











From the Editor's Desk

kill Matters is an endeavour of National Skill Development Corporation to highlight the unique stories around the organization's impact on people and communities. Through its several skilling initiatives, NSDC has been able to reach the grassroot level and build a self-reliant workforce to cater to the demand of various sectors and industries. The stories are picked based on their relevance or an event and are written and edited with utmost care to inform and inspire the readers.

The intent is to share spot stories, feature pieces and humaninterest articles, highlighting NSDC and its training partners' efforts towards skilling, covering events and updates on the key programs and achievements. Skill Matters focuses on overarching trends and messages of NSDC's initiatives that are undertaken and executed with strategy, dedication and pride.

This issue covers:

- Launch of TEJAS in UAE
- Skill Hubs
- JuniorSkills Championship 2021
- Apprenticeship Program
- Farmer's Welfare through Drone Technology
- NSDC and Masai School's Partnership
- International Women's Day





Project TEJAS – An initiative for overseas mobility of skilled Indian workforce

SDC International, a newly formed subsidiary of National Skill Development Corporation, announced the launch of project **TEJAS** (**Training for Emirates Jobs and Skills**) to provide high-quality skills as per global standards and enable certified workers to work in United Arab Emirates (UAE) and GCC countries. Giving an impetus to the Government of India's Skill India Mission, project TEJAS aims to boost international mobility of the skilled Indian workforce. It targets to train, certify and place 10,000 Indian workers and professionals internationally.

Project TEJAS is an important chapter being added to the already strong ties between India and the United Arab Emirates (UAE) and is a pivotal step towards fulfilling the Skill India Mission. It echoes Prime Minister's vision of making India the skill capital of the world. India is invested to transform its economy from a labour-cost-arbitrage to a value-added one by focusing on skilling, reskilling and upskilling India's youth in tune with global standards. Skill India Mission is focused on creating a future-ready workforce, which will hold the key for an economically connected world. The objective of Skill India Mission, through this project, is to make India a global source for quality talent; provide global job opportunities for resident Indians; provide global career mobility for overseas Indians; and create an internationally benchmarked quality skills ecosystem.

The first batch of 40 candidates, who arrived in Dubai, were felicitated in a ceremony at the India Pavilion, Dubai Expo, UAE. These workers were trained at National Skill Development Corporation-affiliated trained centres in India across Delhi, Uttar Pradesh, Bengaluru and Kolkata, and have been placed in job roles such as IT professionals, banking professionals, electrician, plumber, HVAC technician & facility support staff. These candidates have been recruited by leading UAE employers such as EFS, AIQU, Esa Saleh Al Gurg, Future Milez, Lulu Exchange, and Dulsco.

The felicitation ceremony, co-hosted by NSDC International and the Indian Consulate in UAE, was graced by the presence of Shri Anurag Thakur, Hon'ble Minister of Information & Broadcasting and Sports & Youth Affairs, Dr. Aman Puri, Consul General of India in Dubai & Northern Emirates, Mr. Ved Mani Tiwari, Director, NSDC International and Mr. Neelivethil Rajeev, Director, Indian Plumbing Sector Skill Council, Managing Director (India & Middle East) ESPA Group. Shri Dharmendra Pradhan, Hon'ble Minister of Education and Minister of Skill Development and Entrepreneurship, through a recorded message, conveyed insights into the Skill India initiatives and significance of pilot international project TEJAS for India-UAE bilateral relations.

Watch the full event ceremony here









Skill Hubs: Centers for integrating vocational and formal education

Under the third phase of Pradhan Mantri Kaushal Vikas Yojana (PMKVY 3.0), the Ministry of Skill Development & Entrepreneurship in collaboration with the Ministry of Education has launched the Skill Hub Initiative that focuses on the introduction of skill training for school students and dropouts. The initiative considers policy-level synergy on integration of vocational education with general education as envisioned in the National Education Policy (NEP), 2020. The effort supplements the objectives of National Policy for Skill Development and Entrepreneurship, 2015.

Creation of sustainable skill training centres, phase-wise introduction of vocational courses in school curriculum in coordination with the Ministry of Education through technical support, greater cross-utilization of available infrastructure in universities/ colleges/ Industrial Training Institutes (ITIs)/ polytechnics/ schools, and strengthening the District Skill Committees (DSCs), State Skill Development Missions (SSDMs)/ State Directorate of Technical Education along with handholding, strategic and funding support are part of the Skill Hub Initiative.

Skill Hubs will act as nodal skill centres identified to provide skill development and vocational training opportunities to target population segments from -

- Class 6 to 8: Introduction to the world-of-work through orientation, industry visits, bag-less days
- Class 9 to 12: Aimed at exposing students to skill development avenues
- Class 9 to 12: School dropouts and out-of-education (aimed for academic credit, mainstreaming back to education and or apprenticeship and employment linkages)

Skill Hubs are co-opted from the vocational and education system with participation from the Ministry of Skill Development & Entrepreneurship, Department of School Education & Literacy (DoSEL) and Department of Higher Education (DoHE), Ministry of Rural Development (MoRD), Ministry of Micro, Small and Medium Enterprises (MSME) and Ministry of Electronics and Information Technology (MeitY) based on the agreed selection criteria including but not limited to the following institutions:

- a. Schools (Government, Government-aided and private)
- b. Higher education institutions (engineering, technical and general institutions including those offering language courses)
- c. Polytechnics
- d. Industrial Training Institutes (ITIs)
- e. Pradhan Mantri Kaushal Kendras (PMKKs)
- f. Private training providers (PMKVY centres, fee-based centres)
- g. Institutions under the Jan Shikshan Sansthan (JSS) scheme
- h. Other skilling institutions such as Rural Self Employment Training Institutes (RSETI), (National Institute of Electronics & Information Technology (NIELIT), and more
- i. Skilling institutions under MSME
- j. Corporate skill institutions







JuniorSkills: A championship to encourage skilling among school students

With an aim to introduce the importance of skills at school level and integrate vocational training with formal education, JuniorSkills Champioship was launched for the students of classes 6-12. After three rounds of the competition through 2021, more than 100 participants reached the finals conducted virtually on 28 February 2022. The championship is an initiative of National Skill Development Corporation, organized in collaboration with Central Board of Secondary Education to identify skilled school students, reward them for being the best in a skill of their choice and prepare them for global platforms.

The championship shares the values and objectives of 'Skill India' mission, emphasising technical and vocational skill training and capacity building to create a productive and self-reliant workforce.

The national-level competition has been organised in 10 skills—web technologies, IT software solution for business (ITSSB), visual merchandising, graphic design, fashion technology, mobile robotics, painting and decorating, solar energy, innovative business ideas and digital photography. Promoted through 20,000+ CBSE schools in India, the championship invited students to participate under three groups—from standard 6 to 8 (group 1), 9-10 (group 2) and 11-12 (group 3).

Over 60 students were declared winners and awarded in a felicitation ceremony held in New Delhi. The students were rewarded with a certificate, medal, and cash prize.

ICICI Bank Ltd supported JuniorSkills Championship 2021 as event partner, Qrenciaas technology partner and Pearl Academy as academic skill partner. Other partners were Smalt & Beryl, National Film Development Corporation (NFDC), Delhi School of Photography (DSP), Small Industry Development Bank of India (SIDBI), Skill Council for Green Jobs (SCGJ), RoboGuru and Cloud Kampus.

JuniorSkills Championship provides a platform to talented school students to showcase their skills and aims to create a pipeline for the IndiaSkills/ WorldSkills Competitions. WorldSkills India, an initiative of the NSDC under the guidance of Ministry of Skill Development & Entrepreneurship, has driven the country's participation at the WorldSkills International Competitions since 2011.









The winners of JuniorSkills Championship 2021 along with Atul Kumar Tiwari, Additional Secretary, Ministry of Skill Development & Entrepreneurship, Government of India at the felicitation ceremony





A dialogue on fostering stronger industry-skill linkage

"It is imperative to prepare the demographic dividend of the country as per the demands of the changing job roles," said Hon'ble Prime Minister Shri Narendra Modi at a post-Budget 2022 webinar where academic and industry experts came together to discuss the way forward and enrich the conversations around the key Budget announcements for the education and skilling ecosystem.

In his address, the Prime Minister spoke about five priority areas—universalization of quality education, skill development, inclusion of India's ancient experience and knowledge of urban planning and designing into education, internationalization and focus on Animation, Visual Effects, Gaming and Comic (AVGC). He also said DESH Stack (Digital Ecosystem for Skilling and Livelihood) aims to bring together academic, industry demands and linkages, improve employment prospects and enable the start-up ecosystem by offering a one-stop unified platform.

To take the narrative forward, a session was held on the theme—Towards Fostering Strong Industry-Skill Linkage—by the Ministry of Skill Development and Entrepreneurship (MSDE) with participation from Department of Promotion for Industry and Internal Trade (DPIIT) and the Ministry of Tourism. To encourage participation in the skill ecosystem by enabling digital skills, the discussion was part of a series of webinars inaugurated by Hon'ble Prime Minister. The webinar was attended by government officials, industry experts and representatives of key associations.



Led by MSDE, the webinar was co-chaired by Rajesh Aggarwal, Secretary, MSDE, Anurag Jain, Secretary, DPIIT and G. Kamala Vardhana Rao, Director General, Ministry of Tourism. The session panelists were N.S Kalsi, Chairman, National Council for Vocational Education & Training (NCVET), Amber Dubey, Joint Secretary, Ministry of Civil Aviation and Manish Sabharwal, Vice Chairman, TeamLease Services. The session was moderated by Ved Mani Tiwari, Chief Operating Officer & Officiating CEO, NSDC

Apprenticeship: Mission One Million

The Government has been on a mission to enhance the scope of skilling and introduce innovative ways that can enable skill development. The National Policy on Skill Development and Entrepreneurship, 2015 focuses on apprenticeship as one of the key components to create skilled workforce in India. Apprenticeship can play a vital role to impart on-the-job (OJT) practical training where youth can acquire skills as they work and earn a stipend. Globally, apprenticeship is considered as the best model for skill acquisition and earning while learning.

Under the National Apprenticeship Promotion Scheme (NAPS), the Government has set a target to achieve 1 million (Mission One Million) apprentices in the financial year 2022-23. A unified strategy for both National Skill Development Corporation (NSDC) and Director General of Training (DGT) is devised to achieve this target in a mission mode. The focus is on strengthening demand (bringing establishments into apprenticeship fold) and integrating supply (mobilizing and counselling the youth).

The action plan on identifying potential establishments and Industry Clusters (ICs) is underway along with integrating various skill portals/ initiatives such as Skill Hub, Aatmanirbhar Skilled Employee Employer Mapping (ASEEM), Skill India, National Council for Vocational Training (NCVT), Kaushal Panji, DeenDayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY), National Apprenticeship Training Scheme (NATS), National Institute of Open Schooling (NIOS), National Career Service (NCS), e-shram, and more.







Partnership with Masai School to focus on outcome-driven skilling for tech jobs

NSDC and Masai School signed a strategic partnership (MoU) to skill India's youth for tech jobs through an outcomedriven skilling model. The collaboration will benefit the lives of over 1.5 lakh students and their families in tier 2 & 3 cities over a period of seven years. This will enable aspirants to go beyond their economic & educational background by creating a level-playing field for private-sector tech jobs through skill-based learning certified by NSDC. The two organisations will also work towards creating alternatives to the banking loan system for skill-based education, which generally acts as a setback for low-income families.

With an outcome-driven approach that incentivises learning with jobs post completion of the course, Masai's Income Share Agreement has proven to be a successful model. Under this model, 96% of its students are being placed with an average salary of 8 lakh per annum (LPA) in top Indian start-ups including Ola, Meesho, Ajio and Swiggy and with multinational IT service companies such as Capgemini & GlobalLogic, among others. Masai does not charge any upfront fees. Students only pay for their learning when they get a job that pays them INR 5 LPA or more, else they pay no tuition fee. With no prior technical knowledge needed to join the course, 65% of the 5,000+ students currently studying at Masai are from a non-computer science educational background. Two years into its operations, Masai has pulled over 100 families out of poverty with 70% of their students hailing from disadvantaged sections of the society. This partnership will enable NSDC to expand its outreach to the grassroot level.





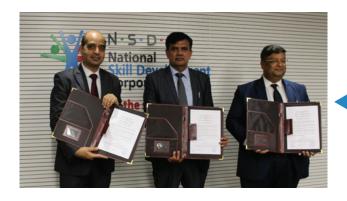




NSDC & UNICEF YuWaah promoting skills among youth for future of work

There is an urgent need to prepare the youth of India for the future of work, especially as we emerge and recover from the economic blow of the Covid-19 pandemic. NSDC in partnership with UNICEF YuWaah India is equipping young people with critical employability and life skills through the 'Young Warrior NXT' initiative. As part of this collaboration, NSDC's eSkill India program will help supporting youth with essential life skills for success in personal and professional life.

Conceptualized by a coalition of organizations such as YuWaah, UNICEF, Udhyam Learning Foundation, Global Alliance for Mass Entrepreneurship and others, this initiative aims to help five million young people, in the age group of 14-24 years, build key life skills—self-awareness, problem solving, communication, collaboration, employability and achievement motivation. The youth will also be involved in emotional well-being activities to overcome the adversities faced due to Covid-19 pandemic.



Left to Right: Prakash Sharma, Chief Financial Officer, NSDC, Yogendra Kumar, Marketing Director, IIFCO, and Dr. Shankar Goenka, Managing Director, WOW Factors at the MoU signing ceremony

NSDC x IFFCO: A pact to enable farmers' welfare through drone technology

The Union Budget 2022 put drones and their capability to aid the growth of the Indian economy under the spotlight with the idea that these devices have immense potential to assist sustainable development at scale and modernize the country. They provide employment opportunities for the youth and make Indian industry more efficient and competitive.

It also emphasized the use of 'Kisan Drones' to promote crop assessment, digitization of land records, spraying of insecticides and nutrients. On this premise, National Skill Development Corporation (NSDC) signed a Memorandum of Understanding (MoU) with the Indian Farm Forestry Development Cooperative (IFFCO) and WOW Factors India to explore options of skilling farmers and other aspirants in using and promoting drones for alternative fertilizers such as nano urea and other organic ones.

The collaboration will focus on the use of new technology, including drones and Artificial Intelligence (AI)-based decision support systems, which will help reduce the use of chemical fertilizers and low-cost organic inputs. It also aims to support start-ups for innovations, helping in increasing productivity and contributing immensely to improve the condition of farmers.

Skilling farmers in drone technology will not only aid efficient harvesting, thereby, increasing their income but will prevent depletion of soil nutrients and help preserve the environment. The MoU will enhance the skilling, reskilling and upskilling work being executed by Agriculture Skill Council of India.

The Government plans to accelerate the development of India's drone industry and turn the country into a drone hub by 2030. The fundamental aim to generate a supplier ecosystem for the industry in India has been given a boost by the INR 120 crore Production-linked Incentive (PLI) scheme for drone and drone components that will help increase domestic manufacturing and create employment.





International Women's Day:Together we can #BreakTheBias

National Skill Development Corporation (NSDC) marked this year's International Women's Day with the campaign, #BreakTheBias to celebrate women, their inspiring stories, achievements, and excellence in unconventional job roles. The objective of the campaign was to break gender stereotypes and create a world free of bias. It called for a more diverse and inclusive professional future for women where they are supported and not confined to certain traditional or conventional job roles. Through the motto #Skills4HER under Skill India Mission, Ministry of Skill Development & Entrepreneurship (MSDE) and NSDC celebrated the day by highlighting success stories of women who chose to be skilled in unconventional job roles in skilling programs offered by the Government and faced all odds to overcome the challenges.

India's women have truly combated stereotypes and eliminated inequalities by coming at the forefront and standing on par with men in every field. Since the inception of Skill India Mission, there has been an evident increase in the participation of women in non-conventional job roles such as welding, plumbing & heating, driving, among others. Under Pradhan Mantri Kaushal Vikas Yojana, Skill India's flagship scheme, 40% of the participation is of women.

To mark the special occasion, a virtual event was organised where more than 100 women were felicitated who were state-level champions of IndiaSkills 2021, Directorate General of Training's (DGT) Craftsmen Training Scheme and others. The event was graced by Rajesh Aggarwal, Secretary, MSDE and other esteemed dignitaries from the skilling ecosystem.



Rinki Mahato, the first woman who participated in plumbing & heating skill in IndiaSkills Competition. She reached the finals of IndiaSkills 2021 National Competition and is now training for WorldSkills Shanghai 2022

NSDC in collaboration with LetsEndorse aims to create micro/ nano entrepreneurs across India

With an aim to support Skill India Mission, National Skill Development Corporation (NSDC) and LetsEndorse have entered a strategic partnership to create a mass and rapid micro/ nano-entrepreneurship movement across India through a tech-and-touch model developed by the latter.

The collaboration will impact the lives of rural and urban individuals looking to set up new enterprises or scale-up their existing ventures in more than 165 segments, across manufacturing, services, trading, and new-age digital entrepreneurship. LetsEndorse's Udyamita model, which has shown promising results in enabling micro/nano entrepreneurs till the last mile through its 100-day intervention, will be leveraged in this partnership as well. The tech-enabled model assures scalability and provides end-to-end support to foster enterprise success and sustainable income, from idea building, business plan creation, enabling affordable credit under various government schemes and Reserve Bank of India (RBI) norms to mentorship after the enterprise is set-up.

The two organisations will work towards the goal of boosting entrepreneurial capacities, enabling access to affordable Micro, Small and Medium Enterprise (MSME) capital and ensuring overall micro-enterprise success at scale pan-India.



The teams of NSDC and LetsEndorse after the MoU signing





NSDC partners Common Service Centre to empower rural youth through right skilling opportunities

As India evolves and adapts to digital ways of living and working, the growth of the country's youth in this space is imminent. Skilling will be an impetus to digital growth as well as individual development of young persons. For this purpose, the youth should be able to identify the right skilling opportunities and connect with the relevant trainers/ stakeholders to skill, reskill and upskill.

NSDC and Common Services Centres (CSCs) collaborate to deliver digital services to the youth in rural and remote parts of the country. CSCs will help NSDC identify skill seekers at the grassroot level and link them with the right skilling and employment opportunities.

Under the partnership, CSCs at the village level will act as Skill Desks, creating awareness about the various available skill development programmes. Registrations of the candidates will be carried out under the available programmes for skill development training along with formal links with training providers and Aadhaar seeding of candidates and certificate distribution.

Education and agriculture services, apart from a host of B2C (business-to-consumer) services to citizens in rural and remote areas of the country. It is a pan-India network catering to the regional, geographic, linguistic and cultural diversity of the country, thus enabling the Government's mandate of a socially, financially and digitally inclusive society.



Left to Right: Prakash Sharma, Chief Financial Officer, NSDC and Ved Mani Tiwari, Chief Operating & Officiating CEO, NSDC along with Dinesh Kumar Tyagi, Managing Director, CSC SPV and Naveen Sharma, Vice President – Skill Development, CSC SPV at the MoU signing ceremony





IN THE NEWS

DESH-Stack E-portal to Boost Skill Development; Digital Varsity to Impart World-class Education: FM



Digital Ecosystem for Skilling and Livelihood (Skill India Platform) is a digital infrastructure with governing protocols for the education and skills community. An initiative under the Skill India Mission, this platform aims to meet challenges of information asymmetry and discoverability by mapping trainees to trainers, trainer to training providers cutting across all stakeholders in the skilling value chain.

In line with Hon'ble Prime Minister Narendra Modi's vision of mandating vocational education/ skill training in the education ecosystem, Skill India Platform will act as a tool that bridges the gap between demand and supply of skilled workforce. The adoption of digital solutions in the skilling sector has been incremental. The skilling sector is poised to gain from the advancements and learnings of various successful Digital India initiatives.



A Rozgar Mela was organised in Bundi, Rajasthan on 4 March 2022. It was inaugurated by Shri Om Birla, Hon'ble Speaker of the Lok Sabha.

NSDC empowering women to break the bias

Guwahati: From Hailakandi District, Assam a 24 years old girl Sudeepta Chaturvedi had to constantly deal with financial hardships. But she did not back off and was motivated to put an end to her miseries by becoming financially independent and supporting her family.

off and was motivated to put an end to her miscries by becoming financially independent and supporting her family. She found the guiding light when she came across Pradhan Mantri Kaushal Kendra imparting training in Field Technician and other home appliances where she enrolled herself in a threemonth course. She learnt the nuances of personality development which not



only helped her professionally but also personally. She overcame her fears and continued to participate in all the activities throughout her training with the help of the mentors. The Ministry of Skill Development and Entrepreneurship has launched several initiatives

to provide skill training to women like Sudeepta to make then employable and support their livelihood. Indian women are not only shattering age-old patriarchal doctrines but also breaking through into jobs that for decades were not theirs to have. Sudeepta landed a well-paying job at Metro Bazar in he ricity and at last could support her

not theirs to have. Sudeepta landed a well-paying job at Metro Bazar in her city and at last could support her family.

She said, "I am grateful that because of our Hon'ble Prime Minister Narendra Modi, women like me are coming out of the shells to shine like nearls."

Guwahati Times

एनएसडीसी, लेट्सएंडोर्स ने पूरे भारत में माडक्रो/नैनो उद्यमी बनाने के लिए रणनीतिक साझेदारी की घोषणा की

नई दिल्ली। स्किल इंडिया मिशन का सहयोग करने के उद्देश्य से, राष्ट्रीय कौशल विकास निगम (एनएसडीसी) और लेट्सएंडोर्स ने टेक-एंड-टच मॉडल के माध्यम से पूरे भारत में एक बड़े पैमाने पर और तेजी से माइक्रो / नैनो-उद्यमिता आंदोलन बनाने के लिए एक रणनीतिक साझेदारी की घोषणा की है। यह सहयोग उन ग्रामीण और शहरी व्यक्तियों के जीवन को प्रभावित करेगा जो नए उद्यम स्थापित करना चाहते हैं या विनिर्माण, सेवाओं, व्यापार और नए जमाने की डिजिटल उद्यमिता में 165 से अधिक क्षेत्रों में अपने मौजुदा उद्यमों को बढाना चाहते हैं। लेट्स एंडोर्स का उद्यमिता मॉडल, जिसने अपने 100-दिवसीय हस्तक्षेप के माध्यम से अंतिम मील तक माइक्रो/नैनो उद्यमियों को सक्षम बनाने में आशाजनक परिणाम दिखाए हैं, इस साझेदारी द्वारा लाभान्वित होगा। टेक-इनेबिल्ड मॉडल स्केलेबिलिटी दिखाता है और उद्यम की स्थापना के बाद आइंडिया बिल्डिंग, व्यवसाय योजना निर्माण, विभिन्न सरकारी योजनाओं और भारतीय रिजर्व बैंक (पहक) के मानदंडों के तहत किफायती ऋण को सक्षम करने से लेकर मेंटरशिए तक उद्यम की सफलता और स्थायी आय को बढ़ावा देने के लिए एंड-टू-एंड सहयोग प्रदान करता है। राष्ट्रीय कौशल विकास निगम के चीफ ऑपरेटिंग ऑफिसर (और कार्यवाहक सीईओ) वेद मणि तिवारी ने कहा, यह साझेदारी कुशल कार्यबल बनाने औरउन्हें उद्यमी बनने के लिए सशक्त बनाने हेतु स्किल इंडिया के उद्देश्यों के अनुरूप है। यह हमारा निरंतर प्रयास है कि देश भर से जनशक्ति को कशल बनाया जाए और स्थायी आजीविका को सक्षम बनाया जाए। उद्यमिता उस यात्रा के महत्वपूर्ण स्तंभों में से एक है। लेट्सएंडोर्स के साथ एनएसडीसी का सहयोग एक प्रभावशाली ढांचा तैयार करेगा और अंतिम मील तक माइक्रो उद्यमिता का लोकतंत्रीकरण करेगा।

Jansandesh Times

पहली जूनियर स्किल चैंपियनशिप में 60 विजेता सम्मानित किए गए

चंडीगढ़। जूनिय रस्किल्स चैंपियनशिप 2021 में 60 विजेता स्कूली छात्रों को सम्मानित किया गया भारत सरकार के कौशल विकास और उद्यमशीलत मंत्रालय के एडिशनल सेक्नेटरी अतुल कुमार तिवारी ने 60 से अधिक विजेताओं को नकद पुरस्कार, प्रमाण पत्र और पदक से सम्मानित किया। जूनियरस्किल्स चैंपियनशिप स्कूली छात्रों के लिए भारत की कौशल प्रतियोगिता है, जिसे सीबीएसई के साथ साझेदारी में शुरू किया गया है।

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