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# SKILLS AHEAD

A CI Skill School Initiative

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**NSDC'S PPP  
PROJECTS**

# The race to 150 million

*NSDC, in its quest to meet the skill development target of such a huge number, invites private players to partner it in training projects*

By SKILLS AHEAD BUREAU

I am happy to inform the House that National Skill Development Council (NSDC) is well on course to achieve its mandate of creation of 15 crore skilled workforce two years ahead of 2022, the stipulated target year. It has already sanctioned 26 projects with a total funding of 658 crore. These projects alone are expected to create more than four crore skilled workforce over the next 10 years. In the current year, skill training has so far been provided to 20,000 persons. Of these, 75 per cent have found placement. I will provide an additional ₹500 crore to the National Skill Development Fund during the next year."

This was Finance Minister Pranab Mukherjee in his Budget proposal, lauding NSDC's role in taking a lead in skilling 150 million out of the country's target of skilling 500 million people.

Faced with the Herculean task of training 500 million people, the Government of India launched the NSDC in 2009, with the mandate to foster public private partnerships in skill development, by inviting private sector participation. The organisation typically funds skills development programmes conducted by private sector

trainers, after assessing a proposal thoroughly, through due diligence.

Early in its existence, it identified those sectors where need for skilled manpower is paramount. A study done by ICRA made a starting point for this. Based on that study, it identified the following 21 sectors for funding. These were: automobile / autocomponents; electronics hardware; textiles and garments; leather and leather goods; chemicals and pharmaceuticals; gems and jewellery; building and construction; food processing; handlooms and handicrafts; building hardware and home furnishings; IT or software; ITES-BPO; tourism, hospitality and travel; transportation/ logistics/ warehousing and packaging; organised retail; real estate; media, entertainment, broadcasting, content creation, animation; healthcare; banking/ insurance and finance; education/ skill development and unorganised sector.

NSDC encourages industry, training and development organisations, NGOs, business associations and social entrepreneurs to participate. It encourages proposals that make use of existing infrastructure.

While evaluating projects for funding, it looks at the robustness of the proposal, its alignment with NSDC's mission, and the organisation's ability to

Proposing Organisation	Implementing Agency	No. of Trainees in 10 Years	No. of Centres	Location (s)
Fides Global Academy Private Limited	JobAbility Solutions Private Limited (to be incorporated as a 100% subsidiary of Fides Global Academy Private Limited)	1.74 Mn (Yr 1 – 5,153; Yr 5 – 107,672)	11	Tier 1&2 cities on pan- India basis
Everonn Skill Development Limited	Everonn Skill Development Limited	11.70 Mn and 58,500 trainers (Yr 1 – 3.15 lakh; Yr 5 – 12.13 lakh; Yr 12-15.36 Mn)	217 ( Multi-skill development centres – 205 & master resource centres – 12)	Pan India



# N · S · D · C

## National Skill Development Corporation

leverage partnerships and financial requirements.

Strict mechanisms have been put in place to check the progress of the project and assess the utilisation of funds. According to NSDC sources, it provides funds to partner companies/institutions in tranches, with the second and successive tranches of funding linked to the achievements of certain milestones listed in the agreements they have signed with NSDC. The partner institutions have to send quarterly reports, which list out how the funds have been spent and whether the utilisation is in consonance with the norms which have been laid down by the NSDC. The financial details contained in such statements have to be certified by a chartered accountant. There are monthly interactions with the CEOs of NSDC partner institutions to find out how they are progressing.

The NSDC has entered into arrangements with independent monitoring agencies to undertake process audits and make random visits to centres run by NSDC partners to find out whether these are operating as claimed by the NSDC partners.

Besides these, the NSDC insists on partner institutions, providing it with the names and contact details of the trainees and their employers after receiving the training so that it can also get in touch with these people

directly to check the authenticity of the claims made by our partners. Additionally, the NSDC also urges partner institutions to provide visuals of the centres run by them.

The NSDC has also been entrusted with the task of setting up Sector Skill Councils (SSCs), which would have the responsibility of establishing quality standards for the segments they represent.

The proposed SSCs would develop skill competency standards and qualifications, as well as standardise the affiliation and accreditation process. They would set up labour market information systems to assist in the planning and delivery of training, besides identifying skill development needs and preparing a catalogue of skill types. Promotion of academies of excellence and helping in executing train-the-trainers programmes also fall within the ambit of the SSCs.

A spokesperson of NSDC informed Skills Ahead that the first SSC, the Automotive Sector Skill Council, is set to come up soon. Prominent stakeholders in the automobile sector such as the Automotive Components' Manufacturers Association (ACMA), Federation of Automobile Dealers Associations of India (FADA) and SIAM have come together to form this body. The NSDC has provided funds for this venture. More Sector Skill Councils on the lines of the one for the automobile arena are in various stages of formation.

Once the SSCs are in place, a partner institution offering a course in a given sector would have to get the curriculum ratified by the Sector Skill Council.

In these pages, we provide you the details of 23 of the 26 projects that have commenced in PPP mode under the aegis of NSDC:

Sectors Targeted	Targeted Population Segment	Project Cost	Business Model	Operating Model
BFSI, BPO, unorganised sectors	School dropouts, 12th pass, graduates from Government-aided colleges and current teachers in schools	₹24.54 cr	Student fee driven model with placement fee for BPO and BFSI sectors	Primarily demand driven, Learning content is made trainer independent through digitisation; will leverage existing infrastructure of colleges and institutions
Tourism and hospitality, healthcare services, organised retail, media and entertainment, IT and ITES, textile, construction and automotive	Trainees: Existing industry work force, graduates and schools drop outs; Trainers: Degree/ ITI/ diploma/ certificate courses with 2-5 years of experience	₹153.76 cr	Student fee driven model and 60% - 70% of the target is for up skilling through tie up with industry	Simulation-based training, V-SAT enabled training, Leveraging existing infrastructure of technical institutes and industry, Monitoring through cyclical survey mechanism

Proposing Organisation	Implementing Agency	No. of Trainees in 10 years	No. of Centres	Location (s)
Talent Sprint Education Services Private Limited	Talent Sprint Education Services Private Limited	0.52 Mn (Yr 1 – 882; Yr 5 – 26,240)	ALC – 15; RLC – 30; PLCs	ALC – Metros & Tier 1; RLC – Semi urban cities; PLC – Educational Institutes & Corporate
BASIX Academy for Building Lifelong Employability Limited (B-ABLE)	B-ABLE	1 Mn		Pan India
Centum Learning Ltd.	Workskills – a Centum-NSDC JV (a SPV)	11.57 Mn	383	383 districts in 11 states
Edubridge Learning Pvt. Ltd. (ELPL)	ELPL	0.70 Mn	240 centres in 16 states	Pan India
GRAS Hospitality Services Ltd.	GRAS Hospitality Services Ltd.	1.3 Mn	250 Skill Development Centres (SDCs) & 75 Skill Development Institutes (SDIs)	Pan-India covering 21 States and 176 Districts
Gram Tarang Employability Training Services Private Limited (GT)	GT	21,000	Five mother centres and 50 satellite centres	Orissa, Andhra Pradesh
Indian Institute for Gems and Jewellery (IIGJ)	(IIGJ)	18,000	1	Jaipur, Rajasthan
Red Hat Investments Private Limited (RHIPL)	Indigram Skill and Knowledge Initiatives Private Limited (I-SKILL) (a SPV of RHIPL)	0.74 Mn	150 centres in 15 states	Pan India
IL&FS Cluster Development Initiative Limited (IL&FS CDI)	A new SPV	1.95 Mn	100 skill schools	Pan India
iSTAR Skill Development Private Limited (ISDPL)	ISDPL	0.13 Mn	10 centres	10 states
Pratham Education Foundation, a 'not for-profit' entity	Pratham Institute – PACE Program (a Strategic Business Unit of Pratham Education Foundation)	1.69 Mn	100 district institutes and 1,500 training centers over 10 year period	Pan India

	Sectors Targeted	Targeted Population Segment	Project Cost	Business Model	Operating Model
	IT, ITES and BFSI	12th pass (18%) , BTech / MCA (50%) and MBA(12%) and Corporate professionals (20%)	₹15.00 cr	Student fee driven model with hub & spoke model	<ul style="list-style-type: none"> <li>Technology based system in place for training and assessment               <ul style="list-style-type: none"> <li>Training being delivered through instructor-I led training &amp; internet technology</li> <li>Objective to develop a hybrid model (with eLearning) and minimise involvement of faculty</li> </ul> </li> </ul>
	Construction, tourism, banking, rural farm, hospitality, food processing	School dropouts, socially unprivileged class	₹33.18 cr	Student fee, revenue sharing with franchisee partners and one-time membership fees from franchisees	National Employability Centres (NEC) - R&D, operations & market/ skill networking Regional Employability Centres (REC) – students training, TOTs, support & monitoring of franchisee centres and franchisees
	Automobile, organised retail, telecom, healthcare and building & construction	BPL trainees (50%) and APL trainees (50%)	₹16.27 cr	Enrolment revenue, grant receipt, student fees, placement revenues, franchisee joining fee	Hub and Spoke model with one franchisee per state
	IT-BPO, microfinance, banking & insurance, organised retail, sales and marketing in rural areas	School dropouts and 10th & 12th pass	₹5.40 cr	Student fee and placement fee driven model	Tie up with content provider, local training providers and companies for placement
	Organized retail, health care services, building and construction, automobile/ auto component, tourism hospitality and travel trade, electronics, IT, banking and insurance, spoken English	School dropouts and 10th & 12th pass	₹80 cr	Student fee driven model	Modular courses with SDCs for higher courses and SDIs for basic level courses
	Production-related (50%) and construction, tailoring, plumbing, textiles, security guards, retail, computer related (remaining 50%)	90% blue-collar (8th /10th pass), 10% white-collar (post-ITI, post-diploma, etc.)	₹14.50 cr	Students fee driven model	Hub & spoke model
	Jewellery design, stone setting, diploma in Jewellery making	Dropouts till graduate level	₹11.14 cr	Student fee driven model	Owned brick and mortar centre
	Agriculture (para-agri experts), animal husbandry (para-vet experts), food processing, transportation and rural service provider	10th pass and/or 10th dropouts, existing unskilled labour	₹22 cr	Students fee driven model with revenue sharing with franchisees	Hub and spoke model with multiple franchisees and one state-level I-SKILL centre per state
	Textile, construction, leather and leather products, automotive and auto components and logistics, general engineering and service sector	10th & 12th school dropouts and graduates	₹216.82 cr	Student fee and industry support	Skill centres in industry clusters
	Retail and BFSI	12th & 10th pass	₹1.32 cr	Student fee driven model	Operation through rented/leased infrastructure
	Education / skill development services, hospitality, construction, organised retail, electronics / hardware, automotive work, agriculture	School dropouts	₹23 cr	Student fee driven model	Basic skills at training centres and vocational skills at district institutes

**LEAD STORY**

Proposing Organisation	Implementing Agency	No. of Trainees in 10 years	No. of Centres	Location (s)
International Association for Human Values (IAHV) (an NGO)	IAHV	128	One in Pune	Pune
Managerial Excellence Resource Centre (MERC)	MERC	96,665	10	Maharashtra, Gujarat, Rajasthan
TMI Input & Service Pvt. Ltd.	TMI e2e Academy, a JV b/w TMI Input Service & C&K Management	0.53 Mn		Tier 3&4 cities on pan India basis
Empower Pragati Vocational & Staffing	Empower Pragati Vocational & Staffing	2.1 Mn	598	Pan India covering 56 towns/ cities
Construction & Real Estate Developers Association of India (CREDAI)	CREDAI in consortium with other industry associations	97,920 over 12 years	12	Other states on successful implementation in Pune
Indian Institute of Skill Development Pvt. Ltd. (IISD)	IISD	0.24 Mn	50 (18 in Govt. ITIs and 32 in private buildings)	7 North Indian states
Globsyn Technologies Ltd.	Globsyn Skill Development Pvt. Ltd.	0.35 Mn	5	All centres in West Bengal
Laqsh Job Skills Academy Private Limited	Laqsh Job Skills Academy Private Limited	1.054 Mn	420 (Own – 255 and Pvt. College – 165)	Tier II and III cities in Karnataka, Tamil Nadu, Andhra Pradesh, Gujarat, Maharashtra, Kerala, Uttar Pradesh and Jammu & Kashmir
Laurus Edutech Private Limited	Laurus Edutech Life Skills Private Limited	1.11 Mn , 42,000 trainers	546 (Acquisition – 55; Greenfield – 157; Franchisee – 328; TOT/Advanced Training Centers – 6)	AP, Tamil Nadu, Karnataka, Orissa, MP, Gujarat, Maharashtra, Rajasthan, Bihar
IJIT Computer Education Private Limited ( a subsidiary of TeamLease)	IJIT Computer Education Private Limited	1.80 Mn (Yr 1 – 11,836; Yr 5 – 1,44,173)	1,349 (owned – 493 & franchisee – 856)	Tier I to Tier V cities, Pan India

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	Sectors Targeted	Targeted Population Segment	Project Cost	Business Model	Operating Model
	Self-development training and technical training in garmenting, driving, computer operating, mobile repairing, electrician, plumbing, domestic BPO etc.	Youth from North-eastern state of Manipur	₹51 lakh	A one of its kind initiative	IAHV to manage the training programme, with the technical training outsourced to Joshi's Kohinoor Technical Institute Private Limited (KTIPL)
	Finance, retail, sales-related, ICT and gems & Jewellery	10th /12th pass/ dropouts	₹3.00 cr	Student fee driven model	Tie up with industry partners for content development, certification & placement Tieup with an NGO for trainers' training manual
	BFSI, FMCG, telecom, pharma, hospitality, IT&ITES, e-learning & education	12th pass, graduates, PGs from socially & economic backward sections of society	₹29.21 cr	Student fee sharing with corporate. Reimbursement of student fees as a retention bonus after 12-24 months by corporate	Linkages with graduate campuses/colleges for mobilisation & training
	ITES/BPO, tourism, hospitality & travel, organised retail, Informal Sector	39% of target population is in informal sector	₹25.97 cr	Placement driven temping/annuity based income model	Combination of own centres and franchisee centres model
	Construction	Construction workers (migrant labor)	₹18.53 Cr	<ul style="list-style-type: none"> <li>No revenues envisaged for first 3 years</li> <li>After 3 years, revenue streams from student fees, TOT programme, training of supervisors &amp; engineers and sponsorship/ advertising</li> </ul>	<ul style="list-style-type: none"> <li>Worker's training at project site (70% practical, 30% classroom)</li> <li>Workers to be paid during training</li> <li>During training, wage, material &amp; consumable cost to be borne by industry</li> </ul>
	Automotive (light Engg.), building construction, Real estate and retail	5th, 8th, 10th, 12th pass students	₹16.35 cr	Course fee & placement fee driven model	Tie up with State Govt. and industry partners (such as CII) Leveraging existing infrastructure (Govt. ITIs and private buildings)
	ITES, electronics & IT hardware and organised retail	12th pass (52%) and graduates (48%)	₹12.51 Cr	Student fee driven model where fee will be paid in installments by students	Standardised IT systems in place for training, curriculum development, assessment and monitoring — Knowledge finishing schools system
	IT, ITES/BPO, retail, hospitality, banking and education	School dropouts, college students/graduates (BCom, BBM, BEd, BE)	₹10.10 cr	<ul style="list-style-type: none"> <li>Student fee and placement fee driven model</li> <li>Tieups with private institutions to train around 56% of the targeted population</li> </ul>	<ul style="list-style-type: none"> <li>Staggered delivery mechanism in private institutions.</li> <li>Technology-based system in place for training and assessment</li> <li>Training delivered through V-SAT/3G technology</li> </ul>
	Automotive, construction, textile, electronics and IT hardware and education and skill development sector (TOT for specified sectors)	School dropouts (50%), and others - ITI, reskilling, etc (50%); BPL (20%) from Yr 2	₹53.60 cr	Student fee, placement fee and 15% share in franchisee revenue; Acquisition of centres for faster scale up; Advance training courses to 38,000 students and places them abroad	Technical training in automotive, construction, etc; Targets 50% school dropouts and 20% BPL; Soft skill as a part of training for long term courses; 70% practical training; Laurus Edutech Application Program (LEAP) software for monitoring
	IT, retail, BFSI, healthcare, hospitality, manufacturing and construction	School dropouts, 12th pass, graduates from Government-aided colleges and current teachers in schools	₹83.61 cr	Company-owned and franchise model. Revenues primarily from student fees ( and franchisee revenues)	<ul style="list-style-type: none"> <li>25% of franchise revenue shared with IJIT.</li> <li>Technology-based system in place for sourcing, training, assessment and monitoring.</li> <li>Leveraging on the strengths of Teamlease for placements</li> </ul>

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# The chase begins

*India starts preparation for WorldSkills Competition to be held in October, with NSDC as the coordinating body*

BY MEHA MATHUR

INDIA joined WorldSkills in January 2007, and sent five participants to the biennial WorldSkills Competition, held in Japan that year. In the WorldSkills Competition held in Calgary, Canada, in September 2009 N Priyadarsan from Gedee Technical Training Institute (GTI) secured silver medal in the moulding event. Two contestants from India had participated then.

The Confederation of Indian Industries (CII) was the coordinating body then. As the skills world gears for the 2011 chapter of WorldSkills Competition, to be held in London in October, the charge of overseeing the preparation of Indian competitors has been taken over by the National Skills Development Corporation (NSDC). Why this change, and what are the plans for the competition? Basab Banerjee, Head - Standards and Quality Assurance, NSDC, shares NSDC's plan with Skills Ahead.

**Why did NSDC get the charge of coordinating the Indian contingent's preparation for WorldSkills event from CII?**

There was a consensus on this. CII is a stakeholder in our activities, and it was felt that the preparation can be done by us. We have received the mandate to select, prepare, and conduct the Indian team.

**What is going to be the strategy for the competition?**

The WorldSkills has approved India's participation in the following domains:

**Transportation and Logistics:** car painting discipline

**Manufacturing and Engineering Technology:** CNC turning, electronics, mechatronics (for which the age limit of the participant is 25 years), polymechanics/Automation, and mould making.

**Social and Personal services:** beauty therapy, confectioner/pastry cook, cooking, and hairdressing (both ladies and gents).

**Information and Communications Technology:** IT software applications and web design.

**Construction and Building Technology:** Wall and

floor tiling, and plumbing. creative art and fashion - fashion technology and jewellery.

Now that we have got approval in these areas, we will invite every organisation working in respective trades to participate in the selection process. We will conduct a national selection in June. The endeavour is to ensure that awareness is created across the country, and cutting across trades. We want India's skills to be taken from a national canvas to global level. Of course, the competition at that level is very tough and you require a lot of training and competence. In every trade, the participants are judged in an objective manner. Specifications are given for each category, be it beauty, tiling or plumbing, and there's very little margin for error.



Basab Banerjee

**How does NSDC plan to train candidates on a large scale, considering the level of competition and the quality expected of us?**

We are talking to reputed organisations in each trade, say, hair stylists, auto manufacturers. And they have also shown interest in partnering NSDC.

The rules for national selection are also being put in place. A panel of experts will judge the participants for international representation. Only one candidate can be selected for each trade.

**What further training will be given to the selected candidate?**

For every trade we will select a location. The location should have equipment essential for the competition. If his/her parent institute has all the required facilities, we will facilitate his training there.

**This is the first time you coordinating this activity. What are the points of continuity?**

Well, a lot of experience sharing is happening. The legacy is very much there. And the technical delegate will be the same.

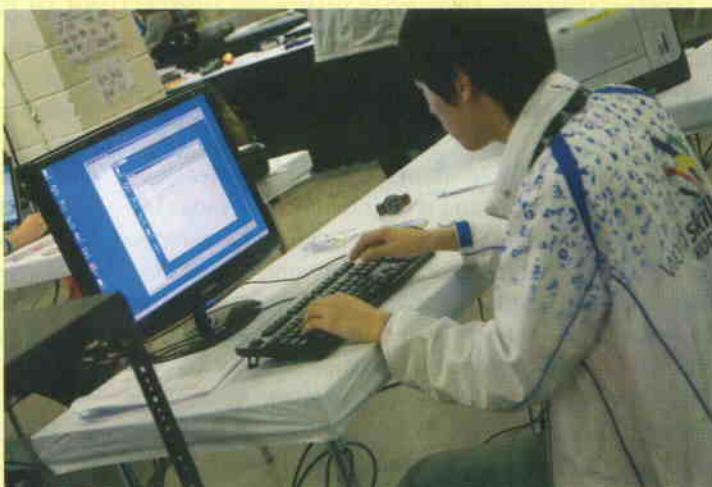
## OLYMPICS IN 2011?

*London is gearing up for Olympics in 2012. Which Olympic-level event will it host in 2011?*

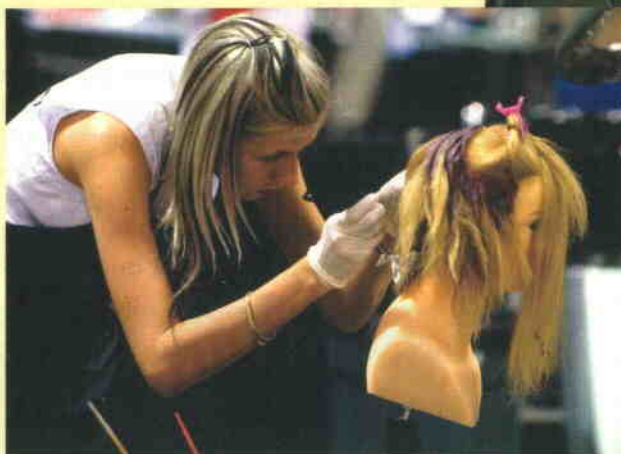
**T**HE WorldSkills Competition is often compared to Olympics. Both are about spirit of excellence, and about scale. What Olympics is to sports, WorldSkills Competition is for all skilled trades under the sun. No wonder, the competition was originally called Skills Olympics.

**Here are some facts and figures you ought to know:**

- WorldSkills Competition originated in Spain, as a national-level competition. In 1946, in the aftermath of World War, General Director of OJE (Spanish Youth Organ-



© WorldSkills



held in Spain. In fact, Spain has held the competition 11 times.

- WorldSkills owes its popularity to the untiring work of Francisco Albert-Vidal, who, as secretary general for 33 years and President for seven years, promoted the organisation as his life's mission. In his honour, the top performer is given the Albert Vidal Award. Candidates are given marks under a 500 mark system developed by former WorldSkills President Cees Beuk. This enables the organisers to compare scores across skill areas.

- ExCeL London, a 100-acre campus, will host 1,000 participants from 50 countries to contest medals in 45 skills

isation) José Antonio Elola Olaso felt that fostering skills by encouraging youth and their parents was necessary to build up the economy of the country. He roped in individuals like Francisco Albert-Vidal, Antonio Almagro Diaz and Faustino Ramos Diaz, all of whom had been directors of the Work Centres on different occasions. The idea found favour among different stakeholders.

- Spain conducted a National Competition in 1947, in which 4,000 persons from different mechanical trades participated.
- The first international participation was that of Portugal, in 1950. Germany, Great Britain, France Morocco and Switzerland joined in 1953.
- The first six international chapters of the competition were



areas, besides about 150,000 visitors. ■