



A CORPORATE SOCIAL RESPONSIBILITY PROGRAMME

A child in Tamil Nadu can finish school without ever meeting an engineer.

This state has India's largest industrial workforce and India's largest number of factories. Manufacturing is more than 40% of its economy. And almost no school teaches a child what an industry is, how a factory runs, or that "maintenance planner" is a job that exists and pays well.

Your plant will be competing for those children in five years' time. Right now they do not know you exist.

57,935

Schools in Tamil Nadu, teaching 1.25 crore students

56.35%

National employability in 2026. Four in ten graduates are not ready for the jobs being created

10 days

A year every school must give grades 6–8 for vocational exposure under NEP 2020 — a requirement with almost no supply behind it

THE PROPOSAL IN ONE PARAGRAPH

MADE HERE is a six-module industry programme delivered in schools around your plant, in your name, out of your CSR budget. It is taught by practitioners who have actually run plants — not counsellors — and it is designed so that your own engineers teach the part the students remember. It discharges a CSR obligation, strengthens the community relationship your plant depends on, and starts building the workforce you will be hiring from.



THE CURRICULUM

Six modules. The same six things we do for a living.

Not a careers talk and not a robotics kit. Each module is one of our consulting practices translated for a fourteen-year-old, and each one ends with fifteen minutes of a real practitioner: what they do, what they studied, what they earn, and what they wish they had known at fifteen.

01 - THE VALUE CHAIN

What an industry actually is

From ore to shelf. Where a factory sits between a raw material and a customer.

Production · Planning · Sourcing

02 - MANUFACTURING EXCELLENCE

How a factory runs

Flow, takt and the bottleneck. Students run a five-station line, find their own bottleneck and rebalance it.

Industrial engineer · Supervisor

03 - TOTAL QUALITY

How we know it is good

Why a defect found at the customer costs a hundred times what it costs at the machine.

Quality · Metrology · Audit

04 - TOTAL PRODUCTIVE MAINTENANCE

Why machines stop

Availability and the six big losses — measured on the students' own classroom.

Maintenance · Reliability

05 - APPLIED AI

How machines learn

Students train an image classifier on good and defective parts, then break it with bad data and work out why.

Data · ML · Automation

06 - ESG & SUSTAINABILITY

What it costs the planet

An energy audit of the school, with a costed proposal handed to the principal.

EHS · Energy · Compliance

THE CAPSTONE

Run your classroom like a plant.

Every idea a manufacturing engineer cares about has an exact analogue in a school day, so the students measure their own. Attendance is availability. The period is the cycle. Work returned for correction is rework. They build the measurement system, collect a term of data, compute their own class's effectiveness, find their own losses, run a countermeasure and prove whether it held.

Availability	Was the class present and on time?
Performance	Did the period cover what it should?
Quality	Did the work come back for correction?
OEE	Computed by the students, for themselves



DELIVERY

Teachers deliver it. We build it, train them and audit it.

This is the design decision that makes the programme scale. A Blue Apple practitioner appears roughly four times a year per school — launch, masterclass, plant visit and capstone judging. The school's own teacher runs everything in between, using our curriculum, kit and portal.

TIER	FORMAT	REACH	WHO DELIVERS
Spark	One 90-minute session	150–300 students	A Blue Apple practitioner
Line	Six sessions across a term, plus a plant visit	One cohort of about 40	Trained teacher, two practitioner visits
Plant	Thirty sessions across a year, capstone, certificate	One or two cohorts	Trained teacher, practitioner clinics
Faculty	Three-day train-the-teacher, kit and certification	Everything downstream	Blue Apple, once

A TYPICAL SPONSORSHIP

Twenty schools around one plant, for a year.

- Programme delivered in your name, in the schools your own workers' children attend
- Your engineers invited to teach the practitioner segment
- Teachers trained and certified, so the programme continues after year one
- Measured before-and-after outcomes, reported in a format your CSR filing can use
- A named cohort of students who know what your plant does before they choose a course

INDICATIVE INVESTMENT

One school, one year	₹2.5–4 lakh
Twenty schools	₹50–80 lakh
Single awareness session	₹25,000
Teacher cohort of 25	₹3.5–5 lakh

Indicative for planning. A written proposal follows the first conversation, scoped to the schools and cohorts you choose.



CSR POSITION

Squarely inside Schedule VII.

Promoting education, including special education and employment-enhancing vocational skills, is named activity (ii) of Schedule VII of the Companies Act 2013. This programme sits inside it without interpretation.

Indian companies spent a record **₹40,794 crore** on CSR in FY 2024–25. Education was the largest single theme at **₹13,877 crore**, 34% of everything spent. Tamil Nadu is among the top five recipient states.

Confirm eligibility and the correct implementing-agency route with your own CSR committee and auditor. We will supply whatever documentation that process needs.

SAFEGUARDING

Children first, and in writing.

- Every person entering a school is background-verified and POCSO-aware
- Written parental consent for every plant visit, photograph and named use
- Data handled under the Digital Personal Data Protection Act — minimum collected, held on the school's own systems, deleted at end of term
- No tracking, no profiling, no advertising to children, ever
- Where a plant visit is not possible, a filmed 360° tour stands in, so no cohort is excluded from the part that matters most

WHO DELIVERS IT

Seven practitioners, every one an operator first.

Blue Apple India is a practitioner-led consultancy working across AI-integrated manufacturing, greenfield projects, HRMS, TQM, TPM and ESG. The people who teach these modules are the people who do this work for a living — which is the one thing no career-counselling company can reproduce, and the whole reason the programme lands.

THE NEXT STEP

One school. One morning. No cost.

The first session is free, because the only way to judge this is to watch a room of fifteen-year-olds work out what a bottleneck is. Pick a school near your plant and we will run it.

TALK TO

Vishnu Jayakumar

Practice lead, Blue Apple India

contact@blueappleindia.com

+91 98945 33393

blueappleindia.com/madehere