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Team India at Leipzig, Germany at the WorldSkills 2013. Twenty four bright faces representing a billion aspirations.

WorldSkills 2013

Child psychologist Haim Ginott once wrote, “Teachers are expected to reach unattainable goals with inadequate tools. The miracle is that at times they accomplish this impossible task.” The 66-member NSDC team that participated in the WorldSkills 2013 held at Leipzig, Germany in the first week of July, could not have summarised their experience better.

But let's talk about miracles first. That is how our German sojourn actually started. The WorldSkills event that takes place once in two years is definitely one of the most important events in the NSDC calendar. It is an event we prepare months ahead, in fact almost a year. We were set to leave for Germany on 29 June and on 27 June the finance minister, Mr. P Chidambaram was to flag off the participant with his good wishes. Expecting a hectic time in Germany, I had taken a short break from work and was visiting Shivpuri, a small holidaying spot some 15-20 kms ahead of Rishikesh. On the day I was leaving Shivpuri was the also the unfortunate date the skies opened up. The rains intensified in the coming days. By the time I was back in Delhi, I learned from TV News channels about the havoc the rains had left behind and also realised that I could have been one among the thousands stranded in Uttarakand. With a pinch of a survivor's guilt, I consoled myself with an assurance that miracles happen for a reason. I had a job to finish at Leipzig and my team in NSDC and the 24 young girls and boys needed me right beside them when they were going to challenge nearly a 1000 participants from 52 countries.

Though India has been participating in WorldSkills Competitions for a while, this was our second edition since NSDC started leading the team, with the first one in London in

2011. Personally for me and my team it was the first time. India was fielding its team in 22 unique categories ranging from Graphic Design Technology to CNC Turning and pastry making. Many of the Indian candidates were trained for 6 months or less while top performing countries hand pick their potential candidates at least 4 years in advance. The candidates are then put through an intensive mental and technical training program.

So what does this tell us? If India must win medals we must start identifying potential candidates at a young age and then give them tremendous exposure at a national and international exposure. This is not possible without the support of Industry and potential institutes which must chip in with sponsorship, relevant training and potential rewards for each one of these --a well-paying, permanent job, for instance. Industry must contribute to build up a pool of experts who should be capable of rubbing shoulders with the world's finest. Apart from the experts being technically sound, they must be able to be good mentors and institutionalise training mechanisms for WorldSkills. The WSC story tells us that even in a short span of time (the skills agenda has been a national agenda item for less than 5 years), we can hope to achieve best international standards. With a bit more effort, we can achieve much more. Preparation for WSC 2015 has started and we urge you to book your tickets to Sao Paulo , Brazil. Be a part of the Nation building exercise!

Bhavna Chopra,
Head, WorldSkills India and Investing & Incentivizing

From the desk of Dilip Chenoy

Hello,

The first thing you might notice in the June 2013 edition of *Skill Matters* newsletter from NSDC is that the size of my regular column has been shrunk significantly. I am told that this way, I will have more time to inspire my team in achieving our yearly targets and eventually our 2022 target of skilling 150 million Indians more effectively.

A lot happened in June and through the first week of July. First things first. Three boys trained by our partners brought home 'Medallion of Excellence' from the WorldSkills competition held in the first week of July in Leipzig, Germany. We are proud to introduce Sarthak, Bhabesh and Arun -- our three medal winners in this edition. Similarly Shinde's story also clearly shows that skilling is not just about landing in a well-paying and satisfying job but also creating more jobs.

Udaan, our unique skilling efforts in Jammu & Kashmir has truly taken wings. Trainees from J&K who visited NSDC headquarters have gone back with a promise to bring their friends into the NSDC skilling network.

Here is to happy reading and happy skilling,

Yours truly



MD & CEO



WorldSkills Competition 2013:Winners

Name: Bhabesh Chandra Jana

Age: 22

Skill: Jewellery designing

Trained by: Grau Bär-Design

Career plans: Have my own design studio one day

At Leipzig: Meeting people with similar skillsets from across the world under one roof is something that has to be experienced more than explained by words.

For 2015 Team India at Sao Paulo: We have two full years to prepare for this. Imagine that this is the Olympics in the skills space and you should find the strength and discipline to grab the medals.



Name: Sarthak Jain

Age: 17

Skill: IT Software Solution for Business

Trained by: Diametriks and NIIT

Career plans:

Finish my engineering graduation and work for a major IT company

At Leipzig: "It was exciting and very different from any other competition we get to see. Made some great friends who are now on my Facebook page."

For 2015 Team India at Sao Paulo: "Nothing can replace hard work and dedication."



Name: Arun Raj B

Age: 22

Skill: Graphic Design Technology

Trained by: Reliance AIMS

Career plans:

I'd like to start my graphic design studio in India and want to make that one of the best ad agencies in the world.

At Leipzig:

"It was an unforgettable moment in my life and I was honoured to represent our country on an international platform. It was a great experience to be part of such a big event being organized to perfection".

For 2015 Team India at Sao Paulo:

"Compete with yourself and don't think about others. Plan a strategy that will lead you to the gold. Remember that you are representing a billion people and you will get strength from them."



For **Jedidah David** or JD as she is fondly known in NSDC headquarters, the Leipzig was her first trip abroad. Her day typically started at 5 in the morning with wake up calls to all the participants and plan the rest of the day, while she continued to do her Delhi job (executive assistant to the MD & CEO) from Germany. She recollects hunting for the box with the Indian flag (which was not her responsibility) that was left behind at Leipzig International Airport, which she managed to track down and bring it for the opening ceremony in the nick of time.

Be Inspired...

When Shankar Shinde landed in Mumbai in 2002 from his native village of Anthvadi, Satara District in Maharashtra, he was just another starry eyed lad looking for living. Hailing from a family of farmers he was not choosy about the kind of work he was willing to take up. He quickly landed up in the construction business as an unskilled painter. After four years he moved to Pune and graduated to a job as a painting supervisor.

Shinde's casual labour days continued well into 2011 until providence knocked his door in the form of Kushal, our training partner in Pune. He met Sheik and Kashyap, trainers at Kushal and learnt everything about skilling and how it could transform his life.

On April 15 the same year he started his training at Kushal. "The first thing Sheik *saab* taught me was that painting is an art and not just running the brush up and down. Safety procedures, mixing paints and even how to talk to co-workers and customers were all part of the training," Shinde recalls.

At the end of three months of skilling, to his own surprise he got the Super skill B Level certificate from Builders' Association of India. "Everything changed after that. With this certificate I got the confidence to become a contractor," he says.

Shinde started with a small contract job of Rs 6,000 and his second contract was worth Rs 25,000. Today he has a 25-floor building project, worth Rs 12 lakh and employs 20 people. His tools include semi-automatic machines like putti preparation machine, putti polishing machine and an airless gun costing about Rs 1.5 lakh.

All this started with a wise decision to acquire a skill.



Name : Shankar Shamrao Shinde

Skilled in : Painting

Monthly income : Before : Rs 6,000 Now : Rs 20,000

NSDC partner : Kushal, Pune

Biz Speak...

LIC "We wanted to scale fast in accordance to our vision of 2020 and the partner was able to provide us good and local resources to help us scale-up".

Delhi Airport "Trainings provided to the officials and workers of Delhi Aiport has helped achieving the second best Airport Award across the world, which was at 110 two years back".

Polaris Software "NSDC partners TalentSprint) provides us with resources who is not only technically skilled but also has a Cultural orientation".

Alliance Infra "Ten students from last batch of Nursing Assistant were placed at Yashoda Hospital, Ghaziabad. These students were given special dress and higher salary as there skills were much higher to other freshers. A new designation as "ward assistant" were created for them.

Seeing the performance of these trainees Yashoda Hospital has asked us for 10 more people in the same bracket.

Spanco "NSDC partner provides us with quality resources and what we exactly looked for... They also provide an end to end approach for training and placement with a sense of ownership".

On the Road

Maresh Venkateswarn who heads the innovation and engagement team at NSDC reports on his recent visit to Bangalore. He is constantly on the lookout for ideas in the skilling business that is out of the ordinary and may need little extra push than what is offered to the rest. He can be reached at maresh.vee@nsdcindia.org.

The visit to Karnataka in the month of July was more focused on exploratory opportunities with different stakeholders, understanding partner challenges and connecting with employers to get a better understanding of the demand for skilled manpower.

The first discussion with the ISDC (IL&FS Skills) team was around the UIDAI pilot underway in Bangalore where candidates are trained to be certified as bio-metric operators. Three batches are underway with the first batch scheduled for SIFY certification. NSDC is engaging with the UIDAI team to develop a nation-wide pool of trained and certified bio-metric operators to be recruited by the enrolment agencies.

The second visit was to Sobha Academy, the captive training institute of Sobha Developers, in the outskirts of Bangalore. Here, I met with Col Kapoor who took me through the course work, the infrastructure and arranged an interaction with youth from Chaibasa, Jharkhand,

undergoing training in construction trades. He mentioned demand in areas like tiling, marble flooring, water proof systems, etc are not met while in trades where there is fairly good training (masonry, shuttering, bar bending, etc), there is increasing churn.

I also met with the Mission Director of the Karnataka State Rural Livelihoods Mission (KSRLM) PHeMalata IAS to discuss integration of quality standards in skills-related projects, and an overview of NSDC partners' work in the areas of curriculum development, training and placement. She is keen to organize a stakeholder's session in the month of July, inviting all interested NSDC partners to present their work. This meeting is a follow-up of consultations between NSDC and the MoRD in Delhi.

An interesting outcome of NSDC's continuous engagement with PSUs is a presentation to the CSR Apex Body of Bharat Electronics Limited, a PSU under the Ministry of Defence. Opportunities for skills development and other priority areas (health, education, sanitation and lighting) were discussed for Yadgir District, identified as a Backward Region by the Government of India, and adopted by BEL. NSDC partners will have an opportunity to offer their services in the region based on a long-term sustainable plan. More such interactions with PSUs will be facilitated by NSDC in the coming months.

A visit to our training partner Ants head office for a review of the annual plan and meeting with trainees from J&K at Rooman Technologies under the Udaan project closed the visit to Bangalore. NSDC is committed to increase its engagement with partners and assist with meeting business goals



Udaan trainees at Rooman Technologies, Bangalore

Udaan

June started splendidly for Udaan with Prime Minister of India, Dr Manmohan Singh appreciating the contribution of Udaan scheme to the peace and prosperity in Jammu & Kashmir in his public address in New Delhi on June 5, 2013.

The scheme has seen tremendous support from corporate India and has 29 leading corporates from the private sector and 6 reputed public sector organizations on-board to skill about 54,619 candidates over a 5 year horizon. We have four new organizations- Tata Motors, Shahi Exports, Shristi Infrastructure, Talisma Technologies partnering with us on Udaan with commitment to train over 2,500 candidates. It can be seen that already over 160 candidates have been offered jobs by corporates, with over 1,000 candidates are in various stages of the training programs offered by the corporates under Udaan.

Udaan has been successful in reaching out over 32,000 people across the valley with over 22,300 registrations

for employment at Udaan website (<http://www.nsdcudaan.com>). A candidate helpline with fulltime support has been made active to help answer the queries raised by candidates interested in the program.

Udaan information seminars were conducted in the districts of Srinagar, Ganderbal, Baramulla and Anantnag and were attended by over 5,000 students. Ms. Bint Abbas from NSDC gave detailed presentation on Udaan to the audience; which was followed by an interactive session with the students.

Tata motors, Global Head-Customer care (CVBU), Sanjeev Garg and NSDC MD & CEO Dilip Chenoy signed the Memorandum of Understanding for Udaan project to train 1,500 candidates over 5 years in New Delhi, India.

Inaugural newsletter for Udaan was released covering the transformation impact of Udaan program on a trainee at Yes Bank, Shafiya Qayoom.



Udaan trainees from Learning Links Foundation visited NSDC to interact with Dilip Chenoy, Gouri Gupta and the Udaan team. They shared their stories, triumphs and experiences in their journey from the valleys of Kashmir to Delhi under Udaan initiative and promised to encourage their friends from J&K to participate in Udaan.

Partners' Meet June 2013



Our previous chairman M V Subbiah with our new chairman S Ramadorai at the Partners' Meet held in the last week of June.



Partners' meet held in the last week of June was a grand success, thanks to our training partners and sector skill councils.

Partners' Meet is a biannual event NSDC hosts to bring all our training partners, Sector Skill Councils, government officials, industry associations, businesses and other stakeholders under one roof to discuss the various challenges faced in our skilling mission. This was our second meeting for this calendar year and was held in Delhi at India Habitat Centre on 26 and 27 June.

With the attendance of 79 out of the total 82 training partners and 18 of the 19 sector skill councils under the NSDC umbrella, it was a great success. There were some great take aways for all of us to work on before we meet again later this year. A summary of sessions are presented here both for the benefit of those who attended and those who could not make it.

- Dr Santosh Mathew, Joint Secretary, Ministry of Rural Development charted out the plans to skill 0.5-10 million people in rural India and invited our partners to take full advantage of the opportunity this initiative holds for the private sector.
- Twelve states were represented at this event and representatives from eight of these provided a summary of state level initiatives taken the skilling sector where our partners were invited to be a part of it.

- A tech session brought to heather thought leaders in both finance and innovation who briefed our partners on ways to improve the quality of their training and scaling up process.
- State level officials also met our SSCs and pushed for introducing vocational training at school levels between 9th and 12th grade. Haryana and Himachal Pradesh have already started work on pilot schemes on this front.
- It was also decided that all training standards will be brought on par with National Occupational Standards in a year.
- NSDC urged central and state public sector undertaking to use the mandated 2 per cent of net profits spending on CSR activities to focus more on skilling sector.
- There was a separate session where industry associations representing hospitality and construction sector met with our SSCs and partners to discuss challenges and possible solutions in meeting their skilling targets.

Big employers who have directly benefited from our skilling work so far spoke about their experiences.

Skill Gap Study-Update

Someone once said, what cannot be measured cannot be improved. If we are to achieve our Skilling Mission the best place to start is to find out where we stand today. It is in this spirit that we empanelled the brightest minds in the business consulting space and commissioned skill gap studies to be done for every state and every district in India. Four more state skill gap studies have been completed. The complete reports are available in our website at <http://www.nsdindia.org/knowledge-bank/index.aspx>. Here we present a summary of the key findings.

Tamil Nadu

Skill Gap ('000)	2012-2017				2017-2022			
	Unskilled	Semi-Skilled	Skilled	Total	Unskilled	Semi-Skilled	Skilled	Total
Incremental requirement	1,718	1,511	1,896	5,125	3,313	2,440	2,807	8,560
Incremental Availability	2,179	258	1,065	3,502	2,519	278	1,137	3,934
Skill Gap	-461	1,253	831	1,623	810	2,162	1,655	4,626

The highest skill gaps are likely to arise in the most rapidly industrializing districts of Kancheepuram, Chennai and Thiruvallur.

- The largest skill gap is expected to arise at the semi-skilled level. There is an excess availability of unskilled human resources in 2012-17.
- Enrolment trends and primary research suggest that unskilled human resources are more likely to become skilled rather than semi-skilled. This will cause the skill gap at the semi-skilled level to persist.

Jharkhand

Skill Gap	2012-2022			
	Unskilled	Semi-Skilled	Skilled	Total
Incremental Requirement	27,09,207	9,47,630	7,31,055	43,87,892
Incremental Availability	35,08,196	5,49,098	5,50,167	46,07,461
Skill Gap	-7,98,989	3,98,533	1,80,888	-2,19,568

- Lack of allocation of Funds for Skill Development
- Low capacity utilization of the ITIs – Current capacity utilization of the ITIs is about 54%
- Uneven spread of vocational training infrastructure in the state
- Lack of a formal mechanism for capacity development of the faculties
- Few placement opportunities for the students studying at the it is
- Limited number of private sector training providers in the state
- Poor industry readiness of the students passing out of the vocational training institutes

Skill Gap Study-Update

Maharashtra

Skill Gap (in lakh)	2012-2022			
	Unskilled	Semi-Skilled	Skilled	Total
Incremental Requirement	44	53.6	57.7	155.3
Incremental Availability	39.4	42.9	24.1	106.4
Skill Gap	-4.6	-10.7	-33.6	-48.9

Based on our forecasts, we estimate that between 2012 and 2022, an incremental demand (cumulative for 10 years) for 1.55 crore persons will be generated in the State of Maharashtra. Maximum demand will be generated from sectors such as 'building, construction and real estate', 'organised retail', and 'banking, financial services and insurance'. In the next ten years, maximum demand is expected to be for skilled workers at 37 per cent of the total incremental demand. This is expected to be followed by semiskilled workers at 35 per cent, and minimally skilled workers at 28 per cent.

Based on the primary and secondary research, key developmental concerns which have been identified for the State are:

Inequitable development of districts; Naxalism; Water scarcity; Inadequate infrastructure development remote districts; Mismatch between educational curriculum and industry requirements; Lack of skilled manpower in backward districts; Low inclination for self-employment; and High degree of unionism.

Delhi

Skill Gap (in lakh)	2012-2022			
	Unskilled	Semi-Skilled	Skilled	Total
Incremental Requirement	12.23	2.18	3.52	17.93
Incremental Availability	16.42	1.65	9.52	27.59
Skill Gap	4.19	-0.53	6	9.66

- Training institutes like ITIs do not have adequate funds available with them to upgrade Infrastructure
- Not adequate emphasis on service sector related training
- Insufficient involvement of industry and other stakeholders in curriculum design and implementation.
- Not adequate penetration of self-help employment schemes

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