Youth Empowerment through Skill Development

This document captures skill development efforts and outcomes from March 2014 till date of the National Skill Development Agency and the National Skill Development Corporation

[ S Ramadorai, Chairman NSDA, Chairman NSDC]
EXECUTIVE SUMMARY

1. YOUTH EMPOWERMENT THROUGH SKILL DEVELOPMENT

1.1 Advocacy of Skill Development:

- NSDA is launching a campaign for enrolling youth for skill development through the existing network of 2.77 lakh Nehru Yuwa Kendra Sangathans across the country.
- Young professionals will be recruited to create a team of PM’s Skill Development Fellows who will coordinate skill development activity in the districts.
- Rashtriya Kaushal Evam Udyamita Puraskar is being launched to recognize outstanding contributions of institutions in skill development.
- NSDC has launched a TV commercials based campaign to advocate vocational skills which has received a very great response of 3.3 lakh calls in the first 15 days.
- NSDC partnered with Cinema Vision to create India’s first ever television reality show on skills called Hunnarbaaz of which 14 episodes have already been aired.

1.2 Increasing Access to information, training, and funds:

a) Access to information - digital market place: A National Steering Committee has been created to set up the Labour Management Information System (LMIS) which will be a one stop shop for all information on the Indian labour market. A registry of training providers in the country is already published as part of this.

b) Access to training through Constituency model: It is proposed to strengthen the constituency model by aligning it with the PM’s Saansad Adarsh Gram Yojana.

c) Access to content through free online resources: The online catalogue of openly available digital audio-visual content on the NSDA site now has more than 350 links for resources across 11 sectors.

1.3 Standardisation of Quality through National Occupation Standard: NSDC has engaged with Industry to set up Sector Skills Councils (SSCs) to detail the skill requirement for all trades across
all industry domains. As on date, 22 SSCs have designed 2,247 unique National Occupation Standards and 879 Qualification Packs towards this activity.

1.4 Incentivization of vocational Education:

a) Institution of the STAR Scheme: National Skill Certification and Monetary Reward Scheme popularly branded as STAR (Standards Training Assessment and Reward) was rolled out on Aug 16 2013. As on date, 13.99 lakh candidates have been trained and 6.3 lakh candidates have been certified as part of this scheme.

b) Central Government schemes: 21 Ministries of GoI engaged in skill development have achieved 24.31 lakh trainings till Aug 2014 against a target of 1.05 crores for this financial year.

c) World Skills Competition: India won 3 medallions of excellence for the first time ever in the World Skills Competition held in Leipzig in Jun-Jul 2013. India will participate in 27 skills in the 43rd WorldSkills Competition scheduled in Aug 2015.

1.5 Industry and Corporate Sector Linkage: NSDC has set up 31 SSCs to act as a bridge between industry and government/academia. Apprenticeship reforms are being pushed to increase the apprenticeship based in the country.

1.6 Employability Focus: NSDA and NSDC are driving employment as the key success measure across all skill development programs in the country.

2. GOVERNANCE

2.1 Creating an Institutional framework:

a) Ministry for Skill Development: A new Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports has been created to work with various other ministries in the government and harmonize the skill development activities across the country.

b) National Skill Development Corporation: NSDC, a Public Private Partnership was created to catalyse the setting-up of large scale, for-profit sustainable vocational institutions in the country, by encouraging private sector participation through providing low-cost
funding for creation of training capacity. The NSDC is now a part of the newly formed Ministry of Skill Development and Entrepreneurship.

c) **National Skill Development Agency (NSDA):** NSDA was created in June 2013 to coordinate and harmonize skill development efforts across various stakeholders including central Ministries, States and the private sector in the country. The NSDA has been now made a part of the newly formed Ministry of Skill Development and Entrepreneurship.

2.2 **Engagement with State Skill Missions:** NSDA is engaging actively with the States to streamline the skill development efforts. NSDA has made good progress with the states of UP, Assam, Manipur, Nagaland, Bihar, Gujarat, Haryana and Himachal Pradesh towards this activity.

2.3 **Policy framework:**

   a) **National Skills Qualification Framework (NSQF):** NSQF was notified on 27th Dec 2013.

   NSDA has set up a National Skills Qualifications Committee to help operationalize the framework across states and sectors. Work has been initiated to roll out NSQF in Bihar and for the Allied Healthcare Sector.

   b) **Apprenticeship Act:** Significant changes to the Apprenticeship Act have been proposed to make this more industry friendly. The amended act has been passed in the Lok Sabha and is awaiting ratification in the Upper House.

2.4 **Rationalization of Govt schemes:** A committee was constituted on 2\textsuperscript{nd} Dec 2013 for dovetailing/rationalization of the Central Government Schemes on skill development in order to achieve maximum convergence across them. The Committee’s report has been submitted in Aug 2014 and put up for comments on the NSDA website in October.

2.5 **Making Skill Development an Integral Part of all Government Programmes:** NSDA has mooted a proposal to make skill development an integral part of all GOI schemes.

2.6 **Skill Gap Studies by NSDC:** NSDC has conducted Skill gap studies for 21 high growth sectors of the country to project the human resource requirements in these sectors by 2022. Impact assessment studies by TISS (for North-East & West) & Deloitte (South & Central) will be completed by Jan 2015.

2.7 **Capacity building:**
a) **NSDC**: NSDC has facilitated the setup of 2,856 NSDC centres, including 1148 mobile centres which were operating during peak training season in 337 districts covering 27 states and 4 union territories

**b) WCSC Indo-Spore collaboration**: A “Green Field” World Class Skill Centre is being developed by Delhi Government in collaboration with Government of Singapore. The first batch of 175 students passed out of a temporary campus in August 2014 with joint certification from India and Singapore and had 100% placement “first day – first hour”.

**2.8 Revision of the National Policy on Skill Development, 2009**: NSDA has initiated work on the review of the National Policy on Skill Development, 2009. This will be submitted for approval by 31st Dec 2014.

**3. ECOSYSTEM INTERVENTIONS**

**3.1 Sector Skill Councils for industry led participation in skill development**: Sector Skill Councils (SSCs) are special purpose vehicles registered as Section 25 company national partnership organizations that bring together all the stakeholders – industry, labour and the academia for the purpose of workforce development for particular industry sectors. Till date, NSDC has approved 31 SSCs of which 22 are currently operational.

**3.2 Adoption of NOS/QPs across various initiatives**: NSDC is working with various organizations such as State Education Boards, other Education Boards like NIOS and CBSE, universities, State Skill Missions and government schemes to ensure the adoption of NOS/QPs in their vocational development programmes. Some organizations that are on board include Education Boards of Haryana, HP, Punjab, Karnataka, Rajasthan, Uttarakhand, Chhattisgarh, MP; Pune University, Delhi University, Tamil Nadu Open University etc; Ajeevika scheme and NULM scheme in HP, Punjab and WB; Skill Missions of UP, Rajasthan, Punjab and AP.
4. SPECIAL INITIATIVES

4.1 Special schemes for J&K
a) *Udaan:* NSDC is driving a scheme titled Udaan and working with corporates and government to provide training and employment to the youth of J&K in high growth sectors. Till date, 54 corporates have committed to train over 68000 candidates over five years.

4.2 Special initiatives in North East
a) *Skills Development at Kamrup Metropolitan Constituency:* A plan has been chalked out to train approximately 1000 students per year across 6 different trades under the “Constituency Model for Skills Development”

b) *Regional level workshop on skill development for the North East region:* NSDA organized a regional level workshop for the north east region in Aug 2014 to exchange ideas around skill development in the region.

4.3 *Nashik Initiative:* A pilot project was launched on the usage of existing infrastructure of schools for vocational education in Nasik, Maharashtra with job placement opportunities. Training for the first three batches has been completed with 100% placement.

4.4 *Maharojgar Portal:* The Directorate of Employment and Self – Employment (DE&SE), Government of Maharashtra launched an employment portal called ‘Maharojgar’ in Aurangabad district. It is a portal for job seekers, employers and training providers.

5. INITIATIVES OF SCALE

5.1 *National Service Scheme (NSS):* In collaboration with Ministry of Youth Affairs and erstwhile Office of Advisor to Prime Minister, TISS launched a pilot project to reposition NSS as
National University Scheme for Skill Development (NUSSD) in 11 universities to train 60,000 youth over a period of 3 years.

5.2 Department of Posts: Penta Foundation has signed an MoU with the Department of Post to train the Grameen Dak Sewaks to mobilize and skill the rural youth and a pilot has been initiated in 4 states.

6. OVERSEAS SUPPORT

6.1 NSDA efforts: Technical Assistance agreements have been signed between various international organizations such as ADB, India-EU and DFID with 11 states across the country.

6.2 NSDC efforts: NSDC is working closely with various organizations in Australia, Iran, Canada, Bahrain, Germany, UK and Asian Development Bank to ensure international participation in skill development in India

7. KEY METRICS

The skill development initiative of the country should be guided by the following key metrics

- Capacity Creation
  - Annual Vocational Training Capacity in the country
  - % of Skill demand met by available training capacity
  - % of Youth catered to by available training capacity

- Training
  - Number of Vocational Trained and Certified Candidates
  - % of Training capacity utilized

- Standardization
  - Number of Sector-Trades where National Occupation Standards defined
  - Number of Sector-Trades where NOS aligned with International standards

- Employment
• % of Certified Candidates employed
• Longevity of certified candidate in his chosen job field
• Wage difference between certified and unskilled candidates
• Number of entrepreneurs created through the vocational training ecosystem
• Number of certified candidates employed in overseas vocational jobs

- Digitization
  - Availability of real-time data for Skill Demand
  - Availability of real-time data for Skill Supply

- Advocacy
  - Number of references in public forums regarding the initiative
  - Sentiment analysis based on social data about the initiative
  - Number of candidates influenced by the initiative

These metrics should be looked at from an overall country perspective as well as dis-aggregated at state-district level and sector-trade level.

8. FUTURE ROAD MAP

8.1 Cradle to career approach: Integrated seamless skill development interventions at every stage of individual starting from UID at birth to vocationalisation of education with multiple livelihood options that are in sync with industrial needs of the country.

8.2 Digitized market place: Seamless transactional experiences are enabled through a digital platform, between youth seeking job opportunities, training providers and employers

8.3 One Nation One Quality: National Standards for skilling are globally aligned and Indian youth can aspire to avail local, national and international job opportunities
8.4 Vocational Education by choice: Vocational education a well-accepted career choice by youth as skills get their due recognition and industry accepts wages linked to skill and competencies

8.5 Talent Capital of the world: A vibrant educational and skill ecosystem makes India well poised to earn the title of talent capital of the world
REPORT ON SKILL DEVELOPMENT

NSDA and NSDC have continued to drive the empowerment of youth in India in the space of skill development through the pillars of governance, ecosystem interventions, special initiatives, initiatives of scale and international support. This report reflects the incremental progress made in these areas since March 2014.

This report uses as a baseline, the previous report titled ‘Youth Empowerment through Skill Development’ dated March 21 2014.
1. YOUTH EMPOWERMENT THROUGH SKILL DEVELOPMENT

1.1 Advocacy of Skill Development

Advocacy continues to be a key area of focus as part of the overall skill development initiative. The mobilization of candidates willing to undergo skill development programmes is one of the major problems cited. Studies have shown that lack of awareness is a major reason for the relatively poor response to skill development opportunities. Opportunities for skill development and the benefits of the same need to be made known to people living in all parts of the country. To this end both NSDC and NSDA have been working on various efforts.

Some initiatives by NSDA in this regard are:

a) **A campaign for enrolling youth for skill development** - NSDA is launching this campaign to inform the youth of the country of the choices available to them in terms of sectors, modules and training providers with better career opportunities. This will be done through the existing network of 2.77 lakh NYKS (Nehru Yuwa Kendra Sangathan) clubs spread throughout the country, as well as other social groups and private organisations. All persons mobilized will be entered into a national portal for youth seeking skill development training. This will ensure that there is a ready list of candidates who are keen for skill development. The target is to mobilize at least 2 crore persons for this training within the next one year, of which 1.5 crores will be trained within one year.

b) **PM’s Skill Development Fellows** – NSDA is working on the draft guidelines to create a team of PM’s Skill Development Fellows where young professionals will be recruited to work with the district administration to spread awareness about skill development, coordinate the skill development effort, and to identify the local needs. The target is to cover 300 districts in the first year, and expand to the remaining districts in the next year. NSDA would soon submit the draft guidelines to the Department of Skill Development and Entrepreneurship.

c) **Rashtriya Kaushal Evam Udyamita Puraskar** - In order to make skill development aspirational, NSDA has drawn up the blueprint for National Awards for institutions doing
excellent work in skill development. These awards, to be called the Rashtriya Kaushal Puraskar Evam Udyamita Puraskar, would provide national recognition to outstanding contributions of institutions in the field of Skill Development and entrepreneurship, thereby creating a positive image around skill development, and making it aspirational.

d) **Leveraging technology**- NSDA is working towards leveraging the social networking and mobile applications ecosystem for greater engagement and collaboration with the candidates.

e) **Media plan** – NSDC has plans to tie up with media houses like FM Radio and other TV programmes who will act as evangelists of the cause and further it through their own network technology

NSDC too has been working hard on bringing the skill development theme to the forefront amongst the youth, industry and training ecosystem

In an endeavour to make skills aspirational, **NSDC** launched an advocacy campaign to motivate youth to enrol for skilling programs across the country. The campaign went on air on 2\(^{nd}\) Oct 2014 with three additional TV commercials (as a follow-up to two TVCs run earlier in the year), focusing on Gems & Jewellery and Security sector, along with a multi-skilled montage film. A 360 degree amplification plan which will include promotion through hoardings, cinema, radio and social-media platforms is also being worked on. In order to support enquiries on Skills, NSDC has setup a pan-India based **Call Centre**. Any aspirant can give a ‘missed call’ and will be given a call back to provide relevant information on skilling opportunities.

The campaign was quite successful as indicated in the below report on the first seven days of running the TVC from Oct 2\(^{nd}\) to 17\(^{th}\).

- 3.3 Lakh+ missed calls received in the first 16 days of the campaign.
- From 300 calls per day to an average of 20,600 calls per day, peak observed on 12\(^{th}\) Oct. with 33442 calls.
• 48% of the calls are from the P1 Markets (Maharashtra, UP, TN, Assam and WB) with UP being the highest contributor at 18%. Contribution from TN and Assam is small at 3% and 2% respectively.

• 62% calls are received from the core target group i.e. People between 18–30 years of age

• 62% callers preferred training in Agriculture, Telecom, Rubber and Electronics sectors, with Agriculture being the highest contributor at 19%

NSDC has also partnered with Cinema Vision to create India’s first ever television reality show on skills called Hunnarbaaz. The show highlights the skills and innovations in the space of vocational training across the country, and helps millions of young Indians become aware of the ways in which they can upgrade their skills and become gainfully employed. The show has been jointly approved by NSDC and the Ministry of Labour. The show is aired every Sunday, 11 am on DD National. Between June & September 2014, 14 episodes covering different skills have been aired.

An endorsement campaign to address the skilling challenge from the demand side is being worked upon. The first set of 19 endorsements and a composite film are now available on NSDC’s YouTube channel at the following link - http://tinyurl.com/qa6zarp. The plan is to capture 1000 such endorsements by end of March 2015.

A radio jingle to promote Udaan amongst the youth of J&K went on air on three popular channels in the state between May & July 2014. NSDC released its Annual Update for the year 2013-14 and a new flyer during the month of July 2014.

The website www.nsdcindia.org is being revamped; a new website for WorldSkills India is being created along with a special video testimonials website. The beta version of new NSDC website is available at the following link: beta.nsdcindia.org
On the PR front, NSDC is strengthening its media engagement at various levels and have received wide coverage across all mediums. NSDC has been receiving regular imprints in both print and online media. An update below.

**Total June – Sept 2014 print coverage: 1065**

**Total June – Sept 2014 online coverage: 847**

NSDC also conducted its 7th Partners meet on 4th – 5th August 2014. This meet has become a forum for the skills ecosystem to converge with 700+ participants including 100+ industry delegates, 150+ training providers, SSCs, Assessors and 50+ panellists. The Skills Minister addressed the NSDC partners and set a target of 33 lakhs in 2014-15.

**Key Metrics to be monitored**

- % of Districts covered by NYKS and Skill Development Fellows initiative
- Number of candidates mobilized for vocational training by NYKS and Skill Development Fellows initiative
- Number of media references across all skill development initiatives
- Number of inquiry calls received on the NSDC pan-India call centre

**1.2 Increasing Access to information, training, funds**
a) Access to information - digital market place

NSDA is anchoring the creation of a national database on all major aspects of skill development in partnership with all other Ministries of the Government of India and the State Governments. This would be a one-stop shop where all the relevant information is freely available to citizens. The government has created a National Steering Committee for setting up the Labour Market Information System (LMIS). This LMIS would be used as a monitoring system for the programmes run by all the Ministries. The LMIS would bring in operational efficiencies, would be transparent and available to all, and would help reduce considerably the situation of one individual being benefitted under different schemes.

The module for training providers to register has already become active, and the module for accreditation of training providers is expected to go live within one month. It also acts as a searchable directory of all training providers with details of training centres and courses available on the Citizen Information Portal.

The register of candidates who have opted for skill development trainings shall also be part of the LMIS. The potential resources of the Nehru Yuva Kendra Sangathans would also be leveraged for mobilizing and registering candidates. Access would be provided to the database to external stakeholders, such as employers, so that they are able to find suitable candidates for employment from this database.

**Key Metrics to be monitored**

- Availability of real-time data on Skill demand across India
- Availability of real-time data on Skill supply across India
- Number and % of Skill requirements filled through LMIS
- Number of hits on LMIS across states and different stakeholders

b) Access to training through Constituency model
The constituency model continues to be implemented in the constituencies of Chamrajnagar in Karnataka, Sivaganga and Tiruneveli in Tamil Nadu, Dhenkenal in Odisha, Rahogarh in MP, and Nizamabad in AP.

It is proposed to align and further strengthen this with the recently launched Saansad Adarsh Gram Yojana where each parliamentarian is tasked with adopting certain villages in his constituency and transforming them into a model village.

**Key Metrics to be monitored**

- Number and % of constituencies implementing this model
- Number of candidates trained and certified under this model
- % of certified candidates getting successfully employed
- Number of entrepreneurs created

**c) Access to content through free online resources**

NSDA had launched an online catalogue of openly available resources for vocational and other skills on its website on 26th Jan 2014. This catalogue currently has more than 350 content modules across 11 industry sectors. The catalogue can be accessed through the NSDA website at [http://www.nsda.gov.in/content/oer](http://www.nsda.gov.in/content/oer).

**1.3 Standardization of Quality through National Occupation Standards**

NSDC has continued to drive the creation of National Occupation Standards and Qualification Packs (QPs) through the various Sector Skills Councils (SSCs).

Under this framework, till date 22 SSC’s have designed 2,247 unique NOS (National Occupational Standards). 455 QP’s (Qualification Packs) out of the total 879 QP’s designed by the SSC’s have been registered as National Standards. 14 SSCs have covered 80% of the QPs for
entry level workforce till date. It is expected that by 31st March 2015, 28 SSCs would have 1400 QPs covering 80% of the entry level workforce.

**Key Metrics to be monitored**

- Number and % of Industry Sectors with active SSCs
- Number and % of Trades where NOS/QPs are defined

### 1.4 Incentivization of vocational Education

**a) Institution of the STAR Scheme**

The National Skill Certification and Monetary Reward Scheme popularly branded as STAR (Standards Training Assessment and Reward) was unveiled on August 16, 2013 with budget outlay of Rs. 1000 Crores and a target to motivate 10 lakh youth to acquire a vocational skill during the first year of its implementation.

Approved by the Cabinet Committee on Skills Development, NSDC has been implementing this scheme. It promotes Voluntary skill acquisition among the youth by way of incentivizing it through monetary reward at an average of Rs. 10,000/- to cover 10 Lakh youth over 1 year. Under the STAR scheme, financial inclusion is also achieved as the certified trainees get their rewards credited to their newly opened bank accounts, with a debit card linked to an accidental insurance of Rs 1 lac. Each trainee is also assisted in getting an Aadhaar number and the skilling history is recorded in a Skill Development Management System (SDMS) for future reference. A call centre has been set up to assist stakeholders to learn more about STAR. This can be accessed by giving a missed call to 088000-55555.

STAR Pilot launched was on 16th August, 2013 and subsequently rolled out from September, 2013. As of 17th Oct 2014, 297 job roles (QPs) across 19 sector skill councils are covered in 17,250 training centres. 719 training organisations, 29 assessment agencies and 2,808 assessors
are affiliated. 1,399,599 trainings have been completed with 632,328 candidates certified at an overall pass percentage of 67%. Over 489 cr. of reward money has already been disbursed to successfully certified candidates. This has seen significant progress since the last update where 2.3 lakh candidates were enrolled for training and 12651 candidates were certified.

The overall update on STAR along with the incremental progress made since June 2014 is as below.

### STAR Scheme Progress (June - 10 Oct 2014)

#### Job Roles and Affiliations

- **SSC**: 19
- **Job Roles**: 297
- **Training Partners (719)**: 68 NSDC, 236 Govt., 415 Others
- **Training Centers**: 17,250
- **Assessment Agencies**: 29
- **Assessors**: 2,807

#### Enrolments and Assessment Results

- **Total Enrolments**: 1,400,403
- **Trainings completed**: 1,397,050
- **Assessments completed**: 1,304,188
- **Passed**: 872,027 (67%)
- **Certified**: 612,639
- **Reward Money**: 479,532 (409.06 cr.)

*This money is NSDC processed and might take some time to reach the beneficiaries.*

#### b) Central Government schemes

Skill Development Progress for FY 2014-15 across the various skill development schemes from the 21 ministries of the Government of India is as below:

<table>
<thead>
<tr>
<th>Skilling Target for 2014-15</th>
<th>Achievement for 2014-15 reported till August 2014</th>
<th>% of annual target</th>
<th>Balance Target for 2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,05,07,600</td>
<td>24,31,242</td>
<td>23.14%</td>
<td>80,76,358</td>
</tr>
</tbody>
</table>
Key Metrics to be monitored for all training initiatives such as STAR and other Government Schemes

- Number of candidates trained and certified
- % of target achieved for candidates trained and certified
- % of certified candidates successfully employed
- Number of entrepreneurs created

c) World Skills Competition

The 43rd WorldSkills Competition is scheduled from 11-16 August 2015, Sao Paulo, Brazil. 27 Skills have been identified for India’s participation in 2015 competition, five additional skills include Aircraft Maintenance, Visual Merchandising, Brick Laying, Wall & Floor tiling, Prototype Modelling supported by Indian Air Force, NIFT, Kushal Credai and Toyota Motors respectively. Best of the best talented young men & women would be selected in 27 skills through a 3 tier selection process at Regional, National & Final level across country. Specialized industry training would be provided for 6-8 months to the National winners and one would be selected at the final competition to represent the country at Sao Paulo. The Regional and National selections are almost concluded and the remaining is in process/scheduled in Q4.

<table>
<thead>
<tr>
<th>Scheduled (Oct – Dec)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair Dressing, Visual Merchandising, M CAD, Web Designing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National Selection</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>(July – Oct 2014)</td>
<td>(July)</td>
</tr>
<tr>
<td></td>
<td>Jewellery Manufacturing, Prototype Modelling</td>
</tr>
<tr>
<td></td>
<td>(August)</td>
</tr>
<tr>
<td></td>
<td>IT Networking System Administration</td>
</tr>
<tr>
<td></td>
<td>(Sept)</td>
</tr>
<tr>
<td></td>
<td>Beauty Therapy</td>
</tr>
<tr>
<td></td>
<td>(Oct)</td>
</tr>
<tr>
<td></td>
<td>Graphic Design Technology, Brick Laying, Wall &amp; Floor tiling, Fashion Technology, Confectionary, Cooking, Restaurant Service</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scheduled (Nov – Jan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Software Solutions for Business, Hair Dressing, Visual Merchandising, M CAD, Welding, Mobile Robotics, CNC Milling &amp; Turning, Mechatronics, Electronics, Web Designing</td>
</tr>
</tbody>
</table>

As a prelude to the preparation promising candidates and trainers are being given international exposure at the 10th ASEAN Skill Competition, 23-27 Oct 2014, Hanoi, Vietnam.

**Key Metrics to be monitored**

- Number of Skills participated in
- Number of medals won
- Rank of India in World Skills Competition

**1.5 Industry and Corporate Sector Linkage**
Industry is an essential partner in skill development, and there is need to encourage greater participation from the private sector. Some of the steps taken in this connection are:

a. **Sector Skill Councils (SSCs)** – Approximately 30 SSCs have been set up using funds provided by the Government of India. The SSCs are to act as the effective bridge between industry on the one hand and the government/academia on the other. This role of the SSCs will be strengthened, so that the needs of industry are accurately reflected in the skill development programmes of the Government, and the curriculum of academic institutions.

b. **Proactive Role of Industry** – NSDA is encouraging a larger role of the industry, so that
   (i) More apprenticeship opportunities are created
   (ii) Industry starts funding part of the training cost as an investment for its own developed manpower
   (iii) Adopt skill development as a significant component of their CSR efforts
   (iv) Provide differential wages to skilled workers and also incentivizing unskilled persons to acquire skills
   (v) Carve out a mandatory component of their CSR funds for skill development.

c. **Multi-skill requirements of the MSME Sector** - The MSME sector continues to employ a very large part of India’s non-farm workforce. Since MSME units tend to have a small number of employees, they need persons with multiple skills. NSDA is working to identify the set of skills that each group of MSME unit’s needs, and design programmes to meet these multi-skilling requirements.

1.6 **Employability Focus**

Both NSDA and NSDC have been driving 70% placement as a success outcome for any training initiative.
Enable mechanisms that democratize access to information, quality training and funds, thereby removing barriers to workforce participation, these mechanisms include intensive support to assist the disadvantaged into work. Youth are therefore empowered to make informed choices about future work and livelihood.

The NSDA is also looking at Language, Computer literacy and financial literacy skills to be made an integral part of all skill development programmes. These will be coupled with soft skills that will teach the trainees the behavioural and inter-personal skills required in any organization.

To make it worthwhile for the individuals to be skilled, there is need to ensure that the value of skilled manpower is recognized in both monetary and non-monetary terms. **NSDA is working with State Governments to ensure that the differential of minimum wages between unskilled and semi-skilled manpower, as well as between semi-skilled and skilled manpower, is revised to properly reflect the increased productivity that results from skilled manpower.**
2. GOVERNANCE

2.1 Creating an Institutional framework

a) Ministry of Skill Development and Entrepreneurship

Recognizing the importance of Skill Development and Entrepreneurship, the government has created a ministry to coordinate the efforts in this space. The newly created Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports will work with various other ministries in the government and harmonize the skill development activities across all these ministries. Some existing organizations in the skill development space such as National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC) and National Skill Development Trust (NSDT) have been rolled up into this ministry for this purpose.

b) National Skill Development Corporation

NSDC continues to play its role of catalysing skill development in the country by encouraging private sector participation through providing low-cost funding for creation of training capacity.

Over the past three years (form FY 2011-12 to FY 2013-14), NSDC funded training partners have facilitated the training of 15 lakh candidates of which over 8 lakhs have been placed. It has financed approximately 122 training partners.

The NSDC has also facilitated the setting up of 31 Sector Skill Councils, up from 28 SSCs in the last update. NSDC which was earlier affiliated to the Ministry of Finance has now been brought under the control of the Ministry for Skill Development.

c) National Skill Development Agency

Similar to NSDC, NSDA which was earlier affiliated to the Ministry of Finance has now been brought under the purview of the Ministry of Skill Development.

2.2 Engagement with State Skill Missions

NSDA has made significant progress in engagement with various State Skill Missions to streamline the skill development activity across the country.
Specific State interventions by the NSDA are listed below

a) Uttar Pradesh

- Visit to the State by the NSDA team along with experts from the India –EU project on skill development to understand the structure and functioning of the UPSSDM and detailed understanding of MIS System of UPSSDM and integration of the UP MIS to the national LMIS
- Consequently, detailed analytical note of the MIS system has been shared with the State Skill Development Mission
- In pursuance to this, a meeting would soon be held to address the issues identified during the visit for further integration

b) Assam

The NSDA has closely worked with the Department of Labour, Govt. of Assam in developing the Memorandum of Association (MoA) in May – June 2014 for the formation of the Assam State Skill Development Mission. The MoA has been designed to integrate efforts of various departments of the State engaged in placement linked skill development training and enhancing global competitiveness through a quality and productive workforce.

c) Manipur

NSDA along with the Department of Labour and Employment had conducted a 1 day workshop in Imphal on 29th September, 2014 with the various stakeholders to understand the current status and the skill development activities of the State, work out the modalities for revival of the State Skill Development Mission and to create awareness on NSQF

Immediate Action point of the workshop

- Revive the State Skill Development Society at the earliest
- Organise a job mela and inviting VTPs across sectors to enable students to enrol and register for skill development programmes. As discussed, the NSDA is ready to assist the State in organizing the job mela
• The State to review the minimum wages for semi-skilled and skilled workers within the State

d) Nagaland

• The NSDA had meetings with officials of the Department of Planning in the month of September and exploring possibility of tie-ups with the State. The State is in the verge of preparing the State Skill Policy and drafting the MoA for the State Mission.

• NSDA would soon visit the state to discuss at length the modalities for the formation of a robust State Skill Development Society

e) Bihar

• The NSDA organized a State-level workshop along with the Government of Bihar, in order to deliberate upon the roll-out of the NSQF in the State. The objective of the workshop was to urge the State of Bihar to encourage institutions/bodies under the control of the State Government to align their learning programmes to the NSQF.

• The workshop was attended by State-level officials, private training organizations who have been engaging with the successful roll-out of various aspects of the NSQF, States who have been forerunners in implementing NSQF though schools as well as International Organisations working on capacity building of Bihar Skill Development Mission.

The important action points that emerged from this workshop are as under:

• The State agreed to revisit the Minimum Wages Act for the State to identify the differential in wages received by unskilled, semi-skilled and skilled workers.

• It was agreed that the Bihar Government will sign a MoU with Pipal Tree Ventures Pvt. Ltd. (PTVPL) which is an organisation providing vocational training to rural unemployed youth in the construction industry. As per the MoU, the State will help mobilise candidates who can be skilled by Pipal Tree.

• Lend a Hand, a non-profit venture providing vocational training, career development, employment, and entrepreneurial opportunities to young boys and girls in rural and
urban communities, will make a formal proposal to the State of Bihar regarding their expectations from the State education department.

f) Gujarat

• State Visit to Gujarat by the NSDA team in June 2014 to study the Gujarat Model of Skill Development. Gujarat Model of skill development is focusing on outcome-based approach. Guiding forces behind achieving the desired outcomes have been the conducive policy environment, innovative Public Private Partnership models, demand driven initiatives, strict monitoring from the top and leadership.

• Industry penetration in Gujarat is definitely a key factor in the successful implementation of these initiatives. Some innovative models of implementation are:
  i. Industrial - Kaushal Vardhan Kendra
  ii. Flexi MoUs
  iii. Motor Driving Training Schools
  iv. Kaushal Vardhan Kendra

g) Haryana

• The NSDA had a meeting with the Hon’ble Chief Minister of Haryana and other officials of the Government of Haryana on 10th June 2014 in Chandigarh and presented the key aspects of the NSQF and its implications for the States.

• During the meeting, the importance of having an independent SSDM was reiterated and the Hon’ble CM was requested to consider providing an independent budget and staff for enabling this independent functioning.

• Possibilities of exploring the State-funding route as a means to implement NSQF compliant vocational courses to a larger number of schools in Haryana were also discussed during this meeting.

• Various officials from the School and Technical Education departments also participated in the meeting.

h) Himachal Pradesh
The NSDA team along with the experts from the India –EU project on skill development had a visit to the State last month to understand the issue of skill development in the State to and functioning of the Himachal Pradesh Skill Development Society (HPSDS).

The immediate action points arising out of the visit are –

- NSDA and India-EU team to share some of the best practices from other States/Countries that would be relevant for the State
- HPSDS to share prior study reports done for the State by other agencies as mentioned during the meeting.
- HPSDS would share an initial concept note outlining future roadmap for Skill Development. The India-EU team would work upon it further and will plan a workshop with all the important stakeholders in the month of November 2014.
- India-EU team to revert if they can fund study/exposure tours for the HPSDS staff to other States/neighbouring countries like Nepal.

2.3 Policy framework

a) National Skills Qualification Framework (NSQF)

NSDA is continuing its activities to facilitate the operationalization of the NSQF across states and sectors.
Consultative workshops have been conducted with various stakeholders on working out the modalities for rolling out of the NSQF.

i) State level NSQF workshop in Bihar

A State-level workshop along with the Department of Labour, Government of Bihar was held in order to deliberate upon the roll-out of the NSQF in the State on 27th June 2014 in Patna. The objective of the workshop was to urge the State of Bihar to encourage institutions/bodies under the control of the State Government to align their learning programmes to the NSQF.
The workshop was attended by representatives from the Ministry of Human Resource Development, officials from the various Line Departments in the State, private training organizations who have been engaging with the successful roll-out of various aspects of the NSQF, States who have been forerunners in implementing NSQF though schools as well as International Organisations working on capacity building of Bihar Skill Development Mission.

As a result of this workshop, the Government of Bihar signed Memorandum of Association with Yashashwi Institute of Technology and Peepal Tree Ventures Limited for skill development of youth by these institutions.

**ii) NSQF Workshop for the Allied Healthcare Sector**

To deliberate the operationalization of the NSQF in the Allied Healthcare sector, the NSDA organized a full day workshop on 1st July 2014 at the Planning Commission, New Delhi. The objective of the workshop was to bring together various stakeholders in the allied healthcare sector to map out potential progression pathways and prepare a roadmap to roll out the NSQF in this sector.

The Healthcare Sector Skills Council did a preliminary mapping of existing job roles in the allied healthcare sector in five different categories (Community Health, Curative, Dental, Diagnostic and Others) and the potential career progress pathways for these job roles. Based on the competencies expected from these job roles, NSQF levels were assigned to these roles and subsequent workshops planned to define the progression pathways for persons engaged in these roles.

**iii) To continue with the deliberations on rolling out of the NSQF, the NSDA held a brainstorming session/workshop on 16th Oct 2014.** The objective of this workshop was to discuss modalities of rolling out the NSQF with some of the reputed universities/institutions of higher learning.

**iv) Recognition of Prior Learning – An important component of the NSQF**
A very large number of workers in the informal/unorganized sector have acquired skills through experience or other non-formal learning channels. However, due to lack of formal certification, they are unable to derive proper market value for their services. Using the NSQF, the competencies of such persons can be assessed and certified so that they are better able to derive the economic and social benefits of their skills. Under the RPL, the role of the implementing agency is restricted to that of an assessment and certification only and the ILO would be conducting an independent tracer study for the pilots. The concerned SSCs of agriculture, gems & jewellery and health sector would be testing and assessing the workers in their respective sectors. Phase I of the RPL study restricts itself largely to the SSC (barring the exception of domestic work sector, in which case there is no SSC, and the pilot study is being entrusted to a consortium of private and public entities working in the sector). Phase II of the RPL study would seek to open out the process to other stakeholders through an RFP that was being prepared. Based on the outcomes, RPL would be integrated into the Government’s skill development programme.

**b) Apprenticeship Act**

A proposal to make industry friendly amendments in the Apprenticeship Act has been in progress for some time. With contributions from various industry and government bodies, the amended act has now been passed by the Govt in Lok Sabha and is now pending to be ratified in the Upper House. Some key amendments suggested include

- Allowing multiple employers to come together either by themselves or through an approved agency to provide apprenticeship training to the apprentices
- Allowing apprentices to receive prior institutional training from any institute with adequate facilities
- Giving employers the flexibility to define the syllabus for training for some trades
- Giving employers the right to determine working hours and leave rules for the apprentices
2.4 Rationalization of Govt schemes

In interactions with the State Governments, the constant feedback has been that the norms for costs, duration of training, outcomes, monitoring requirements etc., across the 70-odd schemes being run by the 21 Ministries/Departments of the Government of India are so varied that it was becoming problematic at the implementation stage. Acting on this feedback, on 2nd December 2013, a committee for dovetailing/rationalization of Central Government Schemes on skill development was notified. The Committee’s report has been submitted on 26th August, 2014 and has been put up in the NSDA website inviting comments between 1st October 2014 to 15th October 2014. After reviewing the comments, the final report will be submitted to the Cabinet for approval, so that a greater degree of convergence of norms across the various central schemes for skill development can be achieved. The norms will recognize the different situations prevailing in various States- the North Eastern States, the hill States, and other geographies that pose challenging situations for skill development.

2.5 Making Skill Development an Integral Part of all Government Programmes

The new programme of the Government would ensure that skill development become an integral part of all GOI schemes. Instead of having only a few schemes of the Govt. of India, which are meant for skill development, this has to be made an integral part of all schemes. For instance, it is proposed that a scheme to build roads and highway should earmark a certain minimum percentage of the funds available (say, 7.5%) to skill persons to use the road (as drivers), maintain the road (as maintenance workers) etc. This will be applied to all schemes.

2.6 Skill Gap Studies by NSDC

NSDC is building a research base in the skills domain and has commissioned District Level and Sector level Skill Gap studies. District level skill gap studies for all states except Bihar have been completed. Updates to the sectoral studies were commissioned and have been completed and
awaiting final signoff from industry. In addition, a study to understand the migration patterns for skill development and to understand private sector capacity in skill development are also underway and expected to be completed by end of FY 2014-15. Impact assessment studies by TISS (for North-East & West) & Deloitte (South & Central) are also expected to be completed by Jan 2015.

2.7 Capacity building

a) National Skill Development Corporation

Till date NSDC has received 402 project proposals since its inception which have gone for due diligence. The NSDC Board has approved 162 skilling proposals and 31 Sector Skill Councils with total financial commitment of Rs 2,369 Crore.

Till date, NSDC has funded Rs 730 crore for skilling projects, Rs 480 crore for STAR and Rs 42.7 crore for Udaan. As on 30th Sept, 2014 NSDC funded partners have trained 23,16,933 students with 13,49,619 students trained in FY 13-14. Total number of people placed is 12,25,428 including 6,46,394 students placed in FY 13-14. During peak training season, there were 2856 NSDC centres, including 1148 mobile centres operational.

c) World Class Skill Centre through Indo- Spore collaboration

The World Class Skill Centre initiative has progressed in the temporary campus at ITI Vivek Vihar in Delhi with the first batch of 175 students passing out in August 2014 and bagging 100% placement “first day – first hour” in companies like IHCL Taj Group, Oberoi Group, ITC Hotels Division, Carlson Hotels, ITDC Ashok Group of Hotels, Reliance Retail, Future Group, Bharti Retail, Marks & Spencers, Mahindra Retail, Tata Retail etc.

Meanwhile on the campus construction activity, there are two approvals currently pending with the government. These are

- Change of Land use cleared by DDA and pending with the Ministry of Urban Development
- RFP for Build, Operate and Transfer of the Skills Centre prepared by Transacton Advisor (M/s Ernst & Young LLP) and awaiting approval from Cabinet/Honourable LG)

A meeting with the Hon’ble LG of Delhi was conducted on Oct 15th. Formal updates from this meeting are awaited.

c) Creation of Additional Training Capacity-
To ensure that there is sufficient skill development capacity in the country, a number of steps are being taken by NSDA:

(1) Determination of the Capacity Gap: Currently, there is inadequate information as to the actual training capacity that exists in the country. The government has data on the capacity that has been created through government funded programmes, but the capacity that has been created purely through private investment, and which is being utilized to train persons who pay for these programmes through their own means, is unknown. The NSSO has been requested to include questions about training capacity and training institutions in both its enterprise and household surveys. Once this is done, and the existing capacity as well as its utilization is known, the shortfall in capacity can be gauged and a plan for meeting this shortfall can be formulated and implemented.

(2) Targeted approach to Creation of Capacity: Even while this survey is done and a skill development capacity map is created for the entire country, for ensuring greater accessibility and equity, a targeted approach of preferential empanelment, approval and funding of training providers will be immediately put into place for the sectors and geographies where training capacity is clearly inadequate, such as:

i. Identify and work closely with the various Ministries which do not have any specific skill development schemes like mining, power, railways, coal etc.

ii. Linking to the infrastructure sector targets set by the Government in various sectors like railways, aviation, roads, power, coal, renewable
energy, natural gas etc. so that there adequate skilled manpower available to implement these projects

iii. In the areas facing additional challenges, such as those affected by left-wing extremism, the North-Eastern States and the hill states, special drives will be launched for the empanelment and funding of training providers. Similarly, special efforts will be made for training providers who train persons with disabilities, as special equipment and facility would be required for such trainings.

iv. Skill Development of Women - Sectors that provide significant opportunities for women will be taken up on a preferential basis – such as Hospitality, Food Processing & Preservation, Allied Healthcare and Beauty & Wellness. Women will also be encouraged to equally participate in all the other trades like manufacturing and other service sector

(3) Opening the Doors for New Training Providers – To enable new training providers to undertake skill development programmes of the Government of India, accreditation norms for training providers are being developed which will also enable them to get provisionally accredited. The provisional accreditation will be confirmed once these new entities are able to achieve the outcomes expected of them. Draft norms for the same had been prepared by the NSDA.

2.8 Revision of the National Policy on Skill Development, 2009

The National Policy on Skill Development (NPSD) was first formulated in 2009, and it has provided the framework for skill development activities in the country. It was estimated that in order to fully realize the demographic dividend offered by the youthful profile of the country, 500 million people would have to be trained in the country by 2022. The policy is to be reviewed every five years, and the NSDA has initiated the review of the policy. After adopting a consultative approach, the new policy will be submitted for approval by 31st Dec 2014. NSDA
proposes to restructure the new policy to address the following key issues that are relevant to skill development and have sought suggestions from all the Ministries

- Changing the negative perception associated with vocational education and focusing on mobilization of candidates on the same
- Improving the capacity the Training Infrastructure, and trainers
- Working closely with the private sector and the industry
- Assessment and Certification
- International equivalence and mobility of skilled manpower
- Quality Assurance and linkages with the National Skills Qualification Framework
- Outcomes approach focusing both on employment and employability
- Technology interventions in terms of LMIS and monitoring of outcomes
- Special needs of difficult areas – NE, Hill States, LWE affected areas
- Co-ordination and integration of all skilling efforts in the country

An integrated governance model for skill development that works across government and society enabling an institutional framework, forward looking policies and an outcome driven approach. A governance model that promotes innovation and inclusiveness in skill development leading to jobs at higher wages/self-employment opportunities for the youth.
3. ECOSYSTEM INTERVENTIONS

3.1 Sector Skill Councils for industry led participation in skill development

To ensure that training undertaken from any recognized training provider is industry aligned, NSDC is funding industry led Sector Skill Councils that create National Occupation Standards (NOS). Till date, NSDC Board has approved 31 Sector Skill Councils. Out of these, agreements with 25 SSC have been signed, 23 have been funded and 22 are operational.

NOS’s specify the standard of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. The NOS are laid down by employers (through their SSCs). This makes it possible to drive competency based training for every job role in industry. All NSDC partner organisations (training provider) courses will need to adhere to these NOS for NSDC certification to be enabled. It would be possible for all current vocational courses, like MES, ITI Courses, or similar vocational courses in schools, colleges and polytechnics to be aligned to job roles at specific NSQF Levels. Students are therefore ensured of industry ratified training.

The National Skills Qualification Framework (NSQF) for India is meant to integrate and provide multiple pathways between general education and vocational education. The framework is based on an outcome based approach and each level is described by competency levels. Under this framework, till date 22 SSC’s have designed 2,247 unique NOS (National Occupational Standards). 455 QP’s (Qualification Packs) out of the total 879 QP’s designed by the SSC’s have been registered as National Standards.

Of the 22 Sectors 14 SSCs viz. Auto, Retail, Agriculture, Healthcare, IT-ITeS, Rubber, Leather, Plumbing, Electronics, Construction, Security, Gems & Jewellery, Telecom and Capital Goods have covered creation of QPs for the 80% of the entry level workforce.

3.2 Adoption of NOS/QPs across various initiatives
NSDC has been working with various states, education boards, universities and ministries to drive the adoption of NOS/QPs for vocational education in their respective domains.

**State Education Boards**

Across State School Education departments, 934 schools with a capacity of 71,500 students have agreed to adopt the defined NOS/QPs. The following table summarizes the statistics for the various states.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Haryana</td>
<td>240</td>
<td>13,500 (In 140 Schools)</td>
<td>23,000</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>200</td>
<td>9500 (In 100 Schools)</td>
<td>18,000</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>44</td>
<td></td>
<td>2,500</td>
</tr>
<tr>
<td>Madhya Pradesh (MoU Underway)</td>
<td>50</td>
<td></td>
<td>2,500</td>
</tr>
<tr>
<td>Punjab</td>
<td>100</td>
<td></td>
<td>5,000</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>70</td>
<td></td>
<td>3,500</td>
</tr>
<tr>
<td>Karnataka</td>
<td>200</td>
<td></td>
<td>15,000</td>
</tr>
<tr>
<td>Chhattisgarh (MoU Underway)</td>
<td>30</td>
<td></td>
<td>2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>934</td>
<td></td>
<td>71500</td>
</tr>
</tbody>
</table>

**School Boards**

- NIOS (MOU signed) is looking at skilling **1 Lakh students** in the current FY on the Level 4 curriculum.
- MOU with CBSE underway to cover **0.55 L Students**
Higher Education

Following is the status of MoUs with various universities and higher education organizations.

<table>
<thead>
<tr>
<th>Universities/ Institutions of Higher Education</th>
<th>MOU Status</th>
<th>Expected Number of Students (at Peak)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pune University</td>
<td>Signed</td>
<td>6.5 L</td>
</tr>
<tr>
<td>Delhi University*</td>
<td>Signed</td>
<td>0.5 L</td>
</tr>
<tr>
<td>School of Open Learning (Delhi University)</td>
<td>Signed</td>
<td>4.5 L</td>
</tr>
<tr>
<td>Tamil Nadu Open University</td>
<td>Signed</td>
<td>4.0 L</td>
</tr>
<tr>
<td>Centurion University</td>
<td>Signed</td>
<td>0.2 L</td>
</tr>
<tr>
<td>Amity University (MOU Underway)</td>
<td>Underway</td>
<td>0.2 L</td>
</tr>
<tr>
<td>UGC Community Colleges (Covers 152 Colleges)</td>
<td>Signed</td>
<td>Yet to be established</td>
</tr>
<tr>
<td>UGC B.Voc Program (Covers 127 Colleges)</td>
<td>Signed</td>
<td>Yet to be established</td>
</tr>
<tr>
<td>AP Colleges</td>
<td>Underway</td>
<td>1.0 L</td>
</tr>
<tr>
<td>One University of Punjab</td>
<td>MOU signed with State Govt. – University to be identified</td>
<td>Yet to be established</td>
</tr>
<tr>
<td>AICTE (100 Community Colleges)</td>
<td>Underway</td>
<td>Yet to be established</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>16.9 L</strong></td>
</tr>
</tbody>
</table>

Similarly, the Ajeevika Scheme as well as the National Urban Livelihood Mission schemes in Himachal Pradesh and Punjab have agreed to adopt the NOS/QPs with an expected potential of 2 lakh certifications.
UP Skill Development Mission and Rajasthan Skill Development Corporation are on board for NOS/QP adoption while MoUs are underway with Punjab Skill Development Mission and AP Skill Development Corporation.

Build collaboration and cross industry momentum across all stakeholders of the skill ecosystem creating critical linkages between vocational education sectors and industry. Promote activities that have a multiplier effect, unlock potential and catalyze positive impact and growth of vocational education.
4. SPECIAL INITIATIVES

4.1 Special schemes for J&K

   a) Udaan:

   The Udaan scheme is targeted at helping the ambitious and progressive youth of Jammu and Kashmir who are seeking global and local opportunities that the state may not be in a position to offer currently. It aims to make employable 40,000 youth of J&K over a 5 year period in key high growth sectors. The programme is targeted at providing well-paying jobs to the trained manpower. As of 15th Oct, 2014, 54 corporates have committed to train 68,648 candidates over five years. 10,603 candidates have been selected for training. Out of these selected candidates, 5,594 candidates have joined training across India with 2,777 have completed the training. Further, 1,785 candidates who have completed training, have been offered jobs.

   **Key Metrics to be monitored**

   - Total Training Capacity created as part of the scheme
   - Number of candidates trained and certified
   - % of target achieved for candidates trained and certified
   - % of certified candidates successfully employed
   - Number of entrepreneurs created

4.2 Special initiatives in North East

   a) Skills Development at Kamrup Metropolitan Constituency

   Skill training under the “Constituency model” is being planned for the Kamrup Metro constituency of Assam and the Tura constituency of Meghalaya.

   The Trades identified for training are:
• Kamrup: Drivers, Housekeeping and Front Office (with the upcoming star category hotels in Guwahati), IT/ITeS and Retail with the upcoming Malls in Guwahati
• Tura: Agri based courses like Paddy Farming and Floriculture.

The projected training to be done in Kamrup Metro constituency was to train around 1000 students and 480 in Tura. These numbers will be revisited post discussion with the new MP in Tura and after getting the necessary approval from the District Collector Office for Kamrup.

**b) Regional level workshop on skill development for the North Eastern Region**

The NSDA had been actively engaging with the various State governments to plan out their skill development action plan, including dovetailing their schemes with the GOI projects so that the maximum coverage can be achieved through the resources available. The NSDA organized the Regional level workshop for the North East Region, along with the Department of Labour and Employment, Government of Assam on 5th August, 2014 at the Assam Administrative Staff College in Guwahati. The participating States in this regional level workshop were Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. In addition to the States, key Ministries of the Government of India associated with skill development, PSUs, private training providers and organisations working in the North East participated at the workshop.

The objective of this workshop was to discuss all issues related to skill development, share ideas specific to the North East, and also provide the States from that region to present their initiatives. It was the first time that a regional workshop was held in the North East that provided a common platform to conceptualize and work out modalities and strategies for new initiatives.

**4.3 Collaboration Initiative -Nashik**

A pilot had been initiated to use existing infrastructure of schools for vocational education, in partnership with Hemendra Kothari Foundation and Nasik Education society (NES) which is a premier educational society that owns and runs over 21 schools in Nasik imparting quality education to more than 23000 students. As part of this pilot, training for three batches has
been completed and all the students (56 out of 56 students) have been placed in jobs. The fourth batch is currently undergoing training. 300 students are expected to be trained in the first year of operation with an expected ramp up to 3000 over the next five years.

**Key Metrics to be monitored**

- Total Training Capacity created as part of the initiative
- Number of candidates trained and certified
- % of target achieved for candidates trained and certified
- % of certified candidates successfully employed
- Number of entrepreneurs created

**4.4 Launch of Maharojgar Portal at Aurangabad, Maharashtra**

Directorate of Employment and Self – Employment (DE&SE), Government of Maharashtra has developed a portal that aims at bringing all stakeholders together to address issues of skilled manpower shortage. Job seekers, employers and training providers by registering on the portal will be able to meet their individual needs.

- Students will be able to learn of sectorial job opportunities, access career counsellors, make informed career choices, choose training service providers and register themselves, provide their qualifications and be available for jobs.
- Industry on the other hand will register themselves and thus gain access to the database of potential job seekers, screen candidates based on qualifications and thus reduce time and money spent on filling in their job vacancies.

With all the stakeholders under one platform, this aims to bridge demand and supply gap and boost employment. A joint team has been formed and is working with local Industry, student community and training service providers to popularize and enable stakeholder participation through registrations on the portal. Statistics from the portal for Aurangabad District from 01/02/2013 to 13/05/2014 are listed below
A sensitized approach to address special needs of regions and communities of workforce development for sustainable development of the region. Supporting a model that effectively mobilizes industry partners to go beyond usual practices, to take ownership and drive skill outcomes in the interests of both industry and the region.

<table>
<thead>
<tr>
<th>Job Seekers Registration</th>
<th>23538</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Providers Registration</td>
<td>168</td>
</tr>
<tr>
<td>Training Institutes Registration</td>
<td>37</td>
</tr>
<tr>
<td>Employer Registration</td>
<td>185</td>
</tr>
<tr>
<td>Total Vacancies Notified</td>
<td>7306</td>
</tr>
<tr>
<td>Total Candidates Selected</td>
<td>39</td>
</tr>
<tr>
<td>Total Candidates Placed</td>
<td>25</td>
</tr>
</tbody>
</table>

Key Metrics to be monitored

- Availability of real-time data on Skill demand in the portal
- Availability of real-time data on Skill supply in the portal
- Number and % of Skill requirements filled through the portal
- Number of hits on the portal across different stakeholders
5. INITIATIVES OF SCALE

5.1 National Service Scheme (NSS)

The Ministry of Youth Affairs had partnered with the erstwhile Office of the Advisor to Prime Minister and TISS to reposition NSS as National University Scheme for Skill Development (NUSSD). This was launched across 29 colleges of 11 universities across 9 states. The foundation courses have been delivered for the first year students and the domain courses will be covered over the second and third year. Also, the registration of candidates for the next academic year is in progress with 4500 candidates currently enrolled.

Key Metrics to be monitored

- Total Training Capacity created as part of the initiative
- Number of candidates trained and certified
- % of target achieved for candidates trained and certified

5.2 Department of Posts

At the behest of Cabinet Secretary a presentation was made by Department of Posts on leveraging the vast network of postman as a last mile connection for advocacy and mobilization of youth for skill development. Penta Foundation has submitted a proposal to train and upskill the Grameen Dak Sewaks (GSD) employed with DoP and use them as a medium for skilling as well as mobilizing people for skill development. An MoU has been signed between DoP and Penta Foundation and a pilot has been launched in 4 states.

Key Metrics to be monitored

- Number of GSDs trained as part of this initiative
- Number and % of districts reached out
- Number of candidates mobilized through this initiative
Strong focus on specific initiatives which can have a multiplier effect in terms of reach and benefit to youth. Such initiatives leverage existing nationwide presence and administrative machinery to achieve skill development goals.
6. OVERSEAS SUPPORT

6.1 NSDA efforts

NSDA has continued its efforts to engage with international entities in skill development research and activities in India.

The following States have been selected for International Assistance as part of agreements signed with various international agencies:

<table>
<thead>
<tr>
<th>Agencies</th>
<th>Asian Development Bank</th>
<th>India-EU</th>
<th>Department for International Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Allocation</td>
<td>Jammu and Kashmir</td>
<td>Karnataka</td>
<td>Madhya Pradesh</td>
</tr>
<tr>
<td></td>
<td>Tamil Nadu</td>
<td>Himachal Pradesh</td>
<td>Jharkhand</td>
</tr>
<tr>
<td></td>
<td>Odisha</td>
<td>Uttar Pradesh</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Haryana</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Punjab</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Uttarakhand</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6.2 NSDC efforts

<table>
<thead>
<tr>
<th>Country</th>
<th>Min/Department Involved</th>
<th>Brief Objectives of MoUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>The Department of Industry</td>
<td>To make National Occupational Standards transnational in 4 sectors and 8 job roles. First country to accept people trained on Indian standards.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exchange of information and policy ideas on areas of mutual interest including:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- TVET systems in both countries</td>
</tr>
</tbody>
</table>
competency standards development, assessment and certification, particularly skills assessments for migration and/or occupational purposes.

- industry participation in TVET policy development, training delivery, assessment and certification, and formal work-based training such as apprenticeships.

- Joint implementation of collaborative projects, including in the areas of:
  - benchmarking occupational standards and qualifications in priority industry sectors mutually agreed upon by both parties;
  - capability building of TVET trainers and assessors;
  - developing transnational standards by Indian Sector Skill Councils and Australian Industry Skills Councils to strengthen skills mobility;
  - progressing towards mutual recognition of skill certifications;
  - promoting transnational standards to third countries in the region; and
  - taking forward the agenda of B-20 and G-20 on skilling where relevant.

- Facilitating links between governments, industry organisations, industries and TVET peak bodies in both countries, including in the form of:
  - promoting networks to share successful models
  - interaction through meetings, conferences and symposia- exchange of staff through short-term placements in relevant government agencies or industry organisations and only for purposes of and in furtherance of the general objectives of this MoU.
<table>
<thead>
<tr>
<th>Country</th>
<th>Organization</th>
<th>Collaboration Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iran</td>
<td>Technical and Vocational Training Organisation</td>
<td>The following areas of collaboration have been identified between TVTO and NSDC:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a. Support for a creation of a demand driven competency based vocational education and training system:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. Conduct of Skill Gap Studies:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c. Setting up of Sector Skill Councils:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d. Creation of National Occupational Standards:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e. Creation of the Funding Mechanisms/ Institutions for skill development:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>f. Launching Special Projects:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>g. Setting Up Labour Market Information Systems:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>h. Skills Training for Entrepreneurship:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>i. Skills Training in Schools and Colleges:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>j. Providing the Inputs for establishment of high quality skills training institutions:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>k. Establishment of Skills Training Institutions:</td>
</tr>
<tr>
<td>Canada</td>
<td>Association Of Canadian Community Colleges</td>
<td>Development of transnational standards, training of trainers, establishing centers of Excellence and mutual recognition of qualifications</td>
</tr>
<tr>
<td>Australia</td>
<td>Australian Council for Private education &amp; training ACPET</td>
<td>Promote strategic partnerships between ACPET members and NSDC and NSDC Training partners</td>
</tr>
<tr>
<td>Australia</td>
<td>Skills DMC (ISC for Australia's Resource and Infrastructure Industry)</td>
<td>Establish a sector skill council for Mining</td>
</tr>
<tr>
<td>Bahrain</td>
<td>Tamkeen</td>
<td>Facilitate exchange and learning in areas of handicrafts and</td>
</tr>
<tr>
<td>Country</td>
<td>Organization/Project Description</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Germany</td>
<td>IMOVE (International marketing of Vocational Education - under BiBB)</td>
<td>Fostering private sector initiatives and SSCs; training of master trainers, project and knowledge management</td>
</tr>
<tr>
<td>UK</td>
<td>UKCES (UK Commission on Employment and Skills)</td>
<td>Collaboration to support SSCs and other skill initiatives in India</td>
</tr>
<tr>
<td>UK</td>
<td>*DFID, department for International development</td>
<td>Component 1: Facilitating access to credit to trainees, Developing entry level QP, Capacity Building of 2 SSC, capacity building of NSDC and NSDC partners, Capacity building of 2 SSDM</td>
</tr>
<tr>
<td>UK</td>
<td>Association of Colleges UK</td>
<td>Support in building training capacity, functional skill assessments, international benchmarking in certifications</td>
</tr>
<tr>
<td>Asian</td>
<td>DEA is the executing agency, NSDC is the implementing agency</td>
<td>Through TA 8010, ADB will assist NSDC in (i) building the capacity of selected sector skills councils (SSCs) by preparing detailed national occupation standards (NOS), quality assurance guidelines, and governance frameworks, and (ii) strengthening NSDC’s linkages with two State Skill Development Missions (SSDMs) by facilitating public private partnerships (PPP) in skills development.</td>
</tr>
</tbody>
</table>

Leveraging the experience of other countries to leapfrog technologies, be exposed to new business models and ideas and then adapt them to the Indian context. Adapt rather than reinvent the wheel
7. KEY METRICS

It is imperative that all initiatives in skill development adopt a data and metrics driven approach to monitor the initiative. Following are a set of guidelines for some key metrics depending on the nature of the initiative.

- **All initiatives involving Capacity Creation**
  - Annual Vocational Training Capacity created as part of this initiative
  - % of Skill demand met by created training capacity
  - % of Youth catered to by created training capacity

- **All initiatives involving Training**
  - Number of Vocational Trained and Certified Candidates
  - % of Training capacity utilized
  - Additional sub-measures
    - Number of candidates dropping out
    - % of trained candidates passing out successfully

- **All initiatives involving Standardization of Skill definitions**
  - Number and % of Sector-Trades where National Occupation Standards defined
  - Number and % of Sector-Trades where NOS aligned with International standards

- **All initiatives involving post Training Employment**
  - % of Certified Candidates employed
  - Longevity of certified candidate in his chosen job field
  - Wage difference between certified and unskilled candidates
  - Number of entrepreneurs created through the vocational training ecosystem
  - Number of certified candidates employed in overseas vocational jobs

- **All initiatives involving Digitization**
  - Availability of real-time data for Skill Demand
  - Availability of real-time data for Skill Supply

- **All initiatives involving Advocacy**
  - Number of references in public forums regarding the initiative
- Sentiment analysis based on social data about the initiative
- Number of candidates influenced by the initiative

These metrics should be looked at from an overall country perspective as well as dis-aggregated at state-district level and sector-trade level.
8. FUTURE ROAD MAP

NSDA and NSDC continue to work towards the following key points as part of the roadmap for skill development in India.

8.1 Cradle to career approach

Integrated seamless skill development interventions at every stage of individual starting from UID at birth to vocationalisation of education with multiple livelihood options that are in sync with industrial needs of the country.

8.2 Digitized market place

Seamless transactional experiences are enabled through a digital platform, between youth seeking job opportunities, training providers and employers.

8.3 One Nation One Quality

National Standards for skilling are globally aligned and Indian youth can aspire to avail local, national and international job opportunities.

8.4 Vocational Education by choice

Vocational education is a well-accepted career choice by youth, as skills get their due recognition and industry accepts wages linked to skill and competencies.

8.5 Talent Capital of the world

A vibrant educational and skill ecosystem makes India well poised to earn the title of talent capital of the world.