INDIA SHINES BRIGHT AT WORLD SKILLS KAZAN 2019
1 Gold | 1 Silver | 2 Bronze | 15 Medallions of Excellence
INDIA SHINES BRIGHT AT WORLDSKILLS KAZAN 2019

Blazing a trail of glory for India at the global stage, the Indian Team concluded the WorldSkills Kazan 2019 with its best-ever finish by winning one gold, one silver, two bronze medals and 15 Medallions of Excellence. This year's challenge witnessed an increased participation with more than 1,350 competitors from 63 countries and regions who competed in 56 skills to win prestigious medals. India finished 13th in the overall standings, several notches up from the last time when it won 11 medals and finished in the 19th position at Abu Dhabi in 2017.

INDIA'S PERFORMANCE AT WORLDSKILLS COMPETITION

<table>
<thead>
<tr>
<th>Year</th>
<th>Medal/Medallions</th>
<th>Winners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3 Medallion of Excellence</td>
<td>36</td>
</tr>
<tr>
<td>2013</td>
<td>8 Medallion of Excellence</td>
<td>45</td>
</tr>
<tr>
<td>2015</td>
<td>1 Silver Medal</td>
<td>47</td>
</tr>
<tr>
<td>2017</td>
<td>1 Gold Medal, 1 Silver Medal, 2 Bronze Medals, 15 Medallions of Excellence</td>
<td>49</td>
</tr>
<tr>
<td>2019</td>
<td>1 Gold Medal, 1 Silver Medal, 2 Bronze Medals, 15 Medallions of Excellence</td>
<td>49</td>
</tr>
</tbody>
</table>

Country Position

No. of Medal/Medallions Winners

Left to right: Shweta Ratanpura, Bronze Medalist in Graphic Designing; S. Aswatha Narayan, Gold Medalist in Water Technology; Pranav Nutalapati, Silver Medalist in Web Technologies and Sanjoy Pramanik, Bronze Medalist in Jewellery

Send-off ceremony chaired by Hon’ble Minister of Skill Development & Entrepreneurship, Dr. Mahendra Nath Pandey

Hon’ble Minister inaugurating the Skill India Pavilion at WorldSkills Kazan Expo
NSDC HIGHLIGHTS

In line with providing international placement opportunities to the Indian workforce, National Skill Development Corporation (NSDC) has collaborated with the Emirates Driving Institute, the largest and the most successful driving institute in UAE & Middle East, and Youth Chamber of Commerce (YCC) to establish driver training institutes in various parts of India. The partnership will facilitate the candidates to acquire a UAE driving license, in line with the regulatory agencies of UAE and Middle East, fast-tracking employment prospects for thousands of Indians who wish to work there.

NSDC signed an MoU with the Ministry of Economic Development, Government of Maldives towards strengthening the skill development and entrepreneurship building infrastructure in Maldives. As part of the MoU, NSDC will support institutional strengthening and policy mechanism for Technical and Vocational Education and Training (TVET) Ecosystem in Maldives through Ministry of Education, TVET authority, supporting development of sector councils, capacity building of polytechnic etc. Indian agencies will also conduct sectoral skill gap assessment especially in fisheries and agriculture sector.

Inaugural Training of Assessors Batch of Union Assessments was inaugurated by Dr. Manish Kumar, MD & CEO, NSDC in Abu Dhabi, UAE. The 10-day training program was conducted by Master Assessors of Construction Sector Skill Council at Sawaeed Training Centre. This is one of the first international Training of Assessors (ToA), post which a pilot RPL certification program will be launched for 1,000 workers.
Strengthening ties between India and Russia, National Skill Development Corporation and Far East Investment & Export Agency, an autonomous non-commercial organization, exchanged an MoU on skill development, vocational training, and mobility of skilled manpower at Vladivostok, Russia.

Aimed at enhancing India's future skilled workforce, **NSDC and KnackApp Inc**, a human capital mobility startup joined hands to guide students towards relevant careers and jobs in an evolving and dynamic 21st-century labour marketplace. Under its first phase, NSDC is rolling out KnackApp with approximately 20,000 skill seekers in Pradhan Mantri Kaushal Kendras. The instructions, available currently in English and Hindi, aim to ensure that candidates with low literacy can access the application with minimal supervision.

NSDC has partnered with Canada based platform, **BetterU** to provide opportunities for India’s youth to gain access to learning at affordable prices. Global education-to-employment platform BetterU and NSDC aim to add global content and methods of delivery to support different types of learning mechanisms for freshers, experienced employees and corporates, among others.
Google ties up with NSDC to help job seekers get the right skills

Recognizing the opportunity to innovate and change the job-hunting scenario, Google announced a revamped Google Jobs platform at the Google For India event in New Delhi. It will now show users 'Spots', where they can buy products through retail stores, and apply for jobs at partner businesses. It has tied up with the National Skills Development Corporation and Skill India to bring job-centric Spot codes to offline locations as well as NSDC centres. In addition to that, Skills India graduates who sign up for Jobs Spot, will have their certificates appear online automatically.

NSDC partners with SkillEd to promote vocational education in schools

NSDC signed an MoU with SkillEd India (a joint venture between Kunskapsskolan Education Sweden AB and Manav Rachna Educational Institutions) to promote vocational education in schools, and another with SkillEd and Sony India to develop sustainable livelihood linkages in the retail sector. SkillEd partnership will help in deploying skill development projects using innovative KED methodology and tools through PPP. The project will get support from the CSR funds by Indian businesses and leading corporates.

In a concerted effort to push world-class skilling in India, MSDE laid down foundation for setting up the Indian Institute of Skills (IIS) in Mumbai. This is the second IIS being set up following an approval from the Cabinet to set up three IIS in the country, one each in Kanpur, Mumbai and Ahmedabad as not for profit projects on public-private-partnership model. Tata Education Development Trust (TEDT) had partner with NSDC for setting up IIS at NSTI campus in Mumbai. The Tata Group is investing about ₹300 crore in the 4.5-acre campus. The institute aims at 5,000 trainings per year with 70 percent placement.
NSDC introduced English, Employability & Entrepreneurship Module (EEE) on pilot basis to increase the employability of the PMKVY candidates. The 40 hours of the previous mandatory Employability & Entrepreneurship Module was replaced with a more comprehensive 155 hours blended learning module on English, Employability and Entrepreneurship. Management and Entrepreneurship & Professional Skills Council (MEPSC) is the nodal agency for conceptualization and management of EEE modalities and is imparting the training through the Learning Management system (LMS) leveraging e-learning content across 33 training centres spread across various states.

Aadhaar Enabled Assessor App

With an aim to enhance transparency and real time tracking of assessment through a central platform, NSDC launched the Aadhaar enabled Assessor App on pilot basis for 7 Sector Skill Councils. Over 5,000 batches have been assessed via App by 1,046 assessors across 1,000 training centres Pan-India. The introduction of capturing evidences on the day of assessment along with assessor authentication and geo-tagging features will help in bringing transparency in assessments and strengthening monitoring mechanism.

190 trainers and over 1400 trainees certified under blended learning module

5,000+ batches conducted through Aadhaar enabled Assessor app – a vital step towards enhancing transparency under assessments
RECOGNITION OF PRIOR LEARNING

1. **RPL through Demand** is a unique initiative under RPL component of PMKVY. Candidate mobilization in this demand led model is captured through an online portal, called Demand Aggregation Portal where the beneficiaries are directed to the nearest PMKK Centre for RPL. The portal has successfully allocated over 60,000 targets across more than 140 PMKK Training Centres with 22,000 candidate registrations and over 8,000 certifications.

2. **PMKVY- RPL** certificate distribution ceremony was organized for Indian Railway Catering and Tourism Corporation (IRCTC) staff at PMKK, Dumdum under IL&FS, a training partner of NSDC.

3. Under **RPL with Best-in-Class Employer (BICE)** Programm, over 9,000 Grameen Dak Sevaks from **India Post Payments Bank** have been certified under RPL (BICE).
An Education and Skills Conclave was organized by Bengal National Chamber of Commerce & Industry (BNCCI), a partner of NSDC, where various eminent industry speakers participated and shared their views. Additionally, 100 candidates were felicitated during the event by Gaurav Kapoor, Senior Head, Industry Partnership, CSR Engagements, Media & Advocacy, NSDC and Asish Nandy, Chairman, Skill Committee of BNCCI.
NSDC is making continuous efforts to skill the youth of the country with the vision of making India, the 'Skill Capital of the World'. The Pradhan Mantri Kaushal Kendra (PMKK) is an important initiative that entails establishing a model and iconic centre in each district of the country.

As of October 2019, 670 PMKK centres have been established.

### TRAINING OF TRAINERS

As part of the capacity building program for training of trainers and assessors under the SANKALP initiative, a consultative workshop was held in collaboration with knowledge partner Singapore Polytechnic supported by Temasek Foundation in New Delhi. National Skill Training Institutes (NSTIs) from across the country were oriented with the guidelines for training of trainers and assessors for short-term skilling and developed a plan for roll-out of the TOT-TOA courses at their institutes. Furthermore, the need for strengthening of the assessment process for certification of trainers and assessors was discussed in detail with Sector Skill Councils.
FROM SECTOR SKILL COUNCILS

Hon'ble Minister, Dr. Mahendra Nath Pandey flagged off the mobile van under the Saamarth RPL Project in Varanasi. The project, being implemented by Rubber Skill Development Council (RSDC) aims to certify 64,000 candidates and is fitted with necessary equipment and manned by skilled personnel to train tyre fitters, assess them on skills acquired and also certify them. The mobile vans which will move across different state highways, villages and towns, creating awareness about skill requirement for tyre services and maintenance and safety on roads.

Textile Sector Skill Council, in association with NSDC and Southern Gujarat Chamber of Commerce & Industry (SGCCI), organized a sensitization workshop for Textile mills at Surat which was attended by more than 50 textile professionals across varying fields. The main agenda of the workshop was engagement of Textile Industry under the various programs - PMKVY-STT, NAPS and RPL.

Media & Entertainment Skills Council announced setting up of 14 authorized World Skills India Training Centers (AWSITC) across 9 cities in India designed to train and groom the future WorldSkills Competition winners. AWSITC will prepare candidates to showcase their skills at National and International competitions, while training them as per the global market requirements and making them ready for the Industry from the day one. AWSITC will engage the industry to support/participate in training by facilitating Experts/ Infrastructure and Live Projects.

The leather sector, which employs 2.5 million people, has a potential to create two million jobs in the next five years. The Government of India has allowed 100% foreign direct investment (FDI) in the sector and rationalised export duty on raw and semi-finished leather.
State Governments and Industry have together committed to train 7 lakh apprentices in the current fiscal at the just concluded 15-day Apprenticeship Pakhwada organized by MSDE, which was supported by NSDC, DGT, SSCs and state governments. MSDE has pledged Rs 560 crore to state governments to promote demand-driven and industry-linked skill development and signed 22 MoUs with various states to promote Apprenticeship in states.

NSDC along with 2COMS Group/Edujobs Academy, an NSDC Partner, organized "Workshop for Adoption and Implementation of Apprenticeship through NAPS" in Kolkata to create awareness about Apprenticeship among the 50 firms that participated. For recognition, mementos were given to the early adopters of Apprenticeship through NAPS to firms like Oyo Rooms, Spencers and Style Bazar by 2COMS Group.

In collaboration with Ministry of Human Resource Development, NSDC conducted Apprenticeship Drive for non-technical exiting graduates under National Apprenticeship Promotional Scheme at Annamalai University, Tamil Nadu with Tourism & Hospitality, BFSI, IT/ITeS and Life Science Sector Skill Councils.
SKILL SAATHI

Skill Saathi is a strategic intervention of MSDE, implemented by NSDC to conduct skill-based career counselling of potential candidates from the age-group of 15-35 years. The program focuses on school & college dropouts, young adults from the community, college students, ITI & polytechnic students, diploma students, graduates, post-graduates, NEET category (Not in Employment Education or Training) among others from across the country. Counselling is conducted on a standardized module/content as defined by MSDE and NSDC.

1. Around 100 students were counselled under the Skill Saathi campaign at Kendriya Vidyalaya, Chandigarh by Edujobs Academy PMKK Chandigarh.

2. Over 200 girls were counselled under the program at Akshardham, New Delhi.

Skill Saathi Career Counselling Sessions were organized for National Cadet Corps (NCC) across Delhi-NCR at their Combined Annual Training Camps for girls’ and boys’ battalions. More than 700 cadets aged 13-26 years, currently undergoing two or three-year-training at various NCC camps, were provided career counselling.

NCC Cadets undergoing Skill Saathi counselling.
Rozgar Mela is an employment strategy to fast-track the meeting of job seekers and employers. NSDC along with Sector Skill Councils and training providers has been organizing Rozgar Melas across the country, offering a platform for employers and job seekers to come together for the purpose of applying and interviewing for jobs.

ROZGAR MELA DASHBOARD (APRIL’18-OCT’19)

<table>
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<tr>
<th>ORGANIZATION</th>
<th>NO. OF ROZGAR MELAS REPORTED</th>
<th>NO. OF CANDIDATES REGISTERED</th>
<th>NO. OF CANDIDATES SHORT LISTED</th>
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<tr>
<td>Placement Agencies</td>
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<td>8939</td>
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<tr>
<td>Grand Total</td>
<td>1198</td>
<td>491644</td>
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</tbody>
</table>
Rajiv Sharma  
Founder & Managing Director  
Empower Pragati

**A Standardized Mobilization Process for Quality Enrolment of Candidates**

India provides an enviable demographic dividend where in a large part of the population is still unaware of various skill initiatives carried out in the country. In order to achieve the mission “Skill India” of our Honorable Prime Minister Shri Narendra Modi ji, there is a need to educate the target population about all the skilling initiatives and mobilization plays a very crucial and important part in the process. It is the first step of the process and empirical evidence suggests that mobilization of candidates who are willing to participate in various skill development programs poses one of the biggest challenges.

Empower Pragati understands this importance of mobilization and has laid out a standard mobilization process for ensuring the enrollment quality. The objectives of creating this standard process are a) to bring in uniformity in the process of Mobilization for skill training centres; b) to enable the practitioner to create a mobilization plan; c) to bring in tools and techniques to strengthen centres' connect with the communities; d) to develop practitioner's understanding of the profile of ideal student for skill development courses; f) to integrate Head Office role and activities in ensuring quality mobilization.

We follow a 4-month plan to enroll best quality of students which ultimately leads to less drop-outs. This includes:

- Recruitment of mobilizers
- Training of mobilizers and counselors
- Enrollment plan submission by operations team
- Mobilization plan submission by centre teams
- Recruitment of mobilizers
- Implementation of Mobilisation Plan
- On-site assessment through group counseling
- Initiation of Enrollment process
- Pre-enrollment verification call
- Ongoing monitoring and implementation of the plan

Along with above steps, we at Empower Pragati follow various techniques to improve the enrollment process like meetings with the Sarpanch & local leaders, community mapping, desk research & experiential learning of the team, pamphlet distribution, door to door survey, canopy, KIRAN sessions, Chai pe Charcha, Alumni experience sharing in the community etc.

With the help of this mobilization standard operating process we would be able to identify and target that section of society who actually need these skill programs in order to transform their lives and make them job-ready after the program completes.
SUCCESS STORIES

Japanese Companies select 12 students from Jammu's Nursing College under TITP

Twelve students of ASCOMS Nursing College, Jammu have been selected by two Japanese companies, FA Group and Blueworks International, under the Technical Intern Training Program (TITP) for care workers jobs. These students will be issued conditional offer letters soon and begin their on-the-job training in Japan within 6 months, making about Rs. 90,000 salary per month for the next 5 years.

Sewing Machine Operators trained by Orion Edutech hired by Mauritian company

In yet another milestone, Orion Edutech Pvt Ltd, an affiliated training partner of NSDC, has placed three women candidates as sewing machine operators in an international firm in Mauritius. All three of them grew up in a tea garden where their parents worked as labourers. The candidates were trained in Pradhan Mantri Kaushal Kendras (PMKK) in Dankuni and Jalpaiguri areas of West Bengal for free. These women have had to overcome various odds before landing these jobs with RT Knits, a leading textile company in Mauritius. They are now able to support their families with their income, with each of them earning Rs. 22,000/- a month.

Producer-Owned Social Enterprises

Bangalore Greenkraft, a well-established training centre in Madurai, Tamil Nadu was incubated by Industree Foundation in 2013. The centre imparts training on mat weaving, basket making and rope making. The training organization also creates employment opportunities for the trained candidates by forming producer-owned social enterprises that create lifestyle and home accessories from natural fibers such as banana bark and river grass. Of the 2,000 owner members in the company, more than 80% are women, with a significant number of them in supervisory and managerial positions. All the producers have an equal stake in the company. As owner-members, they have access to increased finance and digital financial services, training, social security, childcare, and other more. More than 80% of the members are women, with a significant number of them in supervisory and managerial positions. There are currently 35 producers who have a monthly production output of 10,000+ pieces. The unit runs at 55% efficiency. The production unit has in-house product development and design studios, finishing studio and a training and skill development center in partnership with the NSDC.
Congratulations
Partners

Agriculture Skill Council of India (ASCI) created an Asia and National Record under India Book of Records and Asia Book of Records simultaneously. 3000 farmers were assessed as Group Farming Practitioner under Pradhan Mantri Kaushal Vikas Yojana, a flagship program of Skill India Mission (a state mission to promote skills and entrepreneurship in rural areas) in a single day in 4 districts at 19 locations in Maharashtra

Paschim Banga Society for Skill Development under Department of Technical Education, Training & Skill Development, has been declared as Winner of WSIS Prizes 2019 under the category- Capacity Building for its outstanding contribution towards strengthening the implementation of World Summit on the Information Society (WSIS) outcomes

K11 Fitnesses Management Awarded best fitness academy at Swabhiman Khel Ratna award 2019 in Delhi

JIS Quivan JBC Pvt Ltd. celebrated the felicitation of its first candidate for deployment in Japan under Technical Intern Training Program (TITP) at its campus in Kolkata

Dr Roopak Vasishtha, CEO Apparels conferred with Bharat Gaurav Award for 2018-19 by Shri Faggan Singh Kulaste, Hon’ble Minister of State for Steel at New Delhi today under the skill development category

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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