Transforming the skill landscape

Annual Report

2011

National Skill Development Corporation
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Dear Shareholders,

It has been said that if you want to feed a person for a lifetime, you should teach him how to fish.

As I present to you the third annual report of your organization, it gives me great pleasure to inform you that since our last annual meeting, the National Skill Development Corporation (NSDC) has made substantial progress in empowering thousands of people across the length and breadth of the country through employability focused skills training programmes.

Your organization in, what is the first full year of operation, partnered 25 organizations and 3 Sector Skill Councils. When these organizations are fully operational, that is, 3 years from now, we will have an annual skills training capacity of over 8 million every year. These would be capable of training close to 45 million people in a diverse range of skills over a 10-year span. The financial commitment for these projects is Rs 668 crores.

As of March 31st 2011, 13 institutions had started training. The average duration of training during the year was 156 days. During the year under review (April 2010 – March 2011), over 20,000 people have been trained. Currently, there are 556 NSDC-funded centres operating in 153 districts nationwide. We had set ourselves a target of approving 25 proposals for Skill development and 4 Sector Skill Councils during the year 2010-11. I am happy to share that we have met our targets for approving Skill Development proposals and are scaling our efforts for creating more Sector Skill Councils.

NSDC has also taken a number of initiatives to develop special programmes and partnerships for people in the North East, Jammu & Kashmir and other disturbed areas of the country. A special programme for people with disabilities was also launched. Importantly, our objective of capacity creation would take place not just in the bigger cities, but also in the remote and far-flung areas of the North-East, small towns and villages.

The Finance Minister Shri Pranab Mukherjee in his budget speech enhanced the corpus of the National Skill Development Fund (NSDF) by an additional Rs. 500 crores. His leadership and support to the NSDF has enabled your corporation to continue to approve and fund proposals for skill development in India.

I am happy to report that apart from physical accessibility, your organization has also started addressing the issue of financial accessibility so that skills-related training is open to every Indian. NSDC has entered into an arrangement with the Central Bank of India that will allow students at NSDC Partner institutions to avail skill loans from the public sector lender for pursuing training in different vocations. Your organization is in dialogue with other banks and lending institutions to come up with products that would enable more people to enroll at skill development centres and ensure that the Prime Minister’s goal of skilling 500 million Indians by 2022 is realized.

A low perception associated with skills is a major hurdle in the path of any skill development initiative. Your
organization, in association with the Office of Mr S Ramadorai, the Skills Advisor to the Prime Minister, is now working out the modalities for a pan-India Communications Campaign that would aim at glorifying skills and the skilled workers. The Campaign would clear many of the social misconceptions around vocational education and skills that have contributed to inadequate capacity creation and low enrolments at skills training centres. It would also make people realize the important role that skilled workers play in the economic development of a country.

You will be happy to hear that the NSDC is spearheading India’s challenge at the next edition of the WorldSkills Competition to be held in London in October. These efforts are part of our mission to make vocational education aspirational in India. WorldSkills Competition is popularly known as the Skills Olympics and 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. India at the competition will be represented by a 16 member team which would compete in 15 disciplines.

Your organization is also playing a key role in devising the National Vocational Education Qualification Framework (NVEQF) through the Sector Skill Councils that would allow seamless transfer from vocational education to formal education, as is the practice in many advanced countries.

I am pleased to inform you that the NSDC is playing an important role in the timely issue of ‘Aadhaar’ numbers by the Unique Identification Authority of India (UIDAI). NSDC has signed a MoU with the Unique Identification Authority of India by virtue of which NSDC Partners would skill the people required by Enrolling Agencies of the UIDAI so that dearth of quality manpower does not come in the way of successful roll-out of the ‘Aadhaar’ project.

As part of its advocacy initiatives, NSDC has stepped up the frequency of presentations to business forums, companies, industry leaders, state governments, central ministries, and institutions, both domestic and foreign. I have also met several industry leaders and state chief ministers to ensure greater support for the cause of skills development. In many states, NSDC has promised to carry out skills gap studies on the request of the state government. A skills gap survey for the North East and Orissa is underway; other states such as Bihar, Rajasthan, West Bengal, and Madhya Pradesh are in discussions to initiate studies.

Over the next few months, the NSDC hopes to fund over 30 projects that at its peak would have a combined annual trainee output of over half a million. NSDC has already put in place a robust monitoring framework comprising internal and external monitors to ensure that the training imparted is relevant, in sync with industry requirements. An IT system is being put into place in consultation with the Prime Minister’s Council.

A special initiative to ensure the quality of training in the projects funded by NSDC was undertaken. Detailed reviews have been held with partners and where the quality levels were not up to the mark, we are insisting on bringing them to the set standards before the next training programs are started. Also future funding would be disbursed on the basis of training manuals, process documents and trainee workbooks being available before the training starts. These actions would temporarily slow down the numbers but would ensure better quality trained manpower.

With a view to bring world class best practices to India, your organization has signed MoUs with the UKCES in UK, and the iMOVE in Germany. A number of discussions were held with teams from Australia, Canada, New Zealand, Ireland, Switzerland and the United States. A series of workshops with experts from overseas were held with representatives of sector skill councils and more are being planned this year.

Your organization has made a start. However, we still have a long way to go before we achieve the target of skilling 150 million people. The task ahead of us is enormous and we would require constant support and co-operation of the government, our partners and numerous stakeholders. On behalf of NSDC, I would like to assure all of you that there will be no let-up in the pace of our functioning until we have reached our destination. At NSDC, we remain committed to ensure that we are able to leverage our biggest strength, demographics, to make India the skills capital of the world.

Your organization would like to take this opportunity to express its appreciation for all those who have supported our endeavor to make a success of the skilling mission we have embarked upon. On my personal behalf, I would like to thank all the board members and the team at NSDC for the organization becoming a game-changer in the skills space. It’s been a privilege to watch the organization grow and I look forward to a successful year ahead.
National Skill Development Corporation has a vital role to play in the development of the skills ecosystem

What we do matters.
Our partners matter.
Our people matter.
How we do things matters.
Alliance with Ministry of Youth Affairs & Sports

NSDC is partnering the Ministry of Youth Affairs & Sports in the Youth Employability Skill (YES) project being undertaken by the Ministry to impart skills-related training to youth in the North-East region to boost their chances of finding jobs or starting their own enterprises. The YES project is being implemented by the Nehru Yuva Kendra Sangathan (NYKS) and benefit 8000 youth in 8 states in the North-East over a period of time.

The vocational training provided by the YES project would optimally utilize infrastructure of NSDC’s Partner institution and establish effective linkages with industry and the service sector for suitable placement of trainees.

Training for the YES project would be primarily through a classroom and the adoption of an experiential/activity based approach through practitioners who would be trained as trainers. Wherever possible, especially for the soft skills, remote learning technologies would be adopted (VSAT, IP based web conferencing, etc).

Association with Ministry of Social Justice and Empowerment

NSDC tied up with Association for Rehabilitation Under National Trust Initiative of Marketing (ARUNIM), an initiative of the National Trust, a statutory body under the Ministry of Social Justice and Empowerment, to empower and enable people with disabilities to participate in and contribute to the process of economic growth through a Business Plan competition titled the 'E3' (Economic, Enterprise, Empowerment) challenge.

NSDC decided to partner ARUNIM since the E3 initiative gelled nicely with our philosophy of making skills act as the catalyst for promoting the concept of inclusive growth, where opportunities of economic and social advancement are open to everybody.
Bridging the Connect
Edubridge

5 states - 200 villages – 3000 rural youth – 1 Need – Sustainable Livelihood.

This laid the foundation for the birth of Edubridge in October, 2009. Founded by a team of IIM students and professors with a deep rooted passion to make a significant social impact, Edubridge embarked on the skill development journey to ensure that the neglected section of our country’s workforce is made an integral part of India’s growth story over the next 10-15 years.

Coming from a background of working in elite companies and having studied at some of the premier institutions of the country, the founding team at Edubridge had no idea what was in store for them when they set out to realise their vision of being the “Connect between Rural India & Corporate India”. It was expected to be another challenge waiting to be overcome by the so-called crème de la crème of India.

However, the first few days of their mammoth survey provided them with a rude reality check of the ground level truth. All hypotheses & theories were thrown out of the window and the seemingly achievable vision suddenly felt insurmountable.

From that day to today, it has been a huge learning experience for the entire team at Edubridge. Old hypotheses have given way to new ones and then newer ones. But the perseverance and the passion of their team has now set them up to take rapid strides in the years to come towards realising their commonly shared vision of being the link that facilitates inclusive growth and brings Corporate India closer to Rural India and vice versa.

From being a one member organisation working out of a small house in Mumbai, Edubridge now is a 40 member organisation with offices across 5 locations in 3 states. They currently have 10 training centres across Tamil Nadu, Maharashtra & Karnataka with plans of ramping up to 20 within this calendar year itself. All their training centres are well equipped with state-of-the-art infrastructure to provide high quality experiential learning to each of the Edubrights (Edubridge students).

Edubridge training programmes follow the philosophy of “involve me and I will understand” in the manner in which the courses are taught. Films, videos, role plays and other demonstrative methods of training are used. The courses have been designed in conjunction with a leading player in all of the sectors that they cater to (Banking/Insurance/MFI/Retail/BPO/FMCG/Telecom) in order to ensure industry acceptability of the Edubrights. Month long training programmes that combine all the necessary skills required by their corporate clients along with job simulation exercises prepare the Edubright to perform from Day one and transform himself/herself into a productive human resource.

Edubridge is a small company with big dreams. They dream along with every Edubright and firmly believe in turning each dream into reality. The young and passionate team at Edubridge has set its sight on a dream of making one lakh dreams come true every year through 240 Skill Development centres and is now firmly on the path to turning them all into reality.
Sowing the Seeds of Success
Basix Academy for Building Lifelong Employability (B-ABLE)

BASIX Academy for Building Lifelong Employability Ltd (B-ABLE), an initiative for those whose schools could not complete their education, works towards enhancing the ability of the under-educated and the under-skilled to become self-employed, find meaningful work and continually upgrade their competencies by offering them technical, commercial and life skills.

B-ABLE is a subsidiary of BASICS Limited (www.basixindia.com), the pioneering organization in microfinance and livelihood promotion.

B-ABLE has conceived an innovative, sustainable, nation-wide model for building a high quality skilled workforce - both in the unorganized and the organized sectors. It provides market-driven, aspiration-based vocational education and training using technology and partnerships.

It achieves this by using the experience of BASIX as a pioneering innovation driven livelihood promotion organization, its mobilization capability and relationships in 40,200 villages in 21 states through its manpower base of 10,100 people.

B-ABLE launched its initiative in 2009 with a model skill training campus at Dehradun. Currently, more than 1000 students have completed or are undergoing training in about 20 courses in 25 centers located in the states of Rajasthan, Madhya Pradesh, Bihar, Uttar Pradesh, Uttarakhand, Sikkim, Maharashtra, Delhi and Meghalaya. In addition, pilot projects are underway in Punjab, Gujarat and Manipur.

B-ABLE has a vision of setting up 400 centers nationwide and skilling 10 lakh youth in 10 years. This year, B-ABLE plans to set up 100 centers with a manpower base of more than 800, extending its reach to 19 states and train about 8000 youth in more than 30 courses.

B-ABLE is targeting the following labor intensive sectors for building skills: Rural Farm & non-farm sector, Automobile, Hospitality & Tourism, Construction, Food Processing, Healthcare, and Banking, Insurance & Finance.
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.
Opportunity Knocks

Sher Singh, 22, was unemployed and idling at home when he heard about Empower Pragati’s skill development programme. In his own words, he says, “I was sleeping when my mother woke me up saying someone wants to talk to you about a job opportunity after attending a course. I had never thought I would be able to get any job and here they were talking about this fantastic chance.” Sher, who had just passed class 12, and whose family of 6 survived on a total income of about ₹12,000, said yes to the opportunity, initially a bit unbelievably. He came to the Empower centre where he was provided all details about the course. He then joined a 3-month course and obtained training in Customer Relations, Sales, English & Life Skills. After his training which lasted from January-April 2011, Sher Singh is today working with Reliance Fresh as a CSA (Customer Service Assistant) on a salary of ₹5300 per month. He thinks about the past and says “I wonder if this is really me, working as a salesman in this huge retail company!! I am truly thankful to Empower for making me believe in myself. That knock on the door changed my life.”
Expanding New Horizons

Mushtaq Ahmed was born and brought up in Kallakurichi, a small town 250 km from Chennai. His family comprises of five members. His father is a farmer, mother a housewife, a brother who works as a Fitter in Vijayawada, and a married sister. His brother funded his Graduation.

Mushtaq completed his B.Sc. Information Technology from Tiruchirapally National College in 2011 following which he was on the lookout for a job. While he did get an offer to work with a BPO, he did not take it since this would have required him to move to Chennai. He searched for jobs for two months until a friend of his informed him about TMI e2E Academy, an NSDC partner company.

He walked into the TMI e2E Academy office in Alwarpet, Chennai, and underwent pre-training counseling. TMI e2E shared with him details of the short-term 100% job guaranteed training course for Indian Immunologicals (IIL), the country’s premier vaccine manufacturer.

Mushtaq applied for this course and post assessment, was selected for the training course. Mushtaq always knew that he required additional training to get a better job and start at a higher bracket with a good employer. He managed to fund the student fee component of Rs 8825 and underwent the 24-days training for IIL. His family supported his decision.

Mushtaq put in a lot of hard work during the training programme and cleared IIL’s final assessments. He joined on 18th July 2011 and now works with Indian Immunologicals.

Mushtaq agrees that the job with IIL is not easy. He needs to interact daily with highly educated doctors and consult them on various vaccines and other products. The TMI training helped him by giving a jump start to his career.
NSDC has received a very good response from both established business groups and start-up ventures who have enthusiastically embraced the cause of skilling by starting sustainable training ventures aimed at creating a cutting-edge workforce. Several blue chip organizations have become NSDC Partners and have either commenced operations or are in the process of doing so. Many of the students trained by these enterprises have already found well-paying jobs in the organized sector.

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) on September 20, 2010. 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.
TIE-UPS WITH NGOS AND EDUCATIONAL INSTITUTIONS

Non-government organizations and educational bodies have established linkages with the NSDC for setting up skill development centers in rural and remote locations, as well as in some of the most disturbed parts of the country, to equip people in these areas with the requisite skills that would help them find jobs or become self-employed.

Coming Together: Pratham Education Foundation CEO & President Dr Madhav Chavan (Left) and NSDC CEO & MD Mr Dilip Chenoy exchange copies of the agreement between NSDC and Pratham. NSDC is funding Pratham to skill 1.69 million youth over a 10-year span.
TIE-UPS WITH INDUSTRY BODIES

Gems & Jewellery Export Promotion Council
NSDC has funded a project being run by the Gems & Jewellery Export Promotion Council to impart training in jewellery design and stone cutting, and award diplomas in jewellery making. The Jaipur-based venture would skill 18,000 students over a 10-year span. The project would target both school drop-outs and graduates who want to find employment or start businesses of their own in the gems and jewellery arena. The project is being implemented by the Indian Institute for Gems and Jewellery.

Confederation of Real Estate Developers Associations of India
NSDC has funded a project by the Confederation of Real Estate Developers Associations of India to skill migrant labour in Pune. The project envisages training being provided at the construction site and workers being paid during the training. Wage, material and costs of consumables would be borne by industry during the training period.
Business Updates

What’s Changed?
What Hasn’t?
COMMUNICATION & AWARENESS BUILDING

NSDC has stepped up its communication efforts to ensure that all stakeholders – the prospective trainee, the social milieu of which the trainee is a part, companies which want to hire skilled workers or firms which want to start training ventures, the government, and the media – are aligned with the organization's mission of promoting the pursuit of skills to enable the country to achieve a faster and balanced economic growth.

Apart from introducing a monthly e-Newsletter highlighting the latest developments at NSDC and the world of skilling, the organization's website has been revamped with more content added to make it more relevant for stakeholders. Separate links have been created on the NSDC website for the organization's skills initiative in Jammu & Kashmir termed 'Udaan', for Sector Skill Councils, as well as the WorldSkills Competition where NSDC is spearheading the India challenge this time around.

NSDC has increased its engagements with the media – be it print, electronic or the web – to ensure that stakeholders get a true and complete picture of how the organization is going about its task. Media reports on NSDC are regularly uploaded on the organization's website.
Newsletters

New Links on Website
WorldSkills Competition

The National Skill Development Corporation is all set to lead India's charge at the 2011 WorldSkills Competition scheduled for October 5-8, in London.

World Skills International is a unique, not-for-profit, international membership organization with a mission to raise the status and standards of vocational skills and training worldwide. Its principal activity is organizing the World Skills Competition in a different member country every two years. Its current membership is 53.

NSDC has joined hands with NASSCOM, CII, FICCI, SIAM, GJPEC and YLG Salon & Spa for a nationwide search for skilled and talented youth, who will get the opportunity to represent the country at the WorldSkills Competition 2011 in London, from October 5 to 8, 2011.

"The WorldSkills Competition fits in excellently with our objective of glorifying skills and making youth aspire for them," NSDC CEO & Managing Director Dilip Chenoy said. "We are hopeful that our participants will put up a good show in London and serve as excellent brand ambassadors not just to their immediate community, but to youth nationwide," he added.

NSDC is in regular touch with Partner institutions on how India's participation at WorldSkills could be leveraged to glorify the pursuit of skilling in this country. A separate link on WorldSkills has been created on the NSDC website www.nsdcindia.org to provide details on NSDC's involvement with WorldSkills. A presence on the social web - Facebook page and Twitter identity for WorldSkills India - has also been established to create a buzz around the event.
Partner Meets

**Done Deal:** (From left) JobSkills CEO Mahesh Muzumdar, JobCorp co-founder Lathika Pai, NSDC CEO & MD Dilip Chenoy, JobCorp co-founder Ravina Raj Kohli and JobCorp Director Romi Malhotra after the signing of the agreement between JobSkills and NSDC. A subsidiary of JobCorp, JobSkills will train 1.7 million youth in 10 years.

**NEW HORIZONS:** (From left) Honda Motor Car Co official Raman Kumar Sharma representing Automotive Skill Development Council and NSDC CEO & MD Dilip Chenoy at the signing of the agreement between ASDC and NSDC.

**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.

**DOING ITS BIT:** (From left) Technable Solutions Director Santanu Bhattacharjee and NSDC CEO & MD Dilip Chenoy at an event to announce the alliance between Britti Prosikshan and the NSDC. An arm of Technable, Britti Prosikshan proposes to train one lakh youth of West Bengal in diverse trades over a 10-year span to make them job-ready or become self-employed. NSDC has provided a soft loan to Britti Prosikshan for the skills initiative.
Media

‘Skilling’ latest biz mantra as top CEOs quit jobs to provide training

PVAIDPAVANATHAN IYER
NEW DELHI, APRIL 17

“SKILLING”, or providing skills to improve employability, is the latest business opportunity that CEOs with an entrepreneurial streak are trying to tap. Many CEOs, largely from the services sector, have quit their super-income jobs to train a burgeoning number of Indians so that they get decent employment.

From Bharti Airtel’s former CEO Rajiv Sharma to Star News former president Ravina Raj Kohli, “skilling” is turning out to be the latest draw for corporate hotshots. “In the six years as head of India operations of US-headquartered

eXtSpirit that offers a 90-day module to graduates and places them with banks and IT companies, India’s job market is unique — demand keeps growing, supply too remains high, but capability of those looking for employment is poor. It is this gap that India Inc CEOs are trying to bridge. And this definitely not about charity. The corporate honchos realise it makes sense, commercially and even socially, only if the business can be scaled up. Government-backed initiatives like the National Skill Development Corporation, which funds companies with scalable project ideas, are also doing their bit to

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Showcasing India’s skills

SKILLFUL Participants in the mould-making section of the National Skills Competition held in Guwahati on Thursday.

M. NANDAKUMAR\n
GUWAHATI: Participants from the mould-making section of the National Skills Competition held in Guwahati on Thursday.

The National Skill Development Corporation, a public sector undertaking under the Ministry of Labour and Employment, is currently conducting the National Skill Competition in various fields across the country to identify the best in the industry.

The competition is aimed at identifying skilled workers across various sectors and promoting the skilling of youth in India.

Any questions to prepare?

You need at least a year to prepare for the competition and gain confidence and you can also take a self-assessment test to boost your morale.

The National Skill Development Corporation (NSDC) is a public sector undertaking under the Ministry of Labour and Employment.

Gun’s done, butter’s better

How do you keep the Miaomao from getting new recruits? A number of institutes are showing the way — they’re imparting vocational skills to underprivileged tribal youths in the tribal areas of Orissa, says Prasun Chaudhary.

7Days

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Communications Campaign on Glorifying Skills

NSDC is working closely with the Office of the Skills Advisor to the Prime Minister, the Prime Minister’s Office, and some of the best brains in the advertising and communications arena, to come up with a pan-India Communications Campaign to make people take pride in being a skilled worker. The soon-to-be-launched Campaign will focus on how a skilled workforce is critical for India to leverage its demographic advantage for achieving a faster and well-rounded economic growth and remove the perception that exists in some quarters that skills training is only intended for those who could not make it in the formal education system.
BUSINESS DEVELOPMENT

NSDC has evolved a focused strategy for reaching out to large, medium and small enterprises keen on making their presence felt in the skills space. Presentations highlighting how these organizations could gain by partnering NSDC in skills development initiatives have been made to a clutch of MNCs, blue chip Indian corporate houses, technology behemoths and start-up enterprises. Meetings have been held with several marquee names in the world of business, that include the Tatas, Hindustan Lever, Coke, Pepsi, Avantha Group, Asian Paints, Volkswagen, Infosys and Genpact to identify opportunities of working together.

Interactions with industry bodies have been stepped up, with numerous presentations made to key institutions that include CII, Confederation of Real Estate Developers Associations of India (CREDAI), FICCI, PHD Chamber of Commerce and Industry, NASSCOM and Retailers Association of India.

Engagements with leading agencies, that include the World Bank, Asian Development Bank, United Nations Development Programme (UNDP), International Labour Organisation (ILO), iMOVE of Germany, UK’s Department for International Development (DFID), UKCES and UKIERI, and Austrade have gained pace to ensure that best practices in the skills arena could be introduced in India.

NSDC has held meetings with several Central ministries such as Home Affairs, New & Renewable Energy, Food Processing, Rural Development, Micro, Small and Medium Enterprises (MSME), Social Justice & Empowerment, and Tourism for ensuring that the Prime Minister’s goal of skilling 500 million people by 2022 is achieved. Discussions have also been held with teams from Australia, Canada, New Zealand, Switzerland, and the United States, as well as different state governments, which include Bihar and Haryana, about collaborations in the fields of vocational education and training.

NSDC has been working closely with the Prime Minister’s Council on Skill Development, Skills Advisor to the Prime Minister, Mr S Ramadorai, Prime Minister’s Office and Planning Commission to establish a vibrant institutional framework for promoting the cause of skill development.

NSDC has, moreover, associated with a large number of prestigious forums, which include the UK-India Economic and Financial Dialogue, Aspen Institute India, CII National Council on Skill Development, World Education Summit, and Indian Management Conclave, as part of its endeavor to create a skills ecosystem in the country.
NSDC has strengthened its project evaluation, approval and monitoring mechanism with Proposers now being asked to mandatorily submit a declaration, along with other requisite documents, affirming that they are complying with all applicable regulations, including but not limited to labor, environment, tax and industrial laws. The prospective Partner also has to certify that it has taken steps to ensure that neither the enterprise nor any person acting on its behalf will engage in or has engaged in any corrupt, fraudulent, coercive, undesirable or restrictive practice.

The Proposal Approval Committee (PAC) has been reconstituted with Mr Rajesh Khullar, Joint Secretary (I&I Division), in the Ministry of Finance, joining as a Member. Currently, the PAC Members are:

- Mr Rajesh Khullar – Joint Secretary (I&I Division), Ministry of Finance
- Mr Rajesh Srivastava - Chairman & Managing Director, Rabo Equity Advisors (A subsidiary of Rabobank)
- Mr Rakesh Jinsi - National Director, SOS Children's Villages of India
- Ms Vineeta Shanker - Executive Director, Sasakawa India Leprosy Foundation
- Mr Krishan Kalra - Ex-Secretary General, PHD Chamber of Commerce and Industry

NSDC has evolved a monthly MIS dashboard so that it is always in a position to find out how the Partners are faring. There are monthly interactions with CEOs of NSDC Partner institutions to get details on their progress.

Partners have to send quarterly reports listing out how the NSDC funds have been spent and whether the utilization is in consonance with the norms which have been laid down by the NSDC. Financial details contained in such statements have to be certified by a chartered accountant.

NSDC has entered into arrangements with independent monitoring agencies to undertake process audits and make random visits to centers run by NSDC Partners to find out whether these are operating as claimed by the Partners. NSDC Staff are also conducting field visits for this purpose.

NSDC is insisting on Partners providing us names and contact details of the people they have trained so that we can get in touch with the trainees directly to check the authenticity of the claims made by the funded institutions. NSDC, moreover, is working closely with the Prime Minister's Council on Skill Development to develop an online monitoring system.
SPECIAL INITIATIVES

Udaan

UDAAN is a special initiative between Industry, NSDC and the youth of Jammu and Kashmir focused on encouraging youth to get exposure to new skills and leverage existing expertise in areas like handicrafts etc.

Corporates will join hands with NSDC on programmes of duration ideally between 3 and 12 months, that will induct graduates and post graduates from Jammu and Kashmir, for skilling and consequently employment or self-employment.

Udaan will provide skills and consequently employment to 8000 youth from Jammu and Kashmir per annum over a 5 year period in key high growth sectors. The programme is targeted at providing well-paying jobs to the trained manpower. It calls for organizations from across the country to select deserving students from the state, provide for training and place them either within their organization or outside or enable them to become entrepreneurs.

Bihar

Our Chairman Mr M.V. Subbiah met Mr Nitish Kumar, Chief Minister of Bihar. There was an agreement that NSDC and BBOSE (Bihar Board of Open Schooling and Examinations) would work together in creating an ecosystem that would facilitate skill development in the state. It was also agreed to explore the possibility of introducing a voucher for skill development. This is a very positive development and would lead to increased opportunity to skill persons in Bihar.

Business Plan Competition

NSDC has joined hands with the India@75 Initiative of the Confederation of Indian Industry (CII) to organize ‘Power to Empower’ – India’s 1st Enterprise Plan competition focusing on promoting innovative and sustainable solutions within the Skills Ecosystem in India. The eventual objective of the Competition is to reach out to entrepreneurs at the grassroots nationwide who have mastered the local context of skill building and only need the right push to scale up operations. ISB is the Knowledge Partner and Ernst & Young is the Process Partner for ‘Power to Empower’.

Construct of the Programme
STATUS OF PROPOSALS

NSDC has so far approved 39 proposals, including six proposals for setting up Sector Skill Councils, involving a total financial commitment of ₹1019.82 crore. Out of these, 21 proposals, involving a total financial commitment of ₹549.57 crore, have so far been funded. A sum of ₹115.46 crore has so far been disbursed. The salient features of proposals approved and funded by NSDC so far are as under:

<table>
<thead>
<tr>
<th>Proposals</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Districts Covered by NSDC Partners</td>
<td>167*</td>
</tr>
<tr>
<td>Number of Centres, including Mobile Centres, of NSDC Partners</td>
<td>904*</td>
</tr>
<tr>
<td>Number of People Trained by NSDC Partners</td>
<td>20,000+**</td>
</tr>
</tbody>
</table>

*As of July 31, 2011
**As of March 31, 2011
Proposals Approved and Funded by NSDC

<table>
<thead>
<tr>
<th>S.N</th>
<th>Proposal Name</th>
<th>Total project Cost (in Rs crore)</th>
<th>Funding Requirement from NSDC</th>
<th>Estimated No of people to be trained in Year 1</th>
<th>Training Capacity created (p.a.)</th>
<th>Total No of people to be trained over 10 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indian Institute for Gems and Jewellery, Jaipur</td>
<td>11.14</td>
<td>5.38</td>
<td>500</td>
<td>2000</td>
<td>18000</td>
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<tr>
<td>2</td>
<td>BASIX Academy for Building Lifelong Employability Limited (B-ABLE)</td>
<td>33.18</td>
<td>30.3</td>
<td>900</td>
<td>192000</td>
<td>1000000</td>
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<tr>
<td>3</td>
<td>Gram Tarang Employability Training Services Private Limited</td>
<td>14.5</td>
<td>10</td>
<td>700</td>
<td>10000</td>
<td>45000</td>
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<td>4</td>
<td>Indigram Skill &amp; Knowledge Initiatives Private Limited</td>
<td>22</td>
<td>18.9</td>
<td>7875</td>
<td>124000</td>
<td>745000</td>
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<td>5</td>
<td>International Association for Human Values (IAHV) (an NGO)</td>
<td>0.51</td>
<td>0.49</td>
<td>170</td>
<td>-</td>
<td>NA</td>
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<td>6</td>
<td>EdubridgeLearning Pvt. Ltd. (ELPL)</td>
<td>5.40</td>
<td>3.20</td>
<td>4800</td>
<td>102400</td>
<td>704000</td>
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<td>7</td>
<td>Empower Pragati Vocational &amp; Staffing</td>
<td>26.06</td>
<td>18.98</td>
<td>2740</td>
<td>515000</td>
<td>2080000</td>
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<td>8</td>
<td>GRAS Hospitality Services Ltd.</td>
<td>80.00</td>
<td>62.00</td>
<td>17500</td>
<td>171000</td>
<td>1300000</td>
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<tr>
<td>9</td>
<td>iSTAR Skill Development Private Limited (ISDPL)</td>
<td>1.32</td>
<td>1.00</td>
<td>840</td>
<td>1800</td>
<td>125000</td>
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<td>10</td>
<td>Pratham Education Foundation, a 'not for-profit' entity</td>
<td>23.00</td>
<td>10.60</td>
<td>64000</td>
<td>191000</td>
<td>1690000</td>
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<tr>
<td>11</td>
<td>Centum - Work Skills</td>
<td>16.15</td>
<td>13.3</td>
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<td>3000000</td>
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<td>12</td>
<td>IL&amp;FS Cluster Development Initiative Limited (IL&amp;FS CDI)</td>
<td>216.82</td>
<td>159.78</td>
<td>10825</td>
<td>283000</td>
<td>1960000</td>
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<td>13</td>
<td>Indian Institute of Skill Development Pvt. Ltd. (IISD)</td>
<td>16.35</td>
<td>12.00</td>
<td>780</td>
<td>47581</td>
<td>240500</td>
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<tr>
<td>14</td>
<td>Association for Rehabilitation Under National Trust Initiative of Marketing (ARUNIM)</td>
<td>0.26</td>
<td>0.26</td>
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<tr>
<td>15</td>
<td>Globsyn Technologies Ltd.</td>
<td>12.51</td>
<td>9.38</td>
<td>9900</td>
<td>49500</td>
<td>352000</td>
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<td>16</td>
<td>Talent Sprint Education Services Private Limited</td>
<td>15.00</td>
<td>10.00</td>
<td>882</td>
<td>159622</td>
<td>516156</td>
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<tr>
<td>17</td>
<td>TMI Input &amp; Service Pvt. Ltd.</td>
<td>29.21</td>
<td>24.10</td>
<td>17400</td>
<td>88755</td>
<td>526000</td>
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<tr>
<td>18</td>
<td>Everonn Skill Development Limited</td>
<td>153.76</td>
<td>115.49</td>
<td>315000</td>
<td>1850000</td>
<td>11700000</td>
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<tr>
<td>19</td>
<td>Job Corp Solutions Private Limited</td>
<td>24.70</td>
<td>18.40</td>
<td>5153</td>
<td>535179</td>
<td>1748000</td>
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<td>20</td>
<td>Confederation of Real Estate Developers Association of India (CREDAI)</td>
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<td>18.53</td>
<td>4320</td>
<td>8640</td>
<td>367000</td>
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<tr>
<td>21</td>
<td>Laqsh Job Skills Academy Private Limited</td>
<td>10.00</td>
<td>7.48</td>
<td>291</td>
<td>326686</td>
<td>1054144</td>
</tr>
</tbody>
</table>
Industry interest in setting up Sector Skill Councils has gained pace, with several segments within the manufacturing domain keen to align with the NSDC to ensure that the dearth of quality manpower across levels does not prove an impediment to growth. Due diligence is currently underway on several proposals for SSCs in the Gems and Jewellery, Foundry, Electronic Hardware, Banking, Financial Services and Insurance and Healthcare.

Six Sector Skill Councils (SSCs) have now been approved by NSDC Board, and are at various stages of formation. Agreements have been signed between NSDC and the Auto and Security SSCs. These Sector Skill Councils are slowly and gradually making their presence felt in their respective industry Sectors.

The first task before them is to define Standards for each occupation within the Sector.

Advocacy efforts have been stepped up to ensure greater buy-in for SSCs among various corporate groups.

NSDC, in association with Ernst & Young, organized a seminar on Labour Market Information Systems (LMIS) to gather industry and stakeholder feedback on a suitable LMIS framework for India. Apart from industry representatives and NSDC Partners, the programme was also attended by key officials of the government. As per the National Skills Policy, one of the mandates of SSCs is to set up a LMIS to assist in the planning and delivery of training.

NSDC is, moreover, collaborating with different ministries of the Government of India on devising a National Vocational Education Qualification Framework that seeks to integrate vocational education with formal education. NSDC will play a key role in the pilot project aimed at checking out an effective delivery model for the NVEQF.
### GEOGRAPHICAL REACH

**State-wise, District-wise Spread of NSDC Centers by 2012**

<table>
<thead>
<tr>
<th>States</th>
<th>Districts</th>
<th>Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>AP</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Arunachal</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Assam</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td>Bihar</td>
<td>38</td>
<td>7</td>
</tr>
<tr>
<td>Chattisgarh</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Delhi</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Haryana</td>
<td>21</td>
<td>10</td>
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<td>11</td>
</tr>
<tr>
<td>GOA</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Gujarat</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>J&amp;K</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>24</td>
<td>8</td>
</tr>
<tr>
<td>Karnataka</td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td>Kerala</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>MP</td>
<td>50</td>
<td>22</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>35</td>
<td>31</td>
</tr>
<tr>
<td>Manipur</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Meghayala</td>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>States</th>
<th>Districts</th>
<th>Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mizoram</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Nagaland</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Orissa</td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td>Pondichery</td>
<td>4</td>
<td>1</td>
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<tr>
<td>Punjab</td>
<td>20</td>
<td>16</td>
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<tr>
<td>Rajasthan</td>
<td>33</td>
<td>15</td>
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<tr>
<td>Sikkim</td>
<td>4</td>
<td>1</td>
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<tr>
<td>TN</td>
<td>32</td>
<td>22</td>
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<tr>
<td>Tripura</td>
<td>4</td>
<td>1</td>
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<tr>
<td>UP</td>
<td>71</td>
<td>32</td>
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<tr>
<td>Uttr</td>
<td>13</td>
<td>8</td>
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<tr>
<td>WB</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>Andaman</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Chandigarh</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Dadra</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Daman&amp;Diu</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Lakshdweep</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>649</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>

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Financial Reach

NSDC has taken several key initiatives to ensure that the pursuit of skills by prospective trainees is not hindered by their inability to pay the course fee. The organization has already signed an agreement with the Central Bank of India (CBI) by virtue of which students at NSDC-funded institutions can avail skill loans from the CBI. Discussions are on with other state-run banks on a suitable financing model for vocational education and training courses that would enable people at the bottom of the pyramid to enroll at skills development centers in larger numbers. NSDC Partners in many instances have also entered into arrangements with corporate groups on enterprises refunding the course fee of trainees after a certain minimum year of service in those enterprises. NSDC has also conducted a study on financing mechanisms for vocational loans in association with the Indian School of Business.

Skills Studies

NSDC has commissioned several studies to determine the requirement of skills-related training in different segments and assess how the organization could play a part in plugging the skills gap that exists. A skills gap study has been initiated for the Infrastructure sector. Institute of Applied Manpower Research is conducting a pilot of a district-wise skills gap survey. District-wise skills gap studies are already on for Orissa and the 8 states in the North-East. MART has conducted a qualitative study on developing the skills of trainers in vocational employability for key sectors such as banking, financial services and insurance, building and construction, gems and jewellery, organised retail, textile and clothing, and tourism and hospitality.
ABOUT NSDC
Mr M V Subbiah – Former Chairman, Murugappa Group
Mr Dilip H M Chenoy – Managing Director & Chief Executive Officer, National Skill Development Corporation
Mr Uday Kumar Varma – Secretary, Ministry of Micro, Small and Medium Enterprises
Mr P C Chaturvedi – Secretary, Ministry of Labour & Employment
Mr Bimal Julka - Director General (D o C), Department of Economic Affairs, Ministry of Finance
Mr Rajya Vardhan Kanoria - Senior Vice-President, Federation of Indian Chambers of Commerce & Industry (FICCI)
Mr Cherabuddi Shekhar Reddy - Vice-President, Confederation of Real Estate Developers Associations of India (CREDAI)
Mr Shishir Jaipuria - Chairman, Confederation of Indian Textile Industry (CITI)
Mr Vasant S. Mehta - Nominee of Gems & Jewellery Export Promotion Council (GJEPC)
Mr Habib Hussain - Nominee of Council for Leather Exports (CLE)
Mr G P Srivastava - Senior Advisor, The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
Mr Prakash Manjanath Telang – Nominee of Confederation of Indian Industry (CII)
Mr Lakshmi Narayanan Natarajan – Former Chairman, NASSCOM
Mr Kumar P Gera – Chairman, Confederation of Real Estate Developers Associations of India (from September 15, 2008 to July 29, 2011)
Mr Anurag Jain – Nominee of Federation of Indian Chambers of Commerce & Industry (from November 03, 2008 to July 29, 2011)
Mr D S Rawat – Secretary General, The Associated Chambers of Commerce and Industry of India (from July 23, 2009 to December 02, 2010)
Mr Harsh Manglik – Nominee of NASSCOM (from January 13, 2011 to May 13, 2011)
Mr Syamal Gupta – Nominee of Confederation of Indian Industry (from March 30, 2010 to July 29, 2011)
TEAM
NSDC

Bonding together
NSDC staff at an offsite function on October 22, 2010

<table>
<thead>
<tr>
<th>Ashish Tyagi</th>
<th>Kousik Chattopadhyay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basab Banerjee</td>
<td>Leena De Chakravarty</td>
</tr>
<tr>
<td>Bhavna Chopra</td>
<td>Ranjan Choudhury</td>
</tr>
<tr>
<td>Dipra Mukhopadhyay</td>
<td>Ranjini Vaidyanathan</td>
</tr>
<tr>
<td>Gouri Gupta</td>
<td>Ravi Shanker Verma – Company Secretary</td>
</tr>
<tr>
<td>Indira Thakur</td>
<td>Sanjay Kumar Ray</td>
</tr>
<tr>
<td>Jaikant Singh</td>
<td>Sumali Moitra</td>
</tr>
<tr>
<td>Kiran Jyot Chhabra</td>
<td>Yuvaraj Galada – till March 2011</td>
</tr>
</tbody>
</table>

*As on September 01, 2011

Auditor
V. Sankar Aiyar & Co.
Chartered Accountants
Flat Nos. 301, 202 & 203
Satyam Cinema Complex,
Ranjit Nagar Community Centre
New Delhi – 110008