



NUTURING SKILLS & TALENT FOR A BETTER TOMORROW

RSDC's Campaign - "Skill Your People, Grow Your Business"

To meet the rising demand for skilled workforce for the rubber sector, RSDC launches new Skills campaign called "**Skill Your People, Grow Your Business**" across the country, which would help the industry recruit the right skills. In past years, we saw a lot of development in all arenas of rubber sector, but industry is still battling with the issue of skills & talent. There is still a shortage of employable resources that matches the requirement of the industry.

Rubber sector in India faces a complex situation of non-availability of training infrastructure particularly in vocational training space. Currently though there are very few training institutes offering rubber technology courses in India for the graduate and undergraduate segments. These students also lack understanding of real manufacturing process in the industry due to lack of infrastructure and apt pedagogical practices. Therefore, industry faces challenges as a large gap between the skills of job applicants vs. required, and those untrained manpower take their own time to contribute affectively in the production which may result in delay of orders and affect quality of the product. Thus huge training cost, recruitment overheads, and costs

of people management places a huge burden on organization's financials. Therefore, to cater to the increasing talent gap that organizations are facing, RSDC invites industry to join hands to provide trainings to up-skill their current manpower and also hire only RSDC certified people under the campaign "**Skill Your People, Grow Your Business**". RSDC is trying to enhance the skills of in-service professionals and new people by training them as a specialist for the specific job role. RSDC has devised National Occupational Standard (NOS) for training on specific job roles in consultation with rubber experts, industry and other stakeholders of the rubber sector which addresses the need of the industry.

RSDC urges rubber industry to connect with RSDC officials to recruit and train their existing workforce through, affiliated training providers who delivers programs aligned to NOS's. Industry is also urged to participate in **Hire Train Deploy (HTD)** training model, wherein an individual hired by the company shall be trained on the company premises itself. Thereby enabling quicker adoption of company's SOP by the employee.

Skills Time

Monthly E-Newsletter by Rubber Skill Development Council

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'Onus on Indian industries to develop skills' - says Shri Sonowal



Minister of State (I/C) Skill Development, Entrepreneurship, Youth Affairs and Sports Shri Sarbananda Sonowal has said that his Ministry will welcome and embrace all meaningful skill development efforts with open arms, as skill development is a social transformation tool leading to wealth creation for individuals and through them, for the entire nation. There is a need to realign the efforts of the industry and government to impart quality training expeditiously to India's youth to make them employable. This was stated by experts in the area of skill development at the 7th edition of 'Global Skills Summit' organized by FICCI in association with the Ministry of Skill Development, Entrepreneurship, Youth Affairs & Sports, Government of India and UNDP.

Shri Sonowal said, the importance of skill development was echoed by the Prime Minister on 15th August when he said "If we have to promote the development of our country, then our mission has to be "skill development" and "skilled India." The minister said that the best way to achieve this

is to converge and synthesize all efforts, which his ministry is set to do. At the same time, we have to excite and engage the youth of the country to participate without inhibitions. This requires delivery of skills to meet the local aspirations, demand and conditions. It is time that we make the youth and the parents aware that developing skills is as important and dignified as securing a degree.

He also urged the industry to take the lead in recognising skills not only through jobs but through preferential employment, increased salaries and creating an atmosphere within their companies for employees to get "skilled and upskilled". "It is only through collective action and consolidated plan from all the stakeholders that we can facilitate access to wage and self-employment opportunities for the working population of these regions and give them hope for a better future.

Indian industry has a unique opportunity to create an ecosystem and set uniform standards,

said Mr. Dilip Chenoy, CEO & MD, National Skill Development Corporation (NSDC). He urged the industry to come forward and enable the Sector Skills Council (SSCs) to perform with minimum government so that governance could be maximized. Mr. Chenoy appealed to industry to employ only certified workers to raise the quality of skilled manpower.

Industry and government need to draw a sustainable business model supported by policies to make skill development a viable option for industry, said Mr. Sanjeev Duggal, CEO & Director, Centum Learning Limited and Co-chair, FICCI Skill Development Forum. Financial viability is most critical for any business; therefore, concrete incentives and measures have to be devised by the government for industry to take up skill development more proactively.

RSDC's Trainees Learning on the Shop Floor



Rubber Skill Development Council (RSDC), and General and Higher Education Departments of Kerala govt. together implementing the Additional Skill Acquisition Programme (ASAP) had jointly designed Junior Rubber Technician program to amplify working hands in rubber sector.

The program provide additional skill sets and familiarize students with rubber, its sources, different types of rubber, industrial uses of rubber, machines used in the rubber manufacturing process and introduction to rubber processing technology including rubber manufacturing process. The course is designed in such a way that, the students would grasp the processes in the rubber industry and get acquainted with the machinery used in the industry.

The first batch of JRT Crash Course was conducted at Rubber Park, Valanchirangara, Ernakulam wherein 49 students from various districts of Kerala were trained during the weekend classes.

the vacation holidays. Week end trainings for students of Class XI and first year graduates has been initiated in the month March 2014 in the four districts of Kerala -- Kottayam, Ernakulam, Alappuzha and Calicut with 129 students. Practical Trainings and industrial Visits been arranged at the Rubber Industries to get them acquainted with the machineries used in the industry.

The course would equip the students with the required skills at Level 3 of NSQF, thereby enabling them to be employed as Junior Rubber Technician / Technical Assistant in the Rubber

Industry. They can also start their journey as an entrepreneur in the rubber sector or pursue higher studies in Rubber Technologies. Joint certification from RSDC & Technical Education Department, Kerala will be issued for the successful candidates.





SPECIAL TALK WITH MR HARSH GANDHI EXECUTIVE DIRECTOR GRP LTD

According to you, what are the key challenges is being faced by rubber sector in terms of shortage of skilled manpower?

Rubber industry is one of the fastest growing sectors in the Indian National Economy but still lack skilled manpower that should be trained and equipped with the skills as per the industry requirement. The rubber industry is highly labour intensive and currently the sector is facing acute shortage of skilled manpower which is impacting the production process.

In current scenario, the industry is having acute shortage of technically trained workforce. The employers recruit fresher for the entry level jobs on the shop floor and train them as per their requirement. These are unstructured and informal trainings that does not provide the appropriate skills. The roles performed on shop floor are very important which can anticipate increase or decrease in production, and impacts productivity and growth of the company. Rubber sector has tremendous growth and opportunity that can create employment for the youth and can contribute to the economic and social stability of India.

Challenges for shop floor workers: There are no national, vocational programs that provide formal skills for basic rubber processing, mixing, etc. As a result, companies have to take on board uneducated workforce and train them. There is a significant delay before workers are able to contribute meaningfully to the operations of the rubber factory as a result. There are several regional institutes that offer programs, but these are not as valuable from an industry perspective. Hence the ability for these programs to contribute to the industry is very low.

Challenges for Rubber technologists: Apart from IIT Kharakpur, there is no formal degree program formal degree program for rubber technologists. While there are a few regional colleges that offer Polymer courses, none of these have the kind of recognition and stature within the industry. As a result, product innovation is confined only to the industry. There is a clear need for rubber technology courses to have national reach. The curriculum in a lot of these programs is dated and needs active industry involvement to be more relevant.

What is in your opinion can be planned to have the skilled manpower in the rubber sector?

The need of the hour is to focus more on industry and training provider's partnership to bridge the existing skill gap and to explore the idea of "on the job training". It has several benefits to offer. Firstly, it will give students an opportunity to learn in real life situations and expose them to challenges that are being faced by the rubber sector. Secondly, students get a chance to apply the knowledge that they acquire from their formal education. Thirdly, students gets ample amount of hands on skills as they can use the industry's equipment/machinery which is not possible inside the four walls of a classroom. To increase industry influence with the training providers and to support more direct relationships between industry and training providers both of them have to work in synergy to achieve the mission of skill development.

- *Programs need to be developed in consultation with the industry. Most program offerings have not been updated in line with the equipment upgrade the industry has gone in for OR the products manufactured*
- *There is a need for significant support by way of equipment, where students can work on the very machines that one would on the shopfloor.*

What are your views on the National Occupational Standards (NOS) based trainings developed by SSC and their benefits to the industry?

The training curriculums for all the courses if aligned to the National Occupational Standards (NOS) will enable the students to obtain skill specific knowledge for a particular job role and ensure that students are equipped with the hands on skills to face the challenges of the rubber industry. Students are not just confined to four walls of classrooms but are exposed to the real life working scenarios and are given practical trainings as well to build their confidence levels. AsNOS has been developed in consultation with industry and rubber sector experts, once students have finished their NOS based training programmes, they can be readily absorbed by the rubber industry.

What is your view of the role played by the Rubber Skill Development Council (RSDC) and if any recommendations for the skill development mission?

The aim of RSDC on skill development in rubber sector is to contribute to achieve rapid and inclusive growth through employment enhancement, improving productivity and competitiveness. The Mission lays down a strong foundation for the entire ecosystem in the sector by identify the gaps in the skills and plug the mismatch in supply and demand needs of the industry. The overall objective will be to improve the quality and relevance of training provision and provide certified skilled workforce to the rubber sector.

The RSDC has taken the right steps towards helping industry to train its workforce and upgrade skills. It is also providing the opportunities to employees at these companies become marketable within the sector. The mission for the RSDC should be to ensure the time taken for employee to contribute to the organization is minimized.

RSDC Urges the Industry to Join Hands to Drive Excellence

The Government has provided space for leadership and action by industry on the skills front. Industry has the unique opportunity of being the segment that would determine how the occupational standards be created and trainings should be conducted. As part of the National Policy on Skill Development, 2009, industry can do all these things, through their respective Sector Skill Councils. Industry has to collaborate to support SSCs in devising National Occupational Standards (NOS) for the top job roles by providing continuous inputs and feedback to the SSC.

If industry were to take some of the simple steps, it would create a sustainable skill development ecosystem for any sector by hiring SSC-certified workforce; pay more to certified persons and incentivize the employee to pay for his training, promote life-long learning and get all employees in the organization certified. Industry can also encourage and incentivize suppliers, contractors and service providers by hiring certified manpower and make it a condition in recruitments procedures. On the other hand, the education system and training institutes will have to align to NOS and ensure that their programmes result in employer-needed competencies needed by an employer among those graduating from their programmes and courses.

The Rubber Skill Development Council (RSDC) has received enormous support from different segments of industry to develop NOS.

RSDC is presently working on various activities such as developing skill competency, affiliating training providers, certification of trainees and trainers, and has also initiated process of setting up labor market information systems (LMIS) to assist in the planning and delivery of training, besides identifying skill development needs and preparing a catalogue of skill types.

To transform the current situation of shortage of skilled manpower now lies with employers. Enterprises need to accelerate the practice of hiring skilled and certified employees at all levels and then create an attractive salary differential between skilled, semi-skilled and unskilled labour. Organizations are also needed to increase in-service skilling, which continues to be very low at present.

To build capacity for skilling and up-skilling of human resources & for making a robust skill development system RSDC, need industry's full support in terms of continuous inputs and feedback. RSDC has also faced a complex situation of non-availability of training infrastructure in the sector. Hence we urge industry to adopt innovative ways of trainings and permit practical trainings to happen on shop floor in collaboration with RSDC affiliated training partners.



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Ramakrishna Dalaria Wing, PHD House (4th Floor), 4/2, Siri Fort Institutional Area, August Kranti Marg, New Delhi
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