiatives to upgrade the skills of the informal/unskilled service sector workers, enhance business skills and opportunities for the self-employed urban poor, and provide viable and consistent alternative income earning opportunities to those engaging in low paying casual labour. The proposed centre would target these sections of the urban poor, train them for various vocational sectors where local market opportunities are present, and with the help of different corporates and organizations, provide them with entrepreneurship-based livelihoods.

Further, the objective is to make this resource facility especially supportive of the city's urban poor and urban low-income groups, as well as the growing number of students and aspiring entrepreneurs within the city, who currently have no options for hands-on training and exposure to MSME setup and operations. Thus, they either migrate out of the state or are stuck in a vicious cycle of poverty as the limited market size of Bhubaneswar (and the entire state) severely limits livelihood/employment opportunities.



By providing students, urban poor, low-income groups (and particularly marginalized groups such as women, female youth, and slum dwellers) with a full chain of information, exposure, technical training, entrepreneurship development training, and handholding for enterprise setup, this livelihood incubator at the Urban Micro Business Centre expects to contribute towards decreasing urban poverty in Bhubaneswar and simultaneously contribute to local economic development.

## **Project Structure Overview of UMBC**

### **Defining an Entrepreneur**

The Urban MBC defines an entrepreneur as someone who generates an income for self and for their household, using individual and household assets, resources, and skills in a variety of ways to identify and take advantage of market opportunities. This definition encompasses those who move between wage, self, and various kinds of contract-based employment. The definition also calls lays emphasis on two channels for supporting entrepreneurs: (1) expanding their asset base (including skills) and (2) enhancing market opportunities and access.

### **Scales of Entrepreneurship**

The Urban MBC recognises that there is a wide range of (1) motivations and aspirations, (2) competencies and existing skills, and (3) social customs and obligations, which shape the nature, scope, and scale of enterprises operated by the urban poor. Given the gender differences across each of these factors, entrepreneurship development for urban poor men and women requires targeting different sets of constraints. The Urban MBC has gained experience in identifying the scale and type of enterprises within its target urban poor communities, and henceforth plans to design its activities targeting specific clusters of entrepreneurs as summarised below. This is an indicative categorisation based on the project's experience thus far, hence a new categorisation may be expected when the project is replicated in other cities.

### **Operational Area**

The current operational area of the project is the urban limits of Bhubaneswar city – covering around 377 small and large slums of the city. Centurion University has a wide network of educational and vocational training centres in the state. Under the aegis of Centurion University, the center has the capacity to establish similar centres across the state.

Centurion University's education targets the bottom-of-the pyramid segments. Its high quality faculty resources, long years of experience in developing manpower for the development sector through its academic programs in rural enterprise management, agriculture and engineering, the vast and state-of-the-art infrastructure facilities, development projects already executed, strong linkages with State Government, market and civil society organizations, and location in the heart of the project area in South Odisha and North Coastal Andhra Pradesh makes the UMBC an ideal socio-economic empowerment vehicle. The Urban MBC functions on the above principles and philosophy as an independent entity.

It is proposed to strengthen the operational capacity of the existing flagship Centre at Bhubaneswar, Odisha, (as headquarters of the initiative) and deepen the existing scope of activities at the same.



## Project Beneficiary Profile

The project broadly focuses on urban slum dwellers, but within that it focuses on women's entrepreneurship and livelihood development since women are more excluded from economic participation than men. The focus will be on the most marginalised individuals within the overall slum-dweller category. Further, it shall identify community members that may be less marginalized but benefit more from business development activities.

### Individuals below poverty line (BPL cardholders)

These will be identified according to the most recent census done by the Municipal Corporation. The Municipal Corporation will ideally engage with the Urban MBC to identify these individuals.

BPL individuals according to the following criteria:

- Economical Need
- Social Needs - Gender / Castes
- Professional Needs - Skill and Competency

### Women who are single or key breadwinners in the household

The project reaches out to women who are sole breadwinners for their households, as these women are often either widows, abandoned, or have no family support, economic knowledge/confidence/skills, and are thus especially vulnerable. Additionally, women may also be key breadwinners because of problems with the adult male's ability or interest in income generation. These women are also a target group.

### Existing entrepreneurs

Entrepreneurship is not the interest or aspiration of every urban poor individual. To encourage widespread take-up of entrepreneurship, a cadre of successful entrepreneurs at the nano, mini and micro level need to be created and supported so that they in turn motivate the unemployed and under-employed to participate.

Hence, both struggling and successful existing entrepreneurs require targeting by the Urban MBC as they have demonstrated their willingness to take business risks and explore entrepreneurship. Further, scaling up existing entrepreneurs can also provide a few jobs within the local community as the better-off entrepreneurs shall need apprentices and assistants.



### Addressing Urban Challenges

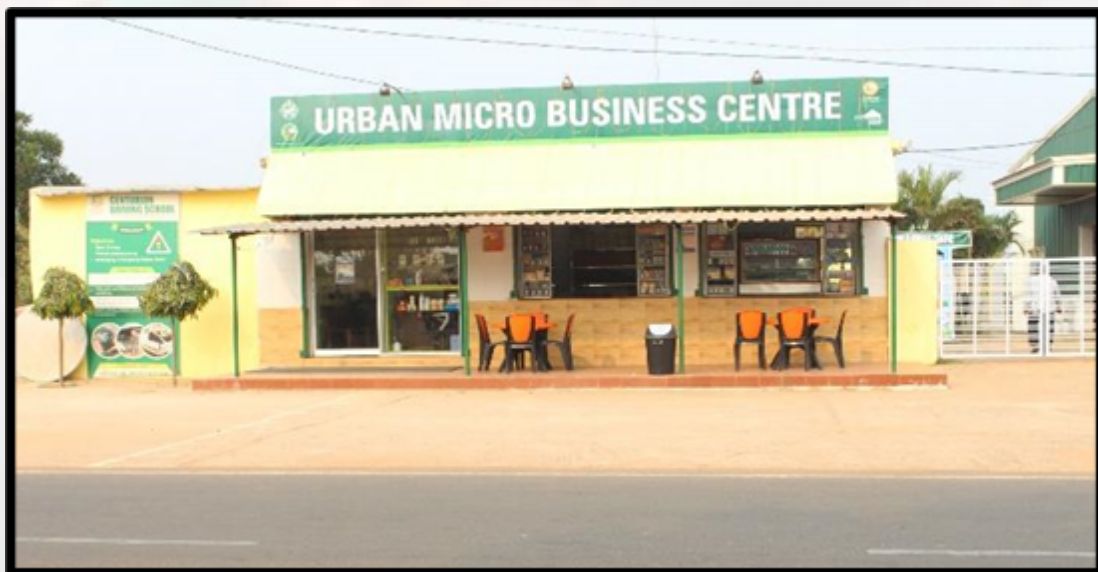
- Increasing migrants' population
- Overcrowded / Cramped living
- Uncertain employment
- Poor quality of life
- Improper education
- Higher- cost of living
- Increasing social / domestic violence
- Unsafe area
- Unhygienic environment
- Increase in abuse and exploitation
- High health cost

One of the objectives of UMBC is to explore and demonstrate entrepreneurship to struggling and successful existing entrepreneurs from urban slums. Further, scaling up existing entrepreneurs can provide few jobs within the local community itself.

Beneficiaries are mostly the residents of the slum communities in Bhubaneswar.

Identification of beneficiaries is carried out via extensive surveys and community consultation by the UMBC team.

UMBC focuses on a matrix larger than how many enterprises are promoted, or how many placements are generated. Few individuals avail the benefits of existing financial assistance for self-employment activities under government schemes and most individuals are highly risk averse when it comes to business. Further, the local economies are often small and sluggish which compounds the problem: local markets offer few opportunities for enterprise or employment. As a result of this ecosystem within which UMBC operates, the team recognizes that more is required than helping the urban poor set up enterprises that may start but not sustain, and helping underprivileged youth get jobs may result in them subsequently dropping out.



## **Business Launch Training Programs**

UMBC recognizes that sustained viability of micro-enterprises is a serious challenge particularly in eastern India, it also believes that generating enthusiasm around starting a business is important, since it develops core and critical enterprise skills particularly in those who are traditionally discouraged from going into business, i.e., women/female and youth.

## **Employability Training and Placements**

Identifying local (or regional) supply chain and market linkages for urban poor entrepreneurs; identifying local employment opportunities for local working-age youth; training the urban poor to meet local demands and local capacity gaps; helping particularly urban poor women become viable social entrepreneurs who can address the need for services in their local communities (such as childcare, pre and after school services).

Employability training focuses on the skills most required by local firms. For example, Bhubaneswar continues to see rapid growth in household services, hospitality services (including food and beverages), and retail. Thus, youth are provided with the following appropriate training modalities:

Information regarding sectors hiring youth in large numbers,

Training on the use of online job portals to learn about the different kinds of jobs/ salaries that are available locally,

Guided field visits to retail outlets (including a chance to interview and interact with junior staff and recent hires working at these outlets),

Classroom training for at least 4-6 hours a day; Responsibility for supporting sales, marketing, and operational activities within the in-house enterprises at the Centre (under supervision of UMBC staff) at least once a week.

Over 1800 women from the slum have been provided training in different professional programmes e.g., tailoring and operation of specialized sewing machines. Women were provided with various work opportunities at the in-house uniform production enterprise, Beauty and Wellness centre, Retail and Café, Crèche and Baby-sitting, Spices and Pulverisation, Bakery and Confectionery, Coffee Processing and Brewing.



## **MOA between CUTM and UMBC**

<https://cutm.ac.in/download-pdf/?pname=/wpcontent/uploads/campus/Enterprises/MOA-AOA-Centurion-SCIENCE-AND-TECHNOLOGY&catID=158>

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# **4. Access to Basic Service for All**

## **4.1. Gram Tarang Foods (GTF)**

GTF is a social enterprise incubated and developed by Centurion University. Its current product portfolio includes high-quality extracts (selective oils, oleoresins, total extracts, and natural colors) from raw organic spices, herbs, medicinal plants, beans, and flowers. These extracts are used by the Pharmaceuticals, Nutraceuticals, Perfume, and Cosmetic industries. It has ten research scientists that are engaged with the farmer community around the campus. The scientists are also assisting in creating facilities in the campus at Parlakhemundi which would help identify new products and processes that derive maximum value sustainably. GTF supports local value addition, local market creation, and market linkages for farmers. We are associated and working closely with companies such as Himalaya, Naturals and Robertet.







Gram Tarang Foods Pvt. Ltd.

# Supercritical CO<sub>2</sub> Extracts

Spices | Herbs | Flowers | Beans

## OVERVIEW

Gram Tarang Foods is a Social Entrepreneurship Firm incubated out of Centurion University and dedicated to producing best quality phyto extracts.

Supercritical Fluid Extraction Technology (SCFE) technology is used for making extracts like Select Oils, Oleoresins and Total Extracts.

SCFE / CO<sub>2</sub> extracts are used as ingredients for Flavour, Fragrance and Colour in Food, Nutraceutical-Pharmaceutical, Perfumery - Wellness and Dye industry.



Location: [www.gramtarangfoods.in](http://www.gramtarangfoods.in)

Bhubaneswar Office: Plot No. 1, Phase 1, 60/4 Bhubaneswar, Odisha, Pin- 751020

Plant: Plot No. 1, 60/3 Industrial Estate, Village: Ramachandrapur Pariali, Sapat, Odisha, Pin- 751020

Shaligram Office: Plot No. 1, Door No. 80/10, 1st Floor, Road No. 1, VUDA Colony, Phase 1, Mahanagar, Shaligram, Andhra Pradesh, 508002

For Enquiries:  
Shashikant Tewary  
+91 9937002180 / +91 9884300263  
shashikant.tewary@gramtarangfoods.in

## FLAVOUR



Black Pepper



Cardamom



Cinnamon



Clove



Cocoa



Coffee



Ginger



Turmeric



Nutmeg



Vanilla

## FRAGRANCE



Champa



Jasmine



Kewda



Patchouli



Vetiver

## COLOUR



Hot Chilly



Paprika

# Explaining our intervention

## GRAMTARANG FOODS

### FARMERS/SELF HELP GROUPS

- Providing additional selling avenues at fair price
- Introducing new crops providing higher returns
- Intercropping resulting in incremental revenues for farmers & self help groups
- Introducing best agricultural practices, increasing yields and further enhancing their earnings

### EDUCATION (CENTURION UNIVERSITY)

- Utilizing Centurion University for R&D and new product development
- Providing training to students in real world scenario
- Providing employment to students
- Building world class technological capability

### INDUSTRY/ CUSTOMERS

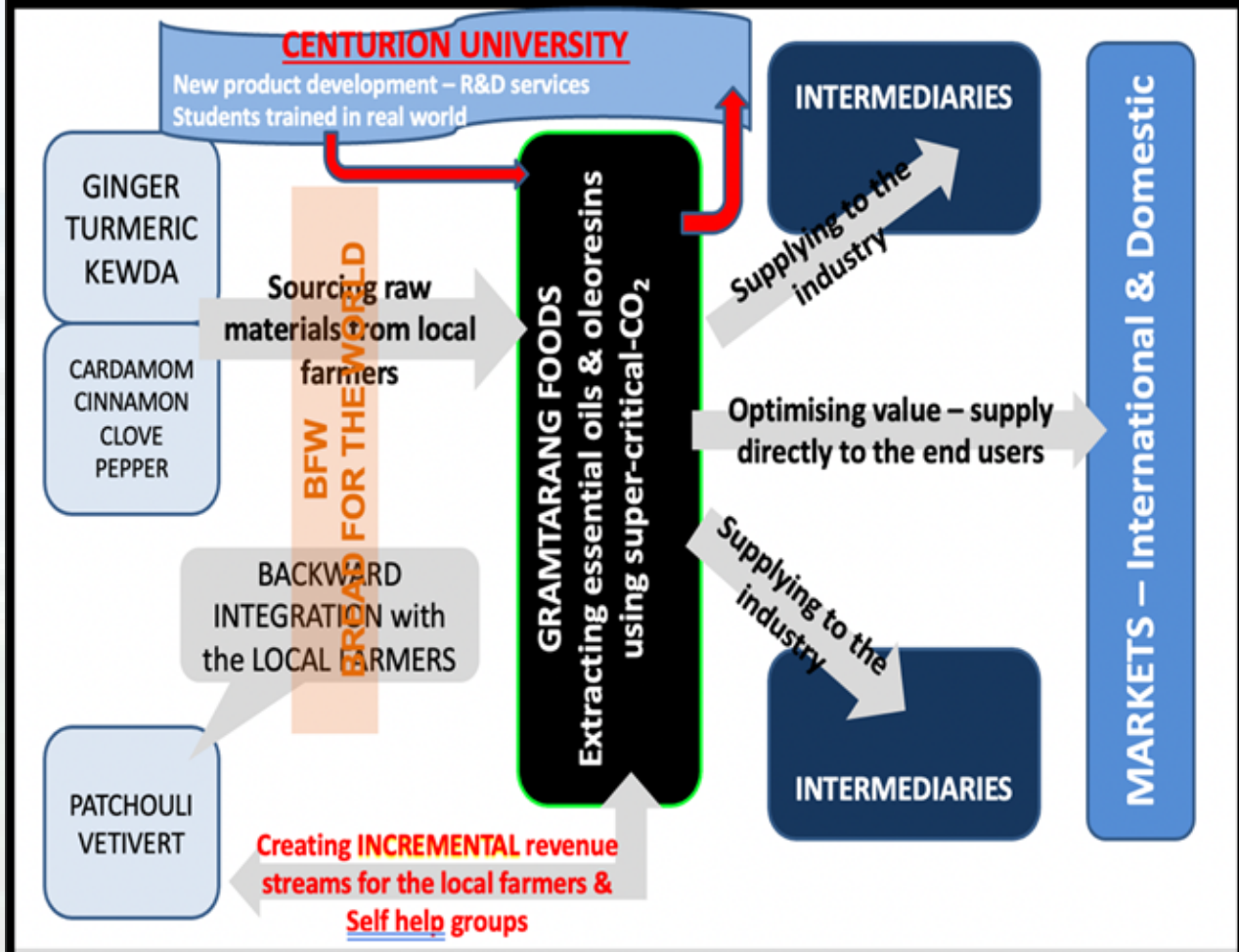
- Supplying world class ingredients to the global industry (Food & Beverage, Perfumery and Pharmaceutical)
- Build our reputation as a reliable business partner
- Build long term relationships with our customers

## BHAG (Big Hairy Audacious Goal)

Creating world class value by utilizing local resources in Orissa



## Working with local communities and creating superior value



## 5. Campus Facilities

Centurion University of Technology and Management provides its students with the support and facilities that enable the students to complete their education with ease.

# 5.1. Residential Facilities



Life at Centurion Hostel is an extension of the academic pursuit of the student. The excellent facilities under the supervision of the wardens, ensure a conducive environment for our students to continue on their growth journey.

### Highlights:

- Separate living accommodation for female students
- 24-hrs power supply and medical facilities
- Full-time security and vigil is maintained
- Wi-Fi enabled campus with high-speed connectivity
- ATM facility on-campus





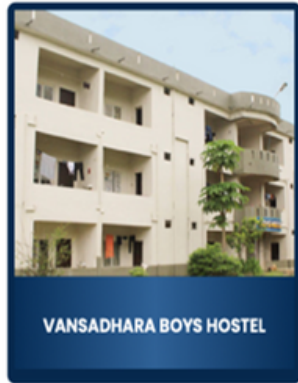
MAHANADI BOYS HOSTEL



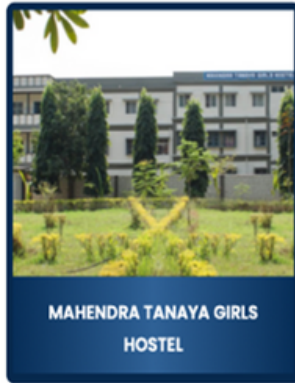
RUSIKULYA BOYS HOSTEL



NAGAVALI BOYS HOSTEL



VANSADHARA BOYS HOSTEL



MAHENDRA TANAYA GIRLS  
HOSTEL



INDRAVATI GIRLS HOSTEL

## 5.2. Healthcare Facilities



All our campuses are equipped with a dispensary manned by a qualified medical practitioner to provide regular and appropriate medical care to our students. An ambulance is also available round the clock to ensure prompt relief in case of medical emergencies.

Centurion University houses an ambulance for urgent situations which is fully equipped with appropriate medical equipment, medication, and stretchers to carry the ill or injured. Experienced medical practitioners provide quality health care as and when required. The emergency vehicles at the university are intended for the benefit of the students and staff.



#### Highlights

- Quick and safe transportation
- Immediate medical assistance
- Equipped with all necessary medical equipment and medicines
- On-call availability
- Spacious enough to accommodate the patient and others comfortably
- Timing – 24-hour facility

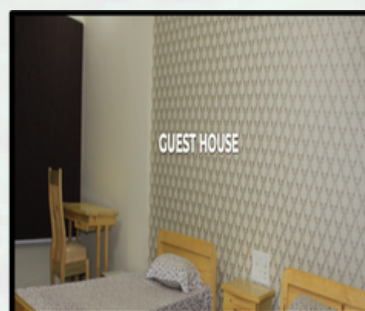
## 5.3. Other Facilities

For recreation and rejuvenation of the students the campus has an Olympic-size swimming pool, gymnasium facilities, canteen, basketball, tennis and cricket ground, different clubs like acting, dancing, poetry, etc. For the basic necessities, there are retail shops in every campus and laundry services. Apart from 24x7 high speed Wi-Fi, Centurion University offers access to a well-equipped Central Library at each campus in addition to individual hostel libraries for both boys and girls in their respective hostels. The library contains standard books from top publishers as well as journals of national and international repute for reference by students and staff.

Centurion University provides banking and postal services within its campuses for the ease of students, faculty, and staff members. The banking services facilitate all kinds of national and international banking conveniences, including providing education loans to students on simple terms. Apart from this, the University also has a 24-hour ATM facility for round the clock cash withdrawal. To aid with postal requirements, the University provides postal services both on- and off-campus locations. The purpose of offering these services is to meet the communication needs of the students, faculty, and staff members so that they do not face any difficulty while being on the campus.

The Campus has various banks install Automated Teller Machines (ATMs) which cater to the requirements of the students and the staff. Since these are located on the campus, it saves precious time and effort. Each campus is equipped with multiple ATMs from different Banks strategically located across the campus.

A Guest House with all modern facilities is provided inside the college campus for the benefit of visiting faculty, guests, and parents. All the rooms are well furnished, airconditioned and Wi-Fi enabled with access to an adjoining cafeteria. Accommodation in guest house is provided by prior reservation.



## 6. Annexure: Documenting the Trajectory of Centurion University – Gram Tarang in the Skills Landscape

- The Centurion University – Gram Tarang model has been cited as a case study by UNESCO in its official publication. The copy of study is annexed.
- In August 2016, the British Council published a report titled, “Social Enterprise: A Global Outlook” in the Going Global Conference at Cape Town. The report is the output of 2-years primary research with a sample size of 200+ Universities across the world. It is a matter of pride for us that the report starts with Centurion University – Gram Tarang as the case in reference – pg. 10-11 ([https://www.britishcouncil.org/sites/default/files/british\\_council\\_social\\_enterprise\\_brochure\\_web\\_version.pdf](https://www.britishcouncil.org/sites/default/files/british_council_social_enterprise_brochure_web_version.pdf))
- Subsequently, the British Council published another report on local contextuality. We have experienced an “encore” when the British Council Report published another report in contextual specificity in Eastern India and singled out Centurion University besides two other universities, IIM Calcutta, and Xavier. [https://www.britishcouncil.in/sites/default/files/east\\_india\\_-\\_social\\_enterprise\\_in\\_a\\_global\\_context\\_-\\_final\\_report.pdf](https://www.britishcouncil.in/sites/default/files/east_india_-_social_enterprise_in_a_global_context_-_final_report.pdf)
- NITI AAYOG eloquently and prominently referred to Centurion University – Gram Tarang model for its integrated and inclusive skills training education model in its report on the “Task Force Report on Skill Development” (October 2015). The Task Force, which has been set up by the Hon’ble Prime Minister, had 11 Chief Ministers of Major States as members.
- In September 2016 the Hon’ble Prime Minister released a report of NITI Ayog titled, “State Forward: Best Practices from our States”. Centurion University-Gram Tarang has gained mention as a reference for “best practices”.
- [Pages 129-131] <http://niti.gov.in/content/state-forward-best-practices-our-states-0>  
[http://niti.gov.in/writereaddata/files/document\\_publication/State%20Foward%20Book.pdf](http://niti.gov.in/writereaddata/files/document_publication/State%20Foward%20Book.pdf).
- In the latest report of NITI Ayog - “Skilling for Employability: Best Practices” – published in July 2017 NITI once again the unique education model of Centurion University Gram Tarang has been showcased as a national reference point. [Pgs 122-124 <http://bit.ly/2vwwIgr>, [http://niti.gov.in/writereaddata/files/skillIndia-Digital\\_Book.pdf](http://niti.gov.in/writereaddata/files/skillIndia-Digital_Book.pdf)]



- Ernst & Young published a report, "Role of Higher Education in Creating Sustainable Livelihoods and Social Enterprises" in November 2016. The entire report is on the Model of Centurion University-Gram Tarang. This is the third global report in 2016 that has Centurion University cited as "Case in Reference".
- The Prime Minister's Task Force on Skill Development consisting of 14 Chief Ministers submitted their report in October 2015, in a national document containing 100+ pages. The model is cited eloquently across 6 pages.
- Launch of Lernern in 2020 with funding from Switzerland based elea foundation and Singapore based OOB Ventures.





# 7. Awards and Recognition

Among first partners signed by National Skill Development Corporation in 2010 with following awards:

- Overall Best Performer NSDC Jun 2012 | Best Performing Center 2016 | Best Training Partner NSDC Apr, 2018 | Best Placement NSDC Apr, 2018 | Transforming Rural India, NSDC, 2018
- FICCI Global Skills Summit: Awarded Best Skills Project in Rural Community by FICCI & UK-India Business council in 2010, “Honour Roll - Skills Champion: Emerging Warrior” at Global skills summit in FY 11-12, “Skills Champion of India Award” & at FICCI Global Skills Summit in FY 12-13
- Two ITIs operated and managed by Gram Tarang has been ranked among the Top Ten in the MSDE ITIs Ranking
- Prime Minister’s sub-group of Chief Ministers on skill development hosted by NITI AYOJ prominently described Gram Tarang and its model of integrating skill with higher education, ensuring appropriateness and relevance of education.
- Parliamentary committee on skill development: Recognition of Skill integrated higher education by the delegation of 25 Members of Parliament (MP) headed by the Hon’ble Minister (2nd visit) for Skill Development & Entrepreneurship and Parliamentary Affairs, Shri Rajiv Pratap Rudy (28th January 2016)

