

## **Adobe partners with SSC NASSCOM to support the Government's Skill India initiative**

*Adobe and SSC NASSCOM have signed an MoU to develop and implement a strategic skill-based program to bridge the skill gap in India's digital economy*

**New Delhi, INDIA, September 13, 2017:** Aimed at furthering the Government's Skill India Initiative, Adobe Systems today announced a partnership with IT-ITeS Sector Skills Council NASSCOM (SSC NASSCOM) to catalyze the skills landscape in India. As part of this, Adobe and SSC NASSCOM have signed a Memorandum of Understanding (MoU) to jointly develop and implement a sustainable as well as scalable skill-based program for schools and higher education institutions in India. The pilot phase of this program will benefit minimum of 5,000 students across 100 public and private institutions from 10 states in India. As a part of the association, 150 faculty members will also be coached under the 'train-the-trainer' program.

Commenting on the initiative, **Dr. Sandhya Chintala, Executive Director, IT-ITeS Sector Skills Council NASSCOM & Vice President, NASSCOM** said, 'Skilling' is a national imperative for India's youth to achieve its highest potential and to optimize India's demographic dividend. In India's current economy, digital skills are a prerequisite to higher education and employment, and it is our endeavor to ensure that our students have the skillset to seize the opportunities of Digital India. We are happy to associate with long-term industry leader Adobe and share their expertise in software based training and programs.

"With skills increasingly becoming as valuable as legal tender in a global economy, Adobe is committed to the government's dream of building a skilled India. We are thrilled about this collaboration with the SSC NASSCOM, which is one more step in the direction of furthering the government's ambitious Skill India mission. As a nation with the world's largest youth population, it is our responsibility to ensure that the next generation talent pool is empowered with the necessary tools to succeed in a digital economy." said **Kulmeet Bawa, Managing Director – South Asia, Adobe**.

Both parties will work together to empower students to be industry-ready digital professionals by designing skill-based courseware and Qualification Packs for Web Designers, Software Developers, UI Developers, Media Developers and others. These will be created in the form of Facilitator Guides and Student Handbooks, under this initiative.

As a part of a Special Interest Group, Adobe will collaborate with SSC NASSCOM to address India's skill gap challenge and enable students to increase their employability quotient in an increasingly digital economy. The idea is to encourage aptitude towards employable skills and upgrade aptitudes of the future workforce to international standards. This will be achieved through significant industry

involvement and development of necessary frameworks for standards, curriculum and quality assurance.

This program is being led by Dr. Sandhya Chintala, Executive Director, IT-ITeS Sector Skills Council NASSCOM & Vice President, NASSCOM, across India to bridge the skill gap in specific areas of interest among students.

## **About NASSCOM**

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 1800 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services off-shoring and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.1 million professionals.

## **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/in](http://www.adobe.com/in).

###