

Skills Time

Monthly E-Newsletter by Rubber Skill Development Centre



A GLIMPSE OF THE LAND OF RUBBER: KERALA

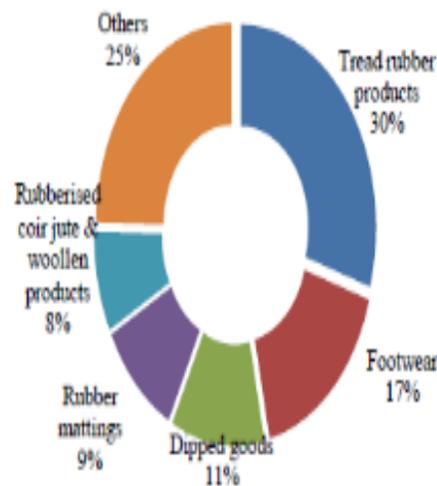
Kerala with a total population of 121.01 crore has high literacy rate of 93.9% reflecting healthy social status, high life expectancy of 71 years, low infant mortality rate of 12, and low school dropout rate. Per capita income in Kerala is Rs.56, 107 as compared against the Rs.35, 993 of India. As a result, Kerala tops all the other Indian states in the Human Development Index (HDI) score.

The state has traditionally enjoyed strong factor advantages in industries such as Rubber, Coir, Spices, Handlooms, Fisheries, Agro Processing, and Tourism. Furthermore, the Healthcare and Education sector has always been of importance in the Kerala's socio-economic milieu.

The rubber sector not only contributes to the manufacturing sector of the state but also to the bulk of the national produce in the rubber sphere. Kerala contributes to about 75 per cent of the planted area and about 89 per cent to the national production. To aid in the growth of the rubber sector, several research initiatives have been undertaken by the government including the establishment of the Rubber Park near Ernakulam which is home to several rubber units as well as research activities.

Rubber is traditionally grown in India in the hinterlands of the South West Coast comprising of the state of Kerala and adjoining Kanyakumari District of Tamil Nadu (TN). Kerala is the single largest rubber producing state in India accounting for 91 per cent of total NR production. Kerala and TN are considered to be the traditional rubber growing regions in the country. In recent years, among non-traditional region, Tripura and Assam have witnessed growing production of NR.

Major product segments in Kerala



Kerala houses over 1,000 rubber manufacturing units which are distributed across the tyre and non-tyre segments. The dominant segments in the state are tread rubber products, footwear, dipped goods, rubberized coir and rubber matting.

Geographically, the main clusters where the units are concentrated are in Kottayam, Ernakulam, Allapuzha, Thrissur, Palakkad, Malapuram and Kozhikode.

News Bulletin

500mn youth to be skilled by '22, Are you serious?

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National Skill Development Agency gets Cabinet's nod

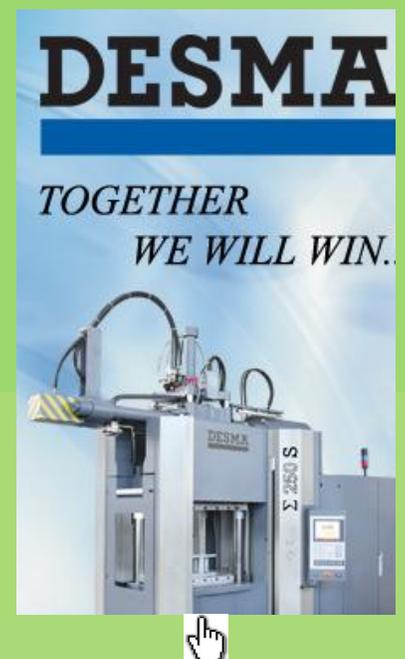
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PM looks forward to closer ties with Japan in setting up skill development center in India

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Indian Education System: It's for bread alone

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INDIA'S DEMOGRAPHIC DIVIDEND AN OPPORTUNITY OR THREAT?

India is one of the few countries in the world where the working age population will be far in excess of those dependent on them and, as per the World Bank, this will continue for at least three decades till 2040. This has increasingly been recognized as a potential source of significant strength for the national economy, provided we are able to equip and continuously upgrade the skills of the population in the working age group.

According to a study conducted by Boston Consulting Group for PHD Chamber of Commerce & Industry has estimated that by 2020 the world will have shortage of 47 million working people but India will have a surplus of 56 million people. In order to reap the benefits of demographic dividend India will have to, therefore, equip this manpower to meet the requirement of skill talent across geographies.

Demographic Dividend is the rise in the rate of economic growth due to the rising share of working age group people. On one hand this sudden growth in India's population opens some options of opportunity of growth, whereas it also makes the growing population with grim challenge of economic and social development.

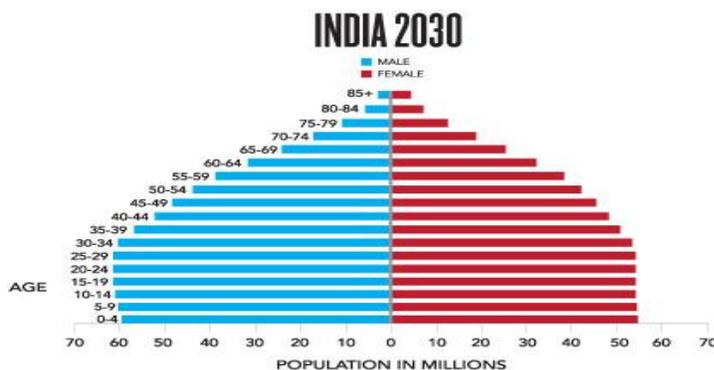
As the proportion of working age group of 15-59 years will be increasing steadily, India has the advantage of demographic dividend. Harnessing the demographic dividend through appropriate skill development efforts would provide an opportunity to achieve inclusion and productivity within the country and also a reduction in the global skill shortages. Large scale skill development is thus an imminent imperative.

On one hand of domestic economic growth increasing huge employment and job demand, on the other hand, shortage of skills is creating more unemployment and underemployment. India lacks sufficient skilled workers as its existing vocational training system does not target the casual or informal workforce, which constitutes over 90 per cent of India's working population. The training offered are mismatched from the industry needs which results in shortage of skilled manpower at the national level.

*Opportunities are: firstly, there will be increased **labour supply*** This however can prove to be significant only when the economy is able to quickly absorb the extra growing working age group. Secondly, there will be sudden increase in the **capital** of developing countries which are currently facing shortage of funds. Thirdly, there will be increase in the **human capital**, which will lead to the increase in workforce so as to provide more economic value to the country.

If the youth are not provided with ample amount of opportunities, it will lead to rising unemployment and increased of social upheaval. Long term inadequate spending and planning will somehow leads to the degradation of the India's growing economy.

It is the responsibility of the Indian Industry and education sector to optimally utilize the benefit of Demographic Dividend, if it is utilized properly, it can act in the favour of growth and development while improper utilisation, can lead to increased unemployment and underemployment therefore causing adversely impacting growth of economy of the country.



- India is third largest in the world in terms of student enrolment

China – 25.35 USA – 17.76
India – 12.85

- The capacity in ITI/ITC account for 43% of the total capacity in vocational education and training institutes in India.
- As compared to other countries, India's has a relatively younger population with a median age of 25 years.
- Out of 368 million literate rural Indians, only 17% can speak English
- Average all India drop-out rate in primary education is 27%
- Unemployment rate is 9.8%

“For every one of our people to benefit from new employment opportunities being created across the economy, we must ensure that every Indian is educated and skilled” -Prime Minister Dr. Manmohan Singh's address to the nation on Independence Day 2007

“Equity is at the heart of a good educational system. We don't have equity.” - Keynote address by Kapil Sibal at World Conference on Higher Education

“Expansion of the higher education system must be accompanied by steps to ensure quality and high standards”- Speech by President of India, Smt. Pratibha Patil at conference “Facing global and local challenges: the new dynamics of higher education”



IPOL
LUBRICANTS



Mr. Niraj Thakkar,
President AIRIA & Director, Precision Rubber

- **Precision Rubber Industries have completed more than 40 years in the non-tyre segment of the rubber industry; please share your journey, growth and challenges in the rubber industry then and now.**

Precision Rubber made a humble beginning with a small plant in Thana, Maharashtra in 1971 manufacturing synthetic rubber textile components, Aprons and Cots. Indian business scenario was a closed and controlled economy then. All the import of rubber was handled by STC's (State Trading Corporations, GOI enterprise) with an import duty of almost 100%. We would have to run to Delhi every other week to obtain license for importing rubber. Manufacturing and production was limited to licensed installed capacities with penalties on excess production. Power availability was restricted to the units consumed in a month and labour unions were very strong and militant esp. Datta Samant and ours led by R. J. Mehta. Slow downs, Closures were a common phenomenon due to labour issues. We never spoke of infrastructure, roads and ports as these were too distant dreams from the harsh realities of basics to be addressed. However, with every challenge came an opportunity. Due to labour and power issues, we migrated from Maharashtra and set up manufacturing units in Gujarat, Madhya Pradesh and Karnataka. Coincidentally, this brought us closer to our customers as they too expanded in these territories giving us a geographical advantage. With USD availability regulated for payments of imports, we looked for export opportunities to earn USD benefitting ourselves as well as the nation. Our exports commenced in 1974 to Switzerland and European countries and with increasing exports came a larger responsibility of manufacturing products which were globally competitive, in price and quality. This shifted our focus to R&D and since we have been focusing on quality and innovation as a key to our sustenance. We have received various awards for exports and manufacturing excellence but the most cherished is for R&D of PVC core cots which changed the global product mix and the perception of our company globally. Of course, over the period of time, the challenges have changed. With India completely encompassed by globalization, now an import duty of 10% on rubber too is too hard to absorb. Hidden transaction costs due to monopolistic practices, poor infrastructure, taxation, increased paper work etc. take a huge toll on the industry. Then availability of manpower was an issue, now it's not just the availability but the skill set along with poses a larger concern for the long term sustainability of the industry more so as the entire rubber industry is largely labour intensive.



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- **What are the factors affecting expansion of MSME sector in the rubber industry?**

With labour intensive manufacturing esp. in rubber industry poised to shift from the developed economies to developing nations such as India, there will be a huge expectations from global customers to match up to the quality, timely deliveries and pricing they are accustomed to. With an avg. absenteeism of 40% during May and June with 80% in certain departments, it is impossible to commit on deliveries even in domestic markets, let alone exports. With new labour rejoining following May, committing on standard qualities and productivity becomes a challenge. With no standardization of trained/skilled labour for rubber industry, automation is the next alternative. With interest cost of more than 12% for CAPEX on Term Loans, automation as well as further expansion is only a distant dream. Furthermore, regional issues such as power availability in South, Industry policies in East, Manufacturing policies in Maharashtra etc. make entrepreneurs averse to expansion. The Key to expansion in rubber sector will be national industrial policy for this sector, low interest cost for technology upgradation as the industry needs to come of age and being labour intensive, availability and skilled manpower Development.

- **What is your view on the skill development initiatives taken by NSDC by developing SSC's for high growth sectors in India?**



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I must congratulate and thank the PMO under whose guidance the NSDC has been formed to look after the skill development in various high growth sectors. This was the need of the hour. Despite having a huge pool of labour, skill labour esp. for industries where quality of a product depends on labour has always been a concern. Industry associations though aware and concerned about it were helpless. This PPP kind of model involving industry, academia and with direction from the government has opened up unlimited opportunities for each sector to benefit their industry from the shortcoming of labour issues. Setting up of NOS and Qualification Packs will bench mark quality standard and not only will the industry sectors benefit, global knowledge and acceptance of this will create a brand India image for dependability on such industries which are labour intensive.



RSDC's Skills Update

- National Occupational Standards (NOS's) are uploaded on NSDC's & RSDC's website for following occupations:
 - Mixing
 - Moulding/Curing
 - Lab Chemist
 - Quality Control
- Last date for receiving the inputs/feedback on the draft NOS is June 20, 2013.
- Skill Gap Study (Phase-I) is being conducted by iMACS for four States namely Maharashtra, Kerala, Tamil Nadu and Punjab with regard to tyre and non-tyre including specific sub-sectors.
- RSDC Invites Master trainers for training of trainers

[Know more](#)
- RSDC invites Institutes for Affiliation for specific courses

[Know more](#)



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Chairman, RSDC

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Mr. Yogen Lathia
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Dy. Director LMIS & PR, RSDC
Sub-Editor

India is the 4th largest producer of NR globally and 3rd largest consumer of all the rubbers. Per Capita consumption of rubber in India is 1.2 Kgs Vis a Vis 12-14 Kgs. in developed nations. With more than 5500 MSME units in this segment, employing one million people and manufacturing 35,000 different products, the rubber Industry in India is seen as a sunrise sector. Our exports of rubber products have been growing at about 20% YOY for last 10 years and this is despite all the challenges that I have mentioned above. Not matching the developed nations, only if we double our per capita consumption to 2.5 Kgs, you can imagine the growth in this sector. With the most critical impediment of skilled manpower addressed by RSDC, it would lead to increased productivity, standardization of quality and dependence of customers on Indian Rubber products. With the success of RSDC, along with other concerns addressed, I definitely foresee the Indian Rubber Industry amongst top two, and soon. I only hope that the Rubber Industry assists the RSDC to get the most out of it at the earliest possible.



EVOLUTION IS JUST FEW STEPS AWAY

Skill building can be viewed as an instrument to improve the effectiveness and contribution of labor to the overall production. It is as an important ingredient to push the production possibility frontier outward and to take growth rate of the economy to a higher trajectory.

RSDC is industry-driven national organization that bring together all stakeholders — industry, labour and academia to achieve the common goal of creating a skilled workforce for the rubber sector.



Mrs. Anupama Giri,
CEO RSDC

RSDC is focused on standardization of job roles through development of National occupational standards (NOS) for the rubber sector. RSDC had identified the critical job roles and conducted the NOS pilot project survey in tyre & non-tyre manufacturing companies for their valuable inputs. NOS help to identify the skill gaps and skill development needs in the industry. Under Phase I of the project 16 draft NOS are uploaded on NSDC's and RSDC's website for the industry stakeholders to share the feedback and inputs. We urge the industry to share their feedback to make the National Competency Standard for the rubber sector.

RSDC has also initiated the process of affiliating the institutes for the specified programs developed in accordance with the national occupational standards for the rubber industry. Affiliated institutes thus provide training to the students as per the training methodology and parameters laid down by RSDC. Trainers of the affiliated institutes will be trained and certified by RSDC to ensure quality and consistency.

Assessments of the trainers and trainees will be done by RSDC. *Assessment* is a process of assessing the learning and performance to maintain and adhere to the quality standards. Therefore, RSDC will conduct regular quality checks and monitor the performance of each affiliated institutes, trainers and trainees. Final assessment and certification of the trainer as well as trainee will also be done by RSDC with the help of trained team of assessors.

RSDC, thus persuades, Industry to hire only certified candidates who are not only readily deployable but also understand the rubber industry specific in a better way. We also request and urge industry to come forward with different models for the on the job training of the trainees.

LATEST DEVELOPMENTS – NOS Phase – I project

First set of 16 job roles / Qualification Packs has been approved by QRC (a body appointed by NSDC) and is available online for industry feedback. RSDC would like to take this opportunity to thank all the companies who helped in designing the competency standards. We especially thank the following 54 companies who helped KPMG to collect the data for the activity.

- ANAND NVH PRODUCTS PVT. LTD.
- APOLLO TYRES LTD.
- ASHOK RUBBER INDUSTRIES
- AUTO STEEL AND RUBBER IND. PVT. LTD.
- AUTOFLEX PRIVATE LIMITED
- BALKRISHNA TYRES (BKT)
- BANIK RUBBER INDUSTRIES INDIA PVT. LTD.
- BONY RUBBER CO.LTD.
- CEAT TYRES LTD.
- CHARTERED RUBBER PRODUCTS
- CROWN RUBBER PRODUCTS
- DEUSCH MOTOCOMP PVT. LTD.
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- EMERALD TYRES
- FENNER (INDIA) LTD.
- GENERAL RUBBER CO. PVT. LTD.
- GOLD SEAL ENGINEERING PRODUCTS
- GOODLIFT TYRES
- GOVIND RUBBER LTD. (INDIA)
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- WRISTON ELASTOMERS PVT. LTD.
- ZENITH INDUSTRIAL RUBBER PRODUCTS PVT. LTD.

RSDC appreciates your efforts and look forward to your continuous support.

We request you to visit the below mentioned web link and share your feedback / inputs latest by June 20, 2013

To view or download the draft Qualification Pack (QP) click any of the url's mentioned below:-

RSDC:

http://www.rsdcindia.in/nos_forms/qualification-packs.html

NSDC:

<http://nsdcindia.org/national-occupational-standards/standards-public-rubber.aspx>

For any query or clarification, please email us at: nos_project@rsdcindia.in

A special thanks to RSDC's NOS Subcommittee members:

Dr. R. Mukhopadhyay – Convener
Director (R&D) JK Tyre & Industries
Chairman IRI

Mr. P Sridharan
Director, Mypol & Prof. SJCE, Mysore

Mr. K Srikanth
Director, Alfa Rubber & Springs

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Dr. NM Mathew
Past Director (Research) RRI, Rubber Board

Prof. Dipak Khastgir
Professor (Rubber Technology)
IIT, Kharagpur

Mr. Vijay Deshpande
VP – HR JK Tyre & Industries

Ms. Shingari Ramachandran
Group Manager - HR Apollo Tyres