

Skills Time™

Monthly E-Newsletter by Rubber Skill Development Council

Finance Minister felicitates 300 successful candidates of NSDC's STAR scheme

Finance Minister P. Chidambaram felicitated, the first batch of over 300 successful candidates from the National Capital Region who have completed their industry oriented training courses under the National Skill Certification and Monetary Reward Scheme.

These candidates who were trained under the STAR scheme skilled in 11 different industry sectors received their STAR certificates on the completion of their respective courses. The scheme was launched by the Finance Minister on August 16, 2013 and is being implemented on a pan-India basis by the National Skill Development Corporation (NSDC).

Branded as STAR (Standard Training Assessment and Reward), the scheme is the first of its kind in the country and was first proposed by the Finance Minister in the last Union Budget. A sum of Rs 1,000 crore was allocated for this initiative with an objective to motivate 1 million youth of our country during the first year of launch to acquire a vocational skill which will help make their lives better.

Speaking at the certificate distribution event, Chidambaram said, "I would like to congratulate each and every successful candidate on this momentous occasion. This is our first milestone under STAR, an initiative which is in line with the National Skilling Mission. Every certified candidate is now a part of the skilled workforce which is the pride of our nation."

"I strongly encourage more young women and men to join the STAR scheme and build a better future for themselves and the nation. I am particularly proud of the fact

that every successful candidate under this unique scheme gets a customised debit card to access their reward money. This is the kind of financial inclusion this Government is committed to," he added.

Mr S Ramadorai, Chairman of National Skill Development Agency and the National Skill Development Corporation said that more than 1.1 lakh people had enrolled under the scheme and a cumulative sum of more than Rs 1.4 crore already transferred to the bank accounts of the successfully certified candidates.

"I would also in particular like to thank our Sector Skill Councils, our training partners and the assessment agencies who have put their best foot forward in making the first phase of the program a big success," he said.

RSDC's certified candidates awarded STAR certificate by Finance Minister Shri P Chidambaram

Candidates certified by Rubber Sector Skill Council had also been felicitated during the said event. These trainees were trained on various job roles at Metro Tyres and Bony Polymers. Event was also attended by HR Head of Metro Tyres and MD of bony polymers.

RSDC's affiliated training partners conducted various training programmes as per the requirement of the rubber industry. Our training partners successfully completed training programs on various job roles in collaboration with industry and taken special care to ensure that skill which is imparted is mapped to the needs

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Mr. Tom Thomas
Executive Director (Technical & projects)
Ceat Ltd

- **What are the major hurdles that rubber industry faces currently with regard to skill manpower and how it is affecting the productivity levels of the industry?**

Availability of skilled manpower for rubber industry is very limited and may not cross single digit %. Rubber industry is one of the vital segments of manufacturing industry, adding to the exchequer a hefty – Rs.13,500 Crs by way of taxes & duties. There have been some attempts in the past by State Government's like Kerala to set up common facility with basic rubber machinery to train raw hand in various skills required by the rubber industry. However there has not been any organized attempt by either central or state agency in this field.

Non-availability of appropriate skill labour loads the industry in multiple ways. Long periods of training running from six months to one year with limited productivity. This also delays the production ramp up and extends the break even time. Further this increases the rejection and adversely affects the operational efficiency adding to the project cost.

Apart from specific rubber industry related skills, industry requires basic knowledge and training in the areas of industrial discipline, Safety, cleanliness and orderliness, requirements of system & process which are essential for any industry. We rarely get workforce with this knowledge and industry is forced to impart this basic knowledge and skill & inculcate these habits which are time consuming.

- **Do you think up skilling of workers is essential and how can it help in their careers?**

For the reasons given above upskilling & multiskilling of labour is essential for the industry. This not only supports the industry immensely but also helps building career of the work force. Appropriately skilled worker will pick up job very quickly and would require shorter training timings. The confidence level of a trained worker will be much higher right at the start of his career and such persons are generally found to climb up the ladder faster and even get into senior levels of management.

- **How can participation by all the stakeholders from the rubber industry help in improving the skill development process?**

It is in the interest of stakeholders from the industry to work with the institutions & Agencies involved in skill development to further interest of industry. Industry can support this initiative in multiple ways namely.

1. Identifying the skills required in the industry and prioritizes.
2. Estimate expected growth & identify new requirement for the future.
3. Help to draw up syllabus both for classroom training and practical training.
4. Provide experts from the industry as guest faculty.
5. Provide apprenticeship training in the industry for the students.
6. Co-opt such institutions in the vicinity of the industry and jointly work with them.
7. Give preference in the recruitment of students from such institutions.

- **How do you see the role of RSDC in reducing the existing gap of skilled manpower in the rubber sector?**

The initiative by the Government & Industry to set up RSDC to bridge the above gap of skilled manpower for the rubber industry is laudable. It is indeed the right step. I am very pleased to see the good work being done by RSDC in identifying the skills required for the industry, mapping the same, creating detail description of the skill and the training inputs required, estimating projected manpower in each of the skill going forward etc. RSDC has drawn definite plan to associate with existing technical institution at various location in the country to convert the plans drawn up into reality is very encouraging. These schemes implemented effectively will significantly support the rubber industry and provide gainful employment to millions of youth in the country.

- **In your opinion, how industry can encourage youth to join the sector?**

Today's younger generation is exposed to all the information in the world. This has built up expectations and industry has to meet the same. One would expect a clean and healthy work environment, basic levels of employee involvement, minimum level of automation to bring down excessive physical labour etc. Industry hence necessarily has to invest to create such an environment and need to share the same with the candidates.





RSDC's Skills Update

- RSDC, Lantra signs pact for the skill development of rubber sector under UK-India Education and Research Initiative (UKIERI)

This collaborative project has been envisaged by the sector skill councils in India and UK i.e. Lantra and RSDC, to address the issue of capacity building and training through implementation of international practices prevalent in the skills space.

- RSDC invites the rubber Companies to come forward with training manpower requirements at shop floor.

Please send us your training manpower requirements by writing to: ljo.joseph@rsdcindia.in

- RSDC Invites Rubber Training Institutes to avail the benefits of government scheme and get affiliated with RSDC

For more information visit at www.rsdcindia.in and also email at affiliation@rsdcindia.in



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Skills and knowledge are the driving forces of economic growth and social development of any country. They have become even more important given the increasing pace of globalization and technological changes.

As rubber sector moves progressively and contributes to economic growth of India, it becomes increasingly important that we should focus on advancement of skills and these skills have to be relevant to the emerging economic environment. However, the Industry faces a very complex paradox, in the abundance of labour, the sector is struggling to get right kind of resources and faces acute shortage of resources in terms of skill available v/s skill requirement (both qualitatively and quantitatively).

To overcome these issues, RSDC is trying to develop a strong eco system for the sector at various levels by taking continuous feedback from the industry. As per the mandate given by NSDC, RSDC had conducted research and survey for developing National Occupation Standards (NOS) for various job roles at operator level and accordingly had developed NOS for 30 job roles so far.

I am pleased to share that RSDC's affiliated training partners has started conducting training programs for various job roles in the rubber sector across country. To meet the quality norms and standards of RSDC, affiliated training partners conducts training on NOS based curriculum. In order to ensure, quality assessments are also linked to NOS in which trainees are being assessed on theoretical as well as practical skills, to ensure that they are readily deployable by the industry.

In our endeavor to bring quality in training and to bridge the prevailing skill gap in the sector we need to understand resource and training requirement of the industry and also get feedback from the industry on training given by RSDC affiliated training institute. For undertaking the said activity we are launching a campaign by the name of **"NURTURING TALENT for tomorrow"**. Under this campaign we would like to directly connect with the industry and understand your manpower requirement and training needs. We urge industry to come forward and share your concerns and training requirements with RSDC enable us help industry take next leap.



Ms. Anupama Giri,
CEO RSDC

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Chief Executive Officer RSDC