

Skills Time

Monthly E-Newsletter by Rubber Skill Development Centre

Rubber Board and RSDC sign an MOU for Skill Development in the Rubber Plantation Sector



Rubber Skill Development Centre (RSDC), Sector Skills Council for the rubber industry signed a memorandum of understanding with Rubber Board to collaborate in skill development and developing quality training standards for natural rubber plantation segment. The MOU was signed on May, 6 by the chairman of Rubber Board, Mrs. Sheela Thomas and Chairman of RSDC, Mr. Vinod Simon.

Mrs. Sheela Thomas, IAS, Chairperson Rubber Board said "I welcome this collaboration between Rubber board and RSDC. Such collaboration is of great benefit to the entire sector in building quality trained workforces".

"This MOU is a milestone for RSDC; this will not only augment the existing relationship between rubber industry, plantation sector and RSDC but will also help provide certified and trained manpower to the entire ecosystem of the rubber sector." said Mr. Vinod Simon, Chairman RSDC.



National Skill Development Corporation has a mandate to involve the private sector in training and has formed Sector Skills Councils in association with specific industries. Rubber Skill Development Centre (RSDC) is one such Sector Skill Council for the rubber sector set up by All India Rubber Industries Association (AIRIA) & Automotive Tyre Manufacturers' Association (ATMA) in Collaboration with NSDC is focusing on skill development & training needs of the sector.

Under the agreement, parties will take initiatives for research and development and capacity building to positively impact productivity in the natural rubber segment. The main aim of RSDC is skill development for rubber industry to develop the skills foundation to increase both the quantity and quality of skilled workforce in the industry. Inadequately educated or unskilled workforce keeps industry in a circle of low productivity and low profit. Skills development is essential to improve productivity which in turn, improves the production and growth.

RSDC's key objectives are conducting research, quality assurance and improving delivery mechanism for skilling and up-skilling professionals in the rubber sector.

RSDC has already commenced various research and development activities for the manufacturers of the rubber industry in order to reduce the skill gaps and match the skill requirement of the industry.

News Bulletin

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RSDC's 5th GC meeting was held on April 05, 2013



(From L-R): **Mr. Rajeev Anand**, Vice Chairman & Managing Director Goodyear Tyre Ltd., **Ms. Sheela Thomas, IAS**, Chairman Rubber Board of India, **Mr. Vinod Simon**, Chairman RSDC & Executive Director Simmco Rubber & Plastic (P) Ltd., **Ms. Anupama Giri**, CEO Rubber Skill Development Centre (RSDC), **Mr. Mohinder Gupta**, Managing Director Vinko Auto Industries Ltd, **Dr. P Thavamani**, Director Indian Rubber Manufacturers Research Association (IRMRA), **Dr. R. Mukhopadhyay**, Chairman Indian Rubber Institute (IRI) & Director CE, Hasetri, **Mr. Yogen Lathia**, Director Lathia Rubber Mfg. Co. Pvt. Ltd., **Mr. Rummy Chhabra**, President ICRTMA & Managing Director, Metro Tyre Ltd., **Mr. Rajiv Budhraj**, Director General Automotive Tyre Manufacturers' Association (ATMA)

WAY FORWARD FOR ECONOMIC GROWTH

SKILLS NEED IN INDIA



Indian government is firmly committed to the belief that a highly skilled workforce is key to national economic competitiveness, productivity and social inclusion in the modern global economy. The World Bank sees India regaining economic momentum and recording 6.1 per cent GDP growth in the current fiscal. Growth is expected to increase further to 6.7 per cent in 2014-15, the World Bank said in its latest India Development Update, a bi-annual report on the Indian economy.

In order to achieve the twin targets of economic growth and inclusive development, India's Gross Domestic Product (GDP) has to grow consistently at 8% to 9% per annum. This requires significant progress in several areas, including infrastructure development, agricultural growth coupled with productivity improvements, financial sector growth, a healthy business environment, ably supported by a skilled workforce. In such a scenario, significance to be given to skill development and increase the capacity of trained workforce for socio-economic growth of the country.

Stress on skill development is the "need of the hour" and will strengthen the overall economic structure of India, Gujarat Chief Minister Narendra Modi said.

According to Mr. Modi "India is a young country. If we take advantage of the demographic dividend, we can change the face of the world. If we pay attention to skill development, then we can provide opportunities to our youth to become productive and creative... then we can do a lot of things"

"We have got the ability that means we can do great work by means of skill development and vocational training."

"For example, the world needs teachers, nurses. We can develop the human resources and export teachers and nurses. We can add a new paradigm to economic development." said Mr. Narendra Modi.

Ironically most industries are struggling to achieve their growth targets because of shortage of skilled labour. The education system chucks out students who are not immediately employable as they are not trained as per the requirement of the industry. Also skill up-gradation on the job is very low; implying that a large section of the currently employed workforce possesses outdated skills.

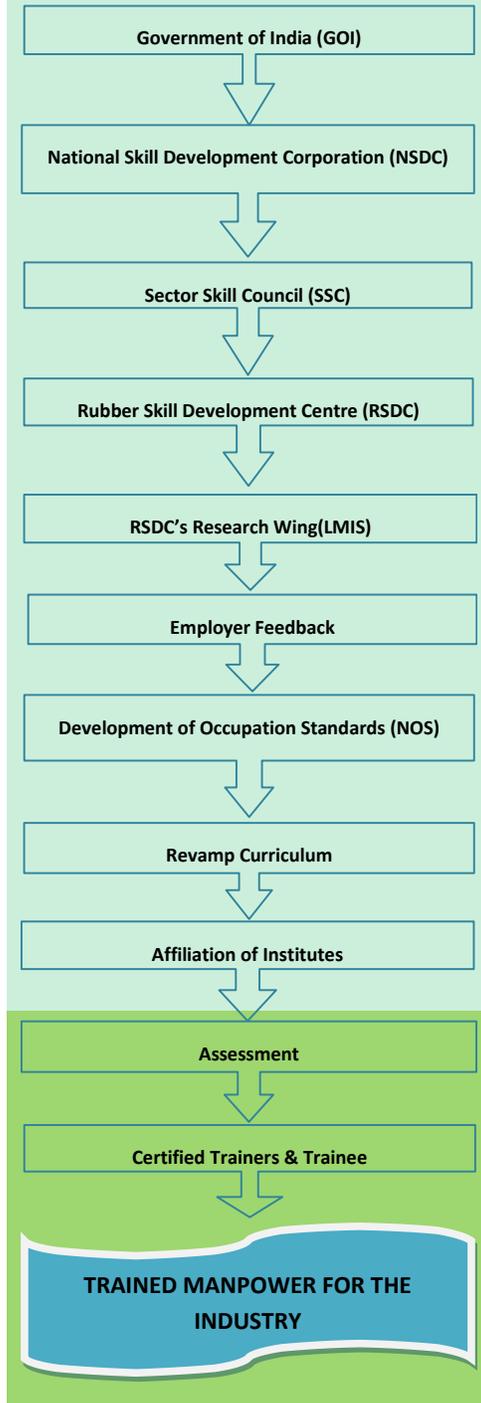
According to Rahul Gandhi, training and skill development in India has not kept up with industry standards. It is based on outdated textbooks or on overburdened teachers in understaffed government schools.

There are various initiatives being taken by government of India, one of them is creation of Sector Skill Council by NSDC to achieve the ambitious target of 150 million workforces by year 2020. Sector Skill Council (SSC) for various industry sectors are expected to bridge the gap between skills required and skills match actively engaging with the companies/employers in the sector. This initiative hopefully will be able to boost productivity by supplying the right kind of skills required for the economy today.

SSCs are national partnership organizations that bring together Industry, Labour, Academia and Government together with an objective of bridging the identified skill gaps in different sectors of a nation's economy. SSC identifies the macro & micro skill requirements.

It usually functions by involving the industry under a Public-Private Partnerships (PPP) framework were seen as essential. The idea is to effectively boost the skills of specific sector workforces. Global experiences also confirm the momentous role that SSCs play in skill development of a nation.

Skill Development Initiatives in India





Mrs. Sheela Thomas, IAS
Chairman Rubber Board

- **Rubber Sector is facing acute labor shortages, what in your opinion would be a solution for the same?**

Labour shortage is faced by all agricultural sectors in the traditional rubber growing region (mainly Kerala) and natural rubber (NR) sector is not an exception. Shortage of labour is acutely felt for harvesting rubber; ie for tapping which is a skilled operation. There is no single solution to the problem and it needs to be addressed from different angles. Organising regular programmes to train more persons in tapping and related activities is the basic strategy. Providing welfare measures can attract and retain more labourers to the rubber sector. Changes in the pattern of labour management would economise employment of labour in the context of preponderance of small and marginal farmers in rubber cultivation. One of the initiatives of Rubber Board in this direction is organising Tappers' Banks as Self Help Groups under Rubber Producers Societies. This would not only ensure availability of tappers for growers but also enhance tapping task / earnings of tappers and reduce drudgery of the work. Apart from these, rubber plantation management has to be revamped to meet the challenge of labour shortage. Labour saving cultural practices have to be developed and adopted in cultivation and tapping. Low intensity tapping combined with application of stimulants is to be popularised. Lastly, taking cue from the experience of other major rubber producing countries, a change in processing mix in favour of block rubber could become inevitable when the issue of labour shortage becomes more acute.

- **Do you think skill development through vocational training/technical education is an alternate for the shortage of skilled manpower in the industry?**
- It is a fact that there is growing deficit of skilled manpower in relation to demand in India. Reasons could be inadequate number of vocational training/technical education institutes, lopsided distribution of such institutes or misalignment between the needs of the industry and the curriculum of such institutes. Concerted and well coordinated initiatives in revamping vocational training/technical education can substantially help in addressing the issue of shortage of skilled manpower.

- **What kind of initiatives/collaborations with different stakeholders do you think can further enhance RSDC's way forward?**

RSDC shall have collaboration with all rubber industry stakeholder associations for promoting collaborative efforts in the discharge of its functions. Collaboration can be at different levels. But what is to be focused is collaboration ensuring active involvement of partners. Skill development is a continuing process. Adequate care shall be paid for skill enhancement of manpower already employed in the industry. Success of RSDC would depend on its ability to be flexible to the changing needs of its stakeholders. Constant flow of information between RSDC and its stakeholders is essential.

- **What role can Private Players play for supporting skill development initiatives and encouraging vocational training for the rubber industry?**

Most of the technical education and vocational training programmes are organized by government departments and other dedicated public agencies. But, of late, private players are actively entering the education sector. Private players, covering those who establish and manage educational institutes and those who own industrial units / plantations have an active role to play in skill development initiatives in rubber sector. During the middle ages, skills were taught to "apprentices" by "master

craftsmen" in the industrial/trade establishments, popularly known as guild system.

This ensured imparting specific skills required based on practical experience but lacked structured and systematic learning. The positive elements of guild system could be assimilated into vocational training programmes by linking educational institutes with private industrial establishments.



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RSDC's Skills Update

Update on **National Occupational Standards (NOS)** project:

- Industry feedback is critical to carry out research and development activities and develop apt Qualification Packs and NOS. Please share your feedback on the following occupations:

- Mixing
- Moulding/Curing
- Quality Control
- Lab chemist

Click on the web links to know more

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

Please send an email to us at:

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Vocational Education and Training (VET) can play a significant role in economic growth of the nation. There is an urgent need to revamp the critical elements of imparting vocational education and training to make them as per the industry requirement, flexible, contemporary and relevant. The Government is well aware of the important role of Vocational education and taking number of important initiatives in this area.



Mrs. Anupama Giri,
CEO RSDC

To stimulate and support reforms in skills development and to facilitate standardized and acceptable, international comparable of qualifications, a "National Vocational Education & Qualifications Framework" is being established which will cover schools, vocational education and training institutions and higher education sector. NVEQF will be based on nationally recognized occupational standards which details listing of all major activities that a worker must perform in the occupation or competency standards – a detailed listing of the knowledge, skills and attitude that a worker should possess to perform a task written by the particular employment-led sector skills council.

RSDC, the sector skill council for the rubber sector, has initiated the activity of developing National occupational standards (NOS). Under the Phase I of the activity, Qualification Packs for 16 job roles have been already developed and submitted to NSDC. Post the approval from Qualification review committee (QRC) of NSDC, the standards will be made public. RSDC thereafter, will affiliate the institute for the specified programs developed in accordance to the national occupational standards for the rubber industry. Affiliation is a process that assures an institution or a program has clearly defined appropriate objectives and maintains conditions under which the desired results can reasonably be expected. It fosters excellence in education through the development of principles and guidelines for assessing educational effectiveness.

Each affiliated institute will revamp the curriculum in accordance with the NOS, which will be further review by the curriculum review committee (CRC) of RSDC. 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. RSDC will conduct regular quality checks and monitor the performance of each affiliated institutes. Final assessment and certification of the trainer as well as trainee will also be certified by RSDC. Clearly astringent set of quality norms for affiliation and assessments for institutes, trainers and trainees will encourage the industry to recruit the students from these affiliated institutes as they are readily deployable in the industry with the relevant skills. Hence, RSDC invites institutions who can revamp the pedagogical practices and engage industry effectively on one hand and provide world class infrastructure for practical training on the other hand.