

## Mphasis partners with The/Nudge Foundation

to provide Life Skills training to the  
underprivileged



500 underprivileged youth to be trained under the programme

---

**Bengaluru, October 20<sup>th</sup>, 2015:** [Mphasis](#), leading IT service and solutions provider and The/Nudge Foundation, a non-profit organization that focuses on sustainable poverty alleviation, today announced their partnership on providing life skills training to the underprivileged. The/Nudge Foundation has inked a two year association with Mphasis, with a mission to bridge the gap between skilled and unskilled labor force in the country. Both Mphasis and The/Nudge Foundation will set up Life-skill training centers called 'Gurukuls' in Bengaluru.

The partnership brings innovative approach to improving India's massive skill deficit. Gurukuls, the four-month residential programme will aim to impart life-skills, literacy as well as livelihoods to the youngsters from disadvantaged communities across Bengaluru.

Commenting on the partnership, **Dr. Meenu Bhambhani, Head of CSR, Mphasis** said, "Mphasis is excited to partner with The/Nudge Foundation for providing life-skills training to those in need. The program is clearly in line with our brand promise in working towards improving the life of the underprivileged and could then become model solutions or interventions in the area of skill and development. We are confident of the potential of these Gurukuls that would train youth groups in specific trades and narrow India's skill gap."

Speaking on the partnership, **Atul Satija, Founder and CEO, The/Nudge Foundation** said, "At The/Nudge, our aim is to create Gurukuls that can provide real opportunities for people to escape the cycle of poverty, through gainful employment. We intend to work towards these Gurukuls becoming national centers of excellence. Partnering with Mphasis gives us the confidence in continuing our effort of skill enhancement throughout the country".

In the first batch of the Gurukul, female students will be trained to be placed as beauticians and the male students will get trained as drivers. In addition, intensive courses from English language literacy to financial literacy to family management shall be imparted by industry experts. The low-income communities will not just learn vocational skills but will also be equipped with life skills and economic foundations including interpersonal skills, financial management, family planning, health and nutrition etc., resulting in higher job security, growth and overall development after the four months training.

### **About The/Nudge Foundation:**

The/Nudge Foundation focuses on sustainable poverty alleviation by building a strong 360-degree life, learning and economic foundation for poor in residential "Gurukuls", along with lifelong support system. Our goal is to pull 1 million people sustainably out of poverty by 2020. The Foundation which was launched on July 27, 2015 already boasts of an illustrious team of Board & Advisory members including Arun Seth, Ex-Chairman, British Telecom & Alcatel Lucent; Hugo Barra, Vice President, Xiaomi, Dr. Pramath Raj Sinha, Founding Dean, ISB; Naveen Tewari, Founder & CEO, InMobi; Vijay Shekhar Sharma, Founder, Paytm & One97; Manish Dugar, Chief Financial Officer, InMobi and Neeraj Arora, Vice President, WhatsApp Messenger. For further details, please visit: [www.thenudge.org](http://www.thenudge.org)

### **About Mphasis**

Mphasis (an HP Company) enables chosen customers to meet the demands of an evolving market place. Mphasis fuels this by combining superior human capital with cutting edge solutions in hyper-specialized areas. Contact Mphasis on [www.mphasis.com](http://www.mphasis.com)

**Our Social Media Channels**

**Facebook:** <https://www.facebook.com/MphasisOfficial>

**Twitter:** <https://twitter.com/#!/mphasis>

**LinkedIn:** <http://www.linkedin.com/company/mphasis>

**YouTube:** <http://www.youtube.com/user/MphasisOfficial>

**For further information please contact**

Krutika Lakhani   Edelman India <a href="mailto:krutika.lakhani@edelman.com">krutika.lakhani@edelman.com</a> +91 97178 12394	Sandeep Rao   Gutenberg Communications <a href="mailto:sandeep@gutenbergpr.com">sandeep@gutenbergpr.com</a> +91 97690 79273
--	---