

# Skills Time

Monthly E-Newsletter by Rubber Skill Development Council

## RSDC signs MoU with Additional Skills Acquisition Programme (ASAP), Govt. of Kerala

Rubber Skill Development Council (RSDC), entered into a MoU with Additional Skills Acquisition Programme (ASAP), Department of Higher Education, Govt. of Kerala, for the introduction of Senior Secondary level programme on Rubber Technology, named as 'Junior Rubber Technologist' (JRT) course. The course would be launched in the schools of Kerala to the students of Class XII, preparing the students with hands on skills in the field of rubber manufacturing, including theoretical and practical sessions for a total duration of 200 hrs. RSDC would also facilitate industry exposure to the students undergoing the aforementioned course, to make them deployable and industry ready.

The curriculum and courseware of the JRT course has been prepared by the Curriculum Development Committee of RSDC, comprising of academicians and industry experts from the Rubber industry. Trainers for teaching this course in Kerala schools, would also be trained on pedagogical practices and would be assessed and certified by RSDC. RSDC would be assessing the candidates on theoretical and practical skills through certified assessors and issue competency certificates on completion of the course. Initially the JRT course would be launched in the districts of Pathanamthitta, Kottayam, Ernakulam, Malappuram, and Kozhikode.



**Mr Vinod Simon, Chairman RSDC and Dr K M Abraham, Additional Chief Secretary, Dept of Higher Education, Govt. of Kerala exchanging the MoU at ASAP Expo held at Kochi**

The programme would focus on basic knowledge of rubber, the manufacturing processes and the machinery used in the in rubber manufacturing process. It will be an add-on course for the students, who wish to pursue their careers in the field of Rubber Technology, providing them horizontal mobility to join the rubber industry for Assistant/Junior rubber technician job role, as well as vertical mobility to pursue higher education in the same sector.

## RSDC Congratulates, HASETRI & LabourNet on Certification of First Pilot Batch

The trainings under the National Skill Certification and Monetary Reward scheme, also branded as 'STAR' are in full swing. The trainings, under the scheme, are happening in accordance to the National Occupational Standards, for different job roles in the rubber industry.

The pilot batches under the STAR scheme, for the Rubber sector, have been successfully completed by LabourNet and HASETRI for Internal Mixer Operator and Mill Operator job roles respectively.

Assessment of all the trainees has been conducted by 'Aspiring Minds', the empanelled Assessment Agency of RSDC. Trainees are being assessed on

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theoretical as well as practical skills, to ensure their readiness to be deployed by the industries. Minimum pass percentage for the trainees has been set at 50% by RSDC. The main purpose of conducting the NOS aligned trainings and assessments, is to ensure the hands on skills for the resources. The successful trainees would be issued joint certificates from Govt. of India, NSDC and RSDC. Post the certification, monetary rewards of Rs. 15,000/- per trainee would be credited to the trainees' bank accounts, linked to the Adhaar cards, for the said courses.

Training organizations, interested to offer the courses on rubber technology, are all set to extend the benefit of the STAR scheme to maximum candidates with plans to offer trainings to the new aspirants, as well as the

companies, across various regions of the country, for the launch of training programmes on multiple job roles at operator levels. Many other training providers are also applying for affiliation with RSDC, to offer NOS aligned courses on Rubber Technology.

RVS Rise Solutions Pvt. Ltd. And Basix Academy for Building Lifelong Employability (B-Able), are the two organizations, starting the courses in the month of October, 2013. RVS would be starting the programmes in the month of October, 2013, for the job role of Mill Operator and Compression Moulding Operator, in association with Footwear Design & Development Institute, Noida; and B-Able would be launching the programmes on Compression Moulding



**First Training Batch of Mill Operator course of HASETRI, Rajasthan**

existing workforce of the rubber industry. They are also streamlining their capacities to come at par with the quality requirements of affiliating with RSDC, thus making them ready to participate in the scheme. The essential first steps in this direction are to align their curriculum to the respective NOS and establish state of the art practical trainings infrastructure, in order to facilitate world class trainings to the trainees.

The rubber companies, interested in training of the employees, are connecting with RSDC, for associating with the Training Providers.

Next batches have been started by LabourNet at Ludhiana (Punjab), in association with Metro Tyres. LabourNet has already signed with many other rubber

Operator, Injection Moulding Operator, Extruder Operator and Internal Mixer Operator job roles, in their centre at Bhiwadi, in association with various rubber companies.



**Beginning of a New Era in the Indian Rubber Fraternity.....**

- First of its kind event being jointly organized by Rubber Board of India and all the stakeholders in the rubber sector, will be held at Le Meridien Convention Centre, Kochi on 20 and 21 February 2014.
- This will be the launching episode of the Meet which will be held annually thereafter at different locations.
- There will be invited talks by internationally renowned speakers.
- IRM 2014 is targeted to attract more than 600 delegates from India and abroad.
- IRM will bring the rubber fraternity of the country under a single umbrella to take stock of emerging trends in raw material production and processing, trading, end product manufacturing, export, etc.
- The registration of delegates is open now on a first come first served basis. For details visit website: [www.indiarubbermeet.in](http://www.indiarubbermeet.in) or contact Chairman, Organizing Committee, India Rubber Meet 2014 at [indiarubbermeet@gmail.com](mailto:indiarubbermeet@gmail.com)

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**Mr Rajeev Anand**  
Vice Chairman & Managing Director Goodyear India Ltd. and Vice Chairman ATMA

➤ **What are the key challenges related to workforce in the industry today?**

The Rubber industry in the country is facing a dire need of skilled manpower. Rubber industry's skills reservoir is rapidly declining across the country. In most instances, individuals entering the rubber industry actually get trained on the job on essential skills. Most of the unskilled workers lead to huge cost and time overruns, as well as hampers the overall quality of the product. The industry is also facing the problem of cultural differences, behavioural problems, retaining the key talent and coping with an ageing workforce.

➤ **What are the key training skills required to make the resource industry ready and deployable?**

Primarily, the resource should have expertise in his core functional area and acquire the key talent to for a particular job role, to be able to perform independently, without much supervision. Besides that, professional attitude, strong organisational skills, multi tasking, ability to work in a team and soft skills are the major requirements, to make a resource industry ready.

➤ **How do you think the training delivery mechanism can be industry oriented?**

Effective industry engagement and integration of industry needs in the training courses, beyond technical trade expertise, is essential to make the training process more relevant and the trained resources, deployable. There is requirement of continuous effort to align the industry needs in the training programmes. The course curricula should also be regularly updated with the contemporary technological trends.



➤ **Government of India launched the National Skill Certification & Monetary Reward scheme, also named as 'STAR' on August 16, 2013, offering monetary reward for acquiring job skills certification, what are your views on this initiative?**

The STAR scheme of Govt. of India is a highly commendable scheme, for encouraging the skill development across various industries in the country. With the monetary support being extended by the Govt., for getting the skills training under this scheme, the youth can gain access to decent employment, through demand driven and value-added trainings. At the same time, the industry will be able to get a pool of deployable manpower and will allocate the resources at their best and hence the chances of misallocation and misutilization of resources will diminish.

At present, strong institutional capacity building arrangements are required to address the skills shortage in India and bring in an effective synergy, ensuring India's competitiveness in the dynamic global labour market. It will also have a positive impact on economic development of the country.

➤ **What are the key attributes required by training institutes, to ensure the quality of the trainings? How can RSDC facilitate quality trainings for the Rubber industry in India?**

The Rubber training institutes should ideally have job role oriented infrastructural capacity and should adopt the best pedagogical practices to ensure the hands on trainings for the trainees. Adherence to quality training delivery mechanism, would in turn improve the level of skills obtained by the pass outs of these institutes, thus fulfilling the industries' need for skilled manpower. RSDC can facilitate quality trainings by conducting regular quality audits on the institutes as well as by having a close check on the training delivery mechanism adopted by such institutes.



## RSDC's Skills Update

RSDC requires individuals at below positions:

- MASTER TRAINERS
- TRAINERS
- ASSESSORS

**Location:** Kerala, Punjab, Rajasthan, Tamil Nadu & Delhi/NCR

Please mail your profile at [career@rsdcindia.in](mailto:career@rsdcindia.in) or visit at <http://www.rsdcindia.in/career.html>

Rubber Companies interested to conduct training of its employees, may connect with RSDC by writing at [ljo.joseph@rsdcindia.in](mailto:ljo.joseph@rsdcindia.in)

Training Providers interested to be affiliated with RSDC, may connect with RSDC, by writing at [affiliations@rsdcindia.in](mailto:affiliations@rsdcindia.in)



**Mr. Vinod Simon**  
Chairman, RSDC

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Skills development is a tremendously influential tool in the arsenal of any Organization. Considering the technological advancements around the globe, regular skill development of the employees, should be the organizational strategy to maintain the position in the ever growing competitive world. Most enterprises that are not sensitive to trainings need of their employees, do not realize the importance of the trainings and believe that staff is adequately skilled for work.



**Ms. Anupama Giri,**  
CEO RSDC

For an effective HR strategy, financial benefits have to be complemented with enough support to the employees by ways of provisioning of skills training at the organizational levels.

Another important aspect for the organizational growth is the awareness of the returns on investment in skills training. Organizations need to understand that investment in the skills trainings results in great returns in terms of productivity and relatively higher quality of goods and services.

Employers should, in fact craft the provisions in the workplace that encourage employees to strengthen their competencies, through re-skilling and upgrading the key competencies and other social skills. To generate such environment, effective Training Need Analysis is particularly vital tool for the organizations in today's changing technological scenario, as new technologies are advancing at a fast pace, resulting in subsequent changes in the skills and capabilities needed, and accordingly the training programmes should be designed. Recognition of prior learning is also an integral part of this activity, which forms the basis of a meaningful training programme.

For any effective training programme, the most important prerequisite is analyzing the training needs of the employees. Mere pushing the workers for trainings may result in adverse affects by missing the urgent needs, or by covering low priority areas that are not essential. By analyzing the training needs, organizations are able to direct the manpower into the areas where they will be more productive, enhancing confidence and operational performance of the workers, thus resulting in the achievement of both organizational objectives and facilitate the employees' career progression. Effective skills development implementation involves communicating the benefits resulting from skills development to the employees, in order to motivate their active participation and willingness for skills trainings.

This exercise should be conducted periodically to ensure that the organization has the availability of the requisite skills and competencies for the smooth running of the business.

**Anupama Giri**  
Chief Executive Officer RSDC