

FRAMES	VO / SOUND	VISUALS	SUPERS
	In a land of diversity – Bharat – under millions of dreams and ambitions that intertwine What a visionaries behind a rural service in Gujarat, rural hospitals, a bank and finance One vision	Stock footage of university, stock footage of target people gathering Social inclusion concept shot Self development concept shot	
	To make a SASRMAN BHARAT	ASCT Logo Animation	
ASSET OVERVIEW	Over its inception 1985, ASSET has pioneered a truly leading social enterprise, revolutionizing the arena of our nation's underserved sectors. Through transformative education, it has crafted a new narrative of empowerment, forever transforming the lives of millions.	Mixed shots of various activities of ASSET INFOGRAPHICS - Text graphic of activities	1985 SOCIAL OPPORTUNITY SOCIAL INCLUSION FINANCIAL INCLUSION ASSET INDUSTRIES
	As its operational center, 'Bharat' is home to ASSET's 37,500+ centers, 20 state offices, and 33 regional offices that work tirelessly towards the development of our urban and rural Bharat. These core initiatives work towards:	INFOGRAPHICS on Indian Map	28 states and 5 Union Territories 20 state offices 33 regional offices MUMBAI, DELHI URBAN BHARAT
	Promoting self development	INFOGRAPHICS with relevant images	EDUCATIONAL INFRASTRUCTURE
	Improving educational infrastructure	INFOGRAPHICS with relevant images	CAREER ADVANCEMENTS
	Generating employment and business opportunities	INFOGRAPHICS with relevant images	FINANCIAL INCLUSION
	Empowering women and children	INFOGRAPHICS with relevant images	ASSET INDUSTRIES
	Expanding industries	INFOGRAPHICS with relevant images	ASSET INDUSTRIES
	With the advent of computer education in the 80s, one man, building from a small town in Central	INFOGRAPHICS - INTERNATIONAL MAP	GLOBAL REACH
		Stock Footage of Urban India MP, India Map CM Early images 1st Published book Initial ASSET Centre images	
UNDISCOVERED JOURNEY OF VIL CHOLEBY	A Passion of India and a vision A Current Education System A New Education Policy (2020: 40:30:30)		1980s Shri SANTOSH CHOLEBY SANTOSH BHARAT
ASSET GENESIS VISION	What started as a humble first step is now a gigantic organization with state-of-the-art infrastructure in the most responsible parts of the country.	VISION GENESIS OF ASSET INFOGRAPHICS of Indian map showcasing the ASSET centres	Shri Santosh Choleby, Chairman ASSET Group Key words from '30 Years'
	Overcoming initial challenges in digitalization, our work gained a massive recognition, attracting organizations and institutional support. Expanding our center reach, diversifying our scope, we transformed from a social enterprise into a fully-fledged institution.	Interview shots INFOGRAPHICS	Sh. Siddhant Chakrabarti, Managing Director- ASSET Nations/Regions of other collaborations Chartered Accountants - Practitioners Agriculture, Automobile, Tourism & Hospitality, Textile and Handloom Nations/Regions of Corporate Nations/Regions of Governmental Entities
ASSET JOURNEY CONCLUDES	Owing to these path-breaking efforts over the past four decades, ASSET has been duly recognized by over 700 National and International awards.	Show awards from Big personalities Awards from International Bodies Other Trophies - big names eg NASCOM INFOGRAPHICS	70+ AWARDS, National & International NASCOM Energy 10 Leader - 2009 The National CA Award - 2012 NASCOM IT Innovation Award - 2006 Member Award (South India and Andhra) - 2012 Top 20 Franchises Global Award - 2010 and 2011
AWARDS	The entire ecosystem runs efficiently under its 4 core verticals:	ASSET activity shot INFOGRAPHICS of verticals	EDUCATION SKILLING & LIVELIHOOD FINANCIAL INCLUSION
SKILLING & PLACEMENT	Skilling and Livelihood, encompasses a multitude of initiatives that constantly boost regional employment on a mass scale.	INFOGRAPHIC	SKILLING & LIVELIHOOD
	ASSET Group has collaborated with 27 Sector Skill Councils (SSCs), crafting relevant training modules in consultation with industry experts. We take pride in the emergence of over 2,000 rural entrepreneurs, through the ASSET entrepreneurship model, with a special emphasis on empowering women in business.	Interview Shots INFOGRAPHICS	Partnered with 27 SSCs Partnered with 27 SSCs (PMKVY) - vocational training National Skill Qualification Framework (NSQF) - manual skills in Higher Secondary Education Partnered with 27 SSCs (PMKVY) - vocational training Dewan Durgam Academy Skilling - employment opportunities Practitioner Through Skill Training 12,000 Entrepreneur created
Ms. Abhishek Gupta + Title	Through skilling initiatives in over 2600 schools, ASSET has been empowering individuals, improving livelihoods, and combating poverty. Understanding the urgent need to address existing issue of unemployment, ASSET took a proactive step to bridge the gap between talent and opportunities with major 'Abhishek' portal. This platform serves as a comprehensive solution to the talent needs of companies as actors such as Retail, Textile, Apparel, Allied sectors, and Education.	ROGAR MANTRA Activated Images / Footage INFOGRAPHICS	Skilling programs in 16,000+ schools ROGAR MANTRA + Counseling - Human Capital + Personal Finishing + Corporate Compliance Training + 10 LAKHS Students + 100+ Companies - 1 Lakh of potential employees + Domestic retail, textile, agriculture allied sectors and education
MR. ARVIND CHATURVEDI- NATIONAL SALES HEAD- PLACEMENTS	ASSET's unique learning platform, "ASSET LEARN," eliminates the language barrier and connects students far-flung locations to online courses for upskilling and knowledge development in various disciplines including a revenue sharing model.	Relevant Images / Footage INFOGRAPHICS	LEARNING PLATFORM COURSES + Online Courses + Business Management + Business Development + Business Analytics + Business Information Systems
LEARNING	Following the integrated growth approach, ASSET Group of Universities was established to	Shots of university HIGHER EDUCATION	HIGHER EDUCATION
HIGHER EDUCATION	The ASSET Group of Universities is an organization that is an eminently placed in the most challenging geographical regions to provide the rural students with world-class amenities. With the primary objective of quality education, we have been able to provide a world-class education to our students through highly equipped, improve their quality of life and support the regional economy.	Interview shots Relevant Images INFOGRAPHICS	ASSET Group of Universities + Education - Human Capital + Personal Finishing + Corporate Compliance Training + 10 LAKHS Students + 100+ Companies - 1 Lakh of potential employees + Domestic retail, textile, agriculture allied sectors and education
ASHI Chaturvedi, Director, HR	With a deep focus on improving Early Education, ASSET's The Bairy Bear Pre-School & Day Care is a critical stage in a child's early development, where children begin to develop their cognitive, social, emotional, and physical skills, which are formative in their life journey.	Relevant Images / Footage Interview Shots Bairy bear relevant images / footage INFOGRAPHIC of Indian Map showing centres	The Bairy Bear Pre-School & Activity Club + Logo 100+ Centres COGNITIVE, SOCIAL, EMOTIONAL, PHYSICAL SKILLS + Day Care Education + 10+ States + 25+ Cities
Dr. Pooja Chaturvedi, Lead, HR	As ASSET expanded its scope beyond skilling and education, it became evident to its members the necessity of providing broad services in Bharat. One such vital service was providing access to financial services in remote regions, leading to the inception of ASSET's 'Financial Inclusion' model - a bold step forward to bring financial services closer to remote regions.	Relevant Images	FINANCIAL INCLUSION MODEL
FINANCIAL INCLUSION	Despite recent economic growth rates in India the majority of the population is still unbanked. ASSET, with its 7300+ branches offers financial services to the underprivileged at reasonable costs. Over the years, over 200 Lac bank accounts have been opened which is a huge leap towards financial inclusion.	Interview shots INFOGRAPHICS Relevant Images	7300+ Branches 4 International Banks (Name/Logos) 1 Regional Bank Branch/Logos 1 Payments Bank Name/Logos Operated 250+ Lac Bank Accounts The Pradhan Mantri MUDRA Yojana Pradhan Mantri Kisan Samiksha Yojana
Interview - Mr. Aravind Gupta	Consequently, 27 Lakhs Kisan Samiksha have been established to provide people with more than 10 LAC services in partnership with the Government of India.	Relevant Images / Footage INFOGRAPHICS	FINANCIAL SERVICES 27 Lakhs Kisan Samiksha + 100+ Services + 100+ States + 100+ Cities
FINANCIAL SERVICES	Embracing a greater vision, the ASSET Group recognized the immense potential for integrated growth in India's rural areas and launched 'ASSET Group of Industries'. The division of ASSET established a mission to enhance agricultural sectors, promote industrial development, and empower rural communities.	Stock Footage of Rural Industries Relevant Footage INFOGRAPHIC	ASSET GROUP OF INDUSTRIES
ASSET INDUSTRIES	This initiative encompasses various ventures, including Ramam Greens, an organic food production initiative, Pappan Manufacturing and catering to critical applications, and Agri-food processing plants to support the agricultural value chain in rural and semi-urban regions.	Relevant Images / Footage INFOGRAPHICS	Ramam Green Logo 100% ORGANIC Pappan Manufacturing - Domestic applications Agri-food processing plants
ASSET INDUSTRIES	ASSET Group embraces the transformative power of arts and culture to shape young minds and talents. The group takes great pride in creating and organizing cultural festivals like Viloharang and Varun National Awards, making noteworthy contributions to the preservation and promotion of our nation's cultural heritage.	Relevant Images / Footages INFOGRAPHICS	Varun National Awards - Varun National Awards since 30 Years Varun National Awards Graphic Varun National Awards Graphic Varun National Awards Graphic Varun National Awards Graphic Varun National Awards Graphic Varun National Awards Graphic Varun National Awards Graphic Varun National Awards Graphic
ARTS AND CULTURE	ASSET FUTURE	Interview Shots INFOGRAPHIC	
ASSET FUTURE	As we progress on our journey, ASSET Group aims to expand its reach and make a lasting impact on the lives of millions of India. Our commitment lies in empowering individuals with the skills they need to excel in the dynamic job market. Through our development of innovative products and services, we enable individuals and businesses to adapt to the digital era. Moreover, ASSET Group's flagship programs focus on connecting women with skills, empowering them to become self-reliant and contributing members of society. We leverage global expertise and resources through strategic partnerships with Government agencies, CSR Foundations and international organizations, enabling us to make a global impact.	Relevant Images / Footage INFOGRAPHICS	Shri. SIDDHANT CHATURVEDI + Title + Government agencies + CSR Foundations + International organizations
Ms. Siddhant Chaturvedi	With a strong vision ASSET is increasingly striving towards even larger goals under a truly able leadership.	Concept Shots of CSR in action	
Voice Over	India being a diverse land, brimming with untapped potential, it is essential to equip ourselves for the global growth engines of the 21st century. ASSET Group has emerged as a pioneer force in constructing an Autonomous Bharat, aligning its endeavors with the United Nations Sustainable Development Goals. With its multifaceted approach, ASSET Group bridges the divide between the youth and driving social impact, ASSET Group paves the path towards a prosperous and inclusive India.	Interview Shots CSR in action shots Relevant Images / Footage INFOGRAPHICS	
Interview - SANTOSH'S VISION	A journey of decades, a victory of millions A story of hope, a hope of ambitions Of those who deserve it equally Creating a new social order, to build a competent Nation KshatramBharat	Concept shot of people Decades montage of ASSET activities Highlight social development of Outlets, Girls, Students, Adults DRIVING PROOF OF 40+50 STUDENT'S HOLDING EACH OTHER'S HANDS ON ASSET IMPROVING REVENUES AND THEN THE CASHIEN DREAMS OUT, SHOWING THE ENTIRE INFRASTRUCTURE FROM THE SKY ASSET LOGO Animation	Shri. SANTOSH CHOLEBY, CHAIRMAN, Interview
CONCLUSION			SANTOSH BHARAT

