

Skills Time

Monthly E-Newsletter by Rubber Skill Development Centre

FINANCE MINISTER P CHIDAMBARAM UNVEILS NATIONAL SKILL CERTIFICATION AND REWARD SCHEME

August 16, 2013 has added one of the biggest milestones, in the journey of skill development across the country. Finance Minister Mr P Chidambaram unveiled an ambitious scheme for skilling the citizens of the country, by linking the skill development to monetary rewards, which is the National Skills Certification & Monetary Reward scheme, named as 'STAR' (Standard Training Assessment & Reward). Union Minister for Rural Development Jairam Ramesh, Deputy Chairman, Planning Commission Dr Montek Singh Ahluwalia and NSDC Chairman, Mr. S. Ramadorai were also present on the occasion.

It is the most exclusive of all schemes launched by the Govt. of India to encourage the skill development process in the country. India is all set to have a phenomenal rise in the number of skilled

"The government estimates to skill a million youth with an annual cost of Rs. 1,000 crore. "I want to assure there will be no shortage of funds if more youth gets skills for employment in the industry." said Finance Minister

All the training programmes under the scheme will be aligned to the Qualification Packs and National Occupational Standards (NOS) and only the training institutes approved by NSDC and SSCs can participate in the scheme. For ensuring the quality of the training programmes, the assessments would be

conducted by approved Assessment Agencies, wherein no Training Provider can be an assessment agency for the implementation of this scheme.

The monetary reward is strictly dependent on obtaining



Shri P Chidambaram, Finance Minister releasing the National Occupational Standards (NOS) in the presence of Deputy Chairman, Planning Commission, Shri Montek Singh Ahluwalia; Shri. S Ramadorai, Chairman, NSDC; Shri Jairam Ramesh, Minister of Rural Development; Dr. Arvind Mayaram, Dept. Of Economic Affairs, Ministry of Finance and Chairman of various Skill councils selected for the pilot launch of STAR scheme

resources, aimed at a sweeping 1million across various industry sectors and verticals, though this scheme.

Every candidate successfully completing a skill based course would get a reward of Rs.7,500/- to Rs.15,000/- as a reward, depending upon the level and sector of the course. This will be affected through direct bank transfer to the beneficiaries' accounts linked through AADHAR

a certificate that will be issued by qualified assessors after necessary tests have been passed.

The Scheme aims to motivate the youth of the country to turn towards Vocational Education as an opportunity for becoming employable. It also envisages increasing productivity of the existing workforce and aligning the

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"Arunachal Pradesh's biggest initiative-job-cum skill development fair to empower youth with skills and jobs was launched in Itanagar on August 30, 2013, which was participated by about 9,000 youth, with the aim of ending unemployment in the state in 10 years."

"Govt. of India has launched a training programme for Kashmiri youth from poor families to help them get jobs in the private sector and steer them away from violence. The first component worth Rs 235 crore was launched in New Delhi in August 2013 by minister for Rural Development Jairam Ramesh, involving seven corporate majors, who will provide training and placement to 100,000 non-technical youth over the next five years. Second component to be launched by Ministry of Home Affairs will provide jobs to 40,000 skilled youth like engineering, medical, nursing or science graduates at a cost of Rs 1,000 crore."



training and certification to the needs of the industry in the country. Standardization in the certification process and initiating a process of creating a registry of skills, are also the integral features of this scheme. The focus of the trainings will be on hands on skills for the trainees, which will be facilitated through practical trainings, On-the-job trainings and internships.

Training programs will be for a minimum of 30 days duration and will also include

training on social skills like health, hygiene, soft skills etc.

The scheme is aimed at accomplishing the government's National Skilling Mission, which envisages adding 500 million skilled Indians by the year 2022. While 150 million of the numbers are expected to be contributed by the private sector working under National Skill Development Corporation (NSDC), 350 million will be contributed by 18-odd Union Ministries.

RSDC FIRST TRAINING PILOT BATCH LAUNCHED UNDER THE SCHEME

RSDC has been selected for the pilot launch of the STAR scheme of Govt. of India. A total of 9 sectors, including Rubber, have been shortlisted by GOI for the launch of this scheme on August 16, 2013. The selection of the sectors has been based on the readiness of the respective Sector Skill Councils, with regard to the development and approval of the National Occupational Standards.

Rubber is the sector with the maximum Qualification Packs, not only approved by QRC, but also declared as National Standards. As on date, a total of 30 QPs for various job roles have been approved as National Standards by NSDC. Out of these 30 job roles, 22 job roles are approved under the STAR scheme, as the job roles of only levels I to IV have been covered under this scheme.

RSDC's pilot batches have been successfully launched by two organizations-

1. HASETRI (Hari Shankar Singhania Elastomer & Tyre Research Institute)
2. LabourNet

HASETRI is India's first and foremost independent Research and Testing Centre, located at Kankroli, District Rajasmand, Rajasthan. The course based on the job role of Mill Operator has been started by HASETRI under the STAR scheme, for 32 trainees. Theoretical and practical classes would be imparted to the trainees for providing hands on skills and job role specific expertise. The practical training is provided in the lab as well as at the shop floor of JK Tyres.

LabourNet is a NSDC funded partner in the skill training space, with its Headquarters in

Bangalore. It operates through its livelihood centres with PAN India presence. LabourNet has launched the Internal Mixer Operator course in Madurai for 33 trainees, by collaborating with the Rubber Manufacturing companies in Madurai. Training for many other job roles would be started by LabourNet at various places across the country by collaborating with the Rubber Manufacturing companies. The theoretical classes for these programmes would be conducted at LabourNet Livelihood centres located in different cities of the country or the facility/premise of the company, while the practical training would be conducted at the shop floor of these companies.

Comprehensive audit checks would be conducted by RSDC for the training organizations affiliating with it for curriculum to be offered, training methodology, infrastructure assessment and compliance assessments. The trainees undergoing the programmes would be assessed by RSDC certified assessors, evaluating the skill competencies acquired by the trainees through these programmes. RSDC's programmes are based on the 'Value-add' preposition, and have come as a solution for the rubber industry in India, which has been constantly facing huge skill crisis for a long time.

RSDC invites Rubber Training institutes as well as the Rubber Industries to come forward and associate with RSDC, for participating in the STAR scheme, through affiliation.

STAR scheme launch on August 16, 2013

"It is a sort of subsidy for people who are able to get proper skills," Planning Commission deputy chairperson Montek Singh Ahluwalia said at the launch of the scheme

"Skill-trained youth will give an enormous boost to employability and productivity" said Finance Minister, P. Chidambaram



(Left to Right): Mr. Montek Singh Ahluwalia, Deputy Chairperson Planning Commission, Mr. S. Ramadorai, Chairman NSDC, Mr. P. Chidambaram, Finance Minister, Mr. Vinod Simon, Chairman RSDC at the launch of National Skill Certification and Monetary Reward Scheme in New Delhi

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Mr. Mohinder Gupta
Sr. Vice President AIRIA

➤ **What are the challenges faced by the Rubber Industry in India with regard to the shortage of skilled labour?**

The lack of aptly skilled people is one of the most alarming commercial issues, taxing on the Indian Rubber Industry. The industry has been continuously facing the problem of sourcing fully productive workforce that can add economic value to the organizations. Unskilled and unproductive labour results in excessive costs for the industry. There is a compelling need to drive transformation of the formal age old education system to a skill oriented training system.

➤ **How can we take advantage of our demographic dividend towards solving the problem of skill gap in the country?**

India is a country with the maximum population in the working age group, thereby leading to a low dependency ratio. Although, we have not explored this strength to the full, as of now, but certainly this can be converted to a win-win scenario, by providing some sort of vocational skills to each of these youngsters. Particularly, the unskilled labour force engaged in the seasonal employments can be skilled for a particular domain and banked upon as skilled resources for the country. Govt. of India's initiatives under the National Skill Policy are certainly the right steps in this direction, but a lot more need to be done through capacity building initiatives across the country.

➤ **What is the importance of conducting a Skill Gap Analysis for an industry sector?**

The task of quantifying the skills of the labour pool at both a micro and macro level has always been a challenge for any level of geography. Skills Gap Analysis provides a tool that can be used to identify the knowledge, skills, and abilities, necessary to successfully perform critical work functions in an industry or

occupation. It helps in assessing and prioritizing the level of skills, the workers have and those that are needed to perform specific tasks in the present or near future, thus providing effective solutions to skills mismatches. A collaborative Skill Gap Analysis by involving the stakeholders, experts, and policy makers, helps to identify which skills gaps likely have the greatest impact on the industry sector as well as the economy. This in turn, forms a base for designing the training structure for the respective sector. It acts as a foundational component for strategy formation for the industry as well as helps in building career pathways within targeted industry sectors.

➤ **How can benchmarking of training institutes, contribute in meeting the industry requirement of skilled resources?**

Vocational education acts as the foundation for meeting the industry requirements by preparing the skilled workforce. Benchmarking of the training institutes can have a remarkable impact on the training processes by elaborating the criteria and standards which have to be met by the Vocational Training provider, according to pre-defined quality standards. There is an urgent need to revamp our current vocational education system with a strong technologically capable system. The process of benchmarking can facilitate the transformation of our youth to higher standards of global competitiveness, as well as engaging them in academically rigorous and industry driven curriculum by relating theoretical ideas and concepts to the practical world of work.





RSDC's Skills Update

Below mentioned Qualification Packs for 14 Tyre sector job roles proclaimed as National Occupational Standards, increasing the total count of NOSs to 30 job roles:

- Tyre Building
- Extrusion
- Calendering
- Moulding/curing

Please visit:

http://rsdcindia.in/national_standards.html to view the NOS

RSDC invites Institutes for Affiliation

[Know more](#)

RSDC invites subject matter experts/assessors from the rubber industry. To know more kindly email us at info@rsdcindia.in



Mr. Vinod Simon
Chairman, RSDC

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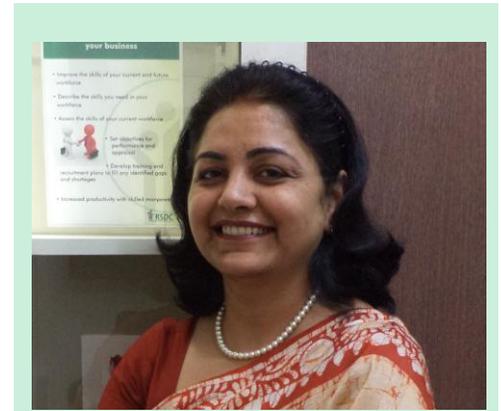
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Education is an essential phenomenon for our continued economic wellbeing; and the skilling of the workforce must necessarily be kept abreast of the needs of industry as a whole. The stage is all set for a whole new era of a transformed Indian economy, with the launch of the National Skill Certification & Monetary Reward scheme. It is a wonderful opportunity for the aspiring youth to learn the domain centric skills in the sector of their choice.



Ms. Anupama Giri,
CEO RSDC

The STAR scheme comes as a breather at a critical time for the country, amidst the tough economic conditions and sturdy constraints being faced by the industry, due to the slow pace of transformation and skills development. Hence, it is imperatively important for the country to focus on our skill development programs to ensure that every youngster gains a skill base and is able to earn a decent livelihood.

The primary focus of this scheme is to foster progression of the economy, by providing a platform to the new and existing workforce of the country to improve upon the current skills and build on the new skills. The process in turn will increase productivity, which is crucial to building internationally competitive industries as well as sustaining and expanding the employment base in the country. The results of the skills trainings under this scheme will be easily noticeable in a short time from now, as all the trainings would be mandatorily aligned to the National Occupational Standards of the respective industry sectors. Besides the fundamental domain skills, life skills including attitude, soft skills and communication skills, will also form integral part of these trainings.

The earlier trainings were based on the traditional methods and outdated course curricula, post which there used to be no value addition for the industry, rather huge expenditure has to be incurred by the companies on the training of their manpower. With the initiation of the NOS based trainings, industry no longer needs to spend a lot of effort and time in developing training sessions and skilling plans.

Human capital being the most valuable assets for any country, its time for all the stakeholders in the rubber industry to come forward and participate in the skill development interventions, together in a new partnership to identify common areas in skills development, in the interest of achieving their own broad goals as well as for the benefit of our country as a whole.

Anupama Giri
CEO RSDC

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