



Kishore Biyani

Skill development holds key to GDP growth

At Future Group, we harbour a dream of India once again being the home for the 'Sone ki Chidiya.'

Many years back, when India was known as the *Sone ki Chidiya*, our country had the highest GDP in the world and used to dominate international trade. However, economic prosperity alone wasn't what India was known for. India was equally known for some of the most far reaching inventions and discoveries in science, mathematics and philosophy. Economic prosperity was an outcome of the treasure of knowledge, education and innovation that was inherent in the population of our country.

Today, we are blessed with a very young population that is somewhat unique among nations. More than half our country is less than 25 years old and economists call this the 'demographic dividend.' However, to encash this dividend, we have to ensure that this young population is well educated, and skilled enough to drive the next stage of innovation and economic growth in our country. Without adequate skills and education, this young population will not be empowered to drive India towards economic prosperity and bring back the 'Sone ki Chidiya.'

It requires a visionary leader like our Prime Minister, Dr Manmohan Singh, to envision skilling 500 million people by 2022 and build an organisation like the National Skill Development Corporation (NSDC) to attain this objective. Post-liberalisation, the onus of improving the education and skill base in our country cannot lie with the government alone. Private enterprises and civil society in general have to play a major role in achieving the vision of the Prime Minister and NSDC's innovative approach has created a unique platform to enable this. It helps leverage the knowledge and resources inherent in the private sector to deliver a social good that is imperative for our country.

We are preparing to build a "Learning Society" in which every citizen has the opportunity to fulfill their dream - to earn a sustainable livelihood by acquiring the right skill sets. Skilling across sectors for employment will be the biggest challenge for our society in the days to come. GenerationNext, with sector specific skill training, needs to be employable as per the needs of the economy and the industry.

As Indian enterprises grow, India will need more and more skilled manpower, trained in multiple and new-age economic activities to act as catalysts for India's growth. The industries of tomorrow are going to be very different from the industries of yesterday. New products, new technologies and new services, require very different mindsets, curriculum, resources and talent.

In retail and consumption services, we have realized that one of the key challenges facing our industry is availability of good talent – whether in supply chain and logistics, inventory management, technology services or customer service professionals. While addressing these, we realized multiple challenges, including lack of awareness, paucity of research and development and technology available to train the manpower, qualified and certified Instructors, the right curriculum and adequate certification standards.

Working with various departments within the Central and State governments, along with other stakeholders, we are proud to state that we have overcome most of these challenges. With three campuses in Ahmedabad, Bangalore and Kolkata, equipped with world-class facilities and trainers and in partnership with IGNOU, we are training thousands of youths every year. Our 36,000 colleagues in our organisation today reflect the social diversity of India with almost every community represented within our workforce. Around 35% of our colleagues are now women. And most importantly, most of our colleagues come from socially and economically disadvantaged sections of the population; and many of them are the first in their family to have a job in the organised sector.

Skill development is important as it not only improves the employability of workforce but also provides sustainability to the enterprise ensuring inclusiveness of economic growth. It is extremely important that industry and the government, in a collaborative form, tackle the skilling issue and various initiatives like vocational training, quality of training, reach and spread of such training, and sector oriented courses and certification leading to industry acceptance.

Skilling India will also deal with issues like migration and scale which, in turn, will affect the GDP growth of the country. Entrepreneurship will be one of the keys to a vibrant, high growth economy. Job creation will be a key driver for meeting the needs of sector specific skills. Skilling should become an integral part of any concern to address future initiatives and manage expectations, enlighten knowledge and empower people.

To strengthen our initiatives and provide skilled manpower to the entire services industry in India, Future Group has set up Future Sharp to provide skill-based training leading to gainful employment and entrepreneurial opportunities to millions of Indians. Future Sharp is also working together with NSDC to train and employ manpower with the right skills.

We are passionate about bringing prosperity and smiles in the lives of millions of families across India. And we are committed to our dream of India once again becoming the Sone ki Chidiya.

(The author is Founder & Group CEO, Future Group)

Scroll down to read more about...

- Thoughts from Dilip Chenoy's Desk • NSDC Highlights • Hungry for Success
- Rising to the Challenge • Showing the Way • Sector Skill Councils

HIGHLIGHTS

As on 30th November 2011



Training
Projects
Approved

36

Sector
Skill
Councils
Approved

8

Districts
Covered

208

of
Centers

2583

*Includes mobile centres

Number
of Sectors
Touched

20

People to be
Trained in
10 Years

58.7
Million

From the desk of Dilip Chenoy

Dear Reader,

As 2011 draws to a close and a new year unfolds, I would like to take this opportunity to share with you several interesting developments that have taken place in the skills arena since I last wrote.

The NSDC Board has, at its meeting earlier this month, approved the Communications Campaign on Skills, about which I had made a mention in previous editions of this Newsletter. The proposed multi-media Campaign will be handled by one of the leading advertising agencies of the country and focus on making skills training aspirational and the vital role that a skilled workforce plays in the development of a nation.

It would try to negate the perception that still exists in some quarters that skill development courses are only meant for those who could not make it in the formal education system, through a focused messaging approach directed at all the stakeholders involved in the creation of a skills ecosystem.

The Campaign would try to reach out not just to the prospective trainee and the society of which he is a part but also the HR departments of companies to create a buy-in for the cause of skills. The planned outreach would even cover enterprises which may be interested in getting in to skill development as a business.

Governments, both at the Centre and states, who have a crucial role to play in any nation-building exercise, and the media, always an important partner to have in propagating a message, would also be addressed through the proposed communications exercise. I would be sharing more details about the Campaign as we firm up the modalities for the launch.

"I would now like to make a mention of another special initiative of the NSDC - the skills training programme in Jammu & Kashmir called *Udaan* (meaning flight to soar great heights) that your organization has embarked on in partnership with the Ministry of Home Affairs. The objective of *Udaan* is to integrate the youth (graduates and post graduates) of Jammu & Kashmir with corporate India by providing them employability skills and also ensuring their placements in corporates. *Udaan* is targeting 40,000 youth over a 5-year period. We have approved proposals from several leading corporates and business organizations, including the Future Group, Tata Consultancy Services and CII.

On December 2, the Union Home Minister held a meeting with the Chairpersons and senior officials of India's leading public sector undertakings and banks at Delhi's North Block (which houses the Finance and Home ministries) to urge them to get involved with the *Udaan* project in a big way. I hope to be in a position to talk more on this in coming issues of the Newsletter."

Moving on to the Vocational Skills Enterprise Plan competition that the NSDC co-organized with CII's India@75 Initiative in association with the Indian School of Business and Ernst & Young to encourage innovative models of skill development put forward by students of leading colleges nationwide, a Jury led by our Chairman Mr M V Subbiah has finalized the winners from hundreds of entries that were submitted.

The winners were chosen for two categories: the Next Practice Award given to the team with the most innovative solution/product along with a scalable, viable and robust enterprise plan, and the Robust Enterprise Plan Award presented to the team that has the strongest, most sustainable and scalable enterprise plan. The winners would be provided with seed funding and incubation support for their plans.

Now, some words about the NSDC's core operations. At its meeting on December 9, the NSDC Board has approved the funding of two more training proposals, thereby raising the total number of projects (including Sector Skill Councils) approved till date to 44. The number of people to be trained by these approved NSDC Partners over a 10-year span would be nearly 60 million. Some more projects are slated to come up for approval at the NSDC Board's next meeting in January 2012.

As of November 30, the number of people who have benefited from training from our Partners who have started operations is slightly over 63,000. More than 54,000 of these people have already been offered job placements. It is our hope that by the end of the financial year 2011-12, our Partners would have trained 160,000 people and ensured jobs for at least 70% of the trainees.

I would be the first to admit, though, that we still have a long way to travel to achieve the 10-year target that has been set for us. Let me just assure all of you that the NSDC is fully aware of what needs to be done and would leave no stone unturned to make a success of its mission. There would be no let-up in the frenetic pace that we have set ourselves in the coming year. On this note, I would like to wish all of you a very happy and enjoyable new year.



Dilip Chenoy

CEO & Managing Director

Scroll down to read more about...

- Rising to the Challenge • Hungry for Success
- Showing the Way • Sector Skill Councils

RISING TO THE CHALLENGE

Indian Institute of Job Training (IIJT)

Indian Institute of Job Training (IIJT) was established to fill this void in our schooling system. Its multi-disciplinary courses have robust practical elements that develop critical skills necessary for workplace success. In 2010, IIJT signed on to become part of TeamLease, India's No. 1 staffing company. IIJT has received a soft loan of Rs 62 crore from the NSDC for setting up 1,349 multi-skill development centers across the country to skill 1.8 million unemployed school dropouts and college graduates in the next ten years. IIJT follows the 4C methodology for providing training in four domains, namely, IT, Finance, Retail and Job Skills. The 4C methodology includes an industry relevant curriculum developed with regular inputs from the TeamLease National Employment Framework (TNEF). The Instructor-led classroom training, Satellite-delivered training, web-based learning and on-the-job-training are integrated within the 4C methodology.



HUNGRY FOR SUCCESS

Ashraf Ali belongs to a village Zoya, 5 km from Amroha and 75 km from Moradabad in Uttar Pradesh. He is the only son and 2nd eldest child in his family. Hailing from a farmer family in Zoya, he was always expected to contribute to the family income. In order to do that, he decided to enroll in a professional course which could help him get a job as he did not want to get into farming. However, he was not confident which course he should pursue and from where, until he came to IIJT's Amroha Centre. He took admission in IIJT's Flagship course "Complete Business Accountant", focusing on Accounting Basics, Accounting Software (like Tally), Company Law, Taxation and Computer Fundamentals. Ashraf is now working in the Accounts department of Big Apple Fresh (Express Retail Services Pvt Ltd). He is taking home ₹ 10,000 monthly.



SHOWING THE WAY



NSDC CEO & MD Dilip Chenoy explains to business leaders and senior professionals in the healthcare arena the vast opportunities that they can tap in the skills development space, at the CII-organized 4th Medical Technology Conference in Delhi on August 24, 2011.

SECTOR SKILL COUNCILS

The NSDC continues to be flooded with proposals from various entities for setting up Sector Skill Councils (SSCs). Proposals have now been received for establishing SSCs for the agriculture, and construction and real estate sectors. Several segments ranging from pharmaceuticals and biotechnology to hospitality, travel and tourism, and from domestic workers to the beauty and wellness arena, are now working on designing SSC proposals for their respective areas and plan to approach the NSDC Board soon for funding. The NSDC plans to approach other industry sectors shortly to ensure that more SSCs can come up soon. Including the eight SSCs which have been approved for funding till date, 32 sector skill councils are currently in various stages of formation.

Contact:

Sumali Moitra • sumali.moitra@nsdcindia.org • www.nsdcindia.org

National Skill Development Corporation

D-4, Clarion Collection, (Qutab Hotel) Shaheed Jeet Singh Marg, New Delhi - 110 016

Tel: +91 11 4656 0412-16 Fax: +91 11 4656 0417

