



Cambridge
Veritas™

Youth Employability Skills Program

for Amity University Online

FROM:

Mr Krishnatrya

TO:

Ms Monica Agarwal

8th April 2025



In India employability Rate of Graduates in 2025 is **only 54.81%** with approximately **30.39 million unemployed** young graduates.

This highlights the critical need for employability skills among new graduates.

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There is a **notable skills mismatch** between education and industry demands.



To address this, initiatives like the **Cambridge Veritas Youth Employability Skills (CYES®)** program is focusing on **professional communication, corporate readiness, vocational training, digital literacy, and employability skills development.**



01

Socioeconomic Indicators - India. (n.d.). Retrieved April 8, 2025, from <https://www.statista.com/outlook/co/socioeconomic-indicators/india>

02

Wheebox. (December 31, 2024). Employability among graduates across India from 2023 and 2025, by degree [Graph]. In Statista. Retrieved April 08, 2025, from <https://www.statista.com/statistics/738255/employability-among-graduates-by-degree-india/>

03

Buchholz, K. (March 22, 2023). Indian Unemployment Steady, But Youth Suffers. Retrieved April 08, 2025, from <https://www.statista.com/chart/20014/unemployment-rate-india/>

Training Phases:

Phase 1:

Assessment & Customization



Our team will work closely with Amity's faculty to understand your **students' specific needs** and customize our program accordingly. We will conduct comprehensive **placement testing** to determine appropriate levels, and create a tailored implementation plan that aligns with Amity's academic calendar.

Phase 2:

Program Implementation



Upon customization, we will deploy our instructors to deliver **20 hours of live training per student**. With an optimal 1:20 teacher-student ratio, we will ensure **personalized attention**. Students will simultaneously access our **digital tasks/projects** and **AI-powered tools** to reinforce classroom learning.

Phase 3:

Progress Tracking & Analytics



Throughout the program, our comprehensive analytics dashboard will provide Amity administrators with **real-time insights** into student participation, progress, and outcomes. Our **proprietary assessment tools** measure concrete improvement in communication skills, allowing both students and faculty to track development across all key metrics.

Phase 4:

Course Completion & Assessment



Students complete a **comprehensive final assessment**. Results highlight specific improvements in all aspects of **professional communication, employability & presentation skills, phonetics, business fluency, corporate vocabulary**, giving students concrete evidence of their development for employers.

Phase 5:

Certification & Feedback



Students receive **Cambridge Veritas digital and physical certificates** with blockchain verification for employer validation. We implement a **structured feedback process** for students to evaluate their experience, enabling both Cambridge Veritas and Amity to **continuously improve the program** to meet industry demands and student expectations.

Pricing Structure

In response to your request for **volume-based pricing consideration** during our discussion, we're pleased to offer substantial discounts that acknowledge Amity University Online's scale:

Number of Students	Discount	Final Price per Student
15,000-29,999	5%	₹18,999
30,000-44,999	10%	₹17,999
45,000-74,999	15%	₹16,999
75,000-99,999	20%	₹15,999
100,000+	25%	₹14,999



This tiered discount structure is designed specifically for Amity and recognizes your mention that 30-40% of your 150,000 student population (approximately 45,000-60,000 students) could potentially benefit from our program. At this volume level, you would **qualify for the 15% discount tier**, representing significant value for such a comprehensive skills development program.



Next Steps

We understand your decision-making process requires some steps:

Pending your favorable review, Cambridge Veritas is prepared to conduct a demonstration for your Chairperson and Senior Leadership Team. Following leadership approval, we will be happy to formalize our partnership. We look forward to your views on this proposal and stand ready to support your process in any way needed.

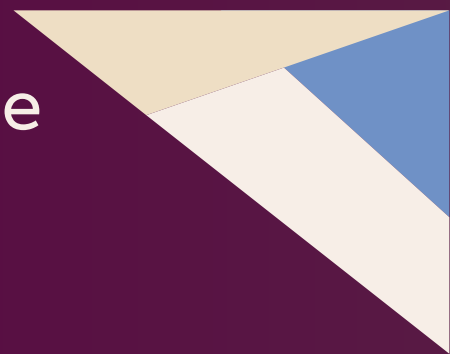
*We are confident that our Cambridge Veritas Youth Employability Skills Program will significantly enhance your students' **professional communication abilities** and career prospects. The combination of our CELTA-qualified instructors, AI-powered assessment tools, and globally recognized certification offers exceptional value for Amity University Online.*

Say YES to skills
that go beyond limits

Thank you!



Cambridge
Veritas™



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