



## BRING THE PRIDE BACK IN SKILLING

For a country with a long tradition of having guilds, be that of artisans or craftsmen, it is perhaps ironic that people who work with their hands no longer command any social respect in India.

Where they should be celebrated, skilled people – those with the knowledge of many of the things that characterize India such as how to make earthen pots, construct temples, carve out intricate designs and weave beautiful saris – currently have no prestige associated with their professions. Often, they are struggling to stay alive against insurmountable odds.

The lot of our carpenters, electricians or plumbers – the very people on whose expertise we bank on to maintain our way of life - is no better. Many of them would happily trade places with a low-level clerk in a government office simply because the latter enjoys respectability.

'Being skilled' carries very little brand equity. Becoming a welder or a TV mechanic, for example, isn't an automatic career choice, despite India having a history of skill-sets being passed down from one generation to the next and children taking up the family profession once they grow up.

Skilling in the public perception has come to symbolize a way of life reserved for those who could not make it in the formal system. Never mind if the formal education system itself is creaking at the seams and not preparing students to meet the challenges of a new economy.

The supposed 'stigma' associated with skill development has resulted in low enrolments in vocational education courses. This has led to a situation where we don't have enough people to build bridges, lay pipelines or work in factories. We don't even have an adequate number of nurses to take care of the sick and needy.

At the NSDC, we have estimated an incremental shortfall of 244 million people by 2022 in 21 key sectors of the economy. More than 13 million is the incremental requirement every year in over 90 categories of skills.

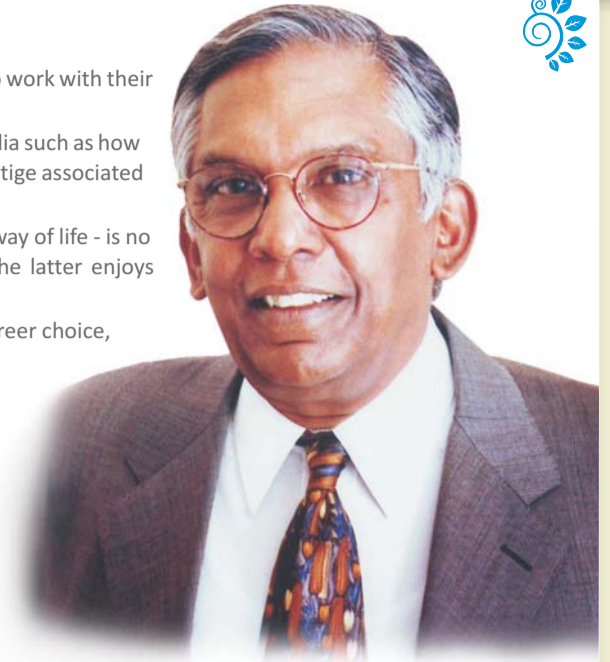
We have to restore the pride in skilling if we are to meet this huge manpower challenge that can derail our economic growth. For this, we have to create an enabling environment that would inspire people to acquire skills by being able to demonstrate the value of doing so in terms of an improvement in social status and earnings.

We have to make people start wearing the 'skilled tag' as a badge of honor. Skilled workers need to be shown a proper career path with their growth prospects clearly mapped out. None of this can happen overnight. It can only be made possible through the concerted efforts of all stakeholders - industry, social entrepreneurs, NGOs, educational institutions and civil society – unified in the common desire of reviving the dignity that skilling has lost.

Many of the NSDC's partners have already embarked on the journey of glorifying skilling. But, clearly much more still needs to be done. Industry has to play a far bigger role than what it is doing today. Companies have to stop looking at skilling ventures from the prism of CSR since the availability of trained people in sufficient numbers also holds the key to their own growth plans.

Where possible, firms either singly or as part of a consortium need to start thinking of setting up large training ventures capable of skilling a million people. Alternatively, they can provide assistance to NSDC partners by lending their expertise and helping in placement. Social entrepreneurs would need to consider setting up skill development ventures in much larger numbers since such projects hold the potential of not just transforming individual lives but of communities at large. NGOs clearly need to scale up their training programs.

Educational institutions, moreover, have to consider getting into the skills space to make students employable from day one. The task ahead of us is clearly a huge one. Skilling a country of a billion people is never going to be easy. But if all stakeholders chip in, there is no reason why we should not be able to capitalize on the great opportunity that skill development provides to make a real difference to the lives of countless people.



**M V Subbiah**  
Chairman, NSDC

### HIGHLIGHTS

As on 31st March 2011



Training Projects Approved

**26**

Sector Skill Councils Approved

**3**

Districts Covered

**153**

# of Centers

**566**

Number of Sectors Touched

**20**

People to be Trained in 10 Years

**41 Million**



## From the desk of Dilip Chenoxy

Dear Reader,

It gives us great pleasure to bring to you the inaugural edition of our monthly e-newsletter 'Skill Matters' where it would be our endeavour to keep you abreast of the latest developments in the world of skilling.

The newsletter would highlight how we at the National Skill Development Corporation (NSDC) are going about our task of engaging the private sector to make 150 million people employable so that they can contribute and participate in the country's growth. It would also showcase the achievements of our partners, who straddle the entire spectrum from large corporate houses to NGOs and social entrepreneurs, so that you can get to know the work being done by them across the length and breadth of India, even at the some of the remotest and far-flung areas of the country.

In consonance with our philosophy of openness and transparency, we will be brutally honest about our achievements and shortcomings in each issue and would welcome your feedback and suggestions on how you feel we can better our act.



Every edition of the newsletter would carry a 'thought article' on the subject of skilling by an eminent personality from the world of business and civil society (Our Chairman has written the 'thought piece' for this edition) so that we can have an informed discussion on this issue.

We would also have information for you on Sector Skill Councils that the NSDC has been mandated to set up to establish quality standards for the segments they represent.

We hope you would find this newsletter of value and would look forward to your feedback on this initiative.

**Dilip Chenoxy**  
CEO & Managing Director

## OUR PARTNERS



**Brainstorming:** Heads of NSDC-funded organizations came together for the first 'NSDC Partners' Meet' at the Institute of Applied Manpower Research on March 18, 2011, to discuss best practices in skill development.

## WORLDSKILLS COMPETITION

NSDC will spearhead the country's participation at the next edition of the WorldSkills Competition to be held in London from October 5 to 8, 2011. Organized by the Amsterdam-based not-for-profit organization WorldSkills International, WorldSkills Competition is the largest vocational skills competition globally.

It takes place in a different country every two years and brings together over 1,000 young people, below 22 years of age, from across the world to compete in a variety of skills ranging from welding to web designing. Competitors pitch their skills against the best of the best for gold, silver and bronze medals.



## SECTOR SKILL COUNCILS

As per the National Skill Development Policy, 2009, NSDC is mandated to create Sector Skills Councils (SSCs). SSCs are national partnership organizations that bring together all stakeholders – industry, labor and the academia – for workforce development of different industry sectors. Key functions of the SSCs include developing labor market information systems, identifying skill gaps, developing skill competency standards and qualifications, standardizing the affiliation and accreditation process, and planning and executing train the trainer programs. The NSDC Board has till date approved the formation of SSCs for the auto, energy and security segments.

## A WHOLE NEW WORLD

### Gram Tarang Employability Training Services

A partnership between the NSDC and the Centurion University of Technology & Management, Gram Tarang Employability Training (GTET) runs skill development training programs for rural youth in the Naxal-affected belt of Orissa, as well as in Andhra Pradesh, to boost their employability.

Conducted through the School of Vocational Education and Training, Centurion University of Technology & Management, GTET courses are targeted at both school drop-outs and those who have completed their schooling to provide them with the skill sets necessary to find jobs.

The GTET program focuses largely on the creation of a skilled workforce for the manufacturing sector with curriculum tailored to meet the requirements of local industry. A course on CNC operations is one of its biggest USPs.

Gram Tarang's business model revolves around the payment of fees paid by trainees. For operations, it has a hub and spoke model, with satellite centers complementing the mother centers. Led by Professor Mukti Mishra, Chairman of the Centurion Group of Institutes, Gram Tarang's goal is to ensure that it can play a bigger role in promoting inclusive growth by making it possible for more socially and economically disadvantaged youth to benefit from its training programs.



Orissa Chief Minister Naveen Patnaik inaugurates a centre of NSDC-funded Gram Tarang at Paralakhemundi in Orissa on January 22, 2011. NSDC CEO & MD Dilip Chenoxy (3rd from Left) is also to be seen in the picture.



## EXPANDING OPPORTUNITIES

Siva Kumar Lenka, 28, was born in a family living below the poverty line in a Naxal-affected village of Orissa. He completed his matriculation from Varanasi Government High School, Kasinagar. Following this, he underwent training as a Fitter. However, with no prior experience, it was difficult for Siva to get a reasonably well-paying job in the city. The monthly salary being offered to him was only in the range of Rs 3500 to Rs 4500. It was then that Siva was counselled to take up a CNC course at a Gram Tarang-run institution to improve his skill sets and raise his employability so that he could draw a better pay to support his family. Having completed the CNC course with good grades, Siva has now found a job with Rane Die Cast at Secunderabad at a monthly salary of Rs 6000. His diligence has so impressed his company management that for many months now, he has also drawn the highest incentive among his peers. Along with incentives, he is at present earning around Rs 8000 per month. Siva now wants to do a Diploma course in Mechanical Engineering to promote himself to the supervisor cadre. Getting himself skilled has not only ensured a sustainable livelihood for Siva but also lifted his family out of their state of poverty. Siva's success story is now encouraging others of his village to pursue high-end skills training.

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