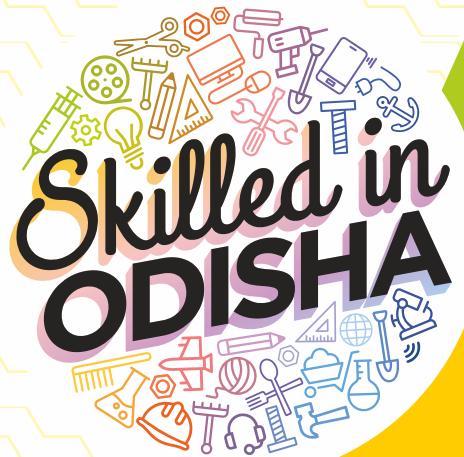




ODISHA SKILL  
DEVELOPMENT AUTHORITY

# ANNUAL ACTIVITY REPORT 2018-19







**ODISHA SKILL  
DEVELOPMENT AUTHORITY**

**ANNUAL ACTIVITY  
REPORT 2018-19**



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## Odisha Skill Development Authority

In order to change the skill landscape, Government of Odisha conceptualized the Odisha Skill Development Authority (OSDA) in May 2016 though it was formally incorporated as a Society in December of the same year. The objectives behind the Odisha Skill Development Authority was to provide direction for the various skill development initiatives of the Government. The idea was to put in place an umbrella organization which would take charge of setting the vision and harmonise the efforts of many different agencies in the government and outside that are engaged in skill development.

At the Odisha Skill Development Authority, we felt, there is a need to have a larger goal and that had to be in making skill as something aspirational. We also wanted the capability of Odisha as a skill destination to be differentiated from others. That is how the idea of 'Skilled-in-Odisha' came to the fore.



**May 2016  
Mission Started**

**32**  
**Skill Development Centres**

**38**  
**Skill Development Extension Centres**

**61**  
**Training Partners Imparting Skill Training**

**196**  
**Trades Available**

**39**  
**Placement Linked Programmes**

## Mission & Vision

With the mission of building the brand “Skilled-in-Odisha”, we envision a time when people would recognise that the best skilled people come from Odisha.

To make “the Mission” happen, we identified three goals in a phased approach.

### Phased Approach

#### Short-Term

In 3 Years  
**Corporate India to make a beeline to lock-in talent from Odisha**

#### Mid-Term

In 5 Years  
**Global Preference for Odisha's Youth across Sectors**

#### Long-Term

To be recognised as  
**Sandbox of innovation & Storehouse of Skilled Professionals**

### Fructifying the Mission and the Visions : A Simple Strategy in 2016



**Fix**  
the ITI



**Scale-Up**  
Short-Term Skill Development



**Accelerate**  
Establishing 8 Advanced Skill Training Institute (ASTI)

In the last three years, the fix and the scale part have exceeded our expectations and we progressed as planned. However, the accelerate part did not move smoothly - it posed gnawing challenges which led us to think differently. Eventually, we figured out that we would establish one World Skill Centre in place of 8 ASTIs, which will cater to the need of the state. The idea is to establish something too large to ignore.

The approach towards Skill Development in the State is largely driven by intervention towards long-term capacity building through Polytechnics/ ITI of short-term Skill Development through several Central Government/ State Government programmes. In the following pages, snapshots of both long-term and short-term Skill initiations have been presented. References to Polytechnics of ITI are limited to those which are directly seen by the State.

# Long-Term Skilling Development through ITI

## The idea of New ITI

The Indian ITI and the IIT institution were started around the same time. While IIT lunged forth, the ITI institution lagged behind. In Odisha, we envisage the ITI to be iconic and much talked at par with the IIT when it comes to seeking excellence. For this, a series of efforts have been put in and more is in the offing.

## Key Interventions

- a) Defining Mission, Vision and Values
  - b) Defining Action plan for transforming of ITI to "New ITI"
  - c) Capacity Building of our leaders at ITE Singapore
  - d) Role Models for each ITI
  - e) NIFT Designed Uniforms for ITI Students
  - f) Introducing ITI and Poly Fest
  - g) Establishing Skill Museum at ITI Cuttack
  - h) Fellowship Program in the lines of 'Teach - for - India" with support of Tata Strive

## Geographical spread of Government ITI in Odisha



# 49

## ITI Functioning

**22**  
New ITI Added

**35**  
**Polytechnics**

**92%**  
Enrolment Surge

# Working towards achievement of our target of 1/3<sup>rd</sup> girl child enrolment by 2020.

## Leadership Training Programme

A two-week training programme was developed and carried out by ITE Singapore to enhance the leadership and management skills in managing the Technical and Vocational Education and Training (TVET) institutions of Odisha. The programme was carried out in three batches from February 2018 to May 2018.

The main objectives of the Leaders Training Workshop (LDP) was:

- **To equip TVET Leaders from ITI with the knowledge, skills and best practices** to promote and instil excellence in TVET administration and delivery.
- **To inspire the TVET leaders** to challenge the status quo and to improve current systems and processes.

The training was conducted in three phases 3 day Pre-training module in Bhubaneswar, the main module by ITE Singapore for 2 weeks followed by Mission, Vision and Value exercise at Bhubaneswar.

Post the engagement in Singapore, the 100 participants were engaged through post-training workshop. Through this engagement, the participants were required to articulate the Mission, Vision and Values of the ITI and Polytechnics.



## Mission, Vision & Value for ITI / Polytechnics

An intensive workshop to define the Mission, Vision and Values of the ITI and Polytechnics Institutions was conducted on Jun 1 and 2, 2018 at Bhubaneswar. Apart from the core agenda, various other components were included in the program to make the leaders align with the OSDA's short-term and long-term objectives. All participants of the leadership development program were divided into 5 groups.

Each group was assigned with professional observer (Resource Person) from Industry with vast experience in organization development. On conclusion of the two days of extensive brainstorming, leaders articulated the Mission, Vision, Values for ITI, Polytechnics and prepared the follow-on action plan for implementation.



## The Idea of New ITI

Key interventions taken to improve the quality of TEVT (Technical Education & Vocational Training) and to promote an Idea of New ITI are:

### Developing Clean and Green Campus

- Focus on Cleaner Campuses
- 7227 plants maintained across all 48 Government ITI



### Centralised Online Admission

- Process initiated to have transparent and fair Admission Process
- 75,211 candidates applied online and Total 15,569 enrolled in 48 Govt ITI

2018-19 Facts & Figures	
578	50,530
Institutes	Students Registered
75,211	38,210
Applied Candidates	Total Validation
31,571	24,874
Fees Paid	Auto Validated

### Online Examination for ITI

- Process initiated to have fair and transparent assessment at par with international standards
- Digital and timely publication of results
- Provision of certification through Digilocker



### Websites for all ITI

- All 48 Government ITI, now, have their own website containing relevant information for all stakeholders
- All day-to-day important events are being uploaded on the new website which have impacted about 27,000 trainees through access of Website

## Social Media



- All 48 Government ITI, now, have their own Facebook and Twitter accounts, apart from OSDA and DTET's account. The idea is to create network of ITI
- These platforms are being used to disseminate information, rapidly and create awareness to larger community including all stakeholders
- All social media accounts are seeing progressive growth in cumulative number of followers

## Capacity Building of Trainers

- Trainers being deployed at Biju Patnaik Institute of Training of Trainer, Talcher for up skilling under Craft Instructor Training Scheme for improving quality of training
- Initiatives have been undertaken to engage industry for upskilling of the trainers



- Initiative of dissemination of latest development including policy interventions and technology updates amongst staff at all 48 Government ITI

- Platform to reiterate the Mission, Vision and Values for common objectives of the team

## Inclusiveness



- The percentage of enrolment of Girl child to 18 % from previous year record of 12 %
- Similarly enrolment of Person with Disability (211), Tribal including PVTGs and Orphan has been increased

## Fixing Absenteeism in ITI

- Installation of Biometric Attendance Systems
- Inculcate discipline & punctuality amongst 27,000 trainees and 1300 trainers



## Morning Assembly



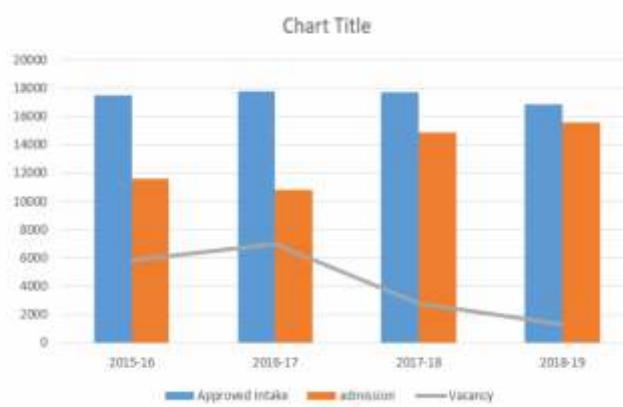
- Concept of Morning Assembly introduced at all Government ITI to nurture leadership
- Skill Anthem, Yoga Sessions, Lecture series impacting all 27,000 trainees and 1100 trainers in all ITI



payment of monthly maintenance allowances of Rupees 1000/- to Rupees 2000/- per trainee to 60% of total trainee strength (9000 trainees)

- 100% trainees (15,569) have been supported with Free Uniforms. The remaining trainees are being supported with financial assistance through **Dakshyata e-Medhabruti**

## Zero Vacancy



- Concerted efforts for enrolment was put in through various activities including outreach programmes
- Overall vacancy has been reduced to 8% from 17% during last year due to vigorous career counselling programmes

## Promoting Entrepreneurship & Innovation



- Encouraging entrepreneurship and generating employment
- All Government ITI have Entrepreneurial Cell to promote entrepreneurship

## Strong Student Welfare Schemes

- The training in Government ITI has been heavily subsidized for ST, SC, PwD, Girls in terms of exemption of tuition fee, developmental fees/charges, examination fees etc apart from

## Tata Strive - The Change Agent

An innovative pilot for soft skill training covering 10 ITI has been launched by a tripartite MoU between Government of Odisha, Tata Strive and Shrimati Susmita Bagchi to bring an ambitious project to cover students in soft skills to make them work ready during 2017-18.

The cost of the pilot would be Rupees 8 Crores for the 2 years to be borne by Smt. Bagchi and Tata Trusts in equal amounts. This year the scope of MoU has been expanded to another set of 10 ITI, with this coverage now more than 60% students of Government ITI are being imparted with soft cum employability skills to make them work ready from day one.



### The programme includes:



**APPRECIATION  
OF DESIGN**

**TOTAL QUALITY  
MANAGEMENT**

**SUSTAINABILITY**

**FINANCE  
SKILLS**

**ENTREPRENEURSHIP**

## Women Empowerment

### Skill Development

Substantive equality between women and men in all dimensions of development is an indispensable tool for advancing socio-economic progress and reducing poverty. One of the important Vision of Mission, Vision & Values (MVV) of the new ITI System launched by Government of Odisha in SD&TE Department is that every 3rd of ITI graduates will be Women. It is encouraging factor that Women's participation in professionalism world has shown a significant rise. The key barriers is to remove attitudinal / socio-cultural barriers, financial constraints, inappropriate training environment, lack of security in access and accommodation including sexual harassment and eve teasing, information and knowledge gaps, low prospects for decent work, low self-confidence and fear of challenging the status quo. The State Plan scheme 'Sudakshya' was launched to get rid of these barriers and improving girl's enrolment in Government ITI in the year 2017-18.



### Sudakshya

In order to attract significantly more Girls into various vocations / trades empowering them through systematic pattern of Vocational Training and to improve enrolment in Government ITI from existing about 7% to atleast 30%, the new scheme 'SUDAKSHYA' has been launched by Government in SD&TE Department as a pilot scheme in the plan Expenditure for the annual plan 2017-18. The scheme has the following components:

- a. Mobilization of Girl students for admission into Government ITI
- b. Financial support as "Maintenance Allowance" while pursuing training
- c. One-time Post ITI Placement / Apprenticeship Training related support

The Project has enabled reduction of vacancies from 37% to 8% in 02 years with improvement of girls' enrolment from 6% to 18%. The enrolment percentage of ST students has been increased from 17% to 21%

### Unconventional Trades

Girls are no longer confined to conventional non-engineering trades like Sewing Technology, Food Processing, Stenography. Now they have shown interest for training in unconventional skill sectors like Advanced Manufacturing, Electrical & Instrumentation, Construction, Automobile, Electronics System Design & Manufacturing, Advanced Computing, Mechatronics, Internet of Things, Agro-Mechanization etc.



## APJ Kalam Initiative

1. For 2019-20: 12,000 Students of 10<sup>th</sup> class of Odia-medium High Schools of Sambalpur and Sundargarh districts have been impacted through Career Counselling of 1<sup>st</sup> generation High School Children and Head Masters / Teachers to attach them towards the TVET sector.



2. About 8,000 High School students have visited nearby Government ITI where they could get a first-hand understanding of the curricular activities of future job potential.



## Celebrating Role Models

### 10 - 6 - 4 - 2 Programme

Every ITI has been asked to know the names and honour 10 of its best students as role models of which 6 have to be those who have earned a name for themselves outside the State. Of the 10, 4 have to be women and of the 10, 2 have to be small

entrepreneurs. The idea is to recognize these role models among students, teachers, parents and the district administration - to admire, to inspire many more to follow their path resulting in increased enrolment and making talents emerge.





## Short-Term Skilling Programme

We are building scale for short-term, employment linked skill development across three dimensions:



engaging with high quality training organisations.



proactively engaging with high quality employers.



connect with our skilled workers through Alumni Tracking System.

With Odisha's focused intervention in the skilling efforts, the implementation of the Deen Dayal Upadhyay Grameen Kaushalya Yojana (DDU-GKY) has been remarkable, which resulted in bagging the first position in India consecutively for the second year. We have set up migration support centres in major cities to help and support the young talents in retention of jobs and more such centres to come up. We are actively engaging with employers like Tata Steel, Café Coffee Day, Orient Kraft, Westside, Takahata to get their recognition and endorsement across a spectrum of skills that Odisha produces.



"We find these recruits are amongst the best of the talent available in the country. Their attitude towards learning and adaptability with Tata Steel's value system is highly appreciated and I am sure, they will be a vital part of our growth story."

**TV Narendran**

MD and CEO, Tata Steel



"The youth of Odisha has spark in their eyes - to learn, to progress and be an integral part of the digital economy. Coupled with their can-do attitude, it is a potent combination. Moving ahead, we look forward to scaling new growth milestones with them."

**Radha Basu**

CEO & Founder, I-Merit



"At Orient Craft, we have been training in Odisha since 2013 and have trained close to 4000 students in the last 4 years. Many of them have been employed at Orient Craft and other reputed apparel companies. We find workers from Odisha to be peaceful, hardworking and very sincere at work."

**Sudhir Dhingra**

Chairman, Orient Crafts

<b>60</b>	<b>Training Centres</b>
<b>576</b>	<b>2 Months Trade</b>
<b>6047</b>	<b>2.5 Months Trade</b>
<b>3082</b>	<b>3 Months Trade</b>
<b>947</b>	<b>4 Months Trade</b>
<b>330</b>	<b>4 Months Trade</b>
<b>203</b>	<b>6 Months Trade</b>
<b>622</b>	<b>4 Months Trade</b>
<b>244</b>	<b>5 Months Trade</b>

## Chief Minister's Employment Generation Programme (CMEGP)

Government of Odisha has launched an inclusive skill development strategy through the Chief Minister's Employment Generation Programme under which 11 lakhs youth covering 150 from each Gram Panchayat shall be imparted skill training and thereby result in improving their employability over a period of five years (2014-15 to 2018-19). Development Departments implement their own scheme meant for their target groups while dovetailing assistance from all Central and State Government scheme. 10 major Departments are engaged in skill development activities and they include SD&TE Department through DTE&T and Odisha Skill Development Authority, Panchayati Raj Department, ST&SC Development Department, Housing and Urban Development Department, Agriculture & Farmers' Empowerment Department, Handloom & Textiles, Commerce & Transport, Fisheries & ARD, Information & Communication Technology Department, Tourism Department etc. 1,41,110 youth have been trained under CMEGP during the period April-December, 2018 taking the **cumulative achievement under CMEGP to 9,99,980**. While the remaining target shall be achieved by 31st March, 2019.

CMEGP is the umbrella initiative that tracks Skill training under various schemes described in the following pages.



## Comparative achievement for the last five years

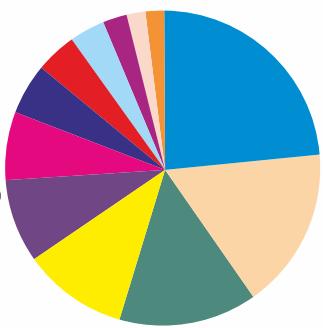


## Placement Linked Training Programme

OSDA is conducting Placement Linked Training Programmes through Private/Government Project Implementing Agencies (PIAs) since 2011-12 to train and equip youth, especially school dropouts to give them employable skills.

The eligible Training Agencies and Industries are engaged by Odisha Skill Development Authority to carry out mobilization, counselling, screening, training, placement and tracking of unemployed youth from the state.

- Electrical (23%)
- Apparel & Garment (17%)
- Construction (14%)
- ICT (11%)
- Medical & Nursing (8%)
- Plastic Processing (7%)
- Refrigeration & Air Conditioning (5%)
- Production & Manufacturing (4%)
- Hospitality (4%)
- Automotive (2%)
- Fabrication (2%)
- Fashion Design (2%)



The duration of training varies from a minimum of three months to six months depending upon trade specific requirements.

The training programmes are also third party assessment based. Trainees upon completion of training are required to appear for assessment test conducted by empanelled Assessing Bodies of Director General, Training, Government of India and the successful trainees are awarded NCVT certificates. Similar assessment in some sectors is also conducted by Sector Skill Councils and successful trainees are awarded SSC certificate. Unemployed youth with the minimum qualification of 5th pass and above are eligible for enrolment under the programme though the minimum qualification varies as per the trade specific requirements. It is mandatory for the Training Agencies to ensure placement for the trained youth with sustainable salary after completion of training. For a candidate to be considered as placed, his / her remuneration should not be below the minimum wages for that category of skilled/ semi-skilled

workers prescribed by the State. The training programme is fully residential with a view to enable youth to migrate to any training centres for undertaking training in any specific trade of their choice either within district or outside. To enable unemployed youth to settle in their place of posting, trainees are also extended post placement support.

Year	No. of PIAs	Achievement	
		Trained	Placed
2016-17	13	8,863	<b>1340</b>
2017-18	22	14,178	4000
2018-19	22	6,698	200
<b>Total</b>		<b>83,531</b>	<b>15,977</b>

While 17 Training Partners are conducting training at present, few new Organizations such as Tata Projects Community Development Trust, Siesta Hospitality Services Limited, Sterling Holiday Resorts Ltd. and University of Trans-Disciplinary Health Sciences & Technology have been empanelled as new Training Partners and they have recently started training.



## Pradhan Mantri Kaushal Vikas Yojana (PMKVY)



Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship outcome-based skill training scheme of Ministry of Skill Development & Entrepreneurship (MSDE). PMKVY is implemented by NSDC under the guidance of MSDE. 17.95 lakh people completed fresh trainings and 1.8 lakh people were up-skilled as part of RPL trainings in PMKVY-1. Owing to its successful first year implementation, the Union Cabinet has approved the Scheme for another four years (2016 - 2020) to impart skilling to 10 million youth of the country. Pradhan Mantri Kaushal Vikas Yojana (2016-2020) called as PMKVY 2.0 is a modified and improved version of PMKVY-1. Institutional arrangements comprising of the National Skill Development Corporation (NSDC), Sector Skill Councils (SSCs), Assessing agencies and Training Partners are already in place for implementation of the scheme.



The PMKVY 2.0 Scheme is being implemented by the Centre along with the States. It has two components:

- a. Centrally Sponsored Centrally Managed (CSCM):** 75% of the PMKVY 2.0 funds is made available to MSDE for skilling through National Skill Development Corporation (NSDC)
- b. Centrally Sponsored State Managed (CSSM):** 25% of the funds of PMKVY 2.0 is allocated to the States

The Ministry of Skill Development & Entrepreneurship, Government of India, has approved the proposal of Government of Odisha to impart training to 58,046 candidates under PMKVY 2.0 [CSSM] during the period from 2017-2020 in 113 different job-roles.

Till date OSDA has empanelled 49 Training providers to undertake training programme under this scheme. Out of which 10 Training Providers have commenced training in 24 Training Centers situated across 14 districts of Odisha. Training is being imparted to unemployed youth particularly to school & college drop outs mainly in job-roles coming under Apparel, Beauty & wellness, BFSI, Construction, Healthcare, Logistics, Plumbing, Retail & Telecom sectors. So far, 2648 youth have been enrolled under the program.



## Deen Dayal Upadhyaya Koushalya Yojana (DDU-GKY)



Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the placement linked skilling initiative for rural youth, is the flagship skill development programme under the Ministry of Rural Development, Govt. of India. DDU-GKY is uniquely focused on imparting industry relevant skill training to rural youth between the age group of 15 and 35 years from BPL families.

In the State of Odisha, DDU-GKY is being implemented by Odisha Rural Development and Marketing Society (ORMAS) under the aegis of the Panchayati Raj and Drinking Water Department, Govt. of Odisha since 2014. ORMAS is contributing to the improvement of some of the key socio-economic indicators in the State by enabling youth, especially from the marginalized sections to get trained in some of the high-impact/growth sectors including Retail, Construction, Tourism & Hospitality, IT & ITES, Electronics, Telecom, and Automobile. Under this initiative, ORMAS has partnered with Project Implementing Agencies (PIAs) to impart industry focused training in various trades to the students. Additionally, ORMAS is facilitating ROSHNI, a skilling initiative under the umbrella of DDU-GKY, which caters to the skilling requirement of the youth in the 6 extremist affected/violence hit districts, also among the most backward & poor districts of India.

With an existing team of 61 Project Implementing Agencies, better known as Partners in Action, ORMAS has been able to achieve an ambitious training figure of **1,19,000 candidates** along with placement of 89,000 in 168 job roles spread across 25 sectors since 2014. In the FY 2018-19, the total number of candidates who have been trained and placed are 28,814 and 24,236 respectively. Keeping inclusivity as the focal point, ORMAS has prioritized participation of female, SC& ST youth in this programme. Over these 5 years, the female candidates constitute 49% of the total trained numbers.

ORMAS has been awarded the 1<sup>st</sup> prize by the Ministry of Rural Development, Government of India for best all round implementation in skilling ecosystem consecutively for FY 2016-17 and FY 2017-18. Recently ORMAS has been recognized by MORD as National Resource Organisation (NRO) for DDUGKY which will cater to training and capacity building needs of other states in DDUGKY.

States	2016-17		2017-18	
	Trained	Placed	Trained	Placed
Chattisgarh	7355	1987	2002	2244
Gujarat	2254	2075	262	145
Himachal Pradesh	0	0	181	0
Jharkhand	8360	2198	7400	3149
Madhya Pradesh	10974	3436	5688	824
Maharashtra	4140	1123	5033	2892
<b>Odisha</b>	<b>32108</b>	<b>27348</b>	<b>28685</b>	<b>14335</b>
Rajasthan	3837	3397	3020	776
Uttarakhand	0	0	0	0



## Skill Development Training Programme through other Departments

OSDA is extending financial support to the Development Departments for conducting skill development training programme in their sectors for their respective target groups. The following proposals were sanctioned in 2017:-

### a. MSME Department:

Skill training for 400 youth through Institute of Entrepreneurship Development with a project cost of Rupees 45,15,840 has been sanctioned in 2017-18 for undertaking in four trades namely Entrepreneurship & Export Management, Export Documentation & Procedure, Logistics Management Associate, Supply Chain Management Associate, and Entrepreneurship Development Programme in Agri-Business. 240 youth have been trained so far out of which 61 trained youth have been employed and 5 candidates self-employed. The training is continuing at present.

### b. Tourism Department:

Skill training for 6200 youth in the tourism and hospitality sector with a project cost of Rupees 10,27,18,080 was sanctioned in 2016-17 for conducting training in trades namely Food and beverage Service, Housekeeping Utility; Bakery &

Patisserie, Food Production, Ticket Reservation Assistant, Tour Assistant, & Tourism and Travel executive. The training is being conducted through SIHM, Balangir and IITM, Bhubaneswar. SIHM is conducting training programme at Balangir and Bhubaneswar. 2127 youth have been trained so far and the programme is continuing.

### c. Commerce & Transport Department:

Project proposal for undertaking skill training in residential Heavy Motor Vehicle and non-residential Light Motor Vehicle for 9600 youth with a project cost of Rupees 7,19,82,000 has been sanctioned in 2018-19. So far 232 youth in HMV and 929 youth in LMV have undertaken training. The programme is continuing at present.

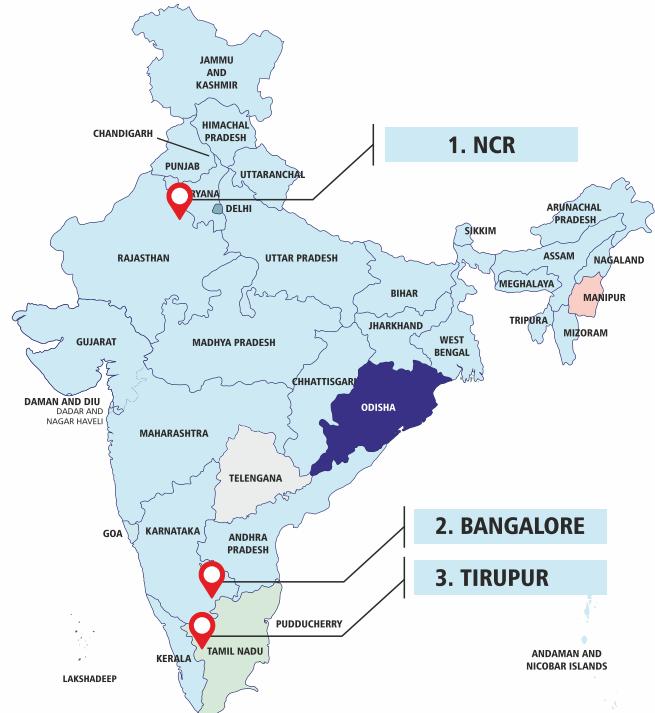
### d. SSEPD Department:

Skill training for 740 Persons with Disability with a project cost of Rupees 2,49,65,260 has been sanctioned in 2018-19. The programme is implemented through National Career Service Centre for Differently Abled. 292 Persons with Disability have so far been trained and another 54 are undergoing training at present.



## Migration Support Centre - Tirupur

Migration Support Centre, under the DDU-GKY programme, is a one-of-its-kind initiative to promote retention of candidates who have attained skill training and are placed in organizations located outside their native state. As per the DDU-GKY SoP, retention is defined as continuous work over a period of 365 days with a maximum break of 60 calendar days during this period. To achieve the larger objective of retaining more candidates after their placement, ORMAS is the only state agency which has facilitated establishment of Migration Support Centers in 3 states viz. Haryana, Karnataka and Tamil Nadu. The three Migration Support Centers, otherwise known as MSCs are located in Bhiwadi (Haryana), Bengaluru (Karnataka) and very recently in Tirupur (Tamil Nadu). As most of the DDU-GKY alumni are placed in and around these locations, post placement support including tracking, financial assistance, preventive healthcare, legal aid etc. are being provided through. In 2017, ORMAS had initiated the setting up and operationalization of two MSCs in Bahadurgarh and Bengaluru to cater to the urgency of increasing drop-outs. The low retention of candidates was a result of a number of factors including employee dissatisfaction, low willingness to migrate, aspiration mismatch, slow career progression, poor wage structures, difficulty in adapting to new culture and food habits, language barrier etc. ORMAS, then partnered with Agrasar and Sampark, with over-all strategic assistance from Ajeevika Bureau Trust to resolve this issue through MSCs.



### Migration Support Centers

#### Registration of candidates

#### Health camp

#### Legal literacy

#### Financial literacy

#### Emergency support

#### Coordination with employers

#### Weekly meet/get together

#### Parents' meet

#### Hand-holding support

#### Grievance redressal support

## Pilot Projects under OSDA

**OSDA** has taken up following pilots in skilling sector in order to explore new skilling possibilities.

**Pan IIT Alumni Reach for India Foundation:** This pilot aims at training of 400 youths in Fire Protection Installation through Pan IIT Alumni Reach for India Foundation. Pan IITAlumni Reach for India Foundation, a not- for-profit section-25 social enterprise that is committed to execute and scale self-sustainable business models that enhance incomes of the underprivileged sections. Training programme is being at Rairakhol in Sambalpur district. In 2017-18, 13 candidates were trained and all the 13 have been placed. In 2018-19, 43 candidates have been trained so far out of which 23 have been placed.

**Eye Mitra Opticians training through Essilor India Private Limited:** NVG (an unit of Essilor India Private Limited) would impart Self-Employment linked Eye Mitra Optician training to Rural Youth of Odessa. After completion of training, the trainees would get into basic vision screening and would establish their own shops for vision testing and provide clients with affordable pair of spectacles. Each EMO on successful completion of training will be assisted by the 2.5 NVG to establish their own Self-Employment



units, i.e. Eye Mitra Optician Stores in rural areas. The project is designed in such a way that each of the EMO can address the need for vision correction and at the same time can earn livelihood from self-employment by way of dispensing the spectacles

from their own "Eye Mitra Optician Stores". The training programmehas already been started at Balasore.

**Care Institute of Health Sciences:** This pilot aims at giving finishing skills to the ANMs, GNM and Nursing Workforce so that they are made job ready and absorbed in job market. Care Institute of Health Science is an arm of Care Hospitals that consolidates all its healthcare education and skilling related initiatives. Training is being conducted in two trades namely Emergency Medical Technician, Cardiac Technician. 168 candidates out of the total target of 500 have been trained so far and 59 candidates are currently undergoing training. 100 candidates have been placed so far.



## Employability Skill Training for Women of Shelter Homes

The idea behind taking up a pilot to impart employability training to Women of Shelter Homes originated during a series of discussions between officials of Odisha Skill Development Authority, Women & Child Development Department to empower women inmates.

It aims to bring about both the social and economic upliftment of women in shelter homes by means of skill development training. The first pilot project had commenced from 8th June, 2018 with inmates from

different shelter homes and the training was completed on 10.4.2018. The programme was conducted through Abbey West Services, the knowledge and implementation partner and the pilot project was funded by noted Author & Philanthropist Smt. Susmita Bagchi. Abbey West Services Pvt. Ltd. has been given the responsibility to conduct the second batch training in the Hospitality trade approved by EC of OSDA for upskilling and started as regular programme.



## Organization of Job Fair

OSDA in association with District Administration is conducting Job fairs for offering platform to the job seekers for access to a wide range of employers. A total number of 11 job fairs have been organized as



on 31st December, 2018 in which job offer letters have been issued to 4705 candidates. In 2017-18, 53 job fairs were organized in which job offer letters were issued to 14,100 youth.



## Recruitment Rallies for Defense Forces

OSDA is facilitating organization of Recruitment Rallies for the youth of the State for their entry in to Defence & Para-Military Services. One Recruitment Rally for Air Force has been conducted at Sambalpur in which 1745 youth participated. The result of selection is expected towards 1st June, 2014. In 2017-18, four such Rallies were conducted in which 55,081 candidates had participated and 822 candidates were selected.



## Model Career Centres

Four Model Career Centres have been set up at District Employment Exchanges-Cuttack, Dhenkanal, Sambalpur & Rourkela under MoLE, GoI scheme. MCCs have also been approved by MoLE, GoI for District Employment Exchange, Berhampur and Koraput. These centres are rendering the following services:-

- Guide students on right career choice through group counseling followed by face to face counseling of job seekers.
- Counseling programme for creating a bright future for Juvenile criminals / on bail being organized at MCC, Sambalpur
- Conduct skill assessment and attitude tests for potential carrier options and recommended candidates for gap training.
- Help candidates for interview preparation through mocks and CV building
- Provide information on various skill development training programmes
- Provide information on various self employment and entrepreneurial schemes including financial provision

- Linkage with employers, preparation of data base of employers and regular arrangement of placement drive activity and job Fair
- Bulk messages to job seekers about various job openings and skill training
- Showing motivational videos to encourage job seekers for placement and training
- Follow up on placement activities and identification of role models
- A National ICT based portal has also been launched by the Ministry of Labour and Employment, primarily to connect opportunities with the aspirations of the youth. This portal facilitates registration of job seekers, job providers, skill providers, career counsellors, etc. Additionally, it provides job matching services in a highly transparent and user-friendly manner on the online Portal [www.ncs.gov.in](http://www.ncs.gov.in). These facilities along with career counselling are delivered by the portal through multiple channels like Model career centers, mobile devices, CSCs, etc.

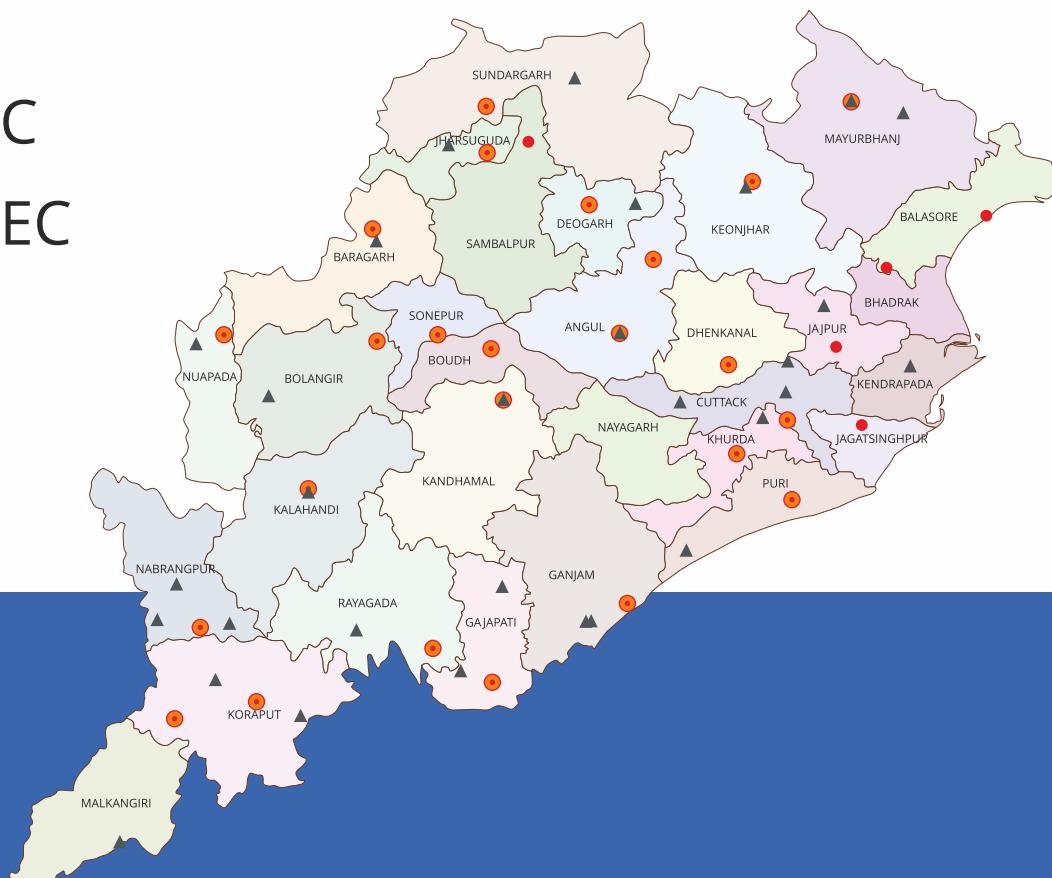


## Skill Development Centers (SDCs) / Skill Development Extension Centers(SDECs)

OSDA is setting up of 32 Skill Development Centres one in each district and two additional SDCs at Begunia in Khurda and Pallhara in Angul districts and 38 Skill Development Extension Centres in the campus of Govt. ITI and Polytechnics with one time capital support of Rs. 75 lakhs per centre for providing infrastructure support to the Project Implementing Agencies for conducting skill training. Out of the 70 SDC/SDECs, 62 have been completed and 19 SDCs and 16 SDECs have become operational. Twelve SDCs currently have the hostel facilities and in rest SDCs, hostels are going to be set up in a phased manner.



● SDC  
▲ SDEC



Year	Sanctioned	Completed	No.of SDC Commisioned & training commenced	Completed not leased out
SDCs	32	24	19	5
SDECs	38	26	10	16

## World Skill Centre, Bhubaneswar

The Odisha Skill Development Project (OSDP) was conceptualized by the government with ADB funding in training around 200,000 youth in the ages of 15–34 to increase their skills, employability, and income. The project aims to train new entrants and existing workers in priority sectors such as manufacturing, construction, and services for formal employment. The project was aimed to benefit youth, women, and disadvantaged groups.

The project had envisaged transforming skills development system in Odisha by establishing eight new ASTIs and invigorating government ITI under a hub-and-spoke model. The proposed model aimed to expand the State's training capacity, uplift the quality of skills training, and strengthen the market relevance of training programs, which would enhance the skills and employability of young workforce for the high-demand priority sectors.

**a) A hub-and-spoke model:** The project will establish a network of eight ASTIs as hubs and 30 government ITI as spokes.

**b) Private sector engagement:** OSDA will engage experienced private training institutions to operate and maintain the ASTIs.

**c) Convergence with National policies and priorities:** The project is aligned with the National Policy for Skill Development and Entrepreneurship 2015.

However, due to the very poor response by the private operators to run the ASTIs, the project was put on hold in Aug 2017 for rework on the operations model of the Projects.

In May 2018, a tripartite meeting was held between OSDA, ADB and ITEES to finalise the implementation plan and resources deployment for the establishment of the World Skills Centre (WSC) in Bhubaneswar modelled after ITE under the ADB financed Odisha Skill Development Project (OSDP). The under the revised model WSC will act as the hub for the spoke ITI.

The Odisha Skill Development Authority has identified a newly constructed 18 floors building built by Odisha Industrial Infrastructure Development



Corporation (IDCO) with the built-up area of nearly 450,000 Square Feet to be converted as World Skill Centre.

It was agreed by OSDA, ADB and ITEES, that the WSC will be positioned as a premier centre to deliver skill training. The training programs will be aligned with industry and international standards. WSC will also serve as mentor institution for all ITI in Odisha provide inputs on course curriculum, pedagogy and standards for Laboratories and Workshops. It was further agreed that the WSC will house training programs in the following sectors:

### **a) Manufacturing and Automation**

- Electrical Technology
- Precision Engineering

### **b) Facilities Technology**

- Refrigeration and Air-Conditioning (RAC)
- Vertical Transportation (VT)
- Mechanical and Electrical Services (MES)

### **c) Services**

- Beauty and Wellness
- Hair Fashion & Design

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## Promoting Entrepreneurship – Through our “Nano-Unicorns”

Nano-Unicorn programme is an attempt to tackle the problem of local unemployment by promoting entrepreneurship at grassroot level. The programme aims to identify youth with entrepreneurship potential, providing them the right environment to think and grow, building the right skill set among the budding entrepreneurs through structured training programmes, financial help to budding entrepreneurs setup their business units and generate livelihood for themselves and create jobs for one or more additional individuals. The key objectives of this programme are-

- Identifying potential entrepreneurs
- Building skill-set, mind-set and tool-set through formal training of entrepreneurs
- Provide initial funding support to entrepreneurs
- Nurturing entrepreneurs through mentorship
- Provide ecosystem connects required for business promotion to entrepreneur

Following are the key steps in the implementation of the programme:

- Select suitable candidates for the programme
- Help them develop suitable business plans
- Standardize training content for entrepreneurial training of the candidates
- Hire resources to manage the programme – end to end
- Standardize assessment and certification of students
- Enable initial funding support upto a maximum of Rs 1 lakh per entrepreneur
- Hand-holding and mentoring of candidates post programme
- Develop/ use a robust Knowledge Management system for knowledge capture, funds management, etc.
- Use technology as an enabler of the entire programme
- Enable support for the success of business ventures, eg. Market connect, Mentorship etc.

Weaning off period post two years from the first instalment of fund disbursement to the selected entrepreneur



## Make in Odisha



Make in Odisha Conclave 2018, the State's flagship biennial global investors' meet, was held from November 11-15, 2018, at Bhubaneswar. The Make in Odisha Conclave witnessed an overwhelming response from across the globe. The session on '**Skilled in Odisha – Skilled for Future**' also saw extraordinary response from industry as well academia.

**Signing of MoU with ITEES during Plenary Session** on Nov 12, 2018 for cooperation on establishment and operations of World Skill Center at Bhubaneswar. The MoU was signed by Mr Bruce Poh, CEO, ITEES and Mr Sanjay Kumar Singh, IAS, Commissioner-cum-Secretary, SD & TE Department



### Sectoral Session "Skilled in Odisha: Skilled for Future":

The session "Skilled in Odisha : Skilled for Future" was conducted with twin objectives. First, we want high quality employees to know that we are creating the best skilled professionals here. Second, we want great skill training organisations to engage with us to try new ideas and concepts using us as a sandbox of innovation. The tone for the session was set by presentation by the Commissioner-cum-Secretary, SD & TE Department, Shri Sanjay Kumar Singh, IAS by presenting the "Vision of Skill Development in Odisha". This was followed by two panel discussions and signing of MoUs



## Skills & The Specially-Abled

The NCSCDA, Bhubaneswar is functioning since 12 February 2008, under the Government of India, Ministry of Labour & Employment, Directorate General Employment. It was earlier known as Vocational Rehabilitation Centre for Handicapped (VRCH). The NCSCDA has been working to cater to the educational, vocational and rehabilitation needs of the differently-abled persons and to impart non-formal training in the trade best suited to an individual differently-abled person. The NCSCDA campus is fully accessible for the cross disabilities sector spread over on 4.11 acres of land and having following infrastructure facilities.

The NCSCDA, Bhubaneswar imparts Skill

Development Training for PwDs in collaboration with OSDA and the Department of Social Security and Empowerment of PwDs (SSEPD), Government of Odisha. During the financial year 2017-18 and 2018-19, OSDA sanctioned Rupees 249 Lakhs for 140 PwDs respectively, for various skill development training such as Accounts Assistant using Tally, Basic Sewing Operator (Tailor), Beauty Therapy & Hair Styling, Repair & maintenance of Personal Electronic Devices, etc. The Department of SSEPD has extended its support towards the NCSCDA, Bhubaneswar for setting up trades as per the standard guidelines and for construction of 1 floor of hostel building to increase the capacity of PwDs trainees by sanction of Rupees 50 Lakhs and Rupees 2.71 Crores



## CRUT - A New Pilot



**Capital Region  
Urban Transport**

The Odisha Skill Development Authority (OSDA) alongwith the Capital Region Urban Transport (CRUT), and Tata Community Initiative Trust (TCIT) have embarked on ambitious journey to transform the Captains and Bus-guides of the Mo Buses into iconic mobility ambassadors for Bhubaneswar.

Under the program 1600 Captains (drivers) and Bus-guides (conductors) will undergo an intensive technology enabled training programme designed and delivered by the Tata Community Initiative Trust (TCIT). The program aims is to transform 'Mo Bus' Captains and Bus-guides into ambassadors of Bhubaneshwar so as to create an enjoyable experience for local passengers and tourists alike.



The Government of Odisha intends to set new benchmarks in public transport service delivery where the Captain and Guides are also doubling up as a city guide and delighting the customer with the overall ride experience.



## ITI & Poly Fest

The ITI Fest begun in the year 2018 for the 1<sup>st</sup> time. In order to foster a healthy spirit of competition and improving aspiration level of trainees of ITI, the 3 tire ITI Fest'2019 for both Government and Private ITI has started rolling at Institute level & Regional level at 11 zones and the State level ITI Fest'2019 will be held during mid of Feb'2019. The 44 events shall include

Sports, Athletic, Cultural, Literary, Seminars, Debates, Quiz, etc which will not only expose the trainees and trainers to the new horizon of skills ecosystem but also improve aspiration level of potential students, draw attention of public & intelligentsia towards skills in the State.



## World Skill Competition – Olympic of Skills

The idea of World Skills has caught our imagination in a massive way. Young people love the idea of competition. We want them to compete for skills at a global level and the sheer momentum would become a tidal wave that would make skill training aspirational. As a result, more young people would be mobilised to opt for it. For World Skills 2019 to be held in Russia, we have set up a simple goal – "Mission 123". Out of the total medal tally that India aims to grab, the "Skilled in Odisha" aims to bag at least 1 Gold, 2 silvers and 3 Bronzes. To achieve this goal, we conducted Odisha Skills in 2018 that saw 7000 youth from Odisha competing in various

trades. From among them, 76 qualified to the Eastern Regional Skills Competitions and finally 33 extremely talented youth qualified to compete at the India Skills 2018. Odisha emerged the second in the medal tally, marginally behind Maharashtra. Out of the 19 medal winners from Odisha, four have represented the country at Eurasian High-tech Skills Competition in Russia and brought laurels to the country. Four of our winners will also represent the country in World Skills Abu Dhabi 2018 which was held on 27-29 Nov, 2018. World Skills 2019 will be held in Kazan, Russia in August, 2019.



## Smart Odisha - Hackathon

The **Make in Odisha Conclave-2018** is the flagship biennial business event of the Government of Odisha. The conclave focuses on identifying growing practices which can contribute towards the development of the state. It opens, invites and nurtures purpose-driven entrepreneurs harnessing the power of technology to solve some of Odisha's toughest problems using business models that are specific to the state or can be replicated in similar scenarios, anywhere in the country. Being a global platform, it provides a runway to innovative ideas from where they can take off and soar high. The student community is an integral part in venturing development projects owing to their innovative and enthusiastic approach towards a problem. To harness their talents, "**Smart Odisha Hackathon**" involving students across India was organised on 13th-14th November 2018 at College of Engineering and Technology(CET), Techno Campus, Kalinga Nagar, Ghatikia,Bhubaneswar by Skill Development and Technical Education Department, Government of Odisha in association with the Biju Patnaik University of Technology(BPUT), Odisha.

08  
Sectors

4069  
Registrations

77  
Shortlisted Teams

269  
Innovators

1089  
Innovative Ideas



## Skill Museum

Museums engage and educate the community and have interesting histories to inspire and educate visitors. Mankind's journey in terms of skill is a long one and there is need to preserve it. The Skill Museum – a brainchild of the Skilled-in-Odisha Mission – is the first-of-its-kind initiative in India. The Museum is curated with equipment, machines and artefacts collected since 1906.

The State's first Skill Museum is set up on the

premises of Government Industrial Training Institute (ITI), Cuttack in an area of 2600 sq ft. and houses several skill-based equipment and machineries, a world-class exhibition area and an auditorium. In short the skill museum is built on an amalgamation of traditional and modern skill sets. The innovative museum has been created to inspire youths and encourage them to think design before they think skills.



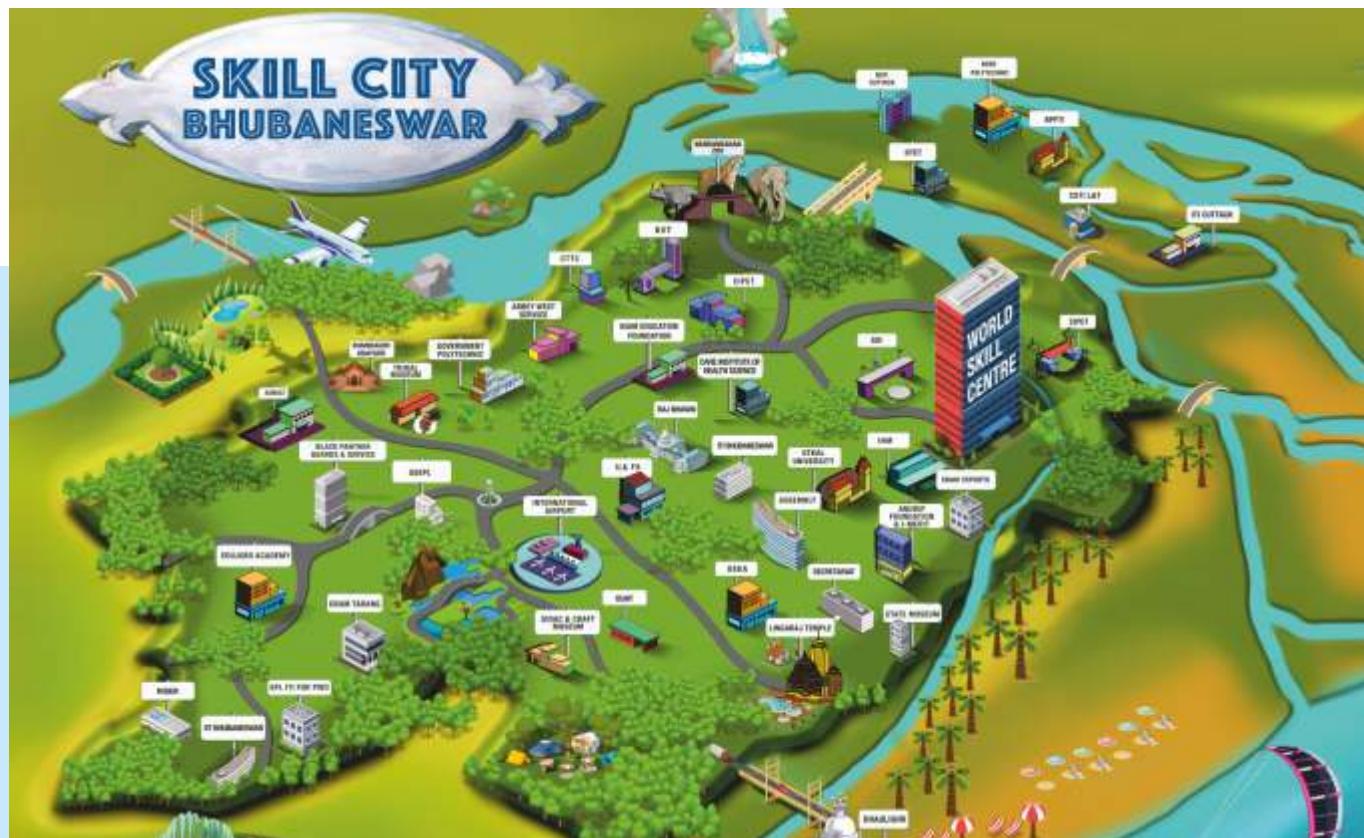
## Skill City

The Odisha Skill Development Authority (OSDA) has been taking up various interventions to boost skill development and thereby generate opportunities for employment to the youth of the State. One of such intervention being taken up by the Odisha Skill Development Authority is to provide more opportunities with revitalized skill ecosystem to the youth of Odisha. The opportunities created by this linkage caters for increased employment opportunities for many unemployed or underemployed youth. Odisha Skill Development Authority is focused to achieve objective of the State Government to provide an ecosystem for skilling where skill is demonstrated and taught from the basic level to cutting-edge global technology including future technologies in the sector.

The vision of the authority is to make brand "Skilled-in-Odisha", global identity and Odisha as the hub of Skilled Manpower. Bhubaneswar, the capital of the state and "Temple City of India" is also seat of Tribhubaneswar. Bhubaneswar is an important pilgrimage and learning centre on the map of India.

The city has already evolved as major educational hub in the Eastern India and institutes of international repute such as IIT, AIIMS, NIFT, IIIT, XIMB, NISER and many more have their presence. Moving a step forward and also realizing the Government's focus area to empower youth with skills and employment opportunities, a strong network of high quality Skill Development Institutes has been created across Odisha and Bhubaneswar, is at forefront. Within a radius of 25 Kms, the city has access to more than 100 Skill Development Institutes, which includes 3 Government Polytechnics, 4 Government ITI and 96 Training Centers.

The main idea of showcasing Bhubaneswar as "Skill City" is to attract overwhelming global attention towards the quality of skilled manpower available in the state and generate employment that it becomes a paradigm of the new pathways and interconnections that form a central part of the Government's vision of making brand "Skilled-in-Odisha", global.



## Priorities for 2019-20

- Establishing World Skill Center at Bhubaneswar
- Networking of ITI with WSC
- Capacity Building of Government ITI (Physical, Digital and Intellectual)
- Scale up PMKVY 2.0 and short term skilling programme
- Revitalize the employment exchanges and convert them into Model Career Center
- Scale up Odisha Skills competition to new heights
- Scale up Nano-Unicorn Programme
- Industry Linkages and collaboration for opening of new avenues in skilling and employment
- More Hands-on practices on 'Sustainability': Sustainability is an integral part of recently launched MVV in TVET sector of Odisha
- Apprenticeship Training for each passouts (who do not secure immediate jobs)
- Operationalisation of atleast 10 new ITI out of 23 upcoming ITI: Post sanction, infrastructure progress, equipment purchase, affiliation
- Upgradation of 5 ITI into Model ITI and establishment of Skill Museums at 4 ITI
- Initiate Odisha Skill Vision 2030

### Upcoming Projects

**SANKALP:** Skills Acquisition and Knowledge Awareness for Livelihood supported by World Bank has been launched by Ministry of Skill Development and Entrepreneurship, GoI. The main objective of the scheme is to strengthen the skill eco system in the Country, to enhance institutional mechanisms for skill development, increase capacity and access to quality and market relevant training for youth across the country. The total project period is for 6 years and the total project cost is \$675M (INR.4,455 Crore) out of which World Bank assistance is limited to \$500M (Rs3,300 Crore), State component limited to \$100M (Lakh 660 Crore) and Industry contribution is \$75 M (INR.495 Crore).

A total Budget of 11,71,00,000/- has been submitted by Odisha to MSDE out of which Central Share (60%) is limited to INR 7,02,60,000/- and State Share (40%) would be INR 4,68,40,000/- for the first year. The funds shall be utilized towards:-

1. Institutional strengthening at the state level for delivering and monitoring High-quality Market

Relevant Training. The activities to be undertaken are:-

- District wise Skill Gap and Infrastructure Study
  - Impact Evaluation and tracer studies
  - Hire 39 member Central, State and District PMU
  - Development and Deployment / Strengthening of IT Portal & MIS system
2. Improved Quality and Market Relevance of Skill Development Programmes. The activities to be undertaken are:-
  - Workshops with support from NSDA in terms of Technical Resources Persons to increase share of SD programmes that are NSQF aligned and follow model curriculum
  - OSDA shall facilitate development of short, medium and long term courses which are relevant to the State and align the same to NSQF standards
  - OSDA shall extend its expertise to all Departments engaged in skill development in terms of adopting SMART Norms for TP accreditation through workshops
  - To organize cluster wise Industry seminars / Workshops to drive placement at the District level
  - Development of Sectorial Audio Videos for showcasing during mobilization and counseling
3. Improved Access and completion of Skill Trainings for Female and Other Disadvantaged Groups
    - Female Beneficiaries:- OSDA has requested for top up funds @1000/- per trainee towards attendance and training completion incentive for candidates successfully passing third party assessments. 25000 beneficiaries to be covered. Percentage of women beneficiaries covered shall increase
    - Persons with Disability Beneficiaries:- OSDA has requested top up funds @ 1000/- per trainee towards attendance and training completion incentive for candidates successfully passing third party assessments. 500 trainees to be covered. The main objective is to increase the % of PWD under skilling programmes
    - SC/ST Beneficiaries:- OSDA has requested top up funds @1000/- per trainee towards attendance and training completion incentive for candidates successfully passing third party assessments. 10000 trainees to be covered. The main objective is to increase the % of SC/ST under skilling programmes

## Notes



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