SCALING UP AND SPEEDING THE SKILL INDIA MISSION

To accelerate the pace of skill development, the recent cabinet reshuffle witnessed the Ministry of Skill Development and Entrepreneurship (MSDE) being handed over to Cabinet Minister, Shri Dharmendra Pradhan along with Minister of State, Shri AnantKumar Hegde to assist him. The Cabinet Minister heads the Ministry of Petroleum and Natural Gas and has been given the additional charge of Ministry of Skill Development and Entrepreneurship.

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Dharmendra Pradhan

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Focusing on self-employment and development of entrepreneurial abilities, NSDC is working towards promoting skill development by catalyzing creation of large-scale, sustainable businesses. NSDC aims to create capacity in terms of large and standardized vocational training institutions along with an enabling environment for the stakeholders. Here are a few key initiatives in this direction:

1. The five-year collaboration with Deakin University, Australia will focus on projects for conducting data analytics and impact evaluation studies, to bridge the skill gap and enhance quality training institutions.

2. Partnership with University of California aims to generate high-quality rigorous evidence on skill development in India.

3. MoU signed with Institute For Financial Management and Research for market analytics, quantitative and qualitative review of the existing data and generating insights from the information.

4. NSDC to train 20,000 heavy commercial vehicle drivers annually with Association of State Road Transport Undertakings (ASRTU). ASRTU, along with its member bodies will build and upgrade Driver Training Institutes across the country.

5. NSDC has partnered with Jaipur Rugs to train over 5,000 artisans in Textile Sector under the Recognition of Prior Learning program of Pradhan Mantri Kaushal Yojana. The initiative is aimed at meeting the demand of nearly 61.6 million skilled manpower in the Textile industry by 2022.
NSDC’s Flagship Programs – Skilling in SMART Cities

To bring momentum in skilling through collaborative efforts, the Union Home Minister Shri Rajnath Singh along with Shri Dharmendra Pradhan, Hon’ble Minister of Petroleum & Natural Gas and Skill Development & Entrepreneurship inaugurated India’s first NDMC-PMKK for Skilling in Smart Cities at Mandir Marg in New Delhi. The ministers also laid the foundation for a Skill Development Centre at Moti Bagh and a Centre of Excellence at Dharam Marg, New Delhi.

Affirming synergies with Government of India’s flagship programs, the new skill development centres underscore the commitment of the Ministry of Urban Affairs & Housing and the Ministry of Skill Development & Entrepreneurship to support skilling in smart cities. Earlier this year, NSDC collaborated with New Delhi Municipal Council Smart City Limited (NDMCSCL) to extend cooperation for setting up PMKK Centres for Smart Cities, to provide skill training for unemployed youth through its short-term training module and contribute to the capacity building of municipal employees through Recognition of Prior Learning (RPL) program.

To be managed by Orion Edutech, the new NDMC-PMKK, a 30,000 sq.ft. building with a capacity of skilling 4,000 youth annually, leverages NDMC infrastructure for skilling initiatives.

School Projects

- NSDC collaborated with Government of Daman and Diu and the Government of Dadra and Nagar Haveli for facilitating their skill development initiatives in schools (9th to 12th standards). With these additions, NSDC has expanded its footprint over 26 States and Union Territories, covering 7,259 schools catering to over 4.5 lakh students yearly.

- NSDC and Haryana Government organised placement drive for higher secondary students across five locations in the state, covering 100 schools in 21 districts. 274 students received placement offers with an average gross salary of Rs 10,000 per month.

- Similar placement drive was organized by NSDC with Government of Himachal Pradesh where 91 students (out of 112 eligible aspirants) bagged offers from major recruiters with an average salary of INR 10,000 per month.
Technical Intern Training Program, Japan

MSDE collaborated with Japan International Training Cooperation Organization (JITCO) for Technical Intern Training Program (TITP), wherein Indian candidates would be trained as per requirements from Japanese firms and will get opportunities to work in Japan for a period of three years.

Facilitation Camps for Conversion of Training Centres to Training Partners or TP Owned Centres

NSDC organized facilitation camps across five states to support conversion of franchise training centers to become affiliated training partners or TP owned training centres. A call center facility was also initiated for addressing technical issues. For more queries, call 8447351072 (SMART) and 8447254807 (SDMS).
Skill Mapping
A study of Human Resource and Skill Requirement for six Union Territories (Puducherry, Chandigarh, Andaman & Nicobar Islands, Daman & Diu, Dadra and Nagar Haweli and Lakshadweep) for the period from 2017 to 2022 was conducted by NSDC to understand the geographical and sector wise skill requirements which can influence and enable the skilling environment in the Union Territories. The findings of the study will help the UT skill development missions to design an evidence base skill development intervention.

Takshashila
Addressing the shortage of certified Master Trainers (on domain as well as training delivery skills), NSDC conducted a pilot batch of a 3-day long training program for Master Trainers through Management Sector Skill Council. 20 participants across 12 SSCs attended the session.

NSDC commits to “Swachhata Hi Sewa Campaign”
Glimpses of cleanliness drive at Skill India training centres across the country.
Join us in congratulating Team India which brought laurels for the country.

As the nation celebrated Diwali, Team India created history by winning One Silver (Mohit Dudeja), One Bronze (Kiran Sudhakar) and Nine Medallions of Excellence at the 44th WorldSkills competition concluding in Abu Dhabi.

Over 1,300 young people from 59 WorldSkills member countries and regions showcased their talent across 51 skill competitions, between 15-18 October. A young team of 28 participants in 26 skill categories represented India this year, led by NSDC, under the guidance of MSDE.

Nine Medallions of Excellence were awarded in skills like mechatronics, brick-laying, restaurant service, automobile technology, jewellery, graphic design technology, mobile robotics, beauty therapy and car painting.

Celebrities who cheered for Team India

Rehan Poncha
Former Olympian, Arjuna Awardee

They are all champions and will make India proud at WorldSkills Abu Dhabi

Devendra Jhajharia
Paralympic Javelin Thrower, Padma Shri, Arjuna Awardee, Khel Ratna Awardee

I would like to wish Team India all the very best for WorldSkills Competition

Arunima Sinha
Mountaineer, First Indian amputee to climb Mt. Everest, Padma Shri Awardee

There would be challenges, there would be expectations too but there’s a thrill in performing under those situations. All the best Team India

Deepa Malik
Paralympic Shot put Thrower, Padma Shri, Arjuna Awardee

Go with joy and happiness, execute your learnings and you will definitely win. All the best to the team.

To know more about Team India, Please visit www.worldskillsindia.co.in
Pradhan Mantri Kaushal Kendra (PMKK)

NSDC is initiating establishment of state-of-the-art, modernized and aspirational model training centres in every district of India, ensuring coverage of all the parliamentary constituencies. As of September 2017, 528 PMKKs have been allocated across 485 districts, of which 281 have been established and work has been initiated to set up the others. In the current quarter August-October, 32 PMKKs were inaugurated.

Shri Anant Kumar Hegde, Minister of State for Skill Development and Entrepreneurship inaugurated a PMKK at Rohini, New Delhi. Spread over an area of 20,000 sq. ft., the PMKK is run by IACM Smart Learn Ltd.

PMMK Workshop

A special PMKK Training Partners’ Workshop was organized by NSDC at its corporate office in Aerocity, New Delhi. The workshop aimed to understand the operational issues, deliberate upon new initiatives and share some of the best practices undertaken by the partners.

Manish Kumar, MD & CEO, NSDC with Vandana Bhatnagar, CPO, NSDC at the PMKK Workshop

Training Partners and other attendees at the PMKK Workshop
Industry Partnership & Corporate Social Responsibility

- NSDC has signed an MOU with Powerlinks Transmission Limited to train 210 candidates as Assistant Electrician and Handset Repair Engineers.
- NSDC associated with NGO Box for India’s biggest CSR Summit. Manish Kumar, MD & CEO, NSDC inaugurated the summit and Gaurav Kapoor, Sr. Head – Industry Partnerships & CSR moderated a panel discussion on Corporate Engagement in Skilling India. The event witnessed participation of over 500 professionals including CEOs, Corporate and CSR heads.

India International Skill Centre

Preparing Indian youth for employment opportunities across the global markets, NSDC’s India International Skill Centre (IISC) organized a farewell ceremony for some of the candidates placed overseas.

- Ms. Sony Kumari, an IISC candidate of General Housekeeper batch from Prayas (training provider in Ranchi) received placement in Singapore.
- IISC candidates of Mason General batch from Quivan HTTC (training provider in Kolkata) were offered employment in Dubai.

Udaan

The Cabinet Committee on Economic Affairs chaired by Prime Minister Shri Narendra Modi, approved the proposal of the Ministry of Home Affairs for extension of UDAAN – a ‘Special Industry Initiative for Jammu & Kashmir’ till 31st December 2018, without any modification and cost escalation. Initially, Udaan was planned for 2016-17.

A youth-centric scheme, Udaan aims to reach a target of 40,000 youth over a period of six years. The recently concluded mega-drive in October, across four locations in Jammu and Kashmir witnessed participation of nearly 650 people. The drive provided a platform offering training and job opportunities to numerous young minds of the state.
Special Projects
NSDC along with Delhi Police has initiated YUVA, a special project under PMKVY. Under the project, Delhi Police will connect youth with NSDC’s training partners to get skill training. Post training, the candidates would be given placement assistance via CII’s industry connect. This mission aims to prevent youth from delinquent acts and encourage them to partner with police in maintaining law and order. Initially, 2,269 young people and 8 Police Stations were identified for training.

Special Project with the Juvenile Justice Board
Supreme Court Judge and Chairman of Juvenile Justice Committee, Hon’ble Madan B Lokur highlighted that skill development and education are crucial for rehabilitation of children in juvenile homes. The Juvenile Home located in Majnu ka Tila, North Delhi has been identified for execution of such skill training.

Special Project with Gorkhaland Personnel
GTA Skill Center is offering PMKVY training for Gorkhaland Personnel (GLP) recruited during the previous statehood agitation. With the support of the Gorkhaland Territorial Administration (semi-autonomous administrative body), the first batch of training has been completed with more than 75% placements in some of the leading hospitality chains.

Rohit Lepcha | 24 years | 12th Pass | F&B Steward
"I lost my father during the Gorkhaland movement of 2008. I was in great shock for many years, was misled and had no zeal to work. I started relying on alcohol and drugs. There was no drive, no fire in my belly to do something. The Skill India Mission has brought upon a huge change in my life. I am motivated, have stopped drinking and now aspire to do something big for my country. After completing my training program, I was groomed for interviews and now, have joined one of the leading food chains - Burger King, in New Delhi. Thanks to Skill India for changing my life."

Rohit Lepcha, during his interview
Special Project with Indian Texpreneurs Federation

An MoU was signed between NSDC and Indian Texpreneurs Federation (ITF) in December 2016 with a target to train 50,000 candidates across 200 textile member mills in Tamil Nadu. Besides boarding and lodging facilities during the training program, ITF has committed 100% placement for the certified candidates at a minimum salary of INR 10,000 per month. Over 1,100 candidates have been enrolled for the program till date.

Recognition of Prior Learning (RPL)

Under PMKVY, EduJobs Academy has been conducting RPL for goldsmiths across various states, including West Bengal, Odisha, Maharashtra and Delhi. Over 8,000 goldsmiths have received recognition and certification.

RPL Beneficiary - Gokulananda Sahoo, Age 81, Cuttack, Odisha

With over 60 years of experience in filigree art, Gokulananda Sahoo is a seasoned goldsmith. Despite being a well-experienced artist, he faced challenges to make his ends meet, Gokul earned Rs 70-80 per day, a meagre amount to support his family of four, including a handicapped son. After undertaking an RPL program, Sahoo feels elated. He shares, “This training means a lot to me. Never did I receive any recognition, leave alone a certificate. I am a happier person now. I have learnt to work with new age tools and it is an irony that I could not make use of such tools and techniques earlier. My productivity and income could have been much higher.” Sahoo has now established contacts with bigger jewelry houses in Cuttack and now earns four times of his previous income.

Special Initiatives in North-East Region

Training on Homestay

Inflow of tourists to North-eastern states has been consistently increasing due to various state initiatives. To meet the demand for skilled manpower, development of quality homestay services was approved under PMKVY Special Projects component. The country’s first homestay skill development program was launched at Tawang, Arunachal Pradesh in September. Inaugurating the program, Parliamentary Secretary for RWD and Skill Development and Entrepreneurship, Jambey Tashi shared the importance of homestays in building the economy of the state.

The project will train 200 women from popular tourist destinations such as Tawang, Arunachal Pradesh and Kohima, Mon and Mokokchung in Nagaland.
FROM OUR PARTNERS

Creating Blue Collar Jobs
Professional networking firm, LinkedIn announced partnership with IL&FS Skills to bring blue-collar workers onto its platform. The partnership will help upskill and improve employability opportunities for workers and job-seekers in the country. Under the programme, IL&FS Skills will design and provide skilling modules and training environment, while LinkedIn will help the students find a job. An initial batch of 400 people will be trained in the hospitality sector. The programme will be extended to other industries gradually.

Training at AWWA - Army Woman Welfare Association
Jagan Raj Professional Studies has signed an MoU with South Western Command AWWA to provide skill training to war widows, army wives and other women at army areas. Covering 3 major cities in Rajasthan – Jaipur, Ganganagar and Lalgarh, the women are trained in various skills such as sampling tailor (apparel), data entry operator (IT & ITES), paper meshi (handicraft) and basic beauty therapist (beauty & wellness). Under the program, 445 women have been certified.

Jagan Raj also provides extended support to women candidates, including English speaking classes, crèche or play room for their kids at its skill centers and a separate care taker. It also conducts regular counseling by therapists and family counselors to motivate women.

Shri Mahila Sewa Sahakari Bank Ltd. (SEWA Bank) Training cum Loan Model
Falguni Ben, 32 years, from Gujarat was rejected by her husband and was compelled to pick up housekeeping jobs to support her three-year old daughter. She came to know about Shri Mahila Sewa Sahakari Bank Ltd. (SEWA Bank) short term training courses and enrolled herself for the 4-days training in Financial Management (Financial Literacy) in August 2015. She learnt various aspects of finance and business. SEWA’s affiliation with NSDC as a component of Training cum Loan, Falguni Ben received post training support for her economic activity from SEWA Bank.

Post her training Falguni ventured into trading of saris and imitation jewellery. She applied her skill learning and tactics into her business, which has helped her earn almost double than before. Drawing nearly Rs 8,000 per month, Falguni is now storing her savings to provide a better future for her daughter.

Innovation Partners

i-Saksham
NSDC’s Innovation Partner, i-Saksham, has been selected amongst eight early-stage non-profit organizations for incubation support at NSRCEL, IIM Bangalore.
EXPERT SPEAK

Krishan Kalra
Former Secretary General at PHD Chamber; a member of Project Approval Committee at NSDC

Mobilizing the Women Power

As far as an “impact story” is concerned, my all-time favourite is what happened at the PHD Chamber, around 2008-09, when I was the Secretary General of the Chamber. Let me recapitulate.

Our Family Welfare Association had run a 6-month course for women, from weaker sections of society, to train them as ‘Health Care Assistants’ and I was invited to give away certificates to the successful ones. There were about 25 young women, most of whom had already found jobs also.

After the certificates had been handed over, I asked if any of them would like to speak and tell us about their impressions of the training. One particular response was really heartwarming and hugely impactful. Here are her own words - or whatever I can recall.

“Sir, this training and the job I have got have totally changed my life. From being a burden on my parents, I am now able to contribute to the family income. Earlier my mother and I would eat only after my father and brothers had finished their meal and got only what little was left! Often there would be no sabzi for us; just a little daal and roti or chawal. Whenever father got a bonus, new clothes would be first purchased for my brothers and if there was still money I might get something. I was never a part of the ‘family conclave’ that discussed all matters like budgeting, attending social occasions like marriages of relatives etc. I was simply told what to do or what not to do.

After I have got this 6,000 a month job, I am suddenly at par with the brothers in all matters. Mother sees to it that I have clean clothes to ‘wear to work’, I get my tiffin on time, often father drops me at my place of work, at night I eat with my brothers, on special occasions I also get new clothes, I am now a part of all ‘family discussions’ including those about the younger brother’s education and shaguns to relatives on some auspicious times in their families. The job has suddenly transformed me from being a virtual non-entity to an equal member of or small parivar. I wish all my friends would get such training and find jobs”.

I can never forget how the young woman had gone up in her own esteem and how she had become so confident. Empowering youth, especially women with appropriate training and helping them get a job or helping them to be entrepreneurs is certainly the need of the hour!
EVENTS & HAPPENINGS

Hon’ble Vice President Shri M. Venkaiah Naidu laid the foundation stone for Regional Vocational Training Institute which is the first of its kind for the State of Telangana, boosting skill development opportunities amongst women. Hon’ble Minister of Petroleum and Natural Gas and Minister for Skill Development & Entrepreneurship, Shri Dharmendra Pradhan was also present during the foundation laying.

Four skilled trainees from SynchroServe Global Solutions Private Limited, a PMKK at Banjara Hills, Hyderabad were given their appointment letters by Hon’ble Vice President M. Venkaiah Naidu during the event. The trainees have received placement offers from leading corporates such as Accenture and Tech Mahindra.

MoU exchange with Vice Chancellor of Haryana Vishwakarma Skill University, at Surajkund, Faridabad

A Round Table on Human Resource and Skill Requirement study of 6 UTs was held in New Delhi
NSDC organized All Hands Meet with Sector Skill Councils to inform, deliberate and discuss various issues pertaining to SMART, Content Creation, PMKVY, PMKK, State Engagement and World Skills.

Hon’ble Union Minister Sh. Dharmendra Pradhan, MSDE and Sh. Rajiv Pratap Rudy, former MoS & MP, Saran at first ever Rozgar Mela and Skill Exhibition in Chhapra, Bihar. The two day event witnessed participation of over 15,000 candidates.

Shri Ramesh Chander Kaushik, Hon’ble Member of Parliament, Sonipat constituency inaugurates Centum Learning Centre in Jind, Haryana.

PMKVY Training Camp
Congratulations NSDC Partners

Centum Learning has gained special recognition among the Top 10 ‘mid-size’ organizations by Great Place to Work. More than 600 organizations applied to Great Place to Work Institute to assess and benchmark their workplace culture. Centum was also ranked amongst top three in the ‘Education & Training’ category.

Shri Jayant Sinha, Hon’ble Minister of State for Civil Aviation, Government of India presenting the award to Mr. William Daniel, Managing Director, Frankfinn Group

Frankfinn received the Award for “Best Air Hostess Training Institute” – 2017 at the ASSOCHAM INDIA Summit – Cum – Awards Ceremony.

Anita Rajan, Chief Operating Officer, Tata STRIVE, receives the Service Excellence Award in Education and Consultancy from Dr Udit Raj, Member of Parliament.

Tata STRIVE was awarded the Service Excellence Award in the category of Education and Consultancy by ASSOCHAM, at the Summit cum Excellence Awards hosted at New Delhi.

THE MOST POWERFUL WOMEN IN BUSINESS

JAYASHREE VYAS
Managing Director
Shri Mahila Sewa Sahakari Bank
Awarded by Business Today

DR. GAYATHRI VASUDEVAN
Co-founder and CEO
LabourNet Services India
Awarded by Business Today

MS. SHIPRA BHUTANI
CEO
Quantum Career Academy
Innovation Award for new career mobile app Skill Connect

We invite you to mail us Skill News & Updates, Impact Stories and Articles at ruchika.tandon@nsdcindia.org

Don’t forget to send us your reactions – brickbats and encomiums included!

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