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SUCCESS IS A 13-LETTER WORD

The business spells it out for you.

Standalone skilling companies which set out to achieve noble targets for creating a more employable India, beware! We all think and feel good and but a slow reality is emerging through our burning flames of passion and commitment to our cause. India will consume you with its diversity of geographies, cultures and sensitivities. Unless...

Business *gyan* has always preached that competing and winning is the *dharma* and *karma* of a successful enterprise. The *gyanis* hadn't tried skilling, I guess. For this business is only about finding partnerships, getting a leg up from your neighboring zealot venture in unique geographies and involving each other in our placement difficulties.

We get calls from the many friends we have in the placement business – it really sounds like suddenly, all the millions of jobs out there have no takers. Out of every job that's available to 1000 candidates, a fraction seem capable of doing them, and yet, institutions and families alike cannot yet see the need to recognize and fill skill gaps. Families, especially.

Countless parents have sold land and soul to get their children educated. Coaching classes became gods because the sole prayer of families and students became marks. Today, when jobs are available (quite the reverse of the 'Bharat' syndrome of Manoj Kumar in the 70s), a degree alone isn't enough. But which parent believes that?

Institutions will bargain you down to your last platelet before they will help promote a skilling course that will end up getting their students jobs. Families out there have no clue why their '*raja beta*' is too 'special' for the job being offered to him. "Skill? What's that? I've got an MBA. BTech, B Ed, B whatever ... and I am now allowed to be treated like you should die and go to heaven if I work with you."

So afraid I am to hear this from students in a city college, I tell them I am a social worker and they lose interest in me immediately. It's all about making big money quickly now...why bother about making a big career?

Same goes with the 'unorganised' sector. Jobs galore – will not migrate. Jobs galore – too little pay. He'd much rather stay with Mummy and sleep on a full belly. Why go 30 minutes to work when you can stay home and belch?

Ok. Doomsday isn't here yet. But neither is *Dhoom 3*. We are desperately in need of a common communication exercise to create public awareness about why it's not the jobs that are the problem, it is the job seekers. It's not education that's the issue, it's the ability to perform. And for the great HR executives out there – your employability partner is not just your vendor. He's your lifejacket. Because God knows and so do employers, it's easier to swim with a Great White today than find the perfect employee. Oh and by the way – that's defined by one who will migrate, stay, communicate, and work for minimum wage. Perfect.

The secret lies in focusing on finding the answers within the imperfections of our industry. Skilling is young. It's disorganized. It's service-oriented and not capability-oriented. The waters are choppy. Our lives are ruled by currents and waves...the fish are disoriented, the food chain is confused. The fisherfolk are uninformed. The nets can kill you.

Let's come together to conquer. And float each other's boats. There's enough water for everyone to tread. Each one knows a different pool well.

Scaling takes time. Spending takes no time at all. Business plans in the skilling industry today read like hieroglyphics. Financial targets have become multiplied by nautical miles.

Think before you sink before you skill. It's time to get together and buddy-breathe.

Success today is a 13-letter word - Collaborating.

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HIGHLIGHTS

As on 31st August 2011

Training
Projects
Approved

33

Sector
Skill
Councils
Approved

6

Districts
Covered

167

of
Centers

919

*Includes mobile centres

Number
of Sectors
Touched

20

People to be
Trained in
10 Years

**57
Million**

ON THE FAST TRACK TO SUCCESS

Karuna Sree lived in Anantapur over 300 kilometers away from Hyderabad. After doing her B.Tech in Gooty, a town near Anantapur, she went to Bangalore looking for a job. She attended a few walk-in interviews, but got no further than the HR round. Unemployed and away from home, she started to lose hope.

She heard about **TalentSprint's Anantapur Remote Learning Center** from a friend. Anantapur Remote Learning Center (RLC) is an initiative by TalentSprint to reach out and make available world-class, industry-relevant, experiential learning to as much of young India as possible, especially in the more remote areas, who in reality are the most affected, as the education standards are not very high.



To find out more about the Anantapur RLC, Karuna attended an introduction class and came away feeling hopeful. The classes were to be held through virtual reality and she realized that this was a one-of-its-kind of chance of receiving skilling in her hometown.

This is what Karuna has to say of the 3-month Software Testing Foundation course: *"Everything was so practical. The classes, the assignments, were not just academic; everything was preparing us for the industry."* The business communication classes and the aptitude training helped, and this time around, she cleared every round of interview with the AppLabs, the first company she faced. **She cleared the HR round in one shot and went on her way to get her first job with AppLabs.** *"TalentSprint changed my life by giving it direction. I don't know what I would have done without TalentSprint."*

From the desk of Dilip Chenoy

Dear Reader,

Six months is often a good time to undertake a performance review and assess what we have done right during this period or where course corrections may be necessary.

As I write to you with the financial year almost half-way through, it is with some satisfaction that I can inform you that NSDC has travelled quite a distance during this period not just in terms of staying ahead of the curve as far as meeting its business targets are concerned, but also in the larger goal of playing a part in creating a skills culture in India through focused interventions.

Since April 1, 2011, the NSDC Board has approved 7 training proposals, including those put forward by some of the biggest names of India Inc, and 3 Sector Skill Council (SSC) projects. Between them, these entities would skill over 16 million people in diverse trades over a 10-year span. Some more proposals are coming up for approval at the NSDC Board meeting to be held towards the end of this month.

The skill loan product of Central Bank of India, about which I had written earlier, is already a huge hit with students enrolling at NSDC-funded organizations. We are hopeful of convincing more banks and financial institutions to come up with such products before the year is over to make it easier for people at the bottom of the pyramid to gain access to skills-related training. We will keep you updated on the progress.

Less than three weeks are currently left for the WorldSkills Competition in London. You will be happy to know that all 16 contestants from India are now well-trained and raring to go to give a good display of their abilities in the disciplines in which they would have to compete with the best among the best from the rest of the world. We are organizing a 3-day soft skills training for each of the contestants in Delhi before they leave for London as it would be the first trip abroad for the bulk of them.

We are also trying to organize a gala sending-off ceremony for the Indian WorldSkills delegation to boost their morale before the event and are trying to rope in the Hon'ble Finance Minister, Mr Pranab Mukherjee, to be a part of this process. Our Chairman would also be meeting the contestants to encourage them to try their best at WorldSkills.

As I had mentioned before, NSDC's involvement with WorldSkills – often dubbed the Skills Olympics – stems from our desire to use each and every possible platform to promote and glorify the cause of skills in India. We will be posting tweets on the NSDC twitter address <http://www.twitter.com/#!/NSDCINDIA> to let you know how our participants are faring. You can also wish our contestants luck by visiting the WorldSkills India facebook page: <http://www.facebook.com/pages/WorldSkills-India/211577658875423#!/pages/WorldSkills-India/211577658875423?sk=wall>

In an attempt to encourage young entrepreneurs to be a part of the huge business opportunity that exists in the skills space, NSDC is co-organizing a Vocational Skills Enterprise Plan Competition to encourage innovative and implementable business solutions that could contribute to the development of a skills ecosystem in India.

India@75, a CII initiative, is the other co-organizer of the event. Indian School of Business (ISB) is the Knowledge Partner and Ernst & Young the Process Partner for this exercise. Details of the competition are available on the Power to Empower website - <http://www.powertoempower.in/>. A separate link has also been created on the NSDC website <http://www.nsdccindia.org/pdf/power-to-empower.pdf> that would lead you to the Power to Empower site.

As part of our thrust on quality, we have recently come up with a set of quality guidelines for our Partners that have been posted on our website - <http://www.nsdccindia.org/quality.aspx>. These would be fine-tuned periodically so that the parameters are in sync with the changing requirements of industry. Our Chairman is taking a personal interest in the whole process.

On the core business side, there has been no let-up in our activity to encourage more enterprises to start skill development ventures, and advocate the cause of skilling to key stakeholders. NSDC was an active participant in the FICCI Skills Summit in Delhi – the premier skills conclave in India – and made several presentations on why businesses should start taking greater interest in skill development and stop seeing it from the prism of a corporate social responsibility (CSR) initiative.

I could just go on and on, but would like to stop at this stage to keep the excitement alive for subsequent issues of the Newsletter. But, as in the past, we would look forward to your comments and suggestions on this edition of the Newsletter, and what you would like to know from us. Wishing all of you in advance the very best for the coming festive season! Wishing all of you in advance the very best for the coming festive season!



Dilip Chenoy
CEO & Managing Director

Scroll down to read more about...

- Endless Possibilities • Our Partners
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WORLD SKILLS COMPETITION

The 16 contestants from India at the London WorldSkills Competition are currently at the last lap of their training and also conditioning themselves mentally for the tough test ahead where they will have to be at their very best to meet the formidable challenge from their compatriots from the rest of the world. NSDC employees have been visiting the facilities where the training is being provided not just to check on the progress being made by the participants, but also to give pep-talks to motivate the contestants. All the contestants are reaching London on October 1 so that they have three days of preparatory time before the competition, which starts on October 5. A three-day training programme on soft skills is being organized for the contestants in Delhi prior to their departure to acquaint them with the socio-cultural norms prevalent in the United Kingdom. Tool kits of the participants have already been sent to London.



SECTOR SKILL COUNCILS

Interest in Sector Skill Councils (SSCs) has been on upward curve with the NSDC now in receipt of proposals for the establishment of SSCs for leather, rubber and the handicrafts segments. These would undergo a detailed stage-wise evaluation of viability, sustainability and robustness of the proposed business model before the NSDC Board takes a decision on whether to go ahead with their funding. Incidentally, the NSDC Board is soon slated to take a call on the merits of providing funds to some SSCs whose proposals had been received in the past. NSDC is working closely with key stakeholders in many other industry sectors to enable them to be in a position to frame SSC proposals. Interestingly, several segments within the informal sector are also being covered as part of this hand-holding exercise. NSDC's presentation on SSCs at the FICCI Skills Summit in Delhi earlier this month drew a positive response from all participants.



Meeting of minds: NSDC CEO & MD Dilip Chenoy (seated 4th from left) with members of the Private Security Sector Skill Council.

ENDLESS POSSIBILITIES

TalentSprint



TalentSprint is a pioneer in creating employability-focused transformation programmes for unemployed college graduates. An NSDC Partner company, it has developed experiential learning programs for the IT / BFSI sector that are based on industry-designed curriculum and are backed by national or international certifications. These short, industry-focused, rigorous and fast-paced programmes enable unemployed college graduates to become "industry ready" and find their first job with leading companies.

TalentSprint's talent acquisition and transformation services have been utilized by some of the leading companies in banking and information technology industry. TalentSprint works closely with Corporate Partners to understand their requirements and develop innovative talent supply chain solutions which help them meet their talent hiring and development needs.

Moreover, TalentSprint is striving to democratize access to high quality skill development across India by making it available in rural and semi-urban areas in addition to the cities. It is leveraging new learning techniques, the expertise of world-class teaching professionals and innovative technology to make Remote Learning Centers possible.



OUR PARTNERS



Showing the way: Union Finance Minister Mr Pranab Mukherjee (2nd from right) exchanges a copy of the agreement between NSDC and Centum Learning, with Centum Learning Chairman Mr Rakesh Bharti Mittal (extreme left). NSDC Chairman Mr M V Subbiah (extreme right) is also to be seen in the picture. NSDC is forming a Joint Venture with Centum, an Associate Company of the Bharti Group, to skill 11.57 million people in diverse fields over a 10-year period.

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