



N • S • D • C  
National  
Skill Development  
Corporation



18<sup>TH</sup>

NATIONAL CONFERENCE  
ON e-GOVERNANCE

30<sup>TH</sup> & 31<sup>ST</sup> JANUARY 2015

# Skill Development & Employability

Dilip Chenoy, CEO & MD

31<sup>st</sup> Jan 2015, Gandhinagar



# An **Integral** Driver to Development

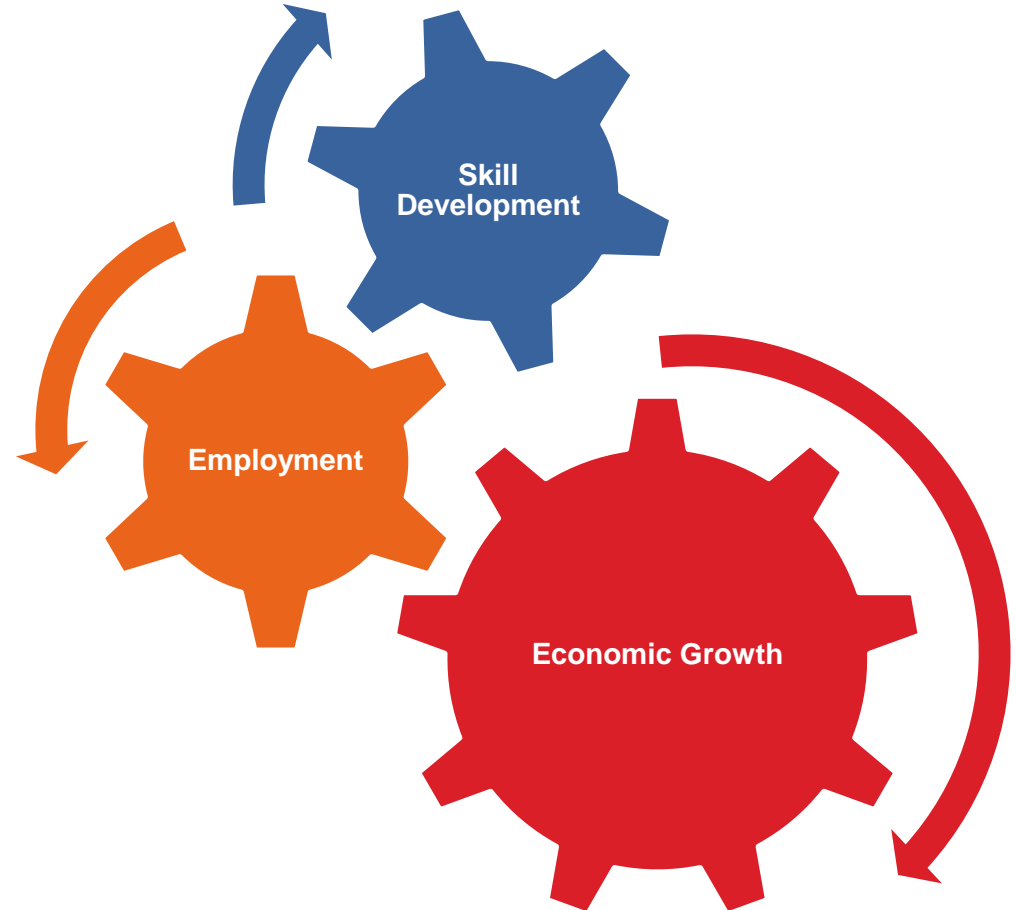


*I have always said that development process should benefit the common man as well as the business sector.*

*Therefore, my Government has established a new Ministry for skill development to enhance our human resource potential....If our human resource can be equipped with skills & technology, we may serve the world in many areas.*

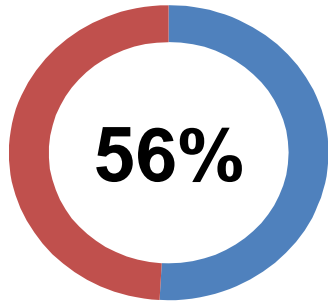
— at the Vibrant Gujarat Global Summit, 11<sup>th</sup> Jan 2015

*A lever that will kick start & drive Indian Industry's competitive landscape*

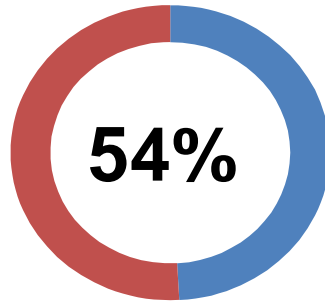


# Youth, Educators & Employers Living in Parallel Universes

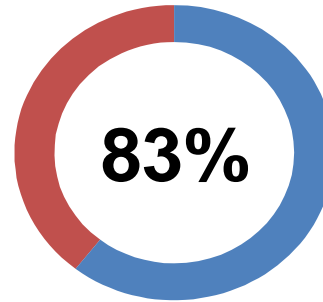
## Mismatch between education, skill training and employment



**Drop-out** in high school to higher education

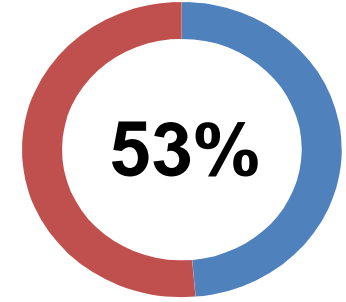


**Youth** believe post-secondary studies improved their employment opportunities

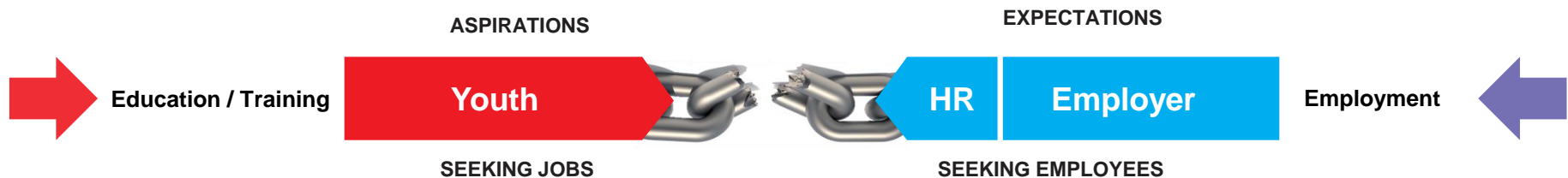


**Educationalists** believe new graduates are ready to work in industry

## Only a fraction of people employed trained appropriately



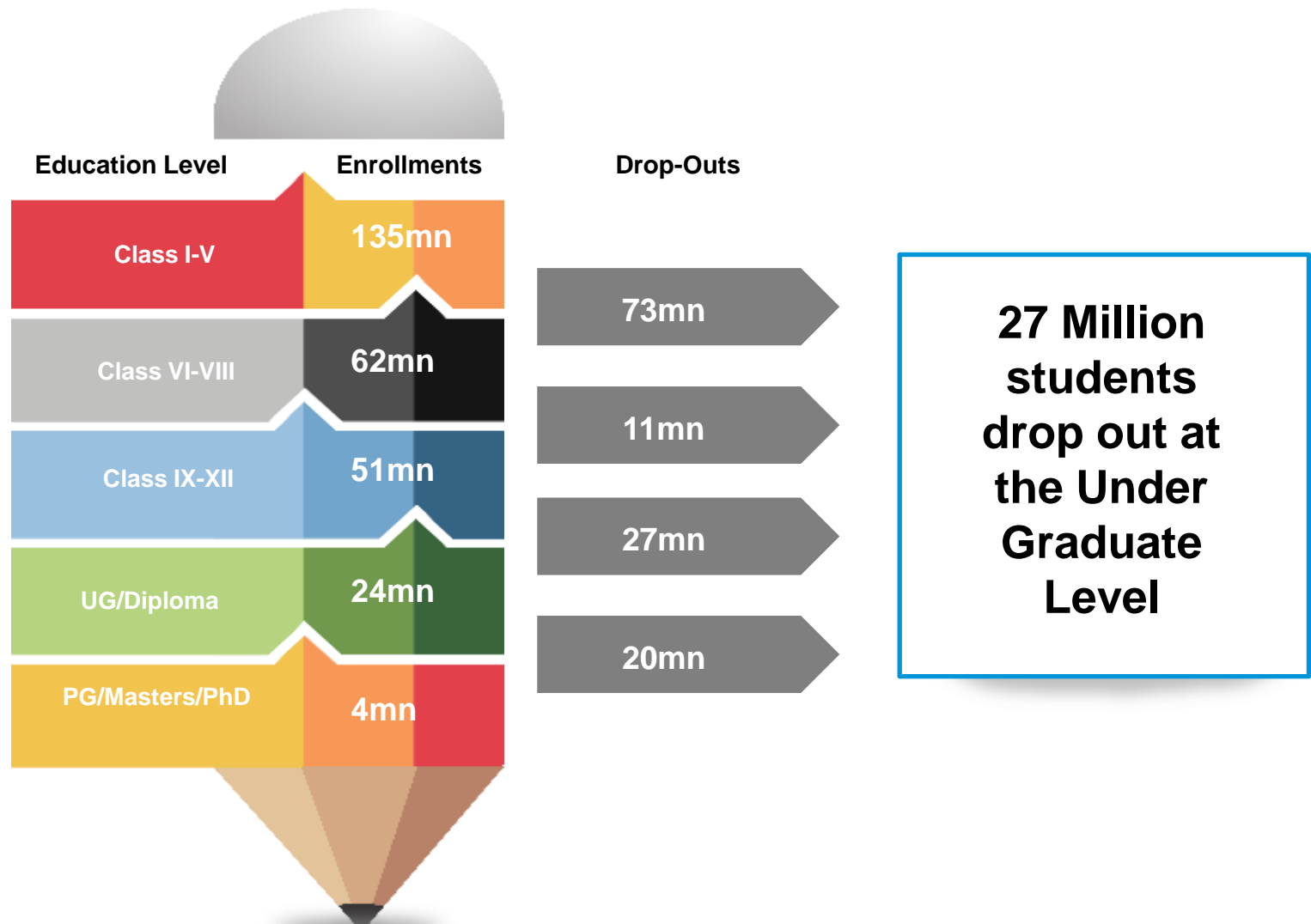
**Employers** say skill shortage is a leading reason for entry level vacancies



Source: McKinsey Education to Employment report

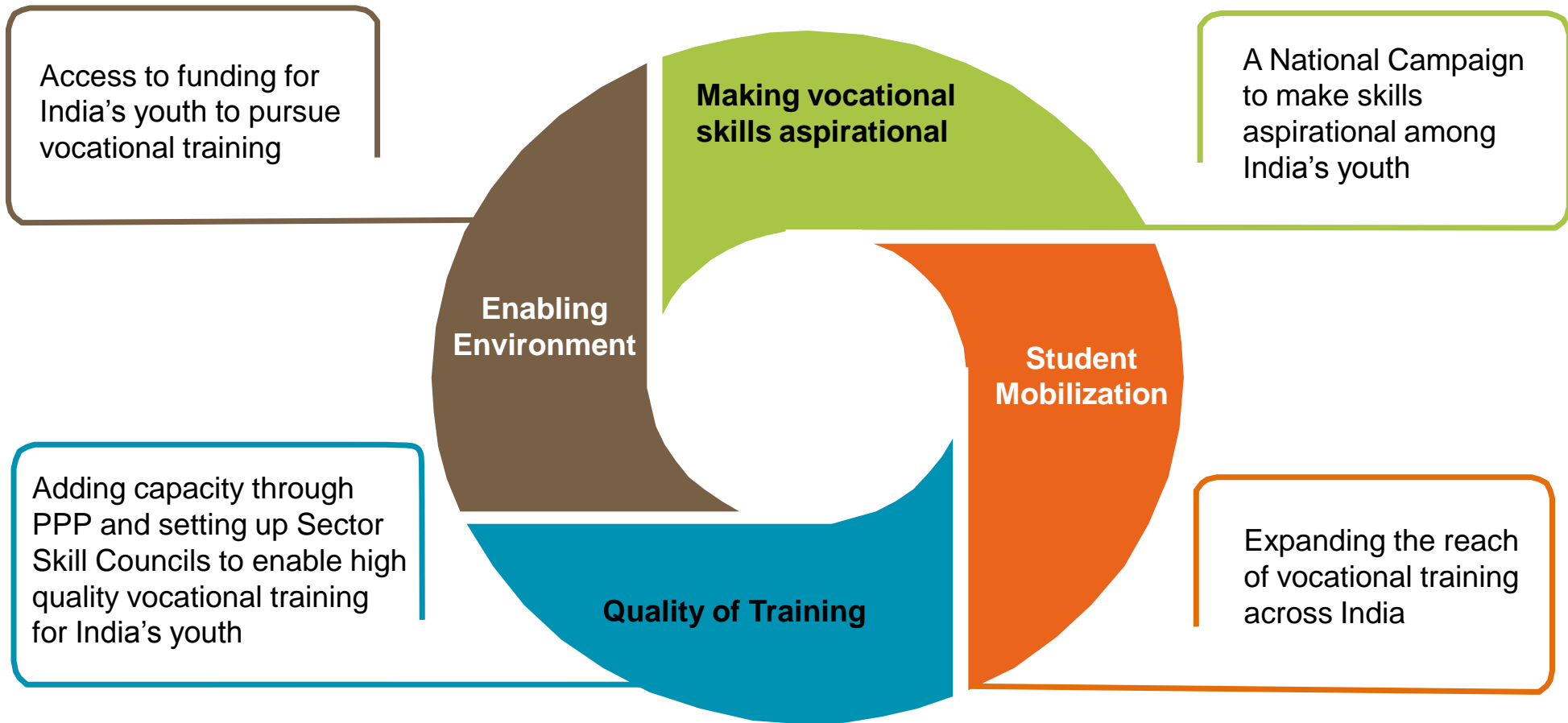
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# Drop Outs Across The System an Added Challenge

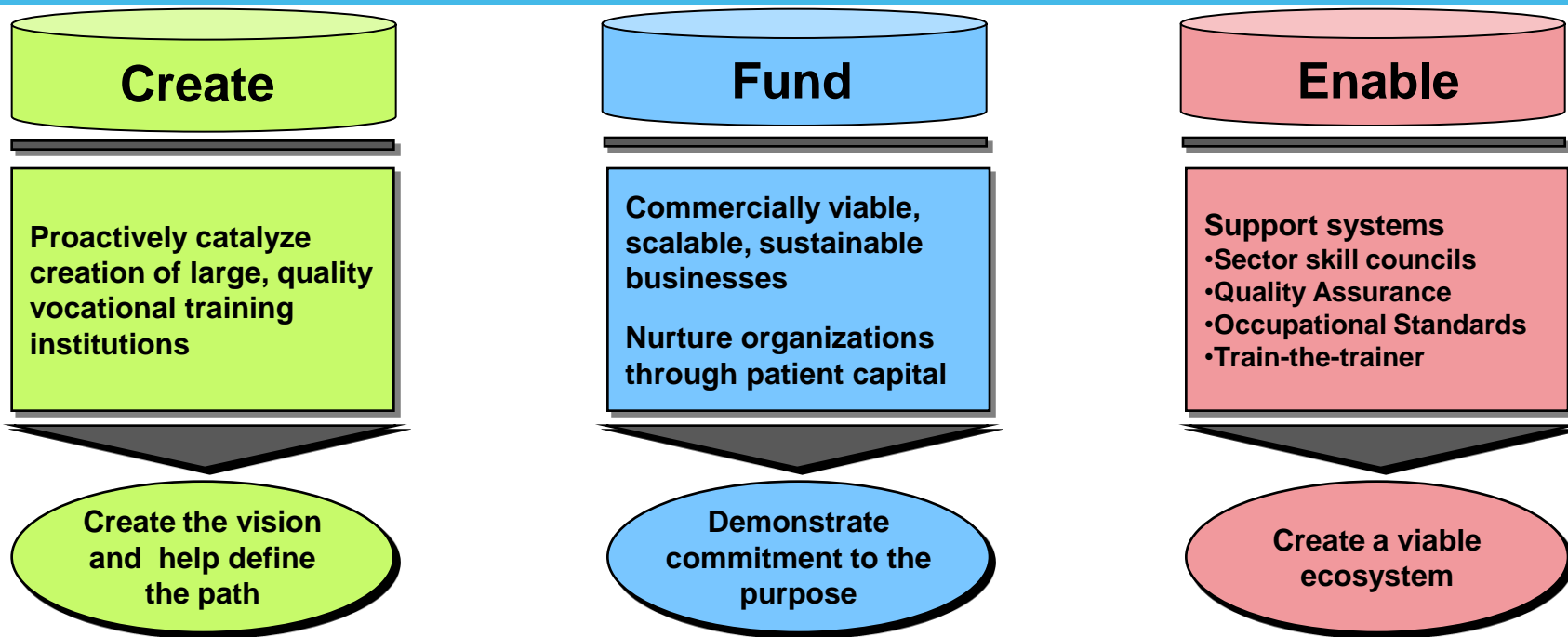


**Skill Development** needed for **sustainable** and more **inclusive** development

# The 4 **Big Challenges** Confronting Skill Development



# NSDC: 3 pronged **strategy** to catalyse **private sector initiatives**



Public-Private Partnership. Equity base Rs 10 crore (Government of India 49%, Private Sector 51%)

Private-sector shareholders include 10 business chambers & industry associations (5.1% shareholding each):

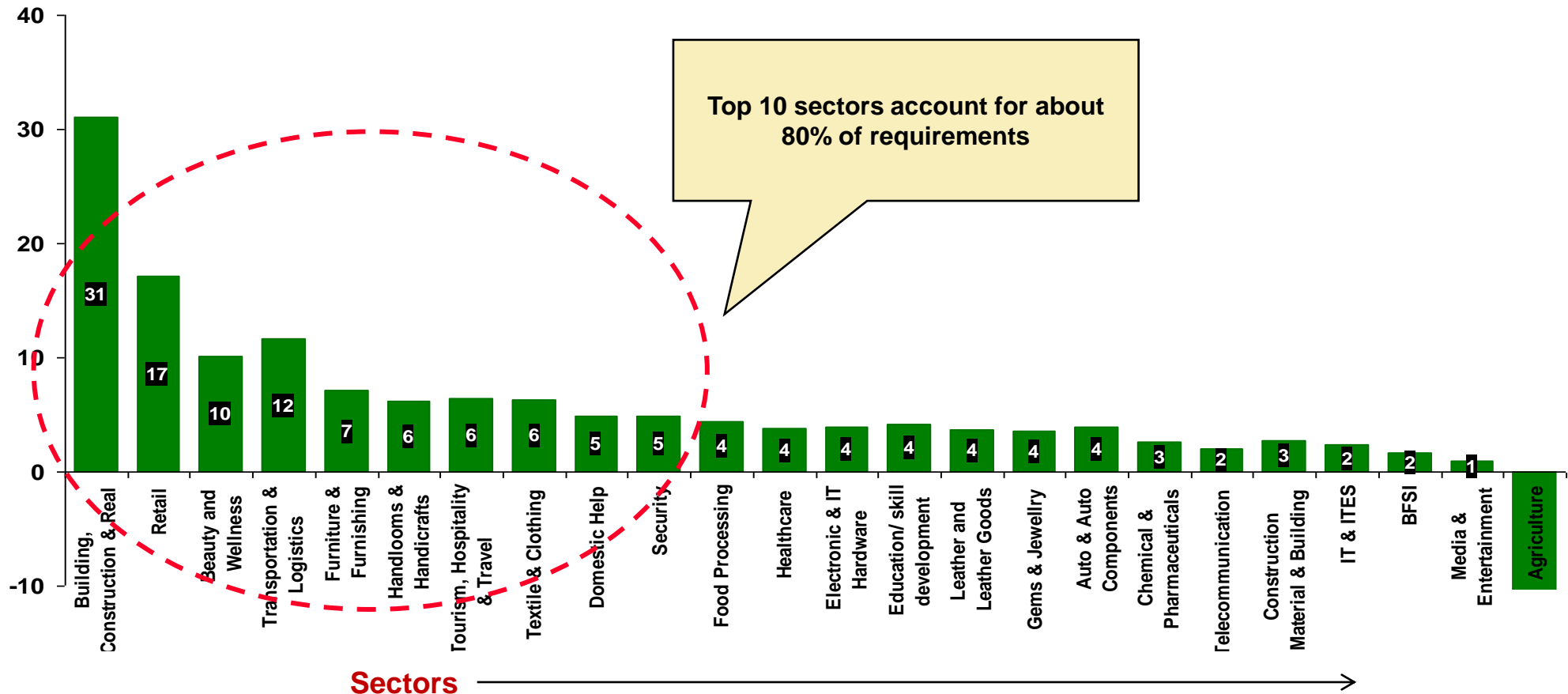
- |   |   |
|---|---|
| 1. Federation of Indian Chambers of Commerce and Industry (FICCI)   | 6. Confederation of Real Estate Developers Associations of India (CREDAI) |
| 2. Associated Chambers of Commerce and Industry of India (ASSOCHAM) | 7. Gems and Jewellery Export Promotion Council (GJEPC)                    |
| 3. Confederation of Indian Industry (CII)                           | 8. Confederation of Indian Textile Industry (CITI)                        |
| 4. National Association of Software & Services Companies (NASSCOM)  | 9. Council for Leather Exports (CLE)                                      |
| 5. Society of Indian Automobile Manufacturers (SIAM)                | 10. Retailers Association of India (RAI)                                  |



# Skill Gaps

## Sectorial Employment & Growth Opportunities

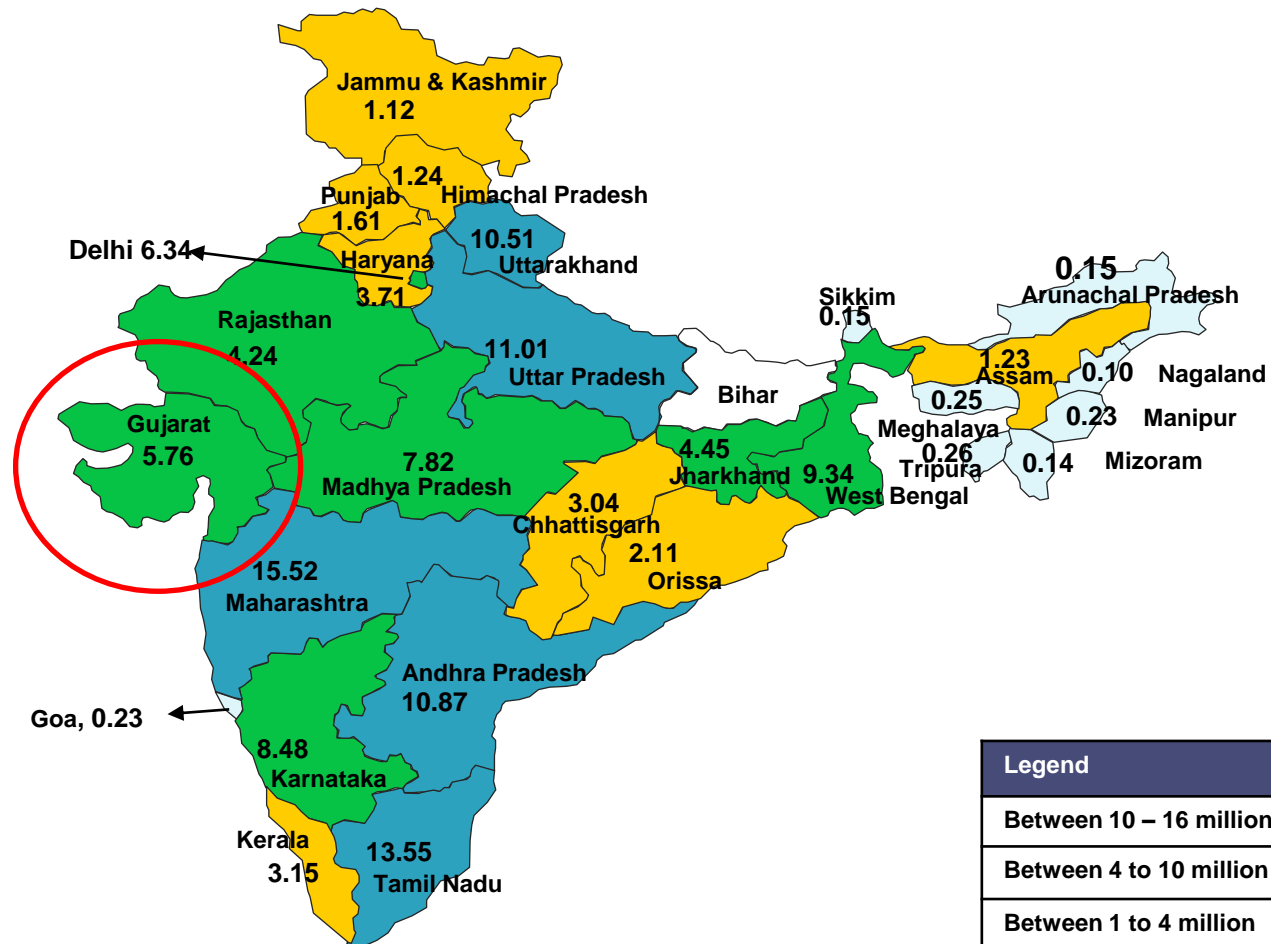
Incremental Human Resource Requirements  
by Sector between 2013-22 (In Million)



# Skill Gaps

## Geographical (State & District wise)

Incremental Human Resource Requirement  
by states between 2012-22



Legend	
Between 10 – 16 million (Top 5)	
Between 4 to 10 million	
Between 1 to 4 million	
Less than 1 million (Bottom 8)	

Notes: The number for Bihar is not available as the study is still under process; All figures in Mns  
Source: District wise Skill Gap Study for all Indian States, 2012 – 2022; NSDC

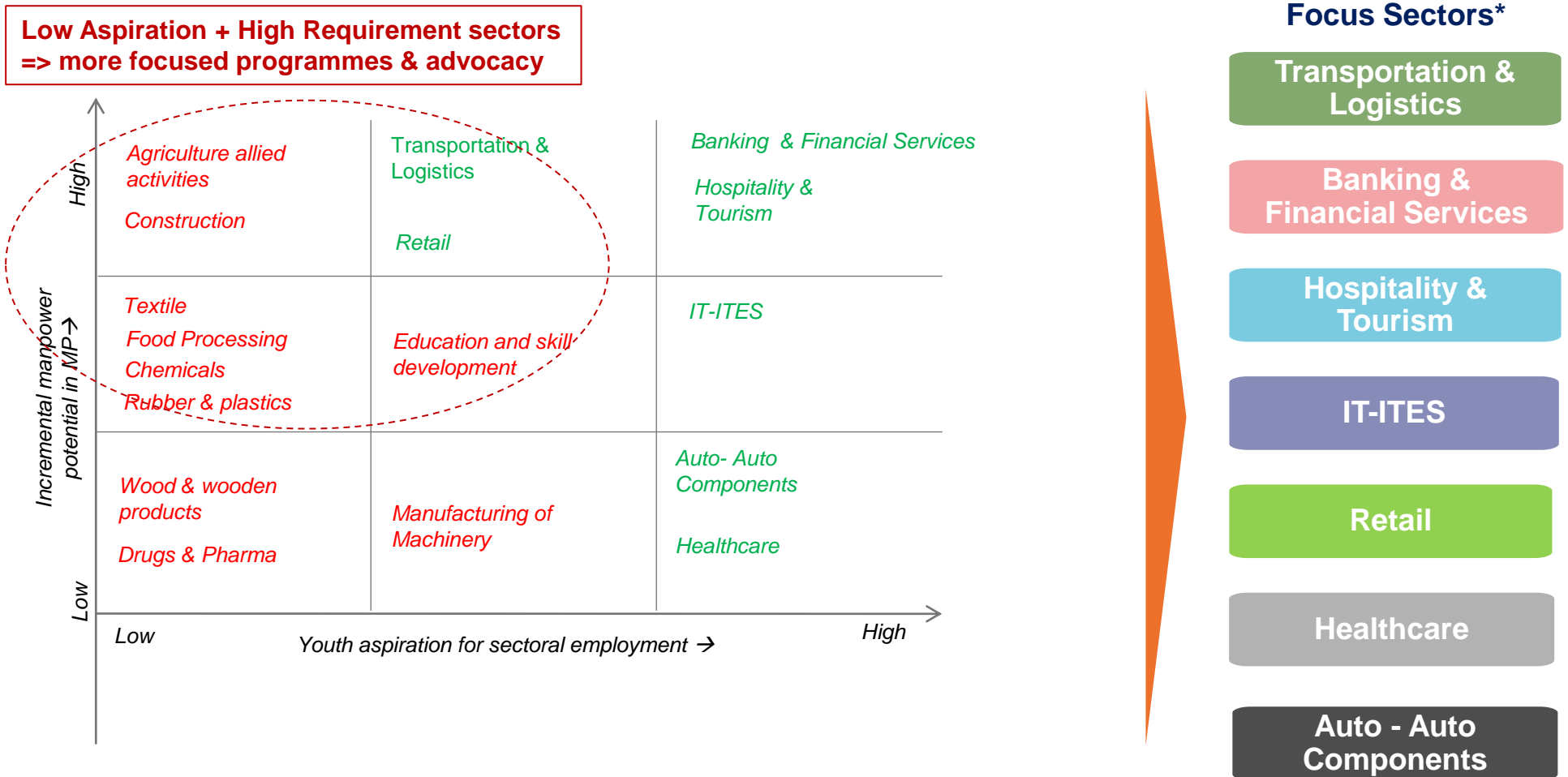
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# Skill Gaps

## Mapping Youth **Aspirations** with Manpower **Requirement**

Sample Youth Aspiration Matrix for Gujarat



Source: KPMG Analysis

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# NSDC Partners in Gujarat

Partners operational	14
Active Centers	66 (including 5 mobile centers)
Districts Covered	16 out of 33

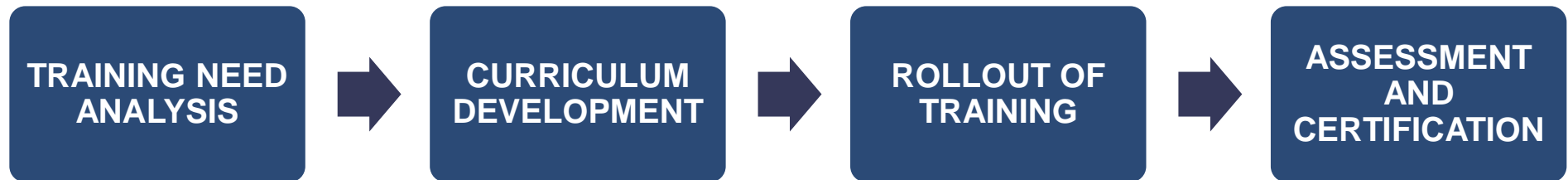
Parameters	Till 31st Mar 2013	FY 2013-14	FY 2014-15	Total
Trained	24,467	14,461	13,562	52,490
Placed	14,974	3,727	10,473	29,174

Major sectors covered
Telecom
IT and ITES
Banking and Financial Services
Chemicals and Pharmaceuticals
Capital Goods
Informal Sectors
Organized Retail
Textiles and Clothing
Building & Construction
Tourism and Hospitality Services
Food Processing/Cold Chain/Refrigeration
Auto and Auto Components
Electronics & IT Hardware

\*The data for current year is till 31<sup>st</sup> December 2014

# Sector Skill Councils : **Aligning training with employers**

**SSCs** consist of representation from Industry, Government and Academia to ensure participation of all ecosystem stakeholders.



## Role of Sector Skill Councils:

1. Setting up an LMIS to assist in planning & delivery of training
2. Identification of skill development needs and preparing a catalogue of skill types
3. Develop a sector skill development plan and maintain skill inventory across disciplines
4. Developing skill competency standards and qualifications across disciplines
5. Standardization of affiliation and accreditation process across categories
6. Participation in affiliation, accreditation, certification
7. Plan and execute training of trainers
8. Promotion of academies of excellence

# National Occupational Standards being created for Job Roles across Sectors

S.No.	Sector	No. of QPs	Total No. of NOSs	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
1	Agriculture	50	366		3	7	34	5	1		
2	Apparel	25	126			2	11	7	5		
3	Automotive	188	519		16	17	49	38	49	17	2
4	Beauty & Wellness	3	14		1	2					
5	BFSI	10	45			1	9				
6	Capital Goods	56	198		16	13	21	6			
7	Construction	12	66	6	6						
8	Electronics	139	253		1	33	76	28	1		
9	Gems & Jewellery	87	117	1	6	32	22	17	5	4	
10	Healthcare	28	258			2	25	1			
11	Iron & Steel	24	122			16	6	2			
12	IT-ITES	75	127				7	17	1	47	3
13	Leather	22	61		8		14				
14	Logistics	8	37	2	2	3		1			
15	Life Science	5	12				1	4			
16	Media & Entertainment	47	98		8	4	18	3	3	9	2
17	Mining	10	35	1		2	7				
18	Plumbing	26	51	2	4	9	2	2	2	3	2
19	Retail	11	130	1	1	2	2	2	2	1	
20	Rubber	70	88		1	5	32	22	9	1	
21	Security	9	67				2	3	4		
22	Telecom	33	103			3	15	8	5	2	
23	Tourism & Hospitality	5	15		1	3	1				
Total		943	2908	13	74	156	354	166	87	84	9

	QPs under Development
1	Media and Entertainment
2	Capital Goods
3	Apparels
4	Life Sciences
5	Mining
6	Iron and Steel
7	Beauty and Wellness
8	Tourism and Hospitality
9	Infrastructure Equipment
10	Logistics
11	BFSI
12	Handicrafts
13	Food Processing
14	Power
15	Textiles

**Coverage of 80% Entry Level Job Roles**

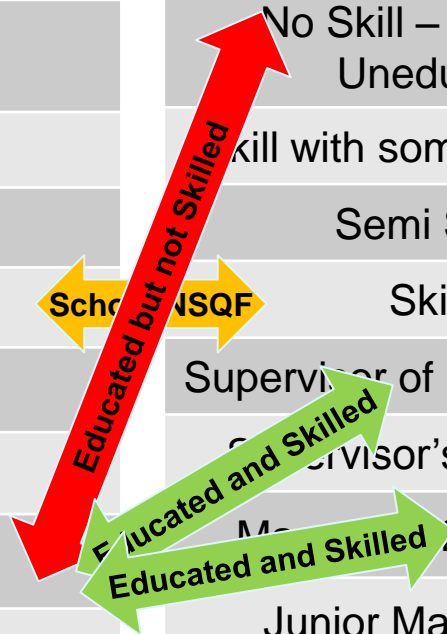
28 SSCs will jointly achieve approx. 2000 Standards covering **80% of the entry level workforce** by March 31, 2015

\*Data as of 31<sup>st</sup> Dec 2014

# Creating Career Pathways

Academia/Industry integration through **NSQF**

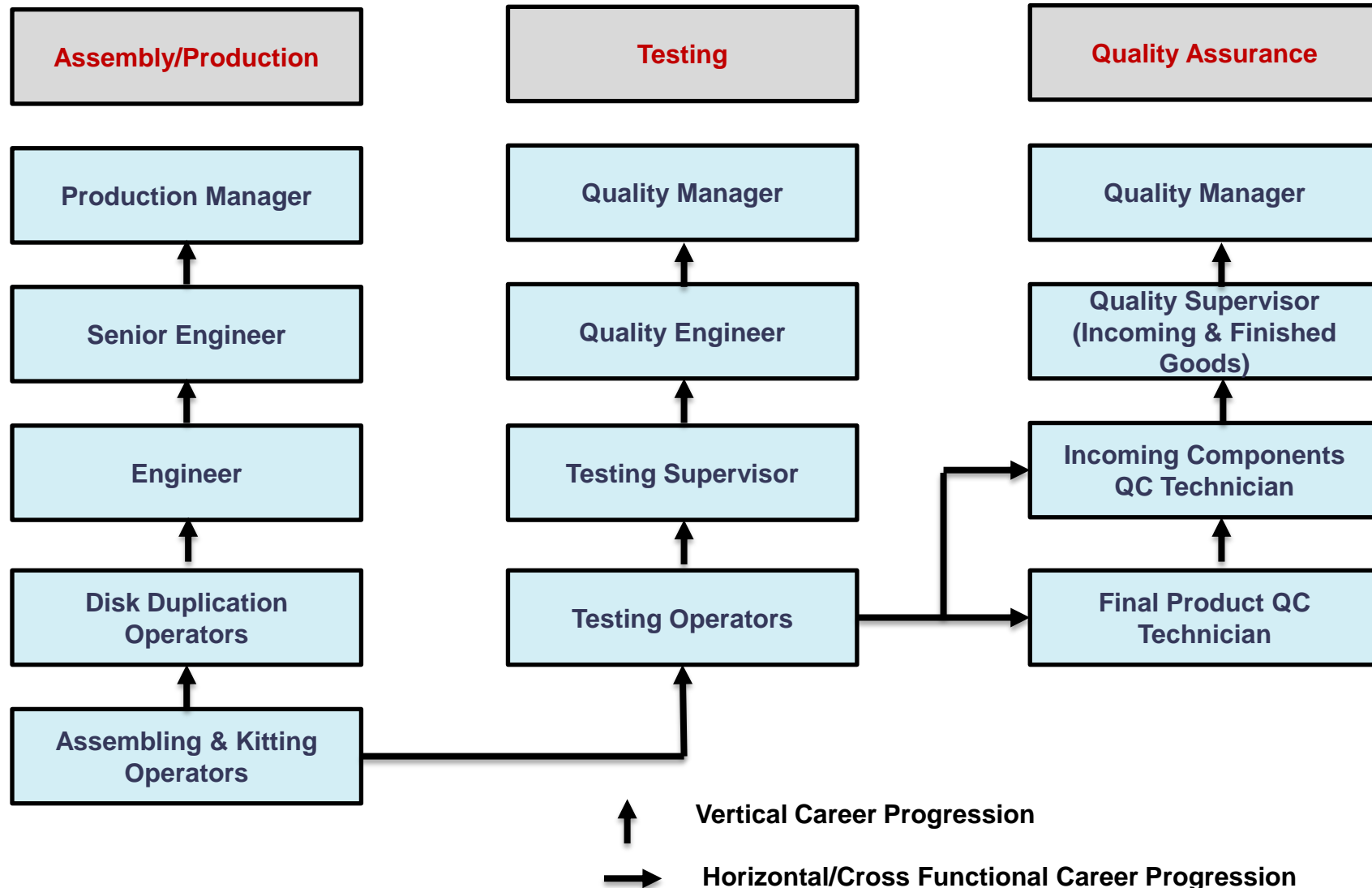
Education	Academic Level	Skill	NSQF Level Interpretation
Class 9	1	No Skill – Educated/ Uneducated	1
Class 10	2	Skill with some experience	2
Class 11	3	Semi Skilled	3
Class 12	4	Skilled	4
1 <sup>st</sup> Year of Graduation	5	Supervisor of Skilled Worker	5
2 <sup>nd</sup> Year of Graduation	6	Supervisor's Supervisor	6
3 <sup>rd</sup> Year of Graduation	7	Managerial Supervisor	7
1 <sup>st</sup> Year of PG	8	Junior Management	8
2 <sup>nd</sup> Year of PG	9	Middle Level Management	9
PhD	10	Senior Level Management	10



**QP/NOS** created by SSCs are **NSQF compliant** and **ready for adoption** by Central Ministries, State Governments, Regulatory Institutions, Training Providers organizations etc

# Sample Career Progression Path: Foundational to Advanced Skills

## Electronics: IT Hardware Sub Sector



# Standards adoption by States/Ministries/Boards/Universities

## Model

- ✓ Adoption of NOSs in building Skills Curriculum
- ✓ Training of Trainers by SSC
- ✓ Assessment and Certification by SSC

### State Government School Projects

#### School Education Departments

1 lakh+ students, 1190 Schools

- Haryana: 240
- HP: 200
- Punjab: 100
- Karnataka: 100
- Rajasthan: 75
- Uttarakhand: 45
- MP: 50
- Nagaland: 6
- Chhattisgarh (Underway): 30
- Maharashtra (Underway): 350

### State Skill Missions

- UPSDM
- RSLDC
- Punjab State Skill Mission
- Kerala ASAP
- AP Skill Development (Underway)

### Central Ministry Alignment

- Aajeevika Skills
- NULM in HP/ Punjab
- Ministry of Minority Affairs

### School Boards

- NIOS: 1 L
- CBSE: 0.55 L

### Higher Education

#### Universities

- Delhi University – 0.5 L
- Pune 1 L – 6.5 L
- Tamil Nadu Open University – 4 L
- School of Open Learning (DU) – 4.5 L
- Punjab – (1 University)
- Centurion University – 0.2 L
- AP Colleges (Underway)
- Amity University (Underway)

#### UGC

- Community Colleges – 152 colleges
- B.Voc Program - 127 colleges

AICTE - 100 Community Colleges

### ITI Engagement

- ITI's in West Bengal: 100



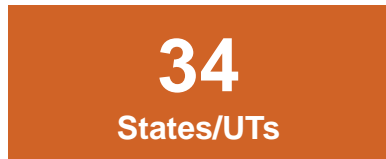
International collaboration to create Transnational Standards



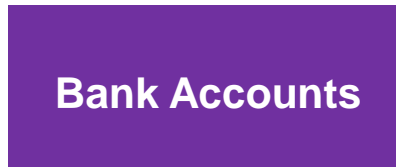
# The STAR Scheme provided impetus & generated unprecedented interest in the skilling ecosystem



The largest cash reward based skill development scheme & first large-scale program training on QP/NOS



Financial Inclusion



Data as on 19.th Dec 2014



# Finance : Enabling creation of shared value

## Innovative finance



- NSDC funding start ups to develop loan and finance products
- Demand led model encouraging Private Sector entities
- Corporates also funding skill development
  - Hire, train recruit

## Bank loan product

- A skill loan product developed
- Financial inclusion programme Jan Dhan Yojna to open accounts
- Easy access to loans

## First loss fund

- A first loss default guarantee set up
- A national loan guarantee organisation formed

# World Skills - a platform to create youth icons for the country

- 63 member team including competitors, experts, delegates represented India in 22 skills at Leipzig, Germany 2013. India won 3 Medallions of Excellence.
- Regional & National selections underway for Sao Paulo, Brazil 2015. India participating in 27 skills.
- Final candidates in each selected skill category are now undergoing rigorous training at international standards.
- Apart from skills training, candidates are also given international exposure by participating in ASEAN (Vietnam) and Oceania (New Zealand) Competitions.



# Creating an Aspiration for skills



## Endorsement Campaign

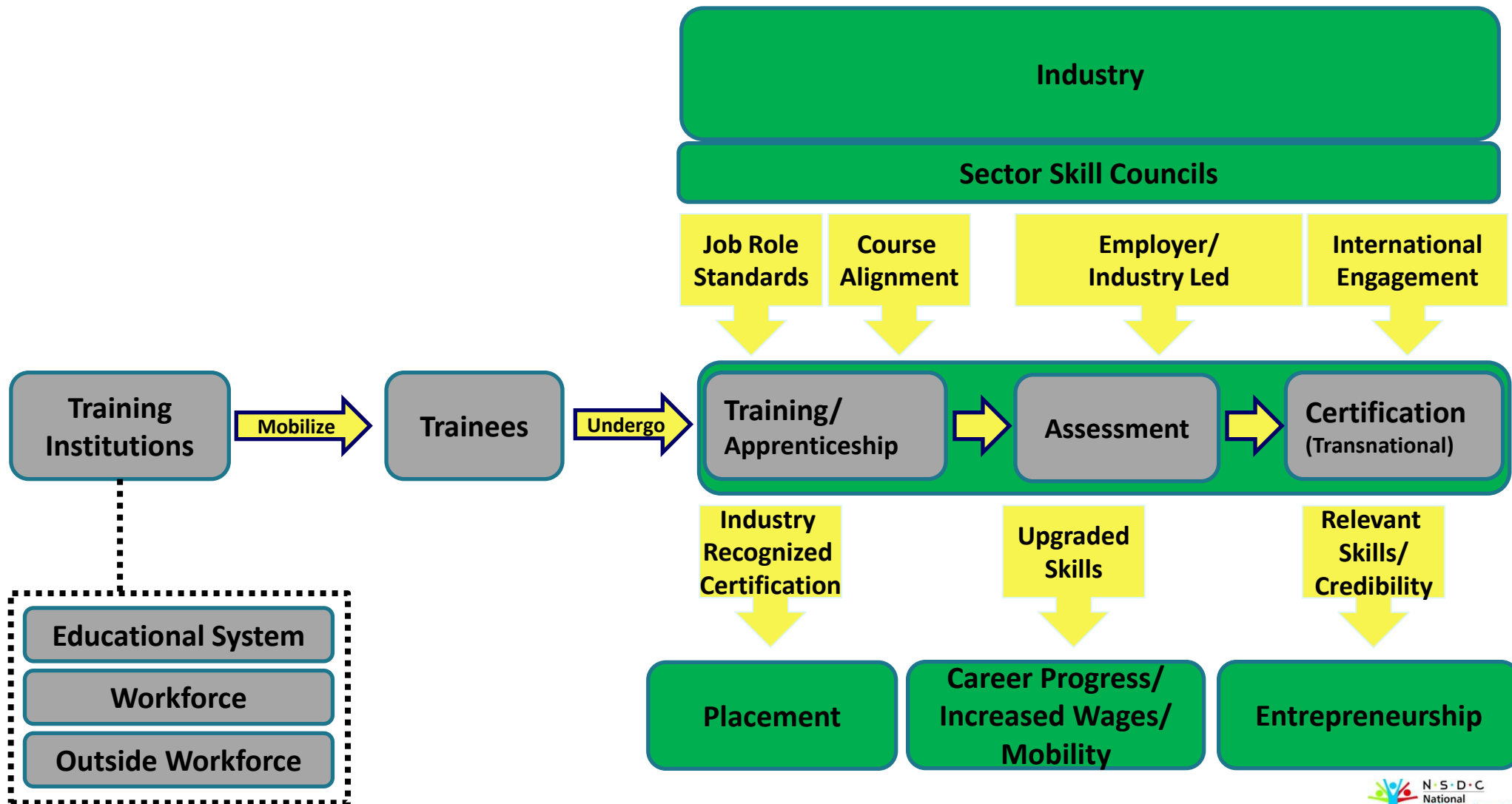


## Mediums:



- Advocacy campaign to encourage youth to take up skills - series of TV, Radio, Print Ads, supported by call centre.
- A TV serial 'Hunnarbaaz' supported (40 episodes)
- Mobile kiosks which will go around the country
- Collaborate with local TPs to drive on the spot enrollment

# Transformation in Ecosystem





# The Impact so far



171 Training Partners

>35 lakh trained and  
>13 lakh placed



31 Sector Skill Councils



20 Placement e-portals



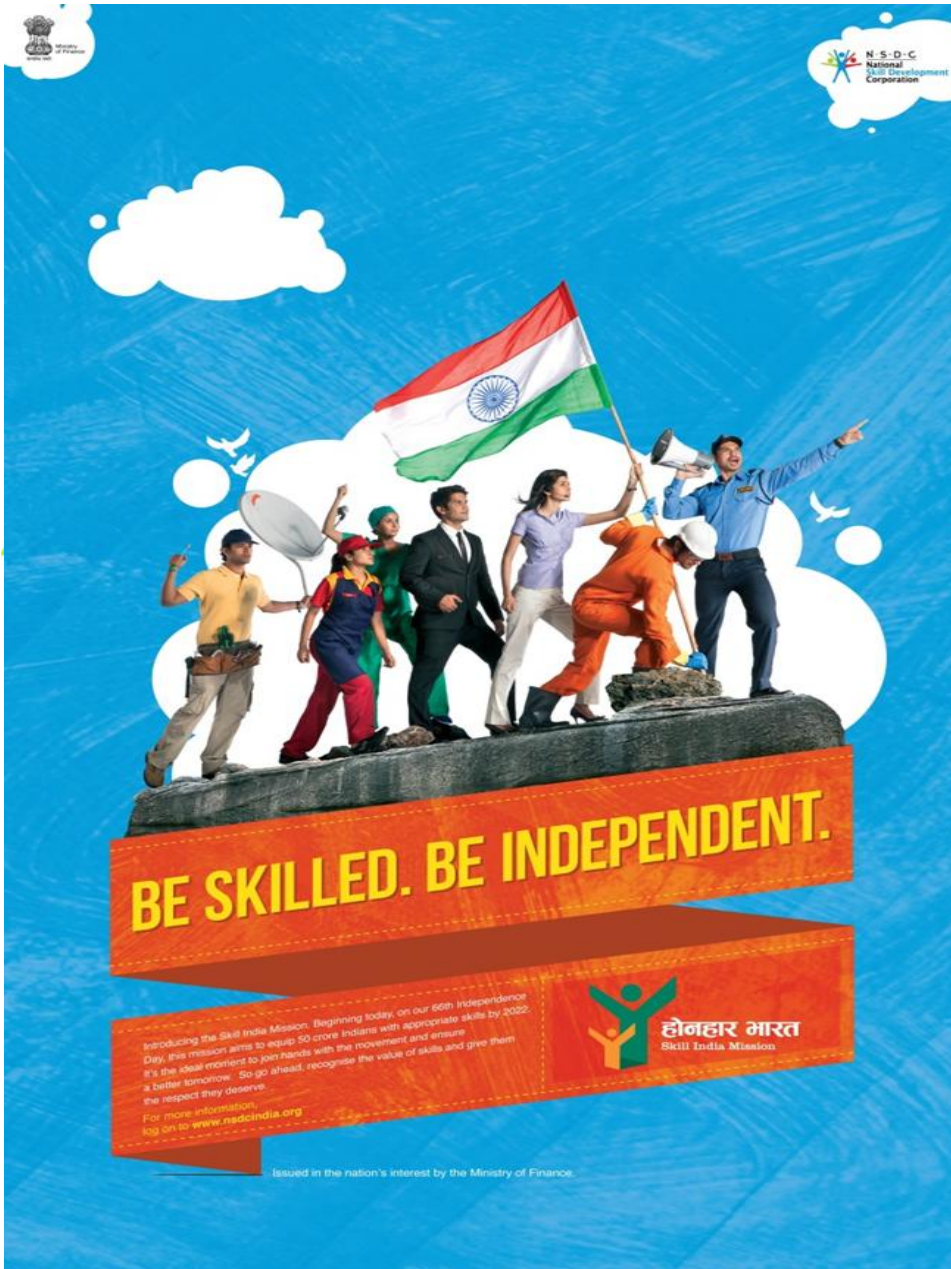
10,000+ Employers

# Enhancing **Employability** – How **Industry** can get involved

- 1 Participate, adopt & spread awareness about the SSC ecosystem**
  - Hire certified employees
  - Encourage existing employees to get certified
  - Provide access for training opportunities to potential employees
  - Mandate all suppliers and service providers to have certified employees
  - Encourage employees to act and enrol as trainers & assessors
  - Develop & support NOS across NSQF & help identify additional NOS/QPs required
- 2 Create an employable workforce/entrepreneurs** in your sectors as per industry standards/requirements
- 3 Share work place experience, machinery & equipment.** Encourage apprenticeship
- 4 World Skills: Participate & support** to showcase India's talent in a global forum. Also helps identify training needs & benchmark to global standards
- 5 Participate in the Udaan** program of J&K
- 6 Direct CSR funds to Skill development** : NSDC could support.
- 7 Recognise skills** by differentiating wages & help create respect for skills in society



What we leave IN our next generation is more valuable than what we leave FOR them!!!



# Thank you

Contact Information:

[dilip.chenoy@nsdcindia.org](mailto:dilip.chenoy@nsdcindia.org)



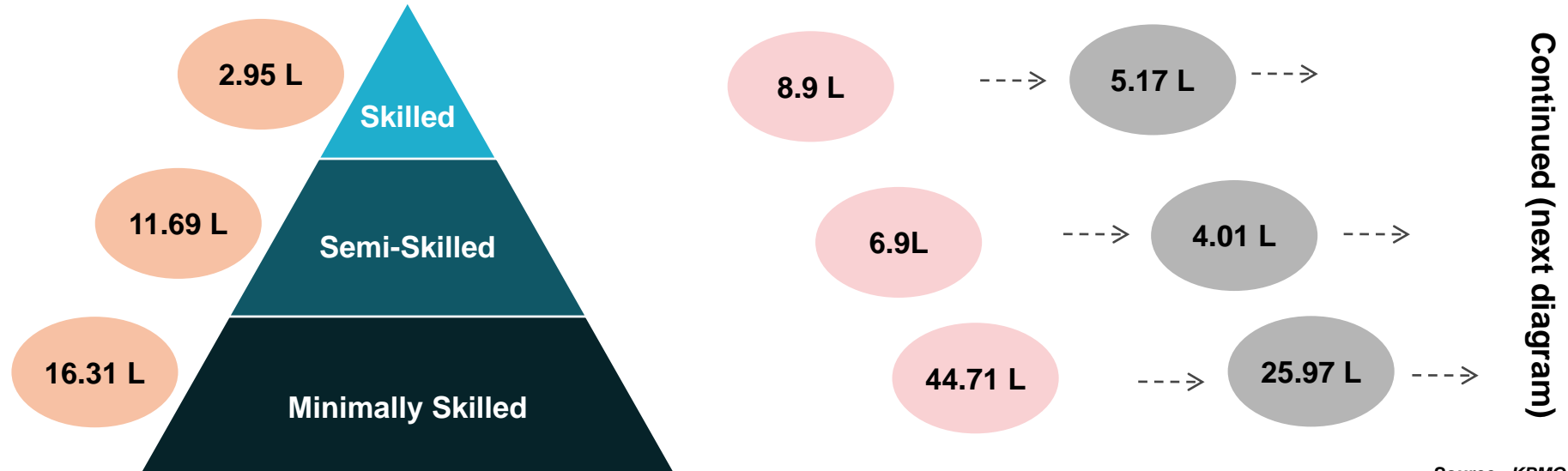
# Supply Demand Gap Analysis for Gujarat (2012-17) (1 of 2)

## Labour Force Estimations for 2012-17

**Demand for Human Resource**  
=> New jobs created 2012-17 (1)

**Gross Addition to Working Age Population**  
=> Total needing to be skilled 2012-17 (2)

**Gross Addition to Labour Force**  
=> Total available for employment 2012-17 (3)

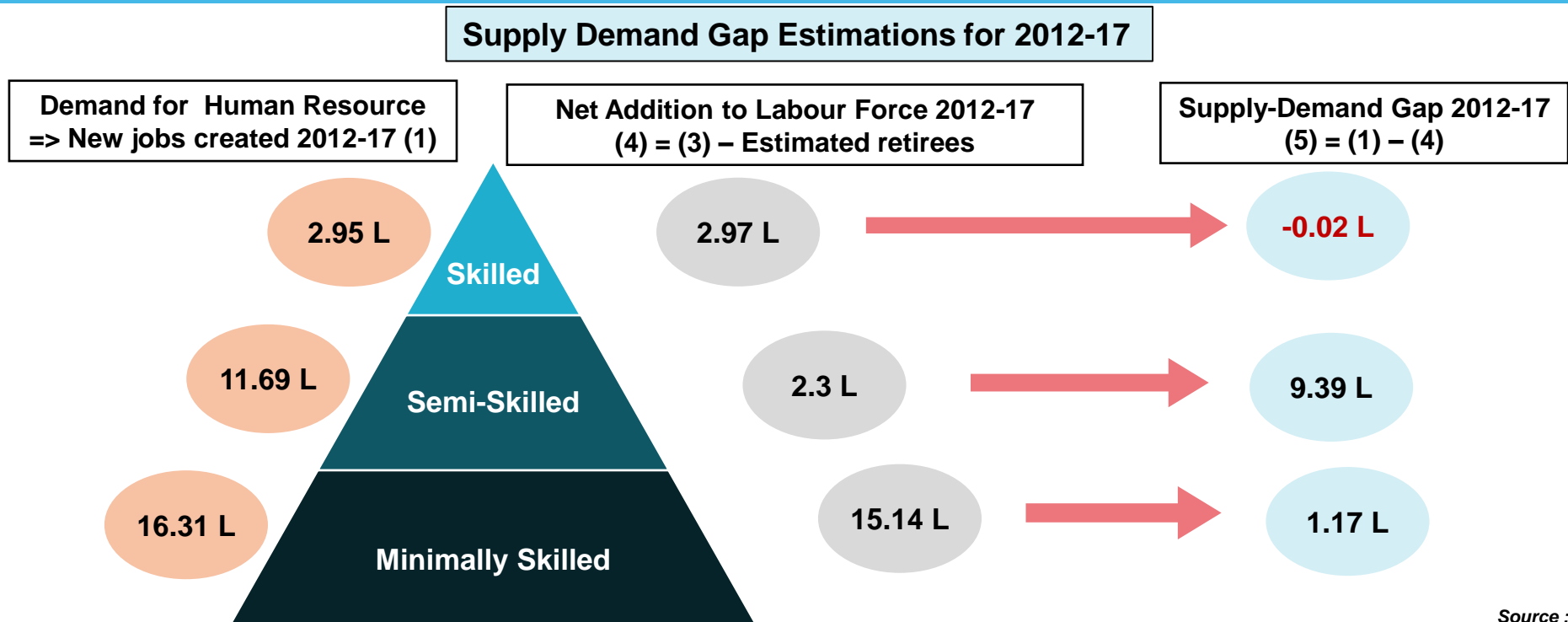


Source : KPMG Analysis

- 1. Demand for Human Resource:** Estimated number of additional employment opportunities created in the state based on sectoral growth
- 2. Gross Addition to Working Age Population:** Estimated new entrants into working age, needing some level of skilling (minimal/semi-skilled/skilled)
- 3. Gross Addition to Labour Force:** Portion of the Gross Addition to Working Age Population, who actively seek employment

**Supply demand gap indicates a need to improve participation rates in semi-skilled and minimally skilled categories, along with providing vocational skills to high skilled labour force, to ensure adequate employability...**

## Supply Demand Gap Analysis for Gujarat (2012-17) (2 of 2)



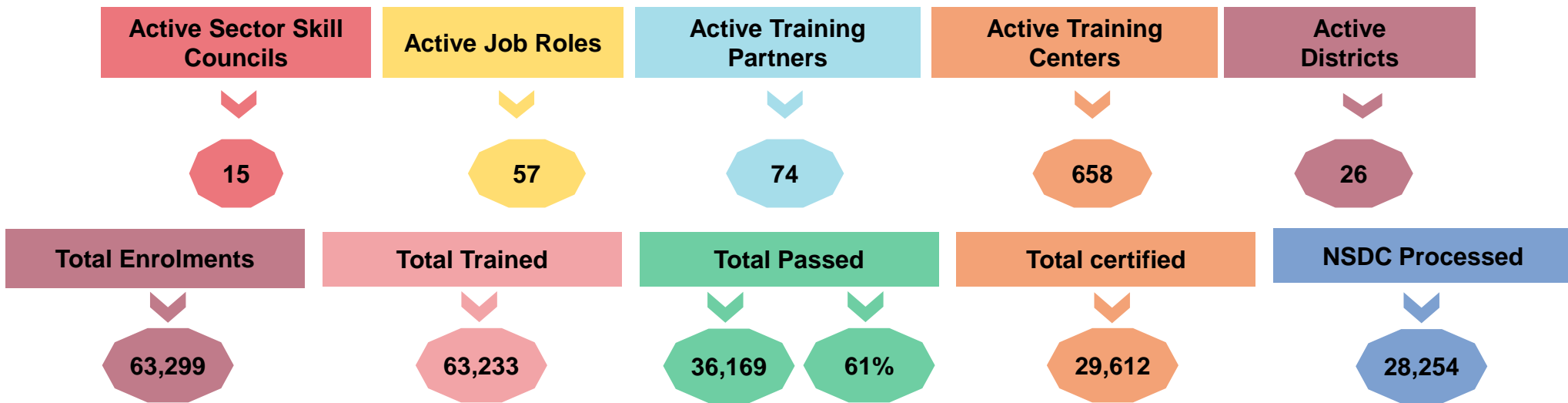
Source : KPMG Analysis

**4. Net Addition to Labour Force:** Gross Addition to Labour Force minus retirees – i.e. net new labour force available to meet new human resource demand arising from sectoral growth

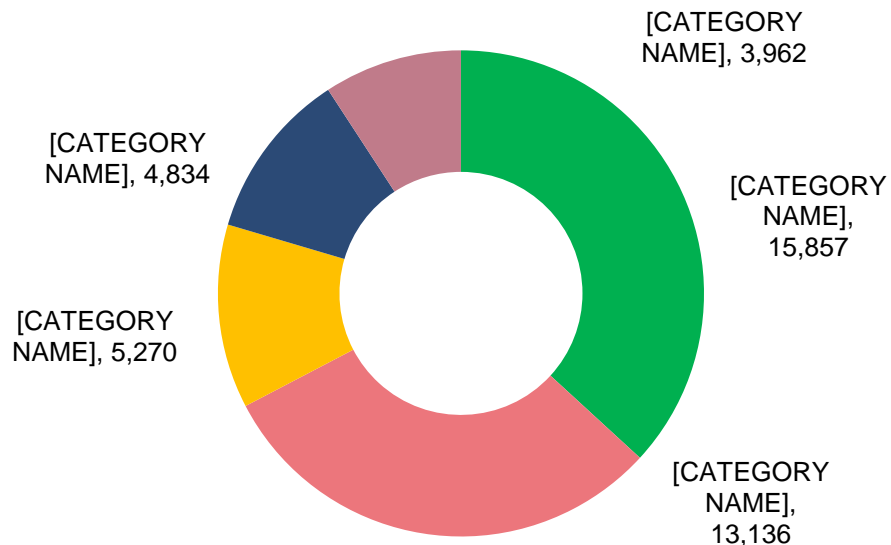
**5. Supply of Human Resource:** Difference between Demand for Human Resource (1) and Net Addition to Labour Force (4)

**Supply demand gap indicates a need to improve participation rates in semi-skilled and minimally skilled categories, along with providing vocational skills to high skilled labour force, to ensure adequate employability...**

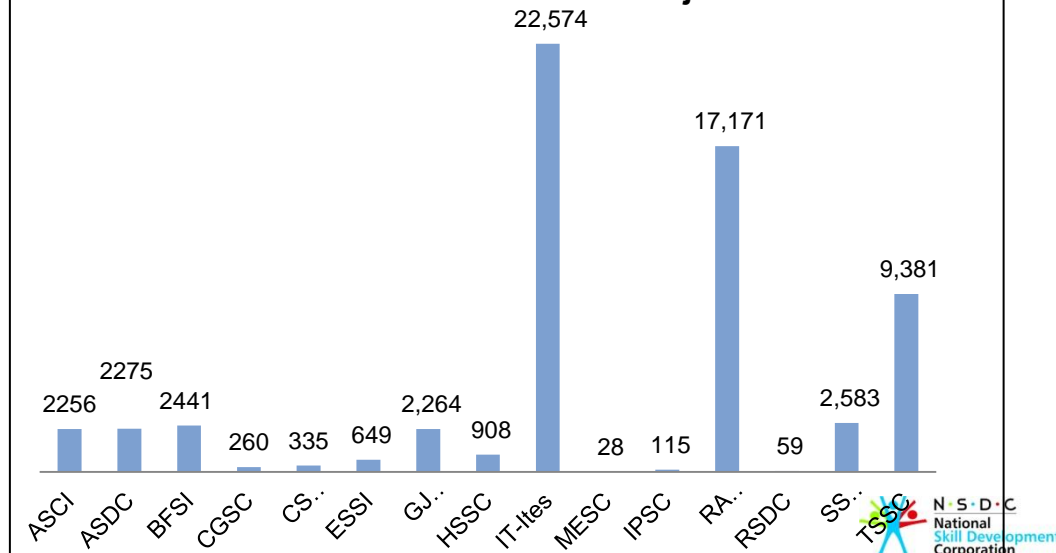
# STAR Scheme : Enrolments in Gujarat (as on 29<sup>th</sup> Jan'2015)



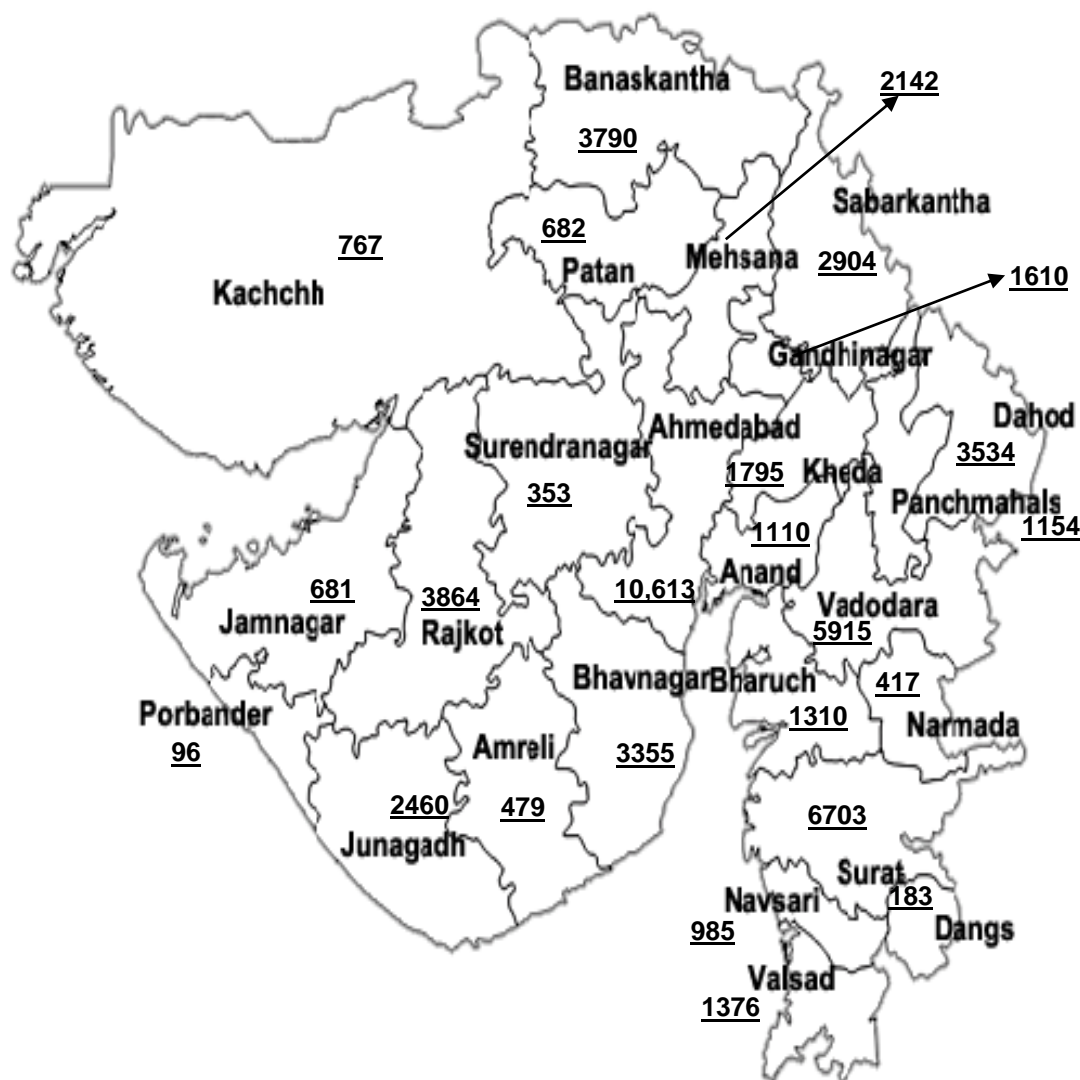
Enrolments in Top Job Roles



SSC wise Enrolments in Gujarat



# STAR District Wise Enrolments(as on 29<sup>th</sup> Jan'2015)



District	Enrolments
Ahmedabad	10613
Amreli	479
Anand	1110
Banaskantha	3790
Bharuch	1310
Bhavnagar	3355
Dahod	3534
Dangs	183
Gandhinagar	1601
Jamnagar	681
Junagadh	2460
Kheda	1795
Kutch	767
Mehsana	2142
Narmada	417
Navsari	985
None	4821
Panchmahals	1154
Patan	682
Porbandar	96
Rajkot	3864
Sabarkantha	2904
Surat	6703
Surendranagar	353
Tapi	210
Vadodara	5915
Valsad	1376

# NSDC Partners in Gujarat

S. No.	Partner Name	No. of Centers	No. of Districts	Districts	Sectors
1	AISECT	22	10	Ahmedabad, Anand, Bhavnagar, Dahod, Junagadh, Kheda, Panchmahals, Sabarkantha, Surat, Vadodara	IT and ITES, BFSI, Electronics and IT Hardware
2	GOLS	12	3	Bharuch, Vadodara, Valsad	Chemicals & Pharmaceuticals, Capital Goods
3	ICA	5	5	Ahmedabad, Gandhinagar, Surat, Vadodara, SurendraNagar	BFS
4	IIJT	1	1	Gandhinagar	IT and ITES
5	IL&FS	3	3	Narmada, Vadodara, Ahmedabad	Building & Construction, Auto and Auto Components IT and ITES, Capital Goods, BFS
6	Laurus	1	1	Ahmedabad	Informal Sectors, Textiles and Clothing, IT and ITES
7	TMI	2	1	Ahmedabad	BFS, Chemicals and Pharmaceuticals

# NSDC Partners in Gujarat

S. No.	Partner Name	No. of Centers	No. of Districts	Districts	Sectors
8	Kherwadi	1	1	Ahmedabad	Informal Sectors, IT and ITES, Textiles and Clothing, BFS
9	LabourNet	1	1	Ahmedabad	Building & Construction, Organized Retail
10	NYJL	2	1	Ahmedabad	IT and ITES
11	Rural Shores	1	1	Surat	IT and ITES, Organised Retail
12	Smart Edusol	1	1	Ahmedabad	Tourism and Hospitality Services, Food Processing & Cold Chain
13	Skill Sonics	2	2	Anand, Vadodara	Capital Goods
14	Pratham	2	2	Ahmedabad, Gandhi Nagar	Food Processing & Cold Chain, Informal Sectors, Tourism & Hospitality Services



# A Special Industry Initiative to enhance employability in J&K

- SII to enhance employability through skills training & integrate J&K youth to rest of India
- MHA launched the scheme with an aim to cover 40,000 youth of J&K over a period of 5 years
- NSDC is implementing agency of the scheme
- Financial assistance provided to cover incidental & training expenses

## Partnership with Corporate Partners from Diverse Sectors

**58**

Partners

More than **22**  
Sectors covered

Commitment to train  
**68,648**  
Candidates

Training in  
over **15**  
Cities across country

Integral part of  
recruitment process for  
over **38** corporates

## Scale of Training

**10,716**

Candidates  
Selected

**5,751**

Candidates  
Joined training

**3,213**

Candidates  
Completed Training

**2,084**

Candidates  
Offered Jobs

**>45 Cr**  
of grants disbursed



Data as of 28<sup>th</sup> Nov 2014