

Skills Time

Monthly E-Newsletter by Rubber Skill Development Centre

GOVERNMENT URGES INDUSTRY TO PARTICIPATE IN VOCATIONAL TRAINING

National Manufacturing Policy (NMP) brings cheer to India Inc. as it promises to create a 100 million more jobs and contribute 25 per cent to country's GDP in a decade.

India is largely moving towards high-end manufacturing with the Government announcing multiple reforms and policies in the sector. Indian manufacturing industry is largely driven by low-cost, skilled labour, adequate land laws and reasonable cost of capital. McKinsey believes that India's manufacturing sector has the potential to create up to 90 million jobs by 2025. Today, the sector generates about 45 million jobs, 80 per cent of which are in the unorganised segment.

The need to raise the global competitiveness of the Indian manufacturing sector is a key imperative for the country's long-term growth. The National Manufacturing Policy (NMP) is by far the most comprehensive and significant policy initiative taken by the government. A universal concern for manufacturers is enhancing labour productivity, ensuring sustained availability of skilled and highly qualified workforce, resolving labour disputes during closures or bankruptcy and managing rigid and archaic labour laws. These are impediments in attracting investments.

As per the National Manufacturing Policy, 2012, it is estimated that between 2007-2017, 85 million persons will be added to the labourforce. The growth of total employment during this period, based on the assumptions about employment elasticity and sectoral GDP growth rates, is estimated at 116 million. Additional job opportunities in manufacturing alone are estimated at 24.5 million during 2006-2017. All these jobs would require sector and skill specific trained workforce.

Since only 6% of the Indian workforce receives any form of vocational training currently, there is a pronounced 'skill gap' both in terms of quality and quantity. Overall skill gap would be significantly larger than the incremental workforce as even the existing workforce would need retraining/skill specific training. Recognizing the urgency of interventions needed to address both the qualitative and quantitative gaps in skill development, the National Manufacturing Policy proposes to create a policy for skill development.

In line with the vision of the plan of industrial trainings and skill development, a proposal outlining the details of expanding the existing training infrastructure is mentioned in the NMP. Efforts of private sector companies/institutions, directly or through their nonprofit arms, on skill upgradation, will be scaled up with appropriate incentives and infrastructural support, through a mix of viability gap funding and weighted deductions. **To encourage private sector to effectively participate in the skill development initiative, the Government will provide a weighted standard deduction of 150% of the expenditure (other than land or building) incurred on Public Private Partnership (PPP) projects for skill development in manufacturing sector in separate facilities in coordination with NSDC.**

Training and skills development of millions of minimally educated people will be trained through training institutes in a PPP mode and courses in local language will ensure a constant supply of skilled resources throughout the country. Industry involvement to impart industry or job specific vocational training and skills development will help reduce the training curve and ensure employees are productive. Improving labour productivity by up gradation of skills, manufacturing and people process innovations, internship and apprenticeship models will help improve output allowing companies to operate with a leaner workforce and be cost-effective. Thus, **industry needs to take privilege of this policy that would help them in generating more skilled and productive manpower by investing in skill development training by various models.**

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NVEQF - LEAD THE REVOLUTION IN INDIAN EDUCATION SYSTEM

Ministry of Human Resource Development (MHRD) had launched the National Vocational Education Qualification Framework (NVEQF) to be implemented in polytechnics, Engineering Colleges and other colleges in the University systems from 2012-13. NVEQF is introduced by Government in order to formally integrate vocational education together with its current conventional educational streams across school and higher education space and provide an opportunity to students to explore a large universe of opportunity.

NVEQF provides a common reference framework for linking various vocational qualifications and setting common principles and guidelines for a nationally recognized qualification system and standards. It is important that a Vocational Educational Qualification Framework is in place that allow cross mobility of standards and their absorption in Industry with certain skill gained over a fixed period of time or their seamless integration into higher learning that enable them to acquire formal degree and higher skill so that they perform higher level jobs in Industry.

The NVEQF makes reference to specified levels of learning outcomes. These levels offer a new understanding of the qualifications system.

These NVQEF's link with National qualification packs should refer to what a learner is expected to know, understand or be able to do at the end of a learning process, and not assume that a particular provision or teaching will automatically result in learning outcomes at a specified level.

These NVEQF's potentially aim at a redefinition of the way qualifications are related to each other, how they are valued and eventually put into use in our societies. These NVEQFs can thus be described as tool with a vision to revamp of current education and training practices and challenging existing professional and sectoral interests.

This new, learning outcome based level descriptor is more or less independent of any one qualification at that level and can accommodate several different types of qualification. By making explicit the expected learning outcomes to be achieved through sector based curriculum, to be assessed and validated and certified in a qualification of trainers and trainees who are all clearer about the content and value of the qualification. In this sense the learning outcomes is also about strengthening the accountability and quality of qualifications.

At present India faces various challenges related to vocational skills:

- Age Group 15-29
 - only 2% have undergone formal vocational training
 - 8% acquired skills at work place
- 93% of workforce in unorganized sectors
- 80% of new entrants to the workforce have no opportunity for skill training
- New entrants to the workforce every year: 12.8m
- Existing skill development capacity: 3.1 million

Objectives of development of NVQEF:

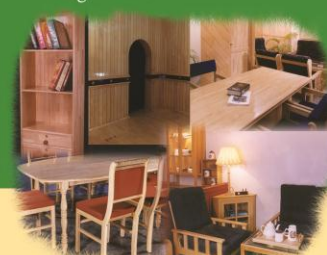
- To bridge skill gap and provide industry ready manpower by introduction of short term, structured job oriented Courses.
- It will prepare the youth for a vocation of their choice and build a formidable work force of international quality for Demand not only in India but also in all other countries.
- It will help to reduce unemployment by supplying world-class skilled people.

NVEQF LEVELS

Level	Responsibility	Case I	Case II	Certifying Body		
		Equivalence	Equivalence			
10 Doctorate	Responsible for strategic decisions in unpredictable complex situations of work/study.	Degree	Doctorate	University and SSC		
9 Masters	Responsible for decision making in complex technical activities, involving unpredictable study/work situations.	PG Diploma	Masters Degree	University and SSC		
8 Honors	Exercise management and supervision in the context of work/study having unpredictable changes, responsible for development of self and others.			University and SSC		
7 Graduates	Full responsibility for output of group and development	Advanced Diploma *	Bachelors Degree**	*Board of Technical Education and SSC **University and SSC		
6 Master technician/trainer	Responsibility for own work and learning and full responsibility for other 's works and learning			Diploma*	Grade XII**	*Board of Technical Education, and SSC**School Board and SSC
5 Supervisor	Responsibility for own work and learning and some responsibility for other 's works and learning	Grade XI**	Grade IX			School Board and SSC
4 Skilled Worker	Responsibility for own work and learning					
3 Semi-Skilled Worker	Under close supervision. Some responsibility for own work within defined limit.	Grade X	Grade X	School Board and SSC		
2 unskilled	No responsibility, works under instruction and close supervision					
1 unskilled	No responsibility, always works under continuous instruction and close supervision	Grade IX	Grade IX	School Board and SSC		
Recognition of Prior Learning (RPL) unskilled	Can take Independent decisions on the trade related activities and demonstrate the same in work situation.	Grade VIII	Grade VIII	NIOS /State Open Schools and SSC		
	Can take Independent decisions on the trade related activities.	Grade V	Grade V	NIOS /State Open Schools and SSC		


*SSC – Sector Skill Council

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Mr. Anant Goenka
Managing Director, Ceat Ltd. & Chairman,
ATMA

➤ **What has been the impact of shortage of manpower on productivity and growth of the rubber sector?**

The rubber sector is witnessing growth and consequently facing shortage of skilled manpower. The already skilled population is ageing and the lesser percentage of next generation is resorting to the profession in rubber industry. Semi-skilled or unskilled manpower is replacing highly skilled. This is resulting in high labour cost due to low productivity. High labour cost is making the sector cost uncompetitive. Although many users of natural rubber are looking at cheaper variants, the demand outlook for near future is still quite bullish.

➤ **What are your views on PMO's skill development mission and sector skills councils being set up by NSDC?**

NSDC has gained momentum since its launch. Importantly many large corporate houses are also partnering NSDC in specific programmes (e.g. Tata Motors partnered for both training & employment). The scope of further such engagement is huge given the large base of unorganised manpower intensive sectors and low automation in our country.

The success of NSDC will be dependent on more autonomy of functioning and direct reach to people. Government has to play a role to communicate the dignity of labour & importance of skill development in a country where only selected white-collar ambition overrides everything else.

➤ **How will the Rubber Sector be benefited from this?**

Rubber sector is facing huge manpower shortage which is a factor of both skill & will. National skill building programme in an organised manner is expected to communicate and attract young population with assurance of employment. This will be a big boost to this sector which has very low scope of automation and is expected to generate more employments in future.



➤ **How can RSDC bridge the skill gaps?**

Rubber sector is growing at a CAGR of more than 10%. Severe manpower shortage which will only worsen in times to come, has made it imperative for a regulating body to communicate, attract, train and enable employment of manpower for this sector. RSDC is an able body and the rubber producing industry will be very hopeful to engage with them for a sustainable model to create skill pipeline. RSDC will also have a huge task of involving academic partners to establish education content & standards and reach out to the grass-root level. Technology can enable the process but skill development will require a lot of infrastructural support, which can only be built through more academic & industry partnerships at an operating level.

➤ **How do you foresee the hiring trend in India in Rubber sector in the next ten years?**

India is the 4th largest producer of natural rubber and 2nd largest consumer. However our share of global production has immense opportunity to grow, with growing consumerism in India. The current demand-supply ratio of labour is high and in the next ten years the demand is expected to remain high over supply. Although numbers are difficult to predict but the sector might double its manpower in the next 10 years, assuming that the CAGR of 10% plus continues.

➤ **How important is Industry-academia partnership?**

Industry provides exposure, employment opportunities and financial support. Academia provides standards, education content, research and the intellectual support. Role of government is to bridge the two through a RSDC and provide tremendous autonomy with accountability for a successful tripartite partnership. Such large scale skill development programme will not scale-up in speed and efficiency if any of these machineries fails to work.



RSDC's Skills Update

Occupation Standards for following job roles are declared as **National Occupational Standards for the Rubber Sector by NSDC**:

- Mill Operator
- Internal mixer Operator
- Kneader Operator
- Assistant Storage of mixed batch
- Compression Moulding Operator
- Transfer Moulding Operator
- Injection Moulding Operator
- Rotocuring Operator
- Autoclave Operator
- Lab Chemist - Batch Release Testing
- Lab Chemist - Cured Compound Testing
- Lab Chemist - Finished Compound Testing
- Quality Control Inspector - Statistical Process Control
- Quality Control Inspector - Visual Inspection
- Quality Control Inspector - Dimension Check

To view NOS click on the link below:
http://rsdcindia.in/national_standards.html



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I feel immense pleasure on release of first set of national occupational standards for the rubber sector. It was great learning experience and a proud moment for RSDC. I would like to give special thanks to all the stakeholders of the industry for their inputs and feedback in the Phase –I NOS Project. I would also like to share that RSDC is ready to initiate the NOS Phase-II project for the next set of job roles for the sector.



Ms. Anupama Giri,
CEO RSDC

RSDC is very soon joining hands with Additional Skill Acquisition Programme (ASAP) of Kerala State. ASAP is part of the State Skill Development Project that will help the advancement of Kerala Society. The ASAP has been designed to help students to attain employable resource status at the end of their Vocational Higher Secondary or Under Graduate study streams. The State Skill Development Project and the associated Additional Skill Acquisition Project envisages the creation of employment opportunities for unemployed youth, enhancement of skill sets of the labour force, emphasizing industry linkages, enhancing employability of students by introducing additional skill acquisition programmes in their career.

The first pilot is expected to be started in August'13. RSDC has also formed a Curriculum Development Committee for Kerala and the first workshop happened on 27th June for the development of contents and curriculum for the trainings of the students. The committee developed the training methodology and parameters for theoretical and practical curriculum contents. RSDC is also appointing trainers who will train the students twice in a week as per the methodology laid down by RSDC. RSDC will also conduct regular quality checks and monitor the performance of 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 to ensure quality and consistency.

RSDC's activities encompass everything from setting standards for qualifications to helping individuals find the right career and directing employers to the best training for their staff. We are committed to help the rubber sector to grow and develop your organization by more skilled and more productive workforce.



Curriculum Development Committee for Kerala: Dr. K.M. Abraham IAS, Additional Chief Secretary, Deptt of Higher Education, Govt. of Kerala, **Mr. Vinod Simon**, Chairman RSDC, **Ms. Anupama Giri**, CEO RSDC, **Ms. P. Sudha**, Deputy Director, Rubber Industry Development Training, RTI, **Ms. Nishiath Rahiman P.**, Subject Matter Specialist (Rubber Tech.), RTI, **Dr. N. M. Mathew**, Chairman, IRI, **Dr. Rani Joseph**, Professor, Deptt. Of Polymer Science and Technology, Cochin University, **Dr. Leny Mathew**, Assistant Professor, University College of Engineering, Thodupuzha, **Dr. Honey John**, Assistant Professor, Deptt of Chemistry, Indian Institute of Space Technology, **Mr. Baiju P.**, Senior Manager(R&D), HLL, Thiruvananthapuram, **Mr. George Varghese**, Division Head-Technology, Apollo, Kochi, **Mr. S. Prem Kumar**, Manager- Technical, Apollo, Kochi

SKILL GAP ANALYSIS (SGA)

RSDC would like to thank all the companies which participated in the Skill Gap Survey. We especially thank the following companies who helped iMaCS to collect the data for Skill Gap Study conducted in Punjab, Kerala, Tamil Nadu and Maharashtra for the rubber sector.

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RSDC & ASAP invites Rubber Technology Experts from the Rubber Industry for training the students of Class XI and XII in selected districts of Kerala.

Eligibility:

- Graduate/PG Diploma in rubber technology with 8-10 years' experience of teaching experience.
- Knowledge of rubber manufacturing industry.

Email us your profile at: nidhi.sharma@rsdcindia.in

We request Training Institutes to visit following web-link to view the Affiliation Protocol:

<http://www.rsdcindia.in/Download/RSDC-Affiliation-Protocol%20Document-Master-Release-Version-1.pdf>

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

A special thanks to RSDC's SGA Subcommittee members:

Mr. Mohinder Gupta– Convener
 Managing Director, Vinko Auto Industries Ltd

Mr. Rajiv Budhraja
 Director General, Automotive Tyre Manufacturers' Association (ATMA)

Ms. Shingari Ramachandran
 Group Manager - HR Apollo Tyres

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> HI TECH RUBBER INDUS	> KARAN & UEDA CARPET (P) LTD.	> MAYUR TYRES	> PRAKASH ENTERPRISES
> HI TECH TREADS	> KARUNYA RUBBERS	> MEENA RUBBER INDUSTRIES	> PRAKASH RUBBER
> HI-BOND RUBBERS	> KATTIYANKAL RUBBER INDUSTRIES	> MEGA FOAM RUBBER INDUS.	> PRAKASH RUBBER INDUSTRIES
> HI-FIT ELASTOMERS (P) LTD.	> KAYSON'S PRETREADS	> MERIT RUBBER PRODUCTS	> PRAVEEN RUBBER
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> HINDUSTHAN TYRES	> KING RUBBER INDUSTRIES	> MILLENIUM RUBBER TECHNOLOGIES	> PREMIUM RUBBER TECH INDUSTRIES
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> HLL LIFECARE LTD.	> KISHORE RUBBERS	> MODERN RUBBER & ALLIED INDUSTRIES	> PRINCELY LATEX
> HNM RUBBER PRODUCTS LTD.	> KISSAN RUBBER WORKS	> MOTHER RUBBER PRODUCTS	> PRITHVI INDUSTRIES
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> IMPERIAL WATERPROOFING INDUSTRIES (P) LTD.	> KOLADI CHEMICALS	> MURUGAN ENTERPRISES	> PUNJAB RUBBER STORE
> IMTI RUBBER WORKS	> KOLHAPUR RUBBER FACTORY	> N.K. RUBBER INDUSTRIES	> PUNJAB RUBBER WORKS
> INDIA RUBBER PRODUCTS	> KOLLAM LATEX	> NAGPAL INDUSTIRES	> PYARE LAL COIR PRODUCTS P LTD.
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