

Skills Time

Monthly E-Newsletter by Rubber Skill Development Centre



BUDGET 2013-14: GAME-CHANGER FOR SKILL DEVELOPMENT

The Union Budget 2013-14 presented by the Finance Minister Mr. P. Chidambaram, raises hope for improving employment and skill development issues.

The year 2012 has been a year of muted growth for businesses. The business community had high hopes from this year's budget and expected prudent measures to boost growth rate, which in turn would impact job creation.

The union budget brought good news for skill development sector, FM talked about the initiatives to promote skill development, research and higher education in order to boost employment.

Finance Minister in his budget 2013 speech announced Rs 1,000 crore to be allocated to National Skill Development Corporation to expand the job-oriented skills among the youth. Projects approved by National Skill Development Corporation are expected to train 50 million people in the 12th Plan period, including 9 million in 2013-14 itself by providing vocational training. "We have to pull out all stops to achieve this objective", he said.

"Assuming that 10 lakh (one million) youth can be motivated in one year, skill trained youth will give enormous boost to employment and productivity," Chidambaram said.

To motivate a large number of youth to voluntarily join skill development programmes, FM also proposed to give monetary reward of Rs. 10,000 per candidate along with certificate upon completion of course and on passing a test conducted by an authorized certification agency. He also proposed that the National Skill Development Corporation should set the curriculum and standards for training in different skills.

FM also mentioned about negative list of service tax and reinstate that vocational courses offered by institutes affiliated to State Council of Vocational Training in relation to agriculture and agricultural products will be in negative list of service tax.

"The National Skill Development Corporation (NSDC) would like to compliment the Finance Minister for the government's continued recognition and commitment to the skills cause in line with its goal of promoting growth that would lead to inclusive and sustainable development" said Mr. Dilip Chenoy, CEO & MD National Skill Development Corporation (NSDC).

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RSDC – WAY FOR SKILLED WORKFORCE

Genesis of RSDC

In the current scenario most of the skill learning on the shop floor in the industry happens through largely unstructured and on-job training. There is a significant gap between the required skilled availability and demand of trained manpower in Rubber Sector. There is an urgent need of developing short-term and mid-term vocational courses in the institutes to impart practical and project based trainings so the students are readily deployable.

Rubber Skill Development Centre (RSDC), a Sector Skill Council for the rubber sector set up by AIRIA & ATMA in Collaboration with NSDC, is focusing on skill development & training needs of the sector. RSDC's key objectives are conducting research, quality assurance and improving delivery mechanism for skilling and up-skilling professionals in the rubber sector

The purpose of establishment of RSDC is to provide employment opportunities to youth across nation and create career paths in roles existing within the rubber sector. Industry's active participation is essential for the absorption of certified skilled manpower through RSDC.

Role of RSDC

- Setting up Labour Market Information System (LMIS), to assist planning for capacity building.
- Identification of skill development needs and preparing a catalogue of skill types.
- Standardization of job roles / skill types through development of National Occupational Standards (NOS).
- Develop a skill development plan and maintain skill inventory.
- Developing Standards and Assessment tools for affiliations and certifications.
- Plan and execute training of trainers.
- Setting up centre's of excellence focusing on simulation and/or live project trainings.

Objectives of RSDC

- **Research & Development**
 - Identifying human resource requirement of the industry focusing on the prevailing skill gaps to provide efficient and readily deployable resource.
- **Quality & Assurance**
 - Ensuring quality of training being imparted by institutes by setting a) affiliation standards; b) robust mechanism for assessments of learners.
- **Enabling Continuous Development**
 - Establishing a link between industry and institute community enabling institutes, preparing workforce in accordance to industry requirement.



An MOU was signed between NSDC and a partnership formed between AIRIA & ATMA to promote rubber sector skill council on March 16, 2012

(From Left to right): Mr. Mohinder Gupta, Sr. VP AIRIA, Mr. Vinod Simon, Chairman RSDC, Mrs. Sheela Thomas, IAS, Chairman, Rubber board of India, Mr. Dilip Chenoy, CEO & MD, NSDC and Mr. Anant Goenka, Chairman ATMA.



Launch of RSDC's E-newsletter "Skills Time" by Mrs. Sheela Thomas, IAS, Chairman Rubber Board

(From left to right): Ms. Anupama Giri, CEO RSDC, Mrs. Sheela Thomas, IAS, Chairman Rubber Board and Mr. Vinod Simon, Chairman RSDC.

RSDC is managed by a Governing Council of 12 members representing ATMA, AIRIA, Rubber Board, IRI, ICRTMA, IRMRA & NSDC

Mr. Vinod Simon
Chairman, RSDC & Executive Director
Simmco Rubber & Plastic (P) Ltd.

Ms. Sheela Thomas, IAS
Chairman
Rubber Board of India

Mr. Anant Goenka
Managing Director
Ceat Ltd.

Mr. Mohinder Gupta
Managing Director
Vinko Auto Industries Ltd

Mr. Yogen Lathia
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Lathia Rubber Mfg. Co. Pvt. Ltd.

Mr. Rajeev Anand
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Mr. Rummy Chhabra
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Metro Tyre Ltd

Ms. Anupama Giri
CEO, Rubber Skill Development Centre
(RSDC)



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Mr. Vinod Simon
Chairman, RSDC

India is 4th largest producer and 2nd largest consumer of rubber in the world. There are more than 5,000 manufacturing units producing a large number of products in which approximately around 90% are small and tiny units and labour intensive. Today, half a million people are employed in the industry and the industry is capable of creating half a million more jobs in the next 10 years.

Sector Skill Councils have become the most exciting, and talked about Govt initiatives happening in our country today. 500 million people to be trained by 2022, though a very optimistic target, yet has become the need of the hour. This initiative is definitely going to benefit and energize the entire chain of progress for our country in the coming decade.

Indian Rubber Industry is also a part of this progress and the Rubber Skill development Centre (RSDC) is here to take care of the need of skilled resources. To compete in global as well as in domestic market, industry need to achieve standards, that can be delivered only by skilled manpower. Rubber Industry realizes the criticality of skill development and needs to actively support and participate in the skill development initiatives.

As large number of industry-ready, skilled manpower is required in rubber sector, RSDC has been set up as Rubber Sector skill council to address the skill gaps and harmonize existing education system for the industry. RSDC's success can be achieved through an active industry participation and engagement. The industry has been empowered, through RSDC to design and implement the competency standards and training it desires, in order to get best hands in their workforces.

I urge the entire industry to come forward, actively participate and play a major role in sharing the challenges they face with regard to skilled manpower. This will help RSDC create a comprehensive skill development strategy and help the rubber industry achieve greater heights.



ADDRESSING THE NEEDS OF SKILLED MANPOWER & PLANTING THE SEEDS FOR A SECURE FUTURE

Although the rubber industry has experienced rapid growth over the recent period, the low level of education, shortage of manpower and formal training of the workforce are matters of concern. In rubber sector, the unorganized sector nearly employs 90% of the workforce, most of whom are either unskilled or inadequately skilled.

Rubber industry recognizes that there is a huge skill gap between the skill required and available manpower in the industry. The current pattern of education and need of the industry, leads to demand and supply mismatch. RSDC's mission is to reduce skills gaps and shortages by training of new entrants to the industry and special program for workforce available in the sector.

RSDC strives to provide career paths to in-service professionals and certified skilled manpower to the industry in the coming years. RSDC has started various initiatives for skill development and for identifying and analyzing the skill needs and gaps prevailing in rubber sector.



Ms. Anupama Giri
CEO, RSDC

RSDC has recently initiated skill gap study which will help to analyze prevailing gaps (both qualitative and quantitative) on the demand and supply side (Institutions offering the rubber technology programmes). This study will identify the current requirement of skill development in the industry, review the supply of skilled personnel, identify shortfall in numbers and skill sets, identify trends and future requirements and benchmark international practices.

Another important initiative taken by RSDC is development of National Occupational Standards (NOS). NOS are a core part of India's current efforts to develop a standardized and high quality vocational and education system.



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RSDC's Skills Update

- For NOS Phase-I, KPMG conducted survey and interacted with employees, employers and various Rubber experts across country in various sub sectors to collect the required inputs for developing NOS.
- RSDC will be publishing first set of NOS's for the occupation like Mixing, Moulding, QC, Extrusion and calendaring.
- NOS's should be uploaded on NSDC's website by end of April.
- Skill Gap Study (Phase-I) is being conducted by iMACS for four States namely Maharashtra, Kerala, Tamil Nadu and Punjab with regard to tyre and non-tyre including specific sub-sectors.
- RSDC Invites Master trainers [Know more](#)
- RSDC invites Institutes for Affiliation [Know more](#)



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Chairman, RSDC

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As once the NOS is been developed it will specify the standard and performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently.

Post NOS development, RSDC will affiliate institutes who are capable of developing courses in accordance with the NOS specification and follow RSDC's specified pedagogy for training delivery. We invite institutes who can revamp the pedagogical practices and map their curriculum to NOS. RSDC

Special Talk

In the next seven years or so, India is expected to have the youngest working age group in the 20-24 year bracket, overtaking China, and gaining a competitive advantage over other developed countries. I look at this as an opportunity for growth and progress for the nation as a whole – an opportunity to carefully nurture and skill India's youth – our key natural resource.



Mr. Rajiv Budhraja
Director General, ATMA

The Indian Government's ambitious plan of training 500 million people by 2022, when India completes 75 years of Independence, could not come at a better time, considering India is expected to comprise of the youngest working age group in the bracket of 20-24 years in the next seven years. The National Skill Development Corporation (NSDC), launched by the Government as a PPP with active participation and involvement by the industry envisages a skill sets to be developed across sectors/industries.

Skill shortage is evident in all sectors, and the rubber industry is no exception. Comprising of about 500 large/medium scale and nearly 5500 small and tiny units, the rubber sector is highly labour intensive and there clearly exists a huge demand – supply gap of available trained/skilled manpower. Rubber Skill Development Centre (RSDC), the Rubber sector Skill Council, set up jointly by NSDC, All India Rubber Industries Association and Automotive Tyre Manufacturers' Association, aims to bridge this demand – supply gap of skilled manpower in the rubber sector in India by skilling / up skilling the requisite resources.

The RSDC Governing Council, comprising of key representatives from the tyre and non tyre sector and Government, has clearly laid down key objectives towards development of national occupation standards, accreditation and skill development in the rubber industry. RSDC is a step towards a skilled rubber sector in India – a step towards the future – and with the wheels moving in the right direction, "Skill Development" in the rubber sector doesn't seem that far away.