



National Skill Development Corporation scouting for a creative partner

By [Anushree Bhattacharyya](#), afaqs!, New Delhi, March 17, 2011

The public-private partnership entity, which has a mandate to skill 150 million people by the end of 2022, is on the lookout for a creative agency to promote vocational training. The size of the account is said to be about Rs 100 crore on an annual basis.

National Skill Development Corporation (NSDC), the public-private partnership entity formed in an effort to promote vocational skills across the country, is on the lookout for a creative agency. The size of the account is said to be about Rs 100 crore on an annual basis.



The development was confirmed by a senior official in NSDC, who says that the body aims to skill 150 million people by 2022, across 21 identified sectors, including auto and auto component industry, banking and financial services industry, electronics and IT hardware industry and healthcare services industry. Therefore, NSDC is looking at promoting the concept of vocational training across the country through a mass media campaign.

Currently at a preliminary stage, NSDC has called creative agencies to provide the body with a brief idea to understand the kind of campaign (whether a full-fledged mass media, or a media campaign supported by below-the-line activities) that will fit the bill. The agencies include JWT, Ogilvy India, 20:20 Social and Lowe Lintas.

While the first three agencies have already presented their thoughts and ideas in the first round, Lowe Lintas is yet to make its presentation.

It will take a while for the body to find the right creative partner as NSDC is looking at inviting a few more agencies to present ideas in the second round.

For the record, NSDC was set up in August 2009 after Finance Minister Pranab Mukherjee announced the formation of the body in his budget speech for the year 2008-09. The public-private entity was formed to contribute about 30 per cent towards the overall target of skilling or up-skilling 500 million people in India by 2022 across 21 identified sectors, by fostering private sector initiatives in skill development programmes and providing viability gap funding.