

AWARDS SCHEME FOR EXEMPLARY IMPLEMENTATION OF e-GOVERNANCE INITIATIVES

NAME OF CATEGORY: USE OF ICT FOR DEVELOPMENT BY NON- GOVERNMENT INSTITUTIONS

1. Coverage – Geographical and Demographic :-

(i) Comprehensiveness of reach of delivery centres,

Pune City; Goa & Chennai (MOU Signed)

(ii) Number of delivery centres

32

(iii) Geographical

(a) National level – Number of State covered

3

(b) State/UT level- Number of District covered

3

(c) District level- Number of Blocks covered

N.A.

Please give specific details:-

We have full-scale implementation all across Pune directly, in Goa & Chennai we have worked on Consultancy Model basis

(iv) Demographic spread (percentage of population covered)

Confederation of Real Estate Developers Association of India Pune Metro [CREDAI] has 412 members approximately so far we have reached 75 topmost builders

2. Situation Before the Initiative (Bottlenecks, Challenges, constraints etc with specific details as to what triggered the Organization to conceptualize this project):

1. Poor Quality of construction rampant in industry due to workforce unorganized, unskilled, migratory and uneducated. Due to which there are leakages, cracks and other construction defects are frequent occurrences. Thus construction quality by and large depends on construction workers skills;

2. Delay in construction projects completion much beyond promised timelines, thus possession to the end buyer gets delayed, also it leads to escalation in project costs, losses on part of developers and end-users;

3. Construction sites are the ones which have great amount of wastages happening, expensive construction material like cement, steel, bricks etc., are wasted due to poor workmanship/re-work due to poor workmanship. This results in wastage on an average of 3 to 5% for example consider 1 Lakh square feet of construction and construction cost is @ of Rs. 1500/- per square feet the wastage amount is whopping around 50 Lakhs (which could have been minimized);

4. Quality of Life poor, construction workers are not in habit of saving and due to not being able to comply with KYC norms and being migrant, they are not able to save and safeguard. Low life expectancy, lack of education, migratory nature unable to use

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benefits of 1 employer

In view of the above scenario CREDAI Pune Metro in Partnership with National Skills Development Corporation (NSDC) conceptualized this Project 'KUSHAL' to upskill and Train 20,000 construction workers in first 3 years and target is to reach, Upskill and Train 100,000 construction workers in 10 years

3. Scope of Services/Activities Covered(Extent of computerization in terms of number of services computerized, Process that have been re-engineered, Services which depends on these processes, Analysis/re-design of process workflows –before (as is) and after (To be) reengineering , level of automation (number of services computerized) #

Construction Workers are provided Training/Upskilled in 6 Trades viz., Bar-bending, Shuttering, Masonry, Plumbing, Tiling & Painting. Once Trained they are certified by independent agency viz., Builders Association of India.

Our Database is totally computerized to the extent that every worker is assigned a 18 digit unique number, first 2 digits denote state to which he belongs, next 2 digits denote the district from where he hails. The next 2 digit each are for year and month of his registration, Trade & Centre each make up for the 2 digit code followed by 6 digit unique Trainee number.

We also show trade films & Training is implemented using PROTAB (Tablet with Projector). Trade Films viewed by Trainees acts as a good audio-visual tool aiding in quicker grasping of subject rather than training being imparted verbally, hence latter is more effective being more state-of-art.

We also utilize State-of-the-art Mobile Van equipped with Big Screen etc., to address large audience which goes from site-to-site

4. Strategy Adopted

(i) The details of base line study done,

There are approximately 2 Lakh construction workers in Pune at Unskilled and semi-skilled levels, living in labour camps on construction sites possessing no formal education or skills knowledge/certification.

(ii) Problems identified

- Migratory nature of workers;
- Lack of skills;
- inability to come out of work and get trained as they are daily-wage earners;
- Not exposed to Banking and savings habits;
- No value for certification;

(iii) Roll out/implementation model,

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KUSHAL is into on-job-on-site Training model, wherein workers are registered, Trained and Certified on site.

1. To Avoid wage loss;
2. Skill-upgradation has shown increase in wages;
3. KUSHAL has tied up with Central Bank of India to open Bank Accounts, being a Nationalised Bank - taking the nature of project into account - it has relaxed KYC norms to facilitate and inculcate banking and savings habits by getting bank accounts opened for construction workers;
4. We also impart soft skills & Life Skills Training on site in class rooms.
5. Health Check-up and Aids Awareness in collaboration with CREDAI is also undertaken.

(iv) Communication and dissemination strategy and approach used.):

Kushal has prepared Trainee Handbook in Vernacular;

Trainer goes to work place & guides Construction workers on how things can be done better using PROTAB (Projector Tablet). Full time Soft Skill Trainer & Bank Accounts Executive (facilitating account openings) is employed. Other approach used are showing them Films pertaining to their Trade on Protap or on Laptops. To address wider audience we also make optimum use of Training Van which is equipped with state- of- the art gizmos like Projector, DVD Players, Screen. We seek to follow a techno-savvy and multi-pronged/multi-faceted approach towards Communication and dissemination of Information.

5. Technology Platform used-

(i) Description,

1. Android based PROTABS (inbuilt Projector Tablets);
2. Entire Database is in MS Access of greater than 20,000 workers;
3. Well-equipped Training Van used with internal video and audio for Training, External Video and Audio Projector catering to audience of 500+

(ii) Interoperability

Since we are using Android & Microsoft based products they have easy inter-operability

(iii) Security concerns

Protection of Intellectual Property by way of our Trade Films, Course Content, Trade Syllabus from Infringement, Misappropriation

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(iv) Any issue with the technology used

None whatsoever, however the given technology has to be put to optimum use to train well!

(v) Service level Agreements(SLAs) (Give details about presence of SLA, whether documented, whether referred etc. #)

Memorandum of Understanding is signed between Builders, Contractors & Kushal CREDAI PMR the same is documented.

6. Adherence to Service Level Agreement (SLA) – Give details about presence of SLA whether documented, whether referred etc, certificate from user department is mandatory #)

Not Applicable

7. Citizen Centricity (Give specific details on the following#)

(i) Impact on effort, time and cost incurred by user,

Currently Training imparted to Construction workforce is free; Time involved is minimum since it is On-job-Training as Trainer goes to site. This project is funded by National Skill Development Council. It is on-job-on-site training hence there is no loss in terms of wages entitled to workers.

(ii) Feedback/grievance redressal mechanism,

Being on-job-on-site feedback and grievances are redressed and resolved on real-time basis. Besides post training Tracking is done through Video, Phone calls & self-addressed post cards for feedback. About 90% Trainees have reported post training wage increase. Feedback of Contractors and Builders is also sought, meetings with Project Managers and Contractors are held.

(iii) Audit Trails,

- Certification is done by Third Party to Kushal trained construction workers/Trainees, the said certification is done by Builders Association of India ensuring authenticity & genuineness. Besides few Audits that take place are as follows :
- Internal Process Audit done by Grand Thornton;
- NSDC Audit;
- Social Audit by Social Anthropologist Parag Narvekar;
- External Process Audit.

(iv) Interactive platform for service delivery,

On-job-on-site Training, on site in Classroom at Site with Construction related

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Prototypes and Scaled-down Construction Models;

(v) Stakeholder consultation

Stakeholders :

Pune Construction Engineering Research Foundation (PCERF);

Builders Association of India (BAI);

The Energy and Research Institute (TERI);

Construction Quality Research Association (CQRA);

Construction Industry Development Council (CIDC);

BAI does Third Party assessment;

CQRA helps with content development & site audits;

PCERF gives inputs in Training of Trainers, Contractors, Engineers and Supervisors etc.,

Besides, cross-platform promotional activity amongst the stakeholders helps increase Kushal's brand name.

8. User convenience (Give specific details about the followings #)

(i) Service delivery channels (Web, email, SMS etc.)

On-job-on site Training is provided to workers through our team of Trainers deployed on various sites, with Trainer strength numbering upto 60 by using tracking of Labour and Wage hike by SMS & Telephone.

(ii) Completeness of information provided to the users,

1. Syllabus is vetted by NSDC;
2. Syllabus broken down into month/week/day to ensure ease of imparting and better delivery;
3. Supervisors ensure delivery of training happens;
4. Assessment is done as to how much training has been effective.

(iii) Accessibility (Time Window),

We have Training programs simultaneously running across 30 sites spread across the Pune City's length and breadth ensuring accessibility. Spreading our wings gradually and going Pan-India, with our Consultancy Model to Goa and Chennai

(iv) Distance required to travel to Access Points

Trainer goes to workers, classrooms are in close/same proximity/site where workers are working on site this is new in Pune Area

(v) Facility for online/offline download and online submission of forms,

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- (vi) **status tracking**
- On part of worker there is no form filling. Trainer collects Database Team Uploads on NSDC website
- Our Database Team diligently tracks, keeps tab on how Trainees are faring by being in touch with them and assess wage increase post-training. The data thus maintained has shown that approx. 90% of tracked Trainees have had wage rise. Tracking takes place by way of :-
1. Post evaluation video;
 2. Post cards, the same are self-addressed, pre-printed, containing questions like current salary, current site & mobile number etc.,;
 3. Phone calls to the Trainees

9. Cost to user (Give details about impact on Service charge paid, travel cost, indirect cost incurred by the user, number of payment channels, etc. #)

Currently Training is free of cost, as Project is funded by NSDC. Developers contribution amounts to 50% of Training cost tangibly and intangibly by way of site, material, project man-hours etc.,

10. Efficiency Enhancement (Give specific details about the following #)

(i) **Volume of transactions processed,**

Workers work on square feet basis there is 15-20% increase in efficiency, thus able to achieve higher volume of work, feedback from 30% of contractors express enhanced productivity. This is done for 60% of the sites on which Training is imparted.

(ii) **Coping with transaction volume growth**

There is huge demand for skilled labour since demand and supply for the same is skewed owing to skill gap, to bridge the same there is still ample of potential and opportunity to grow exponentially.

(iii) **Time taken to process transactions,**

Kushal's Trainers being on -site due to Training, assessment is done on daily basis any and every transaction gets prompt and due response from Trainers and Supervisors present at that particular site(s).

(iv) **Accuracy of output,**

Better Quality, no re-work.

(v) **Number of delays in service delivery**

Not Applicable

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11. Problem Resolution and Query Handling(Give details about availability of help desk, query resolution mechanism, single window resolution, interactive interface etc. #)

Involvement of Principal Academics, General Manager Technical, Technical Co-ordinator & Supervisors visit sites, have Training of Trainers followed by address and meeting etc.,

12. Innovation(Give details on extent to which the service is unique compared to other similar services, impact on number of steps required, identification and removal of bottlenecks/irrelevant steps etc. #)

On-job-on-site model is the only successful model of Training Construction Workers in India, which can be termed as 'Pune Model', extent of impact can be seen by way of Habit of Savings & Banking, Higher Wages post Training, Increase in Self-esteem & pride of workers due to certification of the training.

The innovativeness of this model can be enumerated as below :

1. Usage of Protab (Projector Tablet) to show trade/skills related films;
2. Unique on-site classrooms which are makeshift in nature;
3. Tracking : Trainees are tracked, their progress assessed, documented
4. Database : Each Trainee is provided with unique 18 digit number which makes it convenient to retrieve his data from repository and progress tracking becomes smooth;
5. Social Indicators : Kushal has felicitated Lady Contractors Ms. Bharati Pawar for having most of her workforce Trained and certified from Kushal, we have Kushal Trainee Mr. Faisal Malik who has turned into a successful Contractor, Kushal also provides soft skills trainings to Trainees whereby they can improve their quality of life by staying away from vices like Tobacco, Alcohol, encourages in them habits of Banking & Thrift by arranging them to enroll them for opening Bank Account in Nationalised Banks like Central Bank of India with due credit to Bank by relaxing KYC norms as a special concession towards Kushal Trainees and supporting in this social initiative. Kushal has also made a small start by arranging and acquiring Aadhar Cards to its Trainees. Thus, Kushal is not stopping at just upskilling its Trainees but it is also trying to make an impact in their personal lives simultaneously along with their professional ones.

13. Sustainability (Give details about Self sustainability of these w.r.t Organization (hiring trained staff, training etc.), financial (Scope for revenue generation , Cost benefit analysis of the project etc. #)

A two-fold approach towards revenue generation would be 1. Donations from Suppliers affiliated to Construction Industry, 2. Developers Contribution. The former could be tapped as suppliers donations shall entail that they are spending part of the revenue towards Corporate Social Responsibility activity as is the government mandate. Ultimately charging Training Fees from workers could also be a way forward. Self-sustainability is a big challenge due to high demand of construction workers even without certification.

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14. Adaptability Analysis

(i) Measures to ensure adaptability and scalability

Kushal's course content is ready and available minor tweaking would make it adaptable. For scalability, number of Trainers shall be directly proportional to each batch, ideally 1 trainer trains batch of upto 30 trainees. As far as geographical scalability is concerned Kushal has already taken steps to take this training Pan-India and we have had Training in Goa and Chennai its underway.

(ii) Measures to ensure replicability

We have consultancy model through which Intellectual Property Rights of our course are shared the said model is used in Goa & Chennai, corroborating that model is replicable elsewhere.

(iii) Restrictions, if any, in replication and or scalability

There could be 3 categorisations, towards restrictions/replication Geographical Barriers, Linguistic Barrier and Funds/Monetary Barrier : Geographical Barrier could be as this Training happens over a larger Geographical Area there could be challenges by way of Supervision, Tracking effectiveness etc., Linguistic Barrier shall entail disseminating Course Content, information & Syllabus in Regional Language(s) of that particular region(s). Scalability shall entail more outlay by way of Training Costs.

(iv) Risk Analysis

- Non -availability of funds;
- Ratio of Trainees not being high in Tier II & III cities would make Training cost go-up;
- Government Rozgar Yojana/Employment Guarantee Schemes attract workers back to their home towns;
- Rains and festive seasons may wean away workers as they may go back to their hometown;

15. Privacy & Security Policy - (Give details about security technique deployed , use of digital signature, encryption etc #)

Logo & Trade Name of KUSHAL have been applied for of KUSHAL Trade Mark Registration. All video training content has KUSHAL logo which is shot at various locations.

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16. E-inclusion(Give details about availability of local language interface, Online submission of forms, length and breadth of services made available online, universal accessibility of the application).

- Training is imparted in Vernacular and Hindi;
- Worker does not have to submit form, form is filled by Trainer thereafter uploaded online, Trainers fill in forms on-site which are then entered into the system as a repository of each and every worker registered as Trainee is maintained with due diligence. Every worker thus entered into our system is provided with unique 18 digit code.

17. Result Achieved/ Value Delivered to the beneficiary of the project-(share the results, matrices, key learning's, feedback and stakeholders statements that show a positive difference is being made etc):

Reach						
Sr. No.	Workers Registered	Workers Trained	Total Certified	Developers covered	Sites covered	Contractors covered
1	24514	16343	15022	72	133	1582

(i) To organization [Developer & Contractor]

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.

(ii) To citizen [construction worker]

Construction Worker gets to upskill himself leading to wage rise. Quality of Life becomes better as KUSHAL facilitates Banking Operations for them by opening Savings Account, a chance towards career pathing, instances of workers becoming Contractors themselves.

(iii) Other stakeholders

Buyers of real estate property get better quality construction & timely possession of their new homes;
Family-members of workers get to enjoy better quality of life due to enhanced wages and access to banking facility;
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

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skilled.

18. Extent to which the Objective of the Project is fulfilled-(benefit to the target audience i.e.G2G, G2C, G2B, G2E or any other, size and category of population/stakeholder benefited etc):

KUSHAL has 24089 workers registered so far; As far as geographical reach in Pune is concerned we have trainings going on in far corners from Lavasa to Urali Kanchan, Chakan to Kondhwa, Goa, Chennai. Solapur along with other centres starting soon!

19. Comparative Analysis of earlier Vs new system with respect to the BPR, Change Management, Outcome/benefit, Change in legal system, rules and regulations

- Earlier Projects would get delayed due to re-work now due to skilled workforce there is no re-work;
- Earlier skilled workforce was not there hence wastage of materials and cost escalations would happen with employment of skilled workforce cost over-runs are reduced, level of supervision required is less;
- Owing to migratory nature of workers there was no database of workers however due to training workers database is being maintained and tracked thus enabling in having a repository of skilled manpower;
- Prior to intervention of KUSHAL workers had no access Banking facility the scenario has changed for better for them with few contractors giving cheque payments to their labourers;
- Workforce hitherto which was unreliable has become an asset as it has got trained and does work qualitatively, in stipulated time, saving material and project cost;
- Trained workforce is in better position to contribute to GDP which may not have been the case earlier.

20. Other distinctive features/ accomplishments of the project:

1. So far 16,343 Construction Workers Trained and 15,022 certified as Skilled
2. Not just satisfied with Training/upskilling workers, Kushal has endeavoured to open Bank Accounts of 3,379 workers to inculcate Banking Habits and Thriftiness
3. Kushal intends to take this model Pan-India and has already done Training in Goa and has signed MOU with CREDAI Chennai
4. Kushal has just started enrolling workers for facilitating distribution of Aadhar Cards so far 55 workers have got the same and it is going to be an ongoing activity and numbers

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shall grow over a period of time.

5. Ultimate vision of KUSHAL is to reach to & upskill every construction worker in India.

This is just an indicative list of indicators, Applicant can add more information based on suitability of the project nominated.