Skill Matters
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A bi-monthly Newsletter of National Skill Development Corporation
SKILL INDIA CELEBRATES 2nd ANNIVERSARY

This World Youth Skills Day, on July 15, Ministry of Skill Development and Entrepreneurship (MSDE) celebrated second anniversary of the Skill India Mission. A hallmark mission, Skill India spells Respected Prime Minister Shri Narendra Modi’s vision to make India a skill capital of the world.

To commemorate the occasion, a grand celebration was organized at Vigyan Bhawan, New Delhi. Led by Shri Rajiv Pratap Rudy, Minister of State (I/C), MSDE, the event saw gracious presence of Sushri Uma Bharati, Minister for Water Resources and River Development & Ganga Rejuvenation; Shri Jagat Prakash Nadda, Minister for Health and Family Welfare; Shri Narendra Singh Tomar; Minister for Rural Development, Panchayati Raj, Drinking and Water Sanitation; Smt. Smriti Zubin Irani, Minister of Textile; and Shri Dharmendra Pradhan, Minister of State (I/C), Petroleum & Natural Gas.

In keeping with the goal to provide skilling on a large scale with speed and standards, the event marked inauguration of 100 GST training centres, 51 Pradhan Mantri Kaushal Kendras and 100 Yoga training centres across the country. The event saw prominent industry captains and key representatives of companies participate and more than 32,000 companies pledged support to apprenticeship training for Skill India Mission under the National Apprenticeship Promotion Scheme (NAPS). MSDE also announced the launch of National Apprenticeship Promotion Scheme (NAPS) in BFSI Sector. The ceremony concluded with the signing of a Memorandum of Understanding between MSDE and Minister for Water Resources and River Development & Ganga Rejuvenation to support the mighty river’s cleanliness and rejuvenation through a skilled workforce.
We are committed to the vision of our Prime Minister with full passion, integrity and commitment to make it into a success. Our endeavor will be to give wings to the dreams of our youth and empower them to be successful in their life.

Rajiv Pratap Rudy  
Minister of State (I/C) for Skill Development & Entrepreneurship Govt. of India

Celebrations Across the Country

Skill India Mission’s Second Anniversary was celebrated with full fervor across the country. NSDC’s training partners, affiliates and the other stakeholders participated in events and activations at various locations to mark the celebrations. The enthusiasm and the participation across the country underscore the significance of skilling, vocational education and entrepreneurship amongst the youth of the country.
Embarking upon the world’s largest skilling mission, NSDC has been enforcing action with speed, scale and standards. More than 1.2 crore have been trained under various programmes and schemes offered by NSDC.

More than 4.82 lakh people were brought into the organised sector through the Recognition of Prior Learning Program under Pradhan Mantri Kaushal Vikas Yojna (PMKVY). This includes 13,000+ Rubber Tappers, 250+ Railway Porters and 1500+ employees of Rashtrapati Bhawan.

In line with the commitment of opening one Pradhan Mantri Kaushal Kendra (PMKK) in each district, additional 51 PMKK were inaugurated across India, counting to 206 till date. Under the PMKK mandate, allocations have been made for setting up of 556 PMKKs across 514 districts and 420 parliamentary constituencies of India.
On this World Youth Skills Day on July 15, inauguration and launch of trainings at 51 PMKks across 16 states.

Shri Shivkumar Chanabasappa Udasi, Hon’ble Member of Parliament inaugurating PMKK Gajapati, Odisha

**NEWS UPDATES**

NSDC has signed an MoU with Bengal National Chamber of Commerce and Industry (BNCCI), one of the oldest business chambers of the country, to establish new centres and will also use BNCCI’s existing infrastructure at Entrepreneurship Development Institute (EDI) for various skill development schemes.

With a strong focus to enhance skills and create a market ready workforce in the Aviation and Aerospace Sector, NSDC has signed an MoU with Bird Academy to impart training to 35,000 candidates and set up Model Centers and CoEs across several locations across India.

NSDC has signed an MOU with Google India for imparting training under Mobile Skilling Development Programme; aimed at enhancing Android App development skills in India. In this regard, a workshop for trainers was conducted by Google at its campus in Gurgaon.

NSDC has partnered with Bharat Electronics Limited (BEL) to initiate a skill development program and would train 700 youth from the disadvantaged background from Anantapur and Krishna districts of Andhra Pradesh.
Forging cross-border partnership under Skill India mission, NSDC and Schneider Electric have setup a Centre of Excellence (CoE) in Bangalore with a focus on Power, Solar and Automation; and would also set up seven Advanced Renewable Energy Training Centres in the cities of Lucknow, Bhubaneswar, Bangalore, Delhi, Cuttack, Vishakhapatnam and Jaipur. Over the next year a Center of Excellence in the NCR region and 100 Labs, across the country, shall be setup under Pradhan Mantri Kaushal Kendras (PMKK).

NSDC entered into a MoU with Central Industrial Security Force (CISF) under PMKVY to assist retiring / retired personnel to acquire additional skills and facilitate their resettlement through a second career and to provide welfare to wards, family members of serving CISF personnel, retired personnel and personnel killed in action.

A tripartite agreement was signed between National Skill Development Fund (NSDF), National Skill Development Corporation (NSDC) and Indo Tibetan Border Police Force (ITBPF) aiming to train and provide gainful employment to retired ITBPF personnel.

NSDC and Sashastra Seema Bal entered into a MoU earlier this year to maintain a skilled profile of the serving personnel through a seven-day Recognition of Prior Learning (RPL) program. On July 9, 2017, the project was launched in Gorakhpur, Uttar Pradesh by Hon’ble Chief Minister Yogi Adityanath in the presence of officials from SSB and NSDC.

MoU signed between NSDC and Border Security Force (BSF) to provide skill training to retired and retiring BSF personnel, as well as to the population residing in the border areas.
NEW INITIATIVES

- Takshashila – National Portal for Trainers and Assessors, http://takshashila.nsdcindia.org/ launched on World Youth Skills Day, is a new initiative towards management of trainers and assessors training life-cycle, facilitating the development of qualified trainers and assessors in the skill eco-system. The portal aims to enhance transparency and efficiency by providing a centralized source of information on the training of trainers and assessors program, SSC training calendars, and repository of trained trainers and assessors. For queries, write to tot@nsdcindia.org

- NSDC introduces Skilling Content Market Place https://www.nsdcindia.org/New/scmp/ and invites content suppliers to get their skilling content [viz. Participant Handbooks, Facilitator Guides, Presentations, Videos] listed through this online platform. Creating an enabling environment for skilling ecosystem, NSDC would act as an aggregator. For listings, write to marketplace@nsdcindia.org

- Renowned Singer and Song Writer Mohit Chauhan joins hands to support Skill India Mission

Mohit Chauhan at IL&FS Centre, Okhla, New Delhi
PMKVY 2.0 (2016-2020)

The flagship skill development program of Ministry of Skill Development & Entrepreneurship (MSDE) mobilises Indian youth to take up industry relevant skill-training. PMKVY aims to train one crore youth by 2020. Over 10 lakh trainings were achieved till end-July.

**Short Term Training**
7.5+ lakh candidates have been enrolled for short term trainings and over 4.2 lakh have been trained.

**Recognition of Prior Learning (RPL)**
The RPL programme under PMKVY aims to give a person the credit for his skills, knowledge and experience gained through working and learning. The initiative aims to move the unorganized sector into organized. Till date over 4.8 lakh people have enrolled under RPL and 4.62 lakhs have been trained across 34 sectors.

**Quality Benchmarks & Monitoring**
To meet the high standard of training set out under the PMKVY scheme, over 600 monitoring visits were made across locations. The defaulters have been issued show cause notices for failing to comply with PMKVY guidelines. The monitoring process includes surprise visits, call validation (calling candidates through our third-party call center) and analyzing data available over SDMS and SMART databases.

To strengthen its processes, NSDC has introduced a few new monitoring initiatives including Interactive Voice Response (OBD), Bulk Messages, and dissemination of information through pre-recorded voice message (OBD non-IVR).

Transforming Lives!

Under PMKVY Special Projects, members of the Bru Tribe (amongst the 21 scheduled tribes of Tripura) were being trained in baking, tailoring and handloom weaving. A placement drive for self-employed tailors was organized in May, wherein 120 trained and certified candidates were awarded offer letters by KPR Mills, Coimbatore. Having lived in a relief camps all their lives on the hills of North-East, their migration to an industrial environment has brought a paradigm shift in their behaviour and approach towards life.

Almost a month after their move to Coimbatore, the candidates are well settled in their new cultural environment. Their induction process at KPR Mills was a combination of activities to introduce them to work environment and to help them adapt into a new culture. Each candidate was provided a closed user group phone to ensure ease of communication with their families and friends living in the relief camps.
CORPORATE SOCIAL RESPONSIBILITY & INDUSTRY PARTNERSHIPS

Widening the reach of Skill India mission, NSDC has taken multiple initiatives to connect with industry and foster partnerships to train youth in demand-driven courses.

- NSDC has partnered with Larsen & Toubro Public Charitable Trust to support training of 282 underprivileged youth in Latur, Maharashtra. With a funding contribution of Rupees One Crore, L&T Trust supported centers would focus on training in key job roles under the construction and capital goods sector – Mason, Bar Bender, Steel Fixer, Manual Metal Arc Welder etc.

- With an investment of over 1.3 crores, the General Electric Skill Development Project breaks new ground in Public Private partnerships. A women-centric project, it aims to reach 860 women in Gujarat and Karnataka over one year.

- Hindustan Copper Limited signed another skill development MoU with NSDF & NSDC, targeting to train 400+ people in its operational area. This was preceded with successful completion of first project which covered Recognition of Prior Learning and fresh skilling of 574 beneficiaries, and had a tremendous success rate of 70% placements in leading corporates like TATA Motors, Maruti amongst others.

- Simon India, a pioneering EPC (Engineering, Procurement & Construction) company has signed an agreement with NSDC to train over 200 people with disability in Delhi-NCR.

- As the Skill India Mission completes two momentous years, its earliest initiatives have now come to fruition. Power Grid Corporation Limited, a major state-owned power utility, joined the Skill India Mission as the first PSU donor organization with an outlay of 6.5Cr. In the last two years, 5,000 people in 24 states were trained across 13 sectors.

- Project Udaan, a special initiative under NSDC, aiming to create employment opportunities for the youth of Jammu & Kashmir, had an active participation in a three-day event ‘Rising Kashmir’ in Srinagar. Organized by Sansa foundation, the event was designed to create awareness about the central and state government’s schemes working towards the welfare of the Kashmiri youth.

- In the last two years, under the Udaan scheme, 17,000+ youth of the state have been trained and over 10,700 have secured jobs with big corporates.

- In the last one year, 69 mega drives were conducted and 4,000+ candidates were selected for training in sectors such as IT&ITES, Automobile, Hospitality, Retail etc.
- 28 candidates across 26 sectors have been shortlisted to represent India at the WorldSkills competition, to be held in October in Abu Dhabi.
- A precursor meeting for Chhattisgarh Skill Olympiad was conducted jointly by CSSDA and NSDC at Raipur, Chhattisgarh. The agenda of the workshop was to prepare for the Skill Olympiad and chalk out the roadmap for the World Skills Competitions.

**SECTOR SKILL COUNCILS**

Under the SMARTGram Project, the Gram Panchayat of Dhaula, Haryana has given 7 acres of land for setting up of Drivers Training Institute. 3.5 acres of track will be laid for driver training. The institute is proposed to have training capacity of approx. 4,000 beneficiaries per year with a special focus on females for both residential and non-residential training. The training courses at the center will be in compliance with QP-NOS issued by Automobile Skill Development Council (ASDC), Logistics Sector Skill Council (LSSC) and any other relevant Sector Skill Council (SSC) in compliance of NSQF.

Telecom Sector Skill Council (TCSS) has entered into a Memorandum of Understanding (MoU) with All India Council for Technical Education (AICTE) for complementing the skills imparted by the vocational system and its affiliated institutions and colleges in order to match the need of Prime Minister’s ‘Skill India Mission’.

Indian Plumbing Skill Council (IPSC) signed memorandum of understanding with Kolkata-based Skipper Ltd for training more than 10,000 youths with both urban and rural in plumbing skills.
INNOVATION PARTNERS

Student’s FUEL

FUEL (Friends Union for Energizing Lives) conducts psychometric aptitude tests for students and dropouts from economically disadvantaged backgrounds, and connects them to training providers and employers via SMS, helplines and workshops.

FUEL’s initiative Career Educonnect aims to spread education awareness among students, in partnership with and by using the ground network of corporates. The initiative covers students of Class 7 to Class 12 from all schools in a district by providing them with knowledge of all opportunities they can pursue in their educational and professional lives. Trained Staff of FUEL visit schools in the constituency and guide students on academic and vocational opportunities available to them.

For an NSDC project (Apr-Jun ’17), FUEL counselled close to 400 students from 35 schools and routed 250 students to NSDC Training Partners for vocational training.

On June 25, FUEL launched its Career Guidance and Skilling Center (CGSC) at Nagpur in presence of Hon’ble CM of Maharashtra and Hon’ble Minister Rajiv Pratap Rudy. At this center, 13,000 rural youth will undergo career counselling, out of which 3000 will also be given skills training. The project is supported and funded by HDFC Bank (CSR) & implemented by FUEL.

Aspiring Minds

Aspiring Minds, one of NSDC’s key innovation partners launched its first ever fellowship program – Skill India Fellowship with an objective to recognize and award vocational skill trainers across India with a prospect to inspire them. It received over 1300 registrations in 8 different sectors. Through online assessments and personal interviews, 30 best trainers were selected and were awarded cash prizes at an award ceremony held in New Delhi.

Take One Project

Imagine a new inclusive India wherein people with disability (PwDs) are included in the workforce of every Corporate by hiring one PwD per organization. The resultant would be creation of eight lakh jobs in just one year. If each corporate appreciates the benefit of hiring PwDs and decides to add 2 - 3 or more PwDs in their workforce, India would have hired the 7 million disabled population who are eligible for jobs.

ACE Experiences, in partnership with NSDC has launched Take1 project to manifest this dream of empowering PwDs through employment enhancing vocational skills, leading to sustainable livelihoods of 200,000 disabled people over the next 10 years.
FROM NSDC TRAINING PROVIDERS

Jharkhand tribal school dropouts train for foreign jobs

Kalyan Gurukul, run by PanIIT Alumni Reach for India Foundation (PARFI), sponsored by the state government and the National Skill Development Corporation (NSDC) is realizing the dreams of overseas jobs for the school dropouts in Jharkhand. Its current batch of over 100 aspirants is undergoing short-term skill training in various trades like electric fitting, plumbing, AC ductman and pipe fitting at the Kalyan Gurukul, housed in a sprawling green campus, some 40 km from Ranchi.

Save our Soils

Jaya Organic Yojana (JOY) is a grassroots movement in Karnataka that leverages the collective power and network of Indian nonprofit organizations to restore soil fertility and provide business opportunities for thousands of impoverished villagers and farmers, by switching to organic farming and composting. At the core of JOY’s activity is a training program (course name: Vermicomposter) that teaches thousands of villagers how to create nutrient-rich fertilizer through vermiculture, a process of composting that uses live earthworms, manure and green waste. In the last three months, JOY has mobilized over 100 locals in vermicomposting.

EyeMitra Optician

EyeMitra Optician (EMO) Project, executed by B-ABLE, is aimed to mobilize rural youth for skill building, build their skills on basic vision refraction, spectacles dispensing and entrepreneurship through EyeMitra Optician training centres. Started by Essilor India (a leading lenses-making company) in 2012 from UP under its corporate social initiative; has now been scaled up to cover 50 districts of Uttar Pradesh and Rajasthan. With a team of 200 trained professionals, optometrists of B-ABLE have created 2,430 EMOS and are counting.

Women Entrepreneurship Program

Quantum Career Academy in Jaipur, Rajasthan is ensuring to empower and enrich the lives of the woman by making them self-reliant. Supporting them with skill training in various vocations such as Beauty and Wellness, Apparel, Retail and Electronics, the academy has been working with war widows, jail inmates, tribal woman, rag pickers and many other backward and marginalized women.
**Project Dhaulah**

MIHER (Max Institute of Health Education and research) Skills Academy, conducted a special project of General Duty Assistant (GDA) Training under PMKVY 2.0 scheme at Daulah, which is one of the adopted village under President’s SmartGram Initiative, a unique initiative by Government of India. The first batch of 45 students imparted GDA training to 36 females and 9 male candidates.

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**EXPERT SPEAK**

**Making Skill Training Aspirational**

Frankfinn Institute of Air Hostess Training (FIAT) has created a niche in the aviation, hospitality and travel industry and is the pioneer in air hostess/cabin crew training for the aspirants of these jobs. Since its inception in 1993, it has been consistently growing and is today recognized as the World’s No. 1 Air hostess Training Institute.

India’s civil aviation industry is on a high-growth trajectory and is amongst the five fastest-growing aviation markets globally, with 275 million new passengers. India, currently the ninth-largest, aims to become the third-largest aviation market by 2020 and the largest by 2030. To manage this growth, immense human resources will be required which means thousands of job opportunities for the aspirants.

Contributing towards Skill India mission, Frankfinn has the largest network of state-of-the-art 46 specialised training centres pan India. It plans to open 100 more centres in tier 2 and tier 3 cities of India, besides 50 centres overseas, in the next two to three years.

One of the most sought-after trainings, Air Hostess Training (FIAT) is well-known for its Highest Placements Record. It has repeatedly featured, year after year, in Limca Book of Records for Highest Placements Record. The highest salary offered to Frankfinn Student is Rs 1 lac 75 thousand per month, as a Cabin Crew Member in an International Airline.

Frankfinn has been transforming the lives of thousands of students every year by imparting them skill training for highly paid career in Aviation, Hospitality, Travel and Customer Service Industries. For a 12th pass or just graduate student there exist no better remuneration career options than the jobs of Cabin Crew or hospitality professionals. Frankfinn provides wings to the dreams of its students and thus justifies its main tagline – Fly High.

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K S Kohli
Founder & Non-Executive Chairman
Frankfinn Group
EVENTS & HAPPENINGS

Former President of India, Shri Pranab Mukherjee laid the foundation stone of a Driver’s Training Institute and a Secondary School under the SMARTGRAM Initiative at village Dhaula, Gurugram (Haryana) on June 2, 2017.

NSDC’s Skill India Pavilion showcasing various skill development opportunities in the textile, apparel and handicraft sector at Textiles India – 2017, Gujarat

VET provider, Lend A Hand India, launched a skilling initiative “Skills on Wheels” undertaking a Skill Yatra from Pune to Ladakh – covering 3600 kms, visiting 11 states and 9 state capitals

Rajiv Pratap Rudy, Union Minister Skill Development and Entrepreneurship (I/C) with RCM Reddy, MD & CEO, IL&FS Education observing textile weaving
Inauguration Ceremony of GE ALSTOM CSR supported Skill Training Centre at Thakkarbapa Nagar, Naroda, Ahmedabad.

Foundation Stone Laying ceremony of Global Skills Park Madhya Pradesh

Yoga Day Celebration

NSDC’s #YogaSkills campaign, inviting our partners to be part of this celebration, received an overwhelming response. Amid drizzle across various parts of the country, 25,000+ candidates across 200+ skill training centres participated in Yoga Day demonstrations.

A huge thank you to all NSDC partner organizations and employees for contributing to #Skill4GreenIndia

Over 7000 trees were planted across 300 training centres
VLCC Institute Signs Partnership Agreement With NSDC

Nagaland: Dimapur based Pinnacle Skills bags ‘Best NGO in Skill Development’ at the Indo-Global Skills Summit & Expo 2017
Dr. Yan Murry, Chief Executive of Pinnacle Skills receiving award from the Governor of Haryana Kaptan Singh Solanki

Rajiv Pratap Rudy, Union Minister of State Skill Development and Entrepreneurship (I/C), Kapil Dev, Padma Bhushan Awardee and former Captain of the Indian Cricket team, Manish Kumar, MD & CEO, NSDC and Vandana Luthra, Founder, VLCC at VLCC Institute of Beauty & Nutrition’s 16th Annual Convocation

Congratulations NSDC Partners

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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