Skilling and Placement

DDUGKY, SRLM, Kudumbashree
Skilling and placement – Indian context

- We have 430 million youth between the age group of 15 – 35
- By 2020 – India – surplus of 56 million youth, rest of the world - shortage of 47 million.
- Demographic dividend.
- In 2030 half of the populations will be under the age of 28
- Where most of the developed world will be aged

• This “Demographic dividend” can become the largest pool of technically trained manpower in the world
Where are we on Skills?

- Shortage of skilled manpower to address the demands of the economy.
- India lags far behind in imparting skill training
- Only 10% of the total workforce in the country receive some kind of skill training
- 2% with formal training and 8% with informal training
- 80% - workforce do not have the opportunity for skill training

Korea – 96%, Japan – 80%, Germany – 75%
Foundation

• Skill gap study for identifying the focus area (Deloitte India)
• Based on the skill gap – identified the trades
• Designing courses with the help of NCVT/SSC
• Institutional tie-up for training delivery
• Developed SOP for Skilling and placement
• Collected youth data at village level.
| District          | Manpower Requirement (2012-22) in '000 | Share | Building & construction | BFSI | Communication | Education/ Skill development | IT / ITES | Retail | Healthcare | Travel, tourism & hospitality | Agro based/ Food processing | Engineering Units | Textiles & garments | Chemicals & Pharma | Rubber and Plastics | Real estate services | Furniture & Furnishing | Media and Entertainment | Select Informal Sector | Other Manufacturing | Other Services |
|------------------|----------------------------------------|-------|-------------------------|------|---------------|-----------------------------|-----------|--------|------------|-------------------------------|-----------------------------|-------------------|---------------------|-------------------|-------------------|-------------------|---------------------|----------------------|------------------------|---------------------|----------------|---------------|
| Ernakulam        | 534                                    | 15%   |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Thiruvananthapuram| 374                                    | 11%   |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Thrissur         | 366                                    | 10%   |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Kollam           | 267                                    | 8%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Malappuram       | 292                                    | 8%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Kozhikode        | 298                                    | 8%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Palakkad         | 253                                    | 7%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Kannur           | 238                                    | 7%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Kasaragod        | 263                                    | 7%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Kottayam         | 229                                    | 6%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Kollam           | 229                                    | 6%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Alappuzha        | 174                                    | 5%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Pathanamthitta   | 124                                    | 3%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Idukki           | 86                                     | 2%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |
| Wayanad          | 58                                     | 2%    |                         |      |               |                             |           |        |            |                                |                             |                  |                     |                   |                   |                   |                   |                      |                       |                     |                   |               |

**Key:**
- **Blue**: Districts with moderate demand
- **Dark Blue**: Districts with significant demand
Eligibility Criteria

• Age limit: 18-35 years
  – Disabled, Particular Vulnerable Tribal Groups (PTGs): 45 years
  – PwD, victims of trafficking, manual scavengers, transgender.
Training Eco System – Stakeholders

The Implementers
The Ministry of Rural Development (MoRD)
State Missions
Training Partners

Knowledge partners
Sector Skill Councils (SSC)
National Council for Vocational Training (NCVT)

Technical Support Agencies: NABARD Consultancy Services (NABCONS) and National Institute of Rural Development (NIRD)

Employer engagement and Industry partnerships
Champion Employers
Captive Employers
Industry Internships

Beneficiaries
Candidates
Course Durations

- **3 months** training program (576 hours)
  Courses offered by Apollo Medskills;
  - General Duty Assistant
  - Pharmacy Assistant
  *Both courses comes under healthcare sector skill council*

- **6 months** training program (1152 hours)

- **9 months** training program (1728 hours)

  both residential and nonresidential training
• Setting up of training centers

- It should be as per Standard Operating Procedure document
- Courses as per Sector Skill Council
Geo Tagged Bio-Metric Device
- Center In Charge Table
- CCTV Screen
- Counselling Corner
- Multi Task Printer
- Etc
Files and Registers
Trainee Handbook
Trainer Manual
Welcome Kit
Tablet Computer
First AID Manual
Class Room-
Boards

AcLp, Training Plan, Others.......
Equipments

- CCTV
- Fan
- Light
IT Lab
- CCTV
- Fan/AC
- Light
- Internet
- Etc...
Domain Lab
Drinking Water Facility
Toilets, Urinals and Washbasin
Residential Training Center
Facility

- Hostel
- Living Area
- Toilet
- Wash Basin
- Kitchen
- Open space
- Recreational place
- Dining Area
- Etc

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Selection process

- Awareness generation through IEC
- Village/cluster level mobilisation camps
- General orientation
- Aptitude test
- Counselling
- Batch start
Training Methods
Training Methods

- On the job training
- Off the job training
B. Off-the-Job Training Methods
<table>
<thead>
<tr>
<th>Sector Skill Councils</th>
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<td>BFSI Sector Skill Council of India</td>
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<td>Electronics Sector Skills Council</td>
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<td>Indian Plumbing Skills Council</td>
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<td>Beauty &amp; Wellness Sector Skill Council</td>
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<tr>
<td>Leather Sector Skill Council</td>
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<tr>
<td>Rubber Skill Development Council</td>
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After the training

• Assessment – internal and external
• Course completion certificate
• Placement (we guarantee 70% placement, we are also supporting rest of 30% for some ME in service sector)
• Post placement support
• Tracking for a period of 12 months
• Migration support centre
• Call centre
• Alumina meeting
• Parents meeting
Job fairs
Micro Placement Drive

‘Miniature of Job fair’.

Advantages

• Less Time consuming
• Cost Effective
• Chances for local placement
Community based tracking system

- a new scheme for incentivizing community tracking and mobilization by organizing a pool of Community based Volunteers
Micro Enterprise Convergence with DDU-GKY

- DDU-GKY Canteen Run by Kudumbashree ME Unit
- Uniform Stitching Unit for DDU-GKY Program
Attappady Skill Training Program - (Special Intervention for tribal)
Organization Structure

Executive Director
Kudumbashree

Chief Operating Officer - Skills

SPM-Projects & DD
SPM-Mobilization
SPM-Finance
SPM-Inspection
SPM - MIS
SPM – Placements

District Programme Managers-14 District consultant one for each Districts

Block coordinator-152 Block Coordinator one for each Block

Community Resource Persons- One for each Panchayats