

In this Issue

• From the Desk of Dilip Chenoy	02
• STAR Scheme – Update	03
• Forging New Alliance: MOU signing with Bank of India	04
• Udaan's Flight	05
• Connecting the DOTS: 6th NSDC Partners' Meet	06
• Sharing the Secret of Success	07
• Telling a Tale	08
• Spreading the Word	09
• Making Christmas Merrier	10



On 8th January, 2014 representatives from 28 Sector Skill Councils had a fruitful discussion with Shri S Ramadorai, Chairman of NSDA and NSDC on the proposed National Skill Qualification Framework, the challenges and opportunities ahead. The discussion was also attended by Mr Dilip Chenoy, MD & CEO, NSDC, Mr J P Rai, Director General, NSDA and Mr Atul Bhatnagar, COO, NSDC

► From the Desk of Dilip Chenoy

Hello,

Wishing you all the very best for 2014.

I am happy to report that 2014 opened a few big moves at NSDC. First and foremost, our cumulative skilling achievement crossed the million-mark. Yes, since we made a modest start in 2009, we have skilled over a million youth in India. As much as we are proud of this milestone, we are also reminded about the magnitude of the challenge ahead – 149 million to go by 2022! To give you a perspective, we are talking about skilling 45,000 people every single day between now and 2022!

The second major milestone we have crossed is the 1-lakh enrolments completed under STAR scheme as of date. We are particularly proud of this achievement given the short span of four months we have taken to do this. Here again we remind ourselves that there is another 9 lakh enrolments to be completed before mid-September 2014.

Third major milestone is NSDC has now signed over 100 agreements since inception. We are on course in reducing the time taken from proposal approval to on-ground implementation. There is still a long way to go.

When 2013 was drawing to a close the nation took a significant step that will have a long term impact on the National Skilling Mission. The formal announcement was made establishing the National Skills Qualification Framework (NSQF) by the Government on 27th Dec 2013, through a Gazette Notification. Just like an Education Qualification Framework allows schools, polytechnics and colleges to be integrated, the NSQF will allow all our skill development initiatives to be stitched together. The NSQF is an outcome based 10 Level framework designed to implement all skill development initiatives in alignment with Qualification Packs (QPs), which are standards laid down by industry through Sector Skill Councils (SSCs) for each job role in the sector. The 10 levels indicate levels of skills for various jobs, with least skilled being Level 1, and the highest being Level 10.

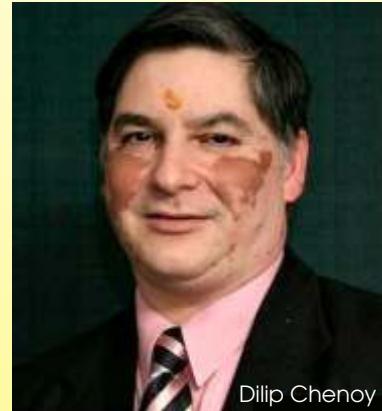
Together with SSCs participating in accreditation, assessment and certification, the NSQF provides a potent tool for industry to ensure their workforce is trained and assessed to its standards.

The NSQF also intends to align the educational institutions to an outcome based framework, which when successful, would strengthen the ties between the worlds of education – employability – employment.



Some welcome engagements further validated our efforts to commence outcome based skill development in our country. The Ministry of Rural Development's flagship Aajeevika Skills is now aligned to SSCs. In another milestone, Ministry of HRD is encouraged and enthused by the success of SSC driven Centrally Sponsored Scheme of Vocational Education, and now plans to roll it out in 19 States for the next academic session. The project was started two years ago as a small pilot in Haryana and now embraces more than 10,000 students both in Haryana and Himachal Pradesh. Other Ministries who have seen value in SSCs and have aligned their programs to SSCs are Ministry of IT, Telecom, and Textiles.

As we step into the New Year, we plan to scale up our skilling endeavour and together with your support make India the 'Skill Capital of the World'.



Dilip Chenoy



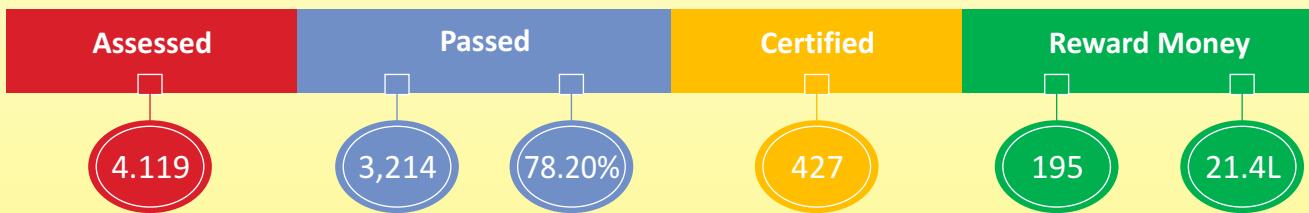
MD & CEO, NSDC

► STAR Scheme – Update

MOU signed with Bank of India on 30th December, 2013 to be one of our Partner's Bank for the STAR scheme

Monetary Reward of ₹ 21.4 lakh has been disbursed to **195 Trainees** who have successfully completed their training and assessment

- ▶ Assessment results of **4119** candidates have been received till date, with overall pass percentage of **78.2%**

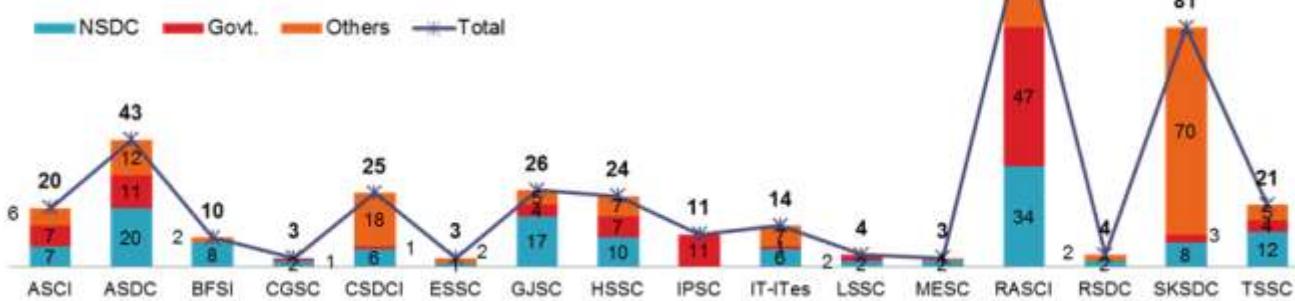


- ▶ **166 job roles (QPs)** across **16 Sector Skill Councils** are participating

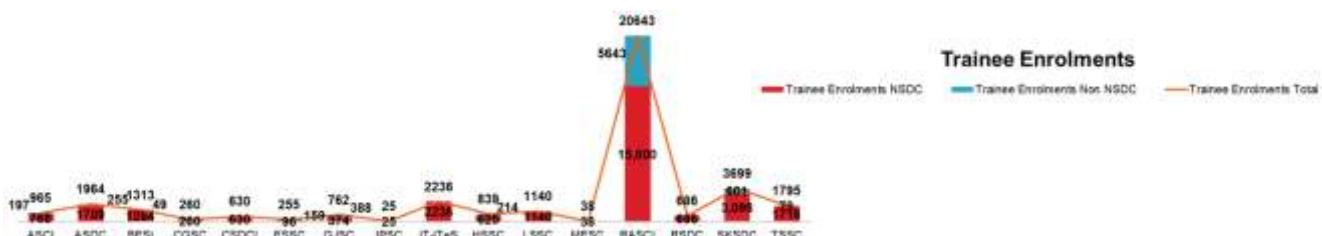


- ▶ **281 training organizations** affiliated (NSDC partners, Government affiliated partners and others) and 2490 centers

Affiliated Training Partners



- ▶ **17 Assessment agencies** have been affiliated with various Sector Skill Councils
- ▶ **104,416 trainees** have been enrolled already



► Forging New Alliance: MoU signing with Bank of India

NSDC signed a MoU with the Bank of India on 30th December 2013, at NSDC's office in Delhi. The MoU will entail opening of bank accounts for all trainees enrolled under the STAR scheme, with a linkage to Aadhaar for enabling disbursement of funds.



Bank of India has partnered with VISA, to provide banking services and facilitate transfer of funds under the STAR scheme program. This initiative is aimed at offering significant support for skill development in the country.

As a part of the arrangement, multipurpose VISA debit cards will be issued to the trainees, thereby leveraging technology to enable:

- Auto-Debit Feature:** BOI based VISA solution offers the multi wallet feature which would enable training partner to recover training costs from the trainee if training is provided on credit. The student signs an undertaking, based on which the amount owed to the Training Partner is blocked in the trainees account.
- Openings Bank Account for Trainees:** BOI will facilitate opening of bank accounts for trainees under STAR Scheme at branches or/and through business correspondents of BOI. They will provide a co-branded/affinity NSDC-Bank of India debit card to all beneficiaries that are opening an account with BOI.



NSDC MD & CEO, Mr. Dilip Chenoy, signing a MoU with Bank of India, Chief Manager, Mr. Arvind Kumar on 30th December 2013, to facilitate bank account opening and auto debit for the STAR Scheme



► Udaan's Flight

Udaan joined hands with construction major, Rustomjee Group to train more than 250 youth of Jammu and Kashmir over a period of 5 years. With this new partnership, Udaan has a total commitment of training 61,113 youth from 43 corporate partners across the country.

As of 1st January 2014, a total of 2,804 candidates have joined training programmes under Udaan to make the most of this life changing opportunity.

Two of Udaan's partners from the banking sector – Ratnakar Bank and Canara Bank have received an overwhelming response from the youth of Jammu and Kashmir in the last few months. In December 2013, training programs were initiated for successful candidates by both the partners. Ratnakar Bank welcomed the candidates in Mumbai, in the presence of Shri R.K. Srivastava, Joint Secretary - Ministry of Home Affairs. At the Canara Bank training inauguration program Shri Omar Abdullah, Chief Minister – Jammu & Kashmir, personally handed over the offer letters to 300 candidates and congratulated them at their success. The event was attended by Shri R.K. Srivastava and Mr. Dilip Chenoy, MD & CEO, NSDC, who also encouraged the aspiring bankers.

In December, the NSDC team interacted with candidates at Rooman Technologies, Gumbi Software and [24]7 Training Centres in Bangalore. Many information seminars were also organised to spread awareness about this unique initiative among the youth of Jammu & Kashmir in Samba, Kathua, Doda and Kishtwar (Jammu region).



[24]7 Training center visit in Bangalore



Information Seminars in December

► Connecting the DOTS: 6th NSDC Partners' Meet

The 6th biannual partners meet was organized in Chennai from 19th – 20th December, 2013. It was the first time we organized this conference outside Delhi, with an objective to bring all our training partners, Sector Skill Councils, industry associations, government employees and other key stakeholders in skilling ecosystem under one roof, to discuss various opportunities and challenges in the skilling space. With more than 300 participants, the event resulted in some great takeaways for all of us to work upon before we meet again in 2014.



Dr. Kamal Haasan, Chairman, Media & Entertainment Sector Skill Council at the inaugural session of Partners' Meet



Mr. S. Ramadorai, Chairman NSDA and NSDC, sharing the opportunities and challenges in the skills space with NSDC partners



Mr. Sam Pitroda, Chairman, National Innovation Council, delivering the keynote address at the Partners' Meet



Mr. S. Ramadorai and Mr. Dilip Chenoy (MD & CEO - NSDC), unveiling the TimesJob Skills Journal



Candidates trained at IL&FS under the STAR scheme, sharing their experience with the audience



Delegates from the skilling ecosystem present at the Partners' Meet

► Sharing the Secret of Success

LabourNet is a social enterprise that started in 2006, as an initiative of 'Movement for Alternatives for Youth Awareness' (MAYA) - an NGO based in Bangalore. It aspires to provide a unified platform for the workers in the unorganised sector, to leverage skilling opportunities which are otherwise available only to the employees in the formal sector. Today, LabourNet stands as a separate sustainable entity which is working in partnership with NSDC towards building an ecosystem that will empower the workers in informal sector – estimated to be about 400 million. LabourNet aims to address this by providing an end to end solution, with a target to reach out to half a million people by 2017.

Approach

LabourNet aspire to drive social transformation through a unique approach that involves the following steps:

Step 1

Setting up livelihood centres in semi-urban and rural India. These centres become the hub for social transformation in those areas. The counsellors in these centres engage with unskilled youth in the local community and persuade them to join various skill development programs delivered through these centres. The livelihood centre then assists students who have undergone skill development training with job placements within the local community or outside. The centre also looks to promote entrepreneurship by enabling interested persons in starting their own businesses.



Step 2

Partner with corporates to deliver skill development programs to workers employed by them. These programs are delivered at the work-site and in a manner such that the workers get trained without forgoing their daily income and the corporates don't lose a resource. The skill development programs ensure that the training imparted results in increased productivity and reduced wastage at work, in addition to higher wages for skilled workers.



Step 3

Partner with various government agencies to deliver large scale training programs for specific industry clusters, targeted geographical regions etc. LabourNet also works with government agencies to help with standardization of job roles and skill development needs for the job. This enabled social change through gainful employment after training.



Step 4

Collaborate with industry to ensure the course content and the curriculum is relevant to the market needs. LabourNet uses robust assessment and certification techniques to ensure that each candidate who undergoes a skill development program actually has a marked improvement in skills which will enable him/her to earn a better livelihood.



► Telling a Tale

Manoj Kumar Bochalya, a native of Itawaa, a small village in the interiors of Rajasthan travelled all the way to Kerala to pursue his dream - a dream to be gainfully employed to support his family so they can lead a life with dignity.

Soon after completing his training as a 'Housekeeping assistant' from the **B-ABLE Centre at Phulera**, Manoj got placed as a Room Boy in a reputed Hotel at Alleppey- a popular tourist destination in Kerala.

Manoj's father earned daily wages and somehow managed to educate him till class XII. Manoj felt helpless seeing his father working as a contract labourer in the fields. He then enrolled himself for the 40 days course at the B-ABLE Centre in Phulera. Manoj was overwhelmed by all that he got to learn. Never before did he spare a thought for the importance of hygiene, having a neat and clean appearance, leading a disciplined life with a positive attitude. It was like transforming into a completely new person.

Today when the guests compliment Manoj for his excellent services and his supervisors exhibit confidence in his ability to handle responsibilities, he humbly attributes his success to his trainers at B-ABLE who transformed his life. Manoj is currently earning ₹7,500 a month and aspire to start a hotel of his own someday.

**I am Manoj
I am skilled**



Age:
25

Location:
Kerala

Bharat Singh is working as sales executive with the leading distributors of electronic equipment's in Rajasthan.

With no plan for higher education, Bharat found time pass by without any redemption in site for a better future.

B-ABLE gave him the direction and the focus. His approach towards life changed completely within the first 2 weeks of the training in Retail Sales. "Naya josh aa gaya jeevan mein", he exclaimed. Hence, his interest in developing his personality and nurturing his skills began to strengthen. With newly attained confidence in his abilities, Bharat proved himself to be a perfect sales person for his organization. His good communication skills not only help him deal with the customers in a professional manner, but he also extends his duties by doing field work to promote sales.

Two months in his job Bharat maintains a very good rapport with his colleagues and seniors. He is very satisfied with his work and happy to earn a pay packet of ₹8000 a month. His parents too are overjoyed to see their son's success. He bids heartiest thanks to B-ABLE for transforming his life and nurturing his talent by giving it the right direction.

**I am Bharat
I am skilled**



Age:
26

Location:
Rajasthan

► Spreading the Word

With over 2000 training centres across the country, our reach to remote and far flung locations in the country is increasing on a daily basis. From the message to the delivery medium to the frequency, we are looking into minute details to ensure that we build the right aspirations and encourage our youth to join our skilling endeavour. We are working on the television commercial for the 'Skill India Campaign', which will go on air in the first week of February. The number of engagements on the social media has increased significantly over the last few months and we plan to scale it up going forward.

We are also working with the CSC to distribute STAR posters to 12,000 centres. These posters aim to promote the helpline number **088000-55555**, which will guide the youth to any training centre of their choice. We are also working on an animation video to promote STAR scheme across the country and are also engaging with the print media at various level.

The Great Indian Dream

Mr. S. Ramadorai, Chairman of NSDC and NSDA along with Mr. Ram Subbu, the Hon'ble MP for Tirunelveli, Tamil Nadu, made a big announcement for the youth of the district on 3rd January, 2014. They together launched the constituency model of skills development in the district.

The model aims to inspire youth, along with the NSDC partners and Sector Skill Council's, to provide world class skilling opportunities in distant districts of the country. After the completion of course every student will go through an independent assessment, where the successful candidates will receive a certificate that will enhance their employment opportunities. The training will be imparted as per the needs of the industry, thus filling the wide gulf between the demand and supply that currently exists in our country. The youth of Tirunelveli will be among the early groups to gain benefit from the recently launched STAR program.

Focusing on the impact that technology has created on our lives Mr. Ramadorai at the event said, "Technology in the form of computers, mobiles and television, has greatly enhanced the awareness and aspirations of youth in all parts of the country".

Emphasizing Government initiatives for skilling the youth of the country he further added "The government has embarked on the world's largest human resources development initiative and is looking forward for making India a highly skilled, inclusive and progressive nation. One of the unique instruments contributing towards the skill development goals is the public-private partnership pioneered by the NSDC."

NSDC training partners will ensure seamless and successful delivery of the program. The courses will be customized to the needs of the district, and will be designed based on the National Occupational Standards developed by Sector Skill Councils.



Mr. S. Ramadorai addressing the media at the launch of constituency model of skill in Tirunelveli, Tamil Nadu on 3rd January, 2014



Mr. S. Ramadorai addressing the trainees enrolled under the constituency model of skill development at St. Xavier's College in Tirunelveli, Tamil Nadu, on 3rd January, 2014



► Making Christmas Merrier

Apart from playing 'Secret Santa' to each other, the NSDC team decided to go the extra mile and make Christmas merrier for a few young friends, not as privileged as many of us.

Don Bosco, a reputed name in the education world also works with street children and runaways from home under the ageis of Don Bosco Ashalayam. With the assistance of the local police, runaway boys between the ages of 8 to 15 'come home' at the DB Tech centre in Okhla. During the three months programme at their new home the boys are provided safe accommodation, basic education and are counselled to reunite with their families. A number of boys safely reach their families and those who are persistent to chart their path on their own are registered in the Ashalayam premises in Palam.

On the eve of Christmas, a team from NSDC visited the DB Tech centre to meet 38 boys who had come from different parts of the country. After a round of introductions, the boys eagerly tried to gauge the purpose of our visit and wanted to talk more about themselves as well as know us better. While interacting with the boys it was impossible to overlook their adult like behaviour, zeal to explore the world and a carefree and unabashed approach to life.

The boys shared their experience of living in DB Tech and reiterated their happiness of finding a new home with new friends. They talked about their daily routine with a special mention of playing carom and watching Discovery Science on television, which helped them understand the concepts of science in day to day life. It was a heartening moment for the entire team when one of the boys went on to spell 'science' in an attempt to convince us that all of them knew what they were talking about. Further, the boys sang jingle bells and other carols. The talented boys won the hearts of the NSDC team with their splendid dance performance to the tune of 'lungi dance'.

At the end of the fun hour, the NSDC team asked the boys about the plans for celebrating Christmas and keeping with the festivities, surprise filled goody bags were also gifted to the boys. However, a difficult situation was encountered with an overnight addition of 3 boys was not taken into account earlier. But the senior boys immediately volunteered to accept the gifts later and asked us to distribute gifts on priority to their younger friends. This inspirational moment made all of us in the room pause to value the benevolent gesture and at the same time appreciate the true spirit of Christmas – sharing and spreading the joy – a lesson each of us took back with us.



For more information please write to Tanya Gupta, Project Manager – UDAAN, at tanya.gupta@nsdcindia.org

Designed by:
Fulki Communications Pvt. Ltd. | www.fulki.co.in

We hope you found the October 2013 edition of Skill Matters, useful, interesting and fun to read. If you have any feedback or comments or just want to say hello you can write to Prateek Agarwal, Analyst- Communication & Advocacy at prateek.agarwal@nsdcindia.org

National Skill Development Corporation
Block-A, Clarion Collection, (Qutab Hotel) | Shaheed Jeet Singh Marg | New Delhi-110016
T: +011-47451600-10 | F: +91-11-46560417 | Website: www.nsdcindia.org