

# Skills Time

Monthly E-Newsletter by Rubber Skill Development Centre



## SKILL DEVELOPMENT - INSPIRING SAGA OF GROWTH IN INDIA



### **Nation's priority is skill development, says Mr. Narendra Modi, CM Gujarat**

Gujarat Chief Minister Narendra Modi addresses Pune college students and offers to revamp education sector, said India's priority is skill development and merely bringing in the Bill would not feed the needy.

"The nation's priority is skill development. We have 65% youth in our country. They are hard working but they lack skills. They have certificates. The Central government thinks that a certificate by itself grants a person skill for employment", he told.

**"We need modernisation, not Westernisation of our educational system", said Mr. Narendra Modi**

He also compared India to China; shedding light on the glaring difference between the latter's 20% GDP expenditure on education as opposed to the former's 4%. China and India are not very different. India used to have two of the five world-recognised educational institutions, but in 10 years that has come down to one. China never had a recognized university; now they have 32," he said.

"Building human resource through education is critical for nation building. There is a need to nurture talent for nation building," Modi said, peppering his address with achievements made by the Gujarat government in education and other sectors.

**"If we want to have a good education system, we should create good teachers, which have not been a priority."**

Modi said, "There is a sense of despondency in the country today" and stressed that there was a need to modernize India without westernizing it.

Modi shared his thoughts during a speech delivered at Fergusson College in Pune where he visited for the inauguration ceremony of an amphitheatre.

### **Aajeevika Skill Development Programme to Empower Rural Youth**

Aajeevika Skill Development Programme (ASDP) initiative under the direction of Ministry of Rural Development is to harness the potential of the occupational aspirations of the rural youth from weaker sections of the society in order to improve the income of the poor in rural areas.

In order to simplify and expand its horizon, ASDP has been divided in various sub-schemes like Himayat, Roshini and Parvaz, which are being carried out for different areas and different people. For example, Himayat, is a special scheme for both urban and rural youth in Jammu and Kashmir. The objective of this scheme is to train 1,00,000 youth in 5 years of which 75 per cent to be placed in various jobs. This scheme is 100 per cent centrally sponsored scheme.

**ASDP programme can be instrumental because the world's largest population of youth is in India and if they are adequately trained, they can be helpful in transforming the Indian economy.**

Under the scheme Roshini, around 50,000 youth between 18-35 years age will be trained from 24 most critical left wing extremist affected districts of India in three years, keeping in mind the

### News Bulletin

**"Madhya Pradesh State Government has decided to open skill development centres in 20 more development blocks to provide adequate job opportunities to youths through employment-oriented training. Earlier, skill development centres have been opened in 113 development blocks. These centres are being set up under state-level Skill Development Mission."**

**"The new government in Karnataka is delivering its first budget on skill development needs with an investment of at least Rs 500 crore a year to make a difference. State government also planned to tackle the higher education deficiencies through a Karnataka Scholarship Scheme, giving scholarship based on means to at least 300,000 students a year, costing around Rs 1,200 crore in three year."**



requirement of the industry. Candidates will be trained through public private and public-public partnerships. This project will be funded jointly by the central and state governments in the ratio of 75:25 and would be monitored by National level agencies.

Another scheme, Parvaz, is for drop-outs from madrasas. The basic purpose of this scheme is to bring minority BPL youth into

mainstream by empowering them with education, skills and employment.

So far around 8.67 lakhs rural youth have been provided training and around 6.88 lakhs have been placed in various organisations after the commencement of the Aajeevika Skill Development Programme and during the 12th five-year plan the target has been set to train 50 lakhs youth.

## QUALIFICATION PACKS PROCLAIMED AS NATIONAL STANDARDS

**Qualification Review Committee of NSDC declares, 16 Q-packs as National Standards for the rubber sector on June 30, 2013, companies and Institutes can now use the standards for skilling and up-skilling the workforce.**

RSDC has developed National Occupational Standards (NOS) for 30 job roles in the rubber industry. The first set of Qualification Packs for 16 job roles has been declared as National Standards by NSDC for the rubber industry. The National Occupational Standards were developed in consultation with the sector and has also been validated and approved by the rubber industry. These National Standards are available and accessible to the industry on RSDC & NSDC's website.

Qualification Packs for 14 job role are approved by QRC (Qualifications Regulation Committee) of NSDC and have been uploaded on RSDC and NSDC website for industry validation for a period of one month. RSDC urges the industry to provide inputs and feedbacks on draft NOS's.

### Affiliations & Assessments

RSDC invite institutes who can revamp the pedagogical practices and map their curriculum in accordance to NOS. RSDC will affiliate such programmes and certify the trainers of that affiliated institutes. Affiliation is a method of quality assurance developed by RSDC, and designed primarily to distinguish institutes adhering to a set of educational standards. The Affiliation process is also known in terms of its ability to effectively drive student performance and continuous improvement in education. Affiliation is a set of rigorous protocols and processes for evaluating an institution's organizational effectiveness.

RSDC's affiliation model for imparting skills training:

- Involving existing public or private training institutes who will be assessed for quality standards, adequacy of upgraded equipment and their ability to transition to the newly developed competency framework.

- Affiliate the contents and curriculum which has to be in line with NOS developed.
- Supervise the Training of Trainers in each of these institutes and ensure adequate trainers are trained and certified before the Institute starts their training batches.
- Certification and Affiliation will be the key process through which the RSDC will ensure standards and quality of training and trained manpower.

### State Government Project

Another important activity RSDC is involved is with Additional Skill Acquisition Programme (ASAP) of Kerala State. ASAP is part of the State Skill Development Project that has been designed to help students to attain employable resource status at the end of their Vocational Higher Secondary or Under Graduate study streams. RSDC & ASAP invited professionals from the rubber industry to be a part of this skill development mission as trainers and project coordinator. The interested individuals can apply at RSDC & ASAP's websites.



## RSDC's 6th GC Meeting held on July 17, 2013

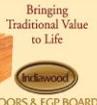


(Left to Right): **Mr. Rajeev Anand, Vice Chairman & MD Goodyear India Ltd., Mrs. Sheela Thomas, IAS, Chairman Rubber Board, Mr. Vinod Simon, Chairman RSDC, Ms. Anupama Giri, CEO RSDC, Mr. Mohinder Gupta, MD Vinko Auto Industries Ltd, Mr. Yogen Lathia, Director Lathia Rubber Mfg. Co. Pvt. Ltd., Mr. Rummy Chhabra, Managing Director Metro Tyres Ltd., Mr. Rajiv Budhraj, Director General ATMA and Dr. R. Mukhopadhyay, Chairman IRI & Director - R&D JK Tyres & Industries Ltd.**

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**Mr. Yogen Lathia**  
Past President AIRIA

- **Lathia Rubbers have completed 50 years in the non-tyre segment of the rubber industry. Please share your journey, growth and challenges in the rubber industry then and now.**

Lathia Rubber was started on 15<sup>th</sup> August, 1953 by my father late Shri S.V.Lathia. I joined the business in the year 1977. Lathia Rubber has grown over the last 60 years mirroring the growth of Indian rubber Industry.

Indian Rubber Industry has faced host of challenges in the earlier years including availability of indigenous raw material and high custom duty on the synthetic rubber like Fluro Elastomers, Silicone, etc. In the earlier days the industry had to do with whatever material was available indigenously. Also, import of any material was restricted and synthetic rubber and other chemicals were just not available indigenously. It was a challenge for the Indian Rubber technologists to produce the goods of international quality with the material what was available to them rather than what was required by them. It is a credit to Rubber Technologists that they were able to do so.

Lathia Rubber has laid emphasis on indigenous development of technology and import substitution which was the need of the earlier period

Today, we can import any rubbers and chemicals required freely without any problem or restriction and also machinery and equipments can be imported without any problem. This has led to development of technology, increase in usage of synthetic rubber and production of rubber products as per international norms. This can be seen from the fact that exports of Indian Rubber Products have risen phenomenally though there is still a long way to go if we compare ourselves to China. Our aim should be to become the one of the top rubber products manufacturing and consuming industry in the world in couple of years.



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

Small Scale Industry faces huge challenges in the Rubber Industry because rubber industry is capital intensive and energy intensive and cost of both of these are very high In India as compared to our neighbors in Asia, Furthermore, the availability of machinery and testing equipments in India is a constrain which is hampering and slowing down expansion of the rubber industry. Inverted duty structure where finished products are coming at a lower duty as compared to the raw materials makes the matter difficult for the Rubber Industry.

Currently because of FTA, it is found that rubber products are coming at even less rate of duty than specified. This is causing more harm to Industry and retarding its growth. Availability of technical manpower, workers and staff is also a matter of concern for the Industry.

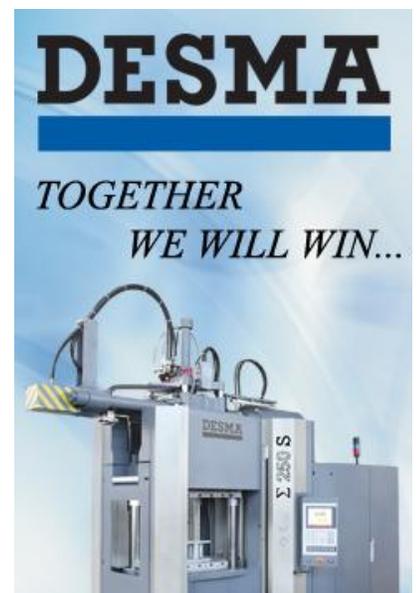
- **What is your view on the skill development initiatives taken by NSDC by developing SSC's for high growth sectors in India?**

Steps taken by NSDC for skill development initiatives will go a long way to bridge the requirement of the Small Scale Industry. This will help the Small Scale Industry to get trained manpower, such as Mixing Mill Operators, Moulding Operators, etc. which should help to speed up the growth of the Indian Rubber Industry.

NSDC has taken the initiatives and it is now with the industry to train its own manpower through sectorial development centers. Industry can no longer raise the concern that the Government is not providing them with the technical man power which was required by them or that trained manpower available is not suitable for the industry. This argument will no longer be true as the industry itself will be in charge of training its own manpower.

- **What could be the impact of skilled manpower on the productivity and growth of the rubber industry?**

There will be huge impact on the growth as well as productivity as once trained manpower will be made available the industry can grow at much faster rate. India has huge potential to become an Export hub for the Rubber products as we have sufficient manpower as well as raw materials available locally. The productivity also will go up as trained manpower will assist in increasing the productivity by taking various steps to improve the same.





## RSDC's Skills Update

Qualification Packs for 14 job roles have been uploaded on NSDC's & RSDC's website for following occupations specifically for the tyre segment::

- Tyre Building
- Extrusion
- Calendering
- Moulding/curing

To view NOS click on the link below:

[http://www.rsdcindia.in/nos\\_forms/qualification-packs.html](http://www.rsdcindia.in/nos_forms/qualification-packs.html)

We request the readers to visit the web link and share you feedback / inputs latest by Sep 13, 2013

For any query or clarification, please email us at: [nos\\_project@rsdcindia.in](mailto:nos_project@rsdcindia.in)

In February 2009, the Government of India, announced National Policy on Skill Development to take advantage of its demographic dividend for promoting a faster and more inclusive growth. India's competitive edge will be determined by its people's ability to create, share, and use knowledge effectively. The Policy clarified the roles that different stakeholders-government, industry, trade unions and civil society-would need to play for the creation of a healthy skills ecosystem in India.



**Ms. Anupama Giri,**  
CEO RSDC

Seventeen ministries of the Government of India, including Ministry of Labour & Employment (MoL&E), Ministry of Human Resource Development, Ministry of Micro, Small and Medium Enterprises, along with the NSDC, are presently engaged in different training initiatives with the combined target of skilling 50 million people by 2022.

The potential of skill development mission of India has also attracted the attention of international players in Australia, New Zealand, Germany and the UK.

India and New Zealand formed a council to draw up a framework and devise mechanisms of co-operation and set the agenda for improving educational relations between the two countries.

Kangan TAFE, a vocational education provider that maintains several campuses in Victoria, Australia, signed an agreement in 2011 to offer its certifications through vocational institutions in Maharashtra, making it the first Australian vocational education provider to establish itself in India.

The Association of Colleges (AoC) UK has established an office with a dedicated team in Delhi to help deliver the UK's world-class vocational training alongside further education training providers in India in an effort to meet the country's growing demand for skills.

Indo-German cooperation in the field of skill development and vocational training received a further boost after signing of MOU between Germany's iMOVE and India's National Skill Development Corporation (NSDC), the two agreed to exchange of knowledge in vocational education and training, foster private sector initiatives in vocational education and training between German & Indian stakeholders, such as training providers, educational institutions, corporations and others.

Educational organisations and institutions are not the only international players contributing to vocational education in India; FICCI and Ernst & Young various reports describe how several multinational corporations have stepped forward for developing the young skilled manpower for India. Let's be hopeful that with all these collaborations, country will achieve the stated target of skilling millions of youth of India.

**Anupama Giri**  
CEO RSDC



**Mr. Vinod Simon**  
Chairman, RSDC

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