

## Project Details: NAeG/14-15/00015

<b>Project id -</b>	NAeG/14-15/00015
<b>Name of The Project</b>	kushal
<b>Category of Award Applying for</b>	Use of ICT for Development by Non-Government Institutions
<b>Date of Launch</b>	04-07-2012
<b>Summary/Objective of the project</b>	<p>KUSHAL is a partnership project between CREDAI Pune Metro and NSDC (National Skill Development Corporation), aiming to uplift the lot of construction workers and upgrade skills in 6 trades of importance, which are Shuttering, Bar-bending, Plumbing, Tiling, Masonry and Painting. The project target is to 1,00,000 workers in 10 years in a city like Pune &amp; expand to other cities PAN India. A total of 25114 workers have been enrolled as on August 2014. KUSHAL has gone Pan-India with its Consultancy Model to Goa and Chennai. KUSHAL is formed with an initiative to improve the skill sets of construction workforce in India. KUSHAL believes in the concept of Earn while you Learn, therefore assuring no pay loss for the daily worker. This ensures maximum response by a labourer to attend the training. Apart from training the trainees, we also have an orientation programme followed by a well designed training program for the trainers. This is made possible by having 61 Trainers spread across 133 sites and 72 Locations.</p> <p>5.3 Describe the critical challenges the organization / operations face. Needs Analysis, Problem Identification, the business or learning challenges at hand.</p> <p>Max 500 words</p> <p>The real estate sector in India is a major employment driver, being the second largest employer next only to agriculture. It substantially contributes to the gross domestic product of the country. However, this sector is also one of the most unorganized sectors in India and faces huge shortage of skilled workers on the construction sites. Pune is among the handful cities that have witnessed unprecedented growth in the last decade. It approximately 150,000 workers cater to the need of construction industry in Pune. However, there still remains a vast shortage of workers to match the current construction demand. Construction labor has been migratory in nature and under the high demand situation has created a tremendous influx of under-qualified / unskilled worker into the industry. Moreover, absence of formal training system has resulted in workers taking a long time to acquire skills, which in turn has kept their wages at a menial low. This has also adversely affected the industry by way of sub-standard quality, material wastage, cost increase, inability to meet time deadlines and unhappy customers. This aside, the perennial shortage of construction labor has left the developers and contractor with little choice about demanding skilled work-force. The workers do not feel obliged to get themselves trained. Hence the issue was how could skill development and skill enhancement happen when the labor himself does not see any immediate tangible benefit of getting trained and certified because he has anyway employment. The other side of the story is that construction workers hail from a very poor socio-economic background and are such as for whom loss of a day's earning has a serious impact on their livelihoods, it is almost impossible for them to get formal pre-job training and that too by paying for it themselves. It is because of this reason that the institutional model of skill training for this segment of workforce has miserably failed. The promoters of KUSHAL studied in depth the failures of the institutionalized models of training of construction trades and realized two very pertinent points: 1) that cost of training would not come from the beneficiaries till the time they do not see the value to them. Hence the funds would have to be generated from the industry and the government, 2) and that training would have to be on-site wherein focus would be learn as you earn and would have to have more practical orientation. Hence, CREDAI Pune, abode of more than 412 builders, developer and employing more than about 100000 labour committed to take up this initiative under the name of KUSHAL to train, upgrade the skills of the construction labour, the larger mandate is to train 1,00,000 construction workers in ten years time till 2022.</p> <p>To Organisation : (Developers and Contractors) Better Quality of workmanship and end result, Speed of work wastage control without compromising on quality and output, reduced wastage of materials leading to cost savings. To Citizen: (Construction Worker) Better Quality of workmanship. Family-members of workers get to enjoy better quality of life due to enhanced wages and access to banking facility. Other Stakeholders :- Buyers of real estate property get better quality construction &amp; timely possession of their new homes. Work for Technical Team on site of developers becomes straightforward and stress-free as the worker tends to work with less supervision as he becomes skilled.</p>
<b>Beneficiary of the project</b>	

**Details of Project Head**

<b>Name</b>	KUSHAL
<b>Designation</b>	J R Sharma
<b>Gender</b>	Male
<b>Address</b>	501,502 Mantri Terrace, Thube Park Shivaji Nagar, Near Sancheti Hospital Pune
<b>Pincode</b>	411005
<b>State</b>	Maharashtra
<b>Phone Number</b>	02025521512
<b>Mobile Number</b>	8390901086
<b>Email-ID</b>	ceokushal@gmail.com

**Details of team members, if any, other than Project Head:-**

<b>Name(1st team member)</b>	
<b>Designation(1st team member)</b>	
<b>Name(2nd team member)</b>	
<b>Designation(2nd team member)</b>	
<b>Name(3rd team member)</b>	
<b>Designation(3rd team member)</b>	
<b>Name(4th team member)</b>	
<b>Designation(4th team member)</b>	
<b>Name(5th team member)</b>	
<b>Designation(5th team member)</b>	
<b>Name(6th team member)</b>	
<b>Designation(6th team member)</b>	

**Supporting documents:-**[Award Specific Form](#)[Self Certification by the Project Head](#)