

TATA COMMUNITY INITIATIVES TRUST

Registered Office :

C/o. Tata Services Limited, Jeevan Bharti, Tower 1, 10th Floor, 124 Connaught Circus,
New Delhi 110 001. Tel +91 11 2332 7072

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

Date: 18-12-2023

To,
Dr. Saravanan
Principal,
Kumaraguru College of Technology
Chinnavedampatti, Coimbatore
Tamil Nadu – 641 049

Subject: Letter of Intent for Tata STRIVE Google Scholarship Program

Dear Dr. Saravanan,

As per our discussion, we are glad to share with you the letter of intent for Tata STRIVE Google Scholarship Program. The duration of the program would be till 31st December, 2024.

Tata STRIVE is the skill development initiative of Tata Community Initiatives Trust, 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 & final year students:

1. Google UX Design Professional
2. Google IT Support Professional
3. Google IT Automation with Python Professional Certificate
4. Google Digital Marketing & E- Commerce Certificate
5. Google Data Analytics Professional Course
6. Google Business Intelligence Professional Certificate
7. Google Advance Data Analytics Professional Course
8. Google Cybersecurity Certificate

Along with these courses, we will also offer Tata STRIVE's signature Youth Development Programme (YDM) of up to 21 hours, which will be useful to develop life skills of the learners. There would be no financial implication on part of either the University/College or students who will be 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.

Kumaraguru College of Technology, Coimbatore cannot use Tata STRIVE's name, logo, or any of its communication materials for its promotions. If the same is found without requisite approvals, the partnership will be terminated. Tata STRIVE may choose to move out of the partnership in case there is low or poor performance from the students for the institution

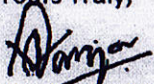
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In order to ensure success of the programme, we require below mentioned support from your institution:

- Provide single point of contact (SPOC) to support this initiative across various colleges
- Share list of affiliated colleges and course details in under-graduate and post-graduate streams
- Circulate information about the programme with pre-final and final year students
- 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 requirement
- Encourage students to complete the course within specified timelines
- Track progress of the program and share valuable suggestions for program success
- Coordination with Tata STRIVE team to conduct SME sessions
- Coordinate for placement drives
- Provide data of placed students who have completed these certifications


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

Thanking you,
Yours Truly,



Mr. Ameya Vanjari
COO- Tata STRIVE
For Tata Community Initiatives Trust

Acknowledged by:



EXECUTIVE DIRECTOR

KUMARAGURU COLLEGE OF TECHNOLOGY

Place: Coimbatore COIMBATORE - 49

Date: 08-01-2024