TATA COMMUNITY INITIATIVES TRUST

Date: - 08/07/2024

To,

Dr. V.S.S. MURTHY,

Principal,

K.S.R.M College of Engineering,

Yerramasupalli (V), C.K. Dinne (M),

Kadapa, Andhra Pradesh- 516005

Subject: Letter of Intent for Tata STRIVE Google Scholarship program

Respected Dr. V.S.S. Murthy,

As per our discussion, we are glad to share 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 Trusts, 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 (learners can select only one out of the eight courses):

1) Google Data Analytics Professional
2) Google UX Design Professional
3) Google IT Support Professional
4) Google IT Automation with Python Professional Certificate
5) Google Digital Marketing & E-commerce
6) Google Business Intelligence
7) Google Advanced Data Analytics
8) Google Cyber Security

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 in our students. There would be no financial implication on the part of either University/College or students 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.

K.S.R.M College of Engineering, Kadapa cannot use Tata STRIVE's Name, logo, or any of its communication materials for its promotions. If the same found without any approval 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.

Tata STRIVE will also provide placement assistance to students, who will complete this programme within defined timeframe.
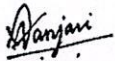
In order to ensure program success, we would require below mentioned support from your organization:

- Provide single point of contact (SPOC) to support this initiative across various colleges
- List of affiliated colleges and course details in under graduate and postgraduate streams.
- Circulate information to pre final and final year student about the programme
- 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 required
- Encourage students to complete the course within specified time lines
- Track the progress of the program and share valuable suggestions for the program success
- Coordinate with Tata STRIVE team for conducting SME sessions
- Coordination for placement drives
- Provide data of placed students who has completed these certifications

We are confident that this programme will improve the employability of students and help them secure job opportunities of their choice. We look forward working with your esteemed institution and support the endeavors to ensure bright future of our students.
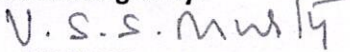
Thanking you,

Yours Sincerely,

Mr. Ameya Vanjari
Chief Operating Officer, Tata STRIVE
For Tata Community Initiatives Trust

Acknowledged by:

V. S. S. Murly

PRINCIPAL
K.S.R.M. COLLEGE OF ENGINEERING
KADAPA-516005 (A.P.)
Dr. V.S.S. Murthy
Principal, K.S.R.M College of Engineering, Kadapa
Place: Kadapa
Date: 10.07.2024